

2019.HS

Module Name: Health Care as a Growth Market			
Module Code	w.BA.XX.2WaGe.XX		
Module Description	Students explain current issues at the interface of health and society (health policies, public health, health economics, and law). They are able to integrate these fields into a theoretical framework and acquire the necessary expert knowledge of health economics and law in an interdisciplinary environment		
Program and Specialization	<ul style="list-style-type: none"> § Business Administration - Accounting, Controlling, Auditing § Business Administration - Banking and Finance § Business Administration - Banking and Finance (FLEX) § Business Administration - Banking and Finance (PiE) § Business Administration - Economics and Politics § Business Administration - General Management § Business Administration - General Management (PiE) § Business Administration - Risk and Insurance § Business Information Technology 		
Legal Framework	Academic Regulations BSc dated 29.01.2009, Appendix to the Academic Regulations for the degree programs in Business Administration, Business Information Technology, and Business Law, first adopted on 12.05.2009		
Module Category	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Module Type: Compulsory Elective</td> <td style="width: 50%;">Program Phase: Main Study Period</td> </tr> </table>	Module Type: Compulsory Elective	Program Phase: Main Study Period
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ECTS	3		
Organizational Unit	W Wint. Inst. f. Gesundheitsök. Ltg.		
Module Coordinator	Matthias Maurer (maue)		
Deputy Module Coordinator	Simon Wieser (wiso)		
Prerequisite Knowledge	-		
Contribution to Program Learning Goals (Affected by Module)	<ul style="list-style-type: none"> § Professional Competence § Methodological Competence § Social Competence 		
Contribution to Program Learning Objectives	<ul style="list-style-type: none"> Professional Competence § Knowing and Understanding Content of Theoretical and Practical Relevance § Apply, Analyze, and Synthesize Content of Theoretical and Practical Relevance § Evaluate Content of Theoretical and Practical Relevance Methodological Competence § Problem-Solving & Critical Thinking § Scientific Methodology § Work Methods, Techniques, and Procedures § Information Literacy Social Competence § Oral Communication § Teamwork & Conflict Management 		
Module Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> § describe the basic elements of the Swiss health care system and the interrelationship of the various stakeholders. § describe and compare the three basic types of health care systems (Beveridge, social insurance, and private insurance) and their structural features. § describe the legal framework of public health. § understand health policies in the context of the political system as a whole and use the terms "polity", "policy", and "politics" in the context of public health care. § apply methods to evaluate the effectiveness and efficiency of health care measures and critically analyze their findings. § describe the rights and duties of patients and health care professionals and use these in discussing practical cases. § form an opinion on Switzerland's current reform proposals. § evaluate the specific strengths and weaknesses of epidemiological instruments applied to generate population health data. § analyze and discuss relevant issues with other public health professionals in an interdisciplinary manner and develop suitable proposals to resolve them. § understand the role of patients as consumers of health care services. § have dealt with the challenges of assessing, measuring, and mapping of quality in health care. § know the structure of health care costs in Switzerland and understand the drivers of cost development. 		

Module Content	§ Introduction to health economics and health policies § The Swiss health care system: Structure, stakeholders, processes § A comparison of international health care systems § Health-economic evaluation § Measuring quality of life § The legal framework of public health § Rights and duties of patients and health service providers § Patient behavior in public health care and its implications for hospital marketing § Health costs: Structure and development § Nudging and health behavior		
Links to other modules	-		
Methods of Instruction	§ Interactive Instruction § Case Studies § Literature Review	Social Settings Used: § Individual Work § Group Work	
Digital Resources	Practice and Application Exercises (with Key)		
Type of Instruction	Classroom Instruction	Guided Self-Study	Autonomous Self-Study
Large Class	-	-	
Small Class	28 h	42 h	
Group Instruction	-	-	
Practical Work	-	-	
Seminar	-	-	
Total	28 h	42 h	
Performance Assessment			
End-of-module exam	Form	Length (min.)	Weighting
Written exam	Open book	60	100,00 %
Permitted Resources	Free choice of calculator	With dictionary	
-			
Others	Assessment	Length (min.)	Weighting
-	-	-	-
Classroom Attendance Requirement	-		
Language of Instruction/Examination	German		
Compulsory Reading	-		
Recommended Reading	§ Vatter, A. & Rüefli, C. (2014). Gesundheitspolitik. In: Handbuch der Schweizer Politik, 5th edition. Zürich: NZZ. § Current articles from scientific journals or the daily press § Dreves, F. & Gebele, C. (2015). Bevor der Patient ins Krankenhaus kommt. Informations- und Entscheidungswege des Patienten. In: Fischer, A. (ed.): Servicequalität und Patientenzufriedenheit im Krankenhaus, 1st edition. pp. 109-118. Berlin: MWV Medizinisch Wissenschaftliche Verlagsgesellschaft. § Oggier, W. (2015). Gesundheitswesen Schweiz 2015-2017. Bern: Hogrefe Verlag. ISBN 978-3-456-85441-0. § Pletscher, M., Plessow, R., Eichler, K. & Wieser, S. (2013). Cost-effectiveness of dabigatran for stroke prevention in atrial fibrillation in Switzerland. Swiss Medical Weekly, 143. § Angerer, A. & Liberatore, F. (2018). Management im Gesundheitswesen: Die Schweiz. Berlin: Med.-Wiss. Verlag. ISBN 978-3-95466-396-5. § Bullinger, M. (2014). Das Konzept der Lebensqualität in der Medizin - Entwicklung und heutiger Stellenwert. Zeitschrift für Evidenz, Fortbildung und Qualität im Gesundheitswesen, 108 (2-3), pp. 97-103. § Thaler, R. & Sunstein, C. (2009). Nudge. Wie man kluge Entscheidungen anstösst. Berlin: Econ. ISBN 978-3-548-37366-9. Chapter in "Ein Nudge kann Leben retten: Mehr Organspender." (pp. 53-62).		
Comments	-		