

University of Pretoria Yearbook 2019

Veterinary business management 510 (VPL 510)

Qualification	Undergraduate
Faculty	Faculty of Veterinary Science
Module credits	10.00
Programmes	BVSc
Contact time	3 lectures per week, 9 other contact sessions
Language of tuition	Module is presented in English
Department	Veterinary Tropical Diseases
Period of presentation	Semester 1

Module content

This module will deal with business management including basic financial reporting and development of a business plan. Marketing, promotion and sales will be studied in terms of marketing oneself and one's business. Human resources management will be approached from the perspective of staff recruitment and retention, work place discipline, as well as recognition and rewards for good work performance and application of the Labour Law in the work place. The module will be concluded with strategic client service and management that will focus on client satisfaction and dissatisfaction, approaches to deal with different categories of clients and compassion fatigue and its components.

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