

## 5. Designation in Healthcare Management

The healthcare industry continues to grow with increased complexity and greater demands on more efficient management and effective outcomes. The industry also continues to globalize especially in the pharmaceutical industry with innovations and information technology creating unprecedented opportunities. Five courses have been created with this designation in mind. Efficient process flows, better health outcomes, an understanding of finance in regulatory environments, innovation management and information technology form the basis of our 5 course designation. Other courses eligible for this designation may be added in the future.

*The five courses are as follows and are all required for this designation:*

### MGGB 76AY Globalization, Healthcare and the Market (3.0 credits)

An introductory mapping of the development of market theory and how it has historically been applied to healthcare and the practice of medicine will be provided. Survey of the healthcare systems in U.S. Canada, Western Europe, Australia and Israel will be discussed as will markets in developing and middle-income countries. The course will also explore main themes in bioethics including the corporate social responsibility challenges that arise in the management of a large pharmaceutical company.

### MGGB 76AX Strategic Management and the Pharmaceutical Industry (3.0 credits)

This course will introduce students to the skills and techniques in researching highly regulated industries using the pharmaceutical industry as an example. The industry is going through major transformations with the basic business model being transformed. This course will analyze the reasons for this and will help in defining newly emergent business models in the Pharmaceutical industry. The uncertainties created by turbulence in the political, economic, social and techno-scientific systems will be highlighted as will the creative solutions being attempted.

### FNGB XXXX Healthcare Finance (3.0 credits)

This is a course in health care financial management, in lecture, discussion and case study format. At the end of the course, the students should understand the major tools of use in financial analysis and management of health care practices, facilities and organizations, and be comfortable in their application. Pre-Req: Financial environment

### ISGB 799F HEALTH INFORMATION TECHNOLOGY(3.0 credits)

This course is offered online and deals with the potential and management of health information technology. New possibilities are emerging with innovations and business model transformation in healthcare partly due to the growth of electronic health records. Such possibilities and their management as well as the efficiencies created in hospitals by the introduction of Healthcare IT will be discussed.

**Internship in Healthcare (3.0 credits)**

A full semester internship or a detailed term/research paper is required to complete the healthcare designation. The Global Healthcare Innovation Management Center will facilitate these internships with research projects at the center or at area hospitals, urgent care facilities, Biopharmaceutical companies and healthcare insurance providers as well as community healthcare centers and not for profit clinics. Internships in other areas qualify for this requirement with permission of the faculty advisor for this designation