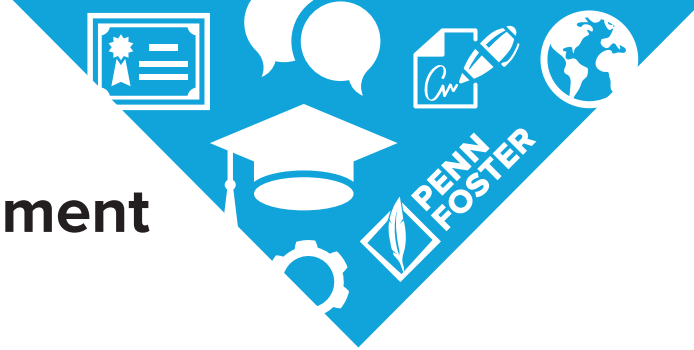


# Veterinary Practice Management

## PROGRAM OUTLINE



### PROGRAM GOAL AND OUTCOMES

#### Program Goal

To prepare students to seek a Veterinary Practice Manager position by providing them with the education to develop strategies, procedures, policies and management skills to run the daily operations of a veterinary business and to satisfy the college semester hours required for certification.

Program Outcomes	Courses	Evidence of Learning
Identify individual life goals and steps needed to fulfill them, similarities between personal financial goals and business goals, the basics of setting up a budget and starting up and maintaining a business	BUS100 Business Orientation	Multiple-choice lesson examinations
Discuss both the business environment and a manager's role in decision making, planning, organizing, leading, controlling, and developing an ethical perspective	BUS110 Principles of Management	Multiple-choice lesson examinations, discussion board assignments, and a final exam
	VET250 Veterinary Practice Management	Multiple-choice lesson exams, final exam
Comprehend the management of the facility's finances, such as patient fees and billing	ACC113 Basic Accounting	Multiple-choice lesson examinations and a proctored examination
	VET250 Veterinary Practice Management	Multiple-choice lesson exams, final exam
	VET250 Veterinary Practice Management	Multiple-choice lesson exams, final exam
Discover the importance of understanding and implementing laws and requirements in a veterinary practice	VET250 Veterinary Practice Management	Multiple-choice lesson exams, final exam
Examine how to provide exceptional customer service to their clients while helping the veterinary practice to grow financially	VET250 Veterinary Practice Management	Multiple-choice lesson exams, final exam
Describe the human resources function as it relates to the business environment	HRM201 Human Resources Management	Multiple-choice lesson exams, final exam

Examine the factors affecting marketing plans to promote the business's products or services through an understanding of marketing principles, consumer buying habits, and advertising strategies	MKT301 Marketing	Multiple-choice lesson examinations, discussion board assignments, and a final exam
	VET250 Veterinary Practice Management	Multiple-choice lesson exams, final exam
Discover the importance and methods of marketing and promotion for a veterinary practice	MKT301 Marketing	Graded research project
Summarize the ethical and legal standards in the business environment	BUS400 Business Ethics	Multiple-choice lesson examinations, discussion board assignments, and a final exam
	VET250 Veterinary Practice Management	Multiple-choice lesson exams, final exam
Analyze relevant business ethics issues when confronted with a new decision situation in a veterinary practice	BUS400 Business Ethics	Graded research project

# PROGRAM STRUCTURE

			Credits	Completed
BUS100	Business Orientation	1	<input type="checkbox"/>	
BUS110	Principles of Management	3	<input type="checkbox"/>	
ACC113	Basic Accounting	3	<input type="checkbox"/>	
VET250	Veterinary Practice Management	3	<input type="checkbox"/>	
HRM201	Human Resources Management	3	<input type="checkbox"/>	
MKT301	Marketing	3	<input type="checkbox"/>	
BUS400	Business Ethics	3	<input type="checkbox"/>	
	<b>Total</b>	<b>19</b>		

## COURSE DESCRIPTIONS

### BUS100: Business Orientation

In this course, you'll develop the necessary skills to ensure your success in the program. You'll learn how you can improve your study skills, so you're able to use a number of tools that will help you to be successful.

You'll also learn about the similarities between personal financial goals and business goals and how to determine personal financial goals. You'll cover setting up a budget and researching, planning, starting up, and maintaining a business.

By the end of this course, you'll be able to do the following:

- Identify skills needed to be a confident and independent online learner
- Analyze the interdependent goals of life and business and the steps needed to achieve them

### BUS110: Principles of Management

In the business world, people are sometimes put into management situations when they really don't understand what management is all about. Although some are able to step into a management position and handle it naturally, others find the responsibilities to be overwhelming. Management courses are a must. For those handling a management position well, management courses help them polish their skills and gain a better understanding of their new responsibilities. For those who are overwhelmed by a new management position or who strive to secure a management position, management courses help by presenting concepts and ideas to build new skills.

This course is divided into five lessons that discuss foundations of principles of management, planning, organizing, leading, and controlling. As you read the textbook, try to relate the material to your own experiences. If you don't have any management experience, try to put yourself in the place of your manager and relate the material to those experiences.

