

# Postgraduate Diploma Business Strategy in Veterinary Centers





## Postgraduate Diploma Business Strategy in Veterinary Centers

- » Modality: online
- » Duration: 6t months
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-business-strategy-veterinary-centers](http://www.techtute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-business-strategy-veterinary-centers)

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# 01 Welcome

For a veterinary center, it is crucial to outline a good business strategy, as its own particularities make it a unique type of business that requires special tailor-made planning. Therefore, professionals and managers seeking to focus their careers on the management of veterinary centers must first understand the main fundamentals of this economic sector. To this end, TECH has developed the following program, which compiles the economic knowledge specific to this field, as well as the innovative tools necessary to distinguish oneself in the workplace and succeed at the forefront of veterinary management.



Postgraduate Diploma in Business Strategy in Veterinary Centers.  
TECH Technological University



“

*You will have access to the most relevant data in Business Strategy in Veterinary Centers, prepared by a teaching team with extensive experience in the field”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success”*

## At TECH Technological University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high..

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future

**100,000+**

executives trained each year

**200+**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents

**500+**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision

After completing this program, TECH helps students show the world their talent



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea

TECH students represent more than 200 different nationalities





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Learn with the best

---

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world

Teachers representing 20 different nationalities



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level”*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time

*70% of participants achieve positive career development in less than 2 years*

**02**

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas

*Our global vision of companies will improve your strategic vision*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment

*You will work on more than 100 real senior management cases*

**04**

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment

*45% of graduates are promoted internally*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared

*You will find a network of contacts that will be instrumental for professional development*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies

*20% of our students develop their own business idea*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference

*Improve your communication and leadership skills and enhance your career*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Technological University community

*We give you the opportunity to train with a team of world renowned teachers*

# 04

# Objectives

The objective of this Postgraduate Diploma in Business Strategy in Veterinary Centers is to provide students with different business tools and a specific methodology to help them achieve commercial success managing a veterinary center. Therefore, the teaching material provided is of the highest possible quality, written by subject matter experts with specific knowledge.



“

*Improve the quality of your work as a veterinary center director by using new ways of management that are specifically designed for this field”*

Your goals are our goals.

We work together to help you achieve them.

The Postgraduate Diploma in Business Strategy in Veterinary Centers will enable students to:

01

Learn how to perform a SWOT analysis and the corresponding CAME analysis

02

Establish a methodology for assigning SMART type objectives

03

Examine a methodology for setting a strategy and for converting each strategy into at least one specific action







04

Schedule actions based on business-related priority

05

Analyze the different production processes of veterinary centers

06

Identify and evaluate bottlenecks in the production processes

07

Expand knowledge of the business models of a veterinary center

08

Present the Lean Management Model applied to a veterinary center

09

Propose a methodology for the implementation of the Lean Management Model





10

Present practical examples of control and continuous improvement of business management according to the Lean Management Model

11

Define the mission, vision and values of a company in the veterinary health center sector

12

Develop and implement Design Thinking as a complementary technique to creative and innovative thinking

05

# Structure and Content

The Postgraduate Diploma in Business Strategy in Veterinary Centers provides its students with a set of distinctive knowledge to help them become professionals in the management of veterinary centers, while at the same time highlighting their high entrepreneurial and management skills.



“

*Take everything you learn into the field of veterinary practice and see how your management and leadership helps improve business results”*

## Syllabus

The teaching methodology employed by TECH guarantees that its students acquire all the complementary and essential knowledge on business strategy in veterinary centers. This is a great opportunity for all professionals who want to run businesses of this kind, as they are gaining access to high quality and elaborate teaching material.

Throughout the course, the student analyzes a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real veterinary business situations.

The student will be able to elaborate complete business plans applied to veterinary centers, analyze all the productive processes of these centers and be an innovative member of the veterinary business by applying the most recent and effective methodologies in the business field.

This program takes place over 6 months and is delivered entirely online. It is composed of 3 teaching modules.

