



International Master in Health and Social Care Management

Curriculum development

*Creating and implementing
an european master degree programme*

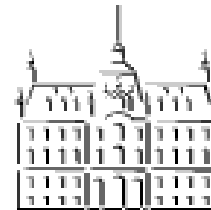
International Master in Health and Social Care Management

Outline

1. Introduction and project partner
2. Motivation of the programme
3. Process and main results
4. The subject guide
5. General agreement
6. The master programme in three countries
7. Didactics of the programme
8. Experiences and further development

International Master in Health and Social Care Management

Health and Social Care Management M.A. is a new international and european master programme. It has been developed and established in collaboration with four partner universities in Europe. Its profile is application-oriented. The implementation and development of the course are promoted by the European Union for a duration of two and a half years.



**University
of South Bohemia**

Univerza v Ljubljani

International Master in Health and Social Care Management

Project Partner

University of South Bohemia in Ceske Budejovice;
Jirovceva 24, Ceske Budejovice, 39201;Czech Republic
Faculty of Health and Social Studies

Manchester Metropolitan University, Hathersage Road, Manchester M13
Department of Health Care Studies, Faculty of Health, Social Care & Education,

University of Ljubljana, SI 1000 Ljubljana, Slovenia, Kardeljeva ploscad 17;
Faculty of Economics
University of Ljubljana, SI 1000 Ljubljana, Slovenia, Poljanska Cesta 26a
University College of Heath Studies

Hochschule Bremen University of Applied Sciences, D 28717 Bremen, Neustadtswall_30;
Faculty of Social Sciences

International Master in Health and Social Care Management

Motivation

Competition and market-orientation are two key factors in health and social care economy. At the same time, this branch of economic activity possesses great social and ethical power. There is a high demand of excellently trained (international) managers. Professionalism and market-oriented qualifications are the demands made on managers in health and social care economy.

This is the major challenge for the Master's degree course in Health and Social Care Management. The degree course imparts the abilities and skills required to act professionally within the current and future developments of a dynamic, innovative and european market geared to the future.

The degree course trains (international) managers in health and social care economy.

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Steps in the programme development

Period	Time	Activity
Application process	2003 and 2004	One year time of preparation and application process
Project preparation	2004	Kick Off Meeting, Agreement about workplan, process of team building
Project start	October 2004	Official project start; granting at december 2004
Project end	March 2007	Half year prolongation of the project time (without more costs)
Reporting and EU Evaluation	2007 and 2008	Reporting in July 2007; Evaluation till 2008

International Master in Health and Social Care Management

Overview of main results

Time	Result	Notes
October 2004	Successful application, good team working	A good team working and supporting was the basic of a successful accreditation
June 2005	Letter of Intent	Was signed by all partners
December 2005	Dean's meeting	Successful meeting for decision making with general agreement
July 2006	Accreditation of the programme in Germany	Accreditation without conditions; E-Learning, international courses and international lectures
July 2006	Developing of core subjects	E-Learning Subjects; Preparation of a „Subject guide“
April 2006	Start of the first master degree course in Germany	Including lectures from Slovenia and Great Britain
December 2006	General agreement	Was signed by three partners, Manchester as associated partner
January 2007	Completion of all subjects in master programme	All in all 15 subjects; 7 as e-learning and 8 as non e-learning subject
April 2007	Second master degree course in Germany	Including of lectures from Slovenia and Great Britain
June 2007	Accreditation of the programme in Slovenia	Accreditation in South Bohemia will be finished in 2009
October 2007	Start of the first master degree course in Slovenia	Start in South Bohemia will be in October 2009

International Master in Health and Social Care Management

Subject Guide



Outcome



Universities _____

Hochschule Bremen – University of Applied Sciences – Germany _____

Manchester Metropolitan University – Great Britain _____

University of Ljubljana – Slovenia _____

University of South Bohemia – Czech Republic _____

Subjects and responsible Lecturers / Universities _____

1. Economics in health and social care _____

2. Health and Social Policy _____

3. Governance and Ethics _____

4. Organisation Theory _____

5. Human Resource Management _____

6. System and Process Management _____

7. Financial Management _____

8. Accounting _____

9. Informatics _____

10. Research _____

11. Management of Diversity _____

12. Management Decision Making _____

13. Public and Patient Involvement _____

14. Marketing _____

15. Public health _____

Alphabetical list of participants _____

Subject Guide



Example: Economics in health and social care

Core subject

1. Economics in health and social care

Author / University responsible for subject Prof. Maks Tajnikar PhD,
Faculty of Economics, University of
Ljubljana, Slovenia



