

Module Manual

Degree Program:

Health and Social Management

Appendix 2
to the Study Regulations 2015

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Contents

A	Compulsory modules for the degree program: Health and Social Management.....	3
1	General Business Administration (ABW)	3
	Foundations of General Business Management	3
	Investment, Financing, Corporate Tax Management	4
	Organization and Personnel Management	5
	Corporate and Personnel Management	6
2	Accounting (REW)	7
	Accountancy and Annual Financial Statements	7
	Cost and Performance Accounting	8
3	Macroeconomics and Law (VWR)	9
	Foundations of Macro and Microeconomics	9
	Macroeconomics	10
	Commercial Law	10
4	Methods and Competences (MEK)	12
	Statistics	13
	Study Methodology and Scientific Work	14
	Social Competence	15
5	Business English (WE)	16
	Business English I	16
	Business English II	17
6	Health Economics (GÖ)	18
	The German Health and Social Sector	18
	Health Promotion and Disease Prevention	19
	Health and Social Policy, Health Care	20
7	Special Business Administration for Health Care and Social Facilities (SBW)	21
	Marketing of Services in Health Care and Social Facilities	21
	Finance and Accounting in Health Care and Social Facilities	22
	Quality Management in Health Care and Social Facilities	23
	Project Management in Health Care Facilities	23
B	In-depth Compulsory Elective Modules: Hospital/Clinic or Care Facilities	24
	Purchasing, Logistics, Supply Chain Management	24
	Care and Support Concepts	25
	Hospital Management	25
	Management of Care and Support Facilities	26
	Information Management in Hospitals	27
	Information Management in Care Facilities	27
C	Interdisciplinary Compulsory Elective Modules.....	28
	Facility and Energy Management	28
	Ethics and Social Responsibility	29
D	Practical Modules Degree Program: Health and Social Management.....	30
	Corporate Structure	30
	Accounting, Marketing	31
	Finance, Accounting	31
	Personnel Management and Quality Management	32
	Corporate Management, Purchasing and Logistics / Nursing Care and Support Concepts	33
E	Bachelor Thesis	34
	Practical Module Project and Bachelor Thesis	34

A Compulsory modules for the degree program: Health and Social Management

1. General Business Administration (ABW)
2. Accounting (REW)
3. Macroeconomics and Law (VWR)
4. Methods and Competences (MEK)
5. Business English (WE)
6. Health Economics (GÖ)
7. Special Business Administration for Health and Social Services (SBW)

1 General Business Administration (ABW)

- Foundations of General Business Administration (ABW1)
- Investment, Financing, Corporate Tax Management (ABW2)
- Organization and Personnel Management (ABW3)
- Corporate and Personnel Management (ABW4)

Module no./Code	7GM-ABW1-GM
Module name	Foundations of General Business Management
Module contents	<p>Foundations of General Business Management</p> <ul style="list-style-type: none"> ▪ History, study object, study objective ▪ Structure and integration into the system of sciences ▪ Market mechanism, economic systems ▪ Enterprise and venture ▪ Business transformation process ▪ Value chain ▪ Management and information management ▪ Selection of business location, legal forms, business development <p>Marketing Principles</p> <ul style="list-style-type: none"> ▪ Principles of behavioral science ▪ Market and customer orientation ▪ Foundations of market analysis ▪ Marketing policy instruments (Marketing Mix)
Semester / ECTS credits	Semester 1 / 5 ECTS

Module no./Code	7GM-ABW2-GM
Module name	Investment, Financing, Corporate Tax Management
Module contents	<p>The course imparts knowledge of German tax law as well as the procedures of capital procurement and use. Students are familiarized with basic and advanced approaches of investment theory as well as central financial and economic issues of a company.</p> <p>Investment</p> <ul style="list-style-type: none"> ▪ Foundations of investment planning and investment calculation ▪ Static versus dynamic methods ▪ The problem of differential investment ▪ Optimum service life ▪ Insecurity, uncertainty and risk <p>Financing</p> <ul style="list-style-type: none"> ▪ Foundations of financial planning ▪ Types of financing (maturity, legal status of capital providers, origin of funds) ▪ Financial balance planning (long, medium, short term) ▪ Financial ratios ▪ Loan collaterals and financial policy instruments <p>Corporate Tax Management</p> <ul style="list-style-type: none"> ▪ Business aspects of fiscal theory, taxation impacts ▪ Basic taxation terms ▪ Main features of the German tax system (including types of tax: turnover tax, income tax, corporation tax, trade tax) ▪ Basic principles of the application of law, overview of the taxation procedure and the fiscal jurisdiction
Semester / ECTS credits	Semester 3 / 6 ECTS

Module no./Code	7GM-ABW3-GM
Module name	Organization and Personnel Management
Module contents	<p>Organization</p> <ul style="list-style-type: none"> ▪ Fundamentals and approaches of organizational theory ▪ Organizational units, division of labor, task analysis and synthesis (organizational structure) ▪ Process organization (workflow) ▪ Management organization ▪ Methods and techniques of organizational management <p>Personnel Management</p> <ul style="list-style-type: none"> ▪ Foundations of personnel management and the personnel function in the company ▪ Personnel planning, personnel marketing, recruitment and personnel selection ▪ Personnel deployment, personnel support and personnel development ▪ Personnel layoffs and personnel information, personnel accounting, personnel information systems and personnel controlling ▪ Occupational safety, occupational health and work design ▪ Remuneration, including fringe benefits, profit-sharing and equity participation ▪ Works and corporate constitution, codetermination ▪ International aspects, Diversity Management <p>Labor and Social Law</p> <ul style="list-style-type: none"> ▪ Introduction, historical overview ▪ Initiation, creation, content and termination of employment relationships ▪ Individual acts of labor law as well as legal institutions shaped by judiciary law ▪ Remuneration without work performance, termination right; employment reference ▪ Collective labor law at company and inter-company level ▪ Labor court proceedings and judicial default actions ▪ Introduction and development of social security coverage
Semester / ECTS credits	Semester 4 / 6 ECTS

