

MBA in International Hospital and Healthcare Management

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Entrepreneurial, international, intercultural

The healthcare industry has become one of the biggest and most dynamic industries in many countries of this world. Many healthcare institutions are looking therefore for entrepreneurial-thinking and dynamic managers, who can master the challenges of this high-potential market. Since the healthcare industry is becoming more international, managers must have an international, practice-oriented education and intercultural skills. The Frankfurt School aims to equip managers with the skills required for tomorrow's international healthcare institutions. As a graduate from the programme, you will be able to unite the apparently irreconcilable by using entrepreneurial management techniques, progressively increasing quality while steadily decreasing costs.

Objectives

The MBA in International Hospital and Healthcare Management is unique in its teaching and practical approach, seeking to transcend national borders and ways of thinking worldwide.

Target group

The MBA aims to attract specialists and managers from all over the world - doctors, economists, pharmacists, engineers, administrators, consultants and lawyers alike who are pursuing a management career in hospitals, healthcare institutions and companies worldwide and wish to acquire additional management qualifications to enhance their professional skills.

The MBA Programme in International Hospital and Healthcare Management develops entrepreneurial managers equipped with advanced skills and expertise to master the challenges in a globalised healthcare sector.

It aims at bringing together a unique group of academic experts and practitioners from a wide array of national healthcare systems in order for the programme members to gain a firm understanding of current management concepts and to analyse, compare and contrast national healthcare systems world-wide and their implications for hospital and healthcare management.

Through residential modules in selected relevant locations world-wide, the programme members will identify best practices, develop a broad understanding of intercultural issues and build an international network of professionals leading the debate in developing the global healthcare and hospital sectors.

The "International Hospital and Healthcare Management (MBA)" has a strictly practical focus on industry and healthcare. The programme is designed to have a high level of practical relevance: the know-how acquired in the study modules immediately flows into management practice. With highly qualified tutors, innovative ideas are shared in a practice-oriented framework. The intensive use of case studies and group work, also from other industrial sectors, promotes flexible management know-how and case studies from successful international healthcare act as models of best practice.

Organisation and investment

The MBA in International Hospital and Healthcare Management is aimed at professionals who want to play a pro-active role in building a more entrepreneurial healthcare and hospital sector. Prerequisites for joining the programme are:

- A first academic degree,
- at least three to five years' postgraduate professional experience,
- fluency in written and spoken English (min. 80 points TOEFL (iBT) or equivalent).

Your MBA degree

Students' performance will be evaluated through written examinations, class participation, individual and team assignments, oral presentations, group projects, and the Master's thesis. This important part of the programme is a practically-oriented research project in which the knowledge and skills acquired through the programme are applied to a real-life management problem. After successful completion of the programme, the degree of MBA in International Hospital and Healthcare Management will be conferred by Frankfurt School of Finance & Management.

Fact sheet

Major:	International Hospital and Healthcare Management
Degree:	MBA
Duration:	10 modules / 18 months
Location:	Europe, Asia, Middle East/ optional excursion to the USA
ECTS:	65 points
Language:	English
Start of course:	31st October
Application deadline:	11th September
Minimum entry requirements:	University degree, three to five years' professional experience, English language skills (min. 80 points TOEFL (iBT) or equivalent)
Tuition fees:	28,000 Euro (incl. study material, excl. travel costs)

Your contact persons:



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Further information can be found at:
www.frankfurt-school.de/ihm

Programme structure

Module 1 (location: Frankfurt)

Introduction to Business & Economics

The module introduces some basic concepts and frameworks of business administration and economics for understanding economic environments and the organisation the student is working in and its environment. Special emphasis is placed on aspects of accounting and investment decisions and how they affect an organisation's overall performance. Additionally, the students will participate in team-building and networking exercises to foster intercultural understanding and team dynamics within the group.

Module 2 (location: Frankfurt)

Managing Financial Resources / Hospital Controlling

Building on financial accounting introduced in Module 1, investment and financing decisions of hospital managers are analysed. Special emphasis is given to the risk and reward trade-off, basic financial management tools, available finance instruments, and decisions regarding the optimal financial structure of an entity. The second part introduces basics of managerial accounting and decision making in hospitals. Students learn methods and techniques of cost accounting, cost management systems and performance controlling. Special emphasis is placed on strategic and organisational controlling aspects.

