



## Course Specification

HSC3322 Management of Health Business

Bachelor of Science Program in Health Science

Allied Health Science College/ Suan Sunandha Rajabat University

Second semester 2022

1. HSC3322 Management of Health Business

ชื่อรายวิชาภาษาไทย การบริหารจัดการด้านธุรกิจสุขภาพ

2. Credit hours: 3(3-0-6)

3. Course: Science Program in Health Science.

4. Course instructor and Instructor

4.1 Course instructor: Natsinee Sansuk

4.2 Instructor: Natsinee Sansuk

5. Location to connect: Education center Samut Songkham

E – Mail Thanosak\_ra@ssru.ac.th

6. Semester / year

๖.๑ Semester 2/2022 : 3<sup>rd</sup> year

๖.๒ Students ( max. 20)

7. Course(Pre-requisite).....no.....

8. Course(Co-requisites).....no.....

9. Location Allied Health Science College/ Suan Sunandha Rajabat University

10. Course production. 27 July 2022

### II: Instructional Goals and Purposes:

The purpose of this course is to provide the student with an in-depth study of Management of Health Business. In so doing, the student will be educated in the core components/college student learning outcomes and the course learning outcomes

### III: Learning

#### 1. Course Description

Importance of administration and management of health business including children and elderly help care center; Principle and health business approach; situation and trends in Thailand and foreign; Role and dimension of business owner; Business assessment; Moral principles and ethics of business owning or operator; Evolution and Challenge management for sustainability.

#### 2. Study hrs./course

Lecture		practice	Self study
45hrs.	-	-	90hrs.

#### 3. Instructor consult:

- 3.1 Instructor contact; 5<sup>th</sup> floor Allied Health Science College
- 3.2 instructor contact Mobile Phone: 0898945243
- 3.3 (E-Mail) [Natsinee.sa@ssru.ac.th](mailto:Natsinee.sa@ssru.ac.th)
- 3.4 Facebook/Twitter/Line: ..Line: Sinee Suksan
- 3.5 Internet/Web board) [http://www.ELAHS.ssr.ac.th/natsinee\\_sa](http://www.ELAHS.ssr.ac.th/natsinee_sa)

### IV: Learning purposes of the students

#### ความรู้ที่ต้องพัฒนา

Critical Thinking Skills – to include creative thinking, innovation, inquiry and analysis, evaluation and syntheses of information

● CT1: Generate and communicate ideas by combining, changing, or reapplying existing information

CT2: Gather and assess information relevant to a question

CT3: Analyze, evaluate, and synthesize information

*ทักษะการวิเคราะห์เชิงตัวเลข การสื่อสาร และการใช้เทคโนโลยีสารสนเทศ*

Communication Skills – to include effective development, interpretation, and expression of ideas through written, oral, and visual communication

CS1: Develop, interpret, and express ideas through written communication

● CS2: Develop, interpret, and express ideas through oral communication

CS3: Develop, interpret, and express ideas through visual communication

*ทักษะทางปัญญา*

Empirical and Quantitative Skills – to include the manipulation and analysis of numerical data or

observable facts resulting in informed conclusions

● EQS1: Manipulate and analyze numerical data and arrive at an informed conclusion

EQS2: Manipulate and analyze observable facts and arrive at an informed conclusion

*ทักษะความสัมพันธ์ระหว่างบุคคลและความรับผิดชอบ*

Teamwork :- to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

● TW1: Integrate different viewpoints as a member of a team

TW2: Work with others to support and accomplish a shared goal

Personal Responsibility :- to include the ability to connect choices, actions, and consequences to ethical decision-making

PR1: Evaluate choices and actions and relate consequences to decision-making

*คุณธรรม จริยธรรมที่ต้องพัฒนา*

● Social Responsibility – to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

SR1: Demonstrate intercultural competence

SR2: Identify civic responsibility

SR3: Engage in regional, national, and global communities

Instructional Goals and Purposes:

