

MINISTRY OF HEALTH OF UKRAINE
KHARKIV NATIONAL MEDICAL UNIVERSITY

Department of Public Health and Health Management

academic year 2024-2025

SYLLABUS OF THE EDUCATIONAL COMPONENT

«HEALTHCARE ECONOMICS. MARKETING OF MEDICAL SERVICES»

(name of the discipline)

Normative educational component

Form of education **Full-time**
(full-time; correspondence; remote)

Branch of knowledge **22 «Health care»**
(code and name of the field of knowledge)

Specialty **223 «Nursing»**
(code and name of the field of knowledge)

Educational and professional program «Nursing»

First (bachelor's) level of higher education


Course 4-th

Syllabus of the educational component was approved at the meeting of the department public health and health management


Approved by the methodical commission of KhNMU on public health problems

Protocol from
“27”august 2021 № 13

Protocol from
“01”september 2021 № 2

Head of Department


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SYLABUS DEVELOPERS:

Ohniev V.A. – d. med. s., professor, head of the Department of Public Health and Health Management;
Gaponova E.O. – c. med. s., associate Professor of Public Health and Health Management.

Data on teachers who teach educational component

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INTRODUCTION

Syllabus of the educational component "Healthcare Economics. Marketing of Medical Services" is compiled in accordance with the educational and professional program (hereinafter referred to as the EPP) "Nursing" and the Standard of Higher Education of Ukraine (hereinafter referred to as the Standard), first (bachelor's) level, branches of knowledge 22 "Healthcare", specialties 223 "Nursing"

Description of the educational component (annotation) Educational component "Healthcare Economics. Marketing of medical services" includes information about the essence and characteristics of the economy and economic relations in general and in the field of healthcare, in particular, and involves the study of theoretical knowledge about the characteristics of economic activity in the field of health care, its planning, organization and determination of its effectiveness.

The subject of study of the educational component is: the theoretical and practical foundations of healthcare economics, including the organization of the provision of healthcare services.

Interdisciplinary links: educational component "Healthcare Economics. Marketing of Medical Services" is closely related to the issues, competencies and skills that education applicants acquire when studying such educational components as "Fundamentals of Management", "Medical Law of Ukraine" and "Personality Psychology" and enables the applicant to obtain the necessary knowledge and adaptation skills in modern professional and economic life.

Prerequisites for studying the educational component are necessary for knowledge of the following educational components: "Economic foundations of social work", "Medical and social foundations of social work".

Postrequisites of management of organizations, information technologies in management, strategic management, project management, organizational management.

1. PURPOSE OF THE COURSE AND TASKS OF THE COURSE

1.1. The purpose of studying the educational component is to develop in applicants for education knowledge on the theoretical foundations of healthcare economics as a science, its laws, patterns and features of the activities of healthcare institutions in modern economic conditions, practical skills in using basic economic knowledge, principles and methods of managing a medical institution.

1.2. The main objectives of studying the educational component are the formation of fundamental knowledge on the theoretical foundations of healthcare economics: terminology, economic laws, methods, principles, essence and features of economic relationships, analysis of the activities of business entities in the healthcare system;

– the use of practical skills in the application of economic methods and techniques in planning, organizing and evaluating the activities of healthcare institutions, including in the field of nursing.

1.3. Competence and learning outcomes, the formation of which is facilitated by the educational component (relationship with the normative content of training for higher education applicants, formulated in terms of learning outcomes in the GPP and the Standard).

1.3.1. The study of the discipline provides mastery by students

competencies:

integral:

The Bachelor of Nursing is able to solve complex specialized problems and practical problems in the field of nursing or in the learning process, which involves the application of certain theories and methods of the relevant science and is characterized by complexity and uncertainty of conditions.

general:

01. The ability to realize one's rights and responsibilities as a member of society, to understand the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of man and citizen in Ukraine.

02. The ability to preserve and enhance moral, cultural, scientific values and achievements of society based on an understanding of the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technology, to use various types and forms physical activity for active recreation and healthy lifestyle

03. Ability to abstract thinking, analysis and synthesis

04. Ability to use knowledge in practical situations

05. Knowledge and understanding of the subject area and understanding

08. Skills in using information and communication technologies

09. Certainty and perseverance in assigned tasks and assumed responsibilities

10. Ability to make informed decisions

11. Ability to work in a team

12. Interpersonal skills

special (professional, subject):

01. Ability to use professional and legal standards in daily professional practice.

02. Ability to recognize and interpret signs of health and changes in health, disease or disability (assessment/diagnosis), disability and identify patient problems with various diseases and conditions.

03. Ability to meet the needs of the patient/client throughout various periods of life (including the dying process) by planning, assisting and executing nursing interventions, assessing and adjusting individual care plans created in collaboration with the patient/client and family caregivers. e and other medical and social workers.

04. The use of professional skills (abilities), medical devices, interventions and actions to ensure the patient/client is treated with dignity, in particular (intimacy), confidentiality, protection of his rights, physical, psychological and spiritual needs based on transcultural nursing, tolerant and non-responsible behavior.

05. Ability to effectively apply a combination of nursing skills, medical devices, interventions and care activities based on a holistic approach, taking into account the needs of the patient for comfort, nutrition, personal hygiene and the ability of the individual to meet his daily needs.

06. The ability to effectively apply a set of professional skills (abilities), medical devices, interventions and actions in assessing the functional state of patients/clients, preparing them for diagnostic studies and collection of biological material for laboratory research.

