

Specification for Veterinary Economics

2025/2026

1-Basic information

Course title	Veterinary Economics							
Course code	AWD.223							
Department/s participating in delivery of the course	Animal Wealth Development							
Number of units/credit hours	Theoretical	2	Practical	1(2)	Other	0	Total	3(4)
Course Type	√ Obligatory				Elective			
Academic level at which the course is taught	2 nd year							
Semester	Spring semester							
Academic program	Bachelor of Veterinary Medicine (BVM)							
Faculty	Benha University							
University	Veterinary medicine							
Name of course coordinator	Prof. Dr. Eman Ramadan Kamel							
Course Specification Approval Date	Faculty council 27-8-2025							
Course Specification Approval (Attach the decision/minutes of the department /committee/council)	Department council/							

2-Course overview

- Course contents written in the program bylaw:

introduction about economic; Economic problem: Economic factors; Demand; Supply Elasticity and their types; consumer behavior theory; production function theory; costs and their types; Economic and productive efficiency; Feasibility studies; Economic effect of disease on animal productivity; Budgeting; Farm

records, linear programming; Measures of performance; interest rate; position of animals farms and relationship between them; Marketing (Types, agencies, channels, enterprises); planning marketing operation, problems of marketing animal production.

3- Course Learning Outcomes CLOs

(NARS)			Course ILOS	
	Code	Text	Code	Text
Knowledge and understanding	2.2	Basic sciences of biology, chemistry, biophysics, genetics, biostatistics, computer science and veterinary terminology.	a1	Know about the animal production Information and knowledge on veterinary economics, farm management and marketing of veterinary services and practices.
	2.5	Principle of welfare, production and health maintenance of food producing and pet animals, sporting animals, wildlife , poultry and aquatic	a2	Define of different economic terms
			a3	Recognize economic problems
Intellectual skills	4.2	Assess and criticize, at the fundamental level, how data are derived.	b1	Determine demand and supply function.
			b2	Choose the appropriate method of dealing with the economics of animal production, and marketing management.
			b3	Skills and professionalism about the veterinary medicine, feasibility studies and inform the student on how to handle any problems in animal production farms.
Professional and practical skills	3.7	Assess and advise about animal management, nutrition under conditions of health and disease, and reproductive efficiency	c1	Differentiate the basis of veterinary economics and its application in veterinary practice.
			c2	Compare between the most important economic diseases and its assessing the economic benefits of its control
			c3	Prepare and inform the student about the basis of feasibility studies and its handling with its application in veterinary projects, educate the students about the methods and steps of marketing animal products, veterinary services and veterinary practices.
	D			

General and transferable skills	5.1	Work under pressure and / or contradictory conditions.	d1	Able to be a successful member in solving problems, to improve the skills and professionalism of the student on veterinary practices and science.
	5.2	Function in a multidisciplinary team.	d2	Self-learning during lecture of economics
	5.3	Communicate appropriately verbally and nonverbally	d3	Communicate effectively with lab collage
	5.4	Organize and control tasks and resources.	d4	Manipulate and organize tasks
	5.5	Search for new information and technology as well as adopt life-long self-learning ethics	d5	Search for new information and technology
	5.6	Utilize computer and internet skills.	d6	Utilize computer and internet skills

4- Teaching and learning methods					
Lectures	√	Discussion & seminar	√	Practical	√
Presentation & movies	√	Problem solving	√	Brain storming	√
Others					

- Course Schedule:

Number of the Week	Scientific content of the course (Course Topics)	Total Weekly Hours	Expected number of the Learning Hours			
			Theoretical teaching (lectures /discussion groups/)	Training (Practical/ Clinical/)	Self-learning (Tasks/ Assignments/ Projects/ ...)	Other (to be determined)



W1	Principles of Veterinary Economics 1- Introduction	3(4)	2	1(2)		
W2	Principles of Veterinary Economics 2- Free Market Economy	3(4)	2	1(2)		
W3	Principles of Veterinary Economics 3- Economic Analysis of Livestock Production	3(4)	2	1(2)	Formative quiz	
W4	Principles of Veterinary Economics 4- Costs of Livestock Production	3(4)	2	1(2)		
W5	Introduction to Project management. -Meaning of Project. -Efficiency of animal production farms.	3(4)	2	1(2)		
W6	Veterinary marketing management -Principles of Veterinary marketing management -Feasibility study. -Feasibility Study of Broiler Production	3(4)	2	1(2)	Formative quiz	
W7	Semester work including 1hr exam	-----				
W8	-Marketing mix, Swot analysis -Uniformity and Weight disturbances of breeders flocks and their economic	3(4)	2	1(2)		

	importance					
W9	Veterinary Marketing Management -Marketing plan -Risk and Uncertainty in Farm animals	3(4)	2	1(2)		
W10	Veterinary Marketing Management -Forms of market -Depreciation	3(4)	2	1(2)	Formative quiz	
W11	-Dairy Marketing -Economics of drug treatment	3(4)	2	1(2)		
W12	Farm Management - Poultry industry -Assets and liabilities	3(4)	2	1(2)		
W13	The Economic Impact of Mastitis and Benefits of its Control - Farm Records	3(4)	2	1(2)		
W14	Risk and economics of disease introduction into dairy farms	3(4)	2	1(2)	Formative quiz	
W15	Practical exam	-----				

