

# Postgraduate Certificate

## The Economic Sector of Veterinary Health Centers





## Postgraduate Certificate

### The Economic Sector of Veterinary Health Centers

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Official N° of hours: 150 h.

Website: [www.techtitute.com/veterinary-medicine/postgraduate-certificate/economic-sector-veterinary-health-centers](http://www.techtitute.com/veterinary-medicine/postgraduate-certificate/economic-sector-veterinary-health-centers)

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# 01

# Introduction

Veterinary healthcare centers are mainly highly qualified service companies in a changing context. Therefore, updating the workforce will be the main driver of change and innovation that will make the difference between adapting to the new market and the company's demise. This program offers professionals the opportunity to learn in depth about the economic sector in which veterinary clinics are located, in order to achieve professional success.







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*Veterinary centers are interconnected with a multitude of complementary businesses, forming a very powerful sector at an economic level. So don't miss the opportunity to train in a sector that is constantly evolving”*

The field of business surrounding pets is undoubtedly a growing market. It is a very complex sector with a multitude of interconnected players: the food and accessory production industry, pharmaceutical industry, distribution, specialized stores, veterinary health centers, breeding centers, training centers, residences and grooming services. In order to make the right strategic decisions in a company, within the veterinary sector, it is necessary to have specialized knowledge of the specifics, the interrelationship and the need for collaboration between the different operators in this market.

We are currently in a period of change in the economic cycle, with a profound transformation of the value system, of the consumer's mentality and habits, of the needs and aspirations of workers, of communication processes, organization, logistics, etc. This whole transformational process creates a great deal of insecurity and uncertainty when it comes to programming lines of development and investment. Therefore, now more than ever, entrepreneurs need to base their decisions on sound knowledge.

This Postgraduate Certificate offers the veterinary professional specialized knowledge on the challenges of the green economy, the social economy and the digital economy. The veterinary services company must find the opportunities that are opening up in the challenge of curbing climate change, in digitalization and in the major socio-health role that companion animals are playing in today's society.

This training provides the veterinary professional with the strategies and tools to face the challenges and appropriately interpret trends and opportunities in order to plan and organize the changes necessary for adaptation.

At present, one of the main problems affecting continuing postgraduate specialization is its compatibility with work and personal life. Current professional demands make it difficult to achieve quality, specialized training in person, so the online format will allow students to combine this specialized training with their daily professional practice, without losing their connection to their training and specialization.

This **Postgraduate Certificate** in **The Economic Sector of Veterinary Health Centers** contains the most complete and up-to-date scientific program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Veterinary Centers
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional development
- ♦ Latest innovations on The Economic Sector of Veterinary Health Centers
- ♦ Practical exercises where self-assessment can be used to improve learning
- ♦ Special emphasis on innovative methodologies for veterinary center management
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Immerse yourself in this high quality educational training, which will enable you to face the future challenges in the management of veterinary centers"*

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*This Postgraduate Certificate may be the best investment you can make when selecting a refresher program to update your knowledge in The Economic Sector of Veterinary Health Centers"*

Its teaching staff includes professionals belonging to the field of management of veterinary centers, who bring to this training the experience of their work, as well as renowned specialists from reference societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e. a simulated environment that will provide an immersive education programmed to train in real situations.

This program is designed around Problem-Based Learning, whereby the specialist must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative system of interactive videos made by renowned and experienced experts in The Economic Sector of Veterinary Health Centers.

*This training comes with the best didactic material, providing you with a contextual approach that will facilitate your learning.*

*This 100% online Postgraduate Certificate will allow you to combine your studies with your professional work while increasing your knowledge in this field.*



# 02 Objectives

The Postgraduate Certificate in The Economic Sector of Veterinary Health Centers is aimed at facilitating the professional practice of veterinarians with the most innovative advances in the industry.