### Module 1

The Business Plan Applied to Veterinary Centers

### Module 2

Production Processes in Veterinary Centers

### Module 3

Business Strategy and Innovation in Veterinary Centers



### Where, When and How is it Taught?

TECH offers its students the possibility of taking the entire program completely online, without the need to attend classes or physical centers. The student has access to the complete teaching material during the course and can download it from any device with an internet connection.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap*

**Module 1. The Business Plan Applied to Veterinary Centers**

<p><b>1.1. The Business Plan in Veterinary Centers</b></p> <p>1.1.1. Planning and Control: Two Sides of the Same Coin</p> <p>1.1.2. Why and Why Have a Plan?</p>	<p>1.1.3. Who Should Do It?</p> <p>1.1.4. When to Do It</p> <p>1.1.5. How to Do It</p> <p>1.1.6. Does It Have to Be in Writing?</p> <p>1.1.7. Questions That Need to Be Answered</p> <p>1.1.8. Sections of the Business Plan</p>	<p><b>1.2. External Analysis I: The Veterinary Center Environment</b></p> <p>1.2.1. What Should It Contain?</p> <p>1.2.2. Political Environment</p> <p>1.2.3. Economic Environment</p> <p>1.2.4. Social Environment</p>	<p>1.2.5. Technological Environment</p> <p>1.2.6. Ecological Environment</p> <p>1.2.7. Legal Environment</p>
<p><b>1.3. External Analysis II: Competitive Environment Applied to the Veterinary Industry</b></p> <p>1.3.1. Customers</p> <p>1.3.2. Competition</p> <p>1.3.3. Suppliers</p> <p>1.3.4. Others</p>	<p><b>1.4. Internal Analysis of a Veterinary Center</b></p> <p>1.4.1. Facilities and Equipment</p> <p>1.4.2. Personal</p> <p>1.4.3. Income/Expenses</p> <p>1.4.4. Customers</p>	<p>1.4.5. Prices</p> <p>1.4.6. Services</p> <p>1.4.7. Communication with Customers</p> <p>1.4.8. Training</p> <p>1.4.9. Suppliers</p> <p>1.4.10. Competition</p>	<p><b>1.5. SWOT and CAME Analysis Applied to Veterinary Centers</b></p> <p>1.5.1. Weaknesses</p> <p>1.5.2. Strengths</p> <p>1.5.3. Threats</p>
<p>1.5.4. Opportunities</p> <p>1.5.5. Correct</p> <p>1.5.6. Adapt to</p> <p>1.5.7. Maintain</p> <p>1.5.8. Exploit</p>	<p><b>1.6. Objectives of Veterinary Centers as Companies</b></p> <p>1.6.1. What Are They?</p> <p>1.6.2. Features: SMART</p> <p>1.6.3. Types</p>	<p><b>1.7. Business Strategies in Veterinary Centers</b></p> <p>1.7.1. The 7 P's of Service Marketing</p> <p>1.7.2. Product-Service</p> <p>1.7.3. Price</p> <p>1.7.4. Distribution</p>	<p>1.7.5. Communication</p> <p>1.7.6. Person</p> <p>1.7.7. Current Procedures</p> <p>1.7.8. Test</p>
<p><b>1.8. Action Plan for the Strategy of a Veterinary Center</b></p> <p>1.8.1. What Does it Consist of?</p> <p>1.8.2. How to Develop a Strategy</p> <p>1.8.3. What Should Be Taken into Consideration for Each Action?</p> <p>1.8.4. Prioritization of Actions Based on Business Importance</p> <p>1.8.5. Calendar</p>	<p><b>1.9. Control and Follow-Up Plan for the Business Plan of a Veterinary Center</b></p> <p>1.9.1. Planning and Control</p> <p>1.9.2. What Does It Consist Of and Why It Is Important?</p> <p>1.9.3. Who and How to Control</p> <p>1.9.4. Indicator Based Control</p> <p>1.9.5. Decision Making</p>	<p><b>1.10. Contingency Plan Applied to a Veterinary Center's Business Plan</b></p> <p>1.10.1. What Is It and What Is It For?</p> <p>1.10.2. How to Do It</p> <p>1.10.3. How to Use It</p>	



