**CAG UNIVERSITY**

**2018 – 2019 FALL SEMESTER**

**MAN 429 HEALTH CARE MANAGEMENT LECTURE**

**Term papers and presentations:**

**A. The first project paper (%30) Submitted Date of the Project : 06 December, 2019 17:00 pm.**

**1.** Briefly explain the health care sector in Turkey.

**2.** Please find a hospital that provides health related issues and provide information about this hospital with in the following questions and data:

**a.** Vision, mission, core values of the hospital, profile of their workers (statistical results).

**b.** Do the SWOT analysis of the hospital. Compare and discuss the differences and similarities of their hospital, among competitors and the service sector.

**c.** Technology in health care and how they use?

**d.** R&D efforts in the sector.

**e.** Control and risk management in the sector and what are their capabilities and strategies.

**f.** The relations of the government and which obligations do they have to follow to sustain themselves.

**g.** Human Resource processes in health sector and in the hospital (recruiting, firing, training, orientating, motivating, leading, etc.)

**h.** Importance level and functions of locations.

**i.** How do they carry their marketing efforts? Explain their marketing strategies, advertising policies and social media usage.

**j.** Quality Management in health care and what certifications do they have and why?

**B. Medical Tourism in the World (%20) Submitted Date of the Project : 15 November, 2019 17:00 pm.**

**1.** Medical tourism policies of the World & Turkey

Found a country that leads a great effort and be one of the best alternative amount the other countries especially in Medical Tourism Sector.

**2.** Please compare the efforts of the country( that you select) to Turkey’s Medical Tourism facilities.

**All references should be cited at the last paper of the text !**

Please submit the group members and name of the hospital on 19 November, 2018.

Group Size: 1-2 people

**Office Hours: Wednesday 14:00 – 16:00**

**GOOD LUCK !**