

SYLLABUS OF THE EDUCATIONAL COMPONENT



FUNDAMENTALS OF MANAGEMENT OF VETERINARY ENTERPRISES

specialty	211 – Veterinary medicine	mandatory discipline	main
educational program	veterinary medicine	faculty	veterinary medicine
educational level	Not limited	chair	epizootology and microbiology

TEACHER

Serhii Ivanovych Simonenko



Higher education - veterinary medicine specialty

Scientific degree - candidate of veterinary sciences, specialty 16.00.03 - veterinary microbiology, epizootology, infectious diseases and immunology

Academic title - associate professor

Work experience - 15 years

Indicators of professional activity on the subject of the course:

- author of 14 methodological developments;
- 15 years of research experience;
- a participant in scientific and methodical conferences.

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The following are involved in the teaching of the discipline: candidate of veterinary sciences Mykola Mykolayovych Savenko, senior teacher Halyna Mykolaivna Shtager

GENERAL INFORMATION ABOUT THE EDUCATIONAL COMPONENT (DISCIPLINE)

Goal	there is the formation of special professional abilities and skills for working in the management structure of agricultural enterprises and enterprises in the field of veterinary medicine (veterinary medicine hospitals, points, veterinary pharmacies, clinics, etc.); organization of marketing activities of agricultural enterprises, in particular, enterprises engaged in the field of veterinary medicine in the following areas: marketing research of the external and internal environment; organization of marketing service at the enterprise; development and implementation of the company's sales policy.; development and implementation of a business plan for the development of agricultural enterprises and enterprises of veterinary medicine.
Format	lectures, practical classes, independent work, individual tasks.
Detailing of learning outcomes and forms of their control	<ul style="list-style-type: none"> • Ability to abstract thinking, analysis and synthesis. /individual practical classes. • Ability to apply knowledge in practical situations. /individual practical classes. • Knowledge and understanding of the subject field and profession. /individual practical classes. • Ability to communicate in the national language both orally and in writing. /individual practical classes. • Skills in using information and communication technologies. /individual practical classes. • Ability to make informed decisions. /individual practical classes. • Ability to communicate with representatives of other professional groups of different levels (with experts of other fields of knowledge/types of economic activity). /individual practical classes. • The ability to evaluate and ensure the quality of the work performed. /individual practical classes. • Ability to carry out marketing and management of veterinary products and services in veterinary medicine. /individual practical classes. • Ability to use specialized software tools to perform professional tasks. /individual practical classes. • The ability to carry out educational activities among industry workers and the population. /individual practical classes. • Ability to organize, implement and control document flow during professional activity. /individual practical classes.
Scope and forms of control	3 ECTS credits (90 hours): 16 hours of lectures, 32 hours of laboratory and practical classes; 42 hours of self-study, modular control (2 modules); final control - differentiated assessment.
Requirements of the teacher	timely completion of tasks, activity, teamwork
Enrollment conditions	"free enrollment"

COMPLEMENTS THE STANDARD OF EDUCATION AND THE EDUCATIONAL PROGRAM

Competences	<ol style="list-style-type: none"> 1. ZK1. Ability to abstract thinking, analysis and synthesis. 2. ZK2. Ability to apply knowledge in practical situations. 3. ZK3. Knowledge and understanding of the subject field and profession. 	Program learning outcomes	<ol style="list-style-type: none"> 1. PRN1. Know and correctly use the terminology of veterinary medicine. 2. PRN2. Use information from domestic and foreign sources to develop diagnostic, treatment and business
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4. ZK4. Ability to communicate in the national language both orally and in writing.
5. ZK6. Skills in using information and communication technologies.
6. ZK9. Ability to make informed decisions.
7. ZK10. Ability to communicate with representatives of other professional groups of different levels (with experts of other fields of knowledge/types of economic activity).
8. ZK11. The ability to evaluate and ensure the quality of the work performed.
9. SK17. Ability to carry out marketing and management of veterinary products and services in veterinary medicine.
10. SK18. Ability to use specialized software tools to perform professional tasks.
11. SK19. The ability to carry out educational activities among industry workers and the population.
12. SK20. Ability to organize, implement and control document flow during professional activity.

- strategies.
3. PRN11. Summarize and analyze information on the effectiveness of the work of veterinary specialists of various subordinates.
 4. PRN16. Know the principles and methods of marketing and management of veterinary products and services in veterinary medicine.
 5. PRN19. Carry out educational activities among industry workers and the population.
 6. PRN20. To have specialized software tools for performing professional tasks.

