

Colorado State University
College of Veterinary Medicine and Biomedical Sciences

Business Certificate Program for Veterinary Health Professionals

Overview

The *Business Certificate Program for Veterinary Health Professionals* offers students the opportunity to become more knowledgeable about the business aspects of veterinary medicine without the expense and time commitment of a degree. Mastering the learning objectives and earning a certificate may be all that is necessary for career advancement as a veterinarian, veterinary technician, or veterinary practice manager. It is not necessary to undergo an additional admissions application and review process to register for or complete this program.

Background

The American Veterinary Medical Association, American Animal Hospital Association, and Association of American Veterinary Medical Colleges commissioned the KPMG LLP study in April 1998 “to analyze and prepare a comprehensive study of the veterinary profession to examine issues of supply, demand, income, gender, market forces, and characteristics of successful veterinary professional and business practices.”

The study identified a group of serious problems exerting economic pressures in some segments of the profession. In addition, the study identified opportunities that may not be realized unless the veterinary profession “is able to adapt and change our current business practices and attitudes, and habitual ways of delivering services that may be incompatible with our future success.” Because the study suggested that our traditional skills and knowledge might not be sufficient to capitalize on future economic opportunities, the College of Veterinary Medicine and Biomedical Sciences (CVMBS) and the College of Business (CoB) at Colorado State University have undertaken a major initiative to improve training of our students in veterinary practice management and business skills. While there is ample evidence that the scientific and clinical skills of our graduates remain very high, there is also evidence that additional business skills may promote greater economic success. One way in which we will offer additional training opportunities to address KPMG study issues is to offer combined training in the PVM and Business programs at CSU.

Eligibility

Any PVM student is eligible for registration in the courses required to earn a *Business Certificate Program for Veterinary Medical Students*. Currently enrolled PVM students should declare their interest with the CVMBS and proceed to register for each of the required courses in the Program as electives in their PVM course schedule. Students will be restricted

to taking no more than one Business Certificate course as an elective in each semester (Fall or Spring).

Syllabus

Students are required to successfully complete ACT 205 “Fundamentals of Accounting” (3 credits), three out of four undergraduate business courses (FIN 305, MGT 305, BUS 205, or MKT 305 – 3 credits each), VM 712 “Practice Management and Professional Development” (3 credits), and MGT 340 “Entrepreneurship in the Contemporary World” (3 credits). These courses may be substituted by appropriate business courses successfully completed at CSU or other Universities, only with permission of the CoB Certificate Program Coordinator, Mr. Mike Jaramillo – Mike.Jaramillo@ColoState.EDU or (970) 491-4650.

Course Substitutions

In order to obtain permission of the CoB Certificate Program Coordinator for course substitutions, the student is required to submit:

1. Cover letter requesting course substitution.
2. Certified transcript indicating a passing grade for the course(s) nominated as (a) substitute(s).
3. Copy of the published description and syllabus for the nominated course(s).

Course Descriptions
ACT205: Fundamentals of Accounting (3 credits) – For PVM students, 1st Year Fall semester MWF 12:00-12:50 PM every Fall semester - REQUIRED
Prerequisite: None. For non-business majors. Understanding of financial statements to support financial and managerial decision-making.
FIN 305: Fundamentals of Finance (3 credits) – For PVM students, 1st Year Spring semester MWF 3:00-3:50 PM every Spring semester
Prerequisite: ACT 205, ECON 204, or permission of Program Coordinator. Role of finance in management of the firm; role, structure of financial markets and institutions, valuation of basic securities.
MGT 305: Fundamentals of Management (3 Credits) - For PVM students, 2nd Year Fall semester MWF 8:00-8:50 AM every Fall semester
Prerequisite: ACT 205. Managerial process of planning, directing and controlling inputs of an organization. Analysis, decision-making, and survey of research literature.
BUS 205: Legal/Ethical Issues of Business (3 Credits) - For PVM students, 2nd Year Spring semester MW 5:30-6:45 PM every Spring semester
Prerequisite: ACT 205. Legal environment of business including norms, rules, laws, ethical principles and values central to public life in the conduct of business.
MKT 305: Fundamentals of Marketing (3 Credits) - For PVM students, 3rd Year Fall semester MWF 4:00-4:50 PM every Fall semester
Prerequisite: ACT 205. Overview of marketing activities involved in provision of products and services to consumers, including target markets and managerial aspects.
VM712: Practice Management and Professional Development (3 Credits) – For PVM students, 3rd Year Spring semester; MTWRF 8:00-11:50 AM during first 5 weeks of every Spring semester - REQUIRED
Prerequisite: Enrolled in the PVM Program and taken in sequence. Veterinary practice management including marketing, finance, information systems, personnel issues, and client relations.
MGT 340*: Entrepreneurship in the Contemporary World (3 Credits) - For PVM students, Fall semester 3rd year, or 2nd or 3rd Year Summer semester – (offered every 1st Summer semester) - REQUIRED

Prerequisite: Successful completion of all other Business Certificate courses except VM712. Apply and integrate concepts taught in the functional areas with the specific goal of developing critical thinking and decision-making.

* The College of Business has agreed to allow the PVM students to take the Business Certificate Capstone Course (MGT 340) before taking Practice Management (VM 712). All of the other prerequisites for MGT 340 must still be successfully completed. If a PVM student takes any of the Business Certificate Courses during a semester in which the student is registered for the PVM Program, the student only needs to pay the differential tuition, which is \$38 per credit (2006-2007 cost). If the student takes MGT 340 during the summer between the 2nd and 3rd year, the student must pay regular tuition (either in-state or out-state depending upon the student's status).

Awarding the Certificate

Enrolled PVM students will receive the Business Certificate Program for Veterinary Health Professionals at the time of graduation with the DVM degree.