

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SUMY NATIONAL AGRARIAN UNIVERSITY
Faculty of Veterinary Medicine
Department of Therapy, Pharmacology, Clinical Diagnostics and
Chemistry

MODULE SYLLABUS

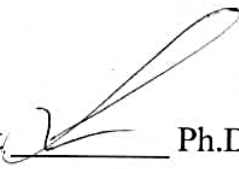
Veterinary business and entrepreneurship
(required)

Implemented in the “Veterinary Medicine” Academic Program

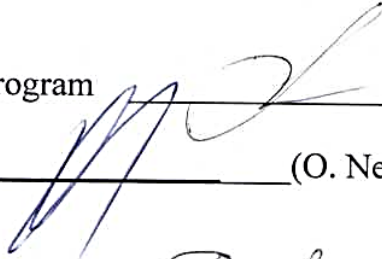
Area of specialization 211 “ Veterinary Medicine”

at the second (master 's) level of higher education


Author:  _ Nechiporenko VV, Ph.D., Associate Professor


Considered, approved and approved at the meeting of the department Therapy, pharmacology, clinical diagnosis and chemistry	protocol from 08.06.2021. № 15
	The head Department <u></u> Ph.D., Professor Ulko LG

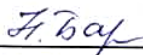
Agreed:

Guarantor of the Academic program  (L. Ulko)

Dean of the Faculty  (O. Nechyporenko)

Review of the work program provided:  Sklyar OI

 Shkromada OI

Methodist of the Department of Education Quality,
licensing and accreditation  (H Baranik)

Registered in the electronic database: date: 23.07. 2021

Information on viewing the work program (syllabus):

Academic year in which changes are made	The number of the appendix to the work program with a description of the changes	The changes have been reviewed and approved		
		Date and number of the minutes of the meeting of the department	Head of Department	Guarantor of the educational program

1. MODULE OVERVIEW					
1.	Title	OK 16. _Veterinary business and entrepreneurship			
2.	Faculty/Department	Veterinary Medicine / Therapy, Pharmacology, Clinical Diagnostics and Chemistry			
3.	Type (compulsory or optional)	Obligatory			
4.	Program(s) to which module is attached	Veterinary medicine / 211 «Veterinary medicine»			
5.	Level of the National Qualifications Framework	-			
6.	Semester and duration of module	2-3 semester, 15 + 15 weeks			
7.	ECTS credits number	5			
8.	Total workload and time allotment	Contact work (classes)			Individual work
		Lectures	Practical / seminar	Laboratory	
9.	2- Semester	-	46	-	104
10.	3- Semester	-	30		60
11.	Language of instruction	English			
12.	Module leader	Nechyporenko Valentyna Volodymyrivna, Candidate of Agricultural Sciences, Associate Professor			
11.1	Module leader contact information	Tel. 0950982757 E-mail: ne_va@ukr.net https://eim.snau.edu.ua/kafedri/marketingu-ta-logistiki/sklad-kafedri/nechiporenko-valentina-volodimirivna/			
13.	Module description	The educational component is related to the general objectives of the OP and covers aspects of forming a modern specialist veterinarian in-depth theoretical knowledge on the basics of veterinary business and management of enterprises for design, manufacture, sale and use of veterinary drugs in accordance with international standards. Teaches practitioners to manage human and material resources, as well as epizootic, infectious and pathological processes in a relatively stable veterinary well-being and the emergence of extreme epizootic situations. Gives the opportunity to master the basics of information and communication activities and public relations in the system of enterprises in the industry.			
14.	Module aim	Training highly qualified professionals who are able to solve complex issues related to management of veterinary organizations, enterprises, starting your own business, organizing marketing activities aimed at meeting the needs of veterinary medicine and animal owners in veterinary goods and services.			
15.	Module Dependencies (prerequisites, co-requisites, incompatible modules)	The educational component is based on OK 4. Civic education OK 17. Marketing management in veterinary medicine The educational component is the basis for OK 37 Organization of veterinary affairs and national and international veterinary legislation OK 39 Food and feed safety management systems			
16.	The policy of academic integrity	Applicants are explained the value of acquiring new knowledge; value and functions of academic integrity; report the			