07. Maintaining the specialist's own health when caring for, performing manipulations and procedures, and when moving and transporting the patient/client.

08. Preventive activities of a nurse aimed at maintaining and promoting health, preventing diseases and informing and educating the patient and his family members.

16. Ability to organize and manage the relevant structural unit (leadership and management)

1.3.2. The study of the educational component ensures that education applicants acquire subsequent program learning outcomes:

PLO 4. Monitor the work of junior medical personnel and the condition of equipment.

In conditions 303, in accordance with job responsibilities, in order to comply with the sanitary and anti-epidemic regime, be able to:

– conduct training for junior medical staff in the performance of functional duties and labor protection; monitor compliance with safety regulations by junior medical personnel;

– supervise the work of junior medical staff; monitor compliance with internal regulations by staff and patients; monitor compliance with sanitary and hygienic measures in wards and medical offices.

PLO 5. Perform nursing administration.

In conditions 303, in order to implement organizational and managerial competencies, be able to:

– make management decisions and ensure their implementation based on the use of nursing leadership models;

– ensure the execution of orders and regulations on health issues;

– master the functional responsibilities of the head of nursing services;

– know the procedure for licensing and accreditation of medical institutions, laboratories of various profiles, etc.

PLO 6. Ensure a healthy microclimate in the team. Using the principles of nursing ethics and deontology, the rules of interpersonal communication in order to create a favorable psychological microclimate, be able to:

- communicate with the patient and members of his family or close associates, medical personnel;
 - solve ethical and deontological problems when working with the patient and his family members;
- consider and analyze professional errors in a team;
conduct training for junior and technical staff.

PLO 7. Participate in monitoring the healthy and recovered population, rehabilitation and dispensary supervision.

In conditions 303 at home and in the community, using the current orders of the Ministry of Health of Ukraine, in order to form, maintain and improve the health of adults and children, be able to:

- keep records of dispensary groups of the population;
- calculate and analyze statistical performance indicators
medical examination;
- carry out explanatory work among patients of different dispensary groups;
- keep records of health groups;
- calculate and evaluate individual indicators of the complex effect of microclimate on the human body;
- determine the stages of medical and social rehabilitation of the patient, the tasks of each stage;
- draw up a set of rehabilitation measures depending on the profile, course, period of the disease or injury;
- conduct a census of the children's population.

PLO 18. Organize and provide education to patients and their families on medical issues.

PLO 19. Conduct health and hygiene propaganda.

PLO 20. Properly maintain appropriate medical records

1.3.3. Studying the educational component ensures that education applicants acquire the following **soft skills**:

Ability to analyze important social problems and processes.

Ability to plan, organize and manage.

The ability to analyze political phenomena and processes, understanding the foundations and patterns of the world historical process and the role of man in it.

The ability to cooperate with colleagues and employees, create favorable conditions for effective interaction in a team, and make optimal management decisions.

2. INFORMATION SCOPE OF THE EDUCATIONAL COMPONENT

The name of indicators	Branch of knowledge, speciality and education level, EPP	Characteristics of the discipline	
		full-time education	
Number of credits – 3	Branch of Knowledge: 22 «Healthcare » (шифр і назва)	Normative	
The total number of hours – 90	Specialty: 223 «Nursing» (шифр і назва)	Year of preparation	
		4-th	-th
		Semester	
		7-th	-й
Hours for full-time education: classrooms – 32. independent work of the education applicant – 58.	Education level: the first (bachelor's) level EPP “Nursing”	Lectures	
		14 h.	h.
		Practical, seminar	
		18 h.	h.
		Laboratory	
		h.	h.
		Individual work	
		58 h.	h.
Individual task: h.			
Type of control: credit			

2.1 Description of the discipline

2.2.1 Lections

№	Name	Hours	Types of lectures
1	Economics of healthcare and public health.	2	Introductory lecture
2	Management of healthcare and medical institutions	2	Thematic lecture
3	Planning and forecasting in the healthcare system	1	Problem lecture
4	Business planning in medicine.	1	Thematic lecture
5	Marketing of medical services.	1	Thematic lecture
6	Healthcare system.	1	Problem lecture
7	Basics of health insurance.	2	Thematic lecture
8	Remuneration in the healthcare sector.	2	Problem lecture
9	Economic analysis of the activities of healthcare institutions.	2	Thematic lecture

2.2.2. Practical lessons

№	Name	Hours	Methods of studying	Forms of control
1	Economics of healthcare and public health.	1	Mastering lecture material.	discussion, written survey.
2	Management of healthcare and medical institutions	1	Mastering lecture material.	modeling of processes and situations,

3	Planning and forecasting in the healthcare system	1	Mastering lecture material.	oral survey; test control
4	Business planning in medicine.	1	Consideration of practical problems. Discussion.	videos, discussion, debate, oral questioning.
5	Marketing of medical services.	2	Problem solving.	case method, written survey.
6	Healthcare system.	2	Review of cases.	survey; test control
7	Basics of health insurance.	2	Consideration of practical problems. Discussion.	survey; test control
8	Remuneration in the healthcare sector.	2	Processing of lecture material.	survey; test control
9	Pricing for medical services.	1	Consideration of practical problems. Discussion.	survey; test control
10	Economic analysis of the activities of healthcare institutions.	2	Consideration of practical problems. Discussion.	survey; test control
11	Efficiency in healthcare.	2	Consideration of practical problems. Discussion.	videos, discussion, debate, questioning.

