

# Postgraduate Diploma Business Strategies in Veterinary Centers





## Postgraduate Diploma Business Strategies in Veterinary Centers

Course Modality: **Online**

Duration: **6 months.**

Certificate: **TECH Technological University**

Official N° of Hours: **450 h.**

Website: [www.techitute.com/veterinary-medicine/postgraduate-diploma/postgraduate-diploma-business-strategies-veterinary-centers](http://www.techitute.com/veterinary-medicine/postgraduate-diploma/postgraduate-diploma-business-strategies-veterinary-centers)

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# 01

# Introduction

Veterinary professionals are people who are looking for excellence in the clinical treatment of the animals that they care for. However, over the years, the training on the managerial part of the businesses in this field has been forgotten slightly. In order to solve this lack of education in this area, TECH has created this Postgraduate Diploma in Business Strategies in Veterinary Centers which will allow you to carry out managerial tasks successfully.



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*Veterinary professionals should have high levels of knowlegde in business management in order to ensure that their businesses are successful”*

Business strategy is the process by which an organization looks for a sustainable competitive advantage. Its objective is to try to ensure the survival of the company, while at the same time achieving its success, understood as the obtaining of economic profits in a business context. In the vast majority of cases, the achievements that lead to success don't happen by chance or simple inertia, but have a strategy that has been previously planned and executed according to this planning, often with occasional corrections to rectify the deviations that have occurred along the way.

In addition, all companies need to have a business plan, a document that must be prepared by the management or direction of the veterinary clinic, alone or with the help of a specialized consultant. It must methodologically include a series of sections that must be identified, analyzed and evaluated in order to determine where the company is at present and where it wants to go.

In this Postgraduate Diploma, professionals are given the keys to create a correct business strategy in the veterinary field. At the same time they conduct an in-depth study of the production processes of a company, taking into account the different business management models, in order to study *Lean Management* applied to veterinary centers.

The lack of university specialization in business management in the Veterinary Degree has a great influence on the lack of awareness of the future entrepreneur when it comes to professionally managing a veterinary center, prioritizing, in reality, the medical and surgical practice instead.

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 for 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 training and specialization.

This **Postgraduate Diploma in Business Strategies in Veterinary 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 the Business Strategies 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 Business Strategies in Veterinary Centers
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Special emphasis on innovative methodologies for Business Strategies in Veterinary Centers
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection work.
- ♦ 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”*

“ *This Postgraduate Diploma is the best investment you can make when selecting a refresher program to update your knowledge in Business Strategies in Veterinary Centers* ”

