

FACULTY OF HEALTH SCIENCES

DEPARTMENT OF HEALTH CARE MANAGEMENT

QUALIFICATION AWARDED

Upon successful completion of this program, students are awarded with the qualification of BACHELOR'S DEGREE IN HEALTH CARE MANAGEMENT.

LEVEL OF QUALIFICATION

This program offers education at the undergraduate level .

SPECIFIC ADMISSION REQUIREMENTS

Admission of the national students to the HEALTH CARE MANAGEMENT program is conditioned by the success on the nationally centralized Student Selection Examination (ÖSYS) conducted by the Student Selection and Placement Centre (OSYM)- process regulated by the Higher Education Council (YOK).

Students who are enrolled in a higher education institution in accordance with the provisions of the relevant legislation, maintain their right to continue their education at the same level in case they opt for an horizontal transfer to another degree program within the same or a different higher education institution.

The above regulation does not apply for the students enrolled in the pre-university preparatory education, the students enrolled in the first and fourth semester of their vocation programme education as well as the students enrolled in the first and fourth semester of their bachelor`s degree programme.

The graduate students of an associate programme willing to continue their bachelor`s studies must enter and obtain enough points from the yearly vertical transfer exam (DGS) administered by the Student Selection and Placement Centre (OSYM)- process regulated by the Higher Education Council (YOK). The students fulfilling the above conditions, will be placed by to the Student Selection and Placement Centre (OSYM) to the bachelor programs available, according to their DGS exam results and the order of their choices.

The acceptance of the exchange students is conditioned by the existence of signed bilateral agreements within the framework of the Erasmus Programme, between Yeni Yüzyıl University and its partner universities.

QUALIFICATION REQUIREMENTS AND REGULATIONS

The Qualification of HEALTH CARE MANAGEMENT bachelor`s programme is obtained upon graduation from the programme HEALTH CARE MANAGEMENT, which requires;

- Completion with passing grades of all the courses designated within the curriculum of the programme, including the work placements and the graduation project having a total of 240 ECTS Credits, and
- Achievement of a cumulative grade point average (CGPA) of at least 2.00 out of 4.00.

RECOGNITION OF PREVIOUS EDUCATION

Students who went to another university before enrolling via OSYM at Yeni Yüzyıl University and passed some of the courses therein can be exempt from the same courses at Yeni Yüzyıl University provided that the content of the courses taken previously is appropriate to the content of the course delivered at Yeni Yüzyıl University. Decision for the course exemption is taken by the Faculty of Health Sciences committee.

PROFILE OF THE PROGRAMME

The purpose of the Health Care Management undergraduate program is to prepare middle and senior range managers within the sector of Health, by equipping them with knowledge and skills to be leaders in developing the health care system.

Graduates grown in the field of health care management can work in various positions as business entrepreneurs, managers, experts and researchers / academics for the health care industry, insurance companies, health tourism, consulting organizations and other private sector organizations as well as public institutions.

PROGRAMME OUTCOMES

Upon successful completion of the program designed in accordance with the aims and objectives of the program and the program learning outcomes in terms of knowledge, skills and competencies given below, students/learners will be able to:

1. Present the basic knowledge in the field of Health Care Management and systematic and planned problem solving skills, as well analytical and strategic thinking;
2. Know and be able to apply the principles of ethics, performance and quality in their working life
3. Are able to gain knowledge by accessing, monitoring, evaluating and analyzing scientific literature in the field of Health Care Management,
4. Learn and apply the related rules and legislation of professional ethics regarding individual duties, rights and responsibilities

5. Gain and apply with success leadership skills
6. Act in accordance with the quality management process and participates in this process
7. Have knowledge about healthcare management and use it independently to carry out research and takes the responsibility of being a team member when it comes to using their knowledge in collaboration with other professional groups working in the field
8. Assume responsibility whether working individually or as a team member, are open-minded, are opened to criticism, are constructive and self-confident, effective and works efficiently
9. Know English written and orally in an effective way according to the English language rules and use it to follow the information sources in their field of activity
10. Possess creative and innovative thinking, the information learned being not only used in similar situations but also applied to the new and unfamiliar environment.

Total Course-Programme LOs Relationship

	YYU Health Care Management Program Outcomes*									
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
TYYÇ Health Care Management Department Basic Areas of Competence										
Information										
1) Offers and supports advanced theoretical and practical knowledge, basic and current information in the field of health, related textbooks, application tools and multimedia training tools and other resources.	√		√						√	√
2) Is familiar with the nature of the sources, limits, accuracy, reliability, and validity of the evaluation.	√	√	√							
3) Has access to scientific knowledge in the health field, the current literature, monitors, evaluates and is able to apply gained knowledge	√		√							
4) Has the knowledge related to the field of study, to the teaching strategies, assessment and evaluation methods and techniques	√									
5) Has information about students' development, learning characteristics and challenges	√								√	
6) Uses and understands the interaction between the field of study of health and the associated disciplines with it.	√					√		√		
SKILLS										
1) The graduate of the health care management programme has acquired advanced knowledge and skills and uses them TO scientifically prove, interpret data and evaluate, identify problems, analyze, research and apply professional and ethical values, develop solutions, shares information and can be a good team member.	√		√							

2) Uses to research the information technologies related to the health care management.	√									
3) Uses the acquired advanced theoretical and practical knowledge related to the health care management for himself/herself, for family and the community.						√	√			
4) Can provide solutions to problems in accordance with the scientific data / evidence specific to the area of health care management.	√	√						√		√
5) Develops materials to suit the requirements of students In the field of health care management	√									
6) The student is able to evaluate his/her acquisition by using different methods.	√									
COMPETENCIES										
Working independently and taking the responsibility										
1) Has knowledge about healthcare management and use it independently to carry out research and takes the responsibility of being a team member when it comes to using their knowledge in collaboration with other professional groups working in the field.						√			√	
2) Takes the responsibility of solving the complex and unpredictable situations encountered in the field of health practices as individual or as a team member.					√		√	√		
3) Assumes responsibility over his employees in terms of project development, plans, manages and evaluates the process' follow up.					√		√	√		
4) Produces practical research results for his/her area of responsibility.				√						
Learning Competencies										
1) Uses critical evaluation with regard to the advanced knowledge and skills acquired in the field of health care management.	√	√	√							
2) Sets the learning objectives and proves that he/she reached them	√	√	√							
3) Determines the most efficient and fast access to learning resources.	√	√	√							
4) Adopts the lifelong learning behavior and is constantly seeking ways to self- improvement.	√	√	√							
5) Decides upon ways to access information and how to apply it.	√		√							
Communication and Social Competences										
1) In matters of health care: issues and shares information with the people/institutions concerned; is able to express fluently his ideas and proposals both verbally and in writing; is able to listen the expectations and wishes of the concerned people/institutions.			√							
2) Is able to provide suggestions backed up by qualitative and quantitative data to solve the problems of experts and non-experts both as a team member and as individual in matters of health care management							√			
3) Gets involved in social responsibility projects in collaboration with other professional groups and organizes activities to implement them.		√				√				
4) When facing issues, is able to inform the relevant people and institutions.							√			

