**For the register of educational programs**

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| 1 | Name of the educational program | Medical Tourism |
| 2 | Type of EP (current, new, innovative) | new |
| 3 | The purpose of the EP | Training of highly qualified medical tourism specialists with in-depth knowledge of marketing research methodology and applied skills that help to comprehensively solve the problems necessary for high-quality and professional activities in the field of medical tourism: to attract medical tourists, to involve domestic medical organizations in increasing the flow of foreign patients to the country, thereby increasing their profitability. |
| 4 | Features of the EP (no, **joint**, double-diploma) | yes |
| 5 | Partner university | AC institute of international education sro  <https://www.acinst.org/> Chudenicka 30, Prague  Czech Republic. |
| 6 | Learning outcomes (at least 8 LO) | Upon successful completion of this program, the undergraduate will:  LO-1 to apply the acquired knowledge and skills of an applied nature in research, professional activities, including when communicating with foreign partners.  LO-2 apply marketing research process methodology and develop a marketing research plan. Calculate the Medical Tourism Index.  LO-3 evaluate and use modern management methods applied in medical tourism.  LO-4 demonstrate their leadership and communication skills, including foreign language proficiency, in the implementation of their professional skills.  LO-5 develop patient logistics, with the selection of auxiliary medical equipment and the use of special vehicles for patients.  LO-6 navigate the geography of domestic and foreign medical clinics, conduct competent sales of medical and preventive tours, taking into account new health-improving approaches and technologies.  LO-7 to analyze and evaluate the feasibility of medical services and the activities of medical organizations.  LO-8 apply information and communication technologies in professional activities. |
| 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 Healthcare in Educational Program "Medical Tourism" |
| 11 | EP accreditation (name of the accreditation institution, validity period of accreditation) | Not accredited |