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*Our goal is to achieve academic excellence  
and to help you achieve professional  
success as well"*



## General Objectives

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- Identify the complexity of the veterinary sector in the current socioeconomic context
- Generate specialized knowledge on the veterinary services sector: environment, challenges and trends
- Compile and analyze the fields of innovation in the veterinary sector
- Identify training needs in the veterinary services sector in a changing environment





## Specific Objectives

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- Define and analyze the new challenges in a green and social economy environment.
- Specify and analyze information on climate change and its impact on the veterinary sector
- Determine the "One Health" concept and establish its collaborative development as a market opportunity
- Examining digital animal health and analyzing its disruptive potential in veterinary facilities
- Differentiate the different players in the pet industry and the interrelationship within the same market
- Agree on the importance of business associations and to analyze the possibilities of acting as a lever for change in a sector that is mainly made up of microenterprises
- Identify new concepts and needs, new forms of communication and interaction of customers and workers in the sector
- Examine the new public health challenges generated by climate change, loss of biodiversity, globalization, international trade in exotic animals, etc



*Give your career a boost  
with this complete  
Postgraduate Certificate*

03

# Course Management

The program includes in its teaching staff leading experts in Veterinary Center Management and Administration who bring their work experience to this training. They are world-renowned professionals from different countries with proven theoretical and practical professional experience.







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*We have the best teaching team, who have years of experience and who are determined to transmit all their knowledge about this sector”*

## Management



### Mr. Barreneche Martínez, Enrique

- ♦ Graduated in Veterinary Medicine from the Complutense University of Madrid in 1990
- ♦ Director of the consulting firm VetsPower.com, a business consulting firm dedicated exclusively to veterinary health centers for pets
- ♦ Vice-president of the provincial employers' association of the veterinary sector of Alicante, AEVA, and treasurer of the Confederation of Employers of the Veterinary Sector in Spain (CEVE)
- ♦ Co-founder of AVEPA's Management and Administration Working Group (GGA), of which he was chairman between 2011 and 2013
- ♦ Own business experience. Founder and owner of the Amic Veterinary Center in Alicante from 1991 to 2018, transferred to dedicate himself exclusively to business management within the sector of veterinary health centers for pets
- ♦ Author of the books on business management in veterinary centers "¿Quién se ha llevado mi centro veterinario?" (2009) and "¡Ya encontré mi centro veterinario!" (2013)
- ♦ Co-author of two books and author of specific chapters in other publications for the training of Veterinary Clinic Assistants (VCA)
- ♦ Speaker in several courses and workshops on business management of veterinary centers, both in classroom and online, both in Spain and abroad
- ♦ Since 1999, he has given numerous conferences, courses and webinars for auxiliary personnel of veterinary centers

## Management



### **Ms. García Hernández, Eva María**

- Creator of training plans for skills and competencies development in businesses from Coaching on Focus
- Team Leader, Project Manager and Human Resources Business Partner at Accenture (2000-2016).
- Trainer of Trainers Program at Camilo José Cela University
- Marketing and Commercial Management Initiation Program. The Lean SECOT Methodology
- Master's Degree in Personal and Executive Coaching in the European Institute of Coaching
- NLP practitioner and Master's Degree in NLP at Create Institute

## Professors

### Mr. Martín González, Abel

- ♦ Degree in Veterinary Medicine from the Complutense University of Madrid, (1989)
- ♦ Doctoral studies, without submitting the thesis
- ♦ Collaborating teacher with Castilla La Mancha Regional Government in courses on Livestock Farm Management
- ♦ Conferences on Ultrasound and Reproductive Control organized by AESLA (Lacaunne Breeders Association) in different locations in Spain
- ♦ Speaker at the Lecture Series on Fighting Bull Diseases organized by Madrid Veterinarian Association
- ♦ Conferences on the Management of Veterinary Centers organized by the AVEPA Management Group
- ♦ Speaker at several National Congresses organized by AVEPA (GTA-AVEPA, IVEE-AVEPA)
- ♦ INCUAL expert in the drafting of the professional qualification of Assistance and sanitary aid to the management of animals in Granada
- ♦ Veterinarian in free clinical practice as technical director of cattle, sheep, equine and swine farms