5) Is able to provide suggestions backed up by qualitative and quantitative data to solve the problems of experts and non-experts.									√		√
6) Is globally aware of the latest news and information related to the field of health care management and is able to monitor and analyze the information										√	
7) Communicate effectively orally and in writing				√					√		
Field-Specific Competences											
1) Is an example in matters of external appearance, attitude, demeanor and behavior in society					√			√			
2) Acts accordingly to the human rights, to social, scientific and professional ethics.			√						√		
3) Acts in accordance with quality management and process.		√					√	√			√
4) Possesses knowledge and acts according to the environmental protection and occupational safety issues.			√								
5) Respects and behaves according to the rules and regulations of his/her environment performing his/her responsibilities.		√	√	√					√		

Course & Program Outcomes Matrix

YENI YUZYIL UNIVERSITY HEALTH SCIENCES FACULTY														
HEALTH CARE MANAGEMENT		BACHELOR'S PROGRAMME												
2017-2018 ACADEMIC YEAR		Program Competencies												
1ST YEAR		1	2	3	4	5	6	7	8	9	10			
AUTUMN SEMESTER														
COURSE CODE	NAME OF THE COURSE UNIT	T	U	ECTS										
SYB111	GENERAL BUSINESS	3	0	5	5	3	-	-	5	-	-	-	5	
SYB121	FINANCIAL ACCOUNTING I	3	0	5	5	-	-	-	-	-	-	-	-	
SYB135	MATHEMATICS I	3	0	4	5	2	3	3	-	2	-	-	-	
SYB141	INTRODUCTION TO ECONOMICS	3	0	5	5	4	-	4	-	-	-	5	-	
ENG151	ENGLISH I	3	0	3	-	-	-	-	-	-	-	5	-	
TRD151	TURKISH LANGUAGE I	2	0	2	-	-	-	-	-	-	-	-	-	
ELECTIVE COURSES														
BMH150	COMPUTER APPLICATIONS	1	2	2	-	-	-	-	-	-	-	-	-	
SBF177	SIGN LANGUAGE I	2	0	2	-	-	-	-	-	-	-	-	-	
SBF165	UNIVERSITY CULTURE I	2	0	2	4	5	-	-	5	5	5	5	-	4
SPRING SEMESTER														
COURSE CODE	NAME OF THE COURSE UNIT	T	U	ECTS										
SYB116	INTRODUCTION TO MANAGEMENT	2	0	4	-	5	-	5	4	-	5	4	-	5
SYB124	FINANCIAL ACCOUNTING II	3	0	5	5	-	-	-	-	-	-	-	-	-
SYB136	MATHEMATICS II	3	0	4	5	2	3	-	-	-	-	-	-	-
SYB142	MICROECONOMICS	3	0	5	5	-	-	4	-	-	-	-	-	-
ENG152	ENGLISH II	3	0	3	-	-	-	-	-	-	-	5	-	-
TRD152	TURKISH LANGUAGE II	2	0	2	-	-	-	-	-	-	-	-	-	-
ELECTIVE COURSES														
SYB166	TECHNOLOGY UTILIZATION IN HEALTH CARE FACILITIES	2	0	4	-	-	-	-	-	-	-	5	-	5
SBF178	SIGN LANGUAGE II	2	0	2	-	-	4	-	-	-	-	-	-	-

SBF160	UNIVERSITY CULTURE II	2	0	2	4	5	-	-	5	5	5	5	-	4
2ND YEAR														
AUTUMN SEMESTER														
COURSE CODE	NAME OF THE COURSE UNIT	T	U	ECTS										
SYB207	STATISTICS I	3	0	5	5	-	-	-	-	-	-	-	-	-
SYB241	MACRO ECONOMICS	3	0	5	-	-	4	-	-	-	-	-	-	-
SYB225	MANAGEMENT IN HEALTH CARE FACILITIES	2	0	4	5	5	4	-	5	5	-	5	-	5
SYB229	COST ACCOUNTING IN HEALTH CARE FACILITIES	2	0	4	-	-	-	-	5	-	5	-	-	-
ENG251	ENGLISH III	3	0	3	-	-	-	-	5	-	5	-	5	-
ATA151	ATATURK'S PRINCIPLES AND REVOLUTION HISTORY I	2	0	2	-	-	-	4	-	-	-	-	-	-
ELECTIVE COURSES														
SBF291	MEDICAL COMMUNICATION SKILLS	2	0	2	5	-	-	-	-	-	-	-	-	5
SYB205	FUNDAMENTAL LAW	2	0	3	-	-	-	5	-	-	-	-	-	-
SBF255	RATIONAL PHARMACEUTICAL USE	2	0	2	5	-	2	-	-	-	-	-	-	-
SPRING SEMESTER														
COURSE CODE	NAME OF THE COURSE UNIT	T	U	ECTS										
SYB208	PUBLIC HEALTH	3	0	4	-	-	4	-	-	-	-	-	-	-
SYB214	HUMAN RESOURCES MANAGEMENT	3	0	4	-	5	4	4	-	-	-	-	-	-
ENG252	ENGLISH IV	3	0	3	-	-	-	-	5	-	5	-	-	-
ATA152	ATATURK'S PRINCIPLES AND REVOLUTION HISTORY II	2	0	2	-	-	4	-	-	-	-	-	-	-
SYB216	STATISTICS II	3	0	5	5	3	-	-	-	-	-	-	-	-
SYB252	INTERNSHIP - I	1	2	2	-	-	-	-	-	-	-	-	-	-
ELECTIVE COURSES														
SYB200	HEALTH LAW AND LEGISLATION	3	0	4	-	-	-	5	-	-	-	-	-	-
SYB218	PSYCHOLOGY	2	0	3	-	-	-	-	-	-	-	-	-	-
SYB274	MEDICAL TERMINOLOGY	2	0	3	5	-	-	-	-	-	-	-	-	-
3RD YEAR														
AUTUMN SEMESTER														
COURSE CODE	NAME OF THE COURSE UNIT	T	U	ECTS										
SYB305	QUALITY MANAGEMENT IN HEALTH CARE SERVICES	2	0	4	5	-	4	-	4	5	4	-	-	-
SYB317	EPIDEMIOLOGY	3	0	5	-	-	5	-	-	-	-	-	-	-
SYB319	HEALTH EDUCATION	1	1	4	5	3	4	-	-	-	-	-	-	-
SYB323	SUPPLY CHAIN AND MATERIALS MANAGEMENT IN HEALTH CARE FACILITIES	3	0	5	5	4	4	-	-	-	-	-	-	-
SYB343	PROFESSIONAL ENGLISH I	2	0	3	-	-	-	-	-	-	-	-	5	-
SYB325	HOSPITAL INFORMATION SYSTEMS	2	0	3	5	5	4	-	-	-	-	-	-	-
ELECTIVE COURSES														
SBF383	DISASTERS AND FIRST AID	2	2	5	-	-	-	-	-	-	-	-	-	-
SBF393	ECONOMY OF TURKEY	2	0	3	-	-	-	-	-	-	-	-	-	-
SPRING SEMESTER														
COURSE CODE	NAME OF THE COURSE UNIT	T	U	ECTS										
SYB312	PERFORMANCE MANAGEMENT	3	0	5	5	4	4	-	-	-	-	-	-	-
SYB320	SOCIAL SECURITY	2	0	4	4	3	-	-	-	-	-	-	-	-
SYB318	ORGANIZATIONAL BEHAVIOR	2	0	4	-	-	-	-	4	-	-	5	-	5

