



SYLLABUS – FALL 2022

COURSE NUMBER	MANA 5360
COURSE TITLE	Global Business Perspectives
INSTRUCTOR	Dr. Harrison Ndetan
EMAIL	HNdetan@uttyler.edu
PHONE	214.228.9534
OFFICE HOURS	By Appointment
CLASS MEETINGS	Ref. EMBA Cohort Schedule

I. COURSE OVERVIEW

This course is an intensive study of the different aspects of international business including, but not limited to international politics, culture, economics, finance, technology, marketing, ethical decision-making, strategic planning and management, and human resource development in a global environment. It focuses on the mechanics of globalization and the mastery of business strategy, operations and practices from a global perspective, including their implications in today's healthcare environment. This course has immediate applications for managers in all areas of healthcare.

"Tolerance, inter-cultural dialogue and respect for diversity are more essential than ever in a world where peoples are becoming more and more closely interconnected."

—Kofi Annan, Former Secretary-General of the United Nations

II. REQUIRED TEXT

The Global Healthcare Manager: Competencies, Concepts, and Skills

Michael Counte, PhD Bernardo Ramirez, MD Daniel J. West, Jr., PhD, FACHE William E. Aaronson, PhD
ISBN: 978-1-64055-015-5

III. STUDENT LEARNING OUTCOMES

- Students will be able to identify, analyze, and compare how countries differ in terms of the delivery of healthcare in the global healthcare setting.
- Students will be able to explain the different strategies used for competing globally in healthcare.
- Students will be able to analyze the impact culturally diverse populations have on the ability of a healthcare system to provide care.

IV. SOULES COLLEGE OF BUSINESS CORE VALUES

Professional Proficiency
Technological Competence
Global Awareness

Social Responsibility
Ethical Courage



V. GRADING POLICY

Grade Distribution	
Article Review – Individual / Group assignment	20%
Chapter review (individual and Group review)	40%
U.S. Dept. Health & Human Services –Cultural Training Modules	10%
Final project: Comparison of Healthcare systems - Poster	30%
Total	100%

Final Grades		
A	=	90% +
B	=	80% - 89%
C	=	70% - 79%
D	=	60% - 69%
F	=	<60%

I. ATTENDANCE/WEEKEND MAKE-UP POLICY

The Executive MBA Healthcare Management program is a face-to-face weekend cohort model. It is expected that executive students are present face-to-face in COB 321 on the outlined weekends. In some cases, extenuating circumstances may warrant special accommodations to be made between the student and faculty member. Students are expected to contact and receive prior approval from the faculty member. Please refer to the specific course policy on attendance as outlined below.

My teaching philosophy emphasize multiple levels of interaction for each student with -material, self, fellow students and instructor, repetition, and positive leadership with multiple levels of engagement. Classes will be face-to-face (in person). Each week, students will interact with material (and self by reflecting) individually through graded assigned readings (article and/or chapter reviews), these are typically due on Thursday by 11:59 pm each week. Then, they will review the assignments in assigned groups first thing when we meet over the weekend for the first hour to discuss assignments and prepare a group presentation using PowerPoint (student-student interaction) and make class presentations in groups and joint class discussion facilitated by instructor (student-instructor interaction). Assignments will be graded individually and in groups. Final project will be presented at the last of class in groups as poster presentation. Thus, students are required to be present during each session, well prepared to contribute to group discussions and preparation for presentation, participate actively during group presentations and ask/answer questions during group presentations. No late work will be accepted and there is no opportunity to make up missed assignments. Since class participations contribute substantially to course grade, attendance in person is mandatory. If under extreme circumstances that the student must miss class, the instructor and the group members must be notified well in advance.

II. CONTENT

In a seminar format, the course will cover cultural competence, essential health services management concepts and practices; leadership, organizational design and change, managing the interface between healthcare organization and the environment and future trends in global health management. All assignments, grading rubrics and other resources will be posted on the courses web page on Canvas: <https://uttyler.instructure.com/courses/32852>



III. CALENDAR

Week	Content	Readings	Due
1	-Introduction -Listening, Communication Skills, Cultural competence	Assigned articles (3)	Article review
2	-Functions, structure & Physical Resources of Healthcare Orgs. -HR mgt - Global context -IT for Healthcare	Chapters 1, 4, 5	Chapter review/presentation
3	--Healthcare systems, financing & payments - F'ncial mgt of HC org	Chapters 2, 3 Assigned article	Chapter review/presentation Article review Cultural competence certificate
4	-Pple of effective leadership -Mg'rial ethics in global health -Boards/good governance	Chapters 6, 9, 10	Chapter review/presentation
5	-Strategic mgt/marketing -Process design & continuous QI for operational chge in global hlth	Chapters 7, 8	Chapter review/presentation
6	-Health policy design -Global demographics/mgt og long-term services/support -M'ging health of population	Chapters 11, 12, 13	Chapter review/presentation
7	-Future trends in global hlth -Final Project	Chapter 14	Chapter review/presentation Final project/Poster presentation



IV. **COHORT WEEKENDS FALL 2022**

MANA 5360 Global Business Perspectives
MANA 5395 Formulating and Implementing Strategy

Week 1, 3, 5, 7		
Friday [MANA 5360]	Saturday [MANA 5360]	Saturday [MANA 5395]
5:00pm – 9:00pm	8:00am-10:00am	10:00am-4:00pm
Week 2, 4, 6		
Friday [MANA 5395]	Saturday [MANA 5395]	Saturday [MANA 5360]
5:00pm – 9:00pm	8:00am-10:00am	10:00am-4:00pm

V. **UNIVERSITY POLICIES**

[HTTPS://WWW.UTTYLER.EDU/ACADEMIC-AFFAIRS/FILES/SYLLABUS_INFORMATION_2021.PDF](https://www.uttyler.edu/academic-affairs/files/syllabus_information_2021.pdf)