		<p>inadmissibility of plagiarism, encourage independent performance of educational tasks, correct reference to sources of information in the case of borrowing scientific materials. Write-offs during tests and exams are prohibited (including the use of mobile devices). Papers should have correct textual references to the literature used.</p> <p>For violation of academic integrity, students may be held subject to the following academic liability:</p> <p>Academic plagiarism - grade 0, re-completion of the task.</p> <p>Academic fraud (writing off, deception, publishing someone's work for their own) - cancellation of points; re-evaluation of re-execution of non-independently performed work with new source data;</p> <p>Use of electronic devices during the final control of knowledge - removal from work, grade 0, re-passing the final control</p>
17.	Link in Moodle	https://cdn.snau.edu.ua/moodle/enrol/index.php?id=4368

2. CORRELATION BETWEEN MODULE LEARNING OUTCOMES (MLOs) AND PROGRAM LEARNING OUTCOMES (PLOs)

MLOs: On successful completion of the module the learner will be able to:							How assessed
	PLOs 2	PLOs 7	PLOs 10	PLOs 12	PLOs 16	PLOs 18	
<p>MLOs 1. Know the basics of management of veterinary organizations and enterprises of various forms of ownership; mechanisms of management of epizootic, infectious, physiological and pathological processes; methods and means of managing human, financial, logistical, technological and information resources; principles of formation of mechanisms of effective management, estimation of efficiency of activity of the enterprises, innovations, animal health, quality and safety of products of an animal origin;</p> <p>Prepare veterinary, organizational and financial documents necessary for the establishment and effective functioning of commercial veterinary organizations; determine the needs for resources for business veterinary activities; to form systems of production, supply and use of veterinary drugs; on the materials of a comprehensive study of the market of veterinary goods and services.</p>	+		+				<ul style="list-style-type: none"> - survey of theoretical issues, assessment of the level of knowledge - performing calculation exercises in practical classes - performing tasks of independent work, self-study of the topic as a whole or individual issues of independent work (test results, preparation of presentations, presentation report of self-developed material)
<p>MLOs 2. <i>Know:</i> features of functioning of the modern market of veterinary</p>		+		+	+		<ul style="list-style-type: none"> - survey of theoretical issues, assessment of the level

goods and services; the essence of marketing as a business philosophy, field of activity and management function; commodity, price and communication policy of enterprises in veterinary medicine; organization and control of marketing activities. To segment the market of veterinary goods and services; evaluate the effectiveness of means of promoting goods and services on the market; communicate with customers-consumers of veterinary services to develop a business plan.						of knowledge <ul style="list-style-type: none"> – performing calculation exercises in practical classes – performing tasks of independent work, self-study of the topic as a whole or individual issues of independent work (test results, preparation of presentations, presentation report of self-developed material)
MLOs 3. Know basics of entrepreneurial activity aimed at creating competitive types of livestock products and providing services in accordance with market conditions; organization of finances and crediting of enterprises; enterprise taxation system. <i>Organize</i> fulfillment of contractual obligations for the production and sale of various products and services; to create a joint venture for the production of livestock products;	+	+			+	<ul style="list-style-type: none"> – survey of theoretical issues, assessment of the level of knowledge – performing calculation exercises in practical classes – performing tasks of independent work, self-study of the topic as a whole or individual issues of independent work (test results, preparation of presentations, presentation report of self-developed material) final control – computer testing
MLOs 4. Know regulatory framework for entrepreneurship; principles of organization and creation of business on the basis of private and state forms of ownership; organizational and legal bases for the establishment of joint ventures, in particular in animal husbandry and their activities. <i>Plan</i> receipt of funds and their expenses; compile a consolidated balance sheet; make an application for a loan, pledge agreement, surety; to make the expected declaration of profits of the enterprise; to determine the economic efficiency of a business specialized in the production of various types of livestock products.	+		+		+	<ul style="list-style-type: none"> – survey of theoretical issues, assessment of the level of knowledge – performing calculation exercises in practical classes – performing tasks of independent work, self-study of the topic as a whole or individual issues of independent work (test results, preparation of presentations, presentation report of self-developed material)

