



Information about the subject

Degree: Bachelor of Science Degree in Veterinary Medicine

Faculty: Faculty of Veterinary Medicine and Experimental Sciences

Code: 1260405 **Name:** Economy and Business in the veterinarian domain

Credits: 6,00 **ECTS Year:** 3 **Semester:** 2

Module: Module of Animal Production

Subject Matter: Animal Production **Type:** Compulsory

Department: Animal Production and Public Health

Type of learning: Classroom-based learning

Languages in which it is taught: Spanish

Lecturer/-s:

1263A	<u>Maria Del Carme Soler Canet</u> (Responsible Lecturer)	mdc.soler@ucv.es
	<u>Maria Asuncion Estesco Blasco</u>	ma.esteso@ucv.es
1263B	<u>Maria Del Carme Soler Canet</u> (Responsible Lecturer)	mdc.soler@ucv.es
	<u>Maria Asuncion Estesco Blasco</u>	ma.esteso@ucv.es



Module organization

Module of Animal Production

Subject Matter	ECTS	Subject	ECTS	Year/semester
Animal Production	30,00	Animal production and genetic improvement I	6,00	4/1
		Animal production and genetic improvement II	6,00	4/2
		Aquaculture	6,00	4/2
		Economy and Business in the veterinarian domain	6,00	3/2
		Nutrition and animal feeding	6,00	4/1

Recommended knowledge

Not required.



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Basic business concepts with an emphasis on veterinary service businesses and agricultural enterprises.
- R2 Economic fundamentals of the market.
- R3 Marketing for the veterinary company.
- R4 Technical, financial and economic management of the veterinary centre.
- R5 Sales and Human Resources Management of the Veterinary Center.



Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

BASIC		Weighting			
		1	2	3	4
CB2	Capacity to apply knowledge to work or occupation in a professional way and have the competences that are proved by preparing and arguing topics and problem-solving in their specific field of study.			X	
CB3	Capacity to gather and interpret relevant data usually within their specific field of study and capacity to make judgments that include reflection on relevant social, scientific or ethical issues.			X	
CB4	Capacity to communicate information, ideas, problems and solutions at specialist and non-specialist levels.				X
CB5	Capacity to develop those learning skills needed to undertake further studies with a high degree of autonomy.			X	

GENERAL		Weighting			
		1	2	3	4
CG0	Capacity to speak well in public.			X	
CG3	Understanding and applying control of animal breeding, management, health, reproduction, protection, and feed as well as improving production.	X			
CG4	Understanding and applying methods and processes for obtaining efficient animal products under optimal conditions and costs, and assessing environmental impacts.			X	
CG5	Understanding and applying laws, regulations and administrative provisions in all areas of the veterinary profession and public health, understanding the ethical implications of health in a changing global context.		X		
CG6	Developing professional practice, acquiring skills related to teamwork, with an efficient use of resources and quality management.				X



CG7 Identifying emerging risks in all areas of the veterinary profession.

X

SPECIFIC		Weighting			
		1	2	3	4
E52	Knowing and applying the principles of production and marketing process.				X
E53	Knowing and applying sustainable development.			X	
TRANSVERSAL		Weighting			
		1	2	3	4
T1	Capacity of analysis, synthesis, implementation of knowledge for problem-solving and decision-making.				X
T2	Understanding and applying the scientific method to professional practice including evidence-based medicine.	X			
T3	Basic knowledge of the veterinary profession: legal, economic, administrative, planning and time management issues and the veterinarians' society together with the importance of monitoring quality, standardization and protocols of veterinary practice.				X
T4	Mastering fluency in oral and written mother tongue communication, listening and responding effectively using a language appropriate to audience and context.			X	
T6	Using information technology to communicate, share, search for, collect, analyze and manage information, especially related to the veterinarian practice.			X	
T7	Ability to adapt to new situations, self-critical ability, being aware of personal limitations and understanding when and where seeking and obtaining advice and professional help.	X			
T8	Efficient and effective work, both independently and as a member of a multidisciplinary team or unit, showing respect, appreciation and sensitivity to the work of others.		X		
T9	Keeping an ethical behaviour in the exercise of given responsibilities toward the profession and society.		X		



T10 Ability to learn, to research, and to be aware of the need to keep knowledge updated, and attending training programs.

x



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
	60,00%	Written assessment of acquired knowledge and skills. The test may consist of a series of open-ended questions or multiple-choice questions about the theoretical contents of the module and/or practical exercises (problem-solving).
	30,00%	Evaluation of the use of the practical lessons in the classroom, of problems or computer science, seminars and tutorials, by means of participation, computer-supported problem solving and the elaboration of the corresponding reports.
	10,00%	Evaluation of activities in which the student must do some research individually and structure information related to each of the topics through a system of continuous assessment throughout the course based on the delivery of papers, the objectives and contents of which will be proposed by the teacher.

