

**Ethics and Legislation Business Management**

Code: 102680  
ECTS Credits: 3

Degree	Type	Year	Semester
2502445 Veterinary Medicine	OB	5	0

### Contact

Name: Jordi Serratosa Vilageliu  
Email: Jordi.Serratosa@uab.cat

### Use of Languages

Principal working language: catalan (cat)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: No

### Other comments on languages

Some lectures may be given optionally in English

### Teachers

Antoni Graupera García

### Prerequisites

There are no official prerequisites

### Objectives and Contextualisation

#### Objectives

This is a fifth year compulsory subject that develops both legal (norms and regulations) and ethical aspects related to the veterinary profession. Separately, the aspects of business management are useful in the field of veterinary practice.

We aim to:

a) Provide students with the legal, technical and practical tools for an accurate knowledge of the Spanish, European and international legal framework. This becomes useful in practice within the ethical values of the profession.

b) Address content related to business management techniques.  
The specific objectives are:

1. Identify, analyze and understand the legal, legislative and regulatory framework of the developing professional veterinary practice.
2. Make a reflection on the ethical and deontologic issues related to professional practice

3. Know the tools necessary to develop a business plan, from an entrepreneurial or wage-earning aspect. From a company's governing body, covered aspects will include business strategy, financial economic management, human resources and marketing

## Competences

- Analyse, synthesise and resolve problems and make decisions.
- Demonstrate knowledge and understanding of standards and laws in the veterinary field and regulations on animals and their trade.
- Demonstrate knowledge and understanding of the aspects of organisation, finance and management in all fields of the veterinary profession.
- Demonstrate knowledge of the rights and duties of the veterinarian, with a special focus on ethical principles
- Draft and present satisfactory professional reports, always maintaining the required confidentiality.
- Have basic knowledge of the profession, and in particular of the organisation and functions of professional practice.
- Recognise ethical obligations in the exercise of responsibilities in terms of the profession and society.
- Seek and manage information related with professional activity

## Learning Outcomes

1. Analyse, synthesise and resolve problems and make decisions.
2. Apply a holistic conception of the acquired technical knowledge in the legal framework.
3. Carry out expert valuations based on based on scientific, legal and ethical data.
4. Correctly use the terminology of the code of practice and ethics.
5. Describe the characteristics and functions of the economic production unit.
6. Describe the scientific basics of veterinary law and apply the principles of veterinary legislation.
7. Draft and present satisfactory professional reports, always maintaining the required confidentiality.
8. Evaluate the impact of commercial, production and organisational decisions on the economic results of the company.
9. Evaluate the legislation of different countries and produce relevant reports.
10. Explain the ethical principles of the practice of the profession.
11. Explain the factors that influence the degree of fulfilment of legislation.
12. Explain the historical mechanisms of codes of conduct, legislation and public liability in the cultures and development of countries.
13. Handle the necessary economic and financial data for business level decision-making.
14. Have basic knowledge of the profession, and in particular of the organisation and functions of professional practice.
15. Identify the most common marketing tools applicable to a veterinary company.
16. Issue judgements in consideration of existing legislation.
17. Make an effective diagnosis of the financial situation of a company and establish suitable action plans.
18. Perform technical assessments based on scientific, legislative and ethical data.
19. Recognise personal limitations and know when to ask for professional advice and help.
20. Recognise the risks of breaching legislation.
21. Seek and manage information related with professional activity
22. Use legislative and legal terminology correctly.
23. Use tools to identify opportunities, threats and changes in the competitive environment of the company.

## Content

### BLOCK 1. ETHICS AND LEGISLATION

Topic 1. Introduction of Ethics and legislation. 1.1. Presentation of the subject. 1.2. Organization of seminars, discussion of cases. 1.3. Practical guide, structure and objectives of the course work

Topic 2. Ethics and professional ethics. Principles of the exercise of the profession. Ethical and Deontological terminology. Deontology codes and regulations in force. 2.1 Professional colleges and their functions. Veterinary Colleges of Catalonia. General Council of Veterinary Colleges of Spain. 2.2 Professional associations: 2.3 Regulations for the practice of the small animal practice. 2.5 Principles of veterinary certifications.

Topic 3. International organizations linked to the Veterinary legislation .. 3.1. Introduction and general map 3.2 World Organization for Animal Health (OIE). 3.3 United Nations (FAO, WHO, WTO). 3.4 Health and Phytosanitary Agreement and its impact on health legislation. 3.5 Other international organizations with impact.

Topic 4. General principles of Community Veterinary Legislation. 4.1. Introduction to the European Veterinary legislation, The Treaty of Rome and the general principles of P.A.C. 4.2. Primary law and derived law. (Regulations, Directives , Decisions). 4.3. Legislative organisms of the U.E. 4.4 Legislative process to the U.E. 4.5 Thematic classification of the veterinary Legislation.

