

ISTINYE UNIVERSITY
FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES
DEPARTMENT OF HEALTH MANAGEMENT
COURSE DESCRIPTIONS

1st SEMESTER

Basic Health information and Medical Terminology | ECTS (3+0) 6

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.

Ethics and Sustainability in Health | ECTS (2+0) 4

The Concept of Ethics, Science and Ethics, Occupational Ethics, Segregation of Science and Profession, General Ethical Principles and Application Fields, Scientific Research Ethics, Publication Ethics, Dilemmas and Solution Ways, Case Examples, Professionalism, Conditions of Profession, Ethics Committees and Committees in Health Institutions, National and International Professional Organizations, Professional Development Stages, Communication with Social Stakeholders.

Introduction To Business | ECTS (3+0) 5

Basic Concepts and Principles of Organization and Management, Description of Function of Management: Planning, Organizing, Directing and Controlling, Motivation, Leadership, Role of the Manager in Organization, Role of the Entrepreneur in Organization, Legal Structures of Enterprises, Business Combination.

2nd SEMESTER

Introduction to Economics | ECTS (3+0) 5

A preparation course for Microeconomics and Macroeconomics course to come, introducing concepts such as; Supply and Demand, Market Equilibrium, Quotas and Price Ceilings, Market Power, Externalities and Property Rights, Information Economics and Adverse Selection, Benefit-Cost Analysis, Income Distribution and Labour Markets, Public Goods and Political Economy, Economic Growth in Long Run, Business Cycles, Income and Spending, Monetary Policy, Macroeconomic Policy, International Economy.

Introduction To Law | ECTS (3+0) 3

Principle Concept of Law, Law Theories, State Organs, Types of Private Law, Definition to Right, Legal Entity.

Mathematics For Social Sciences | ECTS (3+0) 5

A Function Approach Integrating Algebra, Trigonometry, and Differential Calculus, Properties and Graphs of Polynomial, Rational, Exponential, and Logarithmic Functions, Properties and Graphs of Trigonometric Functions, Functions and Limits, Derivatives, Techniques and Applications of Differentiation, Logarithmic and Trigonometric Functions, Integral Calculus, Including Definite and Indefinite Integrals, Techniques of Integration, With Applications in Social and Life Sciences.

3rd SEMESTER

Health Care Management | ECTS (3+0) 5

Definition of Management, Historical Development and Functions, A Description of the Features of the Service Sector and Health Services, The Definition of A Hospital in the Service Sector, Characteristics and Objectives, The Organizational Structure of Hospitals in Turkey and in Various Countries, Basic Criteria for Health Care Organization; Social Equality, Basic Health Services, Continuity of Care, Integrated Health Services, Hierarchical Referral System, Team Work, Prioritization of Maternal, Child and Preventive Services, Community Involvement, Intersectoral Business Association, Hospital Board and Hospital Management, The History of Hospital Management and Administration, The Responsibilities of the Hospital Management, The General Characteristics of Hospitals and Hospital Services, The Structural and Procedural Characteristics of Hospitals, Effective Health Services, The Classification of Hospitals and Health Services, The Functions of Hospitals, The Management of Hospitals as an Enterprise in the Service Sector, The Organization and Organization of Hospital Management, The Duties and Objectives of Hospital Administrators, Management and Cognitive Problems in Hospital Management, Competence and Sufficiency in Hospital Management, Provision of Patient Satisfaction and Hospital Manager's Duties, Affecting the Hospital Choices of Patients Administrative Factors, Demand and Demand Management in Hospital Services, Medical Services, Other Health Services, Support Services.

Statistics for Social Sciences | ECTS (2+2) 5

Introduction to Statistics, Data Definition, Frequency Distributions, Graphical Representations, Numerical Measurements, Concepts of Probability, Discrete Probability Distributions, Normal Probability Distribution, Sampling Methods, Estimation and Confidence Interval, Descriptive Statistics, Estimation of Population Parameters, Confidence Intervals, Basic Hypothesis Test, T-Statistic, Chi-Square Tests and Variable Analysis of Numerical Data Forms in Social Sciences, Numerical Data Forms, Creation and Interpretation of Graphs and Tabular Summaries of Data.

Financial Accounting | ECTS (2+2) 5

Basic Concepts and Principles of Accounting based on International Financial Reporting Standards (IFRS), Business Transactions and Adjustments, Trial Balance, Balance Sheet, Income Statement and Cash Flow Statement, Major Accounts Classification and Analysis, the Use and Interpretation of Financial Reports.

Human Resources in Healthcare Organizations | ECTS (3+0) 4

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.

