



Course Title: Healthcare and Medical Business
Course Code: ICTB 363

Undergraduate Program
Mahidol University International College
Tourism and Hospitality Management Division

TQF 3 Course Specifications

Section 1 General Information

1. Course Code and Title

Thai ICTB 363 ธุรกิจการดูแลสุขภาพและการรักษาทางการแพทย์
English ICTB 363 Healthcare and Medical Business

2. Number of Credits 4(4-0-8)

3. Curriculum and Course Type

3.1 Program of Study Undergraduate Degree (International Program)
3.2 Course Type Major Elective

4. Course Coordinator and Instructor

4.1 Course Coordinator Laddawan Jianvittayakit
4.2 Course Instructor Laddawan Jianvittayakit
Tourism and Hospitality Management Division
Email: laddawan.jia@mahidol.ac.th

5. Trimester/Class Level

5.1 Trimester 1 of every academic year
5.2 Number of Students Allowed Approximately 40 students

6. Pre-requisite None

7. Co-requisites None

8. Study Site Location Mahidol University International College

9. Date of Latest Revision July 2021



Section 2 Aims and Objectives

1. Course Goals

This course gives an overview to students on the fundamental knowledge related to healthcare and medical business. Students will be able to understand the areas of health tourism and medical tourism.

2. Objectives of Course Development/Revision

2.1 Course Objectives

At the end of this course, students will be able to:

- 1) Understand the fundamental knowledge of healthcare and medical business
- 2) Understand the demand and supply of health and medical tourism
- 3) Understand the management of health and medical tourism
- 4) Apply managerial and entrepreneurial knowledge in managing health and medical tourism

2.2 Course-level Learning Outcomes CLOs

By the end of the course, students are able to

- CLO 1: Demonstrate an understanding in the fundamental knowledge of healthcare and medical business
- CLO 2: Demonstrate an understanding in the demand and supply of health and medical tourism
- CLO 3: Demonstrate an understanding in the management of health and medical tourism
- CLO 4: Apply managerial and entrepreneurial knowledge in managing health and medical tourism



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Section 3 Course Description and Implementation

1. Course Description

Healthcare business system and environment; contemporary business themes in healthcare and medical policy and practice; vulnerable population and potential demands; healthcare and service operations; healthcare products & services; entrepreneurship in healthcare and medical

ระบบและสภาพแวดล้อมทางธุรกิจในการดูแลสุขภาพ อิมธุรกิจร่วมสมัยที่เกี่ยวข้องกับนโยบายและวิธีปฏิบัติด้านการดูแลสุขภาพและการรักษาทางการแพทย์ กลุ่มประชากรที่มีความอ่อนไหวและตลาดที่มีศักยภาพ การจัดการและการวางระบบการบริการ ผลิตภัณฑ์และการบริการ การประกอบในธุรกิจด้านการดูแลสุขภาพและการรักษาทางการแพทย์

2. Number of Hours per Trimester

Theory (hours)	Practice (hours)	Self-study (hours)
48	-	96

3. Number of Hours per Week for Individual Advice

4 hours per week

- Monday 14:00 – 16:00 hrs.
- Wednesday 14:00 – 16:00 hrs.



Section 4 Development of Expected Learning Outcomes

1. A brief summary of the knowledge or skills expected to develop in students; the course-level expected learning outcomes (CLOs)

By the end of the course, students who successfully complete the course will be able to:

CLO 1: Demonstrate an understanding in the fundamental knowledge of healthcare and medical business

CLO 2: Demonstrate an understanding in the demand and supply of health and medical tourism

CLO 3: Demonstrate an understanding in the management of health and medical tourism

CLO 4: Apply managerial and entrepreneurial knowledge in managing health and medical tourism

2. How to organize learning experiences to develop the knowledge or skills stated in number 1 and how to measure the learning outcomes

Course Code	Teaching and Learning Experience Management	Learning Outcomes Measurements
CLO1	Lecture Demonstration and practice Case study	Writing Examination Assignment Class Participation
CLO2	Lecture Demonstration and practice Case study	Writing Examination Assignment Class Participation
CLO3	Project-based learning	Group Project
CLO4	Project-based learning	Group Project