2.2.3. Independent work

№	Name	Hours	Methods of studying	Forms of control
1	Economics of healthcare and public health.	6	Mastering lecture material. Completing tasks.	individual tasks
2	Management of healthcare and medical institutions	5	Mastering lecture material. Completing tasks.	speech on the topic
3	Planning and forecasting in the healthcare system	5	Mastering lecture material. Completing tasks.	individual tasks
4	Business planning in medicine.	6	Mastering lecture material. Completing tasks.	report;
5	Marketing of medical services.	5	Mastering lecture material. Completing tasks.	abstracts;

6	Healthcare system.	5	Mastering lecture material. Completing tasks.	individual tasks
7	Basics of health insurance.	5	Mastering lecture material. Completing tasks.	individual tasks
8	Remuneration in the healthcare sector.	5	Mastering lecture material. Completing tasks.	creative tasks, report.
9	Pricing for medical services.	6	Mastering lecture material. Completing tasks.	individual tasks
10	Economic analysis of the activities of healthcare institutions.	5	Mastering lecture material. Completing tasks.	individual tasks
11	Efficiency in healthcare.	5	Mastering lecture material. Completing tasks.	individual tasks

Teaching methods: lecture, illustration, demonstration, presentation, videos, videos, discussion, business, role-playing, simulation game, modeling of processes and situations, delegation of authority, case method, project method, debate.

Control methods:

Current control: oral survey (individual and frontal); written survey; test control; creative tasks; individual tasks; abstracts; annotations; report; speech on the topic.

Final control: test.

3. EVALUATION CRITERIA

3.1. Assessment of current educational activities (CEA)

The current educational activities of higher education applicants are monitored by the teacher of the academic group after the applicants have mastered each topic of the educational component and grades are given using a 4-point (national) system. For applicants for part-time studies, current grades also include the grade for the completed individual assignment. At the end of the semester, the teacher automatically receives the average grade (accurate to hundredths) on the CEA using the electronic journal of the ASD system.

Assessment of current and general educational activities (CEA, GEA):

Evaluation of applicants for higher education is carried out in accordance with the "Instructions for assessing the educational activities of applicants for higher education in KhNMU" (Order of KhNMU №181 from 21.08.2021).

The final score for the GEA in the semester is determined as the arithmetic average of national grades for each lesson, rounded to 2 decimal places. The amount of points for the research work also includes the assessment for the individual work done. According to the specified Instructions, the recalculation of the average grade for general educational activity (GAL) into a multi-point scale for the educational

component ending with a test is carried out in accordance with Table 1.

Table 1

Recalculation of the average grade for the current activity into a multi-point scale (for disciplines ending with credit)

4-бальна шкала	200-бальна шкала	4-бальна шкала	200-бальна шкала	4-бальна шкала	200-бальна шкала
5	200	4.22-4,23	169	3.45-3,46	138
4.97-4,99	199	4.19-4,21	168	3.42-3,44	137
4.95-4,96	198	4.17-4,18	167	3.4-3,41	136
4.92-4,94	197	4.14-4,16	166	3.37-3,39	135
4.9-4,91	196	4.12-4,13	165	3.35-3,36	134
4.87-4,89	195	4.09-4,11	164	3.32-3,34	133
4.85-4,86	194	4.07-4,08	163	3.3-3,31	132
4.82-4,84	193	4.04-4,06	162	3.27-3,29	131
4.8-4,81	192	4.02-4,03	161	3.25-3,26	130
4.77-4,79	191	3.99-4,01	160	3.22-3,24	129
4.75-4,76	190	3.97-3,98	159	3.2-3,21	128
4.72-4,74	189	3.94-3,96	158	3.17-3,19	127
4.7-4,71	188	3.92-3,93	157	3.15-3,16	126
4.67-4,69	187	3.89-3,91	156	3.12-3,14	125
4.65-4,66	186	3.87-3,88	155	3.1-3,11	124
4.62-4,64	185	3.84-3,86	154	3.07-3,09	123
4.6-4,61	184	3.82-3,83	153	3.05-3,06	122
4.57-4,59	183	3.79-3,81	152	3.02-3,04	121
4.54-4,56	182	3.77-3,78	151	3-3,01	120
4.52-4,53	181	3.74-3,76	150		
4.5-4,51	180	3.72-3,73	149	Менше 3	Недостатньо
4.47-4,49	179	3.7-3,71	148		
4.45-4,46	178	3.67-3,69	147		
4.42-4,44	177	3.65-3,66	146		
4.4-4,41	176	3.62-3,64	145		
4.37-4,39	175	3.6-3,61	144		
4.35-4,36	174	3.57-3,59	143		
4.32-4,34	173	3.55-3,56	142		
4.3-4,31	172	3.52-3,54	141		
4,27-4,29	171	3.5-3,51	140		
4.24-4,26	170	3.47-3,49	139		

Conducting and assessing the final lesson.

The final lesson (FL) is held as scheduled, during the last lesson. The final lesson involves test tasks that are submitted to the software and must be reviewed in full during practical classes with an explanation of their educational essence, etc.

Assessment of the development of practical skills, given in Table 2 “Criteria for assessing the learning outcomes of education applicants by educational components”, in particular the assessment of applied practical skills.

