



SYLLABUS OF THE EDUCATIONAL COMPONENT

FUNDAMENTALS OF MANAGEMENT OF VETERINARY MEDICINE ENTERPRISES

specialty	211 – Veterinary medicine	mandatory discipline	Selective
educational program	veterinary medicine	faculty	veterinary medicine
educational level	Master's degree	chair	epizootology and microbiology

TEACHER

Savenko Mykola Mykolayovych



Higher education – specialty: veterinary medicine

Academic degree – Candidate of Veterinary Sciences 16. 00. 02 – pathology, morphology, animal oncology

Academic title – Associate Professor of the Department of Epizootology and Microbiology

Work experience – 43 years

Indicators of professional activity on the course topic:

Co-author of more than 45 methodological instructions for laboratory and practical work on the course "Organization of Veterinary Affairs", "Epizootology and Infectious Diseases";

Scientific internship at the National Scientific Center "Institute of Experimental and Clinical Veterinary Medicine", Kharkiv; International sub-qualification, Lublin (Republic of Poland 2023), "Use of Training and Production Units" within the framework of EU/Tempus held at PTC+ Barneveld, Notherland; Free University of Berlin.

Co-author of 6 thematic publications on the organization of veterinary affairs and special Epizootology for students of the Faculty of Veterinary Medicine in specialty 211 "Veterinary Medicine";

Participant in scientific and methodological conferences.

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GENERAL INFORMATION ABOUT THE EDUCATIONAL COMPONENT

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 practical classes; 42 hours of self-study, current control (2 Chapter); 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	<p>GC1. Ability to abstract thinking, analysis and synthesis.</p> <p>GC 2. Ability to apply knowledge in practical situations.</p> <p>GC ZK3. Knowledge and understanding of the subject field and profession.</p> <p>GC 4. Ability to communicate in the national language both orally and in writing.</p> <p>GC 6. Skills in using information and communication technologies.</p>	Program learning outcomes	<p>PLO1. Know and correctly use the terminology of veterinary medicine.</p> <p>PLO2. Use information from domestic and foreign sources to develop diagnostic, treatment and business strategies.</p> <p>PLO11. Summarize and analyze information on the effectiveness of the work of veterinary specialists of various subordinates.</p> <p>PLO16. Know the principles and methods of marketing and management of veterinary products and services in veterinary</p>
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	<p>GC 9. Ability to make informed decisions.</p> <p>GC 10. Ability to communicate with representatives of other professional groups of different levels (with experts of other fields of knowledge/types of economic activity).</p> <p>GC 11. The ability to evaluate and ensure the quality of the work performed.</p> <p>SC17. Ability to carry out marketing and management of veterinary products and services in veterinary medicine.</p> <p>SC18. Ability to use specialized software tools to perform professional tasks.</p> <p>SC19. The ability to carry out educational activities among industry workers and the population.</p> <p>SC20. Ability to organize, implement and control document flow during professional activity.</p>		<p>medicine.</p> <p>PLO19. Carry out educational activities among industry workers and the population.</p> <p>PLO20. To have specialized software tools for performing professional tasks.</p>
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STRUCTURE OF THE EDUCATIONAL COMPONENT

Chapter 1. Basics of business management in veterinary medicine

Lecture 1	Introduction to the discipline Basics of management of veterinary enterprises	PC 1	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				
Lecture 3	Time management	PC 2	Public speaking and the culture of business communication and their importance for an entrepreneur, manager and veterinarian		
Lecture 4	Organization of preventive measures	PC 3	Entrepreneurship in veterinary medicine. Types of entrepreneurial activity and enterprises. Association of enterprises and organizations		
		PC 4	Methods and means of forming the labor team		
		PC5	The role of information and communications in the professional activity of a specialist in veterinary medicine		
		PC 6	The main stages and technology of establishing (creating) one's own business. Business planning of entrepreneurial veterinary activity		
		PC 7	Licensing of activities of organizations		

			of veterinary medicine		
		PC 8	Personnel management and work motivation in veterinary organizations		
Chapter 2. Market activity in veterinary medicine					
		PC 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	PC 10	Key concepts of veterinary marketing activity. principles of marketing		
Lecture 6	Market segmentation of veterinary products and vaccine prevention services.	PC 11	Marketing methods of market research		
Lecture 7	Market of veterinary goods and services	PC 12	Market segmentation and positioning of veterinary goods and services		
Lecture 8	Generalization and summary of the discipline	PC 13	Development of new products - veterinary drugs. the life cycle of medicines		
		PC 14	The main means of promotion of veterinary goods and services		
		PC 15	Direct marketing is one of the main elements of the promotion complex. network marketing. synthetic means of promotion		
		PC 16	Merchandising in veterinary pharmacies and pet stores		

BASIC LITERATURE AND METHODOLOGICAL MATERIALS

	<p style="text-align: center;"><i>Basic literature:</i></p> <p>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.</p>		<p style="text-align: center;">1. ELECTRONIC RESOURCES</p> <p>1. www.consumer.gov.ua website of the State Production and Consumer Service of Ukraine.</p> <p>2. http://www.who.int/en/ - website of the World Health Organization (WHO).</p> <p>3. http://www.oie.int/ - website of the World Organization for Animal Health (International Epizootic Bureau - OIE).</p>
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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.

4. <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.
5. <http://ivm.kiev.ua/golovna.html> – Institute of Veterinary Medicine of the National Academy of Sciences of Ukraine;
6. www.iso.org. – website of the International Organization for Standardization (ISO);
7. -www.nbu.gov.ua Official website of the National Library of Ukraine named after V. I. Vernadskyi.
8. - <http://vet.in.ua/> Veterinary information resource of Ukraine.

EVALUATION SYSTEM

SYSTEM		POINTS	ACTIVITY TO BE EVALUATED
Final assessment (different credit, exam)	100 points ECTS (standard)	up to 100	40 % - Final testing 60 % - student's current work during the semester
Final assessment (non-differential credit)	100 points ECTS (standard)	up to 100	100 % - average grade for sections
Rating of section	100 points total	up to 30	30 % - answers to test questions
		up to 30	30 % - the result of mastering the block of independent work
		up to 40	40 % - student activity in class (oral answers)

STANDARDS OF ACADEMIC ETHICS AND INTEGRITY

All participants in the educational process (including students) must adhere to the code of academic integrity and the requirements set out in the Regulation "On Academic Integrity of Participants in the Educational Process of BSTU": to be disciplined, well-mannered, respect each other's dignity, show goodwill, honesty, responsibility.