

Veterinary Business Management: Introduction to Veterinary Business Studies

Credits: 5 (50 hours)

Provider: Veterinary Postgraduate Unit – School of Veterinary Science

Aim of the Module

The aim of the module is to introduce current concepts of business strategy. Candidates are shown how to combine practice based experience and independent learning to develop in depth understanding of business strategy including dealing with complex situations.

Learning Outcomes

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

1. critically appraise the use of internet based technology in continuing professional development;
2. demonstrate an in depth knowledge of the importance of vision and mission statements in the veterinary industry;
3. critically review the current literature and discuss the various business strategies that may be used in small to medium sized enterprises;
4. recognise and address the complexities of business management through SWOT analysis;
5. review and critically reflect on their current practices in light of the knowledge gained.

Module Structure

The syllabus is divided into 2 study units. The first study unit consists of two weeks and introduces the online teaching format. Subjects covered during this study unit include an introduction to the online teaching process, sourcing and use of appropriate use of resources and use of the Harvard system as the correct means of referencing information. The second unit includes discussion on the role of vision and mission statements in small businesses and their importance in business strategy in the veterinary industry. In this unit candidates are expected to develop an understanding of the subtleties of the wording of vision statements and how this impacts upon daily operations of a business.

Assessment Strategy

Discussion questions (ongoing), 1 x short answer question test (250 words) and 1 x final project/placement report (1250 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.