Module no./Code	7GM-ABW4-GM
Module name:	Corporate and Personnel Management
Semester / ECTS credits	<p>Corporate Management</p> <ul style="list-style-type: none"> ▪ Principles of corporate governance, management functions and management process ▪ Strategic analysis and planning <ul style="list-style-type: none"> ○ environmental analysis, company analysis ○ strategic options and decisions ○ international management ▪ Operational planning and control <ul style="list-style-type: none"> ○ budgeting, systems of indicators ○ strategy implementation ○ internal information ▪ Foundations of management accounting <p>Personnel Management</p> <ul style="list-style-type: none"> ▪ Foundations of personnel management ▪ Management styles and management behavior ▪ Management theories ▪ Motivation and value-oriented leadership ▪ Management and corporate culture ▪ Communication, leadership in team and project work ▪ Competences and qualification ▪ Selected management instruments, including management with target agreements, employee appraisals ▪ Change management
Semester / ECTS credits	Semester 5 / 6 ECTS

2 Accounting (REW)

- Accountancy and Annual Final Statements (REW1)
- Cost and Performance Accounting (REW2)

Module no./Code	7GM-REW1-GM
Module name	Accountancy and Annual Financial Statements
Module contents	<p>The module imparts knowledge of the commercial and tax law regulations for the accounting of business transactions, the methodology of double-entry bookkeeping as well as the legal basis, structure and contents of annual financial statements, taking into account the legal form and size of companies. The module also addresses the recording and evaluation of assets and liabilities as well as accrual accounting. In addition, balance sheets and profit and loss accounts are subjected to critical analysis.</p> <p>Accountancy</p> <ul style="list-style-type: none"> ▪ Tasks and structure of operational accountancy ▪ Basic accounting terms ▪ Accounting processing of important current business transactions <p>Financial Statements</p> <ul style="list-style-type: none"> ▪ Balance sheet content and valuation ▪ Profit and loss statement ▪ Notes and management report ▪ Audit and disclosure ▪ Principles of balance sheet analysis and balance sheet policy ▪ Financial statements in accordance with commercial and tax law ▪ International annual financial statements ▪ Consolidated financial statements
Semester / ECTS credits	Semester 1 / 6 ECTS

Module no./Code	7GM-REW2-GM
Module name	Cost and Performance Accounting
Module contents	<p>The module provides students with a comprehensive overview of cost and performance accounting and cost accounting systems. This includes the methods and procedures for the respective cost accounting systems and their possible applications for cost management. The content of the module is related to the preceding accounting modules and serves as a basis for management accounting.</p> <ul style="list-style-type: none"> ▪ Foundations of cost accounting ▪ Cost type, cost center and cost unit accounting ▪ cost accounting systems ▪ Plan cost calculation ▪ Break-even analysis ▪ Recent cost management instruments ▪ Foundations of process cost calculation
Semester / ECTS credits	Semester 2 / 6 ECTS

3 Macroeconomics and Law (VWR)

- Foundations of Macro and Microeconomics (VWL1)
- Macroeconomics (VWL2)
- Commercial Law (WRT)

Module no./Code	7GM-VWL1-GM
Module name	Foundations of Macro and Microeconomics
Module contents	<p>The module familiarizes students with the basic contents and theories of economic systems and, based on this, the interrelationships of an economy. Focus is laid on the theoretical foundations of the market economy, the market, competition as well as households and companies.</p> <p>Foundations</p> <ul style="list-style-type: none"> ▪ Course contents of macroeconomics/economic issues ▪ Principles of economic activity ▪ Economic systems ▪ The concept of market economy from 1776 until today <p>Microeconomics</p> <ul style="list-style-type: none"> ▪ Household theory ▪ Theory of the firm ▪ Market and price theory <p>Further selected chapters</p> <ul style="list-style-type: none"> ▪ Competition theory and order ▪ Economy of the environment ▪ Public finance
Semester / ECTS credits	Semester 2 / 5 ECTS

Module no./Code	7GM-VWL2-GM
Module name	Macroeconomics
Module contents	<p>Macroeconomics focuses on national accounts and macroeconomic models. This includes in particular the acquisition of basic knowledge of the relationships between money and currency as central control elements of an economy. Further focus is placed on foreign trade as well as the opportunities and problems of globalization.</p> <p>National Accounts/Macroeconomics</p> <ul style="list-style-type: none"> ▪ National accounts ▪ Macroeconomic causalities ▪ Business cycle theory <p>Money and Currency</p> <ul style="list-style-type: none"> ▪ The nature of money ▪ The problem of monetary value ▪ The origin of money ▪ The European system of central banks ▪ The transmission mechanisms of monetary policy ▪ Foreign exchange and monetary policy <p>Further selected chapters</p> <ul style="list-style-type: none"> ▪ Economic policy ▪ Fundamentals of foreign trade ▪ Globalization
Semester / ECTS credits	Semester 4 / 5 ECTS

Module no./Code	7GM-WRT-GM
Module name	Commercial Law
Module contents	<p>The module gives an introduction to the foundations and the essential principles of private law as well as the legal working methodology. The module focuses on civil law as well as commercial and corporate law. By means of case studies and discussions, students learn how to apply the abstract legal content to practical situations.</p> <p>Introduction</p> <ul style="list-style-type: none"> ▪ Introduction to law ▪ Historical foundations ▪ Terminology ▪ Systematics ▪ Legal bases ▪ Distinction civil law/public law ▪ Structure of courts <p>German Civil Code (BGB) – General Part</p>

