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 28**

- Human Resource Management: August 24-27, 2017
- Accounting & Financial Management: January 18-21, 2018
- Marketing Management: October 12-14, 2018
- Strategic Thinking: January 31-February 3, 2019

**Fee**

The Veterinary Practice Management Program is priced per module, at $1,950. If payment for all four modules is made up front, the total cost is $7,300, for a savings of $500.

Ask about discounted rates for multiple attendees from the same practice; Purdue alumni; Purdue Veterinary Medicine staff, faculty, and students; and EdAssist client employees.

**Shape Your Future, Strengthen Your Practice, Boost Your Bottom Line.**

Register now for Cohort 28 starting August 2017. 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.