

# MASTER OF BUSINESS ADMINISTRATION

SPECIALIZATION -  
HEALTHCARE MANAGEMENT



EUROPEAN INSTITUTE OF  
FINANCE & MANAGEMENT

# ABOUT MBA

The benefits of an MBA degree can be enjoyed regardless of your field or area of professional focus. For those who plan to work in management positions, financial institutions or have entrepreneurial ambitions, an MBA can help build the leadership skills needed to succeed in these fields.

An MBA degree brings a number of professional and personal benefits. Whether you work in technology, finance, management, marketing or manufacturing, an MBA will open up opportunities for greater responsibility, career progression and higher financial reward. On a personal level, an MBA will help you improve your communication and leadership skills, which are essential for professional success.

**GREAT LEADERSHIP:** Your professors are experts in their fields, ninety-five percent have doctorates, and they work in nearly every country in the world. They will help you develop new perspectives and see new opportunities.

**GREAT COLLEAGUES:** You'll learn side-by-side with diverse, talented classmates with whom you'll share

your knowledge and experience and go through a transformative journey together. You'll build a network of friends and contacts that will last a lifetime.

**GREAT CONTENT:** You'll gain tools to help you tackle any challenge. You'll learn critical thinking, backed by solid foundational knowledge. And you'll hone your skills by putting them into practice. When you graduate, you'll be able to analyse business problems, solve complex real-life issues and make informed decisions - ready for your first management role.

**CAREER SUPPORT:** EIFM's experienced Career Support Centre team will connect you with



# STUDY STRUCTURE

The MBA Healthcare Management is a postgraduate degree that provides students with knowledge of healthcare systems, public health related systems, hospital networks or other healthcare facilities. The study opens up a number of job opportunities in hospitals and corporate firms related to healthcare.



## BASIC INFORMATION:

- ✓ SCHEDULE: individual, online
- ✓ LENGTH OF STUDY: 12 - 18 months
- ✓ LANGUAGE: english
- ✓ TUITION FEE: € 7,000
- ✓ ECTS: 60 CREDITS

**Tuition fees include study materials and access to all seminars or online lectures organised by the European Institute of Finance & Management. If the student decides to pay the tuition fee in one lump sum before starting the course, a discount of 5% of the tuition fee will be applied additionally.**

This major prepares students for careers in the exciting and tremendously growing field of health care. From industries such as hospitals, insurance and health services, to pharmaceuticals, biotechnology and consulting, there is a huge demand for business professionals with healthcare knowledge. This program will provide students with knowledge of healthcare management, regulations, service delivery systems, and the various industry segments that comprise 21st century healthcare systems.

In addition to expertise in healthcare management, it will equip students with broad skills and knowledge in business, accounting, finance, marketing, operations, management and leadership. You will take courses in health care management, which will allow students to learn about various aspects of health care management functions in different types of health care organizations.



HEALTHCARE  
MANAGEMENT



OPERATION OF HOSPITAL  
EQUIPMENT



HEALTH CARE DELIVERY  
SYSTEM



QUALITY OF CARE IN  
HEALTHCARE

# WHY STUDY AT THE EIFM?

## GENERAL OVERVIEW

Our goal is lifelong learning. We are here to develop our students and provide them with up-to-date information, skills and knowledge to help them achieve their goals and ambitions in their personal and career lives.

## GLOBAL IMPACT

We are aiming not only at the national, but above all at the international level of education provided. Students should be exposed to different ways of thinking and acting, be open to continuous learning and be familiar with global business trends.

## EFFECTIVE TEACHING

The aim of our education is to prepare graduates to address contemporary economic, environmental and social challenges that impact society as a whole. We therefore provide our students with innovative and relevant knowledge and know-how to develop their talents and take them to the next level.

## CRITICAL THINKING

Sufficient knowledge and its critical evaluation is the path to freedom. We therefore instill in our students the critical thinking skills and creativity that will prepare them not only to anticipate, but more importantly, to address the challenges they will be forced to face in today's global world.

# OUR STUDY YOUR CAREER

**We want to be your guide on one of the most important journeys you will take in your life. A journey towards your personal growth, career improvement and fulfillment of your goals. Throughout this journey, we will do everything we can to ensure that you reach your full potential and get the most out of your studies at our Institute.**



# ARE YOU A MBA STUDENT?

Your class or study group will be as diverse as it is rich. Students come to us from all walks of life and from all corners of the world. We are well aware that each of our students is unique, yet you will all have at least one thing in common: the desire, the will and the drive to reach your full potential and make a difference, to leave your mark on our world.