**Information about disciplines:**

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| **№** | **Name of disciplines** | **Discipline summary** | **Cycle** | **Component** | **Credits** | **Learning outcomes (codes)** | | | | | | | |
| **LО 1** | **LО 2** | **LО 3** | **LО 4** | **LО 5** | **LО 6** | **LО 7** | **LО 8** |
| 1 | Foreign language (professional) | **Purpose of the module:** mastering a foreign language, the necessary and sufficient level of communicative competence to solve social and communicative problems in various areas of everyday, cultural, professional activities when communicating with foreign partners and foreign tourists, as well as for further self-education, in order to attract medical tourists, the involvement of domestic medical organizations to increase the flow of foreign patients. | BPQ | UK (university component) | 2 | + |  |  | + |  |  |  |  |
| 2 | Medical tourism management | **The purpose of the module:** the course is aimed at introducing the history of management development, modern management, the principles of managing health programs. To teach the application of management principles in medical tourism, mastering time management techniques. | BPQ | UK (university component) | 2 |  |  | + |  |  |  |  |  |
| 3 | Psychology of management | **The purpose of the module:** the course is of interest to modern management trends - a new managerial paradigm that helps to navigate the main sections of this discipline: the psychological content of managerial activity, the individual managerial concept of the leader, the theoretical foundations of managerial interaction and the psychology of the subject of managerial activity. | BPQ | UK (university component) | 2 | + |  |  | + |  |  |  |  |
| 4 | Medical tourism development models | **The purpose of the module:** This course will provide an overview of the fundamentals of the medical tourism sector, including: medical travel facilitators; international assistance coordinator; support staff in hospitals, clinics, private medical organizations; travel agents; hospitality professionals; potential or current clients of medical tourism. They will be trained in the application of one or another model of medical tourism, depending on the characteristics of the region, in accordance with the knowledge of the geography of resorts in the near and far abroad, the characteristics of travel agencies in the modern tourist market. | BPQ | OC (optional component) | 2 |  |  |  | + |  | + |  |  |
| 5 | Financing medical tourism | **The purpose of the module:** the course contributes to obtaining knowledge about the financing of medical tourism, understanding the forms of financial reporting and applying the methods of financial analysis of a medical organization, to be able to analyze problems in the financial sector. To understand the features of financial forecasting and planning the activities of a medical organization on the example of countries that are actively developing in medical tourism - the Czech Republic, Turkey, Korea. | BPQ | OC (optional component) | 2 |  |  | + |  |  |  | + |  |
| 6 | Marketing in medical tourism | **Purpose of the module:** the course provides an opportunity to gain knowledge about marketing management in medical tourism (pricing, insurance intermediaries, legal aspects). Formation of theoretical and practical knowledge and skills in the field of marketing research. The study of the concepts, types and stages of marketing research, the process of developing a methodology and marketing research plan, methods of collecting information when conducting marketing research. Understand that medical tourism demand is defined as the demand for medical services at a specific destination at a given price and at a specific time. Determine and calculate the Medical Tourism Index, which is a planning and benchmarking tool. | BPC | UK (university component) | 5 |  | + |  |  |  |  | + |  |
| 7 | Service of health tourism | **The purpose of the module:** the course will provide knowledge about the service of medical tourism, the basics of service management and a patient-oriented approach in medical tourism, the principles of its organization, measures to improve the service of medical tourism. They will master the skills of planning, organizing, using the potential and resources by creating and improving service processes.  And, also designing and including the physical elements of the service (coverage of processes, from idea generation to implementation), object design development, demand planning. | BPC | UK (university component) | 3 |  |  | + | + |  | + |  |  |
| 8 | Logistics in medical tourism | **The purpose of the module:** the course will allow you to learn how to develop logistics in the organization of examination, diagnosis, treatment, representing guarantees for the effectiveness and efficiency of treatment, anonymity. Know the 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. Accompanying the stay in the country of treatment. Also, attracting medical tourists, involving domestic medical organizations to increase the flow of foreign patients to the country, thereby increasing their profitability. | BPC | UK (university component) | 3 | + |  |  |  | + |  |  |  |
| 9 | Digital technologies in medical tourism | **Purpose of the module:** the course is aimed at teaching the ability of information and communication support in the field of medical tourism: - application of the acquired knowledge in technologies and digital software products in the field of medical tourism; - own computer reservation systems in the international medical tourism market (Amadeus, Galileo Worldspan); - apply information and communication technologies in professional activities; - knowledge of the server on tourism "TravelWeb", the portal "Turpravda.com", "All about tourism", "visitkazakhstan.kz/", the site "Poiskturov.kz", etc. The document "Concept for the development of medical tourism in the Republic of Kazakhstan" (2019). | BPC | OC (optional component) | 2 |  |  |  |  |  |  |  | + |
| 10 | Organization of activities in the field of medical tourism | **The purpose of the module:** the course is aimed at knowledge and understanding of the features of activities in the field of medical tourism, the organization of the promotion of medical and health tours; application of the principles of building a system of activities in the field of medical tourism. | BPC | OC (optional component) | 3 | + |  | + |  | + |  |  |  |
| 11 | Legal basis for medical tourism | **The purpose of the module:** the course is aimed at obtaining knowledge about the legal foundations of medical tourism, state policy in this area. Understand the features of the activities of lawyers in this area. They will be trained in formalizing legal relations with a service provider (medical operator, insurance company, clinic, etc.). | BPC | OC (optional component) | 2 |  |  |  | + | + |  |  |  |
| 12 | Medical tourism insurance | **The purpose of the module:** this course will allow you to learn how to choose insurance, insurance companies, insurance agents, to know and understand the features of their activities. Also, during the training process, they will get acquainted with possible risks and problems (insurance of complications of medical tourism associated with a flight delay, a change in hotel accommodation, a delay in an operation, an incorrect operation, concomitant diseases, poor results or other unexpected cases), ways to solve them. | BPC | OC (optional component) | 2 |  |  |  | + | + |  |  | + |
|  | **II семестр** | | | | | | | | | | | | |
| 13 | Internship | Acquisition of practical skills for their application in the field of medical tourism at the bases specializing in medical tourism. | BPC | Internship | 5 | + | + | + | + | + | + | + | + |
| 14 | Experimental research work of a master student, including an internship and a master's project | Gaining experience, developing a research plan, mastering the methods of analysis and defining research objectives. The experimental research work of the undergraduate also involves the passage of an internship and the implementation of a master's project at foreign bases, specializing in medical tourism. |  |  | 13 | + | + | + | + | + | + | + | + |
| 15 | Final examination. Registration and defense of the master's project (RaDMP) | Design of the project for the purpose of practical implementation in healthcare organizations, regardless of the form of ownership. |  |  | 12 | + | + | + | + | + | + | + | + |
|  |  | **Total** |  |  | **60** |  |  |  |  |  |  |  |  |

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|  | Appendix 50  to the Model Professional  curriculum  postgraduate education in  medical and  pharmaceutical  specialties |

**The structure of the educational program of the master's program in the profile direction**

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| --- | --- | --- | --- | --- | --- |
| № | Name of cycles and disciplines | General labor intensity | | | |
| with a typical study period of 1 year | | with a typical study period of 1,5 year | |
|  |  | in academic hours | in academic credits | in academic hours | in academic credits |
| 1 | 2 | 3 | 4 | 5 | 6 |
| 1. | Theoretical training | 1050 | 35 | 1800 | 60 |
| 1.1 | Cycle of basic disciplines (BPQ) | 300 | 10 | 450 | 15 |
| 1) | University component (UK) | 180 | 6 | 180 | 6 |
|  | Foreign language (professional) |  |  |  |  |
|  | Medical tourism management |  |  |  |  |
|  | Psychology of management |  |  |  |  |
| 2) | Optional component (OC) | 120 | 4 | 270 | 9 |
| 1.2 | Cycle of major disciplines (BPC) | 750 | 25 | 1350 | 45 |
| 1) | University component (UK) |  |  |  |  |
| 2) | Optional component (OC) |  |  |  |  |
| 3) | Internship |  |  |  |  |
| 2 | Experimental research work | 390 | 13 | 540 | 18 |
| 1) | Experimental research work of a master student, including an internship and a master's project | 390 | 13 | 540 | 18 |
| 3 | Additional types of training (ATT) |  |  |  |  |
| 4 | Final certification (FA) | 360 | 12 | 360 | 12 |
| 1) | Registration and defense of the master's project (RaDMP) | 360 | 12 | 360 | 12 |
|  | Total | 1800 | 60 | 2700 | 90 |