

Course Specification Student Version

Course Title:	Dental Practice management -2
Course Code:	GDC 614
Department:	Dentistry
Program:	Bachelor of Dentistry
College:	Vision College in Riyadh
Institution:	Vision College in Riyadh
Revised:	July 2025

A. Course Identification

1. Credit hours: 2 (1+1+0)
2. Level/year at which this course is offered: Level 12/Year 6
3. Pre-requisites for this course (if any): GDC 612
4. Co-requisites for this course (if any): None

B. Teaching Methods

1	Lecture
2	Case-based learning

C. Course Description and Objectives

1. Course Description

This is theoretical and practical course where the dental students will engage in developing a business plan for dental clinic as course main project. Moreover, the students will be exposed thorough seminars to different examples of business models as successfully running dental clinics. Also, the course will invite speakers with different backgrounds in management to share their experience with the students.

2. Course Main Objective

By the end of this course the student will be able to formulate a business plan proposal for dental practice.

3. Course Objectives

By the end of this course, students should be able to:

- Define the business aspect of dental profession
- Describe the elements of successful dental business
- Discuss the features of proper business planning and acquisition for dental clinics
- Describe the expected challenges in establishing a dental practice
- Differentiate between communication skills including written and oral communication.
- Apply Critical thinking from revenue perspective.
- Adherence to Ethical principle to prevent malpractice and litigation in dental practice.

D. Course Content

No	List of Topics
1	Types of managers, Management process and Management functions
2	The business of dentistry
3	Staff communication
4	Time management
5	Hiring practices
6	Patient management: Understanding patient needs and barriers to communication with patient.
7	Patient management: Reception room techniques and office policy
8	Marketing
9	Legal and ethical issues in dental business office: Definition of law, professional standards and code of ethics
10	Legal and ethical issues in dental business office: Consent, Record management and invasion of privacy
11	Appointment management system
12	Dental insurance
13	Case-based learning sessions

E. Assessment Tools

#	Assessment task	Percentage of Total Assessment Score
1	Case-base Assessment	20%
2	Written Exam (Quizzes)	10%
3	Written Exam – Midterm	30%
4	Written Exam – Final	40%
	Total	100%

F. Learning Resources

Essential References	<ul style="list-style-type: none"> Practice Management for the Dental Team 9th Edition by Betty Finkbeiner.
Supportive References	<ul style="list-style-type: none"> How To Build The Dental Practice Of Your Dreams: (Without Killing Yourself!) In Less Than 60 Days by Dr. David Moffet, Dental Practice Management: Concepts and Application by Larry R. Domer
Electronic Materials	<ul style="list-style-type: none"> LMS
Other Learning Materials	<ul style="list-style-type: none"> None