Module 3 (location: India)

Management in Different Health Systems

In this module, participants are introduced to a framework in institutional economics and economic policy that serves as the basis to analyse and compare various health systems around the world through the course of the whole MBA programme. Furthermore, participants learn how to manage healthcare systems in an effective and targeted way and how to create the ideal healthcare system for the 21st century.

Module 6 (location: Ireland)

Quality and Process Management

In this module, participants will look at the processes in their organisations with a special focus on how to implement process-orientation and reengineer business processes within healthcare institutions. It presents the fundamental parameters of quality and processes and the levers to manage them. Also in this module, a Six Sigma seminar is included.

Module 7 (location: Singapore)

Managing the Organisation and IT

Participants are introduced to the principles of how organisations work. Then, they learn how to enhance organisational structures and performance in healthcare institutions, how to manage projects and the effects and aspects of IT in the healthcare business.

Module 8 (e-based)

Integrated Management / Markstrat Simulation

This module serves as a milestone in the programme, bringing the contents of all the previous modules together to look at the organisation as a networked system where individual decisions affect other areas and the overall performance of the organisation.

The modules/locations may be changed.



Module 4 (location: UAE)	Module 5 (e-based)
Market-Oriented and Strategic Management The development and implementation of a coherent corporate strategy is one of the main measures of success for a company or organisation. In this module, the most important elements of strategic planning will be discussed. Furthermore, participants learn how to create a market-driven hospital and healthcare environment using the marketing portfolio.	Business Plan After four modules, students should develop a business plan for a real investment to observe the issues and problems arising from applying the concepts in a real setting.
Module 9 (location: Austria)	Module 10 (location: Frankfurt)
Value Chain Management This module addresses the material flow within an organisation, taking into account the specifics in a healthcare environment. Participants are introduced to the principles of logistics, purchasing and facility management. They also gain a better understanding of the role e-processes play.	Human Resource & Intercultural Management This module consists of two parts, both related to the role individuals play in an organisation. In Human Resource Management, participants learn how to develop and maintain human resources potential in a healthcare environment. In the part labelled Intercultural Management, they build on their own experiences during the programme to learn how to become an effective international manager, how to lead and motivate, foster co-operation and create synergies and implement change.

Optional excursion to the USA

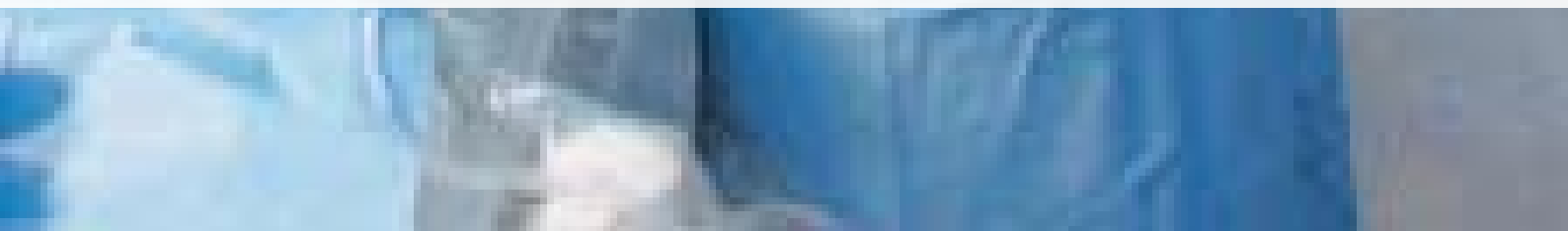
In-depth introduction to the US health system with experts from key players in the healthcare industry. Special focus on the policies governing the delivery system and the potential for change.

Specialist Evening Sessions or Round Tables

- **Basic Business Knowledge**
How to become familiar with the terminology and concepts of business and management.
- **Basic Medical Knowledge**
How to become familiar with basic medical terminology and principles as a requirement for the decision-making process.
- **Personal Development and Communication**
How to become a more efficient manager, communicator and team leader in a multi-cultural environment.
- **Special Training**
Presentation techniques, meeting techniques and strategies, time management.



This programme has been accredited by FIBAA. See www.fibaa.com for more information.





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