4th SEMESTER

Health Economics | ECTS (3+0) 6

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.

Research Methods | ECTS (2+2) 3

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.

Cost Accounting in Health Institutions | ECTS (2+2) 5

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.

Organizational Behavior | ECTS (3+0) 5

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.

5th SEMESTER

Health Law | ECTS (3+0) 4

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.

Financial Management in Healthcare Organizations | ECTS (3+0) 5

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.

Communication and Public Relations in Health Care | ECTS (3+0) 5

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.

6th SEMESTER

Quantitative Decision Making in Health Care | ECTS (3+0) 4

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.

Health Care Marketing | ECTS (3+0) 5

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.

Strategic Management in Healthcare Organizations | ECTS (3+0) 5

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.

7th SEMESTER

Health Systems, Policies and Planning | ECTS (3+0) 4

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; Turkey's Health Policy, Policy Setting Process and Health System.

Health Informatics | ECTS (3+0) 4

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.

Operations Management in Healthcare Organizations | ECTS (3+0) 4

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.

Professional Practice-I | ECTS (0+16) 8

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.

8th SEMESTER

Professional Practice-II | ECTS (0+40) 30

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.

ELECTIVE COURSES

Brand Management in Health Services | ECTS (3+0) 5

What is a Brand According to Health Care Services, The Conditions of Healthy Management of Institutions, How to Create Brand Value, To Measure and Use in a Global World? The Role of Brand in The Frame of Integrated Marketing Strategy.

Business Analysis and Design in Healthcare Environments | ECTS (3+0) 5

Terms related to the Business and Its Terminology, Term of Business Analysis, Activities during Business Analysis, Preparation of Business Definitions, Preparation of Business Requirements, Application of Information on Business Analysis for Human Resources Management Functions.

Chronic Disease Management | ECTS (3+0) 5

Planning of Patient Education Programs, Evaluating Education Determinative Variables and Defining Criteria of Disease, which can Improve Life Quality of Individuals, Gaining Skills of Application and Theoretical Information on Improvement of Education Methodologies, Definition, Content and Importance of Long Term Care Services, Improvements Increasing the Importance of Long Term Care, Long Term Care Services in Our Country and in The World, Medical Staff Team of Long Term Care Services, Long Term Care Institutions.

Comparative Health Systems | ECTS (3+0) 5

Definition Of Healthcare System, Goals and Functions of Health System, Comparison of Health Systems, Presenting Reasons, Benefits and Difficulties, Presenting a Framework for Comparison and Investigation of Countries' Health Systems, Comparison and Investigation of Main Countries' Health Systems, Analysis and Evaluation of Performance in Health Systems.

Consumer Behavior in Health Care Services | ECTS (3+0) 5

Concepts and Theoretical Framework, Health Services, Consumer Bias and Consumer Behavior, Basis of Patient Behavior in Healthcare Services: Patient Relationship, Administration Based on Consumer Behavior Index, Ways to Qualified and Convenient Healthcare.

Diseases Information | ECTS (3+0) 5

General Information About Diseases, Diseases of Digestive System, Respiratory Diseases, Circulatory System Diseases, Blood Diseases, Urinary System Diseases, Genital System Diseases, Joint Diseases, Endocrin System Diseases, Dermatological Diseases, Otolaryngologist Diseases, Eye Diseases, Central Nervous System Diseases.

Financial Accounting and Reporting | ECTS (3+0) 5

Basic Concepts of Accounting and General Principles, Theoretical Framework of Financial Reporting, Principals of Financial Reporting at Capital Market, Basic Concepts of Independent Audit, Standarts of Independent Audit at Capital Market, Decisions of the Council of Ministers on Firms Subjected to Independent Audit.

Quality Management in Health Institutions| ECTS (3+0) 5

Evolution of quality management in health care organizations. Measurement of health care quality. Assessment of health care quality. Improvement of care quality. Accreditation of health care organizations. Quality management and accreditation in health care organizations in Turkey.

First Aid | ECTS (3+0) 5

General First Aid Information, Teaching the Signs and Symptoms Used for Evaluation of Patient-Injured and Crime Scene. Basic Life Support Practices, Basic First Aid Applications Required for Bleeding, Impaired Consciousness, Injuries, Animal Bites, Burns, Freeze and Heat Stroke, Poisoning, Patient/Injured Transportation Techniques, Organization of Emergent Healthcare Services.

Global Health Issues | ECTS (3+0) 5

Effects of Globalisation on Field of Health, International, Economical and Political Condition of Health Care Services, Improvement of Solution Proposals, Definition of Worldwide Health Problems and Solution Oriented Planning.

