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# University of Pretoria Yearbook 2016

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## Veterinary business management 510 (VPL 510)

**Qualification** Undergraduate

**Faculty** [Faculty of Veterinary Science](#)

**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.

**Module credits** 10.00

**Programmes** [BVeterinary Science](#) [Veterinary Science](#)

**Contact time** 3 practicals per week

**Language of tuition** English

**Academic organisation** Veterinary Tropical Diseases

**Period of presentation** Semester 1

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