Management Development Strategies of the Veterinary Hospital Education in Veterinary Medicine Faculty, Universitas Airlangga

ABSTRACT

This study was aimed to analyze factors of strengths, weaknesses, opportunities, threats, and determined strategy priorities which conducted in management development of the Veterinary Hospital Education of Veterinary Medicine Faculty, Universitas Airlangga Surabaya. The technique for collecting data were questionnaires, interviews and documentation. The collected data were analyzed in several methodes, including SWOT analysis, and QSPM analysis. It could be concluded that the main strength factor for management development was having adequate human resource which had score of 0.379. Besides, the main weakness factor was limited financial resources which had score of 0.310. The main opportunities which could be utilized by the Veterinary Hospital Education of Veterinary Medicine Faculty, Universitas Airlangga was developing services which have score of 0.342. The main threats of management development which had score 0.319 were the new veterinary hospitals growth, clinics of joined and private veterinarian practice. Thus, the recommended strategy for Veterinary Hospital Education of in Veterinary Medicine Faculty, Universitas Airlangga development was optimizing venture capital by increasing the treating patients fee.

Keywords: Veterinary Hospital Education, Universitas Airlangga, Management, SWOT, QSPM.