



UNIVERSITÀ DI PISA

CORSO AVANZATO DI GESTIONE ED ECONOMIA DELLE STRUTTURE VETERINARIE

FRANCESCO PAOLO DI IACOVO

Anno accademico 2019/20
CdS MEDICINA VETERINARIA
Codice 396GG
CFU 3

Moduli	Settore/i	Tipo	Ore	Docente/i
ADVANCED KNOWLEDGE IN BUSINESS AND MANAGEMENT OF VETERINARY CLINICS	AGR/01	LEZIONI	44	FRANCESCO PAOLO DI IACOVO

Obiettivi di apprendimento

Conoscenze

To consolidate economic competences in the management and organization of private veterinary activities.
Understanding of specific tools in the design, planning and management of the private veterinary activities

Modalità di verifica delle conoscenze

Final written exam

Capacità

organisation of the business model canvas, business plan, organisation of a marketing plan, economic evaluation

Modalità di verifica delle capacità

final written report

Comportamenti

entrepreneurial and marketing orientation,

Modalità di verifica dei comportamenti

written exam

Prerequisiti (conoscenze iniziali)

Basic understanding of the economic language and of the main concepts in business and management and related tools for economic evaluation

Indicazioni metodologiche

Topic: practice management & business classes using ppt and flipped classes

Topic: practice management & business

- seminars 0h
- supervised self learning 10h
- Laboratory and desk based work. 10h
- non clinical animal work. 0h
- clinical animal work. 0h



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Programma (contenuti dell'insegnamento)

1. Lectures 24h

1. 2h: Entrepreneurial skills in private veterinary activities organization and management, role of information
2. 2h: Marketing in the veterinary services and client management: theory and case studies
3. 4h: The business model canvas: objectives and practical organization
4. 4h: Business plan: objectives and structure, and its practical organisation
5. 4h: How to give value to veterinary private services and businesses
6. 2h: Common errors and weaknesses in the veterinary economic management

Practical training 20h of cases and experiences

- 4h: Marketing in the veterinary services and client management: case studies
- 6h: The business model canvas: how to implement it
- 6h: Business plan: how to organise it
- 4h: Design of innovative services in veterinary activities

Bibliografia e materiale didattico

Pere Mercader Menéndez (2011): Management solution for veterinary practices
Material and cases distributed during the course activities

Indicazioni per non frequentanti

Part of the assessment will be done evaluating a practical report prepared by students (50%) the other part will assess the theoretical knowledge by the way of a written exam - (50%)

Modalità d'esame

Part of the assessment will be done evaluating the practical activities run by students (50%) the other part will assess the theoretical knowledge by the way of a written exam - (50%)

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