Table 2

Criteria for assessing the results of educational activities applicants by educational component

Grade	Evaluation criteria
"Great"	The education applicant displays special creative abilities, knows how to

	independently acquire knowledge, finds and processes the necessary information without the help of a teacher, knows how to use acquired knowledge and skills to make decisions in non-standard situations, convincingly argues answers, and independently reveals his own talents and inclinations.
"Very good"	The education applicant is fluent in the amount of material he has studied, applies it in practice, freely solves exercises and problems in standard situations, and independently corrects mistakes, the number of which is insignificant.
"Fine"	The education applicant is able to compare, summarize, and systematize information under the guidance of a teacher; in general, independently apply it in practice; control your activities; correct errors, including significant ones, select arguments to confirm opinions
"Satisfactorily"	The education applicant reproduces a significant part of the theoretical material, reveals knowledge and understanding of the main provisions; with the help of a teacher, can analyze educational material, correct errors, among which there are a significant number of significant
"Enough"	The education applicant has educational material at a level above the primary level, a significant part of it is reproduced at the reproductive level
"Unsatisfactory" with the possibility of re-compiling a semester control	The education applicant has the material at the level of individual fragments, constituting an insignificant part of the educational material.
"Unsatisfactory" with mandatory re-study of the credit	The education applicant has material at the level of elementary recognition and reproduction of individual facts, elements, objects

When assessing the applicant's knowledge included in the final lesson (FL), a grade is given on a national scale, which is considered as a grade according to the GEA. (Table 3)

Table 3

Grading scale at KhNMU

Grading on a 200 point scale	ECTS score	Grading on a four-point (national) scale
180–200	A	Great
160–179	B	Fine
150–159	C	Fine
130–149	D	Satisfactorily
120–129	E	Satisfactorily
Less 120	F, Fx	Unsatisfactory

A grade for the educational component will only be given to applicants who are enrolled in all classes, including the final class.

3.2. Questions for testing:

1. The essence of healthcare economics and economic relations.
2. What are the components of economic theory, what do they study, and which of them does health economics belong to?
3. Methods of healthcare economics.

4. The essence of planning and forecasting, their tasks.
5. Types of planning by time and focus of activity.
6. Basic principles of planning in healthcare.
7. Planning methods, their essence.
8. What is a business plan, how and for what specific purposes is it created?
9. Requirements for a business plan.
10. Sources of healthcare financing.
11. State budget, mechanism for its preparation and approval.
12. Financial planning of a medical institution.
13. The essence of wages and its functions
14. Basic and additional salary in the medical field.
15. Time-based wages.
16. Piecework wages.
17. Goals and objectives of marketing medical services.
18. Types of marketing depending on priority objectives and market coverage strategy.
19. The concept of advertising, its forms.
20. Competitive and monopoly market, their features.
21. What is marketing research and what main problems does it solve?
22. "SWOT analysis" and its application in the activities of healthcare institutions.
23. Marketing research methods: observation and survey.
24. Marketing research methods: method of expert assessments, benchmarking.
25. The essence of price and its functions. Pricing.
26. Types of pricing, their features.
27. Regulation of pricing, methods of government action.
28. Direct and indirect costs in pricing.
29. Health insurance and insurance medicine, their purpose.
30. Subjects of health insurance.
31. Voluntary health insurance tariff and factors influencing it.
32. What is efficiency? Its significance in a market economy? Types of efficiency in healthcare.
33. Medical and social effectiveness. Give examples.
34. What is economic efficiency? Give examples.
35. Define economic analysis. Basic methods of economic analysis
36. The task of economic analysis of the results of economic activities of a medical institution.
37. Conditionally fixed costs and conditionally variable costs. Their importance in ensuring the effectiveness of the organization.
38. List health resources, what financial and material resources are.
39. Define the concept of "Balance Sheet". What parts does it consist of and what is its significance for financial analysis?
40. Profitability: its essence and definition.

3.6. Rules for appealing the grade

The education applicant makes a corresponding request to the teacher, who reviews the existing results of educational activities to be assessed by the education applicant, and under objective conditions (technical errors are detected), the points scored can be increased. In a situation where an education applicant is applying for the highest score and considers the assessment of the results of his educational activities to be biased, a commission is created at the department that invites the applicant to demonstrate in a certain form (oral/written) the level of acquired knowledge, skills and abilities in this educational component. Points may increase if the education applicant confirms his declared level of knowledge.

4. POLICY OF EDUCATIONAL COMPONENT

The policy of the educational component is to comply with the Code of Ethics concluded by the university community, which defines the basic moral principles (the KNMU Code of Corporate Ethics is presented on the website <http://knmu.edu.ua>)

According to the current “Instructions for assessing educational activities under the European Credit and Transfer System for organizing the educational process,” higher education applicants must receive an assessment for each topic of the educational component. If an applicant misses a training session, he must work it out in accordance with the “Regulations on the procedure for education applicants at the Kharkov National Medical University to complete training sessions.” Workouts are carried out daily by the department teacher on duty.

If the applicant does not submit an individual task on time for a valid reason, it is necessary to inform the teacher about this situation and set a new due date. If the applicant does not have time to complete an individual task, he can ask the teacher to postpone the deadline with justification for the reason for late completion (the teacher decides in each specific situation whether it makes sense to extend the deadline and for how long).

In case of failure to complete assignments during class sessions or failure to complete part of such a class, the teacher issues an unsatisfactory grade, which the applicant must transfer to the teacher in the free time of the teacher and the applicant, which should be pre-assigned.

