

**SYLLABUS OF THE EDUCATIONAL COMPONENT
«MANAGEMENT AND MARKETING IN DENTISTRY»**

Specialty: **221 «Dentistry»**

Educational and professional program: **«Dentistry»**

Component code in the educational program: **SC 70**

Level of higher education: **second (master's)**

Form of education: **full-time (full-time)**

Year of study: **5**

Semester(s): **10**

Type of educational component: **selective**

Academic year: **2028-2029**

Volume: **3,0 credits ECTS (90 hours)**

Classes: **practical classes, consultations**

Summary control: **credit**

Prerequisites: **Health economics**

Department/division: Department of Public Health and Health Care Management, Nauky Ave., 4, Building A, 3rd floor

Head of the educational component:

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Educational component page in the KhNMU Distance Learning System

(Moodle) <https://distance.knu.edu.ua/course/view.php?id=6183>

DESCRIPTION OF THE EDUCATIONAL COMPONENT

The educational component "Management and Marketing in Dentistry" includes information on the essence and features of management in general and the basics of management in the field of dentistry, considering the organizational, socio-psychological, technological and functional aspects of management and the main areas of management activity in the organization. Studying the academic discipline involves mastering theoretical knowledge and practical skills regarding the basic concepts and categories of management, the essence and historical stages of the development of management science, the essence of management as a process and technological, functional, and socio-psychological aspects of management, obtaining knowledge and acquiring skills for their practical use regarding methods, technologies, tools and areas of effective management in the field of healthcare in general and in the provision of dental services, mastering the basics of marketing and researching the healthcare services market.

COURSE OBJECTIVE: formation of fundamental knowledge among higher education students regarding management in general and management in healthcare institutions in particular, as well as practical skills in implementing management and marketing activities in the healthcare and dentistry sectors in particular.

LEARNING OUTCOMES:

- Analyze and evaluate state, social and medical information using standard approaches and computer information technologies.
- Form goals and determine the structure of personal activity based on the results of the analysis of certain social and personal needs.
- Be aware of and guided in their activities by civil rights, freedoms and responsibilities, and increase the general educational cultural level.

CONTENT OF THE EDUCATIONAL COMPONENT

List of practical training topics (30 hours):

Healthcare system management. The role of a manager in healthcare

Communications as a process, their impact on the quality of managerial activities

Planning, organization and holding of professional meetings and speeches

Theoretical foundations of marketing.

Marketing is a tool for increasing the competitiveness of an organization in the field of dental services

Basic principles of comprehensive research of the healthcare services market
Marketing policy. Marketing management
Basics of project management
Final control

List of topics for student independent work (60 hours)

1. Basic principles of management. The essence and historical stages of the development of management science
2. Management of the health care system. The role of the manager in health care
3. Management as a process
4. Adoption and implementation of a management decision
5. Individual and collective management decisions
6. Human resources management
7. Communications as a process, their impact on the quality of management activities
8. Self-management
9. Planning, organization and holding of professional meetings and speeches
10. Fundamentals of conflictology
11. Theoretical foundations of marketing. Marketing is a tool for increasing the competitiveness of an organization in the field of providing dental services
12. Basic principles of comprehensive research of the health care services market
13. Marketing policy. Marketing management
14. Fundamentals of project management
15. Change management in the organization.

IW is aimed at deepening and consolidating theoretical knowledge obtained during classroom training and contributes to the formation of professional competencies. The results of **IW** are subject to control and are included in the final knowledge control.

Consultations: online, with prior registration on the course page in the Distance Learning System.

Teaching methods: Oral, written survey, presentations, test control, conversation, individual tasks, situational tasks.

EVALUATION

Current educational activity (CEA). Assessment of the success of education seekers is carried out in accordance with the Instructions for assessing the educational activity of higher education seekers at KhNMU (<https://knmu.edu.ua/documents/normatyvni-dokumenty-navchalnogo-proczesu/>). The grade for a practical or final lesson is from 2 to 5 points. Submitting assignments late for unwarranted reasons entails a reduction in the grade according to the percentage of delay in time from the time of completing the assignment. Assignments are checked within 24 hours. Grades are posted in the electronic journal. Unsatisfactory grades are worked out in accordance with the Regulations on the procedure for working out academic classes by KhNMU students (https://knmu.edu.ua/wp-content/uploads/2021/05/polog_vidprac_zaniat.pdf).

At the end of the semester, the semester average grade is converted into a multiple-point grade (70–120 points) in accordance with Table 1 of the Assessment Instructions (see above). The arithmetic average of the CEA for both semesters constitutes the total learning activity (GEA).

Individual tasks (IT) are graded out of 10 points.

The grade for the educational component is given only to higher education applicants who have passed all final classes and the credit. The credit score ranges from 120 to 200 points.

Appealing the results of the final control is carried out in accordance with the procedure established at the KhNMU (https://knmu.edu.ua/wp-content/uploads/2021/05/polog_apel_kontrol.pdf).

EDUCATION COMPONENT POLICIES

Recommendations for course work: actively participate in all forms of work in classes, devote 1-2 hours daily to independent work and preparation for classes, ask questions during classes, attend consultations, submit assignments on time and complete all forms of control.

Attendance at classes. Attendance at lectures and practical classes is mandatory. The dress code for offline classes is a white medical gown. If the student is more than 5 minutes late for a lecture or practical class, he/she may not be admitted to the class. Missed classes are made up in accordance with the Regulations on the procedure for students of KhNMU to complete academic classes ([chrome-extension://efaidnbmnnnibpcajpcglclefindmkaj/https://knmu.edu.ua/wp-content/uploads/2021/05/pol_por-vidprac-zaniat.pdf](https://knmu.edu.ua/wp-content/uploads/2021/05/pol_por-vidprac-zaniat.pdf)).

Academic integrity. KNMU has a zero tolerance policy towards academic dishonesty. Any violation of the principles of academic integrity entails liability in accordance with the procedure established by KNMU (https://knmu.edu.ua/wp-content/uploads/2021/05/polog_ad-1.pdf).

The use of electronic gadgets and artificial intelligence tools is allowed only with the permission of the teacher.

Policy on individuals with special educational needs. Applicants with special educational needs should contact the teacher to develop an individual educational trajectory.

Teacher response time: 24 hours.

Technical requirements for working on the course:

- access to a computer, laptop, tablet or smartphone
- a corporate Google account with your own photo
- skills in working with Google Workspace (Google Meet, Docs, Sheets, Slides, Forms) and Moodle

Technical support: AMS (ev.shevtsov@knmu.edu.ua), Google (tehotdelknmu@gmail.com), Moodle (al.korol@knmu.edu.ua)

RECOMMENDED SOURCES

1. Healthcare Management / S. M. Shortell, A. D. Kaluzny. – 6th ed. – Boston: Cengage Learning, 2019. – 720 p.
2. Essentials of Health Policy and Law / J. Teitelbaum, S. Wilensky. – 4th ed. – Burlington: Jones & Bartlett Learning, 2020. – 360 p.
3. Strategic Management of Health Care Organizations / S. R. Walston. – 2nd ed. – Chicago: Health Administration Press, 2018. – 520 p.

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