3. MODULE INDICATIVE CONTENT

Topic.	Distribution of hours			Learning resources ¹	
	Directed stud		Independent work		
	Lectures	Practicals			Lab.
Topic 1 The concept and role of		6		10	[1, 3, 7, 8,

business and entrepreneurship in veterinary medicine. Creating your own business of a veterinarian-entrepreneur					10, 12]
Topic 2. Legal basis of veterinary entrepreneurship. Rights and responsibilities of a private veterinarian		8		10	[1, 2, 4, 5, 8, 14]
Topic 3. The procedure for state registration of a veterinarian-entrepreneur (individual) and a veterinary institution (legal entity). Organizational and legal forms of veterinary business		8		14	[1, 3, 5, 8, 9, 13]
Topic 4. Organization of economic activity of a doctor-entrepreneur. Contractual relations in the activity of a doctor-entrepreneur		8		12	[3, 5, 6, 7, 10, 11]
Topic 5. Property of veterinary specialists, veterinary institutions and organizations, lease of veterinary property		8		12	[1, 4, 7, 8, 10, 12]
Topic 6. Accounting, reporting, acts and planning in veterinary medicine		6		10	[2, 3, 6, 9, 10, 13]
Topic 7. Economics of veterinary affairs. Risks of veterinary business marketing		8		12	[1, 3, 5, 8, 9, 14]
Topic 8. Organization of economic activity of a doctor-entrepreneur		8		10	[1, 2, 9, 10, 14]
Total		60		90	

4. TEACHING AND LEARNING METHODS

MLOs	Teaching methods (directed study)	Hours	Learning methods (self-directed study)	Hours
MLOs 1.	<p>Pnarration of theoretical questions, explanations, conversation (heuristic and reproductive), lecture, instruction. Use of multimedia technologies, spreadsheets, application of the method of analysis of specific situations (case-study), dialogue training, cooperation of students (cooperation).</p> <p>Demonstration of methods of calculations performing exercises in practical classes, illustration, observation.</p>	14	<p>Work with the book, lecture notes, educational and methodical literature (reading, translation, writing, taking notes, making tables, graphs, reference notes).</p> <p>Acquaintance with the information of official sites on a subject of employment or a separate question.</p> <p>Memorization of theoretical material, observation.</p> <p>Based on the studied and processed material at preparation of a synopsis of independent work Execution of tasks of independent work.</p>	20

MLOs 2.	<p>Pnarration of theoretical questions, explanations, conversation (heuristic and reproductive), lecture, instruction. Use of multimedia technologies, spreadsheets, application of the method of analysis of specific situations (case-study), dialogue training, cooperation of students (cooperation).</p> <p>Demonstration of methods of calculations performing exercises in practical classes, illustration, observation.</p>	16	<p>Work with the book, lecture notes, educational and methodical literature (reading, translation, writing, taking notes, making tables, graphs, reference notes).</p> <p>Acquaintance with the information of official sites on a subject of employment or a separate question.</p> <p>Memorization of theoretical material, observation.</p> <p>Based on the studied and processed material at preparation of a synopsis of independent work Execution of tasks of independent work.</p>	24
MLOs 3.	<p>Pnarration of theoretical questions, explanations, conversation (heuristic and reproductive), lecture, instruction. Use of multimedia technologies, spreadsheets, application of the method of analysis of specific situations (case-study), dialogue training, cooperation of students (cooperation).</p> <p>Demonstration of methods of calculations performing exercises in practical classes, illustration, observation.</p>	16	<p>Work with the book, lecture notes, educational and methodical literature (reading, translation, writing, taking notes, making tables, graphs, reference notes).</p> <p>Acquaintance with the information of official sites on a subject of employment or a separate question.</p> <p>Memorization of theoretical material, observation.</p> <p>Based on the studied and processed material at preparation of a synopsis of independent work Execution of tasks of independent work.</p>	24
MLOs 4.	<p>Pnarration of theoretical questions, explanations, conversation (heuristic and reproductive), lecture, instruction. Use of multimedia technologies, spreadsheets, application of the method of analysis of specific situations (case-study), dialogue training, cooperation of students (cooperation).</p> <p>Demonstration of methods of calculations performing exercises in practical classes, illustration, observation.</p>	14	<p>Work with the book, lecture notes, educational and methodical literature (reading, translation, writing, taking notes, making tables, graphs, reference notes).</p> <p>Acquaintance with the information of official sites on a subject of employment or a separate question.</p> <p>Memorization of theoretical material, observation.</p> <p>Based on the studied and processed material at preparation of a synopsis of independent work Execution of tasks of independent work.</p>	22