Co Author

National lecture Doc. Ing. Ladislav Průša CSc.
Ceske Budejovice
Prof. Maks Tajnikar PhD, Ljubljana
Prof. Dr. Heinz Janßen, Germany

Kind of subject Core Subject

Purpose of the subject

The course introduces the subject of economics and its application to the health and social care systems and, more specifically, to the issues regarding the market, provision, organisation, funding and regulation of health and social care services. The course provides an application of economic principles to the analysis of different elements of the health and social care systems in order to give the students the knowledge and skills to understand and further study the organisation, management and behaviour of patients, insurers, health and social care providers, and policy makers. The purpose of the course is to enable the students to understand how these elements interrelate within the whole system.

Learning outcomes

The course will enable students to:

- » gain the general knowledge of basic economic concepts, such as supply, demand, marginal analysis, cost-benefit analysis etc.
- » develop the ability to apply economic concepts to the health and social care systems
- » develop the ability to provide an economic perspective for management and policy decision-making within the health and social care systems
- » develop the capacity to apply their knowledge in practice by assuming active roles in the reform of health and social care and in the process of designing and implementing new policy options
- » develop the ability to discuss controversies surrounding the contemporary health and social care systems

Main topics

- » Introduction
- » The Demand Side
- » The Supply Side
- » Health Insurance
- » Agency Problem
- » The Health and Social Care Markets
- » Payment and Remuneration Systems in Health and Social Care
- » Efficiency
- » The Role of Government in Health and Social Care

Essential Readings

- » Coelli et al.: An Introduction to Efficiency and Productivity Analysis
- » Folland Sherman, Goodman Allen C., Stano Miron: The Economics of Health and Health Care. Third Edition. New Jersey: Prentice Hall, 2000. 667 p.
- » Griffiths Alan, Wall Stuart: Intermediate Microeconomics: Theory and Applications. Second Edition. Harlow: Financial Times/Prentice Hall, 2000. 725 p.
- » Kornai J., Eggleston K.: Welfare, Choice, and Solidarity in Transition. Cambridge: Cambridge University Press, 2001. 365 p.

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Subject Guide



Example: Organisation Theory

Core subject E-Learning subject

4. Organisation Theory

Author / University responsible for subject

Prof. Dr. Heinz Janßen
Hochschule Bremen, University of Applied Sciences, Germany



Co Author

Associate Prof. Vojko Potocan, PhD,
University of Maribor,
Faculty of Economics, Slovenia

National lecture

Prof. Dr. Heinz Janßen, Germany
Prof. Vojko Potocan, PhD, Slovenia

Kind of subject

Core Subject / Elearning Subject

Purpose of the subject

This course acquaints students with theories, applications and specifics of organization theory in health care, social and welfare markets. At the beginning basics and principles of organization theory are negotiated. The concept of Human Service Organization (HSO) is in the center of this course. Theory and application will be learned. Further emphases are: process and customer orientation, quality as the supporting pillar in organizational processes, organizational culture and organizational change in HSO's.

At the end of the course, students will be familiar with the theory and concepts of Human Service Organizations and will be able to apply them in a variety of real-world healthcare, social and welfare providers.

Learning outcomes

The course will enable students to:

- » explain the nature of Human Services Organizations
- » analyse and describe the essentials of Human Services Organizations and compare with other markets
- » work with the concept of quality in organizational processes
- » develop the capacity to analyse organizations as process systems
- » understand and work with the specifics in organizational change

Main topics

- » Organization theory
- » Organizational environment
- » Nonprofit organizations
- » Human services as complex organizations
- » The nature of human service organizations (HSO)
- » Process oriented organizations
- » Divisions of labour
- » Quality as an organizational problem
- » Improving organizational performance
- » Organizational change in human services

Essential Readings

- » Mick, Stephen S. and Wyttenbach, Mindy E (Editors): *Advances in health care organization theory*, Jossey-Bass San Francisco 2003
- » Sultz, Harry A. and Young, Kristina M.: *Health Care, U.S.A.: Understanding its organization and delivery*, Jones & Barlett Publishers, 4th Edition 2003
- » Griffith, John R. and White, Kenneth R.: *The well-managed Healthcare Organization*, Health Administration Press / Ache 5th Edition, 2002
- » Shortell, Stephen: *Health Care Management: Organization Design and Behaviour*, Thomas Delmar Learning 4th Edition 1999

