

VET-211-VET BUSINESS PROCEDURES 2 CREDITS

SYLLABUS

CATALOG DESCRIPTION

An advanced course designed to develop advanced knowledge and skills in all financial aspects of veterinary practice, animal behavior, personnel and practice management, ordering of inventory, and accountability.

Prerequisites: Student must have clinical site and preceptor approved; faculty permission required

Semester Offered: All

Common Student Learning Outcomes

Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...

BROAD AND SPECIALIZED LEARNING

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

CRITICAL THINKING

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

CULTURAL AND CIVIC ENGAGEMENT

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

EFFECTIVE COMMUNICATION

Students will exchange ideas and information with clarity in multiple contexts.

INFORMATION LITERACY

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

INTEGRATING TECHNOLOGIES

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

Course Learning Outcomes

Upon successful completion of the course, the student will have the knowledge and skills in the following areas:

1. Marketing

- a. Identify marketing opportunities and demonstrate a knowledge of how to integrate them into a successful marketing plan.
- b. Recognize effective and ineffective website design and content, and its role in attracting new clients and retaining existing ones.
- c. Recognize the benefits and pitfalls associated with social media, and how to manage this newest form of marketing.

2. Business Systems

- a. Create and maintain all appropriate facility records and logs in compliance with regulatory guidelines.*
- b. Assess inventory needs and perform required calculations to effectively manage inventory control.*
- c. Contribute to the financial health of the veterinary facility by demonstrating a working knowledge of basic accounting terminology and principles, types of financial statements, budget process and accounts receivable.
- d. Demonstrate a working knowledge of the appointment procedures, medical record management, and log book systems in place in the student's off-campus clinical instruction (OCCI) facility; identify strengths and weaknesses in the facility's current procedures and recommend specific actions that could be taken to improve those procedures.
- e. Possess a working knowledge of how pet health insurance and wellness programs can be incorporated into a facility's business plan, thereby making necessary veterinary services more affordable to the client and increasing revenue to the practice.

* CVTEA Accreditation Policies and Procedures - Appendix I,
<https://www.avma.org/ProfessionalDevelopment/Education/Accreditation/Programs/Pa> (accessed April 12, 2016).