

COURSE INFORMATION

A: Division: INSTRUCTIONAL
B: Department: COMMERCE AND BUSINESS ADMINISTRATION
Program: DISPENSING OPTICIAN

Date: SEPTEMBER 1995

New Course: X

**Revision of Course
Information Form:**

C: BUSN 251 **D: ENTERPRISE DEVELOPMENT AND
MANAGEMENT**

E: 3

Subject & Course No.

Descriptive Title

Semester Credit

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.

Summary of Revisions:

G: Type of Instruction: Hours per Week/per Semester

H: Course Prerequisites:

Lecture	3	Hrs.
Laboratory		Hrs.
Seminar	1	Hrs.
Clinical Experience		Hrs.
Field Experience		Hrs.
Practicum		Hrs.
Shop		Hrs.
Studio		Hrs.
Student Directed Learning		Hrs.
Other		Hrs.

Math 11
CISY 110 recommended

I: Course Corequisites:

Nil

J: Course for which this Course is a Prerequisite:

Nil

TOTAL 4 HOURS

K: Maximum Class Size:

35

L: College Credit Transfer

M: Transfer Credit:

College Credit Non-transfer X

Requested:

Granted:

**Specify Course Equivalents or Unassigned
Credit as Appropriate:**

SFU

UBC

UNBC

UVic

Other:

Gene A. Macdonald
COURSE DESIGNER(S)

[Signature]
DIVISIONAL DEAN

[Signature]
DIRECTOR/CHAIRPERSON

P.H. Onger
REGISTRAR

N: TEXTBOOKS AND MATERIALS TO BE PURCHASED BY STUDENTS

Balderson, Wesley D., Canadian Small Business Management, latest edition.
Irwin.

O. COURSE OBJECTIVES

A. Business Start-up

The student will be able to:

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

The student will be able to:

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.

P. 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

Q. METHOD OF INSTRUCTION

Lectures, seminar discussions, case study analysis, role playing, guest lectures on industry specific topics.

R. COURSE EVALUATION

Midterm Examination	20%
Group Project	15%
Business Plan	25%
Final Examination	30%
Participation	10%
	<u>100%</u>