



Jordan University of Science and Technology
Faculty of Medicine
Health Management And Policy Department

HMP704 Strategic Management Of Health Care Organizations - JNQF Level: 6

Second Semester 2023-2024

Course Catalog

3 Credit Hours. This course addresses the philosophy and activities of strategic management in healthcare organizations. It introduces students to strategic management and its activities- strategic thinking, strategic planning, and managing strategic momentum.

Teaching Method: On Campus

Text Book

Title	Strategic Management of Health Care Organizations
Author(s)	Peter M. Ginter, W. Jack Duncan, and Linda E. Swayne
Edition	7th Edition
Short Name	Strategic Management
Other Information	

Instructor

Name	Prof. Mohammad Alyahya
Office Location	-
Office Hours	
Email	msalyahya@just.edu.jo

Class Schedule & Room

Section 1:
Lecture Time: Thu : 08:30 - 11:30
Room: M3302

Tentative List of Topics Covered

Weeks	Topic	References
Week 1	Review course syllabus, class requirements and grading Introduction to strategic management in healthcare organizations.	From Strategic Management
Week 2	Understanding and analyzing the general environment and the health care environment.	
Week 3	Service area competitor analysis.	From Strategic Management
Weeks 4, 5	Internal environmental analysis and competitive advantage.	From Strategic Management
Weeks 6, 7	Directional strategies.	From Strategic Management
Week 8	Developing strategic alternatives.	From Strategic Management
Week 9	Evaluation of alternatives and strategic choice.	
Weeks 10, 11	Value adding service delivery strategies	From Strategic Management
Week 12	Value adding support strategies.	From Strategic Management
Week 13	Communicating the strategy and developing action plans.	From Strategic Management
Weeks 14, 15	Analyzing Strategic Health Care Cases.	From Strategic Management
Week 16	Case Study	From Strategic Management

Mapping of Course Outcomes to Program Outcomes and NQF Outcomes	Course Outcome Weight (Out of 100%)	Assessment method
Explain and why strategic management has become crucial in today's dynamic health care environment. And understand the benefits of strategic management for health care organizations. [1SLO 1, 1SLO 3, 1SLO 6] [1L6C1]	20%	First Exam, Final Exam
Conduct an analysis of the external and internal environment of health care organizations [1SLO 1, 1SLO 2, 1SLO 3] [1L6S1]	30%	First Exam, Second Exam, Final Exam
Understand the role of and relationships among organizational mission, vision, values, and strategic goals and why they are called directional strategies [1SLO 5, 1SLO 6] [1L6C4]	30%	Second Exam, Final Exam

Understand the decision logic for developing implementation strategies and create service delivery strategies that carry out the directional, adaptive, market entry, and competitive strategy. As well as, understand that the value-adding support strategies are important elements in the implementation of strategy. And create value-adding support strategies that help to accomplish intended strategies. [1SLO 1, 1SLO 5, 1SLO 6] [1L6C5]	20%	Final Exam
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Relationship to Program Student Outcomes (Out of 100%)					
SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6
23.33	10	16.67		21.67	28.33

Relationship to NQF Outcomes (Out of 100%)			
L6S1	L6C1	L6C4	L6C5
30	20	30	20

Evaluation	
Assessment Tool	Weight
First Exam	25%
Second Exam	25%
Final Exam	50%

Policy	
Class participation and attendance	<p>? Attendance is required in all sessions.</p> <p>? JUST policy requires the faculty member to assign ZERO grades (35) if a student misses 20% of the classes that are not excused.</p>
Academic Misconduct (Cheating and Plagiarism)	<p>? Cheating is a serious academic issue; any student found guilty of cheating on an exam will be subject to item 7 of JUST policy for penalties.</p> <p>? Students are expected to do their own work. It is an academic offence to claim someone else's work as your own (Plagiarism).</p> <p>المادة 7 : اذا ضبط الطالب أثناء الإمتحان أو الإختبار متلبساً بالغش فتوقع عليه العقوبات التالية مجتمعة أ. اعتباره راسباً في ذلك الإمتحان أو الإختبار ب. الغاء تسجيله في بقية المساقات المسجل لها في ذلك الفصل ج. فصله من الجامعة لمدة فصل دراسي واحد وهو الفصل التالي للفصل الذي ضبط فيه</p>

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