

Veterinary Business Management: Work Based Learning

Credits: 15 (150 hours)

Provider: Veterinary Postgraduate Unit – School of Veterinary Science

Aim of the Module

The aim of the module is to provide a systematic evaluation of the online veterinary business education course. The module aims to consolidate the knowledge and skills learnt in the prior veterinary business management modules. Candidates are required to demonstrate critical reflection and application of practice based experience and previously acquired knowledge of business strategy, including demonstration of independent learning abilities required for continuing professional development.

Learning Outcomes

At the end of the module candidates should be able to:

1. Demonstrate a systematic understanding of the importance of human resources, accounting, marketing and strategic planning in a real world business setting.
2. Demonstrate an ability to problem solve when faced with real world business situations.
3. Demonstrate a critical awareness of the importance of integration of the current management literature into small to medium sized enterprises.
4. Demonstrate an ability to consolidate the aforementioned areas into a clear vision and business strategy.
5. Demonstrate an ability to communicate the aforementioned areas in written form.

Module Structure

The syllabus will consist of 6 study units. The first study unit will review the importance of vision and mission statements and the role of SWOT analysis in business planning. The second unit will review human resources, the third accounting, the fourth marketing and the fifth business strategy and their respective roles in their current work place setting. The sixth study unit will be dedicated to finalisation of the business plan.

Assessment Strategy

5 x draft project reports (1500 words) and 1 x final project/placement report (7500 words)

Confidentiality

A general note on confidentiality: Throughout the business management programme in general, we will at times discuss matters that may be of a confidential nature. All assessments submitted directly for assessment will be dealt with in the strictest confidentiality, however it must be remembered that anything posted on a discussion board is viewable by all members of the module.

Because the emphasis of the programme is on the concepts of business management it is acceptable to use aliases or fictional results (such as altered profit/loss statements) in your submissions. This should remove any remaining confidentiality issues.