

Graduate School of Health Sciences / Health Management M.S
2023 - 2024 Academic Year
STRATEGIC MANAGEMENT at HEALTHCARE ORGANIZATIONS
Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
STRATEGIC MANAGEMENT at HEALTHCARE ORGANIZATIONS	SAYY1267340	Spring Semester	3+0	3	8
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	Turkish				
Course Level	Second Cycle (Master's Degree)				
Course Type	Elective				
Course Coordinator	Prof.Dr. Yeter USLU				
Name of Lecturer(s)	Prof.Dr. Yeter USLU				
Assistant(s)					
Aim	It is to inform about the concept of strategic management, to adopt the objectives of strategic management, to implement it in health institutions and to reinforce implementation tools with case studies and assignments.				
Course Content	This course contains; Strategic Management Concept and Definitions for Health Organizations,Strategic Management and Classical Management Comparison in terms of Health Institutions,Relationship of Strategy with Similar Concepts in terms of health institutions: Mission, Mission, Values, Policies,Environmental Analysis of Healthcare Organizations (Examination of Macro, Operational and Internal environment),Strategic Analysis of Healthcare Organizations (Evaluation of Current Strategy, Evaluation of Internal and External Factors of the Business),Strategic Analysis of Healthcare Organizations (SWOT Analysis, Value Chain Model),Strategic Planning in Healthcare Organizations and Strategic Approach to Business Functions,Strategy Implementation in health organizations,Strategy Review and Evaluation in health organizations,Updating and Improving Strategy in Healthcare Organizations,Blue Ocean Strategy,Case Study,Case Study,General Evaluation.				
Course Learning Outcomes				Teaching Methods	Assessment Methods
8.Explains the value chain model and makes SWOT analysis in the health institution				10, 16, 9	A
7.Revision of the strategic plan of health institutions.				10, 16, 9	A
6.Evaluate the results of the strategic plan of health organizations.				10, 16, 9	A
1. Discuss the importance of internal and external environmental factors of a health organization.				10, 16, 9	A
2. Questions the environmental factors of health organizations				10, 16, 9	A
3. Prepare a strategic plan for health organizations				10, 16, 9	A
4. Classifies the stakeholders of health organizations.				10, 16, 9	A
5. Develops strategies according to the behavior of stakeholders in health organizations				10, 16, 9	A
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Strategic Management Concept and Definitions for Health Organizations	Reading lecture notes			
2	Strategic Management and Classical Management Comparison in terms of Health Institutions	Reading lecture notes			
3	Relationship of Strategy with Similar Concepts in terms of health institutions: Mission, Mission, Values, Policies	Reading lecture notes			
4	Environmental Analysis of Healthcare Organizations (Examination of Macro, Operational and Internal environment)	Reading lecture notes			
5	Strategic Analysis of Healthcare Organizations (Evaluation of Current Strategy, Evaluation of Internal and External Factors of the Business)	Reading lecture notes			
6	Strategic Analysis of Healthcare Organizations (SWOT Analysis, Value Chain Model)	Reading lecture notes			
7	Strategic Planning in Healthcare Organizations and Strategic Approach to Business Functions	Reading lecture notes			
8	Strategy Implementation in health organizations	Reading lecture notes			
9	Strategy Review and Evaluation in health organizations	Reading lecture notes			
10	Updating and Improving Strategy in Healthcare Organizations	Reading lecture notes			
11	Blue Ocean Strategy	Reading lecture notes			
12	Case Study	Reading lecture notes			
13	Case Study	Reading lecture notes			
14	General Evaluation	Reading lecture notes			
Evaluation Methods				Weight(%)	
Midterm Exam				50	
General Exam				50	

Resources
Sağlık Kurumlarında Stratejik Yönetim , Özgür Uğurluoğlu, İpek Bilgin Demir, Duygu Ürek, Nobel Akademik Yayıncılık , 2022.