During a lecture class, applicants for higher education are advised to take notes from the class and maintain a sufficient level of silence.

During practical classes, applicants are expected to have a sufficient level of preparedness for them and to actively participate in the work and fulfillment of the tasks assigned by the teacher. In particular, active participation is expected during classroom discussions; applicants must be prepared to understand the material in detail, ask questions, express their point of view, and debate. During classes it is important:

- respect for colleagues, politeness and good manners,
- tolerance towards others and their experiences,
- sensitivity and impartiality,
- the ability to disagree with an opinion, but respect the personality of the opponent,
- careful argumentation of your opinion and the courage to change your position under the influence of evidence,
- I-statement, when a person avoids unnecessary generalizations, describes his feelings and formulates his wishes based on his own thoughts and emotions,
- mandatory familiarity with primary sources, preparedness for the lesson.

Creativity in its various forms is encouraged. Applicants for higher education are expected to be interested in various scientific and communication activities in their subject area.

Successful completion of the course requires adherence to academic virtue, knowledge and skill to use in preparing for classes and completing tasks. educational publications and teaching aids, availability of text borrowings.

5. ACADEMIC INTEGRITY

1. General provisions

The Code of Academic Virtue of the Kharkov National Medical University (hereinafter referred to as the University) was developed to support the idea of virtue and decent relations between participants in the academic process; promoting the importance of academic virtue; resolved issues on improving the quality of higher education; promoting the development of a positive reputation; increasing the rating of teachers and the competitiveness of university graduates; developing skills for conscientious and correct work with sources of information; compliance with the requirements of scientific ethics and respect for the intellectual property of others; enhancing independence and individuality when creating their works, as well as increasing responsibility for violating generally accepted citation rules.

The main objectives of implementing a policy of academic virtue at the University are: preventing and eliminating cases of academic fraud among education applicants and University teachers, fostering a

negative attitude towards plagiarism, and carrying out constant targeted work to develop academic virtue among applicants.

This Code establishes the principles of academic virtue in the educational process, the rights and obligations of participants in the academic process, types of violations of academic virtue and the procedure for their elimination.

Teachers, researchers and students of education who demonstrate a commitment to academic virtue should become role models and raise the standard of educational and scientific activities in general. Violations of the rules of academic integrity must not adversely affect the reputation of the University or diminish the value of educational and scientific degrees earned at the University.

The Code was developed based on the requirements of the current legislation: on the basis of the Constitution of Ukraine, the Laws of Ukraine “On Education”, “On Higher Education”, “On Scientific and Scientific-Technical Activities”, “On Copyright and Related Rights”, “On the Prevention of Corruption” . When forming the document, the regulatory framework of the Cabinet of Ministers of Ukraine, information on international publications of the Council of Europe were used; the recommendations of the Ministry of Education and Science of Ukraine on the introduction of ethical codes in Ukrainian educational institutions were taken into account.

The purpose of this Code, within the framework of the educational process and scientific activities, is to popularize the principles of academic virtue among employees and applicants for higher education.

The basic principles of academic virtue in the educational process are:

Legality. In your activities, comply with the Constitution of Ukraine, laws and regulations.

Scientificity. Objectively cover scientific facts, concepts, scientific achievements, and introduce scientific methods.

Honesty and integrity. Avoid the use of false statements.

Mutual trust. Free exchange of ideas and information.

Courtesy and tolerance. Treat others, their thoughts, views, and beliefs with respect and kindness.

Fairness and objectivity. An impartial attitude towards each other, an objective assessment of the results of educational, research and work activities, an impartial consideration of controversial issues, without personal preferences or benefits.

Competence and professionalism. Requires analytical abilities, moral qualities, internal culture, emotional intelligence, knowledge of business etiquette, and high work organization.

Integrity and responsibility. Take responsibility for the results of your activities and fulfill your obligations.

Partnership and mutual assistance. Perception of all participants in the educational process as equal parties.

Safety and well-being. The activities of participants in the educational process should not lead to threats to their lives, health and property of the University.

Social justice and equality. Equal access to education regardless of race, gender, gender identity, sexual orientation, political, religious beliefs, ethnic, social origin, or health status.

Democratic governance. Management of the higher education system and the University must be carried out with the involvement of all relevant participants in the educational process, with the university management morally fulfilling its powers at all levels.

Quality education. Self-improvement and improvement of the education system. All participants in the academic process support the idea of the highest possible quality of education, making every effort to continuously improve the educational system, including through their own professional development.

2. Basic concepts and their definitions

The author is an individual whose creative work results in a work (Article 1 of the Law of Ukraine “On Copyright and Related Rights” dated December 23, 1993 No. 3792 - XII).

Applicants for higher education are persons studying at a university at a certain level of higher education with the aim of obtaining an appropriate degree and qualification (Article 1 of the Law of Ukraine “On Higher Education” dated 07/01/2014 No. 1556 – VII).

A creation is the result of scientific or educational and methodological activity of the author (co-authors) presented to the University on paper or in electronic form, published on the Internet or on the

official website of the university in the form of a monograph, textbook, article, abstract, preprint, abstract and manuscript of a dissertation (dissertation), diploma work, course work or project, abstract, essay, test, etc.

Disclosure of a creation is an action performed with the consent of the author or other subject of copyright and (or) related rights that makes the work available to the public for the first time through publication, public performance, public display, public demonstration, public notification, etc. (Article 1 of the Law of Ukraine “On Copyright and Related Rights” dated December 23, 1993 No. 3792 – XII).

