



University of Pretoria Yearbook 2018

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 [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

The information published here is subject to change and may be amended after the publication of this information. The [General Regulations \(G Regulations\)](#) apply to all faculties of the University of Pretoria. It is expected of each student to familiarise himself or herself well with these regulations as well as with the information contained in the [General Rules](#) section. Ignorance concerning these regulations and rules will not be accepted as an excuse for any transgression.