SYB328	MARKETING MANAGEMENT IN HEALTH CARE SERVICES	2	0	4	5	3	-	-	-	-	-	-	-	-
SYB344	PROFESSIONAL ENGLISH II	2	0	3	-	-	2	-	-	-	-	-	5	-
SYB350	INTERNSHIP - II	1	2	2	-	-	-	-	-	-	-	-	-	-
ELECTIVE COURSES														
SYB302	OCCUPATIONAL HEALTH AND SAFETY	3	0	5	5	-	-	5	-	-	-	-	-	-
SYB364	HISTORY OF ECONOMIC SYSTEMS	2	0	3	-	-	-	-	-	-	-	-	-	-
SBF384	SCIENTIFIC RESEARCH METHODS	2	0	3	-	-	-	-	-	-	-	-	-	-
4TH YEAR														
AUTUMN SEMESTER														
COURSE CODE	NAME OF THE COURSE UNIT	T	U	ECTS										
SYB403	QUALITATIVE MANAGEMENT	3	0	5	5	4	4	-	-	-	-	-	-	-
SYB413	MEDICAL ETHICS AND PATIENT RIGHTS	2	0	3	-	5	-	4	-	-	-	-	-	-
SYB409	HEALTH SYSTEMS AND POLITICS	3	0	4	-	-	2	-	-	-	-	-	-	-
SYB415	LABOR LAW	2	0	3	-	-	-	5	-	-	-	-	-	-
SYB433	GRADUATION PROJECT II	1	3	6	-	-	2	-	-	-	-	-	-	-
SYB443	PROFESSIONAL ENGLISH III	2	0	2	-	-	-	-	-	-	-	-	5	5
ELECTIVE COURSES														
SYB495	FORENCIS CASE MANAGEMENT	2	0	4	-	-	-	-	-	-	-	-	-	-
SYB491	ENTREPRENEURSHIP I	3	0	3	-	-	-	-	5	-	-	-	-	-
SBF465	CUSTOMER RELATIONSHIP MANAGEMENT	2	0	2	-	-	-	-	-	-	-	-	-	5
SPRING SEMESTER														
COURSE CODE	NAME OF THE COURSE UNIT	T	U	ECTS										
SYB402	RISK MANAGEMENT IN HEALTH CARE BUSINESSES	3	0	4	-	-	3	-	-	-	-	-	-	-
SYB404	QUANTITATIVE MANAGEMENT	3	0	4	5	4	4	-	-	-	-	-	-	-
SYB416	STRATEGIC MANAGEMENT	2	0	3	-	-	-	-	5	-	-	5	-	4
SYB436	HEALTH ECONOMIES	2	0	5	5	-	5	-	-	-	-	-	-	-
SYB434	GRADUATION PROJECT II	1	3	6	-	-	2	-	-	-	-	-	-	-
SYB444	PROFESSIONAL ENGLISH IV	2	0	2	-	-	-	-	-	-	-	-	5	-
ELECTIVE COURSES														
SYB464	ECONOMIC-BASED SCIENCE, TECHNOLOGY, AND INNOVATION	2	0	3	-	-	-	-	-	-	-	-	-	-
SYB492	ENTREPRENEURSHIP II	3	0	3	-	-	-	-	-	-	-	-	-	5
SYB496	ADVANCED COMMUNICATION SKILLS	2	0	2	-	-	-	-	-	-	-	-	-	5

OCCUPATIONAL PROFILES OF GRADUATES

Our graduates may be employed by the Ministry of Health and other health-related institutions at central or local level, by the Turkish Armed Forces health management units, by public and private sector health insurance providers, by organizations studying civil society's health issues and by public and private hospitals, rehabilitation centers, hospitals' supply companies, pharmaceutical companies, medical companies or international health organizations.

ACCESS TO FURTHER STUDIES

Upon successful completion of this programme, students may apply for master's (second cycle) and in some cases, for a PhD. (third cycle) degree programme in or related fields of HEALTH CARE MANAGMENT.

PROGRAMME STRUCTURE

- Within the Healthcare Management bachelor's degree program , there are no less than 65 course consisting of a total of 240 ECTS .
- Each semester, a student can enroll to a maximum of 8 courses including the common compulsory curricula and the foreign language courses.
- Within each programme, according to the laws and regulations governing the higher education, there are the common compulsory curricula and foreign language courses, and the other common courses as determined by the University Senate. • Each semester elective courses are to be chosen as follows:
 - at least 25% of the elective courses can be chosen from the curricula of the other Faculties.

Courses offered at the level of the university		
Common courses at the level of Faculties/University	<ul style="list-style-type: none"> FUNDAMENTALS OF LAW 	
	<ul style="list-style-type: none"> UNIVERSITY CULTURE 	Optional courses that students take during the fall and spring semesters of the first year.
	<ul style="list-style-type: none"> GRADUATION PROJECT 	Upon completing the four year study programme, students must select and research a health care management related subject, conduct research, develop and present a final project.
	<ul style="list-style-type: none"> INTERNSHIP 	Apart from the Nursing Department, all the students belonging to the other departments within the Health Sciences must do an internship at the end of the spring semester of their 2nd year, respectively 3rd year of studies.
	<ul style="list-style-type: none"> SIGN LANGUAGE 	Optional courses that students take during the fall and spring semesters of the first year.
Common compulsory curricula (As per HEC decision)	<ul style="list-style-type: none"> TURKISH LANGUAGE I-II ATATÜRK'S PRINCIPLES AND REVOLUTION HISTORY I-II 	Compulsory courses to be studied as part of the undergraduate and post-graduate programs according to the legislation governing the Turkish Higher Education.
	<ul style="list-style-type: none"> ENGLISH I,II,III,IV 	Courses to be taken within the first and second year of study at the Faculty of Health Sciences, Department of Health Care Management

