I. **TITLE:**
Veterinary Practice Operations

II. **CATALOG DESCRIPTION:**
Course will deal with the day-to-day events centered around the operation of a veterinary practice. Supervisory skills, communication skills, inventory, bookkeeping, planning, and advertising are the main areas stressed in this course.

*To receive graduate credit for this course, a student must be admitted to graduate studies prior to registering for the course.*

III. **PURPOSE:**
To allow students the opportunity to advance their knowledge in the day-by-day operations of a veterinary practice.

IV. **COURSE OBJECTIVES:**
A. To teach students the basic knowledge needed to assist in the day-to-day management of a veterinary practice.
B. To provide the student with information which will aid the individual in supervisory positions in veterinary medicine.
C. Expose the student to a variety of practice management methods, so the student can evaluate each one individually to draw their own conclusion.

V. **CONTENT OUTLINE:**
A. Supervisory and Communication Skills
   1. Hiring new employees
      a. Determining type of employee needed
   2. Finding qualified workers
      a. Classified ads
      b. Private employment agencies
      c. State employment agencies
      d. Schools
      e. Community organizations
3. Interviewing
   a. Danger signals to observe while interviewing
   b. Personality profile examination
      i. Purpose
      ii. Examination
      iii. Evaluating results
      iv. Where will this individual fit
   c. Resume evaluation – reading between the lines
   d. Evaluating references
   e. Conducting an interview
4. What problems can result from hiring unqualified employees
5. New employee orientation
6. Job descriptions
7. Probationary periods for new employees
8. Communication with employees
   a. Fitting people to jobs
   b. Job satisfaction
   c. Communication failures
   d. Performance evaluation
   e. Work environment
9. Terminating employees
10. Actual cost of employees
B. Office Procedures
C. Computer Assisted Practice Management
   1. Advantages of computer
   2. Cost
   3. Systems
   4. Demonstrations
   5. Interpretation of data
D. Sales Promotion and Advertising
   1. Project the right image
      a. Who are my clients?
      b. Where do my clients come from?
      c. How many clients do we have?
      d. What is our competition?
   2. What is the best way to promote our product and service?
      a. External advertising media
         i. Internet – home page
         ii. Newspapers
         iii. Magazines
         iv. Radio
         v. Direct mail – newsletter
         vi. Television
         vii. Shoppers
         viii. Directories – yellow pages
      b. Promotional events
i. Special sales
ii. Contests
iii. Coupons
iv. Premiums
v. Samples
c. Internal advertising media
   i. Tear sheets
   ii. Copies of ads
   iii. Manufacturers literature
   iv. Signs
   v. Posters
   vi. Window displays
   vii. Floor displays
   viii. Tags
   ix. Labels
d. Personal salesmanship
   i. Suggestion selling
   ii. Customer assistance
   iii. Product knowledge
   iv. Cooperative friendly attitude

E. Animal Operations
   1. Admittance of patients
   2. Patient file and records
   3. Patient identification
   4. Establishing computer file on patient
   5. Patient accommodations
   6. Patient discharge
      a. Client instructions
      b. Check-up procedures
      c. Recall methods
      d. Charges on services provided
   7. Boarding vs. Hospitalization
   8. Grooming Services
   9. Ancillary Services

VI. INSTRUCTIONAL ACTIVITIES:

The course will mainly consist of classroom lectures involved with the areas included under course content. Students will gain additional experience in dealing with real life situations in which they will have to determine the right path to take.

A. Handouts
B. Overheads
C. Slides
D. Videos
E. Problem situations
F. Field trips

VII. **FIELD AND CLINICAL EXPERIENCES:**

Field trips involving area veterinary practices will routinely take place and be used to provide additional instructional means.

VIII. **RESOURCES:**

A. Periodicals
B. Journals
C. Textbooks
D. Materials from industry
E. Guest speakers

IX. **GRADING PROCEDURES:**

Grades will be based on the cumulative total scores.

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
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<tbody>
<tr>
<td>Mid Term</td>
<td>100</td>
</tr>
<tr>
<td>Final</td>
<td>100</td>
</tr>
<tr>
<td>Quizzes</td>
<td>200</td>
</tr>
<tr>
<td>Outside projects</td>
<td>200</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>600</strong></td>
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</tbody>
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Grading Scale:
A = 540 points
B = 480 points
C = 420 points
D = 360 points
E = Below 360 points

X. **ATTENDANCE POLICY:**

Please refer to the most current copy of the *Murray State University’s Undergraduate Bulletin and Graduate Bulletin.*

Because this class only meets once a week, class attendance is mandatory and absences will affect a student’s grade. Class time missed will be determined on an hourly basis, after two hours missed, the 3rd hour will result in one letter grade reduction with each additional hour missed.
XI.  **ACADEMIC HONESTY POLICY:**

(Adopted by the MSU Board of Regents)

Cheating, plagiarism (submitting another person’s material as one’s own), or doing work for another person which will receive academic credit are all impermissible. This includes the use of unauthorized books, notebooks, or other sources in order to secure or give help during an examination, the unauthorized copying of examinations, assignments, reports, term papers, or the presentation on unacknowledged material as if it were the student’s own work. Disciplinary action may be taken beyond the academic discipline administered by the faculty member who teaches the course in which the cheating took place.

NOTE: The School of Agriculture Faculty have adopted and implemented an Academic Honesty Policy in addition to the University Honesty Policy, which can be found in the current *Undergraduate Bulletin and Graduate Bulletin*. The policy sets guidelines regarding acts of dishonesty and the procedure to follow should an event occur. It is each Agriculture student’s responsibility to obtain and read a copy of this document. The School’s Academic Honesty Policy can be obtained by asking for a copy from any Agriculture Faculty member or the Secretary.

XII.  **TEXT AND REFERENCES:**

A. Journals and periodicals
   1. *Marketing and Veterinary Practice Strategies*
   2. *Veterinary Practice Management*

B. Reference text
   1. *Principles of Small Business Management* – Macfarlane

XIII. **PREREQUISITES:**

None

XIV. **STATEMENT OF AFFIRMATIVE ACTION AND EQUAL OPPORTUNITY:**

Murray State University endorses the intent of all federal and state laws created to prohibit discrimination. Murray State University does not discriminate on the basis of race, color, national origin, gender, sexual orientation, religion, age, veteran status, or disability in employment, admissions, or the provision of services and provides, upon request, reasonable accommodation including auxiliary aids and services necessary to afford individuals with disabilities equal access to participate in all programs and activities. For more information, contact Sabrina Y. Dial, Director
XV.  **MSU SCHOOL OF AGRICULTURE CELL PHONE POLICY**

The School of Agriculture recognizes that in today’s world cell phones are a familiar and often necessary form of communication for students.

It shall be the policy of the School that no cell phone usage shall be allowed in class and/or labs without the prior consent of the course instructor. This shall include verbal calling, incoming calls, email, text messaging, and use of cell phone calculators on tests and quizzes.

Cell phones must be kept off and out of sight (i.e. secured to a person’s belt or kept in a bag or purse away from desks and lab counters).

Should a student’s cell phone be visible, ring, or other form of unauthorized usage that is interruptive to the class or lab, the student may be asked to leave class and not return for that class/lab period.

Upon prior consent of the instructor, a student may obtain permission to have their phone on in case of an emergency or in critical family situations.

This policy also includes pagers and other electronic equipment such as blackberries and/or computers/laptops.