

Draft syllabus

HOSPITAL MANAGEMENT CERTIFICATE PROGRAMME

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Session	Title	Description	Duration (Half day)
1	Big Picture of Healthcare		5
1,1	Introduction to Business & Different Healthcare Systems	A new aspect of looking at healthcare systems as business & Introduction to various healthcare systems, focusing on their structures and types, with a special focus on the Vietnamese healthcare system.	1
1,2	Future of Healthcare: Trends and Innovations	Exploring cutting-edge trends and innovations in healthcare, including AI, telemedicine, and personalized medicine.	1
1,3	Health Economics	Exploring economics issues in healthcare management, applying the theories of production, efficiency, disparities, competition, and regulation to better inform company.	2
1,4	Ethics in Healthcare Management	Exploring ethical issues in healthcare management, including patient rights, confidentiality, and professional conduct.	1
2	Strategy		5
2,1	Strategic Planning in Healthcare	Understanding the process of strategic planning in healthcare, including setting goals and objectives.	2
2,2	Market Analysis in Healthcare	Learning methods of market analysis in healthcare and how to apply these to develop market-oriented strategies.	1

2,3	Integrated Healthcare Value Chains	Examining the concept of integrated healthcare value chains and its impact on patient care and organizational efficiency.	1
2,4	Data-Driven Decision Making	Utilizing data analytics and big data to inform strategic decision-making and improve services.	1
3	Operational Excellence		8
3,1	Operational Excellence in Healthcare	Strategies for achieving operational excellence in healthcare, focusing on quality improvement and process optimization.	1
3,2	Performance Controlling in Healthcare	Techniques and strategies for performance evaluation and control in healthcare settings.	1
3,3	Project Management in Healthcare	Basics of project management in a healthcare setting, focusing on planning, execution, and evaluation.	1
3,4	Innovation in Healthcare Products & Services	Aims to improve patient outcomes, patient satisfaction and reduce costs.	1
3,5	Facility Management in Healthcare	Overview of facility management, focusing on maintenance, safety, and operations in healthcare environments.	1
3,6	Marketing Strategies in Healthcare	Developing effective marketing strategies specifically for the healthcare industry.	1
3,7	Human Resources Management in Healthcare	Techniques for effective human resource management in healthcare, focusing on recruitment, training, and retention.	1
3,8	Financial Resource Management in Healthcare	In-depth exploration of financial management tools, financing instruments, and cost management in healthcare.	1
4	Quality Excellence		4
4,1	Quality Management in Healthcare	Principles and practices of quality management in healthcare, including standards, evaluation methods, and continuous improvement processes.	1
4,2	Risk Management in Healthcare	Identifying, assessing, and managing various types of risks in healthcare settings to ensure patient safety and organizational efficiency.	1

4,3	Patient-Centered Care Models	Understanding and implementing patient-centered care models to enhance patient satisfaction and outcomes.	1
4,4	Psychological Safety for Healthcare Professional	Psychological safety is a critical aspect of healthcare professionals' well-being and performance. It refers to an individual's perception of whether it is safe to take interpersonal risks, such as voicing concerns, asking questions, and giving feedback. Healthcare professionals who feel psychologically safe believe it is safe to take interpersonal risks, which is essential for effective teamwork and high-quality patient care	1
5	Innovation and Technology		4
5,1	Health Technology Assessment	Learning about the process and importance of health technology assessment in decision-making and policy formulation.	1
5,2	Digital Transformation in Healthcare	Exploring the impact of digitalization on healthcare, including electronic health records, AI, blockchain, 3D printing, 6G technology and telemedicine.	1
5,3	Change Management in Healthcare	Strategies for effectively managing change in healthcare organizations, focusing on communication, adaptation, and staff engagement.	1
5,4	Innovation Management in Healthcare	Exploration of innovative management practices in healthcare, analyzing case studies of successful healthcare innovations.	1
6	Case study		4
6,1	Case study and discussion		4
Total			30