



"I confirm"

*Head of the
Department:* _____

Protocol No.

Date: 2024

Syllabus

General Information	Department	Marketing and Management
	Group Number	532 DBI
	Degree level	<input type="checkbox"/> Bachelor <input type="checkbox"/> Master
	Study format	Full-Time
	Academic year/Semester	2024/Fall
	Year of study	2024-2025
	Academic semester	<input type="checkbox"/> Fall <input type="checkbox"/> Spring <input type="checkbox"/> Summer
Course Information	Course name, code	Organizing a business in the field of healthcare services
	Credit count	5
	Study load (hours)	60
	Teaching methods	<input type="checkbox"/> Lecture <input type="checkbox"/> Seminar <input type="checkbox"/> Laboratory
	Language of instruction	<input type="checkbox"/> Azerbaijani <input checked="" type="checkbox"/> English <input type="checkbox"/> Russian
	Course type	<input type="checkbox"/> Mandatory <input type="checkbox"/> Elective
	Prerequisite course/code	
Instructor Information	Instructor's academic degree, academic title, honorary title, last name, first name, patronymic	Xudaverdili Ülviyyə Ramiz
	Instructor's email address	ulviya.alizade@mail.ru
	Instructor's contact number	(+994) 707557025
	Office hours	
Course Description	The subject of business organization in the field of health services is important for those who will work under the guidance of professionals working in the field of medicine. This subject provides students with knowledge of enterprise management in the field of health care, the formation and implementation of business strategies, the management of financial resources, as well as the correct application of ethical and legal issues. It also provides the necessary guidelines	

	and practices for the more effective and sustainable operation of health care institutions.
Course Objectives	The main objective of this subject is to teach students how to organize and manage businesses in the field of health services. The subject covers topics such as building business models in the field of health services, the role of the economy in the health sector, management structures, enterprise management and resource management, financial issues, legal regulations and the application of ethical principles. Students learn to apply effective management strategies in the field of health services and play a role in the development of health institutions
Learning Outcomes	<p>Economics and Management of the Health Sector: Students are provided with information about the economic structure of the health sector, market structure, and methods of analysis and evaluation of health services.</p> <p>Management of Health Institutions: Theoretical and practical knowledge about the organizational structures, management and decision-making processes of health institutions is provided.</p> <p>Business Models and Strategies: The formation and application of business models and strategies for optimizing the economic activities of health institutions are taught.</p> <p>Financial Management: The topics of budget planning, income and expense management, financial statement analysis and efficient use of resources of health institutions are touched upon.</p> <p>Legal and Ethical Issues: Knowledge is provided about legal regulation in the field of health, ethical values, patients' rights and legislation applied in health institutions.</p> <p>Innovations and the role of technology: Modern technological solutions such as digital health, telemedicine, e-health and new business directions are applied in health institutions.</p>
Course Requirements	<p>The applications for students in a course on business organization in healthcare services may be as follows:</p> <ol style="list-style-type: none"> 1. Participatory, Participation: Students should be encouraged to actively participate in the course, ask questions, and participate in discussions. This can help students gain a deeper understanding of the topics. 2. Group studies: Students may be assigned group projects or studies that will address real-world scenarios. This can help them develop their collaboration, communication, and problem-solving skills. 3. Field reviews and reporting: Students may be assigned to monitor current developments in the field and to analyze and report on these developments. This allows them to gain practical knowledge about healthcare services. 4. Guest speakers and seminars: Expert guests from the business sector may be invited or students may attend seminars organized related to the sector. This gives students the opportunity to learn first-hand about current trends and practices in financial management. 5. Field visits: Visits to relevant businesses and companies can give students the opportunity to see the practices in this field of activity and interact with businesses. This can help them connect theoretical knowledge with practice.