International Master in Health and Social Care Management

General agreement

The general agreement was signed by the University of Ljubljana, University of South Bohemia and Hochschule Bremen

The Manchester Metropolitan University remains as an associate partner in the project and furthermore

The contract involved regulations of:

- » Institutional cooperation and support
- » Exchange of information and material
- » Staff exchange
- » Student exchange
- » Double degree

General Agreement

The signatories



The signatories


Hochschule Bremen – University of Applied Sciences
Prof. Dr. Friedrich Lehmann
Deputy Rector



Date: 29/05/2006



Univerza v Ljubljani


University of Ljubljana
Prof. Dr. Andreja Kocijančič
Rector

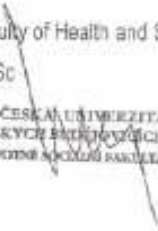


Date: 20/12/2006



University
of South Bohemia

University of South Bohemia, Faculty of Health and Social Studies
Prof. MUDr. Miloš Velaminský, CSc
Dean


JITHOČESKÁ UNIVERZITA
V ČESKÝCH BUDĚJOVICÍCH
ZDRAVOTNĚ SOCIÁLNÍ FAKULTA

Date: 14.1.2007

International Master in Health and Social Care Management

General Agreement

- Framework of cooperation and formation of a limited consortium -

Signed up on basis of and international project: "the International Masters Degree in Health and Social Care Management" approved in 3rd December 2005

6. Double Degree

The signatory institutions agree to acknowledge students from partner institutions in achieving a double degree or writing a Master Thesis at a host institution if 50 percent of the educational experiences respectively subjects offered in the courses of the International Master in Health and Social Care Management at the respective partner institutions are identical.

**Health Care
Master Degree
in
Slovenia**

**Accreditation in
2006**

**First course in
2007**

Table 1: Structure of the programme

	Area of Specialisation: MANAGEMENT	Area of Specialisation: ECONOMICS	
Semester	Courses		ECTS
1.	Principles of Health Economics		10
1.	Health Care Systems and Policy in the EU		10
1.	Principles of Management in Health Care		10
2.	System and Process Management	Economic Analysis in Health Care	6
2.	Informatics in Health Care	Statistics in Health and Social Care	6
2.	Financial Management in Health Care Organisations	Quantitative Analysis 1	6
2.	Organisation of Health Care	Ethics in Health Care	6
2.	Case study	Case study	6
3.	Elective course 1		6
3.	Elective course 2		6
3.	Elective course 3		6
3.	Elective course 4		6
3.	Elective course 5		6
<i>List of elective courses:</i> <i>Management of Diversity</i> <i>Management Decision Making</i> <i>Marketing in Health Care</i> <i>Accounting for Health Care Organisations</i> <i>Human Resource Management</i> <i>Demography</i> <i>Quantitative analysis 2</i> <i>Health</i> <i>Supply Chain Management</i> <i>Public-Private Partnerships</i> <i>Health Insurance</i> <i>Principles of Pharmacoeconomics</i> <i>Quality Assessment in Health Care</i> <i>Introduction to Public Health</i> <i>E-documentation in Health Care</i> <i>Other elective courses</i>			
4.	Master Thesis		30

