

管院學士班課程大綱

BA/BBA Program Syllabus

2019.12.16 修訂

系所 Department	資訊管理學系 Information Management		必修 compulsory/elective	選修 Elective (醫資所必先修)
課程名稱 Course title	Management for Healthcare Organizations/醫務管理		學分數 Credit(s)	3
學年/學期 academic year/Semester	115-1 學期 Fall semester 2026		上課地點 Classroom	管院 616B
講授教師 Instructor	林育秀		上課時間 Time	Monday, 13:10~16:00
教師辦公室&諮詢時間 Instructor office number & office hour	管院 614 Monday	教師聯絡資訊 Instructor Contact	Phone: #34614 Email: yuhsiu@ccu.edu.tw	
助教 Teaching assistant	TBA	助教 聯絡資訊 TA contact	Email: TBA	
先修課程 Pre-requisite courses	N/A			
課程目標 Course Objective	This course provides an overview of health care that thoroughly addresses health care and public health care services. During the course, you may learn and understand: the health care services delivery system, the major players in health care services, and the challenges in health care delivery. In addition to the usual topics in an introduction to health care services, this course further provides extensive coverage of the chronic disease epidemic, discussions about the community-centered health home model, and pursuit of quality care.			
AACSB 學習品質保證學習目標 Assurance of Learning (AOL) Learning goals *請先選填為主要或次要學習目標(Major or minor learning goal)，再選擇對應之學習目標				
主要學習目標 Major learning goal 目標 4：全球視野 LG4:Global Perspectives		次要學習目標 Minor learning goal 目標 3：問題解決能力 LG3:Problem Solving Skills		次要學習目標 Minor learning goal 目標 5：商業倫理 LG5:Business Ethics
教材 Teaching materials	1. Buchbinder, S. B. & Shanks, N. H. (2020). Introduction to health care management. Jones & Bartlett. (ISBN: 9781284081015) 2. Healey, B. J. (2015). Introduction to health care services: foundations and challenges. Jossey-Bass, A Willey Brand. 3. Gupta, S. D. (2022). Healthcare System Management: Methods and Techniques. Springer. ISBN: 978-981-19-3075-1; eBook ISBN: 97-981-9-3076-8. 4. Kiel, J. M., Kim, G. R., Ball, M. J. (2022). Healthcare information management systems: Case, strategies, and solutions. Fifth edition. Springer. ISBN: 978-3-031-07911-5; eBook ISBN: 978-3-031-07912-2.			
網址 Course website	E-course			

教科書/參考書 Textbooks/Reference	1. Lee, P. C., Wang, T. H., Chen, C. H., Peng, C. H. (2022). Digital health care in Taiwan: innovations of national health insurance. Springer. (ISBN: 978-3-031-05160-9) (e-BOOK available)			
評量方式(請填百分比) Assessment	課堂參與 Participation	25%	個案討論 Case study	35%
	作業 Homework	20%	專題 Project	%
	小考 Quiz	%	其他 1 other ()	%
	期中考 Midterm	%	其他 2 other ()	%
	期末考 Final	20%	其他 3 other ()	%
	報告 Presentation	%	其他 4 other ()	%
其他說明 Other description	1. Academic Honesty: Academic integrity policy, based on the law: https://goo.gl/z6UqZ2 (Please read and understand). Most students are expected to be honest in your academic work, hence, you are expected to comply with the law. All research papers/assignments will be submitted through SafeAssignment to verify the originality of work and the adequacy of citation of sources. 2. Assignments are due on dates and at times note: Under normal circumstances, late work will NOT be accepted without prior agreement, except in the case of an emergency. You should contact me directly via e-mail if you have difficulty submitting an assignment on time. All assignments are due by close of business (COB) the day. 3. Student Disabilities: Please contact me personally at the beginning of the semester if you have a condition or disability that may interfere with your performance in this course. We can discuss accommodations that may be necessary to allow you to participate fully and to facilitate your learning opportunities in the class.			

課程規劃表 Course Schedule

週次 week	日期 Date	內容 Description	教材章節 Textbook	其他說明 Remark
1.	9/7	Introduction		
2.	9/14	An overview of health care management		
3.	9/21	Healthcare service delivery: providers and hospital		
4.	9/28	Break		
5.	10/5	Healthcare service delivery: public health services 		
6.	10/12	Quality improvement basics 		
7.	10/19	Guest lecture Speaker: Topic:		
8.	10/26	Break		
9.	11/2	Midterm--Case study group discussion		
10.	11/9	Financing health care and health insurance 		
11.	11/16	Ethic and Law 		
12.	11/23	AI in Healthcare https://www.youtube.com/watch?v=0EW3uUCCoUc 		
13.	11/30	1. Case study 1: ESG in Healthcare Case study 2: Blockchain in healthcare 		
14.	12/7	Case study 3: Telemedicine Case study 4: Big data in healthcare 		
15.	12/14	Case study 5: Smart healthcare Case study 6: Digital transformation 		
16.	12/21	Final		
17.	12/28	Self-learning: Health keeper movie 1		
18.	1/4	Self-learning: Health keeper movie 2		

Conceptual framework (15%)

Each of you need to submit **TWO** conceptual framework during the whole semester. However, for each CHAPTER (not case study) only allows 5 students (to be determined) to present it. Therefore, you need to arrange your own work and report what you selected to TA. You need to read those assigned paper, and prepare **ONE** conceptual framework. You may allow apply any generative AI tools for preparing your work. However, you need to reveal the tool and prompts. For this work, you may only submit WORD or PDF documents. File name: **Student number-Name-Week number**, e.g: 5*****-林育秀-Week 6.

