



SZKOŁA GŁÓWNA  
GOSPODARSTWA  
WIEJSKIEGO

## Management of veterinary practice

### Educational subject description sheet

#### Basic information

<b>Field of study</b> Veterinary Medicine	<b>Didactic cycle</b> 2023/24
<b>Speciality</b> -	<b>Subject code</b> WETFVMS_D.5400K.633d37ec6324d.23
<b>Organizational unit</b> Faculty of Veterinary Medicine	<b>Lecture languages</b> english
<b>Study level</b> long-cycle	<b>Mandatory</b> Elective subjects
<b>Study form</b> full-time studies	<b>Block</b> Major subjects
<b>Education profile</b> General academic	<b>Disciplines</b> Veterinary medicine
<b>Coordinator</b>	Mariusz Maciejczak
<b>Teacher</b>	Mariusz Maciejczak
<b>Period</b> Semester 11	<b>Examination</b> Pass with grade
	<b>Activities and hours</b> Lecture: 7 Laboratory exercises: 8
	<b>Number of ECTS points</b> 1

## Goals

Code	Goal
C1	To provide students with knowledge how to manage veterinary practice as an element of economic processes of animal production and pets keeping.
C2	To acquire the skills by students to plan, organize, evaluate and develop veterinary practice and veterinary activities on the dynamically changing work market.
C3	To form attitudes of the students to critically evaluate personal actions and actions of others to improve professional conduct.

## Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
<b>Knowledge - Student knows and understands:</b>			
W1	how to manage veterinary practice as an element of economic processes of animal production and pets keeping.	B.W22	Project, Case
<b>Skills - Student can:</b>			
U1	to plan, organize, evaluate and develop veterinary practice and veterinary activities on the dynamically changing work market.	A.U20, B.U20	Project, Case
<b>Social competences - Student is ready to:</b>			
K1	critically evaluate personal actions and actions of others to improve professional conduct.	KS.6	Project, Case

## Study content

No.	Course content	Subject's learning outcomes	Activities
1.	Introduction to the subject, doing vet business and managing it. Planning.	W1	Lecture
2.	Organizing vet practice of different scale.	W1	Lecture
3.	Managing and leading vet business models.	W1	Lecture
4.	Evaluating and developing vet practice.	W1	Lecture
5.	Analysing the business environment as well as own resources and capabilities.	W1, U1, K1	Lecture, Laboratory exercises
6.	Developing vet business model.	W1, U1, K1	Lecture, Laboratory exercises
7.	Planning marketing actions.	W1, U1, K1	Lecture, Laboratory exercises
8.	Making financial plan.	W1, U1, K1	Lecture, Laboratory exercises
9.	Designing key performance indicators and making risk assessment.	W1, U1, K1	Lecture, Laboratory exercises

## Course advanced

Activities	Methods of conducting classes
Lecture	Conversation lecture, Case study, Discussion, Teaching technique in the form of play, exact, task, Teamwork
Laboratory exercises	Conversation lecture, Presentation, Problem solving, Teamwork

Activities	Examination method	Percentage
Lecture	Case	50%
Laboratory exercises	Project	50%

Activities	Credit conditions
Lecture	Project for a chosen case study (assessment based on compliance with the topic, correct calculations, formulation of opinions) .
Laboratory exercises	Project for a chosen case study (assessment based on compliance with the topic, correct calculations, formulation of opinions) .

## Literature

### Obligatory

1. Colette Henry (2013): Veterinary Business and Enterprise. Theoretical Foundations and Practical Cases, 1 edition. Elsevier Saunders, Philadelphia, PA, web page of the edition <http://www.enterprisingvet.com/>
2. John Tait (2003): The emerging role of business plans for veterinarians. Part 1. Can Vet J. 2003 Apr; 44(4): 330-331.
3. John Tait (2003): The emerging role of business plans for veterinarians. Part 2. Can Vet J. 2003 Jun; 44(6): 500-502.

### Optional

1. Lowell J. Ackerman (2002): Business Basics for Veterinarians. ASJA Press. New York, NY
2. Lowell J. Ackerman (2003): Management Basics for Veterinarians. ASJA Press. New York, NY
3. Caroline Jevring-Bäck, Erik Bäck (2007): Managing a Veterinary Practice, 2nd edition. Elsevier Saunders, Philadelphia, PA
4. Rhonda Abrams (2014): Successful Business Plan: Secrets & Strategies, 6 edition. Planning Shop, Palo Alto, CA
5. Eric Ries (2011): The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses, 1 edition. Crown Business Ltd., New York, NY

## Calculation of ECTS points

Activity form	Activity hours*
Lecture	7
Laboratory exercises	8
Preparing the project	10
Conducting empirical research	5
<b>Student workload</b>	<b>Hours</b> 30

<b>Number of ECTS points</b>	<b>ECTS</b> 1
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\* hour means 45 minutes

## Effects

Code	Content
KS.6	Absolwent jest gotów do formułowania opinii dotyczących różnych aspektów działalności zawodowej
A.U20	Absolwent potrafi organizować i prowadzić praktykę weterynaryjną, w tym dokonywać kalkulacji opłat i wystawiać faktury, prowadzić dokumentację finansową i lekarską oraz wykorzystywać systemy informatyczne do efektywnej komunikacji, zbierania, przetwarzania, przekazywania i analizy informacji
B.U20	Absolwent potrafi korzystać ze zgromadzonych informacji związanych ze zdrowiem i dobrostanem zwierząt, a w wybranych przypadkach również z produktywnością stada
B.W22	Absolwent zna i rozumie zasady ekonomiki produkcji zwierzęcej