

Healthcare Business

Code: 31-3311 1st year 2units
Course ID: GP-b3311L

1. Instructor(s)

Takeo Fujiwara, Professor, Department of Global Health Promotion
Teppei Sakano, Adjunct Professor, Department of Global Health Promotion/President, Allm Inc.
Yusuke Kakei, Adjunct Professor, Department of Global Health Promotion/President, Issue design +
Ayako Morita, Associate Professor (Career Track), Department of Global Health Promotion
Yuki Kurokawa, Director, Issue design +
Masataka Mori, Researcher, Issue design +

2. Classroom/Lab

Refer to the course schedule

3. Course Purpose and Outline

Course Purpose

This course introduces the practical approach on healthcare business.

Outline

This course provides the opportunity to learn how to start healthcare business, focusing on information and communication technology.

4. Course Objective(s)

By the end of this course, students will be able to:

- a) How to tackle social issues in healthcare
- b) How to start healthcare business in your own setting
- c) Explain how to develop/design sustainable healthcare business

5. Format

This course will consist of lectures and case-based class activities. Students will be required to write a final report.

6. Course Description and Timetable

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7. Grading System

Grades will be based on the following elements:

- Participation 20%
- Presentation A 40%
- Presentation B 40%

8. Prerequisite Reading

Reading materials will be available online at the course webpage. Students are expected to have worked thorough the materials before attending the corresponding class.

9. Reference Materials

To be specified in the class.

1 0 . Important Course Requirements

For students not in the MPH course, instructor's permission is required before registering to the course. Also, students are required to have TOEFL iBT with a minimum score of 80 or IELTS with a minimum score of 6.5.

1 1 . Availability in English

All classes are taught in English.

1 2 . Office hours

Please contact Prof. Fujiwara at fujiwara.hlth@tmd.ac.jp

1 3 . Note(s) to students

Participation in Zoom is permitted to participants with exceptional circumstances. Please inform and receive permission from the course instructor in advance.

Schedule

No	Day	Time	Topics/Venue	Instructor
1	July 8, 2024	8:50-10:20	<u>Lecture</u> : Healthcare technology & Business (1) (G-Lab, M&D Tower 8F)	Teppei Sakano Takeo Fujiwara Ayako Morita
2		10:30-12:00		
3		13:00-14:30	<u>Case and group activity (planning and presentation A)</u> : Healthcare technology & Business (2) (G-Lab, M&D Tower 8F)	
4		14:40-16:10		
5	July 9, 2024	8:50-10:20	<u>Lecture</u> : Healthcare technology & Business (3) (G-Lab, M&D Tower 8F)	Teppei Sakano Takeo Fujiwara Ayako Morita
6		10:30-12:00		
7		13:00-14:30	<u>Case and group activity (planning and presentation A)</u> : Healthcare technology & Business (4) (G-Lab, M&D Tower 8F)	
8		14:40-16:10		
9	July 11, 2024	8:50-10:20	<u>Lecture</u> : Design for Healthcare Business (1) (G-Lab, M&D Tower 8F)	Yusuke Kakei Takeo Fujiwara Ayako Morita Yuki Kurokawa Masataka Mori
10		10:30-12:00		
11		13:00-14:30	<u>Case and group activity (planning and presentation B)</u> : Design for Healthcare Business (2) (G-Lab, M&D Tower 8F)	
12		14:40-16:10		
13	July 12, 2024	8:50-10:20	<u>Lecture</u> : Design for Healthcare Business (3) (G-Lab, M&D Tower 8F)	Yusuke Kakei Takeo Fujiwara Ayako Morita Yuki Kurokawa Masataka Mori
14		10:30-12:00		
15		13:00-14:30	<u>Case and group activity (planning and presentation B)</u> : Design for Healthcare Business (4) (G-Lab, M&D Tower 8F)	
16		14:40-16:10		