



# UNIVERSITÀ DEGLI STUDI DI PARMA

## MASTER COURSE IN PORCINE HEALTH MANAGEMENT AND BUSINESS ADMINISTRATION

TO WHOM IT MAY CONCERN

### **Object: First Announcement and expression of interest**

The University of Parma is planning to organize an **International Master Course in Porcine Health Management and Business Administration (PHM&BA)** in the calendar year 2016. The Course, officially established by the University of Parma, strictly follows the rules of the Italian Ministry of Education and University for post-graduate courses.

The training of a Veterinarian is traditionally focused on health and production in the corresponding species. Currently, new profiles of vets, combining the more conventional animal health competencies with abilities in business management, marketing and economics are needed both in the pig industry in general terms and specifically in the pharmaceutical companies. Therefore, the Master Course in PHM&BA is aimed at training Veterinarians to acquire a high level of knowledge on porcine health management and on marketing, economics and finances with particular emphasis to corresponding industry. In this perspective, the main themes about the economic processes occupy a qualifying and discriminating aspect of the training program.

The program is as follow:

#### **1. Herd investigation**

- a. Herd record evaluation
- b. Disease profiling
- c. Herd diagnosis
- d. Risk analysis
- e. Practice management and communication

#### **2. Infectious and non-infectious diseases**

- a. Management and knowledge of viral, bacterial, parasitical and other syndromes of pigs in Europe and bordering countries (incl. knowledge of spread & transmission of infectious diseases)
- b. Passive & active / innate & acquired immunity and vaccination programs
- c. Appropriate EU legislation and notifiable diseases

#### **3. Reproduction**

- a. Physiology of reproduction
- b. Interpretation of reproductive records
- c. Diagnosis of reproductive disorders, intervention &

prevention

- d. Neonatology
- Surgery and anaesthesia

#### **4. Animal production**

- a. Housing & climate
- b. Management procedures
- c. Herd economics
- d. Nutrition

#### **5. Animal welfare and ethics**

- a. Care and welfare of sick, stressed or injured pigs and improving welfare in general
- b. Slaughtering and transport methods
- c. Related national & EU legislation and standards

#### **6. Food safety**

- a. Pre-harvest food safety measures
- b. One Health principle and zoonosis

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c. Quality assurance schemes

### 7. Drugs

- a. Therapeutics and medicines control; prudent use of antibiotics and NSAIDs
- b. Resistance to antimicrobials and anthelmintics
- c. EU medicine legislation
- d. Integration of knowledge about pharmacokinetic and pharmacodynamics

### 8. Diagnostic investigations and Pathology

- a. Diagnostic methods at individual and herd levels (incl. necropsy and gross pathology)
- b. Classroom - lesions (histopathology)
- c. Slaughter-check
- d. Laboratory techniques

### 9. Epidemiology

- a. Clinical trials
- b. Epidemiological principles, techniques and methods
- c. Biostatistics (basic knowledge) incl. monitoring & surveillance
- d. Evidence based herd intervention
- e. Information and communication technology (ICT)

### 10. Principles of Economics

Economic Concepts and Issue

Resources and Scarcity

Demand Supply and Price

Market Structure

Income distribution and factor pricing

Management Functions and Decisions making

### 11. Organization Behavior

The Organizational Behavior Context

Individual Effectiveness

Social interaction (communicating and decision making)

Groups, Teams and Leadership

Organizational design

### 12. Basic Marketing

Analyzing the Marketing Environment

Managing marketing information to gain customer insight

Products, Services and Brands

Pricing policies

Advertising and public relations

Marketing Channel

The Academic Body is constituted by teachers from EU Universities (Parma University, Universidad Autonoma de Barcelona, Ghent University, Vetsuisse, Royal Veterinary College, University of Copenhagen, Wageningen University, Leipzig University).

The Master Course is open to only veterinarians.

The course is based on 60 CFU (ECTS) corresponding in total to 1500 hours, namely formal lessons (300 hours), individual study (600 hs), stage and project work (500 hs). The final exam (100 hs) consists of the discussion of an original dissertation. Formal lessons in classroom or laboratories start on January/February 2016 and last until December 2016, organized in one week of attendance (from Monday to Friday) every two months approximately (6 weeks/30 days in total). The official language is English. No translation into other languages is provided.

The International Master Course in PHM&BA will be activated on the basis of a minimum number of 15 participants. A maximum of 25 attendants cannot be exceeded. In case of more than 25 applications a selection based on CV and credentials will be applied.

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The fee for participants is 10,000.00 Euro + costs for registration and application (approximately 50 € - to be decided).

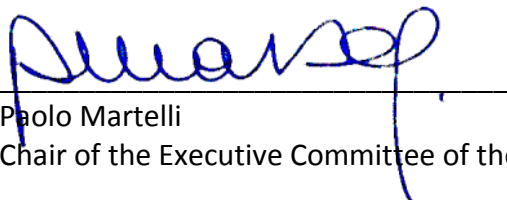
Moreover, the Porcine Health Management modules (point 1 to 9 of the mentioned above preliminary program) will be **accredited as VetCEE (Veterinary Continuous Education In Europe) course**. Full details on VetCEE are available at <http://www.fve.org/education/vetcee.php> (please look carefully at the webpage). In that case, the Diplomates of the Master Course in PHM&BA will be awarded also with the **European Qualification Framework (EQF) level 7** of the VetCEE title. This will be the first program accredited in Porcine Health Management since ever.

The **call for application** will be published on the webpage of the University of Parma and the recipients of this letter, to be considered a preliminary announcement, will receive an e-mail message with the link to the application procedures.

We hope this initiative can meet the expectations of the porcine industry in Europe and have a sufficient number of attendants to let us start with the procedures for the call of the applications for the International Master Course in PHM&BA and the VetCEE accreditation. Please, just in case of interest in attending or facilitating the attendance of your employees, send an email to [paolo.martelli@unipr.it](mailto:paolo.martelli@unipr.it) and [roberta@mvcongressi.it](mailto:roberta@mvcongressi.it), within the end of July.

We hope this initiative will be welcomed being aimed at significantly contribute to the improvement of specific knowledge and skills of veterinarians involved in porcine industry in Europe.

With my very best regards and thanks for your time.



Paolo Martelli

Chair of the Executive Committee of the Master Course in PHM&BA