



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

COURSE NAME AND CODE: Health Sector Emphasis (4316PFSL)

PROGRAM: Bachelor of Administration & Service (BA&S)

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2020-2		
ACADEMIC DEPARTMENT	Service, Quality, and Hospitality		
Subject type	Elective/Emphasis		
Language	English		
	Programme	Semester	

Semester	BBA	Elective	
	BA&S	Elective	
	BIB	Elective	
	BIMLA	Elective	
	BEIF	Elective	
	GAS	Elective	
Number of Academic Credits	2		
Hours of academic work	96		
Contact hours	32		
Hours of independent/autonomous work	64		
Learning prerequisites	<ul style="list-style-type: none"> • Understand the impact of Quality Management on clients and other stakeholders. • Analyse, propose and argue solutions to quality and service problems in accordance with the principles of Quality Management and Applying quality approaches in different organizations. • Understand and value the total cost of quality. • Understand the usefulness of quality management for the competitiveness of the organization 		
International Component	<ul style="list-style-type: none"> • National and international standards, policies, regulations and mores related to the professional field. • Vocabulary and technical language to communicate in different cultural contexts. • Intercultural challenges. 		

Sustainable Development Goals (SDG)	SDG: 4. Quality Education					
COURSE DETAILS						
COURSE DESCRIPTION	This deepening empowers the student to acquire knowledge and analytical thinking typical of service administrators about the evolution and changes in the care and provision of health services in Colombia over time. Likewise, it empowers the student to identify strengths and weaknesses of the IPSs in the work of care and provision of services, focused on the person, the analysis of strategies to achieve quality standards in the provision of the Health Service. The student will be able to propose innovative strategies in the Care and Provision of Health Services, in the ESE (hospital) visited.					
Key Words:	Health service, IPS, provision of health services					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01 ILO02 BA&S ILO07 BA&S ILO09	Formulates innovative strategies that meet quality standards in the provision of health services	Skill	- Minimum and superior quality standards. - Accreditation in Health. - Humanization of Health Services and Organizational Culture. - Implementation of humanization strategies. - Health risk management. - National and International success stories in PHC (Primary Health Care).	Theoretical Class	Summative Assessment
	ILO01 ILO04 BA&S ILO09	Analyses the reality of the IPS, with a vision centred on people and the satisfaction of the needs of the population in health	Skill	- Background in the Attention and Provision of Health Services in Colombia. - Structure of the General System of Social Security in Health in Colombia. Generalities - New health model. - Strategy of Primary Health Care.	Theoretical Class	Summative Assessment

			<ul style="list-style-type: none"> - Humanization of Health Services and Organizational Culture. - Differential attention. Geriatrics, Paediatrics. - Patient safety. - Implementation of humanization strategies. 		
ILO01 ILO03 BA&S ILO07 BA&S ILO08 BA&S ILO09	Proposes creative strategies for the Care and Provision of Health Services, in the reality of their environment	Skill	<ul style="list-style-type: none"> - Structure of the General System of Social Security in Health in Colombia. Generalities - New health model. - Strategy of Primary Health Care. - Differential attention. Geriatrics, Paediatrics. - Patient safety. - Report culture. - Culture of change. - Implementation of humanization strategies. - Health risk management. - National and International success stories in PHC. - Academic visit 	Theoretical Class	Summative Assessment
ILO02	Knows the stages of development in the care and provision of health services in Colombia.	Knowledge	<ul style="list-style-type: none"> - Background in the Attention and Provision of Health Services in Colombia. - Structure of the General System of Social Security in Health in Colombia. Generalities - New health model. - Strategy of Primary Health Care. 	Theoretical Class	Summative Assessment

ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.

ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.

ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.

	<p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>BA&S ILO07: Understand the needs of people and organizations as well as the tendencies of service and hospitality, which prevail in the marketplace in order to design solutions that satisfy the needs of both internal and external customers.</p> <p>BA&S ILO08: Understand transformational leadership to improve organizations and human resource development.</p> <p>BA&S ILO09: Communication: Communicate effectively in written and spoken manner in Spanish and English and three levels of third language.</p>
Bibliograph y	<ul style="list-style-type: none"> • Donabedian, A. (1966). Evaluating the quality of medical care. The Milbank Memorial Fund Quarterly, Vol. (83)4, pp. 691-729. • El congreso de la república de Colombia. (1991). Ley 100 de 1991. Bogotá: Ministerio de salud y protección social. • El congreso de la república de Colombia. Ajustes al SGSSS: Ley 1122 de 2007. Bogotá: Ministerio de salud y protección social. • El congreso de la república de Colombia.. Reforma al SGSSS: Ley 1438 de 2011. Bogotá: Ministerio de salud y protección social. • El congreso de la república de Colombia. Ley 1751 del 2015: Ley Estatutaria de la Salud. Bogotá: Ministerio de salud y protección social. • El congreso de la república de Colombia. Decreto 1011 del 2006: Sistema Obligatorio de Garantía de calidad en salud. Bogotá: Ministerio de salud y protección social. • LECTURAS COMPLEMENTARIAS • Donabedian, A. (1984). La Calidad de la atención médica, definición y métodos de evaluación. La Prensa Médica Mexicana, pp. 194. • Lovelock, C., Reynoso, J., D'Andrea, G., Huete, L., Sánchez, C. (2011) Administración de servicios: estrategias para la creación de valor en el nuevo paradigma de los negocios. (Sánchez Carrión, M., Trad.). México: Pearson Educación. • Maglio, P., Cheryl A., Kieliszewski, C., Spohrer, J. (eds.) (2010). Handbook of Service Science. New York: Springer. • Lovelock, C., Reynoso, J., D'Andrea, G., & Huete, L. (2004). Administración de Servicios Estrategias de Marketing Operaciones y Recursos humanos. (Sánchez Carrión, M., Trad.). México: Pearson Prentice Hall. • Summers. D. (2006). Administración de la Calidad. México: Prentice Hall. • Vallejo, G., & Sánchez, F. (2013). Servicio con Pasión: siete casos exitosos de servicio al cliente en América Latina. Bogotá: Norma.

	<ul style="list-style-type: none"> • Vargas, M., & Aldana, L. (2014). Calidad y Servicio, conceptos y herramientas. Bogotá: Universidad de la Sabana. Escuela Internacional de Ciencias Económicas y Administrativas. • YARCE. J. El Poder de los Valores. Universidad de La Sabana. 2009
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