**Module 2. Production Processes in Veterinary Centers**
**2.1. Introduction to Productive Processes in Veterinary Centers**

- 2.1.1. Business Process Concept
- 2.1.2. Introduction to Business Processes
- 2.1.3. Graphic Representation of the Processes
- 2.1.4. Normalization of Processes
- 2.1.5. Practical Examples of Processes in Veterinary Centers

**2.2. Analysis of the Production Processes in Veterinary Centers**

- 2.2.1. Management Process 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 Centers Sector**

- 2.3.1. Focus on Key Objectives
- 2.3.2. Added Value Generated for the Client
- 2.3.3. Analysis of the Value Added 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 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. Continuing Improvement

**2.6. Waste in a Production Model Applied to Veterinary Centers**

- 2.6.1. Litter, Waste or Moults
- 2.6.2. Types of Waste
- 2.6.3. Causes of waste
- 2.6.4. Elimination of waste

**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 Pull Flow
- 2.8.3. Fourth Stage: Flexibility in Production Rate

**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, Leveled and Multiproduct Pull Flow
- 2.9.3. Seventh Stage: Simple Management and Control

**2.10. Tools for Lean Implementation Applied to Veterinary Centers**

- 2.10.1. 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 of 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. Veterinary Center Structures
- 3.4.3. Services
- 3.4.4. Staff of a Veterinary Center

**3.5. Research for Innovation in Veterinary Centers**

- 3.5.1. Innovation Concept 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. Operative
- 3.5.4. Strategy Formulation for Innovation Strategies 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 Customers**

- 3.6.1. The Profile of the Customer/User of Veterinary Centers
- 3.6.2. Value Map
- 3.6.3. Fit between the Value Offering 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. Innovation Operational Plan

**3.8. Patterns of Business Models in the Veterinary Health Center 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 Business Strategy in Veterinary Centers**

- 3.10.1. Monitoring of the Strategic Plan of a Veterinary Center
- 3.10.2. Implementation of Improvements in the Strategy of a Veterinary Center



# 06

# 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





“

*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"*

## TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment

“

*At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*



*This program prepares you to face business challenges in uncertain environments and achieve business success*



*Our program prepares you to face new challenges in uncertain environments and achieve success in your career*

## A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account

“

*You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson

We enhance the Case Study with the best 100% online teaching method: Relearning

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators





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.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong 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 specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity



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



### 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



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in



### 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





**Case Studies**

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world



**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"



**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



07

# Our Students' Profiles

The Postgraduate Diploma in Business Strategy in Veterinary Centers is aimed at all professionals interested in the management and administration of veterinary centers, as well as those people related to this field who want to provide an innovative and different vision of leadership.