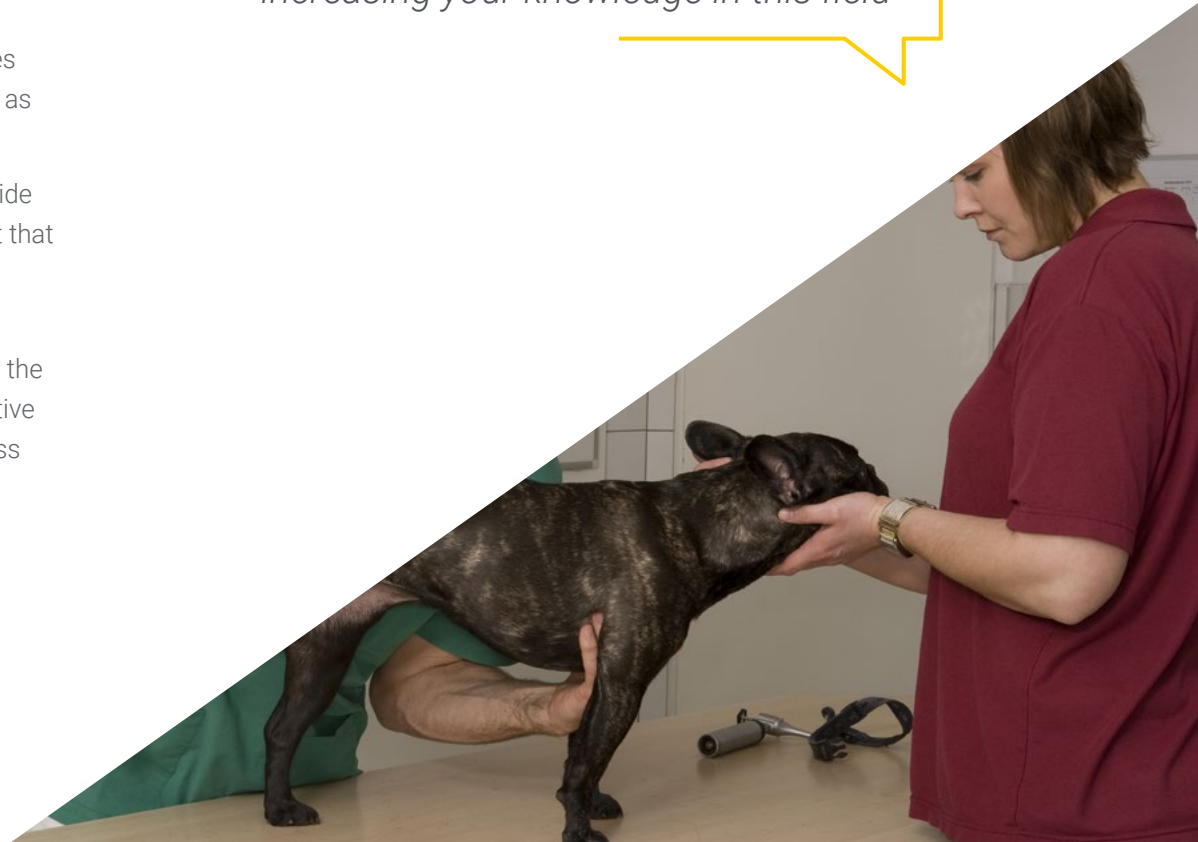
Its teaching staff includes professionals belonging to the field of Business Strategies in Veterinary Centers, who bring to this training the experience of their work, as well as renowned specialists from reference societies and prestigious universities.

The 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 immersive learning programmed to train in real situations.

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

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

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



# 02 Objectives

The Postgraduate Diploma in Business Strategies in Veterinary 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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- ♦ Establish a methodology for the preparation of an annual business plan.
- ♦ Identify and analyze the different sections
- ♦ Analyze the sources for obtaining the data and information necessary to complete the relevant documents.
- ♦ Generate specialized knowledge so that the owner(s) of a veterinary center are able to produce this written document on their own.
- ♦ Assimilate that it is a dynamic document that must accompany us throughout the year.
- ♦ Establish an effective and systematic methodology to formulate a dynamic and innovative business strategy in a veterinary center.
- ♦ Propose useful and practical working tools for innovation research.
- ♦ Build specialized knowledge on innovation as a means of creating a differentiated value proposition for users.
- ♦ Develop and propose a dynamic business model that allows the company to be able to adapt to the changing global environment.
- ♦ Examine and develop the production processes of a veterinary center.
- ♦ Analyzing existing processes and identifying bottlenecks
- ♦ Develop and implement lean business management in a veterinary center.
- ♦ Create a culture of continuous improvement in business management.



## Specific Objectives

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### Module 1. The Business Plan Applied to Veterinarian Centers

- ♦ Reflect on the need and obligation to prepare this document
- ♦ Develop, in a logical and reasoned manner, each of the parts of this
- ♦ Propose a methodology to perform the analysis of the environment and external competitive analysis
- ♦ Train to perform a SWOT analysis and its corresponding SWOT analysis
- ♦ Establish a methodology for assigning SMART type objectives
- ♦ Examine a methodology for setting strategy and for converting each strategy into at least one specific action
- ♦ Schedule actions based on business-related priority
- ♦ Reflect on the need to periodically check the business plan
- ♦ Establish a practical methodology for the control and follow-up of the business plan
- ♦ Analyze the conditions under which a contingency plan should be developed and how to do it
- ♦ Review some templates to help you enter data and prepare your business plan

