

1	Name of the educational program	<b>EMBA «Medical Tourism»</b>
2	Type of EP (current, new, innovative)	new
3	The purpose of the EP	Training of highly qualified specialists in medical tourism who have in-depth knowledge of the methodology of marketing research and possess applied skills that contribute to comprehensively solving the tasks necessary for high-quality and professional activities in the field of medical tourism.
4	Features of the EP (no, joint, double-diploma)	no
5	Partner university	no
6	Learning outcomes	<p>Upon successful completion of this program, the undergraduate will:</p> <p>LO 1 - he is able to apply the acquired knowledge and skills of an applied nature in research and professional activities, including when communicating with foreign partners.</p> <p>LO 2 - He is able to apply marketing research methods, methodology and develop a marketing research plan. Calculate the Index of medical tourism</p> <p>LO 3 - He is able to evaluate and use modern management methods used in medical tourism</p> <p>LO 4 - He is able to demonstrate his leadership and communication skills, including foreign language proficiency, in the implementation of his professional skills</p> <p>LO 5 - He is able to develop patient logistics, with the selection of auxiliary medical equipment and the use of special vehicles for patients</p>
7	Form of study	Full-time
8	Language of instruction	Russian, Kazakh, English
9	Number of credits	1.0 year, 60 credits
10	Awarded Academic Master's Degree	Master of Business Administration in the EMBA educational program "Medical Tourism"
11	EP accreditation (name of the accreditation institution, validity period of accreditation)	Not accredited

#### Information about disciplines:

№	Name of disciplines	Discipline summary	Cycle	Component	Credits	Learning outcomes (codes)				
						LO 1	LO 2	LO 3	LO 4	LO 5
<b>Block of disciplines on the formation of professional competencies – 20 Credits (UC-6 kp, CC – 14 including Exit module/ Internship abroad)</b>										

1	Strategic management	The discipline studies the concept of strategic management, the system of analysis, selection and implementation of an organization's strategy in the form of a set of interrelated management tools, techniques and techniques in relation to practical healthcare, the essence of strategic management of an organization, their classifications, stages of evolution of strategic management, competitive analysis, as well as the methodology of strategic management analysis. Teaching methods used: group work, discussion.	UC (university component)	UC (university component)	3	+			+	
2	Business research	The discipline examines the possibilities of business research, which can subsequently be used in medical management activities as an analytical decision-making tool. The discipline will use the team learning method (TBL).	UC (university component)	UC (university component)	3	+			+	
3	Models of medical tourism development	This course examines the basics of the medical tourism sector, the application of the model depending on the characteristics of the region and the geography of resorts in the near and far abroad, the characteristics of travel agencies in the modern market, intermediaries in medical trips; international assistance coordinators; support staff in clinics; travel agents; hospitality professionals; potential or current medical tourism clients. Applied teaching methods: group work, discussion, Case study technology.	CC (component of choice)	CC	4				+	+
4	Financing of medical tourism	The discipline studies the peculiarities of financing medical tourism, understanding the forms of financial reporting and the application of methods of financial analysis of a medical organization, analysis of problems in the financial sphere, features of financial forecasting and planning of the activities of a medical organization on the example of	CC (component of choice)	CC	4		+	+		

		countries actively developing in medical tourism - Czech Republic, Turkey, Korea. Teaching methods used: group work, discussion.								
5	Marketing in medical tourism	This course examines marketing management in medical tourism (pricing, insurance intermediaries, legal aspects), concepts, types and stages of marketing research, the process of developing a methodology and plan for marketing research, methods of collecting information during marketing research, demand for medical tourism, planning and comparative analysis tools. Applied teaching methods: group work, discussion, Case study technology.	CC (component of choice)	CC	5		+		+	
6	Legal basis of medical tourism	The course examines the legal foundations of medical tourism, state policy in this area, the specifics of the activities of lawyers in this field, the design of legal relations with a service provider (medical operator, insurance company, clinic, etc.). Applied teaching methods: group work, discussion, case study technology.	CC (component of choice)	CC	5				+	+
7	Logistics in medical tourism	The course examines the development of logistics in the organization of examination, diagnosis, treatment, representing guarantees of the effectiveness and effectiveness of treatment, anonymity, innovations in the field of medical tourism, which focus on such aspects of quality as accessibility/convenience, satisfaction with treatment, features of the physical environment, technical quality of medical care; support of stay in the country of treatment, organization of medical promotion and wellness tours. Teaching methods used: group work, discussion.	CC (component of choice)	CC	5	+				+

8	Digital technologies in medical tourism	The course studies information and communication support in the field of medical tourism: technologies and digital software products in the field of medical tourism; computer reservation systems in the international medical tourism market (Amadeus, Galileo, Worldspan); information and communication technologies in professional activities; TravelWeb tourism server, portalTurpravda.com " and others. The discipline will use the team learning method (TBL).	CC (component of choice)	CC	5			+		+
<b>Block of disciplines of personal development and formation of leadership qualities – 10 Credits</b>										
9	Medical tourism Service	The course examines the issues of medical tourism service, the basics of service management and a patient-oriented approach in medical tourism, the principles of organization, measures to improve the service of medical tourism, planning and use of potential and resources, creation and improvement of service processes, design and inclusion of physical elements of the service. The discipline will use the team learning method (TBL).		UC	5			+	+	
10	Insurance in medical tourism	<b>The purpose of the module:</b> this course examines the market of insurance companies, insurance agents, the specifics of their activities, possible risks and problems (insurance of complications of medical tourism related to flight delay, change of hotel accommodation, delayed surgery, improper operations, concomitant diseases, poor results or other unexpected cases), ways to solve them. Teaching methods used: group work, discussion.		CC	5				+	+
<b>II semester</b>										
11	Experimental research work of a	Gain experience, develop a research plan, master the methods of analysis and determine			18	+	+	+	+	+

	graduate student, including internships and the implementation of a master's project	the objectives of the study. The experimental research work of a graduate student also involves an internship and the implementation of a master's project at foreign bases specializing in medical tourism.								
12	Final certification. Registration and protection of the master's project (OiZMP).	Design of the project for the purpose of practical implementation in healthcare organizations, regardless of the form of ownership.			12	+	+	+	+	+
		<b>Total</b>			<b>60</b>					