Plagiarism is the publication (publication), in whole or in part, of someone else’s work under the name of a person who is not the author of this work (Article 50 of the Law of Law “On Copyright and Related Rights” dated December 23, 1993 No. 3792 - XII).

Academic plagiarism is the deliberate reproduction, in part or in full, of scientific results obtained by others as the results of one’s own research, or the reproduction under one’s own name of published works or other results of intellectual work created by others without appropriate reference. (Article 69 of the Law of Ukraine "On Higher Education" dated 07/01/2014 No. 1556 - VII).

A quotation is a relatively short excerpt from a literary, scientific or any other published work that is used, with obligatory reference to its author and sources of citation, by another person in his work in order to make clearer his statements or references to the views of another author in an authentic formulation. (Article 1 of the Law of Ukraine “On Copyright and Related Rights” dated December 23, 1993 No. 3792 – XII).

The indicator of the originality of a work is a similarity coefficient, expressed as a percentage, reflecting the level of borrowing in the document and determining the ratio of the number of highlighted words to the total number of words in the document.

3. The Politics of Academic Virtue

Academic virtue is a set of ethical principles and rules defined by law that must guide participants in the educational process during learning, teaching and scientific (creative) activities in order to ensure confidence in the results of learning and/or scientific (creative) achievements.

Observance of academic virtue by pedagogical, scientific-pedagogical and scientific workers provides for:

objective and impartial assessment of the knowledge and skills of education applicants (higher education applicants); compliance with the rules for citing sources of information when borrowing ideas, statements, writing teaching materials, scientific papers, etc.; monitoring compliance with academic virtue by applicants for higher education; compliance with legislation on copyright and related rights; informing higher education applicants about the main criteria for identifying plagiarism and responsibility for its use; carrying out activities among education seekers to prevent cases of plagiarism. providing reliable information about research methods and results, sources of information used and one’s own pedagogical (scientific, pedagogical, creative) activities;

The academic virtue of applicants for higher education includes:

use in educational or research activities only verified and reliable sources of information and correctly refer to them; compliance with the rules of citing sources of information when borrowing ideas, statements, writing teaching materials, scientific papers, etc. independent completion of educational tasks, tasks of current and final monitoring of learning outcomes (for persons with special educational needs, this requirement is applied taking into account their individual needs and capabilities); compliance with legislation on copyright and related rights; providing reliable information about the results of one’s own educational (scientific, creative) activities, research methods and sources of information were used.

It is considered a violation of academic virtue:

- academic plagiarism – publication (in part or in full) of scientific (creative) results obtained by other persons as the results of one’s own research (creativity) and/or reproduction of published texts (published works of art) of other authors without attribution;

- self-plagiarism – publication (in part or in full) of one’s own previously published scientific results as new scientific results;

- fabrication - the creation of data or facts used in the educational process or scientific research;

- falsification – deliberate change or modification of existing data relating to the educational process or scientific research;

- cheating – performing written work using external sources of information other than those permitted for use, in particular when assessing learning outcomes;

- deception – provision of knowingly false information about one’s own educational (scientific, creative) activities or organization of the educational process;

- bribery – provision (receipt) by a participant in the educational process or offer to provide (receive) funds, property, services, benefits or any other benefits of a material or intangible nature with the aim of obtaining an undue advantage in the educational process, receiving payment for accommodation in dormitories, permission to use material and technical base of the University (if this includes a list of paid services);

- biased assessment – deliberate overestimation or underestimation of the learning outcomes of education applicants.

- involvement of dummies in the list of authors of scientific (creative) or educational work, participation of such persons in the current or final assessment of knowledge;

- forced charitable contributions and forced labor - forcing participants in the academic process to pay money or perform certain work under the threat of deliberately harming the interests and rights of the education applicant in studies or other matters.

- the emergence of situations that entail a conflict of interest - a real and potential contradiction between the personal, property, non-property interests of the person himself or those close to him and his powers, the presence of which may affect the objectivity of decision-making, as well as the commission or non-commission of actions in the performance of the provided him powers;

- abuse of authority – use of official position, family ties to gain advantages in the educational, scientific or administrative sphere.

For violation of academic virtue, teaching, scientific-pedagogical and scientific workers of educational institutions can be held to the following academic liability:

refusal to award an academic degree or award an academic title;

deprivation of an awarded scientific (educational and creative) degree or assigned academic title;

refusal to assign or deprive an assigned pedagogical title or qualification category;

deprivation of the right to participate in the work of bodies specified by law or to occupy positions specified by law.

For violation of academic virtue, applicants may be subject to the following academic liability:

re-taking the assessment (test, exam, test, etc.); repeated completion of the relevant educational component of the educational program; expulsion from an educational institution (except for persons receiving general secondary education); deprivation of an academic scholarship; deprivation of tuition benefits provided by the educational institution.

Types of academic responsibility (including additional and/or detailed) of participants in the educational process for specific violations of academic virtue are determined by special laws and/or internal regulations of the educational institution, which are approved (agreed upon) by the Academic Council of the university and agreed upon with the relevant self-government bodies of applicants for their responsibility .

The procedure for identifying and establishing facts of violation of academic virtue.