Health Insurance and Reimbursement Methods | ECTS (3+0) 5

Basic Financing Models and Place and Importance and of Health Insurance, Concepts of Health Insurance, Its Typology and Classification, History of Private Health Insurance, Technique and Market Analysis, Distribution Channels, Basic Legislation of Private Health Insurance, Basic Legislation of General Health Insurance, Organizational Structure on Health Insurance, Processes of Underwriting and Production, Related Legislation, Compensation and Provision Process of Health Insurance, Related Legislation, Contract and Network Management of Health Insurance, Related Legislation, Sustainability of Healthcare Expenditure, Reimbursement Methods of Health Insurance and Financial Management of Chronic Diseases, Process of General Health Insurance in Turkey and Supplemental Health Insurances, Medical Tourism and Health Insurance in Tourism, General Health Goals and Analysis of Strategic Goals.

Managerial Epidemiology | ECTS (3+0) 5

Introduction to Epidemiology, Definition and Usage Areas, Evidence-Based Management and Epidemiology, Variable Date, Information, Epidemiologic Research Methods: Observational Research, Epidemiologic Research Methods, Experimental Research, Causality and Risk Terminology, Health, Disease Terms and Determinators, Health Situation and Health Level Criteria, Illness and Death Criteria, Standardization of Criteria, Evaluation of Health Care Services, Service Usages Criteria, Epidemiologic and Demographic Transition Theories.

Health Tourism | ECTS (3+0) 5

Concepts of Tourism, Health and Tourist Health, Development and Importance of Medical Tourism in Turkey and In The World, Tourist Health and Its Effects on Tourism, Institutions Working for Medical Tourism, Problems and Solution Suggestions of Medical Tourism and Tourist Health, Legislation of Medical Tourism and Tourist Health, Main Institutions and Establishments on Tourist Health, Investigation and Teaching of Duty, Authority and Responsibility of Them.

Performance Analysis in Health | ECTS (3+0) 5

Basic Concepts on Performance and Performance Management, Quantification and Evaluation of Performance at Health Care Firms, Performance-Based Salary Administrations and Its Evaluation, Evaluation of Current Developments on Performance Management in Healthcare Sector.

Public Health | ECTS (3+0) 5

Terms Related To Public Health, Health Protection and Development Stages, Providing Health Developing, Protecting, Healing and Rehabilitating Care to Individuals, Families and The Society, Defining and Resolving Society's Health Problems in a Systematic Way.

Risk Management in Healthcare Institutions | ECTS (3+0)

Definiton of Risk, Risk and Danger, Risk Management, Benefits of Risk Management, Definiton of Risk Management in Healthcare Institutions and Its Importance for Work Health and Safety.

Supply and Logistics Management in Health Services | ECTS (3+0) 5

Logistic and Operational Management in Healthcare Services, Introduction to Procurement and Logistics Management, Management of Demand: Demand Forecasting Methods, Demand Management: Evaluation of Demand Forecasting Faults, Choice of Hospital, Blood Bank and Place of Ambulance: Quantity-Cost Analysis, Choice of Hospital, Blood Bank, Place of Ambulance: Method of Center of Gravity, Layout Arrangement: Method of Systematical Layout Arrangement, Crisis Management and Optamization of Patient-Process Flow, Sales Management, Stock Management: Classification of Stock Systems, Stock Management: Stock Control Systems, Hospital and Store Management in Hospital Pharmacy, Corporate Resource Planning Applications and Routing of Vehicles on Management of Medical Waste, Recycling and Stock Managed by the Supplier, Scheduling of Vehicles in Recycling and Medical Waste Management.

Health and Life | ECTS (3+0) 5

It is planned to give the students the basic concepts that people need to know in order to lead a healthy life. For this purpose, it is requested that people learn the concept of health and learn some dynamics that are necessary for them to lead a healthy life in society.

Digital Transformation Management ECTS (3+0) 5

You will learn how to make important decisions that affect IT in the organization, regardless of whether you have operational responsibility or not. By the end of the course, you will have knowledge of how to manage the technology function and make good decisions about technology. In summary, this course examines how to identify transformational technologies and develop strategies to exploit them.

Digital Marketing in Health ECTS (3+0) 5

The scope of the course consists of Search Engine Ads, Search Engine Optimization, Web concept, Social Media and changing e-commerce trends in the digital environment. Data and applications for the digitalization of the 4P approach, defined as the marketing mix, are presented. In addition, digital brand and digital marketing trends are discussed in a world where social media transforms from content to e-commerce environment.