



IU International

BACHELOR (B.A.) INTERNATIONAL HEALTHCARE MANAGEMENT

The healthcare sector is an industry of dynamic growth driven by medical and technical progress as well as significant digital transformation and worldwide demographic changes. Healthcare management professionals require in-depth knowledge of management principles, coupled with a solid understanding of healthcare markets and global healthcare structures, systems, and policies to be successful in their roles. A bachelor's degree in International Healthcare Management gives you the required business knowhow as well as knowledge specific to the healthcare sector, enabling you to find success in your future career.

**Degree**

Bachelor of Arts (B.A.)

**Study start**

April 1st, 2022*.

Afterwards: Anytime

**Study model**

Online

**Duration**

36, 48, or 72 months

**Credits**

180 ECTS

**Fees**

From €73 per month

*This programme is still in the process of accreditation and recognition. We expect approval from the relevant ministry by the programme's official start date. So far, all IU programmes have been accredited and approved successfully and on time.

Study Content

MODULE TITLE	SEMESTER	ECTS
Academic Integrity and Writing for Business	1	5 ECTS
Introduction to Academic Work		5 ECTS
Business 101		5 ECTS
Healthcare Management		5 ECTS
Medicine for Non-Medics I		5 ECTS
Managerial Economics		5 ECTS
Medicine for Non-Medics II	2	5 ECTS
Statistics—Probability and Descriptive Statistics		5 ECTS
Principles of Management		5 ECTS
International Health Systems		5 ECTS
Management Accounting		5 ECTS
Introduction to Health Economics		5 ECTS
Introduction to Public Health	3	5 ECTS
Collaborative Work		5 ECTS
International HR Management		5 ECTS
Health Financing		5 ECTS
International Marketing		5 ECTS
Introduction to Hospital Management		5 ECTS
Foundations in Epidemiology and Biostatistics	4	5 ECTS
Intercultural and Ethical Decision-Making		5 ECTS
Supply Chain Management I		5 ECTS
Medical Information Technology and Software		5 ECTS
Global Corporations and Globalisation		5 ECTS
Pharmaceutical Management		5 ECTS
Global Health	5	5 ECTS
Agile Project Management		5 ECTS
Seminar: Technology in Healthcare		5 ECTS
Quality Management in Healthcare		5 ECTS
Electives A		10 ECTS
Electives B+C	6	20 ECTS
Bachelor Thesis and Colloquium		10 ECTS

CHOOSE YOUR ELECTIVES

Choose one elective from

“Electives A” list:

- Health Services Industry
- Medical Technology Industry
- Pharmaceutical Industry

Choose two electives from

“Electives B+C” list:

- Accounting, Financing and Investment
- Applied Sales
- Business Intelligence
- Change and Agile Management
- Global Sourcing and Supply Chain Management
- Health Services Industry
- Intercultural Psychology and CRM
- Leadership and Organizational Behaviour
- Market Research and Product Management
- Medical Technology Industry
- Online and Social Media Marketing
- Pharmaceutical Industry
- Studium Generale