### Mr. Muñoz Sevilla, Carlos

- ♦ Degree in Veterinary from the Complutense University Madrid. Promotion 1985-1990
- ♦ MBA at Jaime I-(UJI) University, 2017-18 academic year
- ♦ Professor of Anesthesiology and Veterinary Clinic Management at Cardenal Herrera CEU University, from November 2011 to the present
- ♦ Member of AGESVET since its foundation, until 2018
- ♦ Participant in the development and training of AGESVET's HR Module

### Ms. Navarro Ferrer, María José

- ♦ Degree in Psychology from the University of Valencia (UV) 1987 - 1992 (UV)
- ♦ Master's Degree in Clinical Psychology at CTMC Valencia (1992-1994)
- ♦ Postgraduate Degree in Social Gerontology from the University of Valencia (1994 - 1994)
- ♦ Postgraduate Degree in Mindfulness and Psychotherapies IL3 University of Barcelona (2014-2015)
- ♦ Trainer and workshops for companies and private organizations
- ♦ Teacher in the Collection of activities for Local Employment Services: People and Companies of Barcelona
- ♦ Collaborator in the People Management Processes and Training in Soft Skills (Communication, Effective Conflict Management and Negotiation techniques, Difficult Customer Care, Mindfulness Trainer, analysis and transformation of beliefs for Stress Management and Burnout Prevention (March 2016 to present)

### Mr. Rotger Campins, Sebastià

- ♦ Telecommunications Engineer
- ♦ Degree in Nautical and Maritime Transport
- ♦ Merchant Marine Captain
- ♦ Professional Diving Instructor
- ♦ Secretary of the Spanish Confederation of Veterinary Businesses CEVE
- ♦ Head of the Labor, Organization and Training Department of CEVE
- ♦ Secretary of Empresaris Veterinaris de les Illes Balears EMVETIB
- ♦ Chairman of the Services Commission of the Balearic Islands Confederation of Business Associations CAEB
- ♦ CAEB Executive Committee Member
- ♦ President of the National Negotiating Committee of the Collective Bargaining Agreement for Veterinary Health Centers and Services
- ♦ Manager at the veterinary clinic Veterinari Son Dureta SLP



**Ms. Saleno, Delia**

- ♦ Doctoral Studies (2000- 2003) without submitting the thesis.
- ♦ Degree in Veterinary Medicine from the University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca (Romania)
- ♦ Diploma of Advanced Studies in Small Animal Clinic (2000)
- ♦ Research Sufficiency in Cytogenetics by Cordoba University (2005) with a study on Infertility in Equines
- ♦ Course for entrepreneurs (500h), by EOI in 2007 in Palma de Mallorca (Spain)
- ♦ Qualification course as evaluator in procedures for the accreditation of professional competences through work experience in the agricultural professional family
- ♦ Predoctoral researcher at the Department of Animal Reproduction, Faculty of Veterinary Medicine, Cluj-Napoca (Romania)

**Ms. Tabares, Nuria**

- ♦ Combines her passion for Consulting and Coaching at Coaching Ability, with her other passions as a speaker (Spain and Latin America)
- ♦ Teacher (Associate Professor at the Autonomous University of Barcelona, Faculty of Economics and Business)
- ♦ Collaborating Professor of the Hybrid Master's Degree at UAB
- ♦ Technical Director at the Terra San Fernando Veterinary Clinic