Health and Social Care Master Degree in Czech Republic

Accreditation in
2008

First course in
2009

D Pravidla pro vytváření studijních plánů SP (oboru) a návrh témat prací						
Vysoká škola	University of South Bohemia in České Budějovice					
Součást vysoké školy	Faculty of Health and Social Studies					
Název studijního programu	Economic and Management					
Název studijního oboru	Health and Social Care Management					
Název předmětu	Délka	Rozsah	druh před./	přednášející	dop.	roč.
	3+1týden	/týden	způsob zak.			
Economics in Health and Social Care	3+1týden	20h	p/exam 6K	Doc. Ing. Průša CSc. Prof. Tajtlikar, PhD.	1.WS	
Health Care and Social Policy in the EU	3+1týden	20h	p/exam 6K	Doc. MUDr. Adámková, CSc. Prof. Dr. Jansen	1.WS	
Public Health	3+1týden	20h	p/exam 6K	Prof. MUDr. Kovářová, CSc. Assoc. Prof. Dr. Potočan, PhD, BSc.	1.WS	
Organization of Health Care and Social Services	3+1týden	20h	p/exam 6K	Prof. MUDr. Novotný, CSc., Assoc. Prof. Dr. Potočan, PhD, BSc.	1.WS	
Public and Patient Involvement in Health and Social Care	3+1týden	20h	p/exam 6K	Doc. MUDr. Adámková, CSc. PhDr. Mojžišová, PhD.	1.WS	
Governance and Ethics of Health and Social Care	3+1týden	20h	p/exam 6K	Doc. MUDr. Šimek, CSc.	1.SS	
Human Resource Management (HRM)	3+1týden	20h	p/exam 6K	Doc. Ing. Krninská, CSc., Prof. Dr. Jansen	1.SS	
Accounting in Health and Social Care Organisations	3+1týden	20h	p/exam 6K	Doc. Ing. Průša CSc. Prof. Hloževan, PhD.	1.SS	
Informatics in Health and Social Care	3+1týden	20h	p/exam 6K	Doc. RNDr. Berauer, CSc. Prof. Gradisar, PhD.	1.SS	
Research/ Project Management	3+1týden	20h	p/exam 6K	Doc. PhDr. Tóthová, PhD. Mgr. Lišková, PhD.	1.SS	
System and Process Management	3+1týden	20h	p/exam 6K	Doc. Ing. Rolínek, Ph.D. Assis. Prof. Bohnic, PhD.	2.WS	
Financial Management in Health and Social Care Organisations	3+1týden	20h	p/exam 6K	Ing. Jílek, Ph.D., Assis. Prof. Deželan, PhD.	2.WS	
Management of Diversity	3+1týden	20h	p/exam 6K	Dr. Ing. Škodová-Parmová Prof. Dr. Habermann	2.WS	
Management of Decision Making	3+1týden	20h	p/exam 6K	Doc. RNDr. Tlustý, CSc., Prof. Dr. Roes	2.WS	
Marketing in Health and Social Care	3+1týden	20h	p/exam 6K	Ing. Bunešová, Ph.D.,	2.WS	
Master Thesis			30K		2.SS	
Předměty SZL						
Economics in Health and Social Care Marketing in Health and Social Care Public and Patient Involvement in Health and Social Care						
Požadavky na přij. řízení						
Motivation interview, Bachelor's degree,						
Další povinnosti / odb. praxe						
seminar work, seminar meeting						
Návrh témat prací						
Health Care Reform in Czech republic and its Practical Implications for Equity in Access to Nursing						

Health and Social Care Master Degree in Germany Accreditation & First course in 2006

	Module 1	Module 2	Module 3	ECTS Credits
1st semester	Social and Health Care Economics	Organisational Theory	Health and Social Policy in Europe	18
2nd semester	Research Management	Cost- and Finance Management	a) Process- and System Management b) Informatics	18
3rd semester	Governance, Politics, Ethics	Diversity Management	Human resource management	18
4th semester	Management of Decision Making	Master Thesis	Master Thesis	18
5th semester	Master Thesis	Master Thesis	Master Thesis	18

5 modules as e-learning (blended learning) 5 modules as class-room-modules (present) 5 modules for the master thesis

International Master in Health and Social Care Management

Didactics of the programme

- » E-Learning (Blended Learning)
- » In-Service-Training
- » Transfer of theory into practice
- » International professional networks are established through so-called Buddy-forums
- » International Case study (under construction)

International Master in Health and Social Care Management

Blended Learning and Buddy Forum

The E-Learning modules will be offered methodically as **Blended Learning**, i.e. including compulsory attendance. These modules are online and in English language.

International working networks are established through so-called Buddy-forums. Selected problems can thus be treated throughout Europe with the help of international expertise.

International Master in Health and Social Care Management

Transfer of theory into practice

Through this transfer complex problems taken from practical work will be treated academically and vice versa.

Thus, the academic education, imparted by the university, can also be used by businesses as an instrument of organisational and personal development.

Case studies, research papers as well as an application-oriented final thesis constitute the majority of module-related examinations.

International Master in Health and Social Care Management

Experiences

High rate of flexibility (e-learning, international and national language, part time, on the job training)

All in all 15 modules completely developed in between two years

Successful exchange of lectures

Many students in Slovenia, but less students in Germany

E-learning modules are working on the same technological system (Aulis-System, created by Hochschule Bremen, training programme)

Close cooperation to Ljubljana (Slovenia) and Budojevice (South Bohemia).

National regulations are more important than „Bologna declaration“

There is a long way to „joint degree“

International Master in Health and Social Care Management

Further development

New module: international case study (application oriented, practice and theory, student exchange, training in hospitals, ten days abroad)

Creating the process of double degree

Optimizing the process of evaluation (specific: e-learning module)

Standards of blended learning (defining class-room-time)

Thank you for your attention

Further information? Please contact

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