

ACADEMIC YEAR 2023/2024

General information	
Academic subject	PRACTICE MANAGEMENT
Degree course	Veterinary Medicine LM42
Academic Year	V
ECTS	1
Language	Italian
Academic calendar	II 7 week term
Attendance	Mandatory

Teacher	E-mail address	Telephone
Vincenzo Buono	vincenzo.buono@uniba.it	0805588277
Department and address	Campus of Veterinary Medicine, SP62 per Casamassima km 3, 70010, Valenzano	
Virtual headquarters	Teams platform" (access code k5b0oaj)	
Tutoring (time and day)	Tuesday 14.30-15.30 Teams platform (access code 0et3duv) by appointment via email	

Syllabus	
Learning Objectives	The course provides the tools and skills to understand how to manage a veterinary practice in order to combine good clinical practice with correct economic and management practices; provide elements of knowledge on the articulation of relationships with customers, colleagues and collaborators; investigate issues related to communication and use of its tools in the medical field
Course prerequisites	No prerequisites required
Contents:	<p>The course concerns Basic Sciences</p> <ul style="list-style-type: none"> • Evolution of Veterinary Profession and analysis of employment prospects • The Veterinary Client relationship and therapeutic alliance • Effective communication • Economic management of veterinary practice • Marketing • Relationship between ethics and market • Security, privacy, medical waste and mandatory legislation in veterinary practices • Organizational climate, relations between colleagues and collaborators

Personal study material	
Books and bibliography	D. Pradelli: Practice Management per la Professione Veterinaria. Edra Spa, 2019 L. Ackermann: Blackwell's Five Minute Veterinary Practice Management Consult. Wiley Blackwell, Second Edition, 2014 C. Clarke et al.: BSAVA Manual of Small Animal Practice Management and Development. BSAVA, 2012
Additional materials	Articles published in veterinary management sector and a handout summarizing

	the lessons held will be provided during lessons
--	--

Work schedule			
Total	Lectures	Hands on (Laboratory, working groups, seminars, field trips)	Self-study hours
Hours			
25	15	/	10
ECTS			
1	1	/	
Teaching strategy			
Frontal teaching lessons, video projection			

Expected learning outcomes	
Knowledge and understanding on:	<p>At the end of the course the student must know:</p> <ul style="list-style-type: none"> ○ the principles of the correct economic management of the veterinary practice ○ the principles that allows to orient in financial and managerial field ○ the importance of a conscious management and skills for applying in veterinary practice ○ tools and methods for continuous and autonomous learning and training ○ tools to communicate what has been learned to specialist and non-specialist interlocutors
Applying knowledge and understanding on:	<p>According to standards defined by the "first day skills", the tools to acquire the following professional skills will be provided during the lessons:</p> <p>DOC 1.1 Understand the veterinarian's ethical and legal responsibilities in relation to patients, customers, society and environment</p> <p>DOC 1.2 Demonstrate knowledge of organization, management and legislation relating to veterinary activities</p> <p>DOC 1.4 Communicate effectively with clients, colleagues and responsible authorities, using language appropriate to the relevant public</p> <p>DOC 1.6 Work effectively as a member of a multidisciplinary team</p> <p>DOC 1.7 Understand the economic and emotional context in which veterinarians operate</p> <p>DOC 1.11 Demonstrate ability to cope with incomplete information, face unexpected events and adapt to change</p>
Soft skills	<p>According to standards defined by the "first day skills", tools to acquire the following transversal skills will be provided during the lessons:</p> <p>Making informed judgments and choices</p> <p>At the end of the course, students must be able to have:</p> <ul style="list-style-type: none"> • Autonomy of judgment on management problems of veterinary practices • Communication skills for managing difficult customers, for communicating unpleasant news, for managing staff and interpersonal relationships <p>Communicating knowledge and understanding</p> <p>DOC 2.11 Principles of effective interpersonal interaction, including communication leadership, management and teamwork.,</p> <p>Capacities to continue learning</p>

	Ability to learn independently to continue the development of managerial and managerial skills
Summary of the knowledge and competences that the integrated course concurs to let the students acquire (Day One Competences) as scheduled by EAEVE	DOC 1.1 DOC 1.2 DOC 1.4 DOC 1.6 DOC 1.7 DOC 1.11 DOC 2.11

Assessment and feedback	
Methods of assessment	Oral interview with assessment of the achievement of specific learning objectives on target topics of the course (communication, financial management, marketing)
Evaluation criteria	<ul style="list-style-type: none"> ○ <i>Knowledge and understanding</i> ○ The student must demonstrate knowledge of the principles of correct economic management of veterinary practices; ○ The student must be aware of complexity of managing veterinary facilities. ○ <i>Applying knowledge and understanding</i> ○ The student must demonstrate the principles that allow them to orient themselves in the financial and managerial field • <i>Autonomy of judgment</i> <ul style="list-style-type: none"> ○ The student must have analytical skills and a critical sense with respect to the topics covered • <i>Communication skills</i> <ul style="list-style-type: none"> ○ Quality in exposure and knowledge of specialist vocabulary must be demonstrated. • <i>Capacities to continue learning</i> <ul style="list-style-type: none"> ○ The student must demonstrate that he has assimilated and understood the fundamental concepts of the economic management in order to use them for subsequent studies.
Criteria for assessment and attribution of the final mark	The final grade is awarded out of thirty. The exam is approved for grade greater than or equal to 18.
Additional information	