3. TEN CODES OF ETHIC - UNWTO

The principles of the Global Code of Ethics (GCE)

Under THM curriculum, we define the code of ethics into three levels:

- 1) Fundamental rules and regulations- following MUIC students' code of conduct, academic integrity and honesty;



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- 2) Professionalism;
 - a. Generic professionalism (teamwork, courtesy, service attitude, cultural awareness, team responsibility)
 - b. Specific industry professionalism (Hotel & Restaurant, MICE & Event, Tourism)
- 3) Social responsibility (community and cultural awareness, sense of protection, indigenous sensitivity, sustainable decisions/solutions).

This subject serves code of ethics level 1, 2 and 3 by:

- 1) Ensuring students follow the MUIC students' code of conduct on grooming, punctuality and academic integrity and honesty when they attend the course;
- 2) Incorporating in the lecture on the generic professionalism. Students will be informed about the expected and acceptable professional behaviours when working in teams. Evaluation with clear criteria will be applied.
- 3) Incorporating into teaching content and the assignment/written exam evaluations whether students apply ethical and sustainability concepts and ideas into their strategic recommendation/solutions.



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Section 5 Lesson Plan and Evaluation

1. Lesson plan

Week	Topic	Number of Hours		Teaching Activities/ Media	Instructor
		Classroom sessions	Practice sessions		
1	Introduction to healthcare and medical business	4	-	Lecture Discussion	LWJ
2	Healthcare business system and environment	4	-	Lecture Discussion Case study	LWJ
3	Contemporary business themes in healthcare and medical policy and practice	4	-	Lecture Discussion Class activity	LWJ
4	Vulnerable population and potential demands	4	-	Lecture Discussion Case study	LWJ
5	Demand and supply of health and medical tourism	4	-	Lecture Discussion Class activity	LWJ
6	Healthcare and service operations	4	-	Lecture Discussion Case study	LWJ
7	Healthcare products and services	4	-	Lecture Discussion Case study	LWJ
8	Entrepreneurship in healthcare and medical	4	-	Lecture Discussion Case study	LWJ
9	Entrepreneurship in healthcare and medical	4	-	Group project	LWJ
10	Healthcare and medical tourism business – group project	4	-	Group project	LWJ
11	Healthcare and medical tourism business – group project	4	-	Group project	LWJ
12	Healthcare and medical tourism business – group project	4	-	Group project	LWJ
13	FINAL EXAM	2	-		
	Total	50	-		

2. Evaluation of the CLOs



2.1 Measurement and Evaluation of Learning Achievement

a. Formative Assessment

Student learning is monitored throughout the course by providing ongoing feedback to improve their learning. Students will be provided the score feedback of their assignments, midterm examination, and group project in order to help students identify their strengths and weaknesses and target areas that need work.

b. Summative Assessment

1) Tools and weight for measurement and evaluation

Learning Outcomes	Measurement Methods	Weight (Percentage)	
CLO 1: Demonstrate an understanding in the fundamental knowledge of healthcare and medical business	Writing Examination	15	30
	Assignment	10	
	Class Participation	5	
CLO 2: Demonstrate an understanding in the demand and supply of health and medical tourism	Writing Examination	15	30
	Assignment	10	
	Class Participation	5	
CLO 3: Demonstrate an understanding in the management of health and medical tourism	Group Project	20	20
CLO 4: Apply managerial and entrepreneurial knowledge in managing health and medical tourism	Group Project	20	20
Total			100



1. Class Participation and discussion

10%

Your active participation and interaction with the lecturer and classmates are very important. Please ensure that you are well prepared for each class and that you enthusiastically contribute to the class discussion.

Date: On going

How Assessment Will be Graded

ASSESSMENT CRITERIA FOR CLASS PARTICIPATION					
Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Participation in class discussion	Often participated in class activities, answered questions and posed thoughtful questions without teacher prompting.	Sometimes participated in class activities and answered questions when called upon by teacher.	Occasionally participated in class activity; responded to teacher questions.	Rarely participated in class activity; rarely responded to teacher questions.	Never participated in class activity; did not respond to teacher questions.
Total for this assessment to be added to other subject assessments to give an overall grade for the subject from A-F.					

