



Course Specification

(Bachelor)

Course Title:	Management of Optical Centers
Course Code:	APOP4104
Program:	Optician Diploma
Department:	
College:	Applied Collage
Institution:	Umm Al-Qura University, Makkah, Saudi Arabia
Version:	1
Last Revision Date:	8 December 2024

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A. General information about the course:

1. Course Identification

1. Credit hours: (2h)

2 credit hrs (theoretical)

2. Course type

- A. ☐ University ☐ College ☒ Department ☐ Track ☐ Others
- B. ☒ Required ☐ Elective

3. Level/year at which this course is offered: (4th level / 2nd year)

4. Course General Description:

The Management of Optical Centers course aims to equip students with the knowledge, skills, and values needed to effectively manage and operate optical centers. The course focuses on business management, financial planning, human resources, and operational efficiency, emphasizing the unique needs of the optical industry.

5. Pre-requirements for this course (if any):

Marketing and Communication in the Optical FieldA (POP1103)

6. Co-requisites for this course (if any):

NA

7. Course Main Objective(s):

Be the end of the course, students should to:

- 1- To understand the principles of managing an optical center, including day-to-day operations and strategic planning.
- 2- To develop financial literacy skills, including budgeting, pricing strategies, and profitability analysis.
- 3- To train students in recruiting, managing, and motivating staff in optical practices.
- 4- To introduce tools and technologies for streamlining operations and improving service delivery.
- 5- To emphasize the importance of patient and client satisfaction and techniques to enhance customer service.

2. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	30	100
2	E-learning		
3	Hybrid <ul style="list-style-type: none"> Traditional classroom E-learning 		
4	Distance learning		

3. Contact Hours (based on the academic semester)





No	Activity	Contact Hours
1.	Lectures	2*15
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify)	
Total		30

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of PLOs aligned with the program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Explain the fundamentals of business and operations management in optical centers.	K1	Interactive Lecturing	Examinations
1.2	Describe the principles of financial planning, inventory management, and marketing for optical centers.	K1	Interactive Lecturing	Examinations
1.3	Identify best practices for recruiting and managing optical center staff.	K1	Interactive Lecturing	Examinations
2.0	Skills			
2.1	Apply strategies for improving operational efficiency and customer satisfaction.	S4	Interactive Lecturing Independent studies	Examinations
2.2	Analyze financial data to assess the performance and profitability of an optical center.	S4	Interactive Lecturing Independent studies	Examinations
3.0	Values, autonomy, and responsibility			
3.1	Uphold ethical standards in managing optical businesses, prioritizing patient welfare and professional integrity.	V1	Interactive Lecturing	Presentations

C. Course Content

No	List of Topics	Contact Hours
1.	Introduction to Optical Center Management	2
2.	Business Planning and Strategy	2
3.	Financial Management	2





4.	Inventory and Supply Chain Management	2
5.	Customer Service Excellence	2
6.	Human Resource Management	2
7.	Marketing and Promotion for Optical Centers	2
8.	Technology in Optical Centers	2
9.	Legal and Ethical Considerations	2
10.	Operational Efficiency and Productivity	2
11.	Financial Analysis and Performance Metrics	2
12.	Managing Challenges in Optical Centers	2
13.	Sustainability in Optical Business Management	2
14.	Industry Trends and Innovations	2
15.	Final Review	2
Total		30

D. Students Assessment Activities

No	Assessment Activities *	Assessment timing (in week no)	Percentage of Total Assessment Score
1.	Quizzes	5	10
2.	Mid-Term Exam	8	20
3.	Presentations	12	10
4.	Homework	1 - 15	10
5.	Final Exam	16	50

*Assessment Activities (i.e., Written test, oral test, oral presentation, group project, essay, etc.).

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	"Essentials of Practice Management in Optometry" by Mike Rothschild
Supportive References	
Electronic Materials	
Other Learning Materials	

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classrooms, , exhibition rooms





Items	Resources
Technology equipment (Projector, smart board, software)	Projector
Other equipment (Depending on the nature of the specialty)	

F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Students and Faculty	Direct
Effectiveness of students' assessment	Faculty and Program Leaders	Direct
Quality of learning resources	Students, Faculty and Program Leaders	Indirect
The extent to which CLOs have been achieved	Faculty and Program Leaders	Indirect
Other		

Assessors (Students, Faculty, Program Leaders, Peer Reviewers, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval

COUNCIL /COMMITTEE	Umm Al-Qura University Council
REFERENCE NO.	851141114462/190386
DATE	1446/11/22

