

A. Division: **Education** Effective Date: **January 2009**

B. Department / Program Area: **Commerce & Business Admin.
Dispensing Optician** Revision ☒ New Course ☐
If Revision, Section(s) Revised: **H**
Date of Previous Revision: **May 2008**
Date of Current Revision: **August 2008**

C: **BUSN 2251** D: **Enterprise Development and Management** E: **3**

Subject & Course No. Descriptive Title Semester Credits

F: Calendar Description:

This course provides students within the Dispensing Optician Program 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.

G: Allocation of Contact Hours to Type of Instruction / Learning Settings

Primary Methods of Instructional Delivery and/or Learning Settings:

Lectures and Seminars

Number of Contact Hours: (per week / semester for each descriptor)

**Lecture: 3 Hours
Seminar: 1 Hour
Total: 4 Hours**

Number of Weeks per Semester:

15 Weeks X 4 Hours per Week = 60 Hours

H: Course Prerequisites:

BC Principles of Math 11. CSIS 1110 recommended.

I: Course Corequisites:

Nil

J: Course for which this Course is a Prerequisite

Nil

K: Maximum Class Size:

35

L: PLEASE INDICATE:

- ☐ Non-Credit
☐ College Credit Non-Transfer
☐ College Credit Transfer:

SEE BC TRANSFER GUIDE FOR TRANSFER DETAILS (www.bctransferguide.ca)

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

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

	<p>O: Methods of Instruction</p> <p>Lectures, seminar discussions, case study analysis, role playing, guest lectures on industry specific topics.</p>												
<p>P: Textbooks and Materials to be Purchased by Students</p> <p>Balderson, Wesley D., <u>Canadian Small Business and Entrepreneurship Management</u>, latest edition. Irwin.</p>	<p>Q: Means of Assessment</p> <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>
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<p>R: Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>No.</p>													

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

 Education Council / Curriculum Committee Representative

 Dean / Director: **Robert Buller**

 Registrar: **Trish Angus**

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