2. Assignments

20%

Date: On going

How Assessment Will be Graded

ASSESSMENT CRITERIA FOR ASSIGNMENT					
Criteria	A 90-100	B to B+ 80-89	C to C+ 70-79	D to D+ 60-69	F <59
Required items	All required items are included, following the requirements of the	All required items are included, with a few additions.	All required items are included.	A significant number of required items are missing.	No work submitted



	assignment brief				
Concepts	Items clearly demonstrate that the desired learning outcomes for the term have been achieved. The student has gained a significant understanding of the concepts and linkages in the healthcare and medical business.	Items clearly demonstrate most of the desired learning outcomes for the term. The student has gained a general understanding of the concepts and linkages in the healthcare and medical business.	Items demonstrate some of the desired learning outcomes for the term. The student has gained some understanding of the concepts and linkages in the healthcare and medical business.	Items do not demonstrate basic learning outcomes for the term. The student has limited understanding of the concepts and linkages in the healthcare and medical business.	No work submitted
Reflection	Reflections illustrate the ability to effectively analyze, evaluate the linkages and their effects in the healthcare and medical business.	Reflections illustrate the ability to analyze, evaluate the linkages and their effects in the healthcare and medical business.	Reflections illustrate an attempt to analyze, evaluate the linkages and their effects in the healthcare and medical business.	Reflections illustrate a minimal ability to evaluate the linkages and their effects in the healthcare and medical business.	No work submitted



Overall Presentation	Items are clearly introduced, well organized, and creatively displayed.	Items are introduced and well organized.	Items are introduced and somewhat organized.	Items are not introduced and lack organization.	No work submitted
Total for this assessment to be added to other subject assessments to give an overall grade for the subject from A-F.					

3. Group Project

40%

Date: *On going*

How Assessment Will be Graded

Criteria	ASSESSMENT CRITERIA FOR GROUP PROJECT				
	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Organization	Very well-organized, complete and factual, correctly formatted	Well-organized, mostly complete and factual, very few errors in format	Fairly well-organized, generally complete and factual, a few errors in format	Poorly organized, lacking significant factual information, several errors in format.	Badly organized, lacking factual information, many errors in format.
Process	Clear and extensive discussion of issues and challenges, resulting in comprehensive knowledge of the	Thorough discussion of issues and challenges, resulting in very good understanding of the knowledge of	Satisfactory discussion of issues & challenges, resulting in reasonable understanding of the knowledge of	Basic or no discussion of issues & challenges, resulting in poor understanding of the knowledge of the healthcare and	No discussion of issues & challenges, resulting in very poor understanding of the knowledge of the healthcare



	healthcare and medical business.	the healthcare and medical business.	the healthcare and medical business.	medical business.	and medical business.
Application	Critically evaluated and successfully applied concepts in solving a real-life problem	Evaluated and applied concepts in solving a real-life problem	Satisfactorily evaluated and applied concepts in solving a real-life problem	Poorly applied concepts in solving a real-life problem	Unable to apply concepts to resolve a problem
Analytical skills	Recommendation is very clear and very well-supported by factual arguments.	Recommendation is clear and well-supported by factual arguments.	Recommendation is reasonably clear and is satisfactorily supported by factual arguments.	Recommendation is unclear and mainly supported by opinions.	Recommendation is very unclear and supported by opinions.
Teamwork	All group members fully and actively involved in research, planning, organization, and presentation.	All group members actively involved in research, planning, organization, and presentation.	All members involved in most group activities.	Inconsistent effort by group members.	Poor effort by group members.

