

Veterinary Business Management: Work Based Learning

Credits: 10 (100 hours)

Provider: Veterinary Postgraduate Unit – School of Veterinary Science

Aim of the Module

The aim of the module is to provide a systematic evaluation of the online veterinary business education programme. The module aims to consolidate the knowledge and skills learnt in the prior veterinary business management modules. Candidates are required to demonstrate critical reflection and application of practice based experience and previously acquired knowledge of business strategy, including demonstration of independent learning abilities required for continuing professional development.

Learning Outcomes

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

1. demonstrate a systematic understanding of the importance of human resources, accounting, marketing and strategic planning in a real world business setting;
2. demonstrate an ability to problem solve when faced with real world business situations;
3. demonstrate a critical awareness of the importance of integration of the current management literature into small to medium sized enterprises;
4. demonstrate an ability to consolidate the aforementioned areas into a clear vision and business strategy;
5. demonstrate an ability to communicate the aforementioned areas in written form.

Module Structure

The overall purpose of the module is to develop a comprehensive business plan for your business. This may be a business in which you are currently employed or the template for a future business. Where a future business is used you should draw on your experience in the industry to highlight key issues that you have experienced over your time (i.e. in past jobs, locum positions etc).

It consists of five, 2 week study units followed by a 6th six week study unit. The first study unit will review the importance of vision and mission statements and the role of SWOT analysis in business planning. The second unit will review business strategy, the third human resources, the fourth marketing and the fifth accounting and their respective roles in their current work place setting. The sixth study unit will be dedicated to finalisation of the business plan based on the feedback received and your experiences in attempting implement change over the course of the module.

Where you are working on an existing business: In addition to the work already completed on each of the above topics, a critical review of the success (or otherwise) of recommendations made to date and factors that may have positively or negatively influenced the outcome of changes to date should be included.

Where you are working on a theoretical future business: In addition to the work already completed on each of the above topics, you should highlight the key aspects that will be required to implement your policies and emphasis what factors will be critical in making your vision/change stick.

Assessment Strategy

5 x draft project reports (1500 words) and 1 x final project/placement report due at the end of the module (7500 words)