Observations

The Evaluation System is divided into two parts. On the one hand, a continuous evaluation is carried out throughout the semester. This evaluation is based on the work/practical cases and exercises carried out during the semester that the students will have to submit/do on the date agreed for it during the course. Secondly, the evaluation is completed with a written test, which can comprise objective tests, short answer questions, and exercises or essay questions. In order to be able to pass the course, it will be a requirement to have handed in and passed all the compulsory activities proposed throughout the course. In any case, students must pass the final exam of the course. Those students who, for a justified reason cannot attend the evaluation of the course on the official exam date, may undergo the final evaluation of the course by means of an oral or written examination according to the teacher's criteria, following approval by the higher body. Exam review: after the publication of the grades, the student will have the examination review schedules published on the intranet to review their exam, unless specifically indicated otherwise by the faculty, no exams will be shown outside these hours.



MENTION OF DISTINCTION:

In accordance with the regulations governing the assessment and grading of subjects in force at UCV, the distinction of "Matrícula de Honor" (Honours with Distinction) may be awarded to students who have achieved a grade of 9.0 or higher. The number of "Matrículas de Honor" (Honours with Distinction) may not exceed five percent of the students enrolled in the group for the corresponding academic year, unless the number of enrolled students is fewer than 20, in which case a single "Matrícula de Honor" (Honours with 9 Distinction) may be awarded. Exceptionally, these distinctions may be assigned globally across different groups of the same subject. Nevertheless, the total number of distinctions awarded will be the same as if they were assigned by group, but they may be distributed among all students based on a common criterion, regardless of the group to which they belong. The criteria for awarding "Matrícula de Honor" (Honours with Distinction) will be determined according to the guidelines stipulated by the professor responsible for the course, as detailed in the "Observations" section of the evaluation system in the course guide.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M1 On-site training activity aimed primarily at acquiring knowledge acquisition skills. It is characterised by the fact that students are spoken to. Also called master class or exposition, it refers to the oral presentation made by the teacher, (with the support of blackboard, a computer and a projector for the display of texts, graphs, etc.), in front of a group of students. They are expository, explanatory or demonstrative sessions of contents. The size of the group is determined by the limit or physical capacity of the classroom; therefore, it is a single group.
- M2 On-site training activity aimed primarily at obtaining knowledge application and research skills. Knowledge is built through interaction and activities. The activity consists of supervised monographic sessions with shared participation (teachers, students, experts). The size of the group is variable, from one large group to various small groups, with a minimum of 6 students to ensure interaction. The evaluation will be based on follow-up records kept by the teacher. Participation and the development of the capacity to problematize should be taken into account.
- M3 On-site group-work training activity oriented toward problem solving under the supervision of a teacher. It would correspond to "Animal-free supervised practical work", type e1, from the European evaluation of EAEVE. The size of the group is variable, in a range of 10 to 20 students, to differentiate it from a master class.



- M4 On-site training activity in groups that takes place in the classroom. It includes working with documents and formulating ideas without handling animals, organs, objects, products, or corpses (e.g., work with articles or documents, clinical case studies, diagnostic analyses, etc.). It would correspond to "Animal-free supervised practical work", type e1, from the European evaluation of EAEVE. The size of the group is variable, in a range of 10 to 20 students.
- M5 On-site training activity in groups that takes place in the Computer Lab where the computer is used as support for learning. It includes work with computer models, specific software, Web queries, etc. It would correspond to "Animal-free supervised practical work", type e1, from the European evaluation of EAEVE. The size of the group is variable, in a range of 10 to 20 students.
- M6 On-site training activity in groups carried out in the laboratory. It includes the sessions where the students develop laboratory experiments, make dissections or use the microscopes for the study of histological or histopathological samples actively and autonomously, under the supervision of the professor. It also includes work with healthy animals, objects, products, corpses (e.g., animal handling, bacteriological practices, physiology or biochemistry, meat inspection, etc.). It would correspond to the "Supervised practical non-clinical animal work" type e2 of the European evaluation of EAEVE. The size of the group is variable, in a range of 10 to 20 students.
- M7 On-site training activity that is defined as the clinical practical work developed in the Veterinary Clinical Hospital or clinical centres ascribed to the University, as well as itinerant clinical practices, mainly with ruminants, equids, pigs, birds and aquatic animals. Also included are necropsies, surgical workshops and training in clinical examination techniques or diagnosis with healthy patients. In these practical sessions the student will always work with animals, which can be healthy (e.g. propaedeutic or obstetrics) or clinical cases (individual or collective), including a protocol or work scheme, being supervised by a teacher and assuming the provision of a service. This type of training corresponds to type e3 of the EAEVE European evaluation called "Clinical Training" (strickly hands-on)". The size of the group will be 5 students or fewer.
- M8 A set of on-site training activities carried out by the teacher to provide personalised attention to the student or in small groups with the aim of reviewing and discussing the materials and topics presented in classes, seminars, readings, carrying out projects, etc. The aim is to ensure a truly comprehensive education of the student rather than a mere transfer of information. It is, therefore, a personalized assistance relationship in which the tutor assists, facilitates and guides one or more students in the learning process.