How to develop a conceptual framework?

For each class, students will identify (working individually, no group work) among the readings representing major issues on the topic. You will use the major issues or factors to develop a conceptual framework that represents the core issues with the causal/ mediating variables impacting the core issues/phenomena/ players (as applicable) within the topic of the day. (I will present one as an example the first day of class.)

A CONCEPTUAL FRAMEWORK IS A MENTAL MAP OF THE TOPIC. IT CAPTURES THE KEY ELEMENTS, IDENTIFIES WHAT ARE THE CAUSAL AND EFFECT VARIABLES, THE RELATIONSHIPS AND DIRECTION OF RELATIONSHIPS, IN THE TOPIC.

You will turn in this conceptual framework before the class each day. You should be prepared to defend your conceptual framework. Additionally, all students will come fully prepared to actively discuss, raise issues, and answer questions in the course of the students' presentation. If time permits, any random student can be asked to present their own framework to class just highlighting what is different about their own framework compared to the presenters.

After class, I will put up on e-Course a pdf document of all your frameworks to all class students so that you all have a chance to improve your conceptual frameworks for future.

For students who **miss class for whatever reason, you will prepare a full NARRATIVE paper to explain your own framework, along with coverage of all articles and turn it in along with your framework on the next class day.** This will give me a sense of your thought process that led to your framework that you could not be present in class to share. There is no page length limits for this paper. Use what you need to describe your framework and pull in material from all papers with citations.

Assigned reading:

2. Quality improvement basics

- (1) Improving patient outcomes through effective hospital administration: a comprehensive review
- (2) Service quality in the healthcare sector: a systematic review and meta-analysis
- (3) Quality of healthcare services in focus: the role of knowledge transfer, hierarchical organizational structure and trust

3. Financing health care and health insurance

- (1) The Lancet Global Health Commission on financing primary health care: putting people at the centre

4. Ethic and Law

- (1) Legal and ethical consideration in artificial intelligence in healthcare: who takes responsibility?
- (2) The ethical issues of the application of artificial intelligence in healthcare: a systematic scoping review
- (3) Ethical, legal, and social considerations of AI-based medical decision-support tools: a scoping review

5. AI in Healthcare

- (1) Shaping the future of AI in healthcare through ethics and governance
- (2) Large language models for improving cancer diagnosis and management in primary health care settings
- (3) Challenges to implementing artificial intelligence in healthcare: a qualitative interview study with healthcare leaders in Sweden

Case study (40%--15% for oral presentation, 25% for paper)

The term paper will be arranged **6 case studies**. Students are required to complete one **FIVE-page** research paper on the topic of their choice and to submit their research paper in the week **BEFORE** the presentation week and due by close of business (COB) the day.

Paper will use the following format (Language use: Mandarin or English)

Main Text. The text of the article is limited to **FIVE TO SIX** pages in English or **SEVEN TO EIGHT** pages in Mandarin with **SINGLE spaced pages**, **NOT** including the cover page and reference pages (or abstract and table of contents which are not required - but if used). Charts, graphs, photos, drawings, lists and extended quotes will **NOT** count against the assigned pages of written text required.

1. **Introduction:** Based on the reference paper, you need to develop a conceptual framework (one page), and a brief introduction of your conceptual framework (No longer than 1.5 pages).
2. **What this issue talking about?**
3. **Why this issue important?**
4. **What should we learn from this issue?**
5. **Conclusion.**
6. **References.** The **APA 7** standard will be used. A minimum of **5** references must be used. Your references should consist primarily of peer-reviewed journal articles. References can include material from the Internet if from a reputable source. Wikipedia is **NOT** a reputable source. Reputable sources include government agencies and professional organizations, for data and policy statements. Citations should be presented in APA 7 format. The Word “footnote” function can be used to accomplish this if you do not have EndNote.

Tables/graphs should immediately follow the references.

Teamwork sheet. Please to identify your responsibilities in your term paper. Each one should be assigned at least one work, but not summarized or oral presentation.

Declaration of generative AI in academic writing. You must disclose the use of generative AI and AI-assisted technologies in the writing process by adding a statement. Also, you need to provide the transcripts as the attachment.

Oral presentation

You will present your papers and share ideas in class. Presentations are to be in PowerPoint (not PDF or Canva), with effective use of margins, white space, and templates that are professional and easy to read. Insert page numbers on all assignments. Each group will have sufficient time to present their own work, and the length will be 40-60 minutes. Every student should present at least **5 minutes**. Other groups **SHOULD** point out at least **one** question for the topic. You may grade others work inter- and intra-group. Please do your best.

