

## Veterinary Business Management: Work Based Learning

**Credits:** 15 (150 hours)

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

### Aim of the Module

For students to systematically evaluate the four core business areas already studied in their programme, consolidating their knowledge and skills.

Students are required to demonstrate critical reflection and application of practice-based experience and previously acquired knowledge of business strategy.

Students will develop their ability to present their reflections and knowledge in a business report aimed at their business executives.

### Learning Outcomes

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

1. critically analyse the importance of human resources, accounting, marketing and strategic planning in a real-world business setting;
2. problem solve when faced with real world business situations;
3. critically evaluate the current management literature and its application to small to medium sized enterprises;
4. consolidate the aforementioned areas into a clear vision and business strategy;
5. communicate the aforementioned areas in written form, specifically as a business report.

### Module Structure

The syllabus will consist of four study units covering each of the four core areas of business: Business strategy, Human Resources, Marketing and Accounting.

### Assessment Strategy

- **4 x 1500-word business reports (100%)**  
The module revisits the four core areas already covered in the programme: business strategy, human resource management, marketing and accounting. The focus of this module is for reflection on current practice in these areas, recommendations for change as well as change strategies that have been or will be implemented. 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.