COURSE STRUCTURE AND CREDITS

ISTANBUL YENI YUZYIL UNIVERSITY FACULTY OF HEALTH SCIENCES									
DEPARTMENT OF HEALTH MANAGEMENT UNDERGRADUATE PROGRAM ACADEMIC YEAR OF 2016-2017									
1st YEAR									
FALL SEMESTER					SPRING SEMESTER				
CODE	COURSES	T	p	ECTS	CODE	COURSES	T	p	ECTS
SYB111	GENERAL BUSINESS	3	0	5	SYB116	INTRODUCTION TO MANAGEMENT	2	0	4
SYB121	FINANCIAL ACCOUNTING I	3	0	5	SYB124	FINANCIAL ACCOUNTING II	3	0	5
SYB135	MATHMATICS I	3	0	4	SYB136	MATHEMATICS II	3	0	4
SYB141	INTRODUCTION TO ECONOMICS	3	0	5	SYB142	MICROECONOMICS	3	0	5
ENG151	ENGLISH I	3	0	3	ENG152	ENGLISH II	3	0	3
TRD151	TURKISH LANGUAGE I	2	0	2	TRD152	TURKISH LANGUAGE II	2	0	2
Elective Courses*					Elective Courses*				
BMH150	COMPUTER APPLICATIONS	1	2	2	SYB166	TECHNOLOGY UTILIZATION IN HEALTH CARE FACILITIES	2	0	4
SBF177	SIGN LANGUAGE I	2	0	2	SBF178	SIGN LANGUAGE II	2	0	2
SBF165	UNIVERSITY CULTURE I	2	0	2	SBF160	UNIVERSITY CULTURE II	2	0	2
		22	2	30			22	0	31
2nd YEAR									
FALL SEMESTER					SPRING SEMESTER				
CODE	COURSES	T	p	ECTS	CODE	COURSES	T	p	ECTS
SYB207	STATISTICS I	3	0	5	SYB208	PUBLIC HEALTH	3	0	4
SYB241	MACRO ECONOMICS	3	0	5	SYB214	HUMAN RESOURCES MANAGEMENT	3	0	4
SYB225	MANAGEMENT IN HEALTH CARE FACILITIES	2	0	4	ENG252	ENGLISH IV	3	0	3
SYB229	COST ACCOUNTING IN HEALTH CARE FACILITIES	2	0	4	ATA152	ATATURK'S PRINCIPLES AND REVOLUTION HISTORY II	2	0	2
ENG251	ENGLISH III	3	0	3	SYB216	STATISTICS II	3	0	5
ATA151	ATATURK'S PRINCIPLES AND REVOLUTION HISTORY I	2	0	2	SYB252	INTERNSHIP - I	1	2	2
Elective Courses*					Elective Courses*				
SBF291	MEDICAL COMMUNICATION SKILLS	2	0	2	SYB200	HEALTH LAW AND LEGISLATION	3	0	4

SYB205	FUNDAMENTAL LAW	2	0	3	SYB218	PSYCHOLOGY	2	0	3
SBF255	RATIONAL PHARMACEUTICAL USE	2	0	2	SYB274	MEDICAL TERMINOLOGY	2	0	3
		21	0	30			22	2	30
3rd YEAR									
FALL SEMESTER					SPRING SEMESTER				
CODE	COURSES	T	p	ECTS	CODE	COURSES	T	p	ECTS
SYB305	QUALITY MANAGEMENT IN HEALTH CARE SERVICES	2	0	4	SYB312	PERFORMANCE MANAGEMENT	3	0	5
SYB317	EPIDEMIOLOGY	3	0	5	SYB320	SOCIAL SECURITY	2	0	4
SYB319	HEALTH EDUCATION	1	1	4	SYB318	ORGANIZATIONAL BEHAVIOR	2	0	4
SYB323	SUPPLY CHAIN AND MATERIALS MANAGEMENT IN HEALTH CARE FACILITIES	3	0	5	SYB328	MARKETING MANAGEMENT IN HEALTH CARE SERVICES	2	0	4
SYB343	PROFESSIONAL ENGLISH I	2	0	3	SYB344	PROFESSIONAL ENGLISH II	2	0	3
SYB325	HOSPITAL INFORMATION SYSTEMS	2	0	3	SYB350	INTERNSHIP - II	1	2	2
Elective Courses*					Elective Courses*				
SBF383	DISASTERS AND FIRST AID	2	2	5	SYB302	OCCUPATIONAL HEALTH AND SAFETY	3	0	5
SBF393	ECONOMY OF TURKEY	2	0	3	SYB364	HISTORY OF ECONOMIC SYSTEMS	2	0	3
					SBF384	SCIENTIFIC RESEARCH METHODS	2	0	3
		17	3	32			19	2	33
4th YEAR									
FALL SEMESTER					SPRING SEMESTER				
CODE	COURSES	T	p	ECTS	CODE	COURSES	T	p	ECTS
SYB403	QUALITATIVE MANAGEMENT	3	0	5	SYB402	RISK MANAGEMENT IN HEALTH CARE BUSINESSES	3	0	4
SYB413	MEDICAL ETHICS AND PATIENT RIGHTS	2	0	3	SYB404	QUANTITATIVE MANAGEMENT	3	0	4
SYB409	HEALTH SYSTEMS AND POLITICS	3	0	4	SYB416	STRATEGIC MANAGEMENT	2	0	3
SYB415	LABOR LAW	2	0	3	SYB436	HEALTH ECONOMIES	2	0	5

SYB433	GRADUATION PROJECT II	1	3	6	SYB434	GRADUATION PROJECT II	1	3	6
SYB443	PROFESSIONAL ENGLISH III	2	0	2	SYB444	PROFESSIONAL ENGLISH IV	2	0	2
Elective Courses*					Elective Courses*				
SYB495	FORENCIS CASE MANAGEMENT	2	0	4	SYB464	ECONOMIC-BASED SCIENCE, TECHNOLOGY, AND INNOVATION	2	0	3
SYB491	ENTREPRENEURSHIP I	3	0	3	SYB492	ENTREPRENEURSHIP II	3	0	3
SBF465	CUSTOMER RELATIONSHIP MANAGEMENT	2	0	2	SYB496	ADVANCED COMMUNICATION SKILLS	2	0	2
		20	3	32			20	3	32
Total Hours							172		
Total ECTS							250		

EXAM REGULATIONS, ASSESSMENT AND GRADING

Information on the dates, places and testing material of the midterm exams is announced by the department and program in advance.

Information on the number of examinations is announced by the course lecturer/head of department at the beginning of each course/academic term/academic year and the examinations as part of the weekly course programme will be held at the fixed time. A number of quizzes can be applied by the lecturer after informing students beforehand.

The examinations can be conducted verbally, in writing or both. The faculty's board of directors decides whether the midterm examination for a course can be replaced or not by a research project or similar study.

Every semester/academic year the methods applied for assessment of the achievement of the expected program learning outcomes for the entire program have a crucial role in determining the performance of the students.