## Module 2. Production Processes in Veterinary Centers

- ♦ Analyze the different production processes of veterinary centers
- ♦ Identify and evaluate "bottlenecks" in production processes
- ♦ Deepen the knowledge of the business models of a veterinary center
- ♦ Present the *lean* management model applied to a veterinary center
- ♦ Compile the advantages and utilities of the *lean* management model
- ♦ Propose a methodology for the implementation of the *lean* management model
- ♦ Present practical examples of control and continuous improvement of business management according to the *lean* model

## Module 3. Business Strategy and Innovation in Veterinary Centers

- ♦ Specify and define the roles of a veterinary center manager or owner
- ♦ Define the mission, vision and values of a company in the veterinary health center sector
- ♦ Propose a work methodology for the research of innovative alternatives that provide value to the user
- ♦ Research, analyze and establish a suitable user profile for the proposed business model
- ♦ Research, analyze and propose an "attractive" value proposition for the ideal user profile for the business model and propose alternative or complementary business models to traditional ones that appeal to one or more user segments
- ♦ Develop and implement *design thinking* as a complementary technique to creative and innovative thinking



03

# Course Management

The program includes in its teaching staff leading experts in Business Strategies in Veterinary Centers 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.

### 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

### 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).

### 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).

#### **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

#### **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

#### **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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*We have the most complete and up-to-date academic program in the market. We strive for excellence and for you to achieve it too"*

## Module 1. The Business Plan Applied to Veterinarian Centers

- 1.1. The Business Plan for Veterinary Centers
  - 1.1.1. Planning and Control: Two Sides of the Same Coin
  - 1.1.2. Why and Why Have a Plan?
  - 1.1.3. Who Must Carry It Out?
  - 1.1.4. When Should it be Done?
  - 1.1.5. How to Perform It?
  - 1.1.6. Does it Have to Be in Writing?
  - 1.1.7. Questions to Answer
  - 1.1.8. Sections of the Business Plan
- 1.2. External Analysis I: The Veterinary Center Environment
  - 1.2.1. What Should it Contain?
  - 1.2.2. Political Environment
  - 1.2.3. Economic Environment
  - 1.2.4. Social Environment
  - 1.2.5. Technological Environment
  - 1.2.6. Ecological Environment
  - 1.2.7. Legal Environment
- 1.3. External Analysis II: Competitive Environment Applied to the Veterinary Center Sector
  - 1.3.1. Customers
  - 1.3.2. Competition
  - 1.3.3. Suppliers
  - 1.3.4. Others
- 1.4. Internal Analysis of a Veterinary Center
  - 1.4.1. Facilities and Equipment
  - 1.4.2. Personal
  - 1.4.3. Income/Expenses
  - 1.4.4. Customers
  - 1.4.5. Prices
  - 1.4.6. Services
  - 1.4.7. Communication With Client
  - 1.4.8. Training
  - 1.4.9. Suppliers
  - 1.4.10. Competition
- 1.5. SWOT Analysis and CAME Applied to Veterinary Centers
  - 1.5.1. Weaknesses
  - 1.5.2. Strengths
  - 1.5.3. Threats
  - 1.5.4. Opportunities
  - 1.5.5. Correction
  - 1.5.6. Facing
  - 1.5.7. Maintain
  - 1.5.8. Exploit
- 1.6. Objectives of Veterinary Centers as Enterprises
  - 1.6.1. What Are They?
  - 1.6.2. Features: SMART
  - 1.6.3. Types
- 1.7. Business Strategies in Veterinary Centers
  - 1.7.1. The 7 P's of Service Marketing
  - 1.7.2. Product - Service
  - 1.7.3. Price
  - 1.7.4. Distribution
  - 1.7.5. Communication
  - 1.7.6. Person
  - 1.7.7. Procedures
  - 1.7.8. Test
- 1.8. Action Plan for the Strategy of a Veterinary Center
  - 1.8.1. What Does it Consist Of?
  - 1.8.2. How to Develop a Strategy
  - 1.8.3. What to Consider for Each Action
  - 1.8.4. Prioritization of Actions Based on Business Importance
  - 1.8.5. Calendar
- 1.9. Control Plan and Follow-up of the Business Plan of a Veterinary Center
  - 1.9.1. Planning and Control
  - 1.9.2. What it Consists of and Why It Is Necessary?
  - 1.9.3. Who and How to Control?
  - 1.9.4. Indicator-Based Control
  - 1.9.5. Decision Making

- 1.10. Contingency Plan Applied to the Business Plan of a Veterinary Center
  - 1.10.1. What is It and What Is It For?
  - 1.10.2. How to Do It?
  - 1.10.3. How to Use It?

