

MAS – Master of Advanced Studies

# Master of Business Administration in International Health Management (MBA-IHM)

2020 at Swiss TPH, Basel / Switzerland



## Prepare yourself or your employees for health management and leadership roles.

Health systems worldwide are becoming more complex and costly, placing additional demands on health personnel at all levels. Leadership and management skills are critical to the success of efforts to reduce inequality and to improve health. However, rapidly changing environments and wide variations in available health resources make leadership and management in health a complex and constantly evolving issue.

To respond to health system challenges worldwide, a new generation of managers and leaders is needed, one that has solid knowledge of and practical skills in public health, health economics, business administration and financial management and that can work in multicultural and transdisciplinary settings.

The MBA in International Health Management invites students to be part of this new generation, preparing them to influence health systems locally, internationally and globally, with a special focus on low and middle-income countries. The Swiss Tropical and Public Health Institute (Swiss TPH), an associated institute of the University of Basel, provides a unique learning environment that builds on students' diverse skill sets and experiences.

We welcome contact from employers who wish to train their employees or stakeholders in selected MBA-IHM topics. We also invite students from other Master and PhD programmes to follow MBA-IHM courses that would complement their core study area.

## About the MBA-IHM and Short Courses

The Master programme is composed of ten topic-specific courses, a Practice Oriented Project and the Master Thesis. All courses can be taken individually as short courses for continuing education and are open to interested learners not registered in the MBA-IHM programme.

### Course Structure

This part-time and flexible study programme (90 ECTS credit points; equivalent to 1.5 years full-time study) caters to the needs of working professionals. More than 75% of all learning takes place at a distance, giving students the opportunity to learn and progress at their own pace. All courses adopt a blended learning approach, offering the advantages of both distance-based learning phases and on-campus phases. Students benefit from a wide range of learning methods (lectures, seminars, case-studies, on-campus and online group work, eLearning modules, self-directed learning with feedback from lecturers and / or the course directorate, individual tests at intervals throughout the course, as well as data collection, interpretation and communication) designed to achieve the best possible individual learning experience. The courses are further enriched by the teachers' and students' diverse backgrounds and areas of expertise.

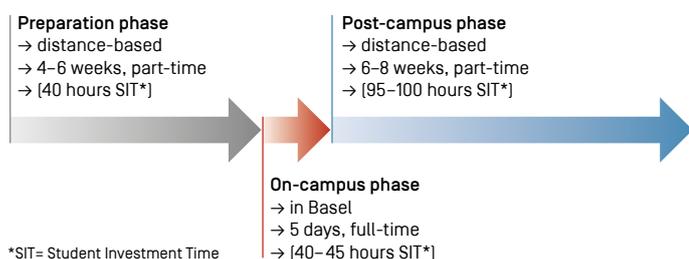
### Course Delivery

Two courses run simultaneously at various points in the year, with the on-campus phases taking place back-to-back over two consecutive weeks. It is not mandatory to subscribe to the full course block; students can take just one of the two courses at a time and subscribe to the other in a subsequent year.

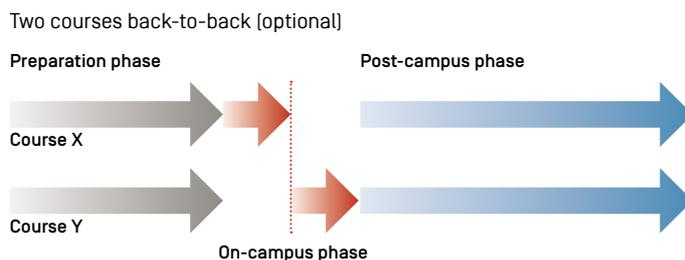
### Participants

The MBA-IHM serves all those who work or aspire to work in the area of international cooperation for public health at any level, and who seek to combine strong business management expertise with a sound education in public health. The programme is open to health professionals from the fields of public / international / global health, health economics, management, marketing and business administration, and other fields relevant to health management.

### Course structure MBA and Short Courses in International Health Management



### Course delivery MBA in International Health Management



# Our course spectrum in International Health Management:

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## Social Marketing and Communication – SMAC

Health professionals and administrators struggle daily with the need to persuade various segments of the population or key-decision makers to adopt behaviours, actions or policies in support of a particular health initiative. Merely disseminating information is often not enough to convince people to take action. The course introduces students to social and behavioural change principles, as well as to social marketing approaches, planning steps and evaluation. Ethical issues, market / audience analysis and contextual considerations, including competition, will be introduced. Some aspects of health and media communications will also be discussed.

Application deadline: 3 January 2020  
Preparation phase: starts 13 January 2020  
On-campus phase: 10–14 February 2020  
Final Assignment: 27 March 2020  
6 ECTS – tropEd accredited

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## Economic Evaluation in Health Care – EEHC

In healthcare decision-making, economic evaluation is used to varying degrees in different countries and for different purposes, depending on the country's health system. In this course, students will learn how to appraise possible health interventions using economic evaluation tools and techniques to ensure cost-effectiveness, without losing sight of the demands and needs of populations.