	<ul style="list-style-type: none"> ▪ Structure of the BGB ▪ Legal entities and legal objects ▪ Legal transactions, declarations of intent, contract ▪ Conditions of validity of legal transactions, nullity, rescission ▪ Representation ▪ Time limits, statute of limitations <p>Law of Obligations – General Part</p> <ul style="list-style-type: none"> ▪ Concept, introduction and origin as well as content of contractual obligations (legal transactions, obligations similar to legal transactions and statutory obligations) ▪ Performance, place and time of performance and rights to withhold performance ▪ Principle of good faith ▪ Extinction of obligations ▪ Introduction to disruptions in performance, including the breach of secondary performance obligations ▪ Particularities within the General Law of Obligations and collateral security <p>Law of Obligations – Special Part</p> <ul style="list-style-type: none"> ▪ Law on sales contracts and contracts for work and services, especially warranty law ▪ Rental and lease agreement and service contract ▪ Further individual obligations ▪ Unjustified enrichment and unlawful acts ▪ Subsidiary laws of civil law <p>Property Law</p> <ul style="list-style-type: none"> ▪ Introduction to property law ▪ Acquisition and transfer of possession and ownership of movable and immovable property ▪ Property law institutions, in particular easements, pre-emptive rights, real charges, mortgages, land charges and liens <p>Commercial Law</p> <ul style="list-style-type: none"> ▪ The concept of merchant and types of merchant ▪ Commercial register and trading company ▪ Disclosure obligations under commercial law and accounting principles ▪ Dependent and self-employed commercial assistants ▪ Further principles of commercial law, in particular trading transactions <p>Corporate Law</p> <ul style="list-style-type: none"> ▪ Introduction to corporate law ▪ Characteristics of individual entities and silent partnership BGB company, OHG, KG, GmbH & Co. KG, GmbH, AG, eG
Semester / ECTS credits	Semester 3 / 5 ECTS

4 Methods and Competences (MEK)

- Business Mathematics (MEK1)
- Statistics (MEK2)
- Study Methodology and Scientific Work (MEK3)
- Social Competence (MEK4)

Module no./Code	7GM-MEK1-GM
Module name	Business Mathematics
Module contents	<p>The module aims to impart the fundamental mathematical methods and procedures necessary for economic sciences. Focus is laid on the confident handling of the imparted skills and the ability to independently apply these skills to economic issues. The module does not deal with mathematical proofs, but rather considers mathematics as a useful tool for working on practical problems.</p> <p>Elementary Foundations</p> <ul style="list-style-type: none"> ▪ Set theory, number ranges and calculation rules ▪ Sums, products, binomial formulas, equations, in equations <p>Functions with one Independent Variable</p> <ul style="list-style-type: none"> ▪ Concept of function, properties, forms of representation ▪ Elementary types, Horner's method, zeros, polynomial decomposition ▪ Iterative equation solution (regula falsi), zero setting ▪ Examples of economic functions and their application <p>Differential Calculus for Functions with one Variable</p> <ul style="list-style-type: none"> ▪ Foundations of differential calculus ▪ Derivatives of standard functions and derivation rules ▪ Newton's method for determining the zero point ▪ Application of differential calculus to economic issues <p>Integral Calculus</p> <ul style="list-style-type: none"> ▪ Primitive function and indefinite integral, elementary integrals ▪ Definite integral and area calculations ▪ Economic applications of integral calculus <p>Linear Algebra</p> <ul style="list-style-type: none"> ▪ Matrices, matrix multiplication ▪ Linear systems of equations, solution methods ▪ Economic applications
Semester / ECTS credits	Semester 1 / 5 ECTS

Module no./Code	7GM-MEK2-GM
Module name	Statistics
Module courses	Lecture 33 h, Exercise 40 h
Module contents	<p>The module aims to impart the fundamental statistical models and methods necessary for economic sciences. Focus is laid on the confident handling of the imparted methods and the ability to independently apply these methods to economic issues. The module does not deal with mathematical proofs, but rather considers mathematics as a tool for the processing of statistical questions and the quantitative modelling of economic processes to support decision-making.</p> <p>A: Descriptive Statistics</p> <p>Foundations</p> <ul style="list-style-type: none"> ▪ Population, statistical variable, ▪ Data collection and processing <p>Frequency Distributions</p> <ul style="list-style-type: none"> ▪ Absolute and relative frequencies, ▪ Empirical distribution function <p>Measures and Regression</p> <ul style="list-style-type: none"> ▪ for one-dimensional characteristics (position, scatter and concentration measures) ▪ Measures of the relationship between two characteristics ▪ Two-dimensional quantitative characteristics (linear and non-linear regression) <p>Time Series</p> <ul style="list-style-type: none"> ▪ Breakdown of time series, moving averages, seasonal component <p>Ratios and Indices</p> <ul style="list-style-type: none"> ▪ Price index, quantity index, value index, ▪ Standardization of rates and quotas

	<p>B: Inductive Statistics</p> <p>Probability Theory</p> <ul style="list-style-type: none"> ▪ Com binatorics, elements of probability theory, random variables ▪ Discrete and continuous standard distributions ▪ Limit theorems and approximations ▪ Inductive statistics <p>Parameter Estimation</p> <ul style="list-style-type: none"> ▪ Theory of point estimation ▪ Maximum likelihood estimation ▪ Confidence estimation of parameters <p>Verification of Statistical Hypotheses</p> <ul style="list-style-type: none"> ▪ Test theory ▪ One sample problems with normal distribution ▪ Two sample problems with normal distribution ▪ Verification of the correlation of two normal distributions ▪ Verification of hypotheses about binomial distributions
Semester / ECTS credits	Semester 3 / 5 ECTS