Topic 5. Role of scientific principles in European veterinary legislation. 5.1. Principles of risk analysis. The European Food Safety Authority.5.2. European organization to develop European legislation. 5.3. Scientific expert commissions to the European Agencies and interrelations with the legislative institutions.

Topic 6. Introduction to the Legal Veterinarian. 6.1. Introduction. Concept of civil and medical responsibility 6.2. constituent elements of responsibility. 6.3 Illegal exercise. 6.4. Potential of litigation. Inductive elements of litigation and relevant factors to be considered.

Topic 7. Legal veterinary expertise. 7.1. Concept of expert. Legal requirements.7.2. Civilian, criminal and private veterinary expertise reports. 7.3. Testimony of experts to courts. 7.4. Consumer rights at the national and EU level

## BLOCK 2: BUSINESS MANAGEMENT

Topic 1. Introduction to the Business Plan1.1. Strategic vision of the company. 1.2. Marketing: The need of the consumer. Key factors in market research. Product and Price

Topic 2. Human resources. 2.1. Human resources and their importance. 2.2. Team and organization.2.3. Work places. 2.4. Targets. 2.5. Pay

Topic 3. The financial plan. 3.1. Income, expenses, income statement. 3.2. The Balance. 3.3. Financing

Topic 4. Marketing. 4.1. Communication and distribution. 4.2. The global market. 4.3. Strategic alliances 4.4. Implementation Calendar.

## SEMINARS

### BLOCK 1. ETHICS AND LEGISLATION

S1. Discussion of ethics course and legislation. Technical expertises based on scientific, legislative and ethical data

S2. Presentation and discussion of cases of ethics,

S3. Presentation and discussion of cases of ethics and legislation

S4. Cases of veterinary certifications in the different aspects of the veterinary practice, clinical practice, official and in company.

## BLOCK 2: BUSINESS MANAGEMENT

S1. The idea Type of company, product and demand.

S2. Human resources, organizational chart and salaries. The Investment Plan .

S3. The Profit and Loss account. Income and Expenses.

S4. Distribution, communication and promotion policies. Strategic alliances and conclusions

## Methodology

### Methodology

In order to achieve the course's objectives, we will undertake the following methodologies and activities:

#### 1. Participative Theoretical Lectures

In these lectures, the professor will present the subject highlighting its most relevant aspects. These presentations will offer the student structured information that will enable them to face those case studies addressed in the seminars and during self-directed study, as well as in the future, during their professional development. In these sessions, the professor will give out guidelines and directions relevant to the course. The student will acquire knowledge of the subject that will later be complemented via self-directed study of the covered material.

#### 2. Seminars or practicals

These sessions will consist of a reduced number of students, and will encourage participative discussion. They will serve to deepen the scientific and technical knowledge acquired during theoretical lectures and complete their comprehension. They will also provide a natural forum for discussion and the exchange of ideas and knowledge with the mission of promoting the capacity for analysis, synthesis, critical reasoning and problem-solving. In these sessions, the student is obliged to take an active part in the learning process and thus it is appropriate to use them to raise questions and/or resolve any doubts regarding the subject matter. Furthermore, they allow the professor to follow through with individual student progress. When group work is being considered, attitudes of involvement and initiative are encouraged as they improve the student's degree of understanding and create a positive social relationship.

In these seminars, different activities will be carried out: analysis of information, problem solving, problem-based learning, etc. In some cases, before the sessions, students will have to work autonomously on problems that the professor will have previously posed, as they will be addressed in class discussion.

#### 3. Self-directed learning:

In relation to BLOCK 1: Ethics and Legislation, the student will have to prepare an assignment on a topic related to the subject, with the professor's approval.

In relation to BLOC 2: Business Management, the student must prepare and defend a business plan. Public presentations facilitate the learning of oral communication.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	16	0.64	6, 5, 11, 12, 17, 15, 13, 20, 14, 22, 23, 9
Seminars- tutorials	11	0.44	1, 2, 18, 16, 19, 7, 22, 23, 8
Type: Autonomous			
Resolution of the case studies concerning bloc 1	14	0.56	1, 2, 16, 7, 22
Resolution of the case studies concerning bloc 2	10	0.4	1, 21, 17, 13, 7, 23, 8
Self Learning	23	0.92	6, 11, 12, 15, 20, 22, 23, 9

## Assessment

### Evaluation

Exams: these will aim to evaluate the knowledge acquired by the student during both theoretical and practical courses of the taught subject matter.