At the end of each academic year/semester, the students whether passing or not passing their final examinations for each course are entitled to make-up exams.

The final examinations held at the end of each academic year/semester can be conducted verbally, in writing or both. The rules applying for successful completion of the final exams apply to the make-up examinations and the grade obtained from the make-up examination will replace the grade obtained from the final exam.

GRADES

The success of a student for each assessment (quiz, research project /similar study, final and make-up) defined for each course unit is evaluated by the instructor. As a result of the instructor`s evaluation, the student will obtain one of the below grades:

YYU Grades	Coefficient
AA	4.00
BA	3.50
BB	3.00
CB	2.50
CC	2.00
DC	1.50
DD	1.00
FF	0.00
DZ	0.00

According to the Law No: 2547 article 5, all the departments of the university are offering as general education courses ATATÜRK'S PRINCIPLES AND REVOLUTION HISTORY, TURKISH LANGUAGE and Foreign Languages. In order to a student to have successfully completed the course, the student must obtain one of the following grades (AA), (BA), (BB), (CB), (CC), (DC) and (DD). (FF) is given for failing students.

In the event that a student`s CGPA is considered sufficient for success, obtaining an (FF) grade automatically requires the student to repeat the course.

At the end of the fourth semester students with a CGPA of less than 2.00 are not entitled to enroll for courses in the upper years of study. In the same manner, unsuccessful students can not enroll for courses in the upper years of study.

Success Grades:

The success of the students is monitored by GPA and CGPA. A student with a minimum of 2.00 GPA is considered successful.

Students obtaining per academic term/year a CGPA between 3.00-3.49 are considered honors students while those with 3.50 and above CGPA shall be receive the title of high honors students.

Students graduating with a CGPA of 3.00-3.49 will graduate as honors students while those with 3.50 and above CPGA shall be awarded with the title of high honors students; and these titles shall be mentioned in their diplomas.

GRADUATION REQUIREMENTS

In order for a student to graduate from the HEALTH CARE MANAGEMENT program the following conditions must be met:

- completion of all the courses designated within the curriculum of the programme, having a total of 240 ECTS Credits, with passing grades,
- Achievement of a cumulative grade point average (CGPA) of at least 2.00 out of 4.00, mentioned in the bachelor's diploma offered to the programme's graduates.

MODE OF STUDY

This is a full time programme.

PROGRAMME DIRECTOR (OR EQUIVALENT)

Prof. Dr. Resul IZMIRLI

Head of the Health Care Management Department

Faculty of Health Sciences
Istanbul Yeni Yuzyil University

Address:

Dr. Azmi OfluoGlu Yerleskesi Yilanli Ayazma Cad. No:26 Cevizlibag- Istanbul/Turkey

Phone: +90 212 4445001

E-mail : resul.izmirli@yeniyyuzyil.edu.tr

DEPARTMENT OF HEALTH MANAGEMENT

COURSE DESCRIPTION

I. Semester

SYB 111 General Business (3,0) 5

In this course on the topics are discussed; business organization, financing, provision of means of production, marketing of goods and services produced, organizing, management and monitoring of financial events is intended to review issues get addressed. In the framework of course, organization, financing, provision of means of production, marketing of goods, and services produced, organizing, management, and monitoring of financial events.

SYB 121 Financial Accounting I (3,0) 5

This course introduced students to the financial statements of accounting for the first time with reading, comprehension and analysis capabilities designed to give. The aim of the course, every enterprise is faced legal, financial and economic events, the decisions taken by the business to create a foundation, business accounting information system, recording data, methods and procedures for monitoring and following years of moving to teach the guidance of national and international accounting standards.

SYB135 Mathematics I (3,0) 4

Aim of this course is provide the students understand the issues below; integers, rational number, decimal numbers, real numbers, first order equations, exponential numbers, root numbers, factorisation, ratio and proportion, polynomials, clusters, Permutation-Combination, Basic Linear Functions, Non Linear Functions.

SYB141 Introduction to Economics (3,0)5

Aim of this course is provide the students understand the issues below; Rules governing our daily life and today's economic environment With them; Basic principles of economics; Supply, demand, price formation, markets, factor markets, Income distribution and state interventions.

ENG 151 English I (3,0) 3

In the various branches of Health Management terms and concepts encountered is studied in depth and to ensure the correct use of Turkish-English two-way translations are made and carried out presentations. English language training will be given to students from the ground up, ahead of time is intended to develop.

TRD 151 Turkish Language I (2,0) 2

In this course, students comprehend the Turkish language in accordance with the structure and function of language in expressing the thoughts through the written and oral expression and use of Turkish as the right and good speaking ability. In this course, the place and importance of language as a social institution, language-culture relationship, such as the spoken language and written language are discussed on the topics are covered and examples of Turkish literature.

Elective Courses

BMH 150 Computer Applications (1,2) 2

Health Management division is a IT-based so target of this course is which students will be required both personal and business life gives theoretical and practical skills in computer information.

SBF177 Sing Language I (2,0) 2

Aim of this course is provide the students understand the issues below; learning the words and sentence structures in Turkish Sign Language, learning fingerprint alphabet and its applications, to be able to grasp the signs used in finger alphabet and their meanings, helping our hearing-impaired citizens in communicating with their communities and solving the problems in daily life

SBF165 University Culture I (2,0) 2

Aim of this course is provide the students understand the issues below; describe project development and management, developing tools and techniques related to project management, correctly sorts project goals and objectives, decide on a project study and method based on their individual observations, efficiency, cost and quality plans of the Project, implement the project work, evaluate the results of the study, writing project reports, preparing creative posters, and making presentations

II. Semester

SYB116 Introduction to Management (2,0) 4

Aim of this course is provide the students understand the issues below; criticize and question are management theories in a critical way, be conscious of the historical background of changes in governance that are emerging in working life, to be able to analyze the relations of management approaches with political, economic and social structures, to be able to analyze the parameters and variables of management and management, comprehending and exploring managerial processes, critically evaluate management theories comparatively, question the current management approach in the light of the past phases.

SYB124 Financial Accounting II (3,0) 5

Accounting may be required in health care settings, the reporting period, records, complete accounting cycle, accounting for business transactions, inventory, accounting principles,

internal control and cash, business assets and the Cash Flow Statement is intended to obtain information on issues such as students.

SYB136 Mathematics II (3,0) 4

Aim of this course is provide the students understand the issues below, parabol, parabolic equations, specially defined functions, Limit - Limit theorems, uncertainty cases – Continuity, derivative - derivative rules, Increasing and decreasing functions - Extreme points, Indefinite integral, Indefinite integral 2, Indefinite integral 3, definite integral 1, definite integral 2

SYB142 Microeconomics (3,0) 5

The aim of this course, the rules that govern our everyday lives, and with today's economic environment, along with the basic principles of economics: supply, demand, price formation, markets, factor markets, income distribution and government interventions is to understand the opportunity.

