

Mini MBA in healthcare

About this course

Ever wondered what an MBA (Masters in Business Administration) entails or considered doing one? Are you thinking about your career and want to learn business skills or move into a new sector? Starting your own business but want avoid to mistakes and rapidly pick up the key principles, knowledge and confidence to compete with others in the market? Maybe you just want to improve the way healthcare or your organisation runs?

Whatever your motivations are, if you're curious but want to explore without committing to the time and cost of a full time MBA, our course is perfect for you.

Information about the modules covered

1. Design thinking

Teaches delegates about design principles and how it's improving the way things work in a variety of industries. Design thinking is not particularly prevalent in healthcare yet but is set to grow and we give you the head start and get you working in your teams to create innovative solutions to solve topical problems.

2. Accounting basics

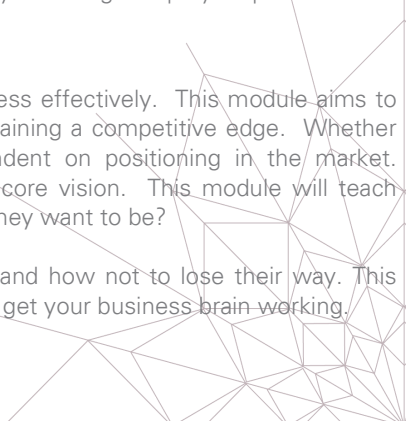
Accounting is one of the fundamental building blocks of running a business effectively. Delegates will explore the basics of reading financial statements enabling them to understand the language that is crucial to engaging your stakeholders, clients and most critically, their financiers. Delegates will explore how they can align all their organisational or departmental activity with financial, educational or performance related metrics to bring the whole team on the journey.

Core accountancy skills are vital in business but delegates don't need to worry if numbers and accounting aren't their forte, the course leaders will take you through step by step.

3. Strategy essentials

This is one of the core requirements of running a business effectively. This module aims to introduce delegates to strategic thinking and focus on gaining a competitive edge. Whether or not you or your services survive is entirely dependent on positioning in the market. Everything a business does should be aligned with its core vision. This module will teach delegates to think objectively and critically about where they want to be?

Delegates will explore how to start thinking differently and how not to lose their way. This module will form the foundation for the course and really get your business brain working.



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4. Introduction to economics

- How does the relationship between supply and demand affect how businesses affect price?
- How does game theory affect how competing organisations think?
- What is meant by the concept of price discrimination?

This module will give delegates a taste of important concepts in economics.

5. Negotiation, motivation and personality types

Healthcare organisations and businesses are made of people, and are ultimately there to serve people. But how often do we stop to think about how people mesh together? How do we deal with complex beasts such as the NHS and how do we get what we want?

A greater awareness of yourself and others is fundamental to the success of your relationships and the organisation.

6. Leadership and managing change

Leadership is changing. It is no longer about strong individuals and their personalities but about leveraging teams, charisma and influence. This module will ask delegates:

- How do you effect change in a sustainable way?
- Why should people listen to you?
- Do you have what it takes to make things happen and how will you build the right team to do what is needed?

An exciting module that will challenge delegates' perspectives as well as explore what has worked to bring about success in both health related and non-health related organisations.

7. Marketing

How can businesses and services better cater to customers or patients and how we can tap into psychology, behaviour and present things in a positive light? The module will explore:

- What do people really want?
- Why do we need marketing in healthcare?
- Is marketing simply an add-on to the way we work or should it be engrained in everything we do?

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