5. ASSESSMENT

5.1. Diagnostic assessment

5.2. Summative assessment

5.2.1. Intended learning outcomes methods:

№	Summative assessment methods	Grades	Deadline
1.	Thematic survey, rating level of knowledge	40 points / 40%	Weekly
2.	Performing exercises in practical classes	30 points / 30%	According to the schedule
3.	Performing tasks of independent work, self-study of the topic as a whole or individual issues of independent work (test results, preparation of presentations, presentation report of self-developed material)	15 points / 15%	According to the schedule of delivery of modules
4.	Computer testing (multiple choice tests)	15 points / 15%	According to the schedule

5.2.2. Grading criteria

Summative assessment method	Unsatisfactory	Satisfactory	Good	Excellent
	<i><20 points</i>	<i>21-30</i>	<i>31-39 points</i>	<i>40 points</i>
Thematic survey, rating level of knowledge	The student can play only individual fragments of the course.	The student has certain knowledge provided in the program of the discipline, has the basic provisions studied at a level that is defined as the minimum allowable	The student in general is well versed in the material, knows the basic provisions of the material, makes an analysis of possible situations based on them and is able to apply in solving typical practical problems, but admits some inaccuracies	The student demonstrates complete and solid knowledge of the educational material in the amount that corresponds to the program of the discipline, correctly and reasonably makes the necessary decisions in various non-standard situations.
	<i><10 points</i>	<i>11-20</i>	<i>21-29 points</i>	<i>30 points</i>
Performing exercises in practical classes	His knowledge at the final stages of training is fragmentary. Does not provide practical implementation of the tasks formed in the studied discipline.	Using the basic theoretical provisions, the student has difficulty explaining the rules for solving practical / computational problems of the discipline. Execution of practical / individual / control tasks is	The student has mastered the basic material, and understands the solution of standard practical tasks, has suggestions for the direction of their solutions.	Is able to implement the theoretical provisions of the discipline in practical calculations, analyze and compare the data of the objects of

		significantly formalized: there is a correspondence of the algorithm, but there is no deep understanding of the work	Understands the main provisions that are decisive in the course, can solve similar problems with those discussed with the teacher, but allows a small number of inaccuracies	activity of the specialist on the basis of knowledge and skills acquired in this discipline
	<5 points	5-8	8-14 points	15 points
Performing tasks of independent work, self-study of the topic as a whole or individual issues of independent work (test results, preparation of presentations, presentation report of self-developed material)	The student does not have a complete understanding of the material on the discipline. The student is not prepared to independently solve problems that outline the purpose and objectives of the discipline	Despite the fact that the student completed the program of the discipline, he worked passively, his answers during individual / control works are mostly incorrect, unfounded	Knows the characteristics of the main provisions that are crucial in performing individual / control tasks and explaining decisions, within the discipline being studied. Errors in answers / decisions / calculations are not systemic.	When performing individual tasks, he showed the ability to solve tasks independently

5.3. Formative assessment

To assess current progress in learning and understanding areas for further improvement

№	Elements of formative assessment	Date
1.	Oral feedback after studying topics 1-3, 4-8	3 weeks
2.	Written feedback on topics 1-3	Within 1 week after assembly
3.	Testing after studying topics 4-8	8 weeks
4.	Intermediate control	According to the schedule
5.	Current control (testing, generalization of points) 15 weeks	15 weeks
6.	Written feedback from the teacher after checking the synopsis with independent study of the discipline.	Within 1 week after performance

