

Business plan, human relations
management and marketing communication
Educational subject description sheet

Basic information

Department Faculty of Medicine Field of study Medical Program Study level long-cycle master's degree program Study form full-time Education profile general academic Disciplines Medical science		Didactic cycle 2016/17 Realization year 2018/19 Lecture languages English Block obligatory for passing in the course of studies Mandatory elective Examination graded credit Standard group D. Behavioral and social sciences with elements of professionalism
Subject coordinator	Maciej Rogala	
Lecturer	Maciej Rogala	

Periods Semester 5, Semester 6	Examination graded credit Activities and hours lecture: 10, classes: 20	Number of ECTS points 2.0
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Goals

C1	Delivery of practical knowledge, skills and social competencies rules allowing for running businesses in increasingly competitive environment in medical sector.
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Subject's learning outcomes

Code	Outcomes in terms of	Effects	Examination methods
Knowledge - Student knows and understands:			
W1	functioning of health care system entities and social role of a physician	D.W8	oral answer, project
Skills - Student can:			
U1	plan own learning activities and constantly learn in order to update own knowledge	O.U5	oral answer, project
U2	communicate and share knowledge with colleagues in a team	O.U8	oral answer, project
U3	be able to work in a multiprofessional team, in a multicultural and multinational environment	D.U21	oral answer, project
Social competences - Student is ready to:			
K1	formulate conclusions from own measurements or observations	O.K8	oral answer, project
K2	formulate opinions on the various aspects of the professional activity	O.K10	oral answer, project
K3	implement the principles of professional camaraderie and cooperation in a team of specialists, including representatives of other medical professions, also in a multicultural and multinational environment	O.K9	oral answer, project

Calculation of ECTS points

Activity form	Activity hours*
lecture	10
classes	20
information collection	5
consultations with lecturer	2
preparation for classes	5
preparation of multimedia presentation	8
Student workload	Hours 50
Workload involving teacher	Hours 30
Practical workload	Hours 20

* hour means 45 minutes

Study content

No.	Course content	Subject's learning outcomes	Activities
1.	Managerial skills and competences among physicians	W1, U1, U2, U3, K1, K2, K3	classes, lecture
2.	Functions of effective manager in health care sector - review	W1, U1, U2, U3, K1, K2, K3	classes, lecture
3.	Determinants of competitive advantage in medical sector	W1, U1, U2, U3, K1, K2, K3	classes, lecture
4.	Innovation in health care system - worldwide perspective	W1, U1, U2, U3, K1, K2, K3	classes, lecture
5.	Best practices in health care management	W1, U1, U2, U3, K1, K2, K3	classes, lecture
6.	Stakeholder's analysis and management in medical business projects	W1, U1, U2, U3, K1, K2, K3	classes, lecture
7.	Strategic analysis in medical sector - review and analysis of tools	W1, U1, U2, U3, K1, K2, K3	classes, lecture
8.	Risk management in medical business	W1, U1, U2, U3, K1, K2, K3	classes, lecture
9.	Role of strategic planning in medicine - discussion and best practices	W1, U1, U2, U3, K1, K2, K3	classes, lecture
10.	Business goals and plans in medical business - workshops	W1, U1, U2, U3, K1, K2, K3	classes, lecture
11.	Business model and strategies - similarities and differences	W1, U1, U2, U3, K1, K2, K3	classes, lecture
12.	Financial plan of medical practice budget	W1, U1, U2, U3, K1, K2, K3	classes, lecture
13.	Marketing communication and strategies in medicine	W1, U1, U2, U3, K1, K2, K3	classes, lecture
14.	Role of controlling in medical entrepreneurship and health care sector	W1, U1, U2, U3, K1, K2, K3	classes, lecture
15.	How to build in practice (step by step) professional business plan - workshops for future physicians	W1, U1, U2, U3, K1, K2, K3	classes, lecture

Course advanced

Teaching methods:

case study, textual analysis, brainstorm, classes / practicals, discussion, lecture, problem solving method, project method, case study method, presentation, group work, workshop, lecture with multimedia presentation, practical classes, Mentoring

Activities	Examination methods	Credit conditions
lecture	oral answer, project	Active participation during lectures
classes	oral answer, project	Preparation and presentation of business plan

Additional info

Active participation during a whole course. Preparation and presentation of business plan including strategic

recommendation, communication with different internal and external stakeholders and proposal of interpersonal relations model in hospital/medical centre/ corresponding to future professional student's plans of their career as doctors.

Entry requirements

No entry requirements

Literature

Obligatory

1. Ginter P., Duncan W., Swayne L.: Strategic management of health care organizations. John Wiley & Sons. 2013
2. Groene O., Brandt E., Schmidt W., Moeller J.: The Balanced Scorecard of acute settings: development process, definition of 20 strategic objectives and implementation. International Journal for Quality in Health Care. 2009;21(4):259-271
3. Schwartz R. W, Pogge C. Physician leadership: essential skills in a changing environment. The American Journal of Surgery. 2000;180(3):187-192

Optional

1. Lee T. H.: Turning Doctors into Leaders, Harvard Business Review, April 2010
2. Clawson J., Lawyer P., Schweizer Ch., Larsson S.: Competing on Outcomes: Winning Strategies for Value-Based Health Care. Boston Consulting Group. Jan 16, 2014
3. Schoemaker P. J. H., Krupp S., Howland S.: Strategic Leadership: The Essential Skills, Harvard Business Review, Jan-Feb 2013.
4. Collins-Nakai R.: Leadership in medicine. McGill J Med. 2006 Jan; 9(1): 68-73.

Standard effects

Code	Content
D.U21	be able to work in a multiprofessional team, in a multicultural and multinational environment
D.W8	functioning of health care system entities and social role of a physician
O.K8	formulate conclusions from own measurements or observations
O.K9	implement the principles of professional camaraderie and cooperation in a team of specialists, including representatives of other medical professions, also in a multicultural and multinational environment
O.K10	formulate opinions on the various aspects of the professional activity
O.U5	plan own learning activities and constantly learn in order to update own knowledge
O.U8	communicate and share knowledge with colleagues in a team