Each person who has been found to have violated academic virtue has the following rights:

- familiarize yourself with all materials of the inspection to establish the fact of violation of academic integrity, submit comments to them;

- personally or through a representative, provide oral and written explanations or refuse to provide any explanations, participate in the study of evidence of violation of academic integrity;

- know about the date, time and place and be present when considering the issue of establishing the fact of violation of academic virtue and bringing it to academic responsibility;

- appeal the decision to impose academic liability to the body authorized to consider appeals, or to the court.

The forms and types of academic responsibility of educational institutions are determined by special laws.

For actions (inaction) recognized as a violation of academic virtue, a person may be brought to other types of liability on the grounds and in the manner prescribed by law.

4. Ethical standards of educational and scientific activities

Violations of ethical standards of educational and scientific activities are:

academic forgery and fabrication, publication of fictitious research results; attributing the results of collective activity to one or individuals without agreement with other members of the team of authors or inclusion in the list of authors of scientific or educational work who did not participate in the creation of the scientific product; publication (in part or in full) of scientific results obtained by others as a result of one's own research; providing knowingly false information about one's own educational (scientific) activities or organization of the educational process, including when filling out a questionnaire to formulate a rating of scientific and pedagogical workers; the use of borrowed texts in written works without indicating all sources of borrowings; use of other people's materials in your own work, including those from the Internet, without proper references; quoting material created by another person, whether published or not, without proper adherence to citation rules; presenting as your own work (essay, term paper, graduation project, abstract of an article, laboratory work, etc.) material obtained from the Internet or from third parties; links to sources not used in the work; reuse of written work previously completed by another person; re-publication of own scientific results; translation of other people's (or one's own) texts from one language to another.

5. Final provisions

Members of the university community are required to know the Code of Academic Integrity of the Kharkov National Medical University.

The fact that participants in the academic process are familiarized with the text of the Code and their obligations to comply with it is implemented by including the main provisions of this document in the employment contracts of University employees, as well as in agreements (contracts) between the University and education applicants.

All changes and additions to this Code are considered and approved at a meeting of the Academic Council of KhNMU, after which the new edition of the "Code of Academic Virtue of the Kharkov National Medical University" is approved by order of the rector of the university.

When a new edition of the Code is approved, the previous one comes into force.

6. RECOMMENDED LITERATURE

Basic

1. Громадське здоров'я: підручник для студ. вищих мед. нав. закладів / В.Ф. Москаленко, О.П. Гульчій, Т.С. Грузєва. К. :ВД «Авіцена», 2012. 560 с.

2. Москаленко В.Ф., Гульчій О.П., Таран В.В. та ін. Економіка охорони здоров'я : підручник / під ред. В.Ф. Москаленка. Вінниця : Нова Книга, 2010. 288 с.

3. Огнев В.В., Чухно И.А., Кравченко В.И., Веретельник Е.А. Экономика здравоохранения : теоретические материалы для подготовки к практическим занятиям для студентов медицинских и стоматологического факультетов (базовая подготовка). Харьков : ХНМУ, 2017. 85 с.

4. Ценообразование медицинских услуг. Экономика здравоохранения : методические указания для студентов к практическому занятию по теме для подготовки студентов по специальности 7.12010001 «Лечебное дело», 7.12010002 «Педиатрия», 7.12010003 «Медико-профилактическое дело» / сост. В.А. Огнев, В.И. Кравченко, И.А. Чухно. Харьков : ХНМУ, 2019. 30 с.

5. Ціноутворення медичних послуг. Економіка охорони здоров'я : методичні вказівки для студентів до практичного заняття для підготовки студентів за спеціальностями 7.12010001 «Лікувальна справа», 7.12010002 «Педіатрія», 7.12010003 «Медико-профілактична справа», 7.12010005 «Стоматологія» / укл. В.А. Огнев, І.А. Чухно. Харків : ХНМУ, 2019. 35 с.

6. Економіка охорони здоров'я: навч. посіб. / уклад.: Ждан В. М., Голованова І. А., Краснова. Київ: Центр учбової літератури, 2017. 114 с.