## WHAT DO OUR STUDENTS HAVE IN COMMON?

Although each student is different, the general career goal is usually very similar. EIFM is usually attended by professionals of all ages whose goal is to become leaders, either in the company they are currently working for or in the form of starting their own business and building something to be proud of. Indeed, our students are united by a desire, a desire to make a profound and positive impact on today's business world through their actions.

### AND WHAT ARE OUR STUDENTS DEFINITELY NOT MISSING?

**Personal development** – You are constantly learning and working hard.

**Self - confidence** – You believe in yourself and know that success awaits you.

**Work experience** – You have months or years of professional experience under your belt.

**Leadership** – You understand people and know how to get the best out of them.

**International outlook** – Your business has no limits.

**Character** – You don't just think about yourself, you think about the company.

**Good communication skills** – Not only do you communicate well, but you also listen.

**Team player mentality** – You realize that teamwork will take you further.



# PROGRAMME SUBJECTS

## STRATEGIC MANAGEMENT IN HEALTHCARE

The goal of this course is to introduce students to best and innovative practices that are essential for strategic decision making in the competitive healthcare environment. The course offers an opportunity to explore various aspects of formulating, monitoring and conducting strategies while taking into account the complexity of the structure and processes of the healthcare industry. Real-world projects engage students in evidence- and value-based decision-making while recognizing the culture, regulations, and dynamic nature of the industry.

## HOSPITAL BUSINESS MANAGEMENT

The management of hospitals and other healthcare facilities is undoubtedly a business activity. Students must learn national and international medical techniques and learn to apply intercultural communication skills. These competencies are essential for staffing healthcare facilities that are demonstrably high quality, cost competitive and can effectively meet the needs of our citizens. The course incorporates theoretical and practical approaches in a manner that incorporates international best practices. Instructors provide students with the skills and expertise to become effective managers of hospitals and healthcare facilities.

## PERSONNEL MANAGEMENT IN HOSPITALS

This course focuses on the study of the basic role of human resource management in healthcare organizations. In order to meet the challenges of the marketplace, organizations will need to improve the quality of services they provide, streamline their clinical service delivery and support systems, and transform their human resource management accordingly. The success of healthcare organizations will depend largely on the extent to which organizations manage people issues. This course therefore serves as a comprehensive foundation for all aspects of human resource planning, development and management and is essential for both the human resource professional and the line manager.

## MANAGEMENT OF INFORMATION SYSTEMS IN HEALTHCARE

The healthcare industry relies heavily on information systems that store patient information so that healthcare professionals can analyse it. Therefore, the course prepares students for careers as information systems professionals and teaches them to develop and implement enterprise-level systems that meet the needs of the organization. Students who complete the Healthcare Information Systems course will use their knowledge of information technology and records management to create linkages between healthcare professionals and administration and information technology professionals.

## OPERATION OF HOSPITAL BUSINESSES

Focusing on the operations of healthcare businesses and hospitals, this course will provide you with the tools to analyze and determine strategies to improve the operational performance of hospitals and healthcare organizations. It focuses on key concepts in four core areas of operations management: process analysis, service operations, quality management, and inventory management. In particular, attention will be given to hospital classification, hospital requirements and standards, various hospital classifications, hospital sector relationship diagrams, the operations management section of hospitals, and the history of hospital development phases.

# MBA – HEALTHCARE MANAGEMENT

## FINANCING AND REIMBURSEMENT OF HEALTHCARE

Předmět se zaměřuje na lidské, materiální a finanční zdroje v oblasti zdravotnictví. Studenti se seznámí se základními pojmy z oblasti zdravotnictví, dozvědí se o způsobech financování a měření výsledků zdravotní péče či měření produktivity a ekonomické efektivity zdravotnických služeb. Obeznamená se též s principem řízení nákladů a metodikou oceňování zdravotnických výkonů. Cílem předmětu je studentům poskytnout především vědomosti, které budou moci využít v praxi.

## RELATIONSHIP MANAGEMENT WITH PATIENTS AND CUSTOMERS

The subject content is customer relationship management with a focus on patients in healthcare and healthcare delivery. Students will gain an overview of the principles of meeting the needs of patients and customers, ways in which patient satisfaction and quality of service can be improved, and the importance of patient and customer assessment in the healthcare setting. The key factors that determine patient satisfaction, communication or corporate culture and its impact on the functioning of the patient relationship within a healthcare facility will not be overlooked.