4. Written examination – Final examination

30%

Date: Week 13

How Assessment Will be Graded



ASSESSMENT CRITERIA FOR WRITTEN EXAMINATION					
Criteria	Excellent (A)	Good (B to B+)	Fair (C to C+)	Very poor (D to D+)	Fail (F)
Knowledge and comprehension	Demonstrated comprehensive knowledge and understanding of the subject.	Demonstrated good knowledge and understanding of the subject.	Demonstrated satisfactory knowledge and understanding of the subject.	Demonstrated a very limited knowledge and understanding of the subject.	Demonstrated very poor knowledge and understanding of the subject.
Application	Demonstrated substantial application of concepts of healthcare and medical business	Demonstrated clear application of concepts of healthcare and medical business	Demonstrated satisfactory application of concepts of healthcare and medical business	Demonstrated very limited ability to apply concepts of healthcare and medical business	Unable to apply concepts to adopt of healthcare and medical business
Analysis	Demonstrated clearly the ability to analyze and draw appropriate and inventive conclusions.	Demonstrated good effort in analyzing and drawing conclusions.	Satisfactory evidence of analyzing and drawing conclusions.	Minimal evidence of analyzing and drawing conclusions.	Inability to analyze and draw conclusions.

2) Measurement and Evaluation

Grade A – F	Achievement	Final Score (% Range)	GPA
A	Excellent	90-100	4.0
B+	Very good	85-89	3.5



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B	Good	80-84	3.0
C+	Fairly good	75-79	2.5
C	Fair	70-74	2.0
D+	Poor	65-69	1.5
D	Very poor	60-64	1.0
F	Fail	Less than 60	0.0

3. Student Appeals

Following MUIC Appeal Procedures



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Section 6 Teaching Resources

1. Required Texts

2. Suggested Materials

World Tourism Organization and European Travel Commission. (2018), *Exploring Health Tourism*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284420209>.

World Travel and Tourism Council. (2019), *Medical Tourism: A prescription for a healthier economy*.

Global Wellness Institute. (2018), *Global Wellness Economy Monitor*.

3. Other Resources (If any)



Section 7 Evaluation and Improvement of Course Implementation

1. Strategy for Course Effectiveness Evaluation by Students

- 1) Lecturer's ability to explain concepts and content of the course
- 2) Lecturer's ability to gain class participation from students
- 3) Student evaluation
- 4) Students' successful completion of the course

2. Strategy for Teaching Evaluation

- 1) Student feedback
- 2) Students' class participation

3. Teaching Improvement

- 1) Keep getting feedback from students
- 2) Self observation in class

4. Verification of Standard of Learning Outcome for the Course

- 1) Participation in class and group discussion
- 2) Assignments
- 3) Presentations
- 4) Examinations

5. Revision Process and Improvement Plan for Course Effectiveness

Sharing and discuss among colleagues (other lecturers) within and outside the same college to seek for new ideas or teaching/learning techniques



Appendix

Relations between the course and the program

Table 1 Relations between the course and the PLOs

Healthcare and Medical Business	PLOs					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
ICTB 363	R	R	R		R	

Table 2 Relations between CLOs and PLOs

ICTB 363	PLOs					
	PLO1	PLO2	PLO3	PLO4	PLO5	PLO6
CLO 1: Demonstrate an understanding in the fundamental knowledge of healthcare and medical business	1.1					
CLO 2: Demonstrate an understanding in the demand and supply of health and medical tourism		2.3				
CLO 3: Demonstrate an understanding in the management of health and medical tourism		2.3				
CLO 4: Apply managerial and entrepreneurial knowledge in managing health and medical tourism			3.3			6.1

Table 3 PLOs that the course is responsible for



PLOs	SubPLOs
PLO1 Apply operational knowledge and practices in the selected travel and service business industries	1.1 Demonstrate an ability to operate, to enhance job skills and performance, to understand operational problems within the travel and related service businesses
PLO2 Illustrate managerial and entrepreneurial knowledge and practices in the selected travel and service business industries	2.3 Demonstrate an ability to respond to potentials trends in the travel and related service businesses
PLO3 Apply ethical and professional standard in the selected travel and service business industries	3.3 Demonstrate an ability meet the standards required in the management of the international hospitality industry, follow organizational and social rules and regulations, as well as UNWTO's Ten Global Codes of Ethics Principles
PLO6 Demonstrate cross-cultural ability in terms of language communication and cultural sensitivity	6.1 Demonstrate cultural awareness and communicate sensitively and effectively with other nationalities or other cultural backgrounds