

Module code: MOD004061	Version: 1 Date Amended: 23/Oct/2013
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1. Module Title
Contemporary Themes in Healthcare Policy and Practice

2a. Module Leader
Null

2b. Department
Department of Leadership and Management

2c. Faculty
Lord Ashcroft International Business School

3a. Level
6

3b. Module Type
Standard (fine graded)

4a. Credits
30

4b. Study Hours
300

5. Restrictions			
Type	Module Code	Module Name	Condition
Pre-requisites:	None		
Co-requisites:	None		
Exclusions:	None		
Courses to which this module is restricted:			

LEARNING, TEACHING AND ASSESSMENT INFORMATION

6a. Module Description

Beyond the many intersections of the Healthcare Industry, a recurring theme is the idea that success depends on the core principle of creating a culture of respectful treatment and valuing all stakeholders. An effective culture engages staff members and ensures that they feel their work is important and appreciated. At the same time, effective operations depend on continual and careful measurement of customer satisfaction.

A particular challenge for many healthcare systems involves aged facilities, particularly those located in inner cities. While the facility itself may largely be inflexible, the staff's approach can help overcome that negative factor. Other small touches also help, such as making sure the facility is sparkling clean, uncluttered, nicely decorated, and properly lighted. Food service is a critical part of patient satisfaction in facilities of all kinds. Many hospitals are moving to a catering-style approach that brings food to patients when they need it. Senior care and continuing retirement care facilities face additional challenges with guests who are long-term rather than transient. As is true of many segments of the healthcare industry, the customer for senior living facilities is not only the client but also the client's family. Thus, a holistic approach is needed that involves resident and family alike.

The healthcare system (particularly in the UK) faces financial challenges, as it is likely that hospitals in particular will see reduced grant levels. For this reason, healthcare systems must pay particular attention to costs and find ways to apply innovative ideas to reduce inefficiencies while maintaining high quality outcomes. For society as a whole, the greatest cost savings may be to help people stay healthy, and many healthcare systems are encouraging behaviour that prevents or delays illness.

A real challenge for healthcare organisations is complex-system management, which involves a system with many moving parts, some of which are independent of each other, the presence of numerous intertwined legal, human resource, and supply chain subsystems, working with multiple decision makers and stakeholders, and a collaborative approach to product and service innovation.

This will primarily be a research based module, requiring extensive literature research and reviews. Comparative analyses will be undertaken of different ways that various cultures and countries manage the industry.

Module delivery will incorporate individual and collaborative elements, and the students will be encouraged to share and exchange ideas in tutorial sessions.

There are a number of ways that formative progress will be assessed, including in class paper analysis; questions; one minute papers at the end of each class session; in class cases on various healthcare systems.

Summative assessment will be via both a group management report on challenges in the industry. And an individual analytical essay on a selected specific current issue, based upon the literature reviewed over the module delivery.

Multiculturalism has been considered during the design of this module and will be considered when the assessment brief is finalised.

6b. Outline Content

BELOW IS A LIST OF THEMES THAT STUDENTS COULD RESEARCH AS TOPICS IN A CONTEMPORARY SETTING FROM LITERATURE RELATED TO THE INDUSTRY:

- Nature and scope of Healthcare Management
- Critical appraisal of alternative literature bases related to the industry
- A critical evaluation of the current practices in Healthcare
- Examination of the key stakeholder roles in the industry.
- Issues impacting success – quality, service, supply chain management, HR and Marketing
- Challenges for innovation
- Consideration of key cases of success and those of failure
- Is Healthcare in crisis? Where, why and in what manner?
- Ethical and policy issues in Healthcare?
- Points of intersection in Healthcare Management and other industries

6c. Key Texts/Literature

Gomm, R., Needham G, & Bullman A. (2000) Evaluating Research in Health and Social Care. London: Open University/Sage.
Greenhalgh, T. (2010) How to read a paper: the basics of evidence-based medicine. Oxford: Blackwell Publishing.
Newell, R. & Burnard, P. (2010) Research for evidence-based practice. Oxford, Blackwell.

Last Updated:

6d. Specialist Learning Resources

HEALTHCARE MANAGEMENT JOURNALS INCLUDE:

British Journal of Healthcare Management Current and Archived Issues
Health Care Management Review Wolters Kluwer Current and Archived issues
Health Services Management Research
Healthcare Management Forum
International Journal of Healthcare Management
International Journal of Healthcare Technology and Management
Journal of Health Organisation and Management Emerald Current and Archived Issues

7. Learning Outcomes (threshold standards)

No.	Type	On successful completion of this module the student will be expected to be able to:
1	Knowledge and Understanding	Elucidate contemporary issues relating to the Healthcare Industry
2	Knowledge and Understanding	Examine and critique the literature related to Healthcare Management and explore the relationship between current issues
3	Intellectual, practical, affective and transferrable skills	Critically evaluate the options available in contemporary Healthcare Management
4	Intellectual, practical, affective and transferrable skills	Analyse and critique current themes and best practice in Healthcare Management

8a. Module Occurrence to which this MDF Refers				
Year	Occurrence	Period	Location	Mode of Delivery
2016/7	ZZF	Template For Face To Face Learning Delivery		Face to Face

8b. Learning Activities for the above Module Occurrence			
Learning Activities	Hours	Learning Outcomes	Details of Duration, frequency and other comments
Lectures	0	N/A	N/A
Other teacher managed learning	72	1-4	Workshops and Seminars (3 hour per week)
Student managed learning	228	1-4	Continuous learning throughout module
TOTAL:	300		

9. Assessment for the above Module Occurrence					
Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
010	Coursework	1-4	50 (%)	Fine Grade	30 (%)

Prepare a group Management Report which critically analysis Contemporary Themes in Policy and Practice for healthcare industry. 3000 words plus figures, tables and appendices

Assessment No.	Assessment Method	Learning Outcomes	Weighting (%)	Fine Grade or Pass/Fail	Qualifying Mark (%)
011	Coursework	1-4	50 (%)	Fine Grade	30 (%)

Construct an individual research essay on a single issue, evaluating the impact for healthcare management. 3000 words plus figures, tables and appendices

**In order to pass this module, students are required to achieve an overall mark of 40%.
In addition, students are required to:**
(a) achieve the qualifying mark for each element of fine graded assessment of as specified above
(b) pass any pass/fail elements