



# 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)

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### 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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