

General information	
Academic subject	Practice Management
Degree course	Veterinary Medicine LM42
Academic Year	2021-2022
European Credit Transfer and Accumulation System (ECTS)	2
Language	Italian
Academic calendar (starting and ending date)	II Bimester
Attendance	Mandatory

Professor/ Lecturer	
Name and Surname	Vincenzo Buono
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Department and address	Veterinary Medicine Campus – Valenzano (BA)
Virtual headquarters	Zoom virtual room
Tutoring (time and day)	Tuesday 14.30-15.30

Syllabus	
Learning Objectives	Provide the student with 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	<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
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 30	Lectures 30	Hands on (Laboratory, working groups, seminars, field trips) 0	Out-of-class study hours/ Self-study hours 0
Hours			
50	30		20
ECTS			
2	2		
Teaching strategy		Frontal teaching lessons, video projection; no distance learning	
Expected learning outcomes		<p>Knowledge: the student will be able to learn the principles of the correct economic management of the veterinary practice</p> <p>Skills: will be illustrated principles that allows to orient in financial and managerial field</p> <p>Skills: the elements that can make the student aware of complexity in managing veterinary practices will be provided, addressing it with greater knowledge and better preparation</p> <p>Communication: students will acquire abilities to communicate what has been learned to specialist and non-specialist interlocutors</p> <p>Continuous training: tools and methods will be provided to encourage continuous and autonomous learning and training</p>	
Knowledge and understanding on:		At the end of the course students will have tools to understand the importance of a conscious management and skills for applying in veterinary practice	
Applying knowledge and understanding on:		According to standards defined by the "first day skills", the tools to acquire the	

	<p>following professional skills will be provided during the lessons:</p> <p>1.1 Understand the veterinarian's ethical and legal responsibilities in relation to patients, customers, society and environment</p> <p>1.2 Demonstrate knowledge of organization, management and legislation relating to veterinary activities</p> <p>1.4 Communicate effectively with clients, colleagues and responsible authorities, using language appropriate to the relevant public</p> <p>1.6 Work effectively as a member of a multidisciplinary team</p> <p>1.7 Understand the economic and emotional context in which veterinarians operate</p> <p>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>2.11 Principles of effective interpersonal interaction, including communication, leadership, management and teamwork.</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 • Ability to learn independently to continue the development of managerial and managerial skills
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	<p>The student will have to demonstrate that he has understood the principles of correct economic management of veterinary practices, be able to illustrate principles that allow them to orient themselves in the financial and managerial field, be aware of complexity of managing veterinary facilities.</p> <p>Quality in exposure and knowledge of specialist vocabulary must be demonstrated.</p>
Criteria for assessment and attribution of the final mark	<p>The final grade is awarded out of thirty. The exam is approved for grade greater than or equal to 18.</p>
Additional information	