

Five-Year Curriculum and Costs

OCULUS INSIGHTS developed the VETERINARY BUSINESS SCHOOL to give veterinarians and key staff members practical business education and tools that can be immediately implemented in their businesses without the time commitment, or expense of traditional MBA programs.

The curriculum uses real-world practical veterinary cases so that the busy practitioner, or manager can gain the knowledge, insights and action plans to make improvements in practice operations right away. This is done with the support and backing of colleagues in a small group setting, and taught by instructors from top business schools and companies.

Overview

- Blended 5 Year Business Course
 - Meeting 2x/year (Fall & Winter)
 - Online Courses (Executive MBA format)
 - Includes; Webinars, Case Reports, Homework, Projects, etc.
- 15 Students/Group
- DVM's, Practice Managers
- Not Species Specific

Expected Outcomes

- You understand your veterinary business
- You are improving your business using new insights, management skills and tools
- You are part of a global business network
- You are improving work/life balance for you and your coworkers

YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Accounting, Finance, Managerial Reporting, Budgeting, Compensation Strategies	Leadership and Business Strategy, Change Management, Conflict Resolution	Marketing, Brand Management, Pricing, Negotiation, Inventory Management	Business Law, Technology, Operational Efficiency, Activity Based Costing	Business Models, Global Markets, Organizational Behavior, Personal Finance, International Business Trip

Online Modules, Homework Assignments, Case Reports and Webinars

Leadership and Strategy	Leadership and Strategy are integrally connected - one must be functional for the other to succeed. Participants will be introduced to a Leadership Roadmap, Self-Assessment tool and Strategic Planning template. This will be developed for your own practice throughout the course of the program.
Financial Reporting and Activity Based Costing	Participants will cover best practices in financial reporting and methods for activity based costing. They will use their own confidential business financials throughout the program so that they can see the real world effect on their own business.
Management Reporting	This session will focus on defining SMART metrics for the business and methods and processing for collecting data. We will also review best practice benchmark data.

Business Strategy	This session covers frameworks for developing strategy and strategic planning for your business. We will cover the Business Model Canvas, Porters 5 Forces, and refine participant business strategies and strategic plans.
Budgeting and Compensation	Compensation is often the most significant aspect of any business' costs. How should you effectively plan, budget and compensate your team? We will examine benchmark data by region to assess competitiveness.
Marketing, Branding and Selling	This session will cover pricing, different marketing channels (including social media) and building a unique brand for your practice. How can you build customer relationships from acquisition to the lifelong value of a client?
Technology	Technology is a broad topic and rapidly changing. How can we best leverage it to make our business efficient operationally, and help us build robust practices through customer outreach?
Financing	Many small businesses require a capital investment at some point. We will investigate different options for borrowing funding and implications as to how you run your business.
Organizational Behavior and Negotiations	Organizational dynamics are often the most difficult part of running a small business. We will look at optimal organizational structures, high performing teams, communication best practices, and how to create win-win negotiations with your customers, suppliers, and team.
Operational Efficiency	Operational efficiency is critical to managing costs and responding quickly and effectively to client needs. We will examine best practices for operational management - including processes, organizational structures, IT systems and building economies of scale with other practices.

Compare

Market Options	Cost Average/Year	Cost Range/ Year
Executive MBA	\$75,000	\$50,000 - 120,000
Online MBA	\$26,000	\$12,000 - 36,000
One Day of Business Consulting	\$4,000	\$2,000 - 10,000
3-day Executive Education Course	\$5,000	\$11,500 - 25,000
Industry Study Groups	\$3,500	\$2,000 - 10,000

Tuition

\$5,400 per year
\$1,500 one-time setup fee

INCLUDED

Meetings, Webinars, Food, Materials & Support
Program Consulting, Tools
Workshops

NOT INCLUDED

Travel Expenses
Lodging