

2023Year 1st Semester Syllabus

Created Date	2023-02-09 16:31:39		Last-Modified	2023-02-21 09:58:53	
Course Title	MEDICAL TOURISM		Course Code-Section	YHM3040-01	종별 Major Elective
Credit/Time/ Experiment, Lab, Practical Technique Time	3/Tue2,3,Wed5		Department	Division of Health Administration(Health Administration)	
Time	Tue2,3,Wed5		Location	실시간온라인(미래)	
Exam Date & Time	중간시험		Final exam		
Class Language			Evaluation Type		

Instructor's Profile	Name	Jin Ki Nam	Contact Information	Telephone	01091372439
	Department	DIVISION OF HEALTH ADMINISTRATION		Mail	jinkn@yonsei.ac.kr
	Office	창조관 409		Interview information	수 1~3교시

TA's Name & Contact Information	Name	이정원	Contact Information	Telephone	0337602473
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Course Description Brief Introduction of the Course	This course aims to improve the theoretical knowledge and practical skills for managing medical tourism business. We will deal with the successful strategy of leading countries like Thailand, Singapore, and India. And then we will discuss the issue of how to develop marketing strategy for Korean medical tourism.				
Course Goals	1.	Korean	의료관광의 매커니즘을 이해한다	20%	
		English	Understanding the mechanism of medical tourism		
	2.	Korean	의료관광의 생태계를 이해한다	20%	
		English	Understanding the ecological system of medical tourism		
	3.	Korean	의료관광의 국제적 추세를 이해한다	20%	
		English	Understanding the trends of global medical tourism		
	4.	Korean	의료관광 서비스 개념과 스킬을 이해한다	20%	
		English	Understanding the concept and the skills of customer service in medical tourism market		
	5.	Korean	글로벌 헬스케어 마켓에서의 브랜딩과 마케팅을 이해한다	20%	
		English	Understanding the branding and marketing in global healthcare market		

Core Competencies	The total measurable competencies must be 100%. Each course objective should set the competency as 25%. The core and major competencies should equal at least 50%.									
	학문탐구	50%	논리적사고	30%	분석능력	20%				
Sub-Competencies/ Learning Unit1										
Sub-Competencies/ Learning Unit2										
Sub-Competencies/ Learning Unit3										
Core Competencies(Liberal Arts)Major	Must reflect the interrelationship between core competencies (elective courses) and major competencies (major studies).									
Average Recommended Amount of Learning per	Average Reading Volume			3시간	Average amount of writing(Based on A4)					
Course Methods (%) Total Amount 100	Lecture		Dabate		Experiment-Practice		Work Experience		Others	
	90%		0%		0%		10%		0%	
Course Methods 2	PBL Subject	Capstone Design	CBL	SLI	Flipped Classroom	Work Experience	Team Teaching	Combined Class	Others	
								N		
Teaching Method of SLI Course (%) Total Amount 100	Guide(professor) -Classroom-based lectures			Experience(Professor) -Development			companion(Professor) - Class-related field visits		Activity (Student) - Extracurricular and	
							10			
Grading Policy(%) Total Amount 100 Free Input for Other Information	Midterm exam	Final exam	Quiz	Assignme nt/Report	Project Execution	Presentati on	Attendanc e	Class Participati	Others	
	40%	50%	0%	0%	0%	0%	10%	0%	0%	
Assignment/ Report, Project Guide	Title of Assignment/Project Name, and Method of Filling Out				Submission Deadline		Type of Submission and Method			
Prerequisite					Online Course Address					
Course Material	Course Material Name			Author	Publisher	Publish Year		ISBN		
주교재	의료관광: 구조와 실제			진기남	법문에듀케이션	2023				
주교재	의료관광: 서비스마케팅			진기남	법문에듀케이션	2023				
Main Learner Precautions	Health administration									

