

### International Healthcare Business

Module		International Healthcare Business					
Module Code		SOC60120					
Module Coordinator		Gandjour, Afschin; Sibbel, Rainer					
Last Update		2015/01/06					
Target Group		Programme(s)			Bachelor of Science		
		Term			6th semester		
		Compulsory/Elective Module			Elective Module		
		Module Duration			1 Semester		
		Credits:			6		
		Frequency			Annually		
		Language of instruction			English		
Workload:	150 h	Contact hours:	44 h	Independent Learning:	86 h	Assignments:	20 h
Prerequisites		General knowledge based on completed secondary education.					
Usability in other Modules/Programmes		Bachelor Thesis					
Intended Learning Outcomes		<ul style="list-style-type: none"> <li>• <b>Knowledge:</b> Students will understand the role of healthcare as growing business worldwide and major driver of economic development. Students learn the fundamentals of the structure, functions and the basic types of healthcare systems and understand the role in the different national environments. In addition students learn the fundamentals of the structure, segments and strategies of healthcare business.</li> <li>• <b>Skills:</b> Students will be able to describe and analyse current healthcare systems and business areas, the interests and policies of the different stakeholders and to undertake research and process information on the healthcare industry and its business opportunities.</li> <li>• <b>Competence:</b> After finishing this module students will be able to develop and utilize a systematic process to analyse healthcare systems from an economic and business point of view.</li> </ul>					

<b>Module Overview</b>	<p>The first part of the module focuses on healthcare system management and economics and will provide participants with an overview to the different areas of health economics, current trends and developments and analyse and compare various health systems from around the world. The second part the module addresses the flow of services within the healthcare industry and the potentials and challenges of health care value chains. Students will analyse trends in the international trade of healthcare services.</p> <p>More specifically, topics include:</p> <ul style="list-style-type: none"> <li>• Overview to health economics</li> <li>• Basic operation of health systems worldwide</li> <li>• Types and institutions of health systems</li> <li>• Health system regulation</li> <li>• Economic evaluation of pharmaceuticals and medical devices</li> <li>• Healthcare Industry Segments and Globalisation</li> <li>• Healthcare Value Chain</li> <li>• International Healthcare Business Models</li> </ul> <p>Lectures will be scheduled throughout the course of the semester. As a complement to lectures, students will hear from experts on healthcare who come from industry and academia and will discuss with them on current healthcare business and industry topics.</p>												
<b>Forms of teaching, methods and support</b>	Lecture, student presentations, guest speakers, discussions with experts and academics on current healthcare business and industry topics.												
<b>Type of Assessment in the Module and Performance Points</b>	<table border="1" data-bbox="480 1234 1378 1447"> <thead> <tr> <th>Type of examination</th> <th>Duration or length</th> <th>Performance points</th> <th>Due date or date of exam</th> </tr> </thead> <tbody> <tr> <td>Written exam</td> <td>45 minutes</td> <td>60</td> <td>During semester</td> </tr> <tr> <td>Team presentations</td> <td>30 minutes</td> <td>60</td> <td>End of semester</td> </tr> </tbody> </table> <p><b>Additional requirements / information:</b>  As an alternative to the written exam students can also select an oral exam over 20 minutes (60 performance points).</p> <p>Team Presentations – Students will be grouped and should work out a comprehensive presentation focussing on a specific international healthcare business model respectively industry segment.</p>	Type of examination	Duration or length	Performance points	Due date or date of exam	Written exam	45 minutes	60	During semester	Team presentations	30 minutes	60	End of semester
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<p>Recommended Literature</p>	<ul style="list-style-type: none"> <li>• R. E. Santerre, S. P. Neun (2007): Health Economics, 4th ed., Thomson</li> <li>• J. Figueras, R. Robinson, E. Jacobowski (2004): Purchasing to improve health system performance. Ch 2. Buckingham UK: Open University Press</li> <li>• C. Scott (2001): Public and private roles in health care systems. Buckingham UK: Open University Press</li> <li>• R. Robinson, A. Steiner (1998): Managed Health Care.Ch 1. Buckingham UK: Open University Press</li> <li>• M. Drummond, B. O'Brien, G. Stoddart, G. Torrance (1997): Methods for the Economic Evaluation of Health Care Programmes Oxford UK: Oxford university Press</li> <li>• C. Blouin (2005): International Trade in Health Services and the GATS: Current Issues and Debates. World Bank Publications</li> <li>• L. R. Burns (2002): The Health Care Value Chain. John Wiley &amp; Sons</li> </ul>
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