



Program: Doctor of Veterinary Medicine
Course title: Economics and management for veterinary profession
Course code: VSCL 503

Academic degree level ☒ Bachelor ☐ Graduate Diploma ☐ Master
☐ Higher Graduate Diploma ☐ Doctor
Faculty / College / Institute: Faculty of Veterinary Science
Department of Clinical sciences and Public Health

TQF 3 Course Specification

Section 1 General Information

1. Course Code and Title

In Thai สพวค ๕๐๓ เศรษฐศาสตร์และการจัดการสำหรับวิชาชีพสัตวแพทย์
In English VSCL 503 Economics and management for veterinary profession

2. Number of Credits 2 credits

(Theory 2 hrs. Practice 0 hrs. Self-Study 4 hrs./week)

3. Curriculum and Course Type

3.1 Curriculum Bachelor Degree Program (Thai)
3.2 Course Type Specific Course ☒ Compulsory Course ☐ Electives

4. Course Coordinator and Lecturer

4.1 Course Responsible Lecturers

Assoc Prof Dr. Walasinee Sakcamduang
Department of Clinical Sciences and Public Health
Tel 02 441 0931, email: walasinee.sak@mahidol.ac.th
Instructor Dr. Mookmanee Tansakul
Department of Clinical Sciences and Public Health
Tel 02 441 5242 ext. 2212, email: mookmanee.tan@mahidol.ac.th

4.2 Lecturers

Dr. Prapued Aksornphan (PA)
Dr. Kanok Bameungsri (KB)
Dr. Sawinee Poon-iam (SP)
Dr. Supattra Chitniyom (SC)
Dr. Tanut Sirivarangkul (TS)

5. Semester/Class Level

5.1 Semester 2 / Class Level 5

5.2 Number of Students Allowed Approximately 80 Students

6. Pre-requisite VSCL448, VSCL449, VSCL456, VSCL555

7. Co-requisites

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8. Study Site Location Faculty of Veterinary Science, Mahidol University

9. Date of Preparation/Latest Revision of the Course Specifications

15 December 2021

Section 2 Aims and Objectives

1. Course Goals

To provide a learning experience for students to understand the economics and management principles relevant to the veterinary profession and appropriately applied.

2. Objectives of Course Development/Revision

2.1 Course Objectives

This course aims to provide knowledge and abilities as follows:

A. Explain principles of economics and management related to the veterinary profession.

B. Explain the roles and ethics of the veterinary profession in the livestock and pet business.

C. Analysis of supply, production methodology, trends in demand, consumer market and structure, and different stages of marketing from producers to consumers.

2.2 Course-level Learning Outcomes: CLOs

On completion of the course, the students will be able to

1. CLO1 Explain the importance of economics and management principles related to the veterinary profession.

2. CLO2 Describe the "Code of Conduct" and the importance of the veterinary profession in the livestock and pet business.

3. CLO3 Analyze supply, production methodology, trends in demand, consumer market and structure, and different stages of marketing from producers to consumers from case studies.

4. CLO4 Explain establishment planning animal hospital and cost analysis from case studies.

5. CLO5 Analyze the role of a professional farm consultant from case studies.

Section 3 Course Description and Implementation

1. Course Description

เศรษฐศาสตร์และการจัดการที่เกี่ยวข้องกับวิชาชีพสัตวแพทย์ องค์ประกอบของการจัดการและการบริหารงานฟาร์มและสถานพยาบาล การวางแผนดำเนินงาน การวิเคราะห์อุปทาน วิธีการผลิตและแนวโน้มด้านอุปสงค์ การตลาดและโครงสร้าง การวิเคราะห์การลงทุน นโยบายของประเทศ และผลกระทบ จรรยาบรรณของสัตวแพทย์

Economics and management in the veterinary profession, project management, industry bench-marking, pricing strategies, inventory management, financial statements, demand, supply, marketing and structure, investment analysis, and country's policy and its effect; ethics in the veterinary profession

2. Number of hours per semester

Theory (hours)	Practice (hours)	Self-study (hours)
30	0	60

3. Number of Hours per Week for Individual Advice

1 hour/week

Section 4: Development of the expected learning outcomes

1. A brief summary of the knowledge or skills expected to develop in students; the course-level expected learning outcomes (CLOs)

On completion of the course, students will be able to:

1. CLO1 Explain the importance of economics and management principles related to the veterinary profession.
2. CLO2 Describe the "Code of Conduct" and the importance of the veterinary profession in the livestock and pet business.
3. CLO3 Analyze supply, production methodology, trends in demand, consumer market and structure, and different stages of marketing from producers to consumers from case studies.
4. CLO4 Explain establishment planning animal hospital and cost analysis from case studies.
5. CLO5 Analyze the role of a professional farm consultant from case studies.

