

MSc in Clinical Health Management **Postgraduate**

Introduction and Programme Outline

Many health graduates are employed by or establish independent or franchise SMEs. Even in larger organisations, such as the NHS, they are often placed in situations where management skills are necessary and presumed. However, little is taught in professionally regulated health courses about business. Hence this MSc will provide students with the academic framework to run a successful health based business and allow them to reflect on how this can enhance their current workplace.

The educational aims of this programme are to:

- ▶ Allow graduates to understand the concepts of management and leadership in a clinical health context
- ▶ Produce graduates who can reflect on their leadership style within a clinical health organisation and how it can be tailored to achieve the vision of the organisation
- ▶ Assist the graduate to influence the culture of their clinical health organisation, developing an environment that inspires staff to engage fully with the business and its aims

Develop critical thinking and research skills allowing the graduate to make informed business decisions based on sound business plans in a clinical health context.

This 2 year part time course is in distance learning format through Aston university's Virtual Learning Environment Blackboard. Students will need access to a modern computer with internet access. Learning resources such as journal articles will be available to students through Aston's Library portal.

Module titles and a brief description of module content:

Leadership (15 credits)

> Management vs leadership theories and styles; prioritising and decision making

Accounting and finance (15 credits)

> Interpreting and communicating financial information; creating business plans

Marketing (15 credits)

> Determining USPs; marketing mediums and their effectiveness; measuring service quality

Organisational strategy (15 credits)

> Strategic environment; organisational purpose; strategic choice, direction, selection and change

Law for managers (15 credits)

> Nature of law, its purpose and sources; sale/supply; negligence/liability; employment law

Health policy and Organisation (30 credits)

> Theory and themes; health policy comparative and societal, organisational learning and restructuring

Service Improvement (15 credits)

> Quality in healthcare; improvement principals; patient involvement; evaluating impact

Evidence Based Practice (15 credits)

> Formulating questions; systematic research base review; implementing and evaluating change

Research Project (60 credits)

> Supervisor supported work-based clinical business research

Assessment

Each module consists of distance learning narrated modules, MCQs with immediate feedback and reflective coursework uploaded through the Virtual Learning Environment. The research project is in the form of an evidence based dissertation on a topic of the students choice, with the support of a supervisor, on an aspect of their business environment.

Module Lecturers are drawn from the Business School, Life and Health Sciences, Language and Social Sciences and external industry representing a wide range of disciplines.

Tutor support is through e-mail and discussion boards with other students.

Entry requirements

A first or upper second class honours degree or equivalent in a in a Life Sciences based subject e.g., chemistry, biochemistry, pharmacy, pharmaceutical technology, chemical engineering, nursing, pharmacology, physiology, physical science subject is required or, when outside the UK, a degree or qualification deemed to be at least of equivalent standing.

International students whose first language is not English must demonstrate a satisfactory command of English language. They should meet our minimum English language requirement by taking one of the following tests: IELTS. Minimum requirement - 6.5 overall, 6.0 in each area.

Start dates

March and October

For further information please contact

Life & Health Sciences School Office
Tel: +44(0)121 204 4161
Fax: +44(0)121 204 4187
Email: lhspgt@aston.ac.uk
Website: <http://www.aston.ac.uk/lhs>