



Lebanese French University

Ministry of Higher Education and
Scientific Research
Kurdistan Region – Iraq



4A COURSE MODULE DESCRIPTOR FORM (Course Book)

Module Information			
Course Module Title	Business Strategy in Healthcare		
ناونيشانى مؤديول	ستراتيژيەتى بازرگانى لعبوارى چاوديرى تەندروستيدا		
عنوان الوحدة	استراتيجية العمل في مجال الرعاية الصحية		
Course Module Type	Core	Module Code	4HA15
ECTS Credits	7	Module Level	Third Semester
Semester of Delivery	3	Dept. Code	HA
College (Code)	College of Administration and Economics		
Module Website (CMW)	https://ums.lfu.edu.krd/		
Module Leader (ML)	Assistant. Lect. Shirin Jamal Mohammad Rashid		
e-mail	shirin.jamal@lfu.edu.krd		
ML Acad. Title	Assistant Lecturer	ML Qualification	Master
ML ORCID	https://orcid.org/my-orcid?orcid=0000-0001-5072-0418		
ML Google Scholar Acc.	https://scholar.google.com/citations?view_op=list_works&hl=id&user=i15nP7AAAAAJ		



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Ministry of Higher Education and
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Course Module Tutor	Assistant. Lect. Shirin Jamal Mohammad Rashid		
Module Tutor email	shirin.jamal@lfu.edu.krd		
Date Approved	10 .7.2024	Version Number	1.0
Relation with Other Modules			
Pre-requisites	N/A		
Module Aims, Learning Outcomes, and Indicative Contents			
Module Introductory Description	<p>This module will explore the fundamental business strategy concepts related to the healthcare industry. Here is what you will cover:</p> <p>Levels of Strategy: We'll discuss the three strategic, business, and functional levels and their significance in healthcare organizations.</p> <p>Corporate Strategy Components: Understand the essential components of a corporate strategy, including defining the organization's mission, vision, and strategic goals.</p> <p>Strategic Analysis: Students will learn to apply strategic analysis in real-world scenarios, including industry and competitor assessments. This practical knowledge will equip you to assess your organization's opportunities and threats effectively, instilling a sense of readiness and competence.</p> <p>By the end of this module, Students will have a solid understanding of strategic decision-making within healthcare organizations.</p>		



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Module Aims	<p>Studying business strategy in healthcare serves several crucial aims:</p> <p>Understanding Core Principles: By acquiring knowledge of fundamental business, economic, and policy principles related mainly to the healthcare industry, students can effectively manage various difficulties and possibilities inside healthcare organizations with assurance and competence.</p> <p>Creating Sustainable Advantage: By examining industry dynamics, students gain insights into how to establish enduring advantages for healthcare organizations. They also recognize the substantial influence their future jobs can wield in enhancing patient outcomes, cost-effectiveness, and competitive positioning.</p> <p>Developing Strategic Plans: Students learn strategic planning tools and methodologies and comprehend their practical implementation. They identify methods to efficiently distribute resources, establish clear goals, and formulate strategies to accomplish those targets, guaranteeing that healthcare organizations maintain flexibility and responsiveness in the face of evolving circumstances.</p>
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Module Learning Outcomes	<ol style="list-style-type: none"> 1. Studying business strategy in healthcare provides students with significant knowledge and abilities that are specifically applicable to the industry's various challenges. 2. Core Principles: Students possess a comprehensive comprehension of the fundamental principles of business, economics, and policy, specifically about the healthcare industry. 3. Industry Analysis: They acquire the knowledge and skills necessary to conduct a "five forces" analysis, which is a crucial method for evaluating the power of different forces within different sectors. This step is crucial in establishing a corporate plan and emphasizes the significance of their knowledge acquisition. 4. Sustainable Advantage: Students will examine the concept of establishing sustainable advantages in the healthcare field. To retain a competitive advantage in the healthcare business in the long run, it is important to know how to use distinctive resources, competencies, and market positioning effectively. 5. Profit Sustainability: They design strategies to maintain profitability despite competition.
Learning and Teaching Strategies	
Strategies	The Lebanese French University follows the Bologna Process for student-centered teaching, which includes a variety of methods in the classroom and sometimes outside the university by visiting relevant venues.