2. How to organize learning experiences to develop the knowledge or skills stated in number 1 and how to measure the learning outcomes

CLOs	Teaching and learning experience management				Learning outcomes measurements			
	Lecture	Buzz group	group discussion	demonstration	MCQ	short answer	behavior assessment in class	Long essay
CLO1	√	√			√		√	
CLO2	√	√			√		√	
CLO3	√	√			√		√	
CLO4	√		√	√		√	√	
CLO5	√	√					√	√

SECTION 5 LESSON PLAN AND EVALUATION

1. Lesson Plan

Teaching Period	Topics/Details	Number of hours		Methods: Teaching Media	Lecturer
		Theory*	Practice**		
1	Economics and management related to the veterinary profession, and the Role and Code of Conduct of the veterinary profession in the livestock and pet business	2	-	Lecture, Buzz group/ Computer, LCD projector, screen/blank wall	PA
2	Livestock production	2	-	Lecture, Buzz group/ Computer, LCD projector, screen/blank wall	PA
3	Cost of production, revenue, and profit	2	-	Lecture, Buzz group/ Computer, LCD projector, screen/blank wall	PA
4	Farm financial management	2	-	Lecture, Buzz group/ Computer, LCD projector, screen/blank wall	PA
5	Supply of agricultural products and services	2	-	Lecture, Buzz group/ Computer, LCD projector, screen/blank wall	PA
6	Demand of agricultural products and services	2	-	Lecture, Buzz group/ Computer, LCD projector, screen/blank wall	PA
7	Market and marketing of goods and services	2	-	Lecture, Buzz group/ Computer, LCD projector, screen/blank wall	PA

Teaching Period	Topics/Details	Number of hours		Methods: Teaching Media	Lecturer
		Theory*	Practice**		
8	Price of goods and services	2	-	Lecture, Buzz group/ Com-puter, LCD projector, screen/blank wall	PA
9	Risk analysis	2	-	Lecture, Buzz group/ Com-puter, LCD projector, screen/blank wall	PA
10	Veterinary attitude: administration in the private sector (pharmaceutical companies and livestock businesses)	2	-	Lecture, Buzz group/ Com-puter, LCD projector, screen/blank wall	PA
11	Case studies on establishment planning veterinary hospitals/clinics with admitted patients and cost analysis	2	-	Group discussion, presentation, Computer, LCD projector, screen/blank wall	KB
12	Case studies on establishment planning veterinary hospitals/ clinics without admitted patients and cost analysis	2	-	Group discussion, presentation, Computer, LCD projector, screen/blank wall	SP
13	Case studies on a professional farm consultant	2		Lecture, Buzz group/ Com-puter, LCD projector, screen/blank wall	SJ
14-15	Financial planning and investment	2	-	Lecture, Buzz group/ Com-puter, LCD projector, screen/blank wall	TS
	Total hours of the entire semester	30	0		

2. Plan for Assessment of Expected Course-Level Learning Outcomes (CLOs)

2.1 Measurement and Evaluation of learning achievement

A. Formative Assessment

The assessment is performed during the course to measure the progress and development of students' learning by observing the behavior change and improvement of students' behavior and performance. The assessment results will be notified to the students (feedback) so that the students are constantly able to improve themselves. The assessment results are not included with the test scores at the end of the course.

B. Summative Assessment

(1) Tool and weight for measurement and evaluation

Learning Outcomes	Evaluation Method*			Weight (Percentage)
	MCQ	short answer	Long essay	
CLO1 Explain the importance of economics and management principles related to the veterinary profession.	6.67	-		6.67
CLO2 Describe the "Code of Conduct" and the importance of the veterinary profession in the livestock and pet business.	6.67	-		6.67
CLO3 Analyze supply, production methodology, trends in demand, consumer market and structure, and different stages of marketing from producers to consumers from case studies.	60	-		60
CLO4 Explain establishment planning animal hospital and cost analysis from case studies.	-	13.33		13.33
CLO5 Analyze the role of a professional farm consultant from case studies.			13.33	13.33
Total	73.34	13.33	13.33	100

(2) Measurement and evaluation

The measurement and evaluation use either the criteria-based or group-based system, according to the conditions and methods for academic results evaluation of the Faculty of Veterinary Science, Mahidol University. The grading symbols are: A, B+, B, C+, C, D+, D, and F. Students must receive a 'D' grade or above to pass the criteria.

(3) Re-examination (if the course allows any.)

In case that students received an 'F' grade, the course coordinator and the program's Teaching and Learning Development Committee should, altogether, agreed to allow the students to take the re-examination or extra-course work to pass the course with the following conditions.

For the course with the mean score is higher than 75.00 and the minimum score is not less than 45.00. Students must receive the score higher than 47.50 to take to re-examination or extra-course work.

For the course with the mean score between 60.00 – 74.99, students must receive the score higher than 40.00. However, when the mean score is less than 60.00, students, then, should receive the score higher than 40.00 in order to take the re-examination or extra-course work.

Once students took the re-examination (extra-course work) and the course coordinator had considered the students' re-examination/course work to pass the criteria, then the students will receive the 'D' grade. While waiting for the re-examination or extra-course work result, the students' score should be indicated as 'I' grade.

