

1. OVERVIEW

Subject Area	Business and Economics
Degree	Bachelor's Degree in Veterinary Medicine
School/Faculty	Biomedical and Health Sciences
Year	First
ECTS	6 ECTS
Type	Core
Language(s)	Spanish
Delivery Mode	On-campus
Semester	First semester

2. INTRODUCTION

Business and Economics is a core subject area worth 6 ECTS, taught in the first semester of the first year of the Bachelor's Degree in Veterinary Medicine. This subject area, together with the optional subject area of 'Veterinary Clinic Management and Communication' and other subject areas that focus on the management of profitable business operations, provides an overview of the types of businesses in the veterinary sector, and the requirements affecting their management and optimisation of resources.

The aim of this subject area is to provide students with foundational knowledge of the types of businesses most commonly associated with the veterinary profession, as well as the basic foundations of economics, marketing, client communication, staff management and overall business management. The achievement of these objectives will help to successfully incorporate the student into their professional career, both self-employed and employed.

3. SKILLS AND LEARNING OUTCOMES

Basic skills (CB, by their acronym in Spanish):

- CB1: Show knowledge and understanding of an area of study, building on the foundation of general secondary school education. At this level, and perhaps with the support of more advanced textbooks, students should be able to demonstrate awareness of the latest developments in their field of study (Knowledge Acquisition).

General skills (CG, by their acronym in Spanish):

- CG5: Apply the legal, regulatory and administrative provisions established in all areas of the veterinary/public health profession, understanding the ethical implications of health in a changing global context.
- CG6: Carry out professional practice in connection with other health professionals, develop teamwork skills and ensure efficient use of resources and efficient quality management.

Cross-curricular skills (CT, by their acronym in Spanish):

- CT7: Leadership. Lead, motivate and guide people according to their skills and abilities in order to effectively manage their development and common interests.

- CT8: Entrepreneurial Spirit. Take on and carry out tasks that create new opportunities, anticipate problems or entail improvements.

Skills Specific to the Degree:

- CE4e: Knowledge and application of the principles and foundations marketing and business management, both in general and in veterinary practice.
- CE4f: Knowledge and application of the principles and foundations of communication skills and strategies, as well as the psychology guidelines of application to the veterinary profession.

Learning outcomes (RA, by their acronym in Spanish):

- RA1: Define core concepts of economics and business: systemic approach, business and entrepreneur.
- RA2: Identify key aspects of administration and organisation required in the management and organisation of a business.
- RA3: Describe the basic financial aspects of business financing and investment.
- RA4: Distinguish between different production systems in business.
- RA5: Explain how the different functional areas of a business (administration, production, marketing, etc.) operate as interrelated subsystems within the overall system of organisation.
- RA6: Within the area of marketing, define concepts such as demand, consumer behaviour, market, segmentation and marketing mix.
- RA7. Apply the foundations of psychology to communication in veterinary practice.

The following table shows how the skills developed in the subject area relate to the intended learning outcomes:

Skills (CE)	Learning outcomes (RA, by their acronym in Spanish)
CE4e	RA1
CE4e	RA2
CE4e	RA3
CE4e	RA4
CE4e	RA5
CE4e	RA6
CE4f	RA7

4. CONTENT

The subject area is divided into 3 units:

UNIT 1: ECONOMICS

UNIT 2: BUSINESS MANAGEMENT

UNIT 3: PSYCHOLOGY AND COMMUNICATION

5. TEACHING/LEARNING METHODS (MD, by their Spanish acronym)

The types of teaching/learning methods are as follows:

- MD1: Lecture / Web conference
- MD3: Problem-based learning
- MD4: Project-based learning
- MD5: Collaborative learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On campus:

Learning activity	Number of total hours	Number of hours on campus
AF1: Master lectures	36	36
AF3: Case studies and problem-solving	14	7
AF4: Oral presentations	2	2
AF5: Independent working	56	0
AF6: Workshops and/or labs and/or simulation	18	18
AF8: Drafting reports or concept maps	12	0
AF10: Tutorials	10	5
AF11: Assessment tests	2	2
TOTAL	150	70

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On campus:

Assessment system	Weighting
On-campus theory exams. Ordinary Exam Period	60%
Preparation of a P&L and Personal Balance Sheet	15%
Creation of a Marketing Plan (Group Task)	15%
Oral Presentation of a Healthcare Plan	10%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment tasks, including the deadlines and assessment procedures for each task.

8. BIBLIOGRAPHY

The works of reference for following up this subject area are:

- Obras de referencia para el seguimiento de la asignatura:
- Mérida, "Gestión de centros clínicos veterinarios". 2ª edición. Servet, 2021
- Macías, Albuixech y otros, "Todo lo que debe saber sobre Gestión de una Clínica Veterinaria. Marketing". Profit, 2017

Recommended supplementary bibliography:

- Mercader, "Soluciones de gestión para clínicas veterinarias". Servet, 2009
- Díaz, "7 claves para dirigir con éxito la clínica veterinaria". Servet, 2015
- Tabares & Navarro, "Detección, gestión y prevención de conflictos en los centros veterinarios". Edra, 2020
- Valera, "Planes de salud". Servet, 2017
- Valera, Pérez & Tabares, "Enamora a tu cliente. Neuromarketing para veterinarios". Servet, 2018
- Ferrer, "Marketing digital en la clínica veterinaria". Edra, 2019
- Berman, "Finanzas para managers". DEUSTO, 2007
- Neira, "Como preparar el Plan de empresa". Fund. Confemetal, 2010