**Mr. Villaluenga, José Luis**

- ♦ Degree in Biological Sciences at Madrid Complutense University (1979)
- ♦ Master's Degree in Digital Marketing, EAE and University of Barcelona (2016)
- ♦ Master's Degree in Human Resources Management, EAE and University of Barcelona (2018)
- ♦ Associate Professor since 2012 at the Faculty of Veterinary Medicine of the University Alfonso X El Sabio, Madrid (Spain) in the Degree of Veterinary Medicine, in the subjects of Veterinary Genetics 1st Course and Ethnology 2nd (Module: Management and Marketing in the veterinary field)
- ♦ Teacher in the area of "Customer Service", since 2017, at FORVET, Veterinary Training Center for Veterinary Technical Assistants, in Madrid (Spain)
- ♦ Professor of the Master in Equine Sports Medicine at the University of Cordoba (Spain), since 2019. Module: Marketing and management of equine veterinary companies.
- ♦ Professor of the Expert Degree in Physiotherapy and Rehabilitation of Small Animals: Dogs and Cats, area: Business management of a small animal rehabilitation center, since 2017, at Madrid Complutense University (Spain)
- ♦ 2016– present:) Creation as one of the 2 founding partners of the company Rentabilidad Veterinaria, SL. This company is dedicated to the business management of veterinary centers for pets. It provides consulting, training, advisory services, company valuation, HR management, economic-financial management and new company incorporation

# 04

# Structure and Content

The structure of the contents has been designed by the best professionals in the Veterinary Center Management and Administration sector, with extensive experience and recognized prestige in the profession, backed by the volume of cases reviewed and studied, and with an extensive command of new technologies





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*This program will give you a sense of confidence when practising veterinary medicine, which will help you grow both personally and professionally”*



## Module 1. The Economic Sector of Veterinary Health Centers

- 1.1. The Role of the Companion Animal in Today's Society
  - 1.1.1. Companion Animals and Their Benefits to People's Physical and Emotional Health
  - 1.1.2. Pets and the Healthy Development of Minors
  - 1.1.3. Pets and Healthy Aging
  - 1.1.4. Pets and their Benefits for Community Coexistence
  - 1.1.5. Animal Abuse and its Connection with Violence in the Family Environment
  - 1.1.6. Animals in the Therapeutic and Assistance Context
- 1.2. The Role of the Company in the Current Social Context
  - 1.2.1. Corporate Social Responsibility
  - 1.2.2. Climate Change and the Green New Deal
  - 1.2.3. The Sustainable Development Goals (SDGs) and Agenda 2030
  - 1.2.4. Challenges for the Veterinary Services Company
- 1.3. The Pet Market
  - 1.3.1. Industry, Retail and Distribution
  - 1.3.2. Services
    - 1.3.2.1. Clinical Veterinary Services
    - 1.3.2.2. Dog Training Services
    - 1.3.2.3. Hairdressing Services
    - 1.3.2.4. Feral Animal Population Control
  - 1.3.3. Sale of Veterinary Medicines
  - 1.3.4. Breeding and Sale of Pets
  - 1.3.5. NGO
- 1.4. Typology of Veterinary Health Centers and Services
  - 1.4.1. Veterinary Health Centers
  - 1.4.2. Veterinary Health Services
  - 1.4.3. Public-Private Collaboration
- 1.5. Macroeconomic Situation of the Clinical Veterinary Sector
  - 1.5.1. Sectoral Socioeconomic Situation
  - 1.5.2. Sectoral Labor Situation
- 1.6. Digital Health in the Veterinary Sector
  - 1.6.1. Digitization of the Veterinary Sector
  - 1.6.2. Factors and Digital Tools That Will Favor Change
  - 1.6.3. Factors Slowing Down Digital Development
  - 1.6.4. Digital Differentiators
  - 1.6.5. Current Situation and Digital Challenges in the Veterinary Sector
- 1.7. The "One Health" Concept Applied to Veterinary Health Centers
  - 1.7.1. The General Concept of One Health - One Well-Being
  - 1.7.2. The Role of the Clinical Veterinarian in "One Health"
- 1.8. Training of Occupational Categories in Veterinary Health Care Centers
  - 1.8.1. Current Context of Training in the Sector and the Real Needs of Veterinary Health Care Centers
  - 1.8.2. Ongoing Training
  - 1.8.3. Dual Training
- 1.9. Sectoral Business Strategy
  - 1.9.1. Business Associationalism: What it is, How it is Exercised and What it is for?
  - 1.9.2. Proactive Intervention in the Creation of Regulations Affecting the Industry
- 1.10. Time of Uncertainty, Time of Change and Market Trends
  - 1.10.1. Worker with New Concepts and Sensitivities
  - 1.10.2. Customer with New Requests and Needs
  - 1.10.3. New Challenges in Public Health
  - 1.10.4. New Forms of Communication





