

HEALTH MANAGEMENT PROGRAMME

YEAR 1

FALL SEMESTER

SAY111 - Basic Health Information and Medical Terminology (5 ECTS)

Health, disease and health need concepts; factors affecting health status, including social determinants of health; medical terms, prefixes forming the terms, suffixes, terminology of the systems that make up the human body.

ISL101 - Introduction to Business (5 ECTS)

Business science and basic concepts; environment of business and review of economic conditions; establishment of enterprises: establishment stages, location selection and capacity planning, growth and classification of enterprises; management, manager, organization concepts; managerial roles and skills; management functions, organization principles (division of labor, command-line, hierarchical structure, span of control, authority and responsibilities, delegation of authority, unity of purpose, reward system etc.); classical management and organization theories; neo-classical management and organization theories; modern organization theories; post-modern and contemporary concepts and approaches

TK101 - Turkish Language-I (4 ECTS)

HTR101 - Ataturk's Principles and Revolution History-I (2 ECTS)

General English-I (4 ECTS)

Professional English-I (5 ECTS)

Academic English-I (5 ECTS)

SPRING SEMESTER

EKON101 – Economics (5 ECTS)

Economy, Need, Demand, Supply, Market, Household concepts; Price Theory, Perfect Competition, Formation of Equilibrium Price in Perfect Competition Market, Flexibility, State Interventions to the Market, Monopoly and Oligopoly Market, Factor Market and General Equilibrium; National Income, national income accounting and concepts related to national income, factors determining national income: consumption, investment and saving functions, determination of equilibrium national income, multiplier analysis, national income and

general level of prices: total demand and total supply; The characteristics of money, the role of money in macroeconomics: money supply and demand for money, the balance of national income: the simultaneous equilibrium in goods and money markets, the relationship between money and the general level of prices, the control of money supply by the Central Bank, monetary policy tools; Inflation, Employment and Unemployment; The Definition of Public Finance, Interdisciplinary Relations and Approaches to Public Finance, The Purposes of Public Finance, Public Sector and Functions, Qualifications and Externalities of Public Services, Definition of Public Expenditures and Types of Expenditure, Definition, Types and Differentiation of Public Revenues; Basic Concepts Related To Tax and Taxation Principles, Tax Principles, Utility and Payment Power Approaches, Tax Sources and Separation, Analysis of Current Tax Systems.

MAT101 - Mathematics for Social Sciences (5 ECTS)

Univariate functions, matrix, limit, continuity, derivative, integral, optimization in univariate functions.

TK101 - Turkish Language-II (4 ECTS)

HTR101 - Ataturk's Principles and Revolution History-II (2 ECTS)

General English-II (4 ECTS)

Professional English-II (5 ECTS)

Academic English-II (5 ECTS)

YEAR 2

FALL SEMESTER

SAY211 - Health Care Management (5 ECTS)

Definition and basic characteristics of health services, types of health services; providers of preventive, curative, rehabilitation and health promotion services; distinguishing characteristics of healthcare organizations from other organizations (those related to structure, process and output/outcome); basic criteria for organization of health care; social equality, primary health care, continuity of care, integrated health services, hierarchical referral system, team work, prioritization of mother, child, and preventive services, community participation, intersectoral cooperation. Management levels in health organization; national, regional, local level; hospital concept, functions of hospitals, classification of hospitals, historical development of hospitals; hospital organization structure

in Turkey and in various countries; hospital board and hospital management; history of hospital management and administration; responsibilities of the hospital management; medical services, other health services, support services; concepts of right and patient rights; patient's responsibilities, physician's responsibilities

SAY212 - Statistics and Research Methods (5 ECTS)

Basic concepts of statistics, statistical methods used in health services; basic concepts related to science and research, research types, data collection methods, measurement procedures and scales, sampling methods, development of data collection tools and equipment, validity and reliability, ethical rules and error sources in research, preparation of analysis of data, reporting.

SAY213 - Communication in Health Care (5 ECTS)

Communication concept and basic communication process; communication ways and networks in organizations; the concept of public relations and its historical development; concepts related to the public: advertising, propaganda, marketing, journalism; factors calling for the need for public relations in healthcare organizations; the aims and principles of public relations in healthcare organizations; public relations activities in healthcare organizations; tools public relations used in healthcare organizations.

