



# EFFECTIVE: SEPTEMBER 2004

## CURRICULUM GUIDELINES

A.	Division: <b>Instruction</b>	Effective Date:	<b>September 2004</b>
B.	Department / Program Area: <b>Commerce &amp; Business Admin. Dispensing Optician</b>	Revision	<input checked="" type="checkbox"/> New Course <input type="checkbox"/>
		If Revision, Section(s) Revised:	<b>C,H</b>
		Date of Previous Revision:	<b>2002-09 H</b>
		Date of Current Revision:	<b>2004-09</b>
C:	<b>BUSN 2251</b>	D:	<b>Enterprise Development and Management</b>
			<b>3</b>

Subject & Course No.	Descriptive Title	Semester Credits
<b>F:</b> Calendar Description: <p><b>This course provides students within the <u>Dispensing Optician Program</u> an introduction to the theoretical and practical aspects of the start-up and management of a small business within the optical dispensing industry. Topics include: Business plan development, purchasing a business, location analysis and leasing, evaluating a business opportunity, financing a business, marketing, financial management and systems, personnel management, customer relations, leadership, managing conflict and communications. The main emphasis will be on small business management.</b></p>		
<b>G:</b> Allocation of Contact Hours to Type of Instruction / Learning Settings <p>Primary Methods of Instructional Delivery and/or Learning Settings:</p> <p><b>Lectures and Seminars</b></p> <p>Number of Contact Hours: (per week / semester for each descriptor)</p> <p><b>Lecture:        3 Hours</b>  <b>Seminar:       1 Hour</b>  <b>Total:           4 Hours</b></p> <p>Number of Weeks per Semester:</p> <p><b>15 Weeks X 4 Hours per Week = 60 Hours</b></p>	<b>H:</b> Course Prerequisites: <p><b>BC Principles of Math 11 and English 12 with a "C" or better. CISY 1110 recommended.</b></p>	
	<b>I:</b> Course Corequisites: <p><b>Nil</b></p>	
	<b>J:</b> Course for which this Course is a Prerequisite <p><b>Nil</b></p>	
	<b>K:</b> Maximum Class Size: <p><b>35</b></p>	
<b>L:</b> PLEASE INDICATE: <div style="display: flex; align-items: flex-start;"> <div style="margin-right: 10px;"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> </div> <div> Non-Credit  College Credit Non-Transfer  College Credit Transfer: </div> </div> <p>SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (<a href="http://www.bccat.bc.ca">www.bccat.bc.ca</a>)</p>		

**M:** Course Objectives / Learning Outcomes

At the end of the course, the successful student should be able to:

**A. Business Start-up**

1. develop proforma financial schedules using computerized spreadsheets;
2. determine market potential;
3. develop a business plan;
4. describe the legal requirements to start a business;
5. evaluate a franchise or other small business opportunity as a possible acquisition;
6. describe the key factors in selecting a retail location;
7. outline the critical provisions to put in a lease agreement;
8. identify sources of financing.

**B. Small Business Management**

1. develop a marketing plan;
2. write and place an ad;
3. develop a promotional campaign;
4. apply personal selling techniques to the customer transaction;
5. describe principles of retail merchandising;
6. develop a budget;
7. describe the elements of:
  - small business accounting system
  - small business payroll system
  - small business inventory control system
  - small business cash handling system;
8. demonstrate an understanding of financial control techniques
9. conduct an employment interview;
10. conduct a performance appraisal;
11. describe the four step training method;
12. conduct a training session;
13. demonstrate the proper technique for handling the customer transaction;
14. demonstrate correct procedure for handling customer complaints;
15. demonstrate effective telephone skills;
16. describe appropriate leadership styles for handling different situations;
17. describe and give examples of techniques that will create a motivational climate for good employees;
18. describe and demonstrate techniques for managing conflict and dealing with performance problems.

**N:** Course Content:

1. Assessing Your Potential
  - Characteristics of successful entrepreneurs
  - Skills required to manage a small business
2. Evaluation of a Business Opportunity
  - Conducting a feasibility study
  - Assessing market potential
3. Organizing a Business
  - Selecting appropriate form of business ownership
  - Legal requirements / tax implications
4. Buying a Business
  - Establishing a purchase price
  - Evaluating a franchise or other small business purchase
  - Franchise agreement

5. Selecting a Location/Leasing
  - Location analysis
  - Facilities layout
  - Lease agreement
  - Buy vs Lease decision
  - Store layout
6. Financing a Business
  - Sources of funds
  - Lending criteria
  - Negotiating a loan
7. The Business Plan
  - Introduction to a business plan
  - Steps to prepare a business plan
8. Management Functions
  - Four management functions
  - Decision making process
9. Marketing Management
  - Marketing plan
  - Pricing strategies
  - Merchandising
  - Personal selling techniques
  - Sales promotions
  - Advertising
  - Media buying
10. Financial Management
  - Introduction to budgeting
  - Introduction to financial controls
11. Personnel Management
  - Hiring process
  - Interviewing
  - Performance appraisal
  - Progressive discipline
  - Compensation practices
  - Training methods
  - Employee documentation
  - Employment Standards Act
  - Human Rights Legislation
12. Customer Relations
  - Handling customer complaints
  - Customer transaction process
  - Strategic questioning
  - Telephone skills
13. Leadership
  - Leadership principles
  - Four leadership styles
  - Principles of motivation
  - Creating a motivational climate
  - Resolving conflict/performance problems

<b>O:</b>	Methods of Instruction												
	Lectures, seminar discussions, case study analysis, role playing, guest lectures on industry specific topics.												
<b>P:</b>	Textbooks and Materials to be Purchased by Students												
	Balderson, Wesley D., <u>Canadian Small Business and Entrepreneurship Management</u> , latest edition. Irwin.												
<b>Q:</b>	Means of Assessment												
	<table> <tr> <td>Midterm Examination</td><td>20%</td></tr> <tr> <td>Group Project</td><td>15%</td></tr> <tr> <td>Business Plan</td><td>25%</td></tr> <tr> <td>Final Examination</td><td>30%</td></tr> <tr> <td>Participation</td><td><u>10%</u></td></tr> <tr> <td></td><td><u>100%</u></td></tr> </table>	Midterm Examination	20%	Group Project	15%	Business Plan	25%	Final Examination	30%	Participation	<u>10%</u>		<u>100%</u>
Midterm Examination	20%												
Group Project	15%												
Business Plan	25%												
Final Examination	30%												
Participation	<u>10%</u>												
	<u>100%</u>												
<b>R:</b>	Prior Learning Assessment and Recognition: specify whether course is open for PLAR												
	No.												

---

 Course Designer(s): **Lorne Mackenzie**


---

 Education Council / Curriculum Committee Representative

---

 Dean / Director: **Rosilyn G. Coulson**


---

 Registrar: **Trish Angus**

© Douglas College. All Rights Reserved.

Date: September 2004