STRUCTURE OF THE EDUCATIONAL COMPONENT (DISCIPLINES)

Module 1. Basics of business management in veterinary medicine

Lecture 1	Introduction to the discipline Basics of management of veterinary enterprises	Laboratory-practical lesson	The history of the development of management science	Independent work	The main characteristics of the organization's external environment Risk in veterinary management Management functions and their classification
Lecture 2	Management functions	LPZ 1			
Lecture 3	Time management	LPZ 2	Public speaking and the culture of business communication and their importance for an entrepreneur, manager and veterinarian		
Lecture 4	Organization of preventive measures	LPZ 3	Entrepreneurship in veterinary medicine. Types of entrepreneurial activity and enterprises. Association of enterprises and organizations		
		LPZ 4	Methods and means of forming the labor team		
		LPZ 5	The role of information and communications in the professional		

			activity of a specialist in veterinary medicine		
		LPZ 6	The main stages and technology of establishing (creating) one's own business. Business planning of entrepreneurial veterinary activity		
		LPZ 7	Licensing of activities of organizations of veterinary medicine		
		LPZ 8	Personnel management and work motivation in veterinary organizations		

Module 2. Market activity in veterinary medicine

		LPZ 9	Management as an immanent process. Methods of veterinary management	Independent work	Fair activity in the field of vet. of medicine The value of advertising for marketing in the field of vet. entrepreneurship
Lecture 5	The essence and content of market activity in veterinary medicine	LPZ 10	Key concepts of veterinary marketing activity. principles of marketing		
Lecture 6	Market segmentation of veterinary products and vaccine prevention services.	LPZ 11	Marketing methods of market research		
Lecture 7	Market of veterinary goods and services	LPZ 12	Market segmentation and positioning of veterinary goods and services		
Lecture 8	Generalization and summary of the discipline	LPZ 13	Development of new products - veterinary drugs. the life cycle of medicines		
		LPZ 14	The main means of promotion of veterinary goods and services		
		LPZ 15	Direct marketing is one of the main elements of the promotion complex. network marketing. synthetic means of promotion		
		LPZ 16	Merchandising in veterinary pharmacies and pet stores		

BASIC LITERATURE AND METHODOLOGICAL MATERIALS

Basic literature:

1. Golub Yu.S.,Nedosekov V.V., Albulov O.I., Symonenko S.I. Management and marketing in veterinary medicine. Study guide for students of higher education institutions. - K.: National University of Bioresources and Nature Management of Ukraine, 2015. - 659 p.
2. Simonenko S. I., Holub Yu. WITH. Management and marketing in veterinary medicine / Methodical manual for laboratory classes of students in the field of training 6.110101- "Veterinary medicine" - Kharkiv: KhDZVA - 138 p.
3. Busol V.O., Vlasenko V.V.,Lisovenko V.T., Trokhymchuk A.M. Private veterinary practice. First steps: scientific and practical edition/Edited by V. O. Busola. – Vinnytsia: Book-Vega JSC "Vinnytsia Oblast Printing House", 2004. 180p.
4. Butenko N.V. Marketing: Textbook. - K.: Atika, 2008. - 300 p.
5. Hirnyak O.M.,Lazanovsky P.P. Management: theoretical foundations and practice: Study guide for students of higher education institutions. - K.: Magnolia Plus, Lviv: Novy Svit-2000, 2003. - 336 p.
6. Didkovska L.G., Gordienko P.L. Management .- K.: Alerta, KNT, 2007.- 516 p.

Methodical support

ELECTRONIC RESOURCES

- www.consumer.gov.ua website of the State Production and Consumer Service of Ukraine.
- <http://www.who.int/en/> - website of the World Health Organization (WHO).
- <http://www.oie.int/> - website of the World Organization for Animal Health (International Epizootic Bureau - OIE).
- <http://vetlabresearch.gov.ua/> - State Scientific and Research Institute for Laboratory Diagnostics and VSE;
. <http://www.biocontrol.com.ua/> - Ancient Scientific Control Institute of Biotechnology and Strains of Microorganisms.
- <http://ivm.kiev.ua/golovna.html> - Institute of Veterinary Medicine of the National Academy of Sciences of Ukraine;
- www.iso.org. - website of the International Organization for Standardization (ISO);
- www.nbu.gov.ua Official website of the National Library of Ukraine named after V. I. Vernadskyi.
- <http://vet.in.ua/> Veterinary information resource of Ukraine.

EVALUATION SYSTEM

SYSTEM		POINTS	ACTIVITY TO BE EVALUATED
Final assessment	100 pointsECTS (standard)	up to 50	50% of the average grade for the modules
		up to 50	final testing
Modular assessment	100 points total	up to 50	answers to test questions
		to 20	oral answers in laboratory-practical classes
		to 30	the result of mastering the block of independent work

NORMS OF ACADEMIC ETHICS AND CHARITY

All participants in the educational process (including those seeking education) must adhere to the code of academic integrity and the requirements prescribed in the provision "On academic integrity of participants in the educational process of DBTU": show discipline, education, respect each other's dignity, show kindness, honesty, responsibility.