English-III (4 ECTS)

SPRING SEMESTER

SAY221 - Health Economics (5 ECTS)

Specific characteristics of health care markets; supply and demand of health services; factors affecting supply, demand and the respective elasticities; health financing and expenditures in general and in Turkey in particular; catastrophic health expenditures, the impact of health expenditures on impoverishment, equality and equity, coding systems and reimbursement; the main purpose of economic evaluation in health services; cost minimization analysis, cost-effectiveness analysis, cost-utility analysis, cost-benefit analysis; the relation of economic growth to the health sector; economic development indicators and health.

SAY222 - Human Resources in Healthcare Organizations (5 ECTS)

Definition of human resources management, necessity and importance of human resources management, human resources management-personnel management, development of human resources management, principles of human resources management, organization of human resources management in healthcare organizations, roles of human resources manager; the functions of human resources management in healthcare organizations: staffing; job analysis, work study and job design, HR planning, HR recruitment and selection, personnel mobility, development; socialization, staff success evaluation, in-service training. Clearance rate; job evaluation, wages and benefits, work health and safety, complaints and discipline, trade union relations.

General Accounting (5 ECTS)

Definition and objectives of accounting, uniform accounting system, accounting system and subsystems, functions of accounting, users of accounting information, classification of accounts and operating rules, recording tools in accounting, recording methods in accounting, working rules and steps of double side recording method, balance sheet concept, definitions and types of balance sheet, balance sheet principles, basic equilibrium of balance sheet, balance sheet effect of balance sheet, examples of balance sheet basic balance, regulation of starting balance sheet, journal entry bookkeeping, book entry bookkeeping, arrangement of monthly calendars, the functioning of asset accounts (current assets and fixed assets account items), the functioning of resource accounts (short-term liabilities, long-term liabilities, equity account items), income statement concept, income statement principles, types of income statement, arrangement of income statement. Income and expenditure groups (period expenses) included in the income statement and the functioning of the accounts included in these groups. Cost calculations (7 / A and 7 / B options), definition of opening records, opening records in newly established enterprises, opening records in ongoing businesses; term end accounting applications, inventory concept, valuation concept, term end records.

English – IV (4 ECTS)

YEAR 4

FALL SEMESTER

SAY311 - Cost Accounting in Health Institutions (5 ECTS)

The place of cost accounting in the accounting system. Definition of cost accounting. Cost accounting goals. Cost accounting establishment and operation phases in health institutions. Cost and Elements - Cost, Expense, Loss, Expenditure, Revenue concepts and their relations. Expense locations and expense types in cost accounting; in hospitals, the flow of expenses in 7 / A and 7 / B, cost calculations (7 / A and 7 / B options), functioning of cost calculations; distributed to expenditures location of Expenditure Elements in Health Institutions; cost-Volume relations, Concept of activity volume and expenses related to activity volume. The method used for determination of cost-volume relations (Analytical Method, Accounting Method, Mathematical and Statistical Methods); creation of Cost-Volume-Profit function. Breakeven and Volume-Profit Charts; parameter changes in the profit function. Implementation of Cost-Volume-Profit Analysis in management decisions; cost-Volume-Profit Analysis applications in health institutions.

SAY312 - Financial Management in Healthcare Organizations (5 ECTS)

Operating Capital Management in Health Institutions (Financial Management of Cash and Similar Assets, Receivables Management, Stock Management). Management of Fixed Assets and Capital Budgeting techniques. Foreign Resources Management and Leasing. Management of Resources. Cost of Capital, Pricing; General Definitions About Financial Tables, Types of Financial Tables in Health Institutions, Types of Financial Analysis and Techniques of Financial

Analysis: Ratio analysis, Comparative table analysis, Percentage analysis, Percentage trend analysis; introduction to financial management, financial aim and financial function, financial planning and organizing in health institutions, time value of money, importance of time value analysis of money in health institutions, calculation of future and present value of money and installments.

SAY313 - Organizational Behavior in Healthcare Organizations (5 ECTS)

Leadership techniques, leadership theories, authority and power in healthcare organizations; Individual and personality in organization, perception and individual decision making, values, attitude, organizational culture and organizational climate in health institutions, organizational justice, organizational citizenship, organizational identification; Groups and group behavior in health institutions; Organizational change and development; Job satisfaction, motivation and motivation theories; Conflict and its management in healthcare organizations, negotiation management concept, negotiation strategies, contract management, corporate agreements

English-V (4 ECTS)

SPRING SEMESTER

SAY321 - Health Care Marketing (5 ECTS)

Marketing, marketing concept in health services, characteristics of marketing health services, differences from other industries, factors affecting the development and history of health care marketing, reasons for marketing health care services; Consumer, customer and patient concepts, Consumer behavior; Market Segmentation and Demand Management in Health Services Market, Classification of Consumers and Main Factors Affecting Consumer Behavior, Types of Consumer Buying Behavior, marketing researches in health services; Customer satisfaction, customer loyalty, customer relationship management tools and information technology, customer database development, customer life cycle management, customer profitability analysis, customer value creation, customer relations and organizational structure.