5- Methods of students' assessment

a- Assessment methods (summative and formative)

1. **Formative assessment:** including (weekly quizzes, homework assignments and surveys).
2. **Summative assessment** including (quizzes, class activities, 1hr exam, practical exam, oral exams and final written exams).

b- Assessment schedule and weight

Assessment method	Assessment	Marks/	Percent
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	Timing (Week Number)	Scores	Percentage of total course Marks
Semester work (1hr exam)	7 th week	10	10%
Formative assessment	Throughout the semester	-----	-----
Practical exam	15 th week	30	30%
oral exam	End of semester	10	10%
Written exam	End of semester	50	50%
Assignments / Project /Portfolio/ Logbook	-----	-----	-----
Field training	-----	-----	-----
Other (Mention)	-----	-----	-----
Total		100	100%

6- Learning resources and supportive facilities:

Learning resources		
	Essential books (text books)	<ul style="list-style-type: none"> •Roger A.Arnold,2008 Microeconomics Stephen L. Slavin, 2008: Economics Roger A. Arnold, 2005 : Economics Arthur O' Sullivan, 2006 : Economics Kotler, 2012 : marketing management John Sloman, 2007: Economics For Business Robert Libby, 2020:Financial accounting

	Periodicals, Web sites, . . . etc	<ul style="list-style-type: none"> American Journal of Veterinary Research Veterinary Record www.ekb.eg
	Learning platform	Thinqi
supportive facilities	Devices & instruments	-
		<ol style="list-style-type: none"> 1. Data show 2. White board 3. Multimedia projector and a computer, Internet

Matrices:

A- Content and ILOs matrix:

Topics	ILOs			
	Knowledge and understanding	Intellectual Skills	Professional and Practical Skills	General and Transferable Skills
Introduction about veterinary economics and the importance of economics in veterinary medicine	a2,a3	b2	c1	D1
Free Market Economy	a1,a2	b1	c1	d1
Economic Analysis of Livestock Production	a1 , a2	b2, b3	c1	d1
Costs of production	a1 , a2	b2, b3	c1, c3	d1,d3
Introduction to Project management. -Meaning of Project	a1 , a2	b2 , b3	-	d1
- Efficiency of animal production farms.	a1,a2		c1	d1,d4
Principles of Veterinary	a1,a3	b2	c3	d2

Marketing Management				
- Feasibility study -Feasibility Study of Broiler Production	a1,a2	b3	c2	d1
Marketing mix and SWOT analysis	a1,a3	b2	c3	d2
- Uniformity and weight disturbances of breeder's flocks and their economic importance	a1	b3	c1	d3,d6
Marketing plan	a1,a2	b2	c3	d2
- Risk and Uncertainty in Farm animals	a1,a2	b2	c2	d1
Forms of Market	a2 , a2	b2	c3	-
Depreciation	a1	b3	c1, c3	d1
Dairy Marketing	a1,a2	b1	c3	-
-Economics of drug treatment.	a1,a2		c1	d1
Poultry industry	a1 , a3	b2, b3		d1,d5
Assets and liabilities	a1	b3	c1, c3	d1
The Economic Impact of Mastitis and Benefits of its Control	a1	b3	c2	d3,d4
- Farm Records	a1,a2	b1	c3	-
Risk and economics of disease introduction into dairy farms	a1	b3	c2	d3

B- Teaching and learning methods and ILOs matrix:

ILOs		L	P&M	D&S	P	Ps	Bs
Knowledge and understanding	a1	√		√		√	
	a2	√		√		√	
	a3	√		√		√	
Intellectual skills	b1	√		√			
	b2	√		√			
	b3	√		√			
Professional and practical skills	c1				√		
	c2				√		
	c3				√		

General skills	d1						
	d2					√	
	d3					√	
	d4					√	
	d5					√	
	d6					√	

L :Lecture, P&M: Presentations & Movies, D&S: Discussions & Seminars P: Practical Ps: Problem solving, Bs: Brain storming

C- Assessment methods and ILOs matrix:

ILOs		assessment method				
		formative	Semester 1hr exam	Oral	Practical	Written
Knowledge and understanding	a1		√	√		√
	a2		√	√		√
	a3		√	√		√
Intellectual skills	b1	√	√	√		√
	b2	√	√	√		√
	b3	√	√	√		√
Professional and practical skills	c1		√		√	
	c2		√		√	
	c3		√		√	
General skills	d1	√	√	√		
	d2	√	√	√		
	d3	√	√	√		
	d4			√		
	d5			√		
	d6			√		

-Course coordinator:

Prof. Dr. Eman Ramadan Kamel

-Program coordinator: Prof. Dr. Mahmoud Abouelroos