

# National VBMA Business Certificate Program Curriculum Outline

## Business Finances

This category spans both business finances and start-up or acquisition financing.

### CATEGORY 1

- ❖ Business finance
- ❖ Financial statements
- ❖ Revenue and expense streams
- ❖ Startup financing
- ❖ Bookkeeping
- ❖ Business and payroll taxes
- ❖ Accounting software and other relevant computer programs

## Business Operations, Management, and Ownership

This category focuses on the daily operations, law, and ethics of veterinary businesses for associates and owners.

### CATEGORY 2

- ❖ Evaluating a practice
- ❖ Practice acquisition
- ❖ Startups
- ❖ Business plan
- ❖ Exit strategy
- ❖ Business and employment law
- ❖ Pet insurance
- ❖ Insurance needs as a veterinarian and/or practice owner
- ❖ Practice management software
- ❖ Marketing (including social media)
- ❖ Media relations
- ❖ Fraud and embezzlement
- ❖ Business continuity

## Business Leadership Skills

This category focuses on developing and leading an effective team through collaboration and communication skills.

### CATEGORY 3

- ❖ Recruitment, hiring, and termination
- ❖ Presentation skills
- ❖ Listening skills
- ❖ Communication (with coworkers and clients)
- ❖ Delegation
- ❖ Responsibility and accountability
- ❖ Leadership
- ❖ Managing change
- ❖ Teamwork
- ❖ Conflict resolution
- ❖ Motivation
- ❖ Exam room skills

## Career and Personal Development

This category focuses on preparing students to manage their career and personal finances.

### CATEGORY 4

- ❖ Resumes and the CV
- ❖ Interviewing
- ❖ Networking how-to's
- ❖ Internship and mentorship
- ❖ Career search and employment opportunities
- ❖ Continuing education
- ❖ Personal finance
- ❖ Personal investments
- ❖ Student debt
- ❖ Credit score
- ❖ Personal taxes
- ❖ Personal budgeting

## Completion Requirements

### **Business Certificate Program**

*Previously the Silver Certificate*

16 hours (4 hours minimum in each Category)

### **Business Certificate Program with Honors**

*Previously the Gold Certificate*

32 hours (8 hours minimum in each Category)

Completed Honors Portfolio

# National VBMA Business Certificate Program Honors Portfolio

## Career and Employment Preparation

- ❖ Resume and/or CV
- ❖ Interview questions
- ❖ Practice qualities of Interest
- ❖ Providing value to your employer
- ❖ Questions for employers
- ❖ Follow-up protocol
- ❖ Employment contract

## Professionalism and Value Proposition

- ❖ LinkedIn profile
- ❖ Professional email address
- ❖ Professional headshot
- ❖ Professional liability insurance
- ❖ Practice profitability

## Finance

- ❖ Personal Budget
- ❖ Profit and Loss Statement Analysis
- ❖ Practice Ownership Loans

*All components require a passing score by veterinary professional evaluators for the Business Certificate with Honors to be awarded. Any components that fail to pass evaluation may be modified and re-submitted..*