Module no./Code	7GM-MEK3-GM
Module name	Study Methodology and Scientific Work
Module contents	<p>Study Methodology</p> <ul style="list-style-type: none"> ▪ Course and organization of studies, study resources (introduction to library, IT), practical questions of how to manage the studies ▪ Learning forms and techniques, time management ▪ Examination achievements and preparation for examinations <p>Foundations of Scientific Work</p> <ul style="list-style-type: none"> ▪ Theory and empiricism, model, hypothesis, construct, normative - descriptive - statistical statements, objectivity, explanation, epistemology ▪ Induction, deduction, verification, falsification ▪ Research approaches and methods ▪ Preparation of scientific papers: planning, methods, presentation, especially research and work on source material ▪ Guidelines for the preparation of scientific papers, in particular for project reports and bachelor theses
Semester / ECTS credits	Semester 1 / 4 ECTS

Module no./Code	7GM-MEK4-GM
Module name	Social Competence
Semester / ECTS credits	<p>Communication and Conversation Techniques</p> <ul style="list-style-type: none"> ▪ Presentation and rhetoric ▪ Principles of communication ▪ Conversational skills and techniques ▪ Principles and techniques of moderation ▪ Creativity techniques ▪ Concepts and techniques of negotiation <p>Conflict Management</p> <ul style="list-style-type: none"> ▪ Dealing with difficult communication situations ▪ Conflict process and conflict prevention ▪ Models and methods of conflict resolution ▪ Foundations of mediation <p>Teamwork</p> <ul style="list-style-type: none"> ▪ Foundations of work in and with groups and teams ▪ Group dynamics ▪ Team roles and team development ▪ Leading groups and teams <p>Intra-company Communication</p> <ul style="list-style-type: none"> ▪ Foundations of intra-company communication ▪ Communication and work climate ▪ Social manners at work
Semester / ECTS credits	Semester 4 / 5 ECTS

5 Business English (WE)

- Business English I (WE1)
- Business English II (WE2)

Module no./Code	7GM-WE1-GM
Module name	Business English I
Module contents	<p>Building on the <i>Abitur</i> or level B1 of the Common European Framework of Reference for Languages, the course offers an introduction to the use of English as an international business language and provides basic knowledge of oral and written business communication. Based on these skills and abilities, the module then deals with selected topics to expand and deepen basic Business English competences. This enables students to participate effectively in technical discussions and express themselves in writing on business-specific issues using a sufficiently broad spectrum of language skills. The course corresponds to level B2 of the Common European Framework of Reference for Languages.</p> <p>Topics</p> <ul style="list-style-type: none"> ▪ A career in management (studies, jobs in management, recruitment, applying for a job etc.) ▪ Sectors of economy / company organization (types of companies, structure of a company, management styles, corporate culture etc.) ▪ Making contact in a business context (introducing people, small talk, telephoning, intercultural communication etc.) ▪ Money matters and finance (budgets and expenditures, dealing with invoices, surpluses and debts, taxation, stocks and shares etc.) ▪ Business processes and services (research and development, production and production processes, customer care etc.) <p>Skills</p> <ul style="list-style-type: none"> ▪ Business communication (small talk, descriptions of company structure) ▪ Business correspondence (letters, faxes, memos, e-mails, written reports, graphs and statistics) ▪ Describing graphs and statistics ▪ Discussions <p>Grammar</p> <ul style="list-style-type: none"> ▪ Review of relevant grammar topics
Semester / ECTS credits	Semester 2 and 3 / 6 ECTS (3 ECTS and 3 ECTS)

Module no./Code	7GM-WE2-GM
Module name	Business English II
Module contents	<p>The knowledge acquired in the module "Business English - Level B2" is extended through industry-specific topics. The students' language skills and abilities are further improved. The module enables students to flexibly and effectively use a wide range of communication tools to easily express themselves in English and to understand professional literature with the occasional use of dictionaries. The course corresponds to level C1 of the Common European Framework of Reference for Languages.</p> <p>Topics</p> <ul style="list-style-type: none"> ▪ Meetings (types of meetings, the language of meetings, discussion techniques, taking the minutes etc.) ▪ Sales and negotiations (sales processes, terms and conditions of sale, negotiation techniques etc.) ▪ Marketing and advertising (market structure and competition, marketing mix, promotional tools and strategies, brands etc.) ▪ Economics and ecology ▪ International trade (fairs and exhibitions, participation in International conferences, Incoterms, International shipping documents etc.) <p>Skills</p> <ul style="list-style-type: none"> ▪ Oral and written reports ▪ Reminders and complaints ▪ Negotiating ▪ Understanding legal documents ▪ Giving presentations <p>Grammar</p> <ul style="list-style-type: none"> ▪ review of relevant grammar topics
Semester / ECTS credits	Semester 4 and 5 / 6 ECTS (3 ECTS and 3 ECTS)

6 Health Economics (GÖ)

- The German Health and Social Sector (GSS)
- Health Promotion and Disease Prevention (GFP)
- Health and Social Policy, Health care (GSP)