## Module 2. Production Processes in Veterinary Centers

- 2.1. Introduction to Production Processes in Veterinary Centers
  - 2.1.1. Concept of Business Process
  - 2.1.2. Introduction to Business Processes
  - 2.1.3. Graphical Representation of Processes
  - 2.1.4. Standardization of Processes
  - 2.1.5. Practical Examples of Processes in Veterinary Centers
- 2.2. Analysis of the Production Processes of Veterinary Centers.
  - 2.2.1. Process Management System
  - 2.2.2. Measurement, Analysis and Improvement of Business Processes
  - 2.2.3. Characteristics of a Well-Directed and Managed Process
- 2.3. Business Productivity in the Veterinary Health Care Industry
  - 2.3.1. Focus on Key Objectives
  - 2.3.2. Added Value Generated for the Customer
  - 2.3.3. Analysis of the Value Provided by the Processes
  - 2.3.4. Competitiveness
  - 2.3.5. Productivity. Loss and Improvement Analysis
- 2.4. Business Management Models Applied to the Veterinary Health Care Center Sector
  - 2.4.1. Traditional Mass Management
  - 2.4.2. Management Based on the *Lean* Model
  - 2.4.3. Management Based on an Improved Traditional Model
- 2.5. Introduction to the Lean Management Model Applied to Veterinary Centers
  - 2.5.1. Basic Principles and Characteristics
  - 2.5.2. Flow of Activities
  - 2.5.3. Pulling System
  - 2.5.4. Flow - *Pull*
  - 2.5.5. Continuous Improvement

- 2.6. Waste in a Production Model Applied to Veterinary Centers
  - 2.6.1. Waste, *Waste* the Change
  - 2.6.2. Types of Waste
  - 2.6.3. Causes of Waste
  - 2.6.4. Waste Disposal
- 2.7. Implementation of the Lean Management Model in Veterinary Centers I
  - 2.7.1. Process Conditioning
  - 2.7.2. Balanced and Flexible *Pull* Flow
  - 2.7.3. Transition From a Traditional Model to *Lean* Implementation
  - 2.7.4. First Stage: Establishment of Regular and Uninterrupted Flow
- 2.8. Implementation of the *Lean* Management Model in Veterinary Centers II
  - 2.8.1. Second Stage: Consolidating the Flow, Eliminating Waste, Ensuring Quality and Standardizing Operations
  - 2.8.2. Third stage: Establishment of the *Pull* Flow
  - 2.8.3. Fourth Stage: Production Rate Flexibility
- 2.9. Implementation of the *Lean* Management Model in Veterinary Centers III
  - 2.9.1. Fifth Stage: Flexibility in the Type of Product
  - 2.9.2. Sixth Stage: Complete Implementation of Balanced, Level and Multi-Product *Pull* Flow.
  - 2.9.3. Stage Seven: Simple Management and Control
- 2.10. *Lean* Implementation Tools for Veterinary Centers
  - 2.10.1. The Value *Stream Map*
  - 2.10.2. A3: Analysis of New Approaches or Problems to be Solved

## Module 3. Business Strategy and Innovation in Veterinary Centers

- 3.1. The Role of the Manager of a Veterinary Center
  - 3.1.1. General Management
  - 3.1.2. Human Resources Management
  - 3.1.3. Financial Management
  - 3.1.4. Occupational Health Management
  - 3.1.5. Information Technology Management
  - 3.1.6. Marketing and Sales Management
  - 3.1.7. Customer Service and Public Relations Management
  - 3.1.8. Change Management