## HEALTH CARE PLANNING

Healthcare planning is one of the many essential responsibilities that hospital staff or managers must undertake as part of their roles as healthcare professionals. The current need for all healthcare organisations to identify future healthcare requirements at a strategic level, both nationally and locally, as part of future investment plans has never been more important. This course will introduce the professional aspects of care planning in healthcare facilities and provide clear guidance on how to use evidence-based research to improve the healthcare environment, learning how to manage change leadership, stakeholder management and strategic alignment with organizational goals in healthcare facility planning and design.

## HEALTH LAW AND MEDICAL ETHICS

The aim of the course is to familiarize students with the legal regulation of relationships arising in the provision of health services in the Czech Republic. Emphasis is placed on the basic conditions under which health services can be provided and on the basic rights and obligations of the health service provider, the health worker and the patient. Students will learn the basic rights and obligations of health service providers, health professionals, patients and other entities such as insurance companies or suppliers. The issue of patient privacy in the provision of health care services is not neglected, which includes mandatory confidentiality of the health care provider and strict rules for the handling of medical records.

## CONCEPTS OF EPIDEMIOLOGY

In this course, students will learn the basic concepts of epidemiology and apply them to various areas of public health. We will illustrate and practice using epidemiology to better understand, characterize, and promote health at the population level.

# ADMISSION PROCESS

There are no tests, exams or interviews as part of the admissions process. All you have to do is meet the requirements for each study programme and the institute's management will then decide on your admission.

## STUDY PROGRAMME

Before starting your studies, you should give due consideration to the programme you are applying for. If you are not 100% sure about this, you can contact our study department to arrange an online video call or other form of session to discuss in detail everything you need to ensure that the final choice of study programme

## ADMISSIONS COMMITTEE

Upon receipt of your online application for admission, the admissions committee will review all the documents you have sent as a basis for issuing a decision on admission to study. The admissions committee may take 1-3 days to issue an admission decision after you submit your online application.

## DECISION ON ADMISSION

In the event of a positive decision by the admissions committee, our study department will contact you to inform you of your admission to study. At the same time, the study department will deal with all the necessary administrative matters such as the study contract and payment of tuition fees.

## APPLICATION SUBMISSION

You can fill in the application form online here on our website and attach the necessary documents. These are mainly documents confirming your university education or professional experience.

## PERSONAL INTERVIEW

If the admissions committee is unclear, they may arrange a video call with you to get to know you better and make sure you are a suitable student for our institute. This is an ideal chance to show your commitment, enthusiasm and explain the motivation that drives you to study and that will be your study engine.

## START OF STUDY

Welcome to EIFM! As long as all the above steps have been followed correctly and all the necessary administrative matters have been taken care of, there is nothing stopping you from starting your studies and developing your talents and skills.

**Our goal is lifelong learning. We are here to develop our students and provide them with up-to-date information, skills and knowledge to help them achieve their goals and ambitions in their personal and career lives.**





# EXPERIENCE AND TRADITION

Graduate studies at EIFM offer primarily individual leadership development that prepares you for key situations in business and in today's global society and enables you to face future challenges in a rapidly evolving world. Our team of professors and lecturers consists of highly enthusiastic as well as respected academics and professionals who are committed to passing on their knowledge and experience. Our lecturing team presents more than 50 professionals in their respective fields and there is no shortage of guest lecturers and lectures from foreign companies or universities.

EIFM offers a rich and personally fulfilling working environment that is based on our core values and enhanced by international perspectives. We will help you reposition yourself for your future career path and establish lifelong connections that will benefit you throughout your working career.

## ALUMNI TESTIMONIALS

"Studying at EIFM has been an excellent experience. I have gained knowledge, experience and skills from great professionals from leading companies and I can already say that much of what I have learnt during my studies I am actively using in my work and will continue to do so."

**PAUL SIMONS**  
Student

"Studying at EIFM was not only a career benefit for me, but it also allowed me to develop on a personal level. Before starting my studies I didn't have the courage to start my own business, but that has now changed and almost 3 years on I have to say that studying has allowed me to start fulfilling my lifelong dream of owning my own

**JESICCA CASY**  
Student



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Get in touch  
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