Purdue University's VPMP is designed for veterinarians, veterinary technicians and technologists, veterinary students, and practice managers with business decision-making responsibility who seek improved profitability, a competitive advantage, and long-term success.

Courses

**HUMAN RESOURCE MANAGEMENT**
Develop strategies and policies to motivate and compensate staff, and to improve communications with peers and clients to enhance productivity and profitability.

**ACCOUNTING & FINANCIAL MANAGEMENT**
Understand business ratios, cash flow, financial planning, working capital management, debt capacity, capital budgeting, and fixed vs. variable costs to set appropriate financial direction for a practice.

**MARKETING MANAGEMENT**
Maximize the impact of marketing strategies such as client/buyer behavior, advertising and promotion, online marketing, market segmentation, competitive analysis, and pricing issues to help market your practice successfully.

**STRATEGIC THINKING**
Apply the management knowledge and skills learned toward the development of a functional business plan in order to gain a competitive advantage in the marketplace.

**Schedule: Cohort 29**
Human Resource Management: September 27-30, 2018
Accounting & Financial Management: January 10-13, 2019
Marketing Management: October 4-6, 2019
Strategic Thinking: February 6-9, 2020

*Shape Your Future, Strengthen Your Practice, Boost Your Bottom Line.*
Register now for Cohort 29 starting September 2018. Contact VPMP Program Manager Cara Cray at 765-496-6166 or email vpmp@purdue.edu for more information. Visit us online at vet.purdue.edu/vpmp.

All VPMP courses are applicable toward the continuing education requirement for the Certified Veterinary Practice Manager program offered by the Veterinary Hospital Managers Association.