1. A compulsory exam with two parts will be carried out, weighing 45% of the final mark. The student will have to obtain a score greater than 5 in each part. (Block 1 will be worth 30%; and Block 2 15% of the exam grade).
2. Two compulsory assignments, which will weigh 55% of the final mark. The achievement of the competences worked on in theory lectures and seminars will be valued. (Block 1 will be worth 35%; and Block 2 20% of the assignment marks)

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Written exam	45%	1	0.04	6, 5, 11, 12, 15, 13, 20, 14, 22, 9
Written reports	55%	0	0	1, 2, 21, 18, 3, 10, 16, 17, 19, 7, 4, 22, 23, 8

## Bibliography

### BLOC 1. Ethics and veterinary Legislation

- . BOLETIN OFICIAL DEL ESTADO
- . BRION, A (1970): *Precis de legislation veterinaire*. Vigot Freres. Paris.
- . BRÜHAN W. (1983): *Das öffentliche veterinärwesen*. Hartmann Hannover.
- . CAHPA reports. Consell d'Europa. Strasbourg.
- . CAPO M.A. (1989): *Veterinaria legal con deontologia*. Ediciones universitarias y tecnicas. Madrid.

. COL.LEGI OFICIAL DE VETERINARIS DE BARCELONA:

Normes Comuns a la professió Veterinària de Catalunya

Reglament per a l'exercici de la clínica de petits animals 1988 \*\*

. CONSEJO GENERAL DE COLEGIOS VETERINARIOS DE ESPAÑA:

Codigo de conducta veterinaria

. DIARI OFICIAL DE LA GENERALITAT DE CATALUNYA.

. DIARIO OFICIAL DE LAS COMUNIDADES EUROPEAS.

. EUROPEAN COMMISSION OF VETERINARIANS (1981): Code of professional conduct for veterinarians. Irish vet. J. 35 (12) 253-263.\*\*

. FAO (1979): Código de ética para el comercio internacional de alimentos. FAO. Roma.

. FAO (1985): Legislación relativa al comercio internacional de la carne de ganado bovino. FAO.Roma.

. FAO (1992): Colección legislativa y alimentación. Roma.

. KÖHLER B.; KRAFT H. (1984): Gerichtliche veterinärmedizin Stuttgart. Ferdinand Enke Verlag.

. LUJAN J.(1953): Deontologia veterinaria. Gráficas Academia Mariana. Lérida.

. MAPA: Principales disposiciones de la CEE. Secretaria General Técnica. Madrid.

. MINISTERIO DE SANIDAD Y CONSUMO (1985): Inspección veterinaria, guía de las actuaciones básicas de los servicios veterinarios. MSC. Madrid.

. MSC (1985): Manual para el control de los perros errantes. Col. Vet. Salud Pública Vol. II. Madrid.

. MSC (1988): Encuentro sobre la ley del medicamento. UIMP. OIE (1986): Code zoosanitaire international. OIE.Paris.

. OMS (1992): Legislation sanitaire. OMS. Geneve.

. SANZ EGAÑA, C. (1955): Veterinaria legal. Espasa Calpe. Madrid.

. SAVATER F.(1991): Ética para Amador. Ariel. Barcelona.

. JAYASURIYA D. (1985): Legislación sobre productos farmacéuticos en los países en desarrollo. OMS. Geneve.

\*\* Documents available in the web: <http://www.covb.es>

Webs of interest:

<http://www.avhic.com/>

<http://europa.eu.int/eur-lex/es/index.html>

<http://www.fao.org/docrep/w6419S/w6419s01.htm#introducción>

<http://www.fao.org/noticias/2001/010406-s.htm>

<http://www.cdc.gov/nceh/spanish/default.htm>

[http://www.oie.int/esp/es\\_index.htm](http://www.oie.int/esp/es_index.htm)

<http://www.colvet.es/madrid/>

<http://www.recol.es/web/Veterinaria/default.asp?idCmdad=22&nombCmdad=Veterinaria>

<http://www.gencat.es/sanitat/cat/cindex.html>

<http://www.uruciencias.com/index.html#top>

<http://www.consumaseguridad.com/>

<http://www.fao.org/noticias/2001/010406-s.htm>

<http://www.gencat.es/sanitat/cat/cindex.html>

<http://europa.eu.int/eur-lex/es/index.html>

<http://www.mapausa.org/Guia/subguia6.htm>

<http://www.uruciencias.com/index.html#top>

<http://www.cdc.gov/nceh/spanish/default.htm>

<http://www.recol.es/web/Veterinaria/default.asp?idCmdad=22&nombCmdad=Veterinaria>

[http://www.oie.int/esp/normes/mcode/e\\_summry.htm](http://www.oie.int/esp/normes/mcode/e_summry.htm)

- <http://www.ers.usda.gov/publications/aib766/aib766.pdf>
- <http://www.magrama.es>
- <http://www.who.org>
- <http://europa.eu.int/comm/dg24/index.html>
- [www.aice.es](http://www.aice.es)

## BLOC 2: Business Management

- El plan de márketing en la práctica. J. M<sup>a</sup> Sainz de Vicuña. (18<sup>a</sup> Ed.) 2013. ESIC Editorial
- La empresa basada en equipos humanos. G. Gil García. 2012. Ed. Marcombo
- Finanzas para managers. K. Berman, J. Case, J. Knight. 2007. Ed. DEUSTO
- Como preparar el Plan de empresa. J. A. Neira Rodriguez. 2010. Ed. FUND. CONFEMETAL