

EDENZ COLLEGES

QUALIFICATION: Diploma in Management (Health Services)

(optional stream of Diploma in Management)

(Level 5)

COURSE OUTLINE

The aim of this qualification is to give students an understanding of the nature, scope and impact of this industry, and factors affecting demand and marketing. Students will also gain knowledge of management issues in this industry, and prepare them for working in a junior management role in an organisation of this industry.

There are 6 papers in this course, 4 of them drawn from the New Zealand Diploma in Business.

1. Health Services Industry Overview

This course provides students with an overview of Health Services in New Zealand and the factors which influence its structure and development.

Main topics are:

- *Nature, history, growth and structure of health services organisations and businesses*
- *Segments of health services industry*
- *Government health promotion and regulation*
- *Selling and marketing health services*
- *Factors affecting Supply and Demand*

2. Principles of Marketing

The purpose of this course is for students to gain a broad understanding of marketing principles, including knowledge and understanding needed to assess product, price, promotion and distribution options, and marketing mix options for specific target markets.

Main topics are:

- *The Marketing Environment and Marketing Information Systems*
- *Major Markets, Segmentation, and Target Markets*
- *Consumer Behaviour*
- *The Marketing Mix*
- *Coordination and Control*

3. Organisation and Management

Students will understand the factors that influence management and the organisation.

Main topics are:

- *Purposes and philosophies of management*
- *The influence of environment*
- *Ethics and social responsibility*
- *Problem solving and decision making, planning and control*
- *Leadership, motivation and delegation*
- *Team dynamics*

4. Accounting Principles

The aim is to provide students with an understanding of financial statements and reports and to enable them to analyse and interpret business performance.

Main topics are:

- *Accounting & the Business Environment*
- *Financial Statements & Components*
- *Budgeting*
- *Analysis & Interpretation of Financial Statements*

5. Business Computing

To provide students with a working knowledge of information technology, and how it relates to a business environment.

Main topics are:

- *Hardware, software and system components*
- *Data communications and the Internet*
- *System security and control*
- *People and Ethical issues*
- *Major Applications such as Microsoft Office suite*

6. Health Services Organisation Management

To provide students with the ability to analyse the management of a health service provider, and develop an understanding of the operational issues in managing various Health Services.

Main topics are:

- *define the concept and scope of a health services provider (including critical success factors)*
- *conduct a situation analysis appropriate to a health services provider*
- *prepare a business plan for a health services provider*
- *critically evaluate the prospects for long term success of a health services organisation (including SWOT analysis and risk minimisation strategies)*

| Diploma in Business <i>(Level 5 – 1 year)</i> <i>(also 1st year of NZDipBus)</i> | Diploma in Management <i>(Choice of Industry)</i> (Tourism) or (Sport and Fitness) or (Health Services) <i>(Level 5 – 1 year)</i> | Diploma in e-Business (Digital Media) <i>(Level 5 – 1 year)</i> | New Zealand Diploma in Business <i>(Level 6 – 2 years)</i> <i>(example of 2nd year)</i> |
|---|--|---|--|
| Marketing | Marketing | Marketing | Accounting Practices |
| Business Computing | Business Computing | Business Computing | Quantitative Methods |
| Org & Management | Org & Management | <i>Web Development 1</i> | Applied Management |
| Accounting Principles | Accounting Principles | <i>Digital Media 1</i> | Internal Auditing |
| Bus. Communications | <i>Overview of Industry</i> | Bus. Communications | Operations Managem't |
| Economics | <i>Management of Industry</i> | <i>Digital Media 2</i> | HR Management |