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*This training will allow you to seamlessly advance in your career”*

# 05 Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.







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*Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"*

## At TECH we use the Case Method

What should a professional do in a given situation? Throughout the program you will be presented with multiple simulated clinical cases based on real patients, where you will have to investigate, establish hypotheses and, finally, resolve the situation. There is an abundance of scientific evidence on the effectiveness of the method. Specialists learn better, faster, and more sustainably over time.

*With TECH you will experience a way of learning that is shaking the foundations of traditional universities around the world.*



According to Dr. Gérvas, the clinical case is the annotated presentation of a patient, or group of patients, which becomes a "case", an example or model that illustrates some peculiar clinical component, either because of its teaching power or because of its uniqueness or rarity. It is essential that the case is based on current professional life, in an attempt to recreate the actual conditions in a veterinarian's professional practice.



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*Did you know that this method was developed in 1912, at Harvard, for law students? The case method consisted of presenting students with real-life, complex situations for them to make decisions and justify their decisions on how to solve them. In 1924, Harvard adopted it as a standard teaching method”*

The effectiveness of the method is justified by four fundamental achievements:

1. Veterinarians who follow this method not only manage to assimilate concepts, but also develop their mental capacity through exercises to evaluate real situations and knowledge application
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. The feeling that the effort invested is effective becomes a very important motivation for veterinarians, which translates into a greater interest in learning and an increase in the time dedicated to working on the course.



## Relearning Methodology

At TECH we enhance the case method with the best 100% online teaching methodology available: Relearning.

This university is the first in the world to combine the study of clinical cases with a 100% online learning system based on repetition, combining a minimum of 8 different elements in each lesson, a real revolution with respect to the mere study and analysis of cases.



*Veterinarians will learn through real cases and by resolving complex situations in simulated learning environments. These simulations are developed using state-of-the-art software to facilitate immersive learning.*



At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

With this methodology more than 65,000 veterinarians have been trained with unprecedented success in all clinical specialties, regardless of the surgical load. Our teaching method is developed in a highly demanding environment, where the students have a high socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your training, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation for success.*

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

The overall score obtained by TECH's learning system is 8.01, according to the highest international standards.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Latest Techniques and Procedures on Video

TECH introduces students to the latest techniques, the latest educational advances and to the forefront of current and procedures of veterinary techniques. All of this in direct contact with students and explained in detail so as to aid their assimilation and understanding. And best of all, you can watch the videos as many times as you like.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.







#### Expert-Led Case Studies and Case Analysis

Effective learning ought to be contextual. Therefore, TECH presents real cases in which the expert will guide students, focusing on and solving the different situations: a clear and direct way to achieve the highest degree of understanding.



#### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



#### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.  
Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



#### Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical, and effective way to help students progress in their learning.



06

# Certificate

The Postgraduate Certificate in The Economic Sector of Veterinary Health Centers guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in The Economic Sector of Veterinary Health Centers** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by job markets, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in The Economic Sector of Veterinary Health Centers**

Official N° of hours: **150 h.**



\*Apostille Convention. In the event that the student wishes to have their paper certificate issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development languages  
classroom



## Postgraduate Certificate

The Economic Sector  
of Veterinary Health  
Centers

Course Modality: Online

Duration: 6 weeks

Certificate: TECH Technological University

Official N° of hours: 150 h.

# Postgraduate Certificate

## The Economic Sector of Veterinary Health Centers