- 3.2. Strategic Planning in Veterinary Centers
  - 3.2.1. Definitions
  - 3.2.2. Sense of Business Strategy
  - 3.2.3. Strategic Plan for a Veterinary Center
- 3.3. The Philosophical Stage of Strategic Planning for a Veterinary Center
  - 3.3.1. Definition
  - 3.3.2. Components
    - 3.3.2.1. Mission
    - 3.3.2.2. Vision
    - 3.3.2.3. Values
    - 3.3.2.4. Tools
    - 3.3.2.5. Strategic Goals
  - 3.3.3. Practical Examples
- 3.4. Business Models in Traditional Veterinary Centers
  - 3.4.1. Introduction
  - 3.4.2. Structure of Veterinary Centers
  - 3.4.3. Services
  - 3.4.4. Staff of a Veterinary Center
- 3.5. Research for Innovation in Veterinary Centers
  - 3.5.1. Concept of Innovation in the Veterinary Sector
  - 3.5.2. The Blue Ocean Strategy Applied to Veterinary Centers
    - 3.5.2.1. Concept
    - 3.5.2.2. Analytical Tools
  - 3.5.3. Canvas Methodology for Innovation in Veterinary Centers
    - 3.5.3.1. Description
    - 3.5.3.2. Operations
  - 3.5.4. Strategy Formulation for Innovation in Veterinary Centers
    - 3.5.4.1. Generation of New Ideas and Synthesis
    - 3.5.4.2. Innovation Epicenters
- 3.6. Design of the Value Proposition for Veterinary Center Clients
  - 3.6.1. The Profile of the Client/User of Veterinary Centers
  - 3.6.2. The Value Map
  - 3.6.3. Fit between the Value Proposition and the Customer Profile Applied to Veterinary Centers





- 3.7. Innovation Prototyping Applied to Veterinary Centers
  - 3.7.1. The Minimum Viable Innovation System
  - 3.7.2. Global Innovation Scorecard
  - 3.7.3. Operational Innovation Plan
- 3.8. Patterns of Business Models in the Veterinary Health Care Industry
  - 3.8.1. Disaggregation of Business Models
  - 3.8.2. *Long Tail*
  - 3.8.3. Multilateral Platforms
  - 3.8.4. The FREE Business Model (*Freemium*)
  - 3.8.5. Open Business Models
- 3.9. *Design Thinking* and Application in Veterinary Centers
  - 3.9.1. Concept
  - 3.9.2. Guidelines and Keys
  - 3.9.3. Tools
- 3.10. Research for Continuous Improvement in the Business Strategy of Veterinary Centers
  - 3.10.1. Monitoring the Strategic Plan of a Veterinary Center
  - 3.10.2. Implementation of Improvements in the Strategy of a Veterinary Center.

“ *This specialization will allow you to comfortably 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.*

