



# UNIVERSITÀ DI PISA

## CORSO AVANZATO DI GESTIONE ED ECONOMIA DELLE STRUTTURE VETERINARIE

FRANCESCO PAOLO DI IACOVO

Academic year	2020/21
Course	MEDICINA VETERINARIA
Code	396GG
Credits	3

Modules	Area	Type	Hours	Teacher(s)
CORSO AVANZATO DI GESTIONE ED ECONOMIA DELLE STRUTTURE VETERINARIE	AGR/01	LEZIONI	24	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: practical management & business classes using ppt and flipped classes

Topic: practical 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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