Module no./Code	7GM-GSS-GM
Module name	The German Health and Social Sector
Semester / ECTS credits	<p>Structure of the German Health and Social Sector</p> <ul style="list-style-type: none"> ▪ History and socio-political development ▪ Introduction to the legal foundations of the individual social insurance schemes ▪ Organizational and design principles in social security systems <p>Health and Social Services Options</p> <ul style="list-style-type: none"> ▪ Determinants of the offered services ▪ Range of services and catalogue of standard services ▪ Control elements ▪ Incentives and monitoring <p>Demand for Health and Social Services</p> <ul style="list-style-type: none"> ▪ Determinants of demand ▪ Deductible models <p>Introduction and Object of Health Economics</p> <ul style="list-style-type: none"> ▪ Instruments for actively shaping and controlling the health care market <p>Remuneration Systems for Medical and Social Services</p> <ul style="list-style-type: none"> • Payment in kind and reimbursement principle, forms of fees • Performance-related remuneration elements <p>Development Trends in the German Health and Social Sector</p> <ul style="list-style-type: none"> ▪ Sociodemographic factors and the health care market ▪ Globalization ▪ Technological developments, medical technology, e-health
Semester / ECTS credits	Semester 1 / 4 ECTS

Module no./Code	7GM-GFP-GM
Module name	Health Promotion and Disease Prevention
Module contents	<p>Expertise in Medicine and Medical Technology</p> <ul style="list-style-type: none"> ▪ Epidemiology and health concept, medical terminology ▪ Medical work techniques ▪ Pathology, disease patterns ▪ Medical products, Medical Products Act, Medical Products Operator Ordinance, ▪ X-ray ordinance, radiation protection ordinance ▪ Selected medical products (physical basics, functionality, application, practical examples) <p>Prevention and Health Promotion</p> <ul style="list-style-type: none"> ▪ Public health, health concepts ▪ Objectives and determinants of health ▪ Health resources ▪ Health risks ▪ Health promotion and disease prevention concepts ▪ Selected disease patterns ▪ Psychological aspects of illness and health, stress management, lifestyle ▪ Corporate health management ▪ Health economic evaluation
Semester / ECTS credits	Semester 2 / 5 ECTS

Module no./Code	7GM-GSP-GM
Module name	Health and Social Policy, Health Care
Module contents	<p>Health and Social Policy</p> <ul style="list-style-type: none"> ▪ Main features and development perspectives of health and social policy in the Federal Republic of Germany ▪ Influencing factors, mechanisms and design options in social security systems ▪ Central actors of social and health policy in the political multi-level governance system of the Federal Republic of Germany and the EU ▪ Socio-political concepts and control alternatives in health policy (e.g. citizens' insurance, health premium) <p>Health and Social Law</p> <ul style="list-style-type: none"> ▪ Social security law, systematics and structure, General Part of the SGB I and SGB IV (German Code of Social Law) ▪ Social administration procedures, social data protection according to SGB X ▪ Introduction to the individual social insurance schemes ▪ National health law (federal, state level) ▪ International health law (UNO; ILO, EU, OECD etc.) ▪ Disease and accident prevention law ▪ Liability for damages to health ▪ Introduction to medical law (social insurance of health care professions, medical criminal law, the physician as expert assessor, medical liability law mandate, medical criminal proceedings) <p>Health care</p> <ul style="list-style-type: none"> ▪ Fundamental aspects of health systems ▪ Systems of optional and compulsory insurance: structuring of the service range, integration in medical service provision ▪ Health services research
Semester / ECTS credits	Semester 5 / 6 ECTS

7 Special Business Administration for Health Care and Social Facilities (SBW)

- Marketing of Services in Health Care and Social Facilities (SBW1)
- Finance and Accounting in Health Care and Social Facilities (SBW2)
- Quality Management in Health Care and Social Facilities (SBW3)
- Project Management in Health Care Facilities (PJM)

Module no./Code	7GM-SBW1-GM
Module name	Marketing of Services in Health Care and Social Facilities
Module contents	<p>Market Research</p> <ul style="list-style-type: none"> ▪ Foundations and methods of market research ▪ Surveys (patients, residents, referring physician etc.) ▪ Competition research ▪ Implementation of market research projects <p>Marketing Concept</p> <ul style="list-style-type: none"> ▪ Marketing Mix ▪ Development of a marketing concept ▪ Legal bases of the marketing of health care facilities ▪ <p>Marketing Process and Customer Loyalty</p> <ul style="list-style-type: none"> ▪ Customer orientation and customer loyalty ▪ Strategic marketing, operative marketing ▪ Customer Relationship Management <p>Advertising and Public Relations</p> <ul style="list-style-type: none"> ▪ Advertising measures and instruments ▪ Public relations <p>Marketing Survey</p>
Semester / ECTS credits	Semester 2 / 5 ECTS

Module no./Code	7GM-SBW2-GM
Module name	Finance and Accounting in Health Care and Social Facilities
Semester / ECTS credits	<p>Finance and Investment in Health Care Facilities</p> <ul style="list-style-type: none"> ▪ Dual and monistic financing ▪ Care rate negotiations ▪ Foundations for the financing of care facilities ▪ Financing of medical practices and medical care centers ▪ Financing of rehabilitation facilities ▪ Financing of therapeutic services ▪ Methods of investment calculation and their applicability in health care facilities ▪ Differentiation of investments and costs <p>Hospital Accounting</p> <ul style="list-style-type: none"> ▪ Billing on a per-case basis (DRG) ▪ Revenue statement ▪ General provisions of the Hospital Accounting Ordinance (KHBV) ▪ Preparation of annual financial statements <ul style="list-style-type: none"> ○ Individual financial provisions relevant to annual accounts ○ Specific features of individual items of the balance sheet ○ Specific features of individual items of the profit and loss account (GuV) ○ Particularities in the preparation of the notes and management report <p>Finance and Accounting in Care Facilities</p> <ul style="list-style-type: none"> ▪ Financing in inpatient and outpatient care facilities ▪ Ordinance on accounting for the care sector (PBV) ▪ Preparation of annual financial statements ▪ Accounting in care facilities <p>Finance and Accounting in Rehabilitation Clinics</p> <ul style="list-style-type: none"> ▪ Financing in rehabilitation facilities ▪ Preparation of annual financial statements ▪ Accounting in rehabilitation facilities
Semester / ECTS credits	Semester 3 / 5 ECTS

