

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 the functions of the vision and mission statements and the value of SWOT analysis.

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.

Study Unit 1: Orientation

The first study unit 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.

Study Unit 2: Business Strategy

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.

This unit also involves students performing a SWOT analysis either on their business as a whole or on a focused area of the business.

Assessment Strategy

- **2 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.
- **1 x 1250-word placement report (60%)**
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.