

ISTINYE UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES
DEPARTMENT OF HEALTH MANAGEMENT (WITH THESIS)
COURSE DESCRIPTIONS

1st SEMESTER

Health Management

The concept of service, Characteristics of the health service, health services organization and health sector, patient care processes, clinical workflow, the concept of error in health services, security in health services, efficiency in health services, quality in health services, the role of information technologies in health services, accreditation, clinical guides, emergent healthcare services, home healthcare services, terminal stage healthcare services, elderly care services, worker health care services.

Health Economy

Concept and development of health economy, the role of health sector in economy, system of health economy and analysis of health supply and demand, relationship of health sector with economic growth and development, economic planning and planning of health sector, project evaluation in health sector, production and finance of healthcare services, pharmaceutical industry and economy, economic rationality in healthcare services.

Financial Management And Accounting In Healthcare Organizations

Accounting and Basic Concepts of Accounting, Accounting System, Balance Sheet and Account Items, Income Statement, Income and Expenditure Calculation, Opening Records, Preparation of Financial Reports and Ending Inventory Operations, Basic Concepts, Cost Accounting Record Order, Distribution of Healthcare Organizations' Expenditures, Functions of Cost and Relationships of Cost-Volume, Analysis of Cost-Volume-Profit in Healthcare Organizations, Capital Management in Health Organizations, Fixed Assets, Management of Loan Capital and Equity Capital, Pricing, Analysis of Financial Statement in Health Organizations, Financial Planning, Organizing and Financial Mathematics, Budgeting.

2nd SEMESTER

Research Methods

Science, positivist and post-positivist science approaches, basic concepts used at scientific researches, process and steps of scientific research, examination of the critical resources, error sources in researches, measurement and measurement scales in researches, validity and reliability, sampling, research approaches, survey, interview and observation methodologies and types, data collecting, data evaluation, analyzing the data with statistical programs, presentation and preparing research report.

Strategic Management In Healthcare Organizations

Basic concepts for strategic management, model of strategic management; situational analysis (mission, vision, values, goals; general, health environment, service areas, internal environment analysis); developing alternative strategies (direction, adaptation, market entry, competition), evaluation of alternatives and choose of strategy; application of chosen strategy (development of service offer and support strategies and action plans of units) ; development of strategic thinking maps, which guide to provide strategic momentum at every step.

Seminar

It aims to develop knowhow and practice of the student within a project, designated with a synthesis of the topics covered in theoretical courses within health management education.

ELECTIVE COURSES

Health Law And Legislation

Diagnosis and treatment agreement's elements, its judicial quality, obligations of the parties, Contracts excluding liability, legal liability and cancellation of a contract, concepts of health and law, their effects to each other and their relationship, health law concept, the role and importance of health law in public and private law, analysis and legal aspects of health issues regulated by special laws, responsibilities of health institutions and organizations, legal and penal responsibilities, rights and duties of health personnel, legal and penal responsibilities, regulated by special laws, competence and responsibilities, legal qualifications, legal evaluations of themes like family planning, blood transfusion, organ transplant, medical evacuation, euthanasia, legal qualifications of euthanasia concepts. Evaluation of general rules and principles, adopted by international agreements, according to health laws. Basic concepts of ethics, ethical principles, ethical rules of management, unethical behavior in management, organizational ethics, Professional ethics, basic principles of medical ethics, historical

development of patient rights, patient rights in Turkey according to legal regulations, ethical and philosophical basis of public health policies.

Communication In Healthcare Organizations

What is Public Relations? The Importance of Public Relations in Hospitals. Public Relations Unit and Structuring at Hospitals, Public Relations Expert's Activities for the Organization, External Activities of Public Relations Expert, The Role of Public Relations in Health Operations, Organization of Public Relations Organization and Its recognition of the personnel and public it serves.

Medical Tourism

Concepts of tourism, health and tourist health. The Importance and Development of Health Tourism in Turkey, Tourist Health and Its Effects to Tourism, Organizations working in Medical Tourism, Problems and Solution Proposals for Medical Tourism and Tourist Health, Legislation for Medical Tourism and Tourist Health, Main Organizations and Institutions for Tourist Health, Analyzing and Teaching of Authorities, Responsibilities and Duties.

Quantitative Practices In Healthcare

Introduction to Quantitative Decision Making Techniques. Decision Making Techniques and Decision Making Tree. Methods Used for Decision Making for Quantitative Digital Data (transportation model, simplex, critical path, inventory model).

Health Insurance

Insurance in the World and in Turkey, Development of Insurance, General Principles, Pricing and Actuary, Social Security System and Health System, Qualities of Health Service Market, History of Health Insurance, Concepts of Health Insurance, Functions of Health Insurance, Types of Health Insurance, Effect of Health Insurance to Supply and Demand, Payment Systems on Health Services, Health Insurance in Turkey, Payment Systems in Turkey, General Health Insurance, General Health Insurance and Application, Health Insurance Application in the World.

Marketing In Healthcare Organizations

Definition of Health Service Marketing, Marketing and Customer Karma, Types of Health Services, Market Types and Competition Types in Different Market Types, Powers Defining the Competition in the Market, Concept of Competition Advantage, Marketing and Branding Strategies and Applications in Health Services.

