



SZKOŁA GŁÓWNA
GOSPODARSTWA
WIEJSKIEGO

Management of veterinary practice

Educational subject description sheet

Basic information

Field of study Veterinary Medicine	Didactic cycle 2023/24
Speciality -	Subject code WETFVMS_D.5400.01817.23
Organizational unit Faculty of Veterinary Medicine	Lecture languages english
Study level long-cycle	Mandatory Elective subjects
Study form full-time studies	Block Major subjects
Education profile General academic	Disciplines Veterinary medicine
Coordinator	Mariusz Maciejczak
Teacher	Mariusz Maciejczak
Period Semester 11	Examination Pass with grade
	Activities and hours Lecture: 7 Laboratory exercises: 8
	Number of ECTS points 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
Knowledge - Student knows and understands:			
W1	how to manage veterinary practice as an element of economic processes of animal production and pets keeping.	B.W22	Project, Case
Skills - Student can:			
U1	to plan, organize, evaluate and develop veterinary practice and veterinary activities on the dynamically changing work market.	A.U20, B.U20	Project, Case
Social competences - Student is ready to:			
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
Student workload	Hours 30

Number of ECTS points	ECTS 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