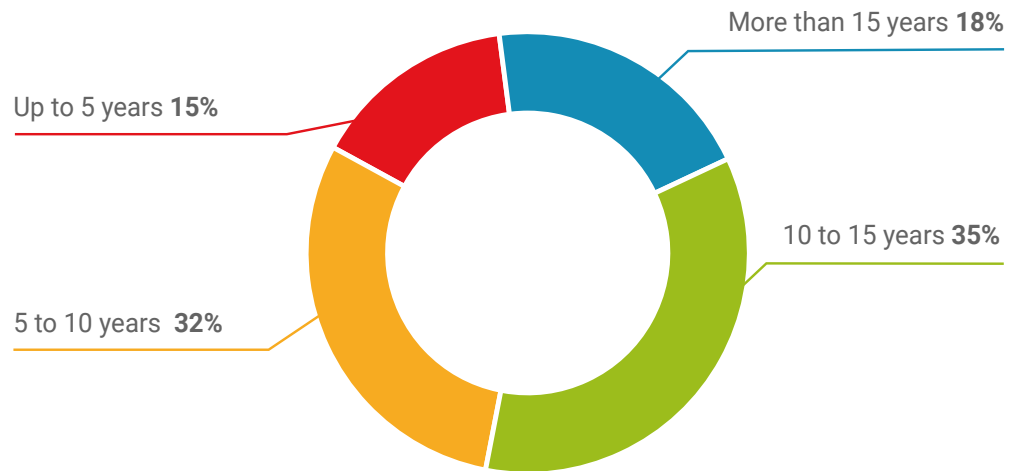
“

*Acquire the professional skills of a expert in Business Strategy in Veterinary Centers with this Postgraduate Diploma designed specifically for you”*

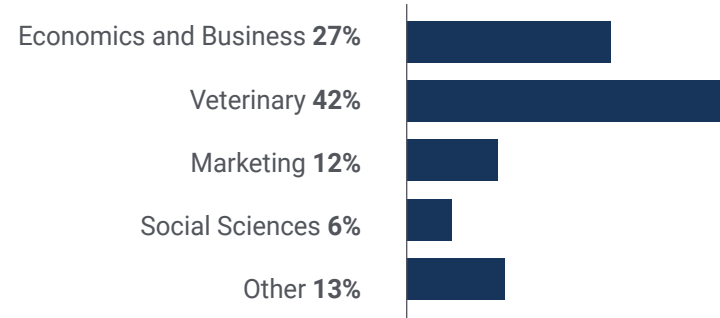
### Average Age

Between **35** and **45** years old

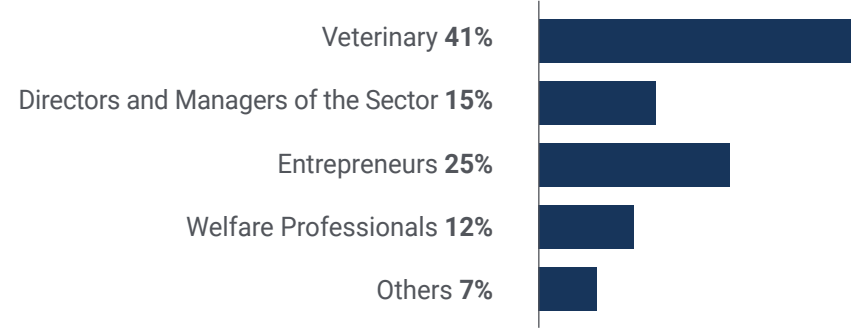
### Years of Experience



### Training

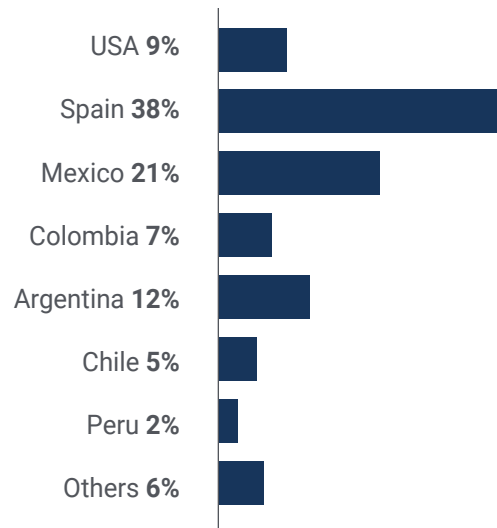


### Academic Profile



## Geographical Distribution

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## Adrián Hernández

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**Veterinary Manager**

*"It was clear to me when I finished my specialization that I wanted to go into veterinary management. Thanks to this TECH Postgraduate Diploma I was able to obtain the knowledge I needed in terms of administration, providing me with a much more effective approach to my business"*

08

# Course Management

In our university we have professionals specialized in each area of knowledge, who contribute their work experience to our programs. A multidisciplinary team with recognized prestige that has come together to offer you all their knowledge in this area.