Auxiliary

1. Агарков В.И., Грищенко С.В., Северин Г.К. и др. Теоретические основы экономики здравоохранения : учебное пособие / под. ред. В.И. Агаркова. Д. : Ноулидж, 2010. 267 с.
2. Ахламов А.Г., Кусик Н.Л. Економіка та фінансування охорони здоров'я : навчально-методичний посібник. Одеса : ОРІДУ НАДУ, 2011. 134 с.
3. Басва О. В. Менеджмент у галузі охорони здоров'я: навч. посіб. Київ: МАУП, 2007. 328 с.
4. Бізнес-планування в охороні здоров'я : навчально-методичний посібник для керівників закладів охорони здоров'я за спеціальністю «Організація та управління охороною здоров'я» / Ю. В. Вороненко, В. М. Пащенко. Киев : Генеза, 2016. 334 с.
5. Гапонова Е. О. Світова торгівля медичними послугами в умовах конкурентного середовища та глобальних трансформацій. // Вісн. Харк. нац. ун-ту ім. В. Н. Каразіна. Серія «Міжнародні відносини. Економіка. Країнознавство. Туризм». Харків, 2018. Вип. 7. С. 21-25.
6. Владимірова Л.П. Прогнозирование и планирование в условиях рынка : учебное пособие. 2-е изд., перераб. и доп. М. : ИД Дашков и К, 2001. 308 с.
7. Економіка підприємства : підручник / за заг. ред. С.Ф. Покропивного. 2-ге вид., перероб. та доп. Київ : КНЕУ, 2005. 528 с.
8. Каминская Т.М. Рынок медицинских услуг: Опыт теоретико-институционального анализа. Харьков : ИПП «Контраст», 2006. 296 с.
9. Кэмпбелл Р. Макконнел, Стэнли Л. Брю. Экономикс: принципы, проблемы и политика / [пер. с англ.]. 11-го изд. Киев-Харьков : Демос, 1998. 785 с.
10. Лозовська Л. І., Трофименко Г. С. Моделювання систем управління в галузі охорони здоров'я: монографія. Дніпропетровськ: Герда, 2015. 197с.
11. Мачуга Н. З. Економічні важелі впливу на формування про якісної моделі системи охорони здоров'я України: концептуалізація та методологія: монографія. Тернопільський національний економічний університет, 2015. 184 с.
12. Надюк З.О. Державне регулювання ринку медичних послуг в Україні : монографія. Запоріжжя, 2008. 296 с.
13. Andrew Briggs, Mark Sculpher, Karl Claxton. Decision Modelling for Health Economic Evaluation. 2006, 256 p.
14. Applied Health Economics for Public Health Practice and Research / edited by Rhiannon Tudor Edwards and Emma McIntosh. Oxford Medicine Online, 2019. 400 p.
15. Distributional Cost-Effectiveness Analysis / edited by Richard Cookson, Susan Griffin, Ole F. Norheim, Anthony J. Culyer . Oxford Medicine Online, 2020. 384 p.
16. H.Brown. The Economics of Public Health: Evaluating Public Health Interventions. Palgrave Pivot, 2018. 107 p.
17. Markets vs Public Health Systems. Perspectives from the Austrian School of Economics / By Łukasz Jasiński. Routledge focus, 2021. 128 p.

7. INFORMATION RESOURCES

1. World Health Organization www.who.int
2. State Scientific and Pedagogical Library of Ukraine named after V.O. Sukhomlynskyi -- <http://www.dnpb.gov.ua/>
3. European database "Health for all" - www.euro.who.int/ru/home
4. British Medical Journal - www.bmj.com
5. Journal of Evidence-Based Medicine - www.evidence-basedmedicine.com
6. Canadian Center for Evidence in Health Care - www.cche.net
7. Cochrane Library - www.cochrane.org

8. Cochrane Center for Evidence-Based Medicine - www.cebm.net
9. Population of Ukraine. Demographic yearbook. - K.: Derzhkomstat of Ukraine. (access mode: www.ukrstat.gov.ua).
10. Scientific library of Kharkiv National Medical University - <http://libr.knmu.edu.ua/>
11. Scientific pedagogical library named after K.D. Ushinsky Russian Academy of Education -- <http://www.gnpbu.ru/>
12. National Library of Ukraine named after V.I. Vernadsky -- <http://www.nbuv.gov.ua/>
13. US National Library of Medicine - MEDLINE www.ncbi.nlm.nih.gov/PubMed
14. National Scientific Medical Library of Ukraine -- <http://www.library.gov.ua/>
15. Ukrainian database of medical and statistical information "Health for all": <http://medstat.gov.ua/ukr/news.html?id=203>
16. Kharkiv State Scientific Library named after V.G. Korolenko - <http://korolenko.kharkov.com/>
17. Public Health Center of the Ministry of Health of Ukraine - www.phc.org.ua
18. Center for Disease Control and Prevention - www.cdc.gov
19. Central Library of the Pushchinsky Scientific Center of the Russian Academy of Sciences -- <http://cbp.iteb.psn.ru/library/default.html>
20. Central scientific medical library of the First Moscow State Medical University named after I.M. Sechenov -- <http://elibrary.ru/defaultx.asp>
21. U.S. National Library of Medicine - <http://www.nlm.nih.gov/>

8. OTHER

Useful links:

1. Provisions on the prevention, prevention and settlement of cases related to sexual harassment and discrimination at KhNMU http://files.knmu.edu.ua:8181/upload/redakt/doc_uchproc/polog-sex.doc
2. Regulations on academic integrity and ethics of academic relationships at the Kharkiv National Medical University
http://files.knmu.edu.ua:8181/upload/redakt/doc_uchproc/polog_ad_etyka_text.pdf
3. The procedure for conducting classes on in-depth study by students of the Kharkiv National Medical University of certain disciplines beyond the scope of the curriculum
http://files.knmu.edu.ua:8181/upload/redakt/doc_uchproc/nak-poriad-pogl-vyv-dysc.docx
4. Provisions on the Commission on Academic Integrity, Ethics and Conflict Management of KhNMU http://files.knmu.edu.ua:8181/upload/redakt/doc_uchproc/polog_komis_ad_text.pdf
5. Regulations on recognition of the results of non-formal education at the Kharkiv National Medical University http://files.knmu.edu.ua:8181/upload/redakt/doc_uchproc/polog_neform_osv.pdf
6. INCLUSIVE EDUCATION:
http://www.knmu.kharkov.ua/index.php?option=com_content&view=article&id=7108%3A2021-03-10-14-08-02&catid=12%3A2011-05-10-07-16-32&Itemid=33&lang=en
7. ACADEMIC INTEGRITY:
http://www.knmu.kharkov.ua/index.php?option=com_content&view=article&id=2520%3A2015-04-30-08-10-46&catid=20%3A2011-05-17-09-30-17&Itemid=40&lang=en
http://files.knmu.edu.ua:8181/upload/redakt/doc_uchproc/kodex_AD.docx