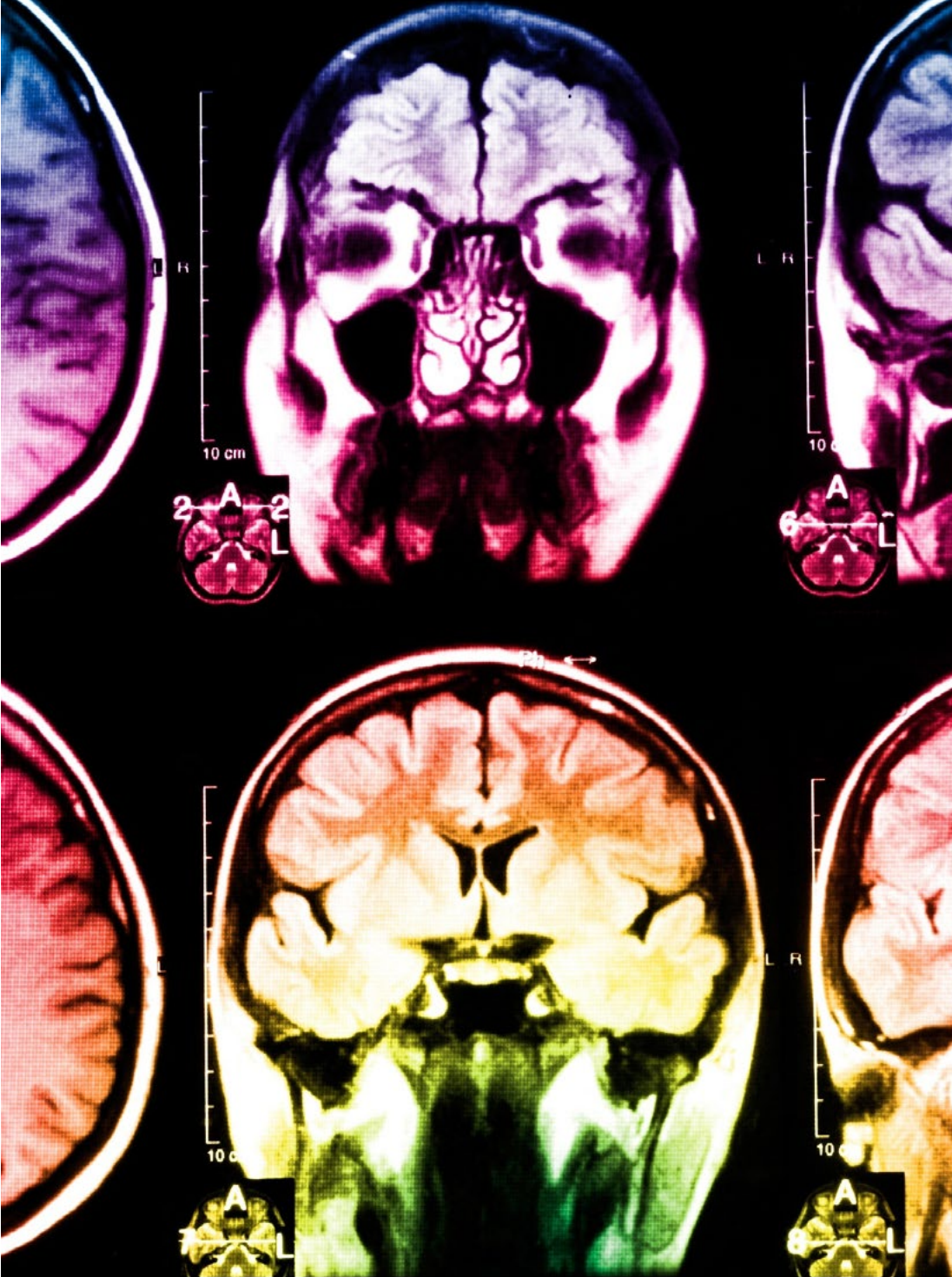
At the forefront of world teaching, the Relearning method has managed to improve the overall satisfaction levels of professionals who complete their studies, with respect to the quality indicators of the best online university (Columbia University).

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

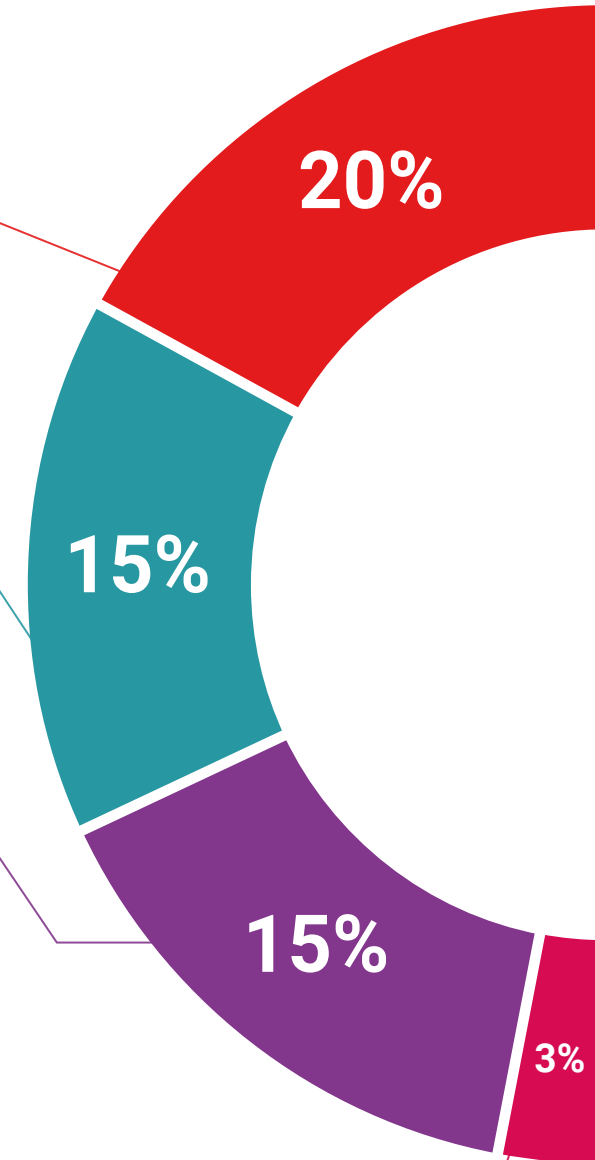
The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

