

## Veterinary Business Management: Business Strategy and Entrepreneurship

**Credits:** 10 (100 hours)

**Provider:** Veterinary Postgraduate Unit – School of Veterinary Science

### Aim of the Module

To apply practice-based experience and previously acquired knowledge to develop understanding of business strategy and the unique challenges facing entrepreneurial enterprises in the modern business environment.

### Learning Outcomes

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

1. critically evaluate the differences between business strategy, mission statements and business goals;
2. critically appraise the value of a business plan that includes the factors covered in learning outcome 1 plus other critical factors such as SWOT analysis, and of the value of wide distribution of the business plan within an organisation;
3. critically evaluate the challenges faced by, and advantages held by, entrepreneurial enterprises and relate them to real world settings;
4. critically review the different harvest strategies available to the entrepreneur;
5. review and critically reflect on their current practices in light of the knowledge gained;
6. demonstrate critical awareness of the ethical, economical and social issues that apply to Veterinary Business Management.

### Module Structure

The syllabus will be divided into 4 study units, each containing basic lecture and reading material supported by weekly interactions in the form of asynchronous discussions. The syllabus will cover the importance and structure of a well laid out business plan, discussion on means through which small and medium sized enterprises grow and the advantages and disadvantages that such organisations have. Further, it will include discussion on harvest strategies and management of difficult financial times and/or bankruptcy.

### Assessment Strategy

- **8 x 250-word discussions (40%)**  
Designed to reflect examples of business practice, theories, professional issues, legal issues, ethical issues or other issues relating to the topics covered in that unit. The first post each week is limited to 250 words. You are then expected to comment on at least 2 of your peer's posts and can use these posts to expand on the points raised in your original post.
- **2 x 1500-word essays (60%)**  
The essays intend to focus on the topic specifically covered within the study unit. Designed to promote reflection, synthesis of new ideas, solving of complex issues and in-depth research and understanding of a topic. Will always involve referencing the literature and evidencing answers from the literature.

Assessments are submitted sequentially with feedback being given between assessments to aid in the development of writing skills.

## **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.

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