Attachment	
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Weekly Plan

week	Period	Weekly Topic & Contents	Lesson Material	Remarks
1	2023-03-02 2023-03-08	Background of Medical tourism 1) History of medical tourism 2) GATS		(3.2.) Spring semester classes begin (3.4. - 3.8.) Course add and drop period
2	2023-03-09 2023-03-15	Concept Definition 1) Medical tourism typology		
3	2023-03-16 2023-03-22	Determinants of medical tourism		
4	2023-03-23 2023-03-29	Medical Korea 5월 23일 코엑스		
5	2023-03-30 2023-04-05	Effects of medical tourism		
6	2023-04-06 2023-04-12	Medical tourism stakeholders: 유치업자		(4.7.) First third of the semester ends
7	2023-04-13 2023-04-19	Global medical tourism market: 현황과 이슈		
8	2023-04-20 2023-04-26	중간고사		(4.20. - 4.26.) Midterm Examinations
9	2023-04-27 2023-05-03	Medical tourism in South Korea		(4.27. - 5.1.) Course withdrawal period
10	2023-05-04 2023-05-10	Medical tourism: Strategic planning		(5.5.) Children's day 05.05 어린이날
11	2023-05-11 2023-05-17	Medical tourism service design		(5.15.) Second third of the semester ends
12	2023-05-18 2023-05-24	Medical tourism & service protocol		
13	2023-05-25 2023-05-31	Culture & marketing		05.27 부처님오신날
14	2023-06-01 2023-06-07	Medical Tourism Branding		(6.6.) Memorial day 06.06 현충일
15	2023-06-08 2023-06-14	Final Exam		(6.1. - 6.14.) Self-study
16	2023-06-15 2023-06-21			(6.15. - 6.21.) Final Examinations

- Students with disabilities(SWDs) can request accommodations related to lectures, assignments, or tests by contacting the course professor at the beginning of semester.
(However, accommodations may vary depending on the essentiality of lecture and discretion of professors.)

[Lecture]

- Visual Impairment: alternative, braille, enlarged reading materials, note-taker
- Physical Impairment: alternative reading materials, access to classroom, note-taker, assigned seat

- Hearing Impairment: note-taker/stenographer, recording lecture
- Intellectual Disability/Autism: note-taker
- [Assignments and Test]
- Visual/Physical/Hearing Impairment: (reasonable) extra days for submission, alternative type of assignment, extended test time, alternative type of test, arranging separate test room, and proctors, test ghostwriter
- Intellectual Disability/Autism: (reasonable) extra days for submission, alternative type of assignment

* 정규학기 운영방식 변경에 따른 주요 안내사항

중간시험기간(2022.10.20. - 10.26.) 및 기말시험기간(2022.12.15. - 12.21.)을 고려하여 시험이 이루어지지 않는 주에는 수업 또는 자율학습을 진행하여야 함.

* 연세대학교 학칙 제57조의 2에 의거하여, 장애학생은 학기 시작 전후에 교과목 담당교수와의 면담을 통해 출석, 강의, 과제 및 시험에 관한 교수학습지원 사항을 요청할 수 있으며, 요청한 사항에 대해 담당교수 또는 장애학생지원센터를 통해 지원받을 수 있습니다. 강의, 과제 및 시험 응시 시, 가능한 장애유형별 지원의 예는 아래와 같습니다.

(단, 실제 지원 내용은 강의 특성에 따라 달라질 수 있습니다.)

[강의]

- 시각장애: 교재제작(디지털, 점자, 확대교재 등), 대필지원 학생 청강 허용
- 지체장애: 교재제작(디지털교재), 대필 및 수업보조지원 학생 청강 허용, 지정좌석 배정
- 청각장애: 대필지원 학생/문자통역지원 인력(속기사, 수어통역사) 청강 허용, 강의 녹취 허용
- 지적장애/자폐성장애: 대필지원 학생 및 수업 멘토 청강 허용

[과제 및 시험]

- 시각장애/지체장애/청각장애: 과제 제출기한 연장, 과제 및 제출방식 조정, 시험시간 연장, 시험문항 및 응답 방식 조정, 별도 장소 제공, 대필지원 학생 연계 등
- 지적장애/자폐성장애: 개별화 과제 제출 및 대체 평가 실시 검토