

Reference Number	C-VBM.4
Module Title	Veterinary Business Evolution and Leadership
Category and Value	C – 10 credits
Study Hours	100

Introduction

This module provides a 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. The module develops the concepts of business evolution and successfully implementing the business strategy with successful leadership that adapts to market forces to successfully implement organisational change.

Candidates will apply veterinary business workplace experience to the review, critical evaluation and development of strategies for their business as well as the leadership and change management required to implement them. They will reflect on business entrepreneurship in the veterinary sector.

Aims

The module aims to:

1. develop students' skills in business evolution and leadership.
2. facilitate students' critical review of their own business, and to combine practice based experience and autonomous learning to develop their understanding of implementation of a business strategy including successful leadership for change.

Learning Outcomes

At the end of this module the candidate will be able to:

1. Critically appraise the relationship between business growth stage and strategies for growth or innovation.
2. Critically evaluate the challenges faced by, and advantages held by, entrepreneurial enterprises and relate them to real world settings.
3. Critically appraise successful leadership and organisational change and critically reflect on their importance in the implementation of business strategies.
4. Review and critically evaluate their business management and generate actionable recommendations.

Module Content

Business Growth, Strategies for Growth

Lifecycle stage and strategies for growth in small and medium sized enterprises grow and progress through business lifecycles, including discussion on harvest strategies and management of difficult financial times.

Entrepreneurship in the Veterinary Sector

Including the challenges faced by, and advantages held by, entrepreneurial enterprises.

Leadership for Change

Exploring the traits of successful leaders and how to successfully lead for organisational change.

Project Management for Change

Discussing the importance of successful project management for change in order to implement growth strategies or other changes in the business.

Assessment Strategy

Module providers are responsible for deciding on assessment strategies and methods, subject to accreditation by RCVS.