- M9 Set of processes that attempt to evaluate the learning outcomes of students expressed in terms of acquired knowledge, capacities, skills or abilities developed and manifested attitudes. It covers a wide range of activities that can be developed for students to demonstrate their training (e.g. written, oral and practical tests, projects or assignments). It also includes the Official Calls.
- M10 Autonomous training activity, including activities and coursework, bibliographic searches. The results obtained from unsupervised group and teamwork will be evaluated, with particular attention paid at the time of evaluation to the acquisition of specific knowledge development skills through group work.
- M11 Autonomous training activities related to personal study, or the preparation of individual course assignments. The individual preparation of readings, essays, problem solving, papers, reports, etc. will be evaluated through presentations or submissions during theoretical classes, practical classes, seminars and/or tutorials. The evaluation of the submitted papers will consider the structure of the paper, the quality of the documentation, originality, spelling and presentation.



IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Theoretical lessons (TL) M1	R1, R2, R3, R4, R5	38,00	1,52
In-Classroom Practice (ICP) M4	R3, R4, R5	18,00	0,72
Tutorial M8	R1, R2, R3, R4, R5	2,00	0,08
Evaluation (Ev) M9	R1, R2, R3, R4, R5	2,00	0,08
TOTAL		60,00	2,40

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group work M10	R1, R2, R3, R4, R5	20,00	0,80
Individual work M11	R1, R2, R3, R4, R5	70,00	2,80
TOTAL		90,00	3,60



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
ECONOMICS AND BUSINESS IN THE VETERINARY FIELD	<ol style="list-style-type: none">1.Economic fundamentals in the wide and specific context of a company.2.Marketing for the veterinary company.3.Human Resource Management in the veterinary company.4.Economic and financial management of the company in the livestock sector.5.Economic and business fundamentals in the clinical veterinary field.

Organization of the practical activities:

	Content	Place	Hours
PR1.	MARKETING PLAN	Lecture room	2,00
PR2.	STRATEGIC ANALYSIS TOOLS	Lecture room	2,00
PR3.	INVESTIGACIÓN DE MERCADO EN EL ÁMBITO VETERINARIO	Lecture room	2,00
PR4.	Leadership, team management and personality test	Lecture room	2,00
PR5.	BUSINESS MODEL CANVAS	Lecture room	2,00
PR6.	Strategy and Price Calculation	Lecture room	2,00
PR7.	BUSINESS PLAN OF A VETERINARY CLINIC	Lecture room	4,00



Temporary organization of learning:

Block of content	Number of sessions	Hours
ECONOMICS AND BUSINESS IN THE VETERINARY FIELD	30,00	60,00

References

BASIC REFERENCES

PINDYCK, R. S., Y RUBINFELD, D. L. (2013). MICROECONOMICS 8TH ED.

RUIZ ABAD, L. (2013). Libro Gestión Y Marketing de la Clínica Veterinaria. Acalanthis

JEVRING BACK, C. and BACK, E. (2008). Gestión de la Clínica Veterinaria. Salud Animal, Acalanthis

KOTLER, P y KELLER, K. (2012) Dirección de Marketing. Pearson Educación. Madrid.

KOTLER, P., y ARMSTRONG, G. (2008). Fundamentos de Marketing, Prentice Hall. Méjico

GARCÍA MARTÍNEZ, A. Y RODRÍGUEZ ALCAIDE, J.J. (1998) Economía y Gestión de la empresa ganadera.

Webs of interest

https://ec.europa.eu/agriculture/index_es

https://ec.europa.eu/agriculture/cap-overview_es

http://ec.europa.eu/food/fvo/how_es.htm