By the end of this course, you'll be able to do the following:

- Summarize the functions of management and the basic steps in various planning processes
- Explain how to make effective decisions as a manager and a leader
- Describe the fundamental elements of an organization's structure and the components of an organization's competitive environment
- Explain principles for setting goals that motivate employees, why companies develop control systems, and why teamwork is beneficial
- Analyze why diversity is a critical organizational and managerial issue, and describe the criteria for technology decisions and managing change

### ACC113: Basic Accounting

This course provides a very basic introduction to both financial and managerial accounting. Part of your education will be to become acquainted with the jargon and acronyms used in accounting and finance.

No single textbook can cover all of the detailed knowledge for any discipline, including accounting. If you ever feel confused, or merely wish to supplement your knowledge with greater detail on a narrowly focused topic, Google the term you're not sure about. The internet provides volumes of detailed information on many financial, economic, and business terms.

Take your time and proceed through this very basic course slowly and methodically. Its content and the knowledge you acquire through this process should provide you with basic accounting skills that will improve your potential for both personal and professional success.

By the end of this course, you'll be able to do the following:

- Define accounting and identify and describe its different classifications
- Analyze transactions that affect current assets, including applications of valuation and matching
- Interpret financial statements and describe how listed factors impact net income and cash flow
- Analyze cost-volume-profit relationships and apply cost accounting principles to financial decision making

## **VET250: Veterinary Practice Management**

In this course, you'll learn the importance of understanding and implementing laws and requirements in a veterinary practice. You'll also learn the benefits of developing a professional, efficient, and knowledgeable team that provides exceptional customer service to their clients. Additionally, the course will provide you with instructions and information on how to help your practice grow financially.

By the end of this course, you'll be able to do the following:

- Analyze the importance of team building, human resources, and ethical and legal considerations in veterinary practices
- Point out the appropriate design, technology, diagnostic laboratory, and marketing strategies required in veterinary practices
- Analyze the methods to ensure an efficient and compassionate communication process with clients
- Categorize the various intricacies involved in managing appointments, records, inventory, logs, and controlled substances
- Point out the importance of pet health insurance in veterinary practice and safety at workplace
- Categorize the various clinical assistance procedures and the calculations and conversions related to veterinary practices
- Prepare correct responses for each of the questions mentioned in your project

## **HRM201: Human Resources Management**

Your textbook's learning objectives, found at the outset of each chapter, are meant to introduce you to basic concepts, theories, and perspectives related to effective human resource management. Further, your text includes a wealth of case studies and features that will help you understand practical problems and applications of human resource management principles. If you're seriously thinking about a career in human resource management, you should take advantage of these extra features, even when they aren't assigned.

By the end of this course, you'll be able to do the following:

- Describe the elements of human resource management, including labor considerations, regulation, and management of workflow
- Explain how companies should prepare for and implement HRM to hire new employees and create training programs
- Identify the aspects of employee, career, and turnover management
- Summarize how employees are paid, including legal requirements, performance-based pay, commissions, salaries, and benefits
- Describe other HRM functions including collective bargaining, labor relations, global HRM, and building a high-performance organization
- Explain key aspects of the field of human resource management

## MKT301: Marketing

This course covers the principles of marketing. Topics covered include assessing, analyzing, understanding, and targeting the marketplace, as well as the creation, capture, delivery, and communication of value. Students will learn how to develop a marketing plan, use social and mobile marketing effectively, integrate ethics into marketing strategies, influence the consumer decision process, perform market research, perform SWOT and STP analyses, make decisions concerning branding, packaging, and developing new products, price products and services fairly, set advertising objectives, and more.

By the end of this course, you'll be able to do the following:

- Analyze marketing plans, strategies and the aids needed to catalyze it
- Analyze the foundation of the marketing model and its emergence
- Point out the targeted strategies and plans in marketing and globalization
- Formulate a plan of valuing production, innovation, and product marketing
- Develop the valuing strategies for products and services in marketing
- Categorize the strategies for supply chain management and retailing
- Distinguish between the various domains under IMC strategies
- Design a marketing plan for an existing business

## BUS400: Business Ethics

This course will introduce you to the types of ethical issues you may encounter in your professional life and provide you with ways of considering what the best response to an issue might be. First, you'll be introduced to different schools of thought about how to determine the "right" course of action—philosophical approaches such as utilitarianism, Kantian ethics, and character-based philosophies. Second, in addition to these personal ethics perspectives, you'll be introduced to various business-related approaches to ethical issues in a professional setting. Third, you'll be introduced to a process for decision making to balance the personal, professional, and societal considerations to help you make good decisions in your business life. Finally, you'll be given an overview of selected areas of business that may require particular attention to ethical and social responsibility issues.

By the end of this course, you'll be able to do the following:

- Categorize ethics and perspectives pertaining to business and decision making
- Distinguish between the norms of corporate culture and the corporate social responsibilities
- Analyze the various employer and employee responsibilities, the issues of technological capabilities, and ethical marketing
- Point out the impact of ethical corporate governance on corporate sustainability and conflicts of interest
- Prepare a report on business ethical decisions in veterinary practice by utilizing your findings

**Note:** The titles of your learning materials may be different from those listed on your program outline. There is no need to call your instructor about these differences. While the titles of certain learning materials may differ, the educational content is the same. All learning materials are designed to give you the finest education in your field. If you need instructional assistance, however, be sure to call for help. We reserve the right to revise the program of study and the instructional materials and to substitute for the items of equipment offered.