Module no./Code	7GM-SBW3-GM
Module name	Quality Management in Health Care and Social Facilities
Module contents	<p>Foundations</p> <ul style="list-style-type: none"> ▪ The concept of quality, quality dimensions and requirements, quality management, total quality management <p>Methods</p> <ul style="list-style-type: none"> ▪ Quality policy, objectives, structures, quality manual ▪ Quality managers, quality circles, audits, PDCA cycle ▪ Process management, complaint management, CIP, employee suggestion scheme, error prevention, risk management, benchmarking <p>Systems and Concepts of Corporate Quality Management</p> <ul style="list-style-type: none"> ▪ DIN EN ISO 9000 ff. ▪ DIN EN ISO 15224 ▪ KTQ (cooperation for transparency and quality in health care) ▪ Care-specific concepts, especially <i>Diakonie Siegel Pflege</i> (seal of quality in care issued by the <i>Diakonie</i> organization) ▪ Implementation and further development of QM systems <p>Concepts of Inter-organizational Quality Management</p> <ul style="list-style-type: none"> ▪ External quality assurance according to SGB V and SGB XI ▪ Quality and transparency initiatives and platforms
Semester / ECTS credits	Semester 4 / 5 ECTS

Module no./Code	7GM-PJM-GM
Module name	Project Management in Health Care Facilities
Module contents	<p>Project Management</p> <ul style="list-style-type: none"> ▪ Project definition, project assignment ▪ Project planning, project management ▪ Project implementation ▪ Project controlling ▪ Implementation and optimization projects ▪ Success factors <p>Project Bachelor Thesis Planning and approach</p> <p>Practical Project Work Project work in small groups in cooperation with practice partners</p>
Semester / ECTS credits	Semester 5 and 6 / 7 ECTS (4 ECTS and 3 ECTS)

B In-depth Compulsory Elective Modules: Hospital/Clinic or Care Facilities

- Purchasing, Logistics, Supply Chain Management (ELS)
- Care and Support Concepts (PBK)
- Hospital Management (KLM)
- Management of Care and Support Facilities (PBM)
- Information Management in Hospitals (IMK)
- Information Management in Care Facilities (IMP)

Module no./Code	7GM-ELS-GM
Module name	Purchasing, Logistics, Supply Chain Management
Module contents	<p>Purchasing and Materials Management</p> <ul style="list-style-type: none"> ▪ Materials management and purchasing functions in the company ▪ Purchasing law ▪ Procurement planning and process, demand and inventory, procurement (Internet, global/single/modular sourcing) ▪ Warehousing (forms/types/technology) ▪ Analysis tools in purchasing, article segmentation ▪ Assessment of suppliers: systems and methods ▪ Merchandise management systems, differences/ similarities to ERP systems <p>Logistics</p> <ul style="list-style-type: none"> ▪ Integration in the company, logistics chain, tasks ▪ Procurement logistics ▪ Production logistics (transport, handling and storage processes) ▪ Distribution logistics (distribution, sales logistics) ▪ Disposal logistics ▪ 3PL/4PL concept <p>Supply Chain Management</p> <ul style="list-style-type: none"> ▪ Foundations of Supply Chain Management (SCM), tasks of an SCM manager (design, planning, scheduling, execution, vertical integration, team management, criticism, software) ▪ Analytical methods for determining the initial situation in the supply chain (strengths, weaknesses, opportunities and risks profile, cost structure and potential analysis) ▪ Network concepts (competence/resources/complexity) ▪ Performance measurement in SCM (measured quantities, key performance indicators)
Semester / ECTS credits	Semester 5 / 5 ECTS

Module no./Code	7GM-PBK-GM
Module name	Care and Support Concepts
Module contents	<p>Foundations</p> <ul style="list-style-type: none"> ▪ Nursing science and development of the nursing profession ▪ Theories and strategic concepts of nursing care ▪ Legal foundations ▪ Nursing care research, nursing care settings <p>Fields of application and methods</p> <ul style="list-style-type: none"> ▪ Care diagnostics and care intervention ▪ Care concept, functional care, patient-centered care ▪ Housekeeping concepts, care concepts, ▪ Dealing with dementia, concepts for terminal care, ▪ concepts of assisted living communities, assisted living forms, concepts of work with disabled persons according to SGB IX ▪ Nursing care standards: concepts and implementation ▪ Documentation, legal aspects ▪ Nursing care evaluation, review bodies and requirements ▪ Nursing care process planning
Semester / ECTS credits	Semester 5 / 5 ECTS

Module no./Code	7GM-KLM-GM
Module name	Hospital Management
Module contents	<p>Strategic Hospital Management</p> <ul style="list-style-type: none"> ▪ Development trends (including outpatient care, geriatrics, quantity control) ▪ Challenges, organization and personnel (form of provider, functional groups, change of roles), optimization of value creation processes ▪ Range of services, specializations, financing ▪ Cost analysis and cost control ▪ Balance sheet analysis ▪ Rating <p>Management Accounting in Hospitals</p> <ul style="list-style-type: none"> ▪ Business management accounting, instruments and methods of business management accounting, medical management accounting ▪ Economic aspects of process management ▪ Operative and strategic management accounting <p>Hospital Management Simulation Game</p>
Semester / ECTS credits	Semester 6 / 6 ECTS

