

Veterinary economics

Themes	Teaching aims	Teaching subjects	Content	Hours
Teaching method	Scholar/teacher relationship	Teaching method	Introduction to course aim and contents. Test and examination methods and criteria	1
The scientific status of economy				3
Introduction to veterinary economics	Understanding the economic aspects of veterinary practice	Role of economics in the veterinary practice	Relationship between humans and animals. Professional contexts and specializations. The economic definition of the veterinary practice.	2
Economics as a science	Identify the scientific and methodological status of economics	Scientific mission and methodology of economics	Definition of science and economics as a science. Scientific methods in economics. Induction and deduction in economic analysis.	1
Economic systems				3
The economic system (ES)	Identify the structure and functioning of the ES	Elements and relationships in the ES	ES definitions. Structure, players, functional relationships. Fluxes in the ES. Types of ES. Veterinarians in the ES.	1
The institutional framework	Understanding the relevance and the effects of the institutional framework in the economic activities	Rules of the ES	General and sector policies. Relevant policies for the veterinary activity. Agricultural policy, health policy, environmental policy.	1
Economic choices	Understanding the field of the economic choices	Choices under an economic perspective	Limited resources and multiple needs. Production frontier. Opportunity cost and marginal rate of substitution.	1
The microeconomic equilibrium				12
Consumer equilibrium	Understanding the consumer behavior	The demand theory	Real demand functions. Demand analysis. The Neoclassical models. The Socio-economic model.	3
Production	Understanding the economic laws of production	Production theory	Inputs and production. Technical laws of the production. Production functions.	6
Markets and price formation	Understanding the production allocation mechanism	Market theory	Market models. Price formation mechanisms. Non market allocation mechanisms.	3
The firm project in the pet sector				10
The pet sector	Understanding pet sector structure and dynamics	Structural analysis of the pet sector	Demand and supply of veterinary services in the pet sector	2
The firm in the	Understanding	Firm organization	Visio, mission, objectives. Strategic	5

pet sector	the economics and organization of the veterinary firms	process and management tools	business units (Abell diagram). Competition analysis and firm strategies (Porter diagram). SWOT analysis. Service pricing. Cost and profit units. Business plan.	
Marketing for the pet sector	Understanding the role of marketing in the firm	Marketing strategies	The marketing in the firm project. Market segmentation, targeting, positioning. Product life cycle. The marketing mix	3
Exercises				2
Pricing methods	Applying general pricing concepts to real cases	Exercise on pricing	Case study	1
SWOT analysis	Applying general SWOT analysis concepts to real cases	SWOT analysis exercise	Case study	1
Public goods				5
Public goods economics	Understanding the relevance of public goods in the veterinary sector	Relevant public goods related to veterinary practice	Basic concepts in welfare economics. Public goods definition. Market failure. Externalities. Examples in the animal health sector.	1
Animal health Services	Understanding the economic side of animal health	Economic evaluation of public health measures	Animal health definition. Public and animal health organization. International comparison. Economic evaluation.	3
Biodiversity	Understanding the economic aspects of biodiversity	Economic role of biodiversity	Organizations and institutions for biodiversity. Individual and social value of biodiversity.	1