ENG 152 English II (3,0) 3

English course in addition to the terms and concepts encountered in the correct use of English is studied in depth, and the provision made for the Turkish-English two-way translations. Students' in order to master English grammar, sentence structure, spelling and pronunciations to have information about the language is provided.

TRD152 Turkish Language II (2,0) 2

In this course, students comprehend as its structure and functioning of the Turkish language and use of the right and good speaking ability. In this course, Turkish language today, as well as issues such as expansion areas, the Reformation and the Turkish Republic, Turkish culture and Turkish are the developments are considered important works of literature are examined.

Elective Courses

SYB166 Technology Utilization in Health Care Facilities (2,0) 4

The purpose of this course, according to the policies of the different health institutions, health care provided at obtaining information about the use of technology. In addition, the technology used in the comparison with the health services offered, enables evaluation.

SBF178 Sing Language II (2,0) 2

Aim of this course is provide the students understand the issues below; learning the words and sentence structures in Turkish Sign Language, learning fingerprint alphabet and its applications, to be able to grasp the signs used in finger alphabet and their meanings, helping our hearing-impaired citizens in communicating with their communities and solving the problems in daily life.

SBF160 University Culture II (2,0) 2

Aim of this course is provide the students understand the issues below; describe project development and management, developing tools and techniques related to project management, correctly sorts project goals and objectives, decide on a project study and method based on their individual observations, efficiency, cost and quality plans of the Project, implement the project work, evaluate the results of the study, writing project reports, preparing creative posters, and making presentations

III. Semester

SYB207 Statistic I (3,0) 5

At the end of this course students describe data and summarize descriptive relationships, describe categorical and numerical variables and explain the relationships between them graphically, understand the measures of central tendency and variability and examine the relationship between variables, evaluate concepts such as results, events, permutations and combinations, probability, examine discrete and continuous random variables, properties, probability distributions and expectations, apply normal distribution and approximation, use and apply probability distributions, use and apply linear combinations of random variables.

SYB241 Macro Economics (3,0) 5

The purpose of this course, students to introduce analyze of tools macro-economics. The course of real and monetary parts of the economy are dealt with separately before, the main economic problems of inflation and unemployment that create the reasons are examined, the following sections by taking the economy with monetary and real parts of the studied subjects are sent to a synthesis. Used to combat the problems of inflation and unemployment policies (monetary and fiscal policy) are dealt with various types of analysis supported by current examples.

SYB225 Management in Health Care Institutions (2,0) 4

At the end of this course, students are learn how manage people, projects and groups in change-oriented health institutions. They will be able to take responsibility for the team they work with and ensure that everyone is accountable to each other. They will be able to provide of the institution sustainability in the framework of ethical, professional and organizational rules. In this context, students learne concepts of management, innovasion, motivation, ethics, social responsibility, performance management, decision making, human resaouce management in health institutions

SYB229 Cost Accounting in Health Care Institutions (2,0) 4

Students who can successfully complete this course will be able to distinguish the concepts of cost and expense in the production process, calculate cost-volume-profit analyzes, calculate stage, order and activity based costing methods in the calculation of costs, prepare the budget. In this context, they will learn cost volume profitability analysis, orders costing, stage costing, flexible budgeting, direct labor and direct first matter and material differences and general production cost differences

ENG251 English III (3,0) 3

This course is intended to improve English pronunciation and pronunciation. Method: bringing verbal and written language skills to a moderate level.

ATA151 Ataturk Principles and History of Revolution I (2,0) 2

In this course, how to set conditions under which the Republic of Turkey, Atatürk's principles form the basis of state explained. The topics covered in this course include: the concept of the Revolution, the collapse of the Ottoman Empire and the Turkish Revolution Look at the reasons, intellectual movements in the late Ottoman period, the disintegration of the Ottoman Empire, the Mudros Armistice, occupations in the face of the situation in his country, the national struggle, the Great establishment of the National Assembly.

SBF291 Medical Communication Skills (2,0) 2

Students who can successfully complete this course will be able to gain ability to anlyze of the interpersonal communication in the light of theoretical principles. They will be able to notice what their interpersonal interactions are related to strength and social identity. By

developing analytical skills, they will become more confident in reading and speaking about complex issues, and will be able to perceive how communication affects their lives. In this context, the students can learn verbal and non-verbal communication, features of communication, variables affecting communication, steps of communication process, approaches to facilitate communication, difficult behavior in communication, communication in special situations, communication development techniques.

SYB205 Fundamental Law (2,0) 3

In this course aimed to give information about law of person, driving licenses (Civil Law), commercial businesses, trading companies, commercial paper (Commercial Law), What is the debt, the debt side, the types of debt, the execution of the debt, the debt transfer (assignment), debt sources (Law of Obligations) concepts.

SBF255 Rational Pharmaceutical Use (2,0) 2

This course emphasizes on knowledge about drugs, their classification, therapeutic effects, anticipated reactions, toxic effects and abuse, legal ethical aspects and health workers responsibilities of rational use of medicines. It is designed to guide the students with essential information on drugs and the scientific basis of their actions. The contents to be covered include the general principles of pharmacology involve pharmacokinetics, mechanisms of drug action dose-response relationships drug interaction and adverse effects, and autonomic nervous system pharmacology. The major objective of this course is to provide the health care management students with a background in the fundamental principles of pharmacology and the basic properties of pharmacological agents so as the students progress in the training and allow them to be prepared to use drugs appropriately, safely and effectively. On completion of this course, students will be able to apply conceptual knowledge about the drugs used in different systems of the body and their effects, to ensure safe administration and effective patient education, utilize knowledge of the expected and adverse reactions of medications based on the understanding of the mechanism of actions of the drugs, to facilitate early recognition and effective management of side effects, explain the rationale for using a particular drug(s) for a patient, selects appropriate interventions for drugs given in clinical situations, impart teaching to the patient/family based on accurate assessment of their learning needs, utilize the rational drug use process to evaluate the need for and the effectiveness of the drug(s) given to the patients and relate legal and ethical issues to the administration of drugs.

IV. Semester

SYB208 Public Health (3,0) 4

In this course aimed to give information about definitions and theories of health, health-related approaches, disclosure of health and disease, the historical development of health and illness, factors affecting health, the development of Western medicine and alternative medicine applications.

SYB214 Human Resources Management (3,0) 4

This course approaches to the evaluation of solutions to discuss various issues on the management, and organizational issues such as public relations and an overview of concepts and provides the opportunity.

ENG252 English IV (3,0) 3

This course aims to improve verbal and written language skills by showing students the original English dialogues. Method: Explain a text in English with the teacher's own words. It is expected that the student will be able to comment on verbal English skills. Develop writing skills in parallel with interpretation skills.