Module no./Code	7GM-PBM-GM
Module name	Management of Care and Support Facilities
Module contents	<p>General Conditions on the Nursing Care Market</p> <p>Legal foundations, types of care, pay and remuneration structures</p> <p>Organization</p> <ul style="list-style-type: none"> ▪ Structure of providers and legal forms ▪ Organizational structure, nursing care organization ▪ Non-profit management ▪ Care process planning and control, service processes ▪ Quality and risk management ▪ Negotiation of care rates, management of the care needs of the persons to be nursed <p>Personnel and Leadership in Nursing Care</p> <ul style="list-style-type: none"> ▪ Competencies, qualifications ▪ Employee orientation and personnel management ▪ Diversity management ▪ Resource planning <p>Cost Accounting and Management Accounting in Nursing Care</p> <p>Strategic Management</p> <ul style="list-style-type: none"> ▪ Market analysis ▪ Range of services, diversification <p>Simulation Game: Management of a Care Facility</p>
Semester / ECTS credits	Semester 5 / 6 ECTS

Module no./Code	7GM-IMK-GM
Module name	Information Management in Hospitals
Module contents	<p>Foundations of Information Systems</p> <ul style="list-style-type: none"> ▪ Foundations of information management ▪ Databases and information infrastructures ▪ Mapping and control of therapeutic processes <p>Information Systems in Hospitals</p> <ul style="list-style-type: none"> ▪ Objectives and benefits of hospital information systems (HIS) ▪ Architecture and components of HIS <ul style="list-style-type: none"> ○ Administrative documentation ○ Patient management ○ Medical documentation ○ Reporting system ▪ Overview of suppliers of HIS ▪ Selection and implementation of HIS ▪ Data protection when using HIS ▪ Outlook on future trends <p>Case Studies</p> <ul style="list-style-type: none"> ▪ Work on case studies in a real system <ul style="list-style-type: none"> ○ Admission of patients, ○ Performance documentation ○ Billing ○ Statistics
Semester / ECTS credits	Semester 6 / 4 ECTS

Module no./Code	7GM-IMP-GM
Module name	Information Management in Care Facilities
Module contents	<p>IT Applications in the Corporate Context</p> <ul style="list-style-type: none"> ▪ Databases ▪ ERP systems – sector-specific solutions ▪ Information and knowledge management <p>IT Systems in Care and Social Facilities</p> <ul style="list-style-type: none"> ▪ Requirements for the care process and documentation ▪ Overview, applications ▪ Standards, processes and interfaces ▪ Profitability, financing ▪ Usability, implementation, data security ▪ Maintenance and support ▪ Software selection, specifications sheet <p>Case Study: Sector-specific Software</p>
Semester / ECTS credits	Semester 6 / 4 ECTS

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C Interdisciplinary Compulsory Elective Modules

- Facility and Energy Management (FEM)
- Ethics and Social Responsibility (ESV)

Module no./Code	7GM-FEM-GM
Module name	Facility and Energy Management
Module contents	<p>Technical Facility Service</p> <ul style="list-style-type: none"> ▪ Facility services and technical facility engineering ▪ Automation systems for complex technical building systems ▪ Services with building automation systems/management centers ▪ Trends in energy management ▪ Integration of energy management in facility management <p>Operation and Optimization of Building Technology Systems</p> <ul style="list-style-type: none"> ▪ Operation by means of management centers ▪ Specific web-based management functions ▪ Operation with building technology visualization software ▪ Examples of plants with optimized regenerative energy systems ▪ <p>Building-related Services</p> <ul style="list-style-type: none"> ▪ Planning and energy optimization of selected plant technology ▪ System integration and measures to increase energy efficiency ▪ Specific building services for the energetic refurbishment of buildings ▪ Examples of plants utilizing regenerative energy systems ▪ Integration of management accounting and contract processing in management systems <p>Renewable Energy Systems</p> <ul style="list-style-type: none"> ▪ Planning and energy optimization of selected plant technology ▪ System integration and measures to increase energy efficiency ▪ Use of solar energy for heat and power generation in buildings ▪ Examples of plant configurations with high energy efficiency ▪ Use of bivalent renewable energy systems in building services engineering
Semester / ECTS credits	Semester 6 / 4 ECTS

Module no./Code	7GM-ESV-GM
Module name	Ethics and Social Responsibility
Module contents	<p>Ethics in Economy and Society</p> <ul style="list-style-type: none"> ▪ Basic concepts of ethics (especially morals, values, norms) ▪ Ethics as empirical and normative science ▪ Ethical theories (especially Utilitarianism, teleological ethics, discourse ethics, responsibility ethics) <ul style="list-style-type: none"> ▪ Applied ethics (problems of applying ethical theory) ▪ The relationship between ethics and economics in the past and present ▪ Social ethics, business ethics and corporate ethics <ul style="list-style-type: none"> ▪ Ethical conflict fields <p>Social Responsibility</p> <ul style="list-style-type: none"> ▪ Personal responsibility in the social and welfare state ▪ Social responsibility and sustainability <ul style="list-style-type: none"> ▪ Corporate social responsibility ▪ Compliance with legal norms ▪ Social responsibility and management responsibility in the company
Semester / ECTS credits	Semester 6 / 4 ECTS

D Practical Modules

Degree Program: Health and Social Management

- Corporate Structure
- Accounting, Marketing
- Finance, Accounting
- Personnel Management, Quality Management
- Corporate Management, Purchasing/Nursing Care