SAY322 - Quantitative Decision Making in Health Care (5 ECTS)

Evaluation of managerial problem solving and decision making process in healthcare organizations; Decision variables, constraints and aim function concepts; Decision making process and theory; Linear programming, sensitivity analysis, duality applications, transportation models, assignment models, project management techniques (CPM, PERT), game theory, stock models, waiting line systems, simulation methods; Efficiency concept, its measurement approaches

Introduction to Law (5 ECTS)

The concept of law, the social function of law, examination of law rules in terms of sanction and practice; Public law, private law branches; Basic sources of law; Legal actions.

English-VI (4 ECTS)

YEAR 4

FALL SEMESTER

SAY411 - Health Systems, Policies and Planning (4 ECTS)

System approach, health care system, limits of health care system; production, asset protection, support, management; Macro environmental elements; technology, economy, ecology, social-culture, law and politics; Good health, utilization, sustainability, accessibility, patient safety, quality, efficiency, patient centeredness; Concept of policy and planning, concept of health policy and health planning, policy determination and planning theories (Rationalism, Incrementalism, Mixed scanning), policy making and power theories, policy agenda determinants; Basic concepts in health planning; need and demand; Planning methods; resource based planning, population based planning; political aspect of health planning; Global health policies, health systems, classification of health systems, examples of health systems according to countries; Turke's health policy, policy setting process, and health system.

SAY412 - Health Informatics (4 ECTS)

Verification of information transformation process, data sets, Information system Components; Design and Establishment of Information System; Characteristics, functions and properties of information systems in health services and example applications; Health information standards, Confidentiality of health records, security, privacy, responsibilities of healthcare workers and managers; health coding systems, coding quality and documentation relation, national / international health data dictionary; e-Health concept, Telemedicine, teleradiology, e-pulse etc. e-Health applications, e-prescription, medula, e-Health literacy, interoperability; Confidentiality in health records, security and privacy concepts. National and international standards, legislation.

SAY413 - Operations Management in Healthcare Organizations (4 ECTS)

Modern Classification of materials in health institutions, Material requirements determination, Purchasing and purchasing decision process, Purchasing methods in health businesses, Stock control methods and stock valuation methods, Material Management Techniques, Stackless Material Management (JIT) System, Important Components of Logistics and Logistics Process, Quality Control of Healthcare Facilities, Logistics, Supply chain in Health Institutions; The concept of quality in health care, Quality feature, Quality evolution process: quality control, quality assurance and systems, total quality management; Accreditation in health; Basic concepts of patient safety, concept of employee safety, types of medical errors, error sources, error taxonomy, legal aspects of medical errors, management's responsibility, elements threatening employee's safety, managerial responsibilities in employee security. National and international patient safety goals.

SAY414 - Professional Practice-I (8 ECTS)

Examination of management and organization structure of the healthcare provider; observation of the processes; responsibilities of and interrelations between the departments; identification of a given problem to address with the relevant mentor.

SPRING SEMESTER**SAY421 - Strategic Management in Healthcare Organizations (4 ECTS)**

Strategy and strategic management concept, characteristics of strategic management process, phases of strategic management; analysis of internal and external environment; identification of organizational orientation, development of strategies, implementation of strategies, control of strategies; Strategic options in healthcare organizations; orientation strategies, adaptation strategies, market entry strategies, position strategies, operational strategies; Evaluation of strategies; SWOT analysis and Boston Consulting Group matrix; Cooperation Strategies; purchasing, mutual cooperation strategies; Concept and development of health tourism, concept of medical tourism, advanced age and handicapped tourism, concepts of thermal tourism. The concept of reverse flow in medical tourism, the concept of tourist health differences with the concept of medical tourism. Areas where medical tourists are most treated and countries, the reasons for their development. The place of Asian countries in medical tourism, cross-border patient mobility in European countries and the concept of medical tourism. Medical tourism activities in America.

SAY422 - Professional Practice-II (12 ECTS)

Examination of management and organization structure of the healthcare provider; observation of the processes; responsibilities of and interrelations between the departments; identification of a given problem to address with the relevant mentor.

SAY423 - Health Law (4 ECTS)

Definition of health law, development process, legal nature of relationship between physician and patient; malpractice and legal liability, responsibility for patient rights violations; Criminal jurisdiction of physicians and other health personnel, health legislation.