ATA152 Ataturk Principles and History of Revolution II (2,0) 2

In this course, how to set conditions under which the Republic of Turkey, Atatürk's principles form the basis of state explained. The topics covered in this course include: the concept of Revolution, The Turkish Revolution strategy, internal and external policy of the Republic of Turkey (1938-1950), Democratic Party, the period (1950-1960), Turkey's domestic and foreign policy after 1960, 21 century of modern Turkey.

SYB216 Statistics II (3,0) 5

At the end of this course students will be able to understand the factors that affect the realization of events, explain the relation between different variables, the ability to distinguish the results obtained by scientific methods will be gained. In this context, the students will learn use of statistical data in health, history of scientific research – positivism, planning of research - sampling methods, research terminology and concepts – viability, hypothesis tests (normal distribution applications), significance tests (parametric and nonparametric tests), chi-square test, relations between variables (correlation-regression)

SYB252 Internship I (1,2) 2

20 working days internship will be done in private / state hospitals to be determined by the university

Elective Courses

SYB200 Health Law and Legislation (3,0) 4

At the end of this course students have information about responsibilities of health institutions, the rights of health workers, legal responsibilities of health workers, legal aspect of health practices, health politics in our country. In this context, the students will learn concept of health law, Rights and responsibilities of health workers, Health Regulations – I and II, Full day law, Medical Ethics I and II, Legal rights of health administrators-I and II.

SYB218 Psychology (2,0) 3

In this course, students learn the subjects and methods of psychology, learn the development line, topic and current research findings of each of the subfields, In general, he realizes that psychology education gives him the ability to analyze and synthesize, and gain ability to understand and solve social problems. In this context, students have information about Psychology as a Science, The Nature of Psychology, Classic Conditioning, Operative Conditioning, Lifelong development, Social Psychology, stress, and motivation.

SYB274 Medical Terminology (2,0) 3

In this course, students will encounter in health care institutions will have information about medical terms. In this course, the additional terms that make up the front, and the latest addition to the root concepts of the various systems will learn medical terminology.

V. Semester

SYB305 Quality Management In Health Services (2,0) 4

In this course will be given information about health, government, business, health management concepts, principles of business administration, health care organization the areas of in Turkey.

SYB317 Epidemiology (3,0) 5

The topics covered in this course include: epidemiology, definition, purpose, historical development of short, user areas, the basic concepts, quantitative measurements, death, birth and so the qualitative dimensions of the various speeds, observational research methods (descriptive and analytical-ecological, case-control, prevalence, incidence), the experimental research methods (randomized clinical trials, field trials, community trials), and epidemiological concepts, measurement and management techniques of planning, organizing, routing and control functions is intended to have information on the application.

SYB319 Health Education (1,1) 4

The topics covered in this course include: Definitions and theories of health, health-related approaches, disclosure of health and disease, the historical development of health and illness, factors affecting health, the development of Western medicine, alternative medicine.

SYB323 Supply Chain And Material Management in Health Care Institutions (3,0) 5

At the end of this course students have information about the process between the producers and the consumers of the materials, logistics and supply, production management and material management, material requirement estimations, purchasing, inventory valuation, stock control method, warehouse management and storage methods, medical technology management processes.

SYB343 Professional English I (2,0) 3

This course aims to prepare students for successful careers by strengthening their English communication skills and cross-cultural awareness. It is designed to allow the students to use English for their professional studies in Healthcare Management and consequently for their professional needs in real life and work. This preparatory course will further give the students the opportunity to speak on general topics, to communicate in a medical environment and hospital setting and to understand texts on business and medical fields in the English speaking world. By the conclusion of the course students will have the ability to communicate on global and international issues in professional settings, the ability to critically analyse and evaluate texts, the ability to conduct independent research on global issues using a variety of sources, the ability to use standard written English across a variety of genres and to use an recommended citation system appropriately, the ability to reflect upon the learning process in order to improve their learning strategies.

SYB325 Hospital Information Systems (2,0) 3

At the end of this course students have information about the importance of information and information systems for health care enterprises, information systems currently used, the characteristics of information systems used in health services, points to note when choosing and using information systems, awareness of the protection of information and patient privacy.

Elective Courses

SBF383 Disasters and First Aid (2,2) 5

The importance of first aid and rules of this course will be taught. Disaster situations in society, causes, will be given information on emerging issues and civil defense. Injuries, bleeding, first aid, first aid related to the respiratory and circulatory system, the shock will gain knowledge and skills in management. Extremities, spine, head, chest, bone fractures will be given first aid issues. Also we will learn about burns, electric shock, freezing, food and chemical poisoning first aid.

SBF393 Economy of Turkey (2,0) 3

At the end of this course students have information about income level of Turkey, agricultural sector, industrial sector, general and health care sector, politics and foreign trade, and Turkey's development and growth.

VI. Semester

SYB312 Performance Management (3,0) 5

At the end of this course students have information about the concept of performance, performance measurement criteria and measurement methods, interpretation of performance reports and measures to improve performance. In this context, students have information about high performance organizations, high performance team and individual, performance management system objectives and benefits, causes of performance measurement, performance problems and solution of problems, performance evaluation process, characteristics of the performance appraisal process, performance evaluation methods 1 and 2, errors and prevention of performance appraisal, performance evaluation results and use.

SYB320 Social Security (2,0) 4

At the end of this course students have information about business concept and importance, the definition and history of social security, models used in social security applications, employee and employer relations, business contract and types, the reasons for your rightful and unjust termination, concept of work accidents and responsibilities, the effects of unemployment on employers and employees, strike and lockout concept, the importance of the social sustainability of the social security system, social services in Turkey.

SYB318 Organizational Behavior (2,0) 4

The purpose of this course is to introduce students to basic concepts which explain behavior in an organizational/institutional setting. Group relationships are analyzed with a particular emphasis on work relationships. While looking at group behavior, individuals will have more insight into their personal attitudes and develop. As a result of this course, students should have a clear understanding of motivation as it relates to productivity, improved interaction with fellow workers, develop strategies for global business relations, awareness for effective communication skills and improved work environments. At the end of this course students have information about organizational behavior and development process, organizational learning process, learning organizations, organizational culture, motivation theories, leadership approaches, organizational commitment, organizational justice, organizational citizenship, organizational change, organizational development, attitude, conflict in organizations, group and team, stress management.

SYB328 Marketing Management in Health Care Institutions (2,0) 4

At the end of this course students have information about Basic concepts of marketing, marketing strategies, micro and macro factors surrounding marketing, SWOT analysis, market segmentation, targeting and positioning related to product / service, marketing mix strategies on product / service, practical examples of marketing activities in health institutions.