	These requirements can help students develop their business knowledge and skills more effectively by motivating them to participate more effectively in the course.
Academic Integrity	<p>Academic integrity - ensuring the originality of the work done, and sharing the ideas or findings of others by citing sources.</p> <p>Violations of academic integrity</p> <ol style="list-style-type: none"> 1. Plagiarism, 2. Copying, 3. Submitting all or part of a student's previous work, homework, or project in another class without citing the source, 4. Citing non-existent sources or creating a fake database, 5. Preparing course materials or assignments on behalf of other students, 6. Demonstrating behavior to gain unfair advantage (providing a sick note when not really ill, making false excuses for an extension of time, or for other purposes), 7. Taking an exam for someone else or having someone else take an exam for you.
Ethical Conduct	The ethical behavior of students participating in the “Investment Management” course aims to ensure success and respect in their educational process and future professional careers. Students must adhere to academic ethical standards by adhering to the principles of honesty and transparency in coursework and projects. They must attend classes on time, with a sense of responsibility, and take an active role in group work to ensure effective collaboration within the team. In addition, they must be sensitive to diversity and cultural sensitivity, and strive to understand different cultures and create a learning environment enriched by diversity. For professional development, they must increase their efforts to communicate with professionals in the sector and create effective networks, while improving their problem-solving and critical thinking skills. They must be aware of social media etiquette and professionalism, create a trustworthy image on online platforms, and maintain online etiquette. In terms of openness to change, innovation, and career development, students must monitor changes in the sector, be open to innovations, and regularly use relevant resources for career development. These ethical behaviors guide students to be successful and ethical both academically and professionally.
Primary Reading List	<ol style="list-style-type: none"> 1. Ahmadov, R. (2019). Development and management of health services in the Republic of Azerbaijan. 2. Huseynova, A. (2017). Economics and financial management in the health system. 3. Mammadov, F. (2020). Business and management in health institutions. 4. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani health system. 5. Rustamov, S. (2018). Social responsibility and impact on society in the health sector.
Supplementary Reading List	<ol style="list-style-type: none"> 1. World Health Organization (WHO). (2016). Health Systems Strengthening: An Overview of Key Concepts and Approaches. Geneva: World Health Organization. 2. Saltman, R. B., & Duran, A. (2011). Rethinking Health Systems: A Comparative Approach. McGraw-Hill Education. 3. OECD (2019). Health at a Glance 2019: OECD Indicators. Paris: OECD Publishing. 4. Esmail, N., & Sibbald, S. (2008). Health Care Systems in Transition: A

	Comparative Analysis of OECD Countries. World Health Organization. 5. Hunt, P. (2012). Health System Reform in Developing Countries: Case Studies in Implementation. Palgrave Macmillan.	
Online Resources	1. [hospitalitynet.org](https://www.hospitalitynet.org) 2. www.economy.gov.az 3. www.president.az 4. www.google.az 5. www.nba.az	
Grading: 100-Point System	The final grade is the sum of the points given for the current assessment - seminars and colloquiums (0 - 30 points), independent work (0 - 10 points), attendance (0 - 10 points) and intermediate assessment - end-of-semester exams (0 - 50 points). If additional experimental and practical lessons are planned for the same subject, (0 - 10) points are allocated for the assessment of these lessons. Final grade = <i>current assessment + intermediate assessment</i>	
Seminars and Colloquiums	Colloquiums are organized 3 times per semester according to the academic calendar. Each colloquium is evaluated with 0 - 10 points. The colloquium is mandatory. A student who does not participate in the colloquium is given 0 points.	0-30
Assignments	Writing guidelines required for assignments Font and size: Arial 12 pt Line spacing: 1.5 Total length of work: minimum 3 pages Deadline for submission: 2 weeks before the end of the semester	0-10
	Topics of individual work: 1. International experience in healthcare management and its application to the Azerbaijani healthcare system 2. Competitive environment and market analysis in healthcare institutions 3. Innovations in healthcare services: Application and benefits of new technologies 4. Standardization of services and quality assurance in healthcare institutions 5. Ways to optimize operating costs in healthcare institutions 6. Social responsibility in healthcare services and the impact of enterprises on society 7. Human rights and ethical issues in healthcare services 8. Development of personnel selection and motivation systems in healthcare institutions 9. Measures to improve patient satisfaction and service quality in hospitals 10. The role of marketing and service presentation in the healthcare sector 11. Development and implementation issues of electronic healthcare (e-health) services 12. Assessment of the role of local and international organizations in the healthcare system of Azerbaijan 13. Innovative business models in healthcare: Relationships between demand and supply 14. Application and benefits of telemedicine in healthcare institutions 15. Legal and ethical issues in healthcare services: Patient rights and medical errors	
Attendance	1 point is deducted for every 10% of the hours allocated for teaching the subject during the semester. A student who misses more than 25% of the lessons in the subject will not be allowed to take the exam.	0-10
Examination		0-50

