

Introduction: “Management of Veterinary Clinic”

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In collaboration with SDA Bocconi

1. General principles

- 1.1 Definition of business economy
- 1.2 Business, institutes and business
- 1.3 The figure of the entrepreneur
- 1.4 The institutional set-up
- 1.5 Economic combinations

2. Strategy and strategic planning

- 2.1 The concept of strategy and strategic planning
- 2.2 Mission, vision and values
- 2.3 The reference environment: the SWOT analysis
- 2.4 Strategic choices
- 2.5 Strategic Planning Approaches
- 2.6 The entrepreneurial formula and the value of the business
- 2.7 Business Planning

3. Economic Measures

- 3.1 The concepts of efficiency, effectiveness and economy
- 3.2 General Accounting
 - 3.2.1 The Balance Sheet
 - 3.2.2 The Income Statement
 - 3.2.3 The supplementary note
 - 3.2.4 Report of the BoD
- 3.3 Analytical Accounting
 - 3.3.1 Cost classification
 - 3.3.2 The CVR analysis
 - 3.3.3 P & C Systems: Tools, Purposes, and Cycles
 - 3.3.4 Activity Based Costing
 - 3.3.5 Performance measurement: BSC features and optics
 - 3.3.6 An example applied to the veterinary world

4. The organization

- 4.1 Organizational Structure
- 4.2 Control and coordination mechanisms

- 4.3 In addition to the organizational chart: organizational structures, processes and culture of the organization
- 4.4 The strategy-structure connection
- 4.5 The Lean Management
- 4.6 Introducing organizational innovations
- 4.7 Total Quality Management

5. Human resources

- 5.1 The staff
- 5.2 The corporate culture
- 5.3 The motivation
- 5.4 Conflict management
- 5.5 Trust
- 5.6 Managing Effective Internal Communication
- 5.7 The axioms of communication

6. Marketing and Outbound Communication

- 6.1 Principles of Marketing
- 6.2 Processes and operating tools
- 6.3 Positioning
- 6.4 The retailing mix
- 6.5 Competitive advantage
- 6.6 The Customer Value Proposition