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## Health Care Marketing

### ABS – MBA/MSC HCM Assignment – 2022

STUDENT ID

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UNIT TITLE:

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NAME (in Full):

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#### GENERAL INSTRUCTIONS

- Assignments submission date on 10<sup>th</sup> November 2022 at [assignments@atmsedu.org](mailto:assignments@atmsedu.org).
- Any Assignment submission extension request must come to Azra Fatima (Head: Examination | Academic) [afatima@atmsedu.org](mailto:afatima@atmsedu.org) 5 days before the date of submission with a valid reason and supported documentary evidence.
- APA 7<sup>th</sup> edition referencing guidelines needs to be followed.
- Any Assignment submission extension request must come to Azra Fatima (Head: Examination | Academic) - [afatima@atmsedu.org](mailto:afatima@atmsedu.org) 5 days before the date of submission with a valid reason and supported documentary evidence.
- Similarity between student's work is strictly not accepted, any student found with similar work will be graded Zero and fail for the course. However, Plagiarism is an academic offence and will not be tolerated.
- Any reevaluation request should come in 5 days of grade release. Any late request will not be obliged. (Form and other details shall be shared based on request)
- Reevaluation cannot be requested for plagiarized assignments as the assignment stands as an academic misconduct.
- If a program participant submits the assignment late, but within 1 week after the submission date a 20% penalty will be applied
- Re-evaluation request is NOT applicable for any failed courses provided the mark range from 59 to 69. Any grade which is below the range is however not applicable for this request.
- Any rescheduling request can be fulfilled within one week after the actual date of the assessment. Any late request will not be obliged.
- Assignment once submitted to exam board is final for marking.
- Second extension cannot be provided without supporting documentary evidence.

- Program participants are strongly advised to keep a copy of their work in case the submitted copy should go astray.
- Total 90 marks. 10 Marks for Class Attendance. Final marks will be converted to 90 marks.

PS. Kindly note to adhere to all the above instructions. Failing to read this, ATMS will not be responsible for any actions taken.

### GUIDELINES FOR ASSIGNMENT

- a) If assignment is Question & Answer based then.
  - Introduction is needed for each question.
  - Question has to be answered based on the mark allotted for each question with references if any idea or information is taken from other source.
- b) If assignment is case based then,
  - Executive summary
  - Table of content
  - Introduction
  - Body of assignment (questions related to case need to be answered)
  - Conclusion / Recommendation if any
  - References (in-text + citation) to be used.

Total Marks \_\_\_\_\_ / 90

### PLAGIARISM

Plagiarism is a form of **cheating**, by representing someone else's work as your own or using someone else's work (another student or author) without acknowledging it with a reference. This is a serious breach of the Academic Regulations and will be dealt with accordingly. Students found to have plagiarized can be **excluded from the program**.

Plagiarism occurs whenever you do any of the following things without acknowledging the original source:

- ✓ Copy information from any source (including the **study guide**, books, newspapers, the internet)
- ✓ Use another person's concepts or ideas
- ✓ Summarize or paraphrase another person's work.

### How do I avoid plagiarism?

To ensure you are not plagiarizing, you must acknowledge with a reference whenever you:

- ✓ use another person's ideas, opinions or theory
- ✓ include any statistics, graphs or images that have been compiled or created by another person or organization
- ✓ Paraphrase another's written or spoken word.

### What are the penalties?

The penalties for plagiarism are:

- ✓ Deduction of marks,
- ✓ A mark of zero for the assignment or the unit, or
- ✓ Exclusion from the program.

Plagiarism is dealt with on a case-by-case basis and the penalties will reflect the seriousness of the

breach. **Please note claiming that you were not aware of need to reference is no excuse**

## Healthcare Marketing Assignment

Write a business plan for a healthcare/medical start-up idea which would operate in/from the UAE:

What does the company do?

What is your strategic vision?

How is it going to work at an operational level?

What are the financial forecasts for the first 3 years going to look like? (i.e., will you need significant funding or can this be done as a shoestring startup?)

How are you going to market your start-up? Through what channels? Who are your target market? (i.e., look to apply everything you have learnt in this module).

When writing your business plan imagine you are going to use to 'sell' your business idea to potential investors. These are your target audience, and although you should include correct referencing this is not a traditional piece of academic writing.

Your submission is a word document that clearly includes the following key headlines –

1. Executive Summary – *1 page*
2. Table of Contents – *1 page*
3. Explain the critical problem that the start-up attempts to solve. Include industry overview – historical and future outlook. *2 pages*
4. Identify the factors influence the future of the start-up company in UAE. *3 pages*
  - a. Conduct PESTLE analysis to support your answer.
  - b. Identify the SWOT for the start-up company.
5. Identify the key segments of relevance. Use all segmentation approaches discussed in class. Justify the segments that you would target. *2 pages*
6. Determine the positioning strategy for the start-up company for selected target segments. *2 pages*
7. Appendix – Any other information you may provide.

MS Word. 11 pages. Word count: 3500 words.