



# EXECUTIVE MASTER **mba in health and hospital management.**

<b>BACKGROUND</b>	The increasingly changing and complex healthcare environment demands a redefinition of roles, structures and processes in many institutions, including hospitals and other providers, health insurers, regulators and other public servants as well as suppliers of pharmaceuticals, medical devices and IT services.
<b>PROGRAM FOCUS</b>	This MBA in Health and Hospital Management is offered by MCI Management Center Innsbruck in cooperation with the Institute of Economic Studies of Charles University and the Advance Healthcare Management Institute in Prague. It focuses on health systems in Central Europe and serves as a multidisciplinary basis with specializations either in health- or hospital management.
<b>TARGET GROUP</b>	The MBA in Health and Hospital Management is designed for doctors, nurses and other health professions as well as administrators with backgrounds in finance and accounting, law, IT and other disciplines, working in leading positions in health-oriented institutions and wish to: <ul style="list-style-type: none"> <li>• obtain state-of-the art knowledge in management &amp; leadership with high practical relevance;</li> <li>• accomplish essential changes in both clinical and administrative processes in health-related disciplines;</li> <li>• advance their careers with an internationally acknowledged academic degree.</li> </ul>
<b>ACADEMIC DEGREE</b>	Master of Business Administration (MBA)
<b>DURATION OF STUDY</b>	4 semesters including Master Thesis or Major Research Project   90 ECTS Two tracks: Health Management or Hospital Management
<b>TIME MODEL</b>	Part-time and blended learning format with online and residential phases in Innsbruck and Prague
<b>LANGUAGE</b>	English
<b>ADMISSION REQUIREMENTS</b>	Academic degree; minimum three years of professional experience; proof of English proficiency (TOEFL, IELTS)
<b>TUITION</b>	The tuition fee amounts to EUR 18,900.
<b>START</b>	October 2019
<b>INFO &amp; APPLICATION</b>	Please contact: Dr. Vladan Antonovič, Tel. +43 512 2070-1630, vladan.antonovic@mci.edu

In cooperation with



Premium accredited



[www.mci.edu](http://www.mci.edu)



MODULES	CONTENT	1	2	3	4	
European Health Law	<ul style="list-style-type: none"> <li>European health ethics &amp; law</li> <li>Cross-border care provision &amp; consumer protection</li> <li>Payment of care &amp; payer-provider-patient relationships</li> </ul>	5				
Health Promotion and Social Determinants of Health	<ul style="list-style-type: none"> <li>Measurement of health status</li> <li>Social determinants of health</li> <li>Multi-stakeholder alliances for health promotion</li> </ul>	5				
Effectiveness and Quality of Health Services	<ul style="list-style-type: none"> <li>Assessment of effectiveness of health services</li> <li>Quality management and measurement</li> <li>Introduction to evidence-based medicine</li> </ul>	5				
Health Economics	<ul style="list-style-type: none"> <li>Introduction to economic concepts</li> <li>Funding of health services</li> <li>Public health insurance systems</li> </ul>	5				
Health Care Systems and their Regulations	<ul style="list-style-type: none"> <li>Purpose &amp; regulation of health systems</li> <li>Main features of European health reforms</li> <li>Role of government, competition of providers &amp; payers</li> </ul>	5				
Finance Management	<ul style="list-style-type: none"> <li>Investment, time &amp; value of money</li> <li>Accounting and financial statements</li> <li>Budgeting and controlling</li> </ul>		5			
Economic Evaluation of Health Technologies	<ul style="list-style-type: none"> <li>Introduction to methodology of economic evaluation</li> <li>European health technology assessment</li> <li>Practical approach to HTA at hospital level</li> </ul>		5			
Payer-Provider Relationships & Contracts	<ul style="list-style-type: none"> <li>DRG and other classification and payment systems</li> <li>Payment for performance, risk sharing arrangements, horizon scanning</li> <li>Contract negotiation</li> </ul>		5			
Digitalization and Health	<ul style="list-style-type: none"> <li>Key features of modern information systems in healthcare</li> <li>Impact of big data &amp; artificial intelligence on health care</li> <li>Digitalization, network analysis &amp; public health</li> </ul>		5			
Leadership and Change Management	<ul style="list-style-type: none"> <li>Personal leadership</li> <li>Change management</li> <li>Corporate governance and social responsibility</li> </ul>		5			
Quality Management in Health Care	<ul style="list-style-type: none"> <li>Patient safety and provider accreditation</li> <li>Standardization of care – guidelines, protocols</li> <li>Disease management programs, integration of care</li> </ul>			5		
Creating and Motivating Interprofessional Teams	<ul style="list-style-type: none"> <li>New professions in healthcare</li> <li>Transforming traditional medical hierarchy into teamwork</li> <li>Motivating and rewarding health professionals</li> </ul>			5		
TRACK 1	Managing Healthy Choices	<ul style="list-style-type: none"> <li>Client &amp; patient relations, patient organizations and self-help groups</li> <li>Choice architecture &amp; behavioral aspects</li> <li>Healthy behavior through mobile apps and social networks</li> </ul>			5	
	HEALTH MANAGEMENT	<ul style="list-style-type: none"> <li>Population-based health management</li> <li>Regional integrated systems</li> <li>Provision of new models in health services</li> </ul>			5	
TRACK 2	Controlling in Hospitals and other Provider Institutions	<ul style="list-style-type: none"> <li>Merging financial and clinical controlling</li> <li>Income and cost allocation</li> <li>Benchmarking</li> </ul>			5	
	HOSPITAL MANAGEMENT	<ul style="list-style-type: none"> <li>Role of hospitals in the 21st century</li> <li>New trends in building design, organizational structure and processes</li> <li>Outreach of hospitals into outpatient care</li> </ul>			5	
	Master Thesis	<ul style="list-style-type: none"> <li>Research methods &amp; statistics</li> <li>Thesis supervision</li> <li>Master thesis: Presentation of proposal</li> <li>Presentation &amp; defense, oral examination</li> </ul>				20