Application deadline: 3 January 2020  
Preparation phase: starts 13 January 2020  
On-campus phase: 17 – 21 February 2020  
Final Assignment: 27 March 2020  
6 ECTS – tropEd accredited

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## Organisational Behaviour and Human Resource Management – OBHRM

Here, students review the roots and causes of organisational behaviour as encountered in various institutions. They will develop the intrapersonal and conceptual skills needed to lead multicultural teams in change processes and learn to apply appropriate human resource management tools to recruit, develop and retain talent. Capitalising on an international workforce by empowering co-workers, developing effective teams, designing attractive job habitats and coping with the dynamics of organisational change are other topics that students will explore.

Application deadline: 14 February 2020  
Preparation phase: starts 24 February 2020  
On-campus: 23 – 27 March 2020  
Final Assignment: 15 May 2020  
6 ECTS – tropEd accredited

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## Health Economics and Health Financing – HEHF

Based on the WHO health system performance framework, this course analyses public and private forms of health financing and payment as well as indicators to evaluate a country's health financing structure and level. Students explore how financing agents generate revenue from various sources; pool risk effectively; create appropriate incentives for quality service provision; and allocate resources to the most effective, efficient, and equitable interventions and services. Efficiently managing these functions while minimising administrative costs is also considered in the context of local, national and global reforms.

Application deadline: 14 February 2020  
Preparation phase: starts 24 February 2020  
On-campus: 30 March – 3 April 2020  
Final Assignment: 15 May 2020  
6 ECTS – tropEd accredited

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## Leadership – LEAD

Leadership ought to set a good example, innovate and inspire the organisation with the desire to perform at a high level, on the one hand, and to safeguard core values, on the other. In this course, students gain insight into the leadership behaviour of others and of themselves and discuss what it takes to be considered the designer of an organisation or an organisational unit that others want to be a part of. The course covers all topics linked to the challenge of combining the economic imperative for a competitive, highly productive work force with trust, empowerment and respect for the individual.

Application deadline: 1 May 2020  
Preparation phase: starts 11 May 2020  
On-campus: 8 – 12 June 2020  
Final Assignment: 31 July 2020  
6 ECTS – tropEd accredited

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## Financial Budgeting, Accounting and Reporting – FBAR

In most organisations, financial management skills tend to be concentrated in a small core of financial experts. In many small organisations and in the public sector, employees are given responsibilities in financial management for which they have not been trained. This course addresses the basics of the financial cycle from budgeting, implementing and recording, through to financial reporting. Students will get an in-depth look at the workings of bookkeeping, reporting, internal controlling, financial management of physical assets and stocks, and auditing. They will also learn to extract and use relevant information from the financial management system to make key decisions.

Application deadline: 1 May 2020  
Preparation phase: starts 11 May 2020  
On-campus phase: 15 – 19 June 2020  
Final Assignment: 31 July 2020  
6 ECTS – tropEd accredited

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## Foundations of International Health Management – FIHM

In this course, students get an overview of the building blocks of international and global health – components that they will explore in greater detail throughout the MBA-IHM programme. The importance of health systems and health systems thinking is introduced and students are trained to critically apply the basic concepts, methods and tools for collecting, analysing and interpreting qualitative and quantitative data. Students will work with case studies in diverse teams and consider how to lead, communicate and motivate across cultures and borders.

Application deadline: 12 June 2020  
Preparation phase: starts 22 June 2020  
On-campus: 20 – 24 July 2020  
Final Assignment: 11 September 2020  
6 ECTS

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### Health Policy and Systems Analysis – HPSA

In this course, students analyse the relationships between global health strategies, national and local health policies and systems development. They critically assess alternatives for health system financing and frameworks, the roles and behaviour of institutions and stakeholders, innovative health service delivery initiatives, and how health systems are influenced by and respond to global changes and wider social determinants. Students examine key elements for measuring and monitoring health system performance, such as governance, information systems and human resources, and learn how they influence health system performance and expected outcomes.

Application deadline: 12 June 2020  
Preparation phase: starts 22 June 2020  
On-campus: 27 – 31 July 2020  
Final Assignment: 11 September 2020  
6 ECTS – tropEd accredited

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### Strategic Planning for Health Interventions – SPHI

In this course, students use case studies and decision-analytic modelling approaches to design a health programme: conducting a situation analysis and setting priorities for interventions that are consistent with existing national health policies in resource-constrained countries. It covers principle topics such as analysing the problem, developing log frames, setting indicators and monitoring and evaluation.

Application deadline: 7 August 2020  
Preparation phase: starts 17 August 2020  
On-campus: 14 – 18 September 2020  
Final Assignment: 6 November 2020  
6 ECTS – tropEd accredited

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### Thesis Preparation and Master Thesis – TPMT

The Master thesis allows the student to demonstrate competence in managing research- or project-based work in conjunction with professional practice and ethical principles. Students will be evaluated on their ability to: identify and critically evaluate concepts, models and principles suited to the chosen area of work; select and justify a methodology that applies the most appropriate tools, techniques and practices; and engage in reflective and reflexive analysis of the findings or processes.