“

*Our expert teaching team in Business Strategy in Veterinary Centers will help you achieve success in your profession”*

## Management



### Mr. Barreneche Martínez, Enrique

- ◆ Director of the consulting firm VetsPower.com, a business consulting firm dedicated exclusively to veterinary health centers for pets
- ◆ Graduated in Veterinary Medicine from the Complutense University of Madrid in 1990
- ◆ 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 of Spain (CEVE)
- ◆ Co-founder of AVEPA's Management and Administration Working Group (GGA), of which he was chairman between 2011 and 2013
- ◆ Business experience: Founder and owner of the Amic Veterinary Center in Alicante from 1991 to 2018, transferred to focus exclusively on 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

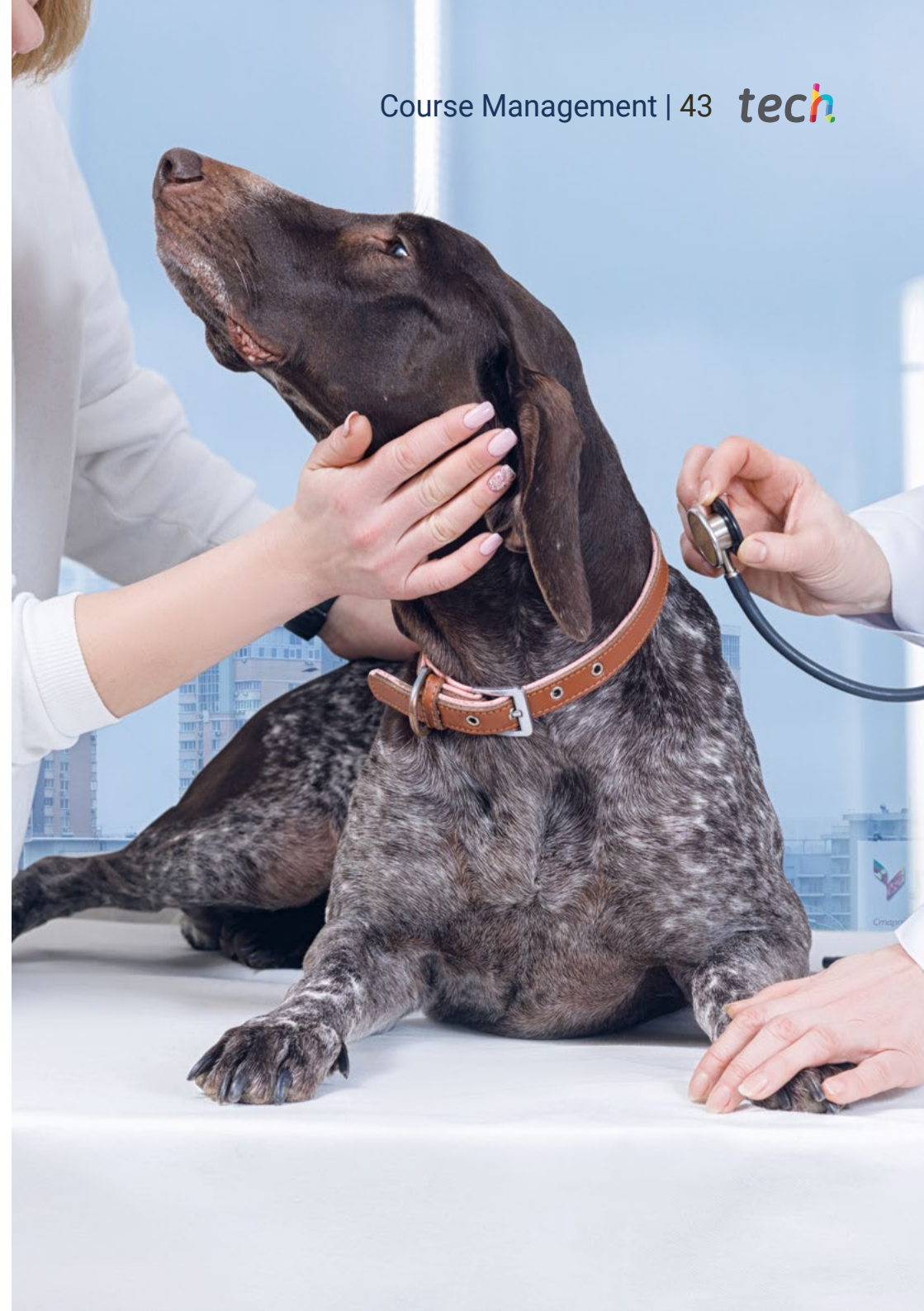
## Professors

### Mr. Vilches Sáez, José

- ◆ Project Manager - CursoACV.com
- ◆ Responsible for training platform - Cursoveterinaria.es
- ◆ Project Manager- Duna Formación
- ◆ Commercial Manager- Gesvilsa
- ◆ Manager of Professional Training at Duna, SL
- ◆ Community Manager
- ◆ Secretarial management - AGESVET
- ◆ Sales Manager Spain - ProvetCloud
- ◆ Technical Sales Manager - Guerrero Coves

### Mr. Muñoz Sevilla, Carlos

- ◆ Degree in Veterinary Medicine from the Complutense University Madrid. Promotion 1985-1990
- ◆ MBA from the University Jaime I-(UJI), 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
- ◆ Manager at the Veterinari Son Dureta Veterinary Clinica SLP
- ◆ Technical Sales Manager - Guerrero Coves



09

# Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment.

The ultimate goal of this great effort should be to achieve professional growth, and to do so with proven efficiency.



“

*This Postgraduate Diploma will help you to raise your professional level with a unique and distinctive business vision, allowing you to effectively manage your veterinary center”*

*Completing this Postgraduate Diploma provides students with the highest level of leadership and management skills, giving them the opportunity to work in veterinary clinics and hospitals.*

### Are you ready to take the leap? Excellent professional development awaits you.

The Postgraduate Diploma in Business Strategy in Veterinary Centers at TECH Technological University is an intense program that prepares the student to face challenges and business decisions both nationally and internationally. The main objective is to promote your personal and professional growth, helping you to achieve success.

