

Faculty of Economics & Political Science

Management of Health Services

Information :

Course Code : PAD 207

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Public Administration

Instructor Information :

Title	Name	Office hours
Professor	Omaima Ibrahim Abo Elkheir Abdallah	1

Area Of Study :

This course provides an overview of health care system in Egypt. It focuses on the characteristics of this system together with the analysis of health care reform project in Egypt and discusses the major issues, opportunities and challenges that impact the cost, quality and access to health care in Egypt. The course emphasizes on understanding the historical context, how the Egyptian health care system developed and the significant policies and regulations that regulate health care organizations in Egypt in particularly and globally. Students are introduced also to financial, reimbursement, legal, marketing and strategic planning issues that are essential to manage health care facilities. In addition to interactive classes, students have the opportunity to visit hospitals, healthcare organizations and Institutions to gain insight and have opportunity to interact with experts to share experience and knowledge.

Course Goals:

- Provide the basic knowledge, understanding, analysis and the skills required for developing health care policies and strategies.
- Introduce the different health care systems and organization structure.
- Outline the health care quality concepts.
- Comprehend the strategic planning of health care organizations.
- Analyze the relations between doctors, nurses, technicians and other workers in healthcare facilities.
- Categorize the different health care organizations (structure and competitive environment).

Description :

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Course outcomes :

a.Knowledge and Understanding: :

1 -	Acquire the basic knowledge about health care management.
2 -	Understand critically the different health care systems and the organizational structure.

b. Intellectual Skills: :

1 -	Analyze and improve the different health care strategies.
2 -	Solve the health care management issues through the exposition to different case studies tackle the administration issues.

c. Professional and Practical Skills: :

1 -	Attain the practical skills on how to make a strategic report of a hospital.
2 -	Sketch planning of hospital strategy.

d. General and Transferable Skills: :

1 -	Acquire the soft skills including presentation, communication, teamwork and leadership skills.
2 -	Develop the abilities of Independence and initiative.

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Health Care Systems	3	1	
Health Care Quality Concepts	3	1	
Defining Health Care Jobs	3	1	
Competitive Hospital Environments, Organizational Cultures and Healthcare Organizational Structure	3	1	
Development of Strategic Health Care Plans	3	1	
Health Care Sector Reform	3	1	
Restructuring of Health Care Organizations	3	1	
Midterm Exam		1	
Inter-Organizational Relationships	3	1	
Accreditation of Health Care Facilities	3	1	
Introduction of Marketing for Health Care Facilities	3	1	
Applied Session One Day Orientation Course at One of the Private Hospitals in Cairo	3	1	
Second Applied Session for Reviewing Policy at One of MOH Hospitals	3	1	
Students' Presentations	3	1	
Final Exam		1	

Teaching And Learning Methodologies :

Data show and computer in lectures
Demonstration videos
Group discussion
Debates
Research Paper
Simulations
Presentation

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Course Work(Attendance, Participation, Assignments, Quizzes, Research Paper...)	30.00		To assess understanding and theoretical background of the intellectual and practical skills
Final Exam	40.00	15	To assess knowledge and intellectual skills.
Midterm Exam(s)	30.00	8	To assess professional skills.

Recommended books :

Philip Kotler and Roberta N. Clarke, Marketing for Healthcare Organizations, 1st edition, N.J.: Prentice-Hall, 1987

Periodicals :

World Health Organization Periodicals