

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.