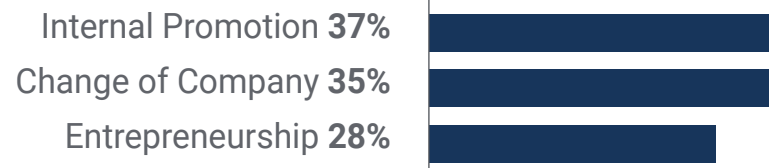
If a student wants to improve their skills, make a positive change at a professional level and interact with the best, this is the place for them.

*Thanks to this program you will receive a large number of job offers with which you will be able to start your professional growth.*

### When the change occurs



### Type of change



## Salary increase

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This program represents a salary increase of more than **25%** for our students.



10

# Benefits for Your Company

The Postgraduate Diploma in Business Strategy in Veterinary Centers helps raise the organization's talent to its maximum potential by training high-level leaders.

Participating in this Postgraduate Diploma is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

*In a new era with greater animal awareness, customers are becoming more demanding of their veterinary center. Raise the bar of quality thanks to this Postgraduate Diploma”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### **Retaining High-Potential Executives to Avoid Talent Drain**

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

### **Building Agents of Change**

The professional will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased International Expansion Possibilities**

Thanks to this program, the organization will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional will be able to work on a real projects or develop new projects.

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06

### **Increased Competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Diploma in Business Strategy in Veterinary Centers guarantees you, in addition to the most rigorous and updated training, access to a Postgraduate Diploma issued by TECH Technological University.



“

*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

This **Postgraduate Diploma in Business Strategy in Veterinary Centers** contains the most complete and up-to-date program on the market.

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

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

Title: **Postgraduate Diploma in Business Strategy 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.



## Postgraduate Diploma Business Strategy in Veterinary Centers

- » Modality: **online**
- » Duration: **6t months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

# Postgraduate Diploma Business Strategy in Veterinary Centers

