Case Study #3 – Successful Veterinary Business

Local Course Names
SUNY Ulster Community College - Veterinary care
Universidad de Sonora - Managerial Finance

COURSE DESCRIPTION
The aim of this module is to recognize intercultural patterns of similarities and differences in animal husbandry. Likewise, access to veterinary care, as well as perspective of animal ownership both for companion and livestock. Once the above patterns have been fully assessed, information will be used to formulate and evaluate team projects so that to achieve excellence in veterinary services.

STUDENT LEARNING OUTCOMES
Students will formulate and evaluate a business project in teams. Students will recognize intercultural patterns and identifying costs, investments and profits. Student teams will communicate with one another through WhatsApp and a Facebook page during research.

ICE BREAKER
• You will take and post 3-5 pictures on the COIL class Facebook page that shows you in relation to your community, environment, and your interests and hobbies.
• You will describe each picture to discuss who you are, your personal interests and hobbies, your community and environment in which you live.
• You will respond to 3-5 other student´s posts that are from the other class. Please provide comments and questions that are encouraging to continue conversation and discovery of one another. You may continue communication with other students after the initial response.

(Professors will have assigned teams from Feb 6 to 8. Tool of communication: WhatsApp)

Week 2 - Thursday Feb 9.   Animal Interactions (Due Feb 16)
• You will take and post 3-5 pictures on the COIL Facebook page within your assigned team thread. These pictures will portray relationships with your pets, and/or animals in your family and/or community.
• You will describe each picture as it relates to your relationships with each animal in the picture.
• You will respond to 2-3 other student´s posts within your team thread. Please provide comments and questions that are encouraging to continue conversation and discovery of one another.

Week 3 - Thursday Feb 16 Naming your Team (Due Feb 23)
• You will collaborate in naming your team thread with your other team mates. This name shall be of an animal that is reflective of what the team represents.
• The collaboration shall take place as a team using Facebook.
• The final team name shall be posted in the team´s Facebook thread along with a description of the meaning and why it was chosen. This must be written in both English and Spanish

Week 4 - Thursday Feb 23 Budget of Pet/Animal Care within Your Family and/or Community (Due March 9)

• You will fill out a Google Docs Spreadsheet concerning the budget for each pet/animal in your family.

• You will submit this information privately to your instructor.

• Please note that all information provided will be kept privately and used by the instructors to complete a team combined total document that will be used for each team´s project.

Week 5 - Thursday March 9 Fact Finding about Veterinary Care (Due March 23)

• You will fill out a Google Docs Spreadsheet about the fact findings about veterinary care.

Week 6 - Thursday March 23 Business Goals and Initial Investment (Due April 6)

• You will fill out a Google Docs Spreadsheet regarding both the business goals and initial investment.

Week 7 - Thursday April 6 Operating and terminal cash flows (Due April 20)

• You will fill out a Google Docs Spreadsheet of both, operating and terminal cash flows.

Week 8 - Thursday April 20 Financial Evaluation and whole business project delivery (Due April 27)

• You will fill out a Google Docs Spreadsheet and Word with Financial Evaluation and whole business project delivery respectively.