Assessment of student knowledge based on the total accumulated semester points is conducted as follows:

Grading Scale:

Points	Letter-Grade Assessment	Performance Level
100 – 91	A	“excellent”
90 – 81	B	“very good”
80 – 71	C	“good”
70 – 61	D	“sufficient”
60 – 51	E	“satisfactory”
Less than 51 points	F	“unsatisfactory”

Course Schedule and Thematic Plan					
N	Date	Subject Topics	Lecture Hours	Seminar Hours	Textbook/Assignments
1		General Characteristics of the Healthcare Sector	2	2	1. Mammadov, F. (2020). Business and management in healthcare institutions. 2. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani healthcare system.
2		Business Management in the Healthcare Sector	2	2	1. Mammadov, F. (2020). Business and management in healthcare institutions. 2. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani healthcare system.
3		Choosing a Business Model in Healthcare	2	2	1. Mammadov, F. (2020). Business and management in healthcare institutions. 2. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani healthcare system.
4		Importance of Marketing in Healthcare	2	2	1. Mammadov, F. (2020). Business and management in healthcare institutions. 2. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani healthcare system.

5		Financial Management of Healthcare Institutions	2	2	1. Mammadov, F. (2020). Business and management in healthcare institutions. 2. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani healthcare system.
6		Legal Framework of Healthcare Services	2	2	1. Mammadov, F. (2020). Business and management in healthcare institutions. 2. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani healthcare system.
7		Quality Management of Healthcare Services	2	2	1. Mammadov, F. (2020). Business and management in healthcare institutions. 2. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani healthcare system.
8		Human Resources Management in Healthcare Business	2	2	1. Mammadov, F. (2020). Business and management in healthcare institutions. 2. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani healthcare system.
9		Supply and Logistics in Healthcare Services	2	2	1. Mammadov, F. (2020). Business and management in healthcare institutions. 2. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani healthcare system.
10		Organization and Integration of Healthcare Services	2	2	1. Mammadov, F. (2020). Business and management in healthcare institutions. 2. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani healthcare system.
11		Organizational Changes and Reforms in Healthcare Services	2	2	1. Mammadov, F. (2020). Business and management in healthcare institutions. 2. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani healthcare system.
12		Competition and Business Strategies in Healthcare Services	2	2	1. Mammadov, F. (2020). Business and management in healthcare institutions.

					2. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani healthcare system.
13		Impact of Digital Technologies on Healthcare Services	2	2	1. Mammadov, F. (2020). Business and management in healthcare institutions. 2. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani healthcare system.
14		Scope of Healthcare Services and Social Responsibility	2	2	1. Mammadov, F. (2020). Business and management in healthcare institutions. 2. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani healthcare system.
15		Ethical and Professional Issues in Healthcare Services	2	2	1. Mammadov, F. (2020). Business and management in healthcare institutions. 2. Ismayilov, A. (2021). Legal regulation and ethical issues in the Azerbaijani healthcare system.
		Total:	30	30	60

Lecturer:

Xudaverdili Ülviyyə Ramiz