

Ref. No.	C-VBM.3
Title:	Veterinary Business Management: Human Resources
Category and value:	C - 10 Credits
Notional study hours:	100

Context

To provide a modular route towards attainment of a level of business competency such that veterinarians can maximise the operations of their practices and enhance the quality of service provided to their clients.

Aims

The aim of the module is to develop practice based experience and previously acquired knowledge involving the understanding and implementation of current human resource management theory. This includes the importance of employee input in motivation, application of Maslow's hierarchy of needs and the use of different management structures and tools for conflict resolution. Upon completion candidates are expected to demonstrate the capacity for initiative and personal responsibility in dealing with complex and unpredictable situations. Further they are expected to have acquired the independent learning abilities required for continuing professional development.

Learning outcomes

At the end of this module the candidate should be able to;

- Demonstrate a systematic understanding of the importance of the Hawthorne effect and its role in employee motivation;
- Show familiarity with the current theories on personality types and their implications in human resource management;
- Demonstrate a critical awareness of the Maslow's hierarchy of needs, two-factor theory and X-Y theory and their implications in employee motivation, remuneration and conflict resolution;
- Demonstrate an ability to critically review the current literature and discuss the various management structures that may be used in small to medium sized enterprises.
- Demonstrate an ability to recognise and address the complexities that human resource management entails.
- Review and critically reflect on their current practices in light of the knowledge gained
- Demonstrate critical awareness of the ethical, economical and social issues that apply to Veterinary Business Management.

Syllabus

The syllabus is divided into 4 study units and covers the importance effective human resource management in the veterinary industry. It covers the following topics;

- Study Unit 1 – Employee behaviour: Personality types, Maslow's hierarchy of needs, X-Y theory and two-factor theory;
- Study Unit 2 – Leadership: Styles of leadership, the Hawthorne effect, situational and change leadership;

- Study Unit 3 – Performance management: employee appraisal, teamwork and training, management of underperformance and conflict resolution;
- Study Unit 4 – Employee and employer rights and responsibilities.

Assessment strategy for this module

It is suggested that this module could be assessed by the following strategies;

- 12 Short answer questions (up to 500 words)
- One reflective essay summarises the learning of the module