

Academic Year/course: 2022/23

68953 - Entrepreneurship and Business in the Health and Wellnes Sector

Syllabus Information

Academic Year: 2022/23

Subject: 68953 - Entrepreneurship and Business in the Health and Wellnes Sector

Faculty / School: 326 - Escuela Universitaria Politécnica de Teruel

Degree: 614 - Master's in Innovation and Entrepreneurship in Health and Wellbeing Technologies

ECTS: 9.0

Year: 1

Semester: First semester

Subject Type: Compulsory

Module:

1. General information

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

Like others subjects of the Master, is in a blended modality ?mostly virtual-. In this way, the teacher will provide teaching materials to students for their work and study, responding to queries that they may ask, by telematic tools.

4.2. Learning tasks

- Lecture. In it, the main lines of content will be exposed, in addition to attending to questions raised by the students.
- Practice session. Students solve cases, after the pertinent explanations from the teacher, in order to strengthen the theoretical contents.
- Teaching work. The teacher will expose the bases for the work carried out by the students, through certain guidelines.
- Study. It is necessary for the assimilation of the concepts transmitted, towards the achievement of the expected results.
- Evaluation tests. Final exam, in addition to evaluation of practices and works.

4.3. Syllabus

- Introduction to the health sector.
- Health Economy: introduction and economic evaluation.
- Cost calculation systems.
- Strategic management of the company in the health sector.
- Management of innovation in business organizations.
- Business plan.

4.4. Course planning and calendar

The activities indicated will take place in the first semester of the course. The delivery dates of the different works will be announced electronically to the students, with enough time for the student.

4.5. Bibliography and recommended resources

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=68953>