NB

Symbol ● mean main responsibility

Symbol ○ mean minor responsibility

Blank mean no responsibility

Which show in Curriculum Mapping

### V: instructional schedules

week	Topics	Hours.	Method of instruction	Instructor.
1	Chapter1 Fundamental knowledge of health concept and composition	3	Lecture Power Point Video	Natsinee Sansuk
2-3	Chapter2 The importance of administration and management of various health businesses (1)/ (2)	6	Lecture Power Point Video	Natsinee Sansuk
4-5	Chapter3 Principles and Methods of Running a Health Business (1)/ (2)	6	Lecture Power Point Video	Natsinee Sansuk

week	Topics	Hours.	Method of instruction	Instructor.
6-7	Chapter4 Role and Dimension of Business Owner (1)/ (2)	6	Lecture Power Point Video	Natsinee Sansuk
8-9	Chapter5 Business Planning: marketing, accounting, finance, tax, human resources, Business Evaluation (1)/ (2)	6	Lecture Power Point Video	Natsinee Sansuk
10	<b>Midterm exam</b>	-	<b>Theory and Practice exam</b>	Natsinee Sansuk
11-12	Chapter6 moral ethics & professional ethics of Entrepreneur and Operator (1)/ (2)	6	Lecture Power Point Video	Natsinee Sansuk
13-14	Chapter7 Laws related to health business operations (1)/ (2)	6	Lecture Power Point Video	Natsinee Sansuk
15-16	Chapter8 Development and challenges of sustainable management (1)/ (2)		Lecture Power Point Video	Natsinee Sansuk
17	<b>Final Exam</b>		<b>Theory and Practice exam</b>	Natsinee Sansuk

## Assessments

### Lecture

1. Class Quizzes: Several quizzes will be administered during the semester. Any lecture session may begin or end with a quiz. Quiz questions will be drawn from lecture notes, reading assignments and text objectives normally for a specific chapter in the textbook. Each quiz may consist of multiple-choice, true/false and matching questions.
2. Exams: Mid term will be administered during the semester. Test questions will be drawn from lecture notes, reading assignments, text objectives It may consist of multiple-choice, true/false, matching, fill-in-the-blank, short-answer, and essay type questions.
3. Final Exam: A final comprehensive examination will be given the week of final exams and will cover material from the entire semester. The final comprehensive exam may consist of multiple choice, true/false and matching questions.

### Lecture

- Lecture Quizzes – 10% of lecture grade
- Midterm test 20% of lecture grade

Final Exams – 50% of lecture grade

Others:- 20%

## VI: Resources

### Text and Reference;

1. Public Health Administration website/ Research
2. กรมส่งเสริมการปกครองท้องถิ่น กระทรวงมหาดไทย. (2560). คู่มือมาตรฐานงานสาธารณสุขมูลฐาน.กรุงเทพฯ: โรงพิมพ์ชุมนุมสหกรณ์การเกษตรแห่งประเทศไทย จำกัด.

## VII: Evaluation for instructional improvement.

### 1.Course Evaluations by student after finished teaching.

#### I. Instructor evaluation by student

- Timeliness
- Personality
- Clarity and appropriation of expression
- Teaching ethical issues involved and being role model.
  - Effectively presented concepts and techniques
  - Defined the goals and scope of the course
  - Increased developed skills/knowledge as described in the course
  - Provided opportunities for class participation

#### II. Rate the overall effectiveness of this course.

- How would you rate the effectiveness of this course.
- How satisfied were you with this course

### 2. Instructional Evaluation

- Timeliness
- Personality
- Clarity and appropriation of expression.
- Being role model and teach ethical issues .
- Explain concepts clearly.
- Effectively present concepts and techniques.
- Define the goals and scope of the course.
- Increase developed skills/knowledge as described in the course.

- Provide opportunities for class participation.
- Provide guidance for understanding course .
- Encourage student questions and participation

#### Instructor self evaluation

- The overall effectiveness of this course
- The limitation and possibility of subject matter and course
- Further development and improvement

#### Instruction development .

Recorded the studying event and reviewed .then improved for the future course.

1.Summarized the strong and weak point from the evaluation of the students ,instructor and faculty

2.Assembled the instructors and develop the course for the next decade by using the data from

- Course and subject evaluation.
- Feed back of the instruction.
- Student grades.
- Instruction records.

#### Review the students achievement by learning subjects

- Clear and possible objective.
- Learning experience was compatible with goal.
- Learning experience help the student to self study.
- The test and evaluation were suitable for learning.
- Development plan from previous evaluation and education knowledge.

#### Review and plan to increase the efficiency of the studying subject

Qualitative improvement by considering the strong and weak point ,then trying to develop or sustain the quality .The instructor and the course instructor develop the method of teaching ,subjects ,and evaluation of the next term or year.

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(Curriculum Mapping)  
(Program Specification)

subject	ethic				knowledge				Intellectual skill		Communication & responsibility			Information & technology skill				other
	● ความรับผิดชอบหลัก								○ ความรับผิดชอบรอง									
	๑	๒	๓	๔	๑	๒	๓	๔	๑	๒	๑	๒	๓	๑	๒	๓	๔	
HSC3322 Management of Health Business	●	○	○	●	○	○	●	○	○	●	○	○	●	○	○	○	●	-