3. Students' Appeal

Should the students have any suspicion or appeals to the teaching and learning activities and the grade assessment, students could make the appeal by filling in the form at MUVS' Academic Affairs. The appeal will be proposed to the course coordinator to consider the request. If the appeal could not be addressed at this point, it will be further process by the program's Teaching and Learning Development Committee. In case that the committee suggested further investigation should be done, the appeal will be purposed to the faculty's appealing committee to address the issue.

Section 6 Teaching Resources

1. Required Texts

- 1) Bower, J.S.M., Gripper, J.N., Gripper, P.L., Gunn, D., 2001, Veterinary Practice Management, 3rd Edition. Wiley-Blackwell, 272 p.
- 2) Catanzaro, T.E., 2000, Veterinary practice management secrets. Hanley & Belfus, 174 p.
- 3) Filmore, E.B., Gerald, K., Mylander, W.C., 1992, Optimization for profit. The Haworth Press, Inc, New York, U.S.A., 541 p.
- 4) Leman, A.D., Straw, B.E., Mengeling, W.L., D'Allaire, S., Taylor, D.J., 1992, Diseases of swine, 7th Edition. Iowa State University Press, Ames, Iowa, U.S.A.
- 5) Peter, G.H., 1991, Economic analysis of farm programs. McGraw – Hill, Inc.
- 6) Rodostits, O.M., Leslie, K.E., Fetrow, J., 1994, Herd health: food animal production medicine, 2nd Edition. W.B. Saunders.

2. Suggested Materials

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3. Other Resources (if any)

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Section 7 Evaluation and Improvement of Course Implementation

1. Strategy for Course Effectiveness Evaluation by Students

At the end of each course, it is required for the students to assess the teaching of each instructor based on the following criteria: punctuality, good role model, application of morals and ethics for the instruction, ability to convey knowledge and encourage students to learn, giving opportunities for students to ask questions and to comment during the study.

The overall outcomes of each course will also be assessed by the students for the following issues: the instructor's knowledge and competency, the course's effectiveness, student's satisfaction with the study, and other comments from students. The evaluation is conducted through online platform.

2. Strategy for Teaching Evaluation

The instructors or the course coordinators are assigned to conduct the evaluation as follows.

2.1 the students' evaluation for the instruction and overall outcomes of the course in accordance to criteria mentioned in No. 1 – Strategy for Course Effectiveness by Students.

2.2 The instructors must perform self-assessment for the following criteria.

- (1) Appropriate time spent to prepare for the teaching.
- (2) The instructor's satisfaction with the teaching results.
- (3) Solutions or recommendations for the program's teaching improvement or self-improvement for the next class/academic year.

3. Teaching Improvement

Prior to each academic year, there are meetings/seminars for the instructors of each course to plan to improve the course's teaching and learning management based on the following information.

- (1) the students' academic performance
- (2) the students' evaluation results
- (3) the instructors' assessment results

4. Verification of Standard of Learning Outcome for the Course

The verification of the standard of the Learning Outcome for the Course is conducted by the course coordinators based on the following aspects.

1. The goals of the learning outcomes are clear and feasible.
2. The learning experience is aligned with the expected goals.
3. The learning experience encourages the students to research and practice self-learning skills.
4. The evaluation methods are appropriate to assess the expected goals and learning experience.
5. The program applied the educational theory and the results from the previous evaluation to plan for improvement.

At the end of each academic year, the course coordinators, instructors, the Program Committee, and the Teaching and Learning Development Committee will consider the assessment results and the Learning Outcome for the Course to plan for the improvement of the next academic year.

Appendix

Relations between the course and the program

Table 1 Relations between the course and the PLOs

Course Name Economics and management for veterinary pro- fession (Course Code) VSCL 503	PLOs							
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
	R		R	R				R

Remarks: Show the level of the course management with the symbols I, R, P, and M. This must correspond to the curriculum mapping written in the TQF2

Table 2 Relations between CLOs and PLOs

(Course Code) VSCL 503	PLOs							
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6	PLO7	PLO8
CLO1 Explain the importance of economics and management principles related to the veterinary profession.	1.2		3.1 3.2	4.1 4.3				8.3
CLO2 Describe the "Code of Conduct" and the importance of the veterinary profession in the livestock and pet business.	1.2		3.1 3.2	4.1 4.3				8.1 8.2
CLO3 Analyze supply, production methodology, trends in demand, consumer market and structure, and different stages of marketing from producers to consumers from case studies.	1.2		3.1 3.2	4.1 4.3				8.1 8.2 8.3
CLO4 Explain establishment planning animal hospital and cost analysis from case studies.	1.2		3.1 3.2	4.1 4.3				8.1 8.2 8.3
CLO5 Analyze the role of a professional farm consultant from case studies.	1.2		3.1 3.2	4.1 4.3				8.1 8.2 8.3