Application deadline: 7 August 2020  
Preparation phase: starts 17 August 2020  
On-campus: 21 – 23 September 2020  
20 ECTS

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### Supply Chain Management in Health Care – SCMHC

Many problems related to healthcare quality and safety are the consequences of poorly managed medicines and medical supplies. This course introduces all elements of the supply chain cycle for medicines and other health commodities, including selection of medicines, procurement, distribution and use. Central to this is the management of the whole supply chain system, which comprises quality assurance, human resources, financing, relevant policies and regulations, and monitoring and evaluation. The course emphasises the importance of integrating supply chain activities into overall health system management.

Application deadline: 25 September 2020  
Preparation phase: starts 28 September 2020  
On-campus: 26 – 30 October 2020  
Final Assignment: 18 December 2020  
6 ECTS – tropEd accredited

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### Practice-Oriented Project – POP

In this course, students are equipped with project planning and project management tools and resources as they develop a small project that could be implemented at their workplace or other organisations. The project is an exercise in transferring students' knowledge and experience to a practical setting. Students are encouraged to implement the project, at least parts of it, in a real-world situation.

Application deadline: 25 September 2020  
Preparation phase: starts 28 September 2020  
On-campus phase: 2 – 5 November 2020  
Final Assignment: 18 December 2020

10 ECTS

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Courses	Fee for MBA-IHM students*	Fee for short course students
FIHM, HPSA, HEHF, OBHRM, SCMHC, SMAC, EEHC, FBAR, LEAD, SPHI	CHF 2,450 per course	CHF 2,850 per course
POP	CHF 3,000	CHF 3,480
TPMT	CHF 4,000	-

\* Same fee applies to tropEd students and students enrolled in a SSPH+ professional postgraduate Master or PhD programme.



### **[Online] Application Procedure**

MBA and short course applicants must have a first professional qualification (e.g. Bachelor degree) and at least 2 years of professional experience.

They should submit a completed online application form with the following materials:

- 1) Professional degree(s) / diploma(s)
- 2) Curriculum Vitae
- 3) One-page motivation letter (MBA applicants only)
- 4) Proof of English language skills (TOEFL, IELTS, Cambridge Advanced Certificate, written proof of higher education in English)
- 5) One photograph (passport-size)

In exceptional and justifiable cases, applicants can be admitted with evidence of an adequate career history and /or technical qualification.

We accept applications for the programme and the short courses throughout the year. Please refer to our website for course-specific application deadlines.

### **Tuition Fees**

The full tuition fee for the MBA programme is CHF 31,500, including eleven courses and the Master Thesis.

Students are not required to pay this amount up-front. A pay-as-you-go approach is in place, whereby students only pay for courses as they register for them. Course fees must be paid in advance to gain access to the online learning materials. Tuition fees do not cover insurance, travel expenses or personal living costs incurred during your stay in Basel.

### **Certification**

Upon successful completion of all courses, submission of the Master Thesis and a successful oral defence, participants are awarded the Master of Business Administration in International Health Management by the University of Basel.

### **Non-discrimination Policy**

As a matter of policy, law and commitment, Swiss TPH does not discriminate against any person on the basis of race, colour, sex, sexual orientation, gender identity, religion, age, national or ethnic origin, political beliefs or disability when selecting and admitting participants to the programme and courses.

### **Disclaimer**

In case of an insufficient number of participants, the course can be cancelled up to four weeks prior to the course start date. Swiss TPH is not responsible for any costs related to flight bookings, etc.





“Thanks to the Master of Business Administration in International Health Management at Swiss TPH, I have learned a lot about global health, management and about myself. Whatever comes now, I feel ready and confident to tackle the challenges in my new occupation as the head branch manager at Ifakara Health Institute in Tanzania.”

**Frederick Masanja**

Branch Leader at IHI Tanzania [Lawyer]



“Studying the MBA in International Health Management at the Swiss TPH was one of my most enjoyable educational experiences so far. I enjoyed the rich interactions, diversity in experience and knowledge gained, coupled with a stimulating environment created by the lecturers who were always available to give guidance. I am glad for the broad multifaceted global view to health management and leadership which I gained.”

**Susie Amadasun**

Organisational Change Management Lead at Roche in Switzerland [Consultant]



“I grew so much when I was doing the MBA. I have learned to manage different resources including financial and human. Moreover, I have improved my management and leadership skills. As a director of health I can clearly see the application of this course to my position and my daily routines.

**Dr. med. Ntuli A. Kapologwe**

Director of Health at President's Office-Regional Administration and Local Government in Tanzania [Medical Doctor]

### For further information

Visit our website at [www.swisstph.ch/mba](http://www.swisstph.ch/mba) or contact: [courses@swisstph.ch](mailto:courses@swisstph.ch).



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Basel, September 2019  
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Axel Hoffmann