5. LEARNING RESOURCES (LITERATURE)

6.1. Main sources

1. Busol VO etc. Organization of veterinary affairs. K. 2005.- 252p.
2. Varnaliy Z. Fundamentals of Entrepreneurship: Textbook. 3rd ed., Corrected. and add .. K .: Knowledge Press, 2006. 350p.
3. Vynogradskaya A. Fundamentals of Entrepreneurship: Textbook. way. - 2nd ed., Reworked. and add .. K .: Condor, 2005. 540p.
4. Larina JS, Mocherny SV etc. Fundamentals of business: textbook. way. K .: VC "Academy", 2009. 384p.
5. Dratver B., Pasichnyk N., Zakatnov D. and others. Fundamentals of Entrepreneurship:

Textbook. Kirovograd, 2004. 223p.

6.2. Methodical support

6. Educational and methodical complex on the discipline "Veterinary Business and Entrepreneurship" on the platform MOODLE
7. Slide presentations in Microsoft Office Power Point;
8. Normative documentation in the field of veterinary medicine (domestic: Veterinary legislation; documents of the OIE and WHO in the field of infectious pathology of animals and humans).

6.3. Additional sources

9. Drobot VI, Martyanov VP, Solovyov MF and others. Business plan for the development of agricultural enterprise: Textbook. K. : Meta, 2003. 336 s.
10. Vinogradskaya AM Technology of commercial entrepreneurship: A textbook. K. : CNL, 2006. 760 s.
11. Carlin MI Legal foundations of entrepreneurship: Textbook. manual. 2nd ed., Ed. and add. K. : Condor, 2006. 368 s.
12. Максимова Н.О. Taxation of enterprises: Textbook. manual. Sumy: Environment, 2005. 331 p.
13. Mocherny SV, Ustinko OA, Chebotar SI Fundamentals of Entrepreneurship: A Guide. K. : VC "Academy", 2003. 280 p.
14. Ilchuk MM, Ishchenko TD, Zbarsky VK etc. Fundamentals of business and agribusiness: Textbook. manual; For order. MM Ilchuk. K. : Higher education, 2002. 398 p.

6.3. Software

- Microsoft PowerPoint - data visualization Microsoft Power BI - analytics and data visualization
- Multimedia projector, whiteboard and screen;
- Moodle distance learning and control system
- ZOOM platforms; "Viber"; Facebook.

Рецензія на Робочу програму (силабус)

Параметр, за яким оцінюється робоча програма (силабус) освітнього компонента гарантом або членом проєктної групи	Так	Ні	Коментар
Результати навчання за освітнім компонентом (ДРН) відповідають НРК	+		
Результати навчання за освітнім компонентом (ДРН) відповідають передбаченим ПРН (для обов'язкових ОК)	+		
Результати навчання за освітнім компонентом дають можливість виміряти та оцінити рівень їх досягнення	+		

Член проєктної групи ОП _____

Параметр, за яким оцінюється робоча програма (силабус) освітнього компонента викладачем відповідної кафедри	Так	Ні	Коментар
Загальна інформація про освітній компонент є достатньою	+		
Результати навчання за освітнім компонентом (ДРН) відповідають НРК	+		
Результати навчання за освітнім компонентом (ДРН) дають можливість виміряти та оцінити рівень їх досягнення	+		
Результати навчання (ДРН) стосуються компетентностей студентів, а не змісту дисципліни (містять знання, уміння, навички, а не теми навчальної програми дисципліни)	+		
Зміст ОК сформовано відповідно до структурно-логічної схеми	+		
Навчальна активність (методи викладання та навчання) дає змогу студентам досягти очікуваних результатів навчання (ДРН)	+		
Освітній компонент передбачає навчання через дослідження, що є доцільним та достатнім для відповідного рівня вищої освіти	+		
Стратегія оцінювання в межах освітнього компонента відповідає політиці Університету/факультету	+		
Передбачені методи оцінювання дозволяють оцінити ступінь досягнення результатів навчання за освітнім компонентом	+		
Навантаження студентів є адекватним обсягу освітнього компонента	+		
Рекомендовані навчальні ресурси є достатніми для досягнення результатів навчання (ДРН)	+		
Література є актуальною	+		

Рецензент (викладач кафедри) _____

(назва)

(посада, ПІБ)

(підпис)