

**ANNOTATION**  
**work program of the academic discipline**  
**"Management in Healthcare"**

Direction of training	05/31/01 Treatment and prevention
Number of credits	In accordance with the RUP

The work program of the academic discipline "Management in Healthcare" is compiled in accordance with the requirements of the Federal State Educational Standard of Higher Education 31.05.01 Medical and preventive care.

**1. The purpose of studying the discipline**

Target mastering the academic discipline "Management in Healthcare" consists of obtaining theoretical and applied professional knowledge and skills in the field of development of forms and methods of management in healthcare organizations, in a market economy, taking into account advanced domestic and foreign experience, as well as acquiring skills for independent initiative and creative use theoretical knowledge in practical activities

**2. Summary of the discipline\_**

Section 1

Section Contents

Management concept. History of the formation of management. Fundamentals of management in healthcare. Management functions.

Section 2:

Section Contents

Quality control and safety of medical activities: State control. Quality control and safety of medical activities: Departmental control. Quality control and safety of medical activities: Bodies and organizations of state, municipal and private healthcare systems that carry out internal control of the quality and safety of medical activities in the manner established by the heads of these bodies and organizations. Laws and regulations in the field of health protection. Licensing of medical activities. Division of competencies between state authorities and local government in the field of healthcare. Healthcare as an organizational system. Functions and forms of management in the health care system. Social marketing in healthcare. Segmentation of the medical services market. Regulation of the medical services market. Shadow market for medical services

Concept and basics of marketing in healthcare. The medical services market as an object of marketing. Pricing policy as an object of marketing. Marketing environment of a medical institution. Marketing research of a medical institution. Product policy of a medical institution. Marketing methods in the healthcare system. Promotion system in healthcare. Advertising in healthcare. Healthcare marketing budget. Marketing management of a medical organization. Egomarketing or I-brand of a doctor. The concept and functions of Internet marketing. Types of Internet marketing. Basic Internet marketing tools. The effectiveness of online advertising

Classification of management decisions. Typology of management decisions. Approaches to management decision making. Factors influencing the process of making management decisions. Individual and group problem solving. Personnel management. Leadership, influence and power. The power of the leader and the subordinate. Methods of influence. A model of a leader's influence on subordinates. Approaches to the phenomenon of leadership. Leadership styles.

Definition of conflict. Views on the conflict. Components of the conflict. The main causes of conflicts. The origin of the conflict. Signs of conflict. Levels of development, types of conflict, stages of development, stages of outcome. Consequences of the conflict. Conflict management.

Section 3:

Quality management of services in a medical organization. Healthcare Risk Management