Module no./Code	7GM-PRX1-GM
Module name	Corporate Structure
Module contents	<p>Business Purpose and Corporate Organization</p> <ul style="list-style-type: none"> ▪ Business concept, business objectives ▪ Legal form, location(s) ▪ Corporate organization ▪ Services, services structure ▪ Target groups and position of the facility in the relevant market, competitive situation ▪ Position in the health and social sector in Germany ▪ Business key figures, structural data ▪ Value chain, service processes, supplier structures ▪ Processes in selected departments <p>Project Work</p> <p>Presentation of the mentioned aspects in relation to the practice company as well as a project work in a task field/department of the practice company</p>
Semester / ECTS credits	Semester 1 / 6 ECTS

Module no./Code	7GM-PRX2-GM
Module name	Accounting, Marketing
Module contents	<p>Marketing Instruments of the Company</p> <ul style="list-style-type: none"> ▪ Marketing mix and marketing concept of the company ▪ Methods of market research, especially market analysis and target group surveys ▪ Data collection, data analysis, derivation of recommendations ▪ Communication policy and public relations <p>Accounting</p> <ul style="list-style-type: none"> ▪ Principles of proper accounting ▪ Purpose and structure of accounting, budget and the account plan ▪ Types of corporate taxes and their effects ▪ Cross-links to financial accounting ▪ Links between financial accounting and cost accounting ▪ Purpose, structure and content of operational cost accounting ▪ Cost accounting ▪ Alternative forms of cost accounting in the practical company ▪ Practicality of preliminary, concurrent and post calculation ▪ Interfaces to management accounting <p>Project Work</p> <p>Selected topics or completed projects from the marketing and accounting departments of the facility.</p>
Semester / ECTS credits	Semester 2 / 6 ECTS

Module no./Code	7GM-PRX3-GM
Module name	Finance, Accounting
Module contents	<p>Financing and Accounting in Health and Social Facilities</p> <ul style="list-style-type: none"> ▪ DRG financing, encoding, documentation ▪ Care rate negotiations ▪ Financing plans ▪ Funding <ul style="list-style-type: none"> ▪ Financing example of an investment <p>Corporate Accounting</p> <ul style="list-style-type: none"> ▪ Budget and account plan ▪ Accounting software ▪ Corporate taxes <p>Project Work</p> <p>Presentation and evaluation for corporate financing or accounting and selected topic or project from the respective field</p>
Semester / ECTS credits	Semester 3 / 6 ECTS

Module no./Code	7GM-PRX4-GM
Module name	Personnel Management and Quality Management
Module contents	<p>Personnel Management</p> <ul style="list-style-type: none"> ▪ Overview of the tasks of personnel management ▪ Practical knowledge of the sub-areas of personnel management, including <ul style="list-style-type: none"> - external and internal recruitment - Personnel administration processes and documents - Collective agreements applicable to payroll and works agreements, forms of remuneration - Provisions on health, pension, unemployment and accident insurance - Accident prevention regulations and measures - Employee motivation and retention measures <p>Quality Management</p> <ul style="list-style-type: none"> ▪ Overview of the tasks of quality management ▪ Quality development as a strategic success factor for all operational functions <ul style="list-style-type: none"> ▪ Practical knowledge of the subareas and methods of audits, quality manuals, standards, procedural instructions, quality circles, tasks of the quality managers, etc. ▪ Continuous improvement processes <p>Project Work</p> <ul style="list-style-type: none"> ▪ Presentation of the most important management methods used in the two main focus areas of the practice partner and working on a selected business management topic/project from the personnel and quality management sector of the company.
Semester / ECTS credits	Semester 4 / 6 ECTS

Module no./Code	7GM-PRX5-GM
Module name	Corporate Management, Purchasing and Logistics / Nursing Care and Support Concepts
Module contents	<p>Management Accounting</p> <ul style="list-style-type: none"> ▪ Instruments of commercial management accounting ▪ Interfaces of commercial management accounting and accounting ▪ Data collection and data analysis ▪ Process cost management and interfaces of accounting systems <p>Compulsory Elective Module Purchasing / Logistics</p> <ul style="list-style-type: none"> ▪ Concepts and instruments of purchasing ▪ Concepts and instruments of internal logistics <p>or</p> <p>Compulsory Elective Module Nursing Care and Support Concepts</p> <ul style="list-style-type: none"> ▪ Concepts and methods of inpatient or outpatient nursing care and support ▪ General conditions and inspection bodies of nursing care and support <p>Project Work</p> <p>Presentation of the most important management methods used in the two main focus areas of the practice company and working on a selected business management topic or project from management accounting and purchasing or nursing care.</p>
Semester / ECTS credits	Semester 5 / 6 ECTS

E Bachelor Thesis

Module no./Code	7GM-BAA-GM
Module name	Practical Module Project and Bachelor Thesis
Module contents	<p>The Bachelor thesis includes the final paper and the defense. Students work on a practical problem and apply their acquired theoretical, methodological and practical expertise and present their results in a logically structured and comprehensible scientific work. The thesis is written during the practical phase.</p> <p>Preparation of the Thesis</p> <ul style="list-style-type: none"> ▪ Development of a practically relevant research question ▪ Working on the topic by employing scientific methods and a structured approach ▪ Presentation of structure and design ▪ Literature research and analytical work ▪ Presentation of results and development of solution approaches ▪ Reflection on the results against the background of the initial question ▪ Independent compilation of the thesis <p>Defense of the Thesis</p> <ul style="list-style-type: none"> ▪ Presentation of findings ▪ Scientific and practical discussion
Semester / ECTS credits	Semester 6 / 12 ECTS