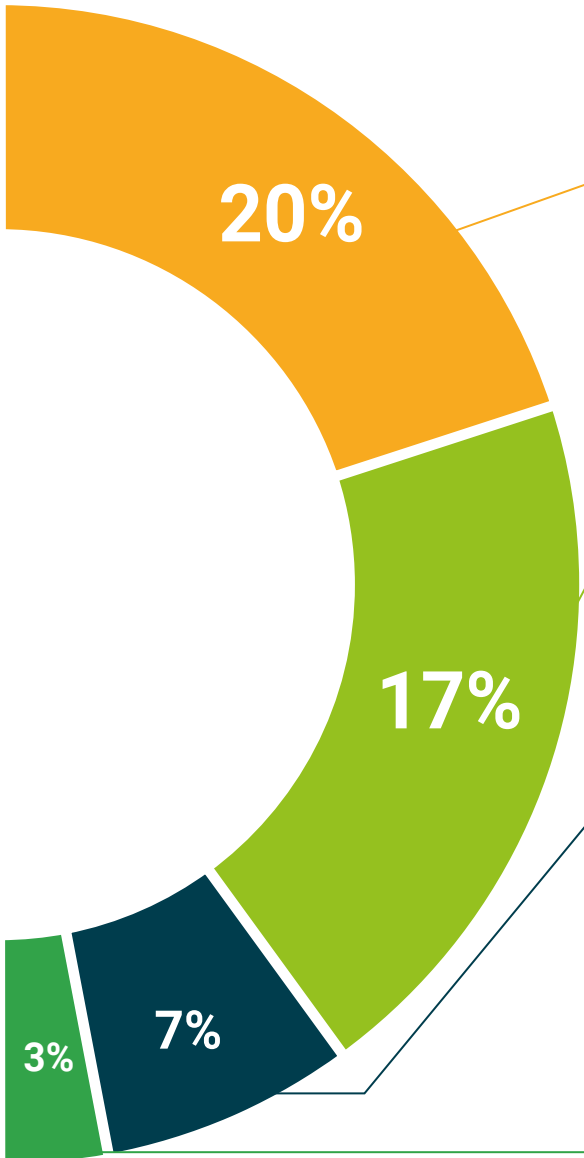
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



#### 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 Diploma in Business Strategies in Veterinary Centers guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.





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*Include in your training a Postgraduate Diploma in Business Strategies in Veterinary Centers: a highly qualified added value for any professional in this field"*

This **Postgraduate Certificate in Business Strategies in Veterinary 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 labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Business Strategies in Veterinary Centers**

Official N° of Hours: **450 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 language  
classroom



**Postgraduate Diploma**  
**Business Strategies**  
**in Veterinary Centers**

Course Modality: Online

Duration: 6 months.

Certificate: TECH Technological University

Official N° of Hours: 450 h.

# Postgraduate Diploma Business Strategies in Veterinary Centers