SYB344 Professional English II (2,0) 3

This course is aimed at improving reading and listening comprehension skills and is based on authentic material oriented towards the students' fields of interest (healthcare, medicine, pharmacy); it is also aimed at giving the students a better mastery of the linguistic code of English through systematic grammatical exercises as well as developing the students' general, specific and medical vocabulary. It aims to prepare students for successful careers by strengthening their English communication skills and cross-cultural awareness. It is designed

to allow the students to use English for their professional studies in Healthcare Management and consequently for their professional needs in real life and work. This preparatory course will further give the students the opportunity to speak on general topics, to communicate in a medical environment and hospital setting and to understand texts on business and medical fields in the English speaking world. By the conclusion of the course students will have the ability to communicate on global and international issues in professional settings, the ability to critically analyse and evaluate texts, the ability to conduct independent research on global issues using a variety of sources, the ability to use standard written English across a variety of genres and to use an recommended citation system appropriately, the ability to reflect upon the learning process in order to improve their learning strategies.

SYB350 Internship II (1,2) 2

20 working days internship will be done in private / state hospitals to be determined by the university

Elective Courses

SYB302 Occupational Health and Safety (3,0) 5

At the end of this course students have information about the basic principles of occupational health and safety and the importance of safety culture, Statistics given and basic information about occupational health and safety situation in Turkey and in the World, Current statutory regulations on occupational health and safety in our country, Criminal responsibilities arising from work accidents of the employer, The formation, function and importance of occupational health and safety boards.

SYB364 History of Economic Systems (2,0) 3

At the end of this course students acquiring knowledge about mixed economy, he will be able to analyze the social structure of the society in which he lives. In this context, students able to learn the concept of mercantilism, physiocracy, classical school, Keynesian current of thought, monetarists.

SBF384 Scientific Research Methods (2,0) 3

Students are prepared to work effectively in order to provide a scientific presentation, preparation technique, diction, accent, intonation, and be aware of the intended presentation formats.

VII. Semester

SYB403 Qualitative Management (3,0) 5

In this course students have information about trend management topics such as Mobbing, Motivation, Stress Management. This course focuses on human behaviours in a business life, what makes employees special at work and how employees creates value for organizations.

SYB413 Medical Ethics and Patient Rights (2,0) 3

The topics covered in this course include: concept of medical ethics, medical ethics-related cases, patient rights, the rights and responsibilities of health professionals.

SYB409 Health Systems and Policies (3,0) 4

The topics covered in this course include: Turkey and other countries in comparative health policy, health policy, history, information about whether the policies envisaged.

SYB415 Labor Law (2,0) 3

Provide information about the scope of labor law, workers, employers, employer representative, and vehicle concepts, operating times, fees, permits, severance pay and other compensations, business disputes and ways of solution: Mediation, special referee, the referee and the highest labor court, a strike or lockout 'will be given information about the definition of the elements.

SYB433 Graduation Project I (1,3) 6

In a health management topics intended an appropriate student conduct research on the subject and at the end of the period is to provide a visual or written as a project.

SYB443 Professional English III (2,0) 2

This course is geared towards health care professionals and those who want to learn this specific jargon. It aims to prepare students for successful careers by strengthening their English communication skills and cross-cultural awareness. It is designed to allow the

students to use English for their professional studies in Healthcare Management and consequently for their professional needs in real life and work. This preparatory course will further give the students the opportunity to speak on general topics, to communicate in a medical environment and hospital setting and to understand texts on business and medical fields in the English speaking world. By the conclusion of the course students will have the ability to communicate on global and international issues in professional settings, the ability to critically analyse and evaluate texts, the ability to conduct independent research on global issues using a variety of sources, the ability to use standard written English across a variety of genres and to use an recommended citation system appropriately, the ability to reflect upon the learning process in order to improve their learning strategies.

Elective Courses

SYB495 Forensic Case Management (2,0) 4

At the end of this course students have information about The concept of judicial case, Collection and storage of evidence, abuse, negligence, forensic case types in health institutions, role of health professionals in forensic case management.

SYB491 Entrepreneurship I (3,0) 3

In this course, students are gain knowledge and skills to use different approaches and methods, innovation and creativity techniques, leadership behaviors and methods, different aspects of entrepreneurship at local, national, international and sectoral level in entrepreneurship.

SBF465 CUSTOMER RELATIONSHIP MANAGEMENT

In this course, students have an information about customer and customer relations, development process of customer relationship management and CRM functions, objectives and responsibilities of customer relationship management, importance of customer relationships for the company, customer satisfaction, customer loyalty and customer complaints, customer communication shapes and communication barriers, marketing combination in customer relationship management, sales management and sales stages, new trends in sales and marketing.

VIII. Semester

SYB402 Risk Management in Health Care Institutions (3,0) 4

In this course, students gain an ability to make an analysis of risk management of health institution, have an information about measures to be taken against risks, proactively act against risks, and risk measurement techniques.

SYB404 Quantitative Management (3,0) 4

In this course, students gain an analytical perspective on the problems encountered, learn the mathematical modeling of the problems, gain decision making habits under constraints using logic execution and numerical data. In this context, student learn quantitative decision making techniques, linear programming, transportation models, network models, simulation.

SYB416 Strategic Management (2,0) 3

In this courses, students have information about mission, vision, purpose and targets, gain experience in making plans and strategies, learns the decisions to be made according to market conditions, learn the basic strategies used to make businesses successful.

SYB436 Health Economics (2,0) 5

In this course, students have information about the economic direction of health service, how health services must be financed. In this context, student have information about basic concepts of health economics, economic evaluation of health services, financing of health services, performance evaluation in health services, economic structure of health services in turkey.

SYB434 Graduation Project II (1,3) 6

In a health management topics intended an appropriate student conduct research on the subject and at the end of the period is to provide a visual or written as a project.

SYB444 Professional English IV (2,0) 2

This specially designed course offers an extremely practical focus on the English language and skills health care professionals need to work more effectively in a medical environment. This course aims to prepare students for successful careers by strengthening their English communication skills and cross-cultural awareness. It is designed to allow the students to use English for their professional studies in Healthcare Management and consequently for their

professional needs in real life and work. This preparatory course will further give the students the opportunity to speak on general topics, to communicate in a medical environment and hospital setting and to understand texts on business and medical fields in the English speaking world. By the conclusion of the course students will have the ability to communicate on global and international issues in professional settings, the ability to critically analyse and evaluate texts, the ability to conduct independent research on global issues using a variety of sources, the ability to use standard written English across a variety of genres and to use an recommended citation system appropriately, the ability to reflect upon the learning process in order to improve their learning strategies.

Elective Courses

SYB464 Science, Technology And Innovation-Based Economy (2,0) 3

In this course, students have an information about global competition and economic welfare dynamics, basic knowledge on science technology and innovation, classification of innovations, economic growth and innovation, the role of technology and innovation in internal growth, Innovation in world economies, innovation in terms of human development indices and the structure of countries, innovation studies in Turkey.

SYB492 Entrepreneurship II (3,0) 3

In this course, students gain ability to analysis business analysis, business plans, projecting activities.