Module Delivery				
Structured workload (h/w)	3 h/w			
Unstructured workload (h/w)	9.6 h/w			
Total workload (h/w)	12.6 h/w			
Module Assessment				
	Time/Number	Weight (Marks)	Week Due	Relevant Outcome



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Contact hours-participation	1/1	%10	weekly	It teaches students commitment and makes attendance a responsibility, which is an essential part of learning
Case Study Reports and Presentation	1/1	%10	1-2 times during the semester	Such activities encourage students to think creatively and find solutions to management problems successfully
Role-play and project-based learning	1/1	%10	1-2 times during the semester	fostering dialogue with business owners and managers can also enrich students' learning experiences.
Quiz	1/1	%5	3 times during the semester	It encourages students always to study and be on alert
Scientific expenditure	1/1	%5	1-2 times during the semester	It broadens the student's horizons and puts his knowledge into practice directly, which extends the student's understanding of the subject.
Debates and group activities	1/1	%5	1-2 times during the semester	Promote active learning over passive methods and encourage discussions
Midterm	1/1	15%	Just 1 time	The aim is to test the student's learning level
Final Exam	1/1	40%		
Total		(100 Marks)		

Learning and Teaching Resources

	Text	Available in the Library?
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Kurdistan Region – Iraq



Required Texts	<ol style="list-style-type: none"> 1- <u>Managing Health Care Business Strategy - George B. Moseley III, Moseley - Google Books</u> 2- <u>5 Tips For Healthcare Strategic Planning Professionals (clearpointstrategy.com)</u> 3- Copyright © 2016 Pearson Canada Inc. All rights reserved. 	Yes
Recommended Texts	<ol style="list-style-type: none"> 1- Source: Copyright 2018 by Jones& Bartlett Learning, LLC, an Ascend Learning Company 2- <u>Business Strategies in Healthcare The Enterprise World</u> 3- https://www.pearsoncanada.ca/media/highered-showcase/multi-product-showcase/crossan-preface.pdf 	Yes
Websites	Knu.edu.iq	

Delivery Plan (Syllabus)

Week	Material Covered
Week 1	Start the class by giving ideas about the topic, presenting the coursebook's content and the topics will be covered in the course, and demonstrating the topics + Chapter 1 What is strategy, business strategy, strategic planning.
Week 2	Strategic process overview, What is a Mission Statement?, What is a Vision Statement?, What's the Difference Between a Mission Statement and a Vision Statement?, Strategic Analysis, Goal Setting. , Strategy Formulation, Action Planning
Week 3	Strategic Execution, Execution is also a sub-step in the holistic strategic management process. Specifically, this comprises five phases: Setting strategic objectives,, Evaluation & Review., Porter's Five Forces, quiz
Week 4	Case Study Reports and Presentation
Week 5	Chapter 2: Strategy Explained, Key Aspects of Business Strategy, Definition of Concepts of Strategy, Purpose of Strategic Management, Operational Planning, Tactical Plan,



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Week 6	The Organization generally makes these adjustments for any of three reasons, Levels of strategy, Key Concepts of Strategy, Creating a Successful Strategy, Competing to be the VS. Competing to be the unique operational Planning VS. Strategic Planning, quiz
Week 7	Scientific expenditure, presentation about it+ Preparing reports +Presentation/ Seminar
Week 8	Midterm exam
Week 9	Chapter 3: Embracing Digital Health Solutions, Understanding Patient Needs and Preferences
Week 10	Role-play and project-based learning
Week 11	Enhancing the Patient Experience, Collaborations with Other Healthcare Providers, Public-Private Partnerships (PPPs)
Week 12	Leveraging Big Data and Analytics, Implementing Electronic Health Records (EHRs), Strategies for Employee Engagement
Week 13	Optimizing Online Patient Experiences, Role of Strategic Planning, Benefits of Employing Physician Liaisons, Conclusion, quiz
Week 14	Debates and group activities, course review
Week 15	Final Exam

Course Keywords

APPENDIX: (Help and Information)

Percentage to Grade Chart

Marks	Level	نَاسَت
90 – 100	Excellent	نایاب
80 - < 90	Very Good	زۆر باش
70 - < 80	Good	باش
60 - < 70	Medium	ناوهند



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50 - < 60	Pass	پاسهاند
0 - < 50	Fail	كاهوتوو