Organizational Behavior In Healthcare Organizations

Importance and Role of Behavior Management in Health Organizations, Organizational Behavior in Health Institutions and Contemporary Approaches, Perception in Health Organizations, Analysis of Identity and Personal Differences in Health Organizations, Groups and In-between Groups Differences in Health Organizations, Organizational Culture in Health Organizations, Organizational Behavior in Health Institutions, Analysis of Leadership and Leader Behavior in Health Organizations, Team Management in Health Organizations, Stress and Ways to Coping with Stress in Health Organizations, Motivation in Health Organizations, Conflict and Conflict Resolution in Health Organizations, Organizational development in Health Institutions and Organizational Development Techniques.

Human Resources Management In Healthcare Organizations

Concepts in Human Resources Management, functions techniques, methods, approaches (HR Organization, job analysis, job design, human power design, employee selection, training and development, career management, success evaluation, job evaluation and payment management, making the employee permanent, HR information management) ; researches on the subject, applications and approaches in health institutions.

Data Management In Healthcare Organizations

Systems of health and hospital, data concept in management, data management system, flow of data and hospital data system, establishment stages of hospital data system: (system analysis, determination of needs, system design, enactment and evaluation), management support data systems, diagnosis and treatment support data systems, integrated and modular data systems, computer hardware and software at hospitals, data security and maximization of data quality.

Financial Analysis In Healthcare Organizations

Concept of Financial Analysis, Financial Statement Types, Balance Sheet and Income Statement, Analysis Techniques, Horizontal Analysis, Vertical Analysis, Rate Analysis, Funds Flow Statement and Statement of Change in Working Capital, Cash Flow Statement, Equity Change Statement, Profit Distribution Statement, Evaluation of Analysis Results and Analysis Report, Financial analysis applications in health organizations. I, Financial analysis applications in health organizations. II

Chronic Illness Management

Planning of Patient Training Programs to Evaluate Determining Variables and Criteria of Diagnostics Improving Quality of Life for Individuals with Chronic Illnesses , Theoretical Knowledge and Application

Skills for Development of Training Methodologies, Definition, Scope and Importance of Long Term Healthcare Services, Developments Increasing the Importance of Long-term Healthcare Service, Long-term Healthcare Service in Turkey and Abroad, Medical Staff Team for Long-term Healthcare Services, Long-term Healthcare Service Organizations.

Consumer Behavior And Brand Management

Examination of Consumer Behavior and Effecting Factors. What is a brand for health services; conditions to right management of brands by the organizations. How to create brand value, how to measure and how to use in global World? The role of a brand in the frame of integrated marketing.

Quality And Efficiency In Healthcare Services

Evaluation of Patients' Expectation and Perception for the Measurement of Effects of Caregivers', Service providers' Attitude and Behavior in Classes and Hospitals towards the Patients, Detection of Importance Level of Service Quality Dimensions, Patient Procurement, Patient Engagement (loyalty), Measurement of Hospital Service Quality, with a service quality model (Gap Modell) (SERVQUAL), various quality management systems and usage of measurement results by the management will be discussed.

Health Policies And Planning

This course deals with health policies in a macro level with the examples from Turkey and abroad. Concepts of health policies, health reforms, global health policies, analysis of health policy, themes about analysis and evaluation of Turkey's health policies and evaluation and other topics.

Communication In Health Organizations

Introduction to Health Communication, Concept of Health Communication, Theories and Models of Health Communication, Process of Health Communication, Media and Health, Health Literacy, Critical Health Communication.

Compensation Management And Job Evaluation

Extent of Organization and Effect of Position on the Organization, Responsibility of Human Management, Scope of Responsibility (Diversity of Duty Content and Freedom of Independent Movement), Necessary Ability of Communication and Interaction, Education and Experience Requirement, The Nature of The Problems Expected to be Overcome and The Need for Creativity, Risks and Working Conditions.

Performance Evaluation In Human Resources

Concept of Performance Evaluation, Process of Performance Evaluation and Evaluation Methods, Performance Evaluation Study Sample, Termination Of Employment Due To Lack Of Performance (Lack of Justification), X Firm Performance Based Payment System.

Operations Management In Healthcare Organizations

Management of Lean Hospital, Managing, Management Theories, Lean Philosophy and Hospital Service, Leadership Theories, Lean Philosophy in Service Sector, Operation and Processes, Value Stream Mapping, Organization, Person in the Organization, Organizational Behavior, Human Resources Management, Hosin Kanri , KPI, Management of Target Following, Measurement and Correctional Activities, Hospital Flow Management, Processes and Security, Supply Chain, , Just in Time, Optimization, Decision making Theories, Material Stock Management, Statistics, Detection of Hospital Resources, Support Units, Rehabilitation Models, Customer Satisfaction, Employee Satisfaction, Project Management, Evaluation.

Data Mining And Decision Support System

Introduction to Data Mining and Basic Concepts, Process of Data Mining, Discovery of Data and Visualization, Basic Concepts of Grouping, Grouping Methods, Classification Method- Decision making Trees, Classification Methods, - Regression Trees, Classification Methods- Bayes Networks, Decision-Support Systems in Health Management, Clinical Decision Support Systems, Data Processing, Classification, Application :Grouping.

Semester Project

Ensuring, research on a topic/ Ensuring collecting in disciplined way information and documents by literature review/ Ensuring the organization of collected theory and empirical knowledge in a thesis format and its presentation by making beneficial to all.