

**COURSE DATA****DATA SUBJECT****Code:** 47011**Name:** Business Management in Optics and Optometry**Cycle:** Master's Degree**ECTS Credits:** 3**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
2280 - Master's Degree in Advanced Optometry and Vision Sciences	Facultat de Física	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2280 - Master's Degree in Advanced Optometry and Vision Sciences	Materias Optativas	ELECTIVES

COORDINATION

ESTEVE TABOADA JOSE JUAN

SUMMARY

The subject Business Management in Optics and Optometry provides students with essential tools for the creation, management, and development of an optical center. It covers topics ranging from economic environment analysis to strategic planning, marketing, and investment assessment. The approach is focused on applying business principles to the professional context of the optometrist, including competencies in leadership, profitability, and decision-making.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No specific prior knowledge is required.



COMPETENCES / LEARNING OUTCOMES

2280 - Master's Degree in Advanced Optometry and Vision Sciences

Act autonomously in learning, make informed decisions in different contexts, issue judgements based on experimentation and analysis and transfer knowledge to new situations.

Analyse marketing strategies in the field of optics and optometry.

Analyse the business activity sector, business strategies and competitive strategies.

Apply the knowledge acquired and be able to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to the field of study.

Be able to communicate effectively, both orally and in writing, adapting to the characteristics of the situation and audience.

Become familiar with the commercialisation of products, procurement, storage, preservation and information.

Collaborate effectively in work teams, taking on responsibilities and leadership roles and contributing to collective improvement and development.

Contribute to the design, development and implementation of solutions that respond to social demands, considering the Sustainable Development Goals as a reference.

Demonstrate critical and self-critical reasoning in the field of the degree, considering aspects such as professional ethics, moral value and the social implications of the different activities carried out.

Engage in planning and management activities within public and private health services.

Handle sources of legislation related to the optometric profession and business activity with ease.

Have ethical commitment and social responsibility, both in the care component linked to the optometrist profession and in clinical research.

Know and understand, within the area of the degree, inequalities based on sex and gender in society; integrate different needs and preferences based on sex and gender into the design of solutions and problem-solving.

Know how to communicate conclusions and the knowledge and rationale behind them to both specialised and non-specialised audiences clearly and unambiguously.

Plan and manage time and resources, and gain experience in decision-making.

Propose creative and innovative solutions to complex situations or problems within the field of knowledge to respond to diverse professional and social needs.

Understand the importance of marketing and basic concepts for its development in the business environment related to optics and optometry.



Understand the regulatory framework governing businesses in the field of optics and optometry and its relation to the environment.

Understand the strategies for organising and managing a company dedicated to products and services related to optometry and vision sciences.

Work in multidisciplinary teams in the health sciences.

DESCRIPTION OF CONTENTS

Topic 1. Business environment: general and specific

Analysis of the economic, social, legal, and technological factors that influence the operation of an optical center. The specific competitive environment of the optical and healthcare sector is also examined, including suppliers, customers, and regulations.

Topic 2. Internal analysis: company resources and capabilities

Exploration of the internal elements that define the competitiveness of an optical business: human, technical, financial, and intangible resources. Basic tools are applied to assess strengths and weaknesses.

Topic 3. Business and intellectual assets

Identification of tangible assets (infrastructure, equipment) and intangible ones (brand, reputation, intellectual property) that provide differential value in an optical center and how to manage them strategically.

Topic 4. Business and development strategies

Study of the main growth and positioning strategies for small businesses in the healthcare sector: differentiation, specialization, expansion, and strategic alliances.

Topic 5. Basic marketing concepts. Digital marketing. Personal branding

Review of traditional marketing fundamentals: the 4 Ps (product, price, promotion, place) and their adaptation to the optical context. Practical cases focused on patients/clients are analyzed. Current digital promotion tools are studied: social media, SEO, online advertising, email marketing, and digital reputation management in the optical sector. Development of the optometrist's personal brand: professional communication, interpersonal skills, leadership, and positioning as a visual health reference.

Topic 6. Concept and characteristics of an investment. Profitability and risk. Diversification

Introduction to the basic economic principles for evaluating investment decisions in a business context, such as opening a new center, purchasing equipment, or implementing marketing actions. The relationship between expected return and assumed risk in different types of investment is studied. Diversification is also analyzed as a strategy to reduce risk in the management of an



optical business.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	15,00
Seminar	15,00
Total hours	30,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	20,00
Independent study and work	20,00
Preparation of lessons	0,00
Preparation for assessment activities	5,00
Resolution of case studies	0,00
Total hours	45,00

TEACHING METHODOLOGY

The course combines lectures and seminars aimed at promoting both knowledge acquisition and active student participation.

Lectures:

The expository method (lecture-based teaching) is used, supported by projected audiovisual materials (images, videos, and diagrams), facilitating the understanding of concepts and techniques.

Seminars:

Quizzes and problem-solving exercises based on the delivered content are proposed, encouraging discussion and the practical application of the studied procedures.

EVALUATION

The assessment system combines individual tests and group work, with the following components and weightings:

- Theoretical or theoretical-practical exam: written on-site test that may include multiple-



choice questions, essay questions, or practical case resolutions related to business management, economic analysis, or marketing strategies. This accounts for 50% of the final grade.

- Assessment of group or individual projects: students will develop projects related to business plans, SWOT analysis, investment simulations, or marketing campaign proposals for optical centers. This accounts for 50% of the final grade.

REFERENCES

Basic references:

- Emery D.R., Finnerty J.D., Stowe J.D. *Fundamentos de administración financiera*. Pearson Educación; 2000. ISBN 978-9701702741
- Koontz H., Weihrich H., Cannice M. *Administración, una perspectiva global e empresarial*. McGraw-Hill Interamericana de España; 2012. ISBN 978-6071507594
- Kotler P., Armstrong G. *Principios de marketing*. Pearson Educación; 2018. ISBN 978-8490356128