Topic:

1. ESG in Healthcare

- (1) Impact of green human resource management towards sustainable performance in the healthcare sector: role of green innovation and risk management
- (2) How to manage sustainability in healthcare organizations? A processing map to include the ESG strategy
- (3) The Role of Strategic Management in the Big Data and ESG Integration in the Global Healthcare Management Market

2. Blockchain in healthcare

- (1) Can Blockchain Improve Healthcare Management
- (2) A systematic study on integrating blockchain in healthcare for electronic health record management and tracking medical supplies
- (3) Evaluating the impact of blockchain technology in healthcare data management: A review of security, privacy, and patient outcomes

3. Telemedicine

- (1) Revolutionizing healthcare: how telemedicine is improving patient outcomes and expanding access to care
- (2) A review of emerging trends in telemedicine: Healthcare delivery transformations
- (3) Health management via telemedicine: Learning from the COVID-19 experience
- (4) Evolution of smart healthcare: Telemedicine during COVID-19 pandemic

4. Big data in healthcare

- (1) The management of digital competence sharing in health care: A qualitative study of managers' and professionals' views
- (2) A comprehensive review of data analytics in healthcare management leveraging big data for decision-making
- (3) Big data analytics in the field of multifaceted analyses: a study on “health care management”
- (4) Data analytics in healthcare: a review of patient-centric approaches and healthcare delivery

5. Smart healthcare

- (1) Where do models for change management, improvement and implementation meet? A systematic

review of the applications of change management models in healthcare

- (2) Evaluation of challenges for adoption of smart healthcare strategies
- (3) AI-assisted facial analysis in healthcare: From disease detection to comprehensive management

6. Digital transformation

- (1) Digital transformation in healthcare: Analyzing the current state-of-research
- (2) From electronic health records to clinical management systems: how the digital transformation can support healthcare services
- (3) Digital transformation in healthcare: insights on value creation
- (4) Digital transformation, for better or worse: a critical multi-level research agenda

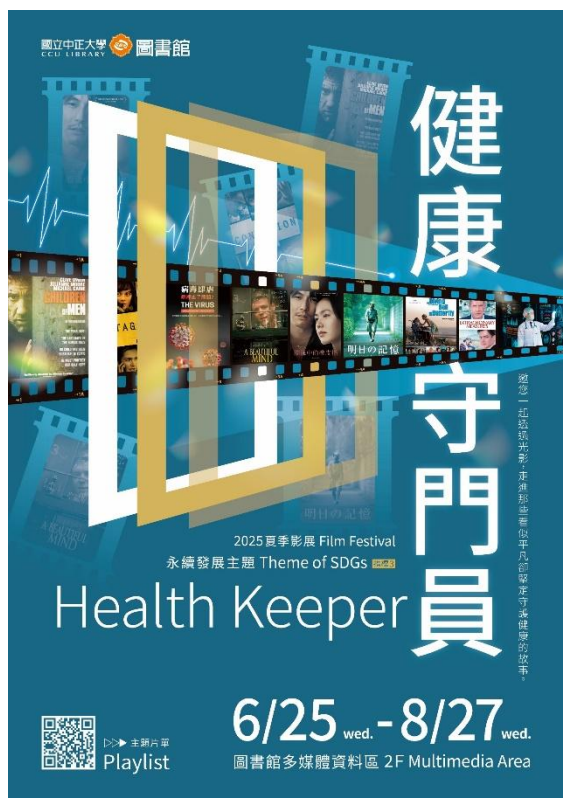
Examinations

Quiz and final examination will be held on Monday. Students should **NOT** discuss the exams or work in groups.

Self-learning

CCU library: Theme of SDGs, Film Festival

Topic: Health Keeper



Link:

https://ccu.primo.exlibrisgroup.com/discovery/collectionDiscovery?vid=886CCU_INST:886CCU_INST&collectionId=81176908030007979&lang=zh-tw

Please select **TWO** films from the list of 42 titles that genuinely interest you. After watching them, write an essay (500–1000 words) in which you reflect on and critically engage with the content, themes, or messages presented in the films.

1  錄影資料 當科技巨頭掌控我們的健康	2  錄影資料 病毒肆虐 哪裡出了問題? = The virus: What went wrong?	3  錄影資料 過敏警報 免疫系統中的偏執狂 = Allergy alert : Paranoia in our immune system.	4  錄影資料 疫情來襲 我們的故事 = Affected: the story of uS.	5  錄影資料 心理健康與壓力 (I) In my mind.
6  錄影資料 粉紅雲 The pink cloud.	7  錄影資料 屍速列車 感染半島 = Peninsula.	8  錄影資料 屍戰新世界 Zombitopia.	9  錄影資料 珊瑚礁裡的倖存者 Coral reef survivors.	10  錄影資料 自然的平衡 田野裡的戰爭與和平 = War & peace in the countryside.
11  錄影資料 柔柔	12  錄影資料 日落大夢 The dream never sets.	13  錄影資料 南丁格爾 A bittersweet dilemma.	14  錄影資料 永續未來 Sustainable futures.	15  錄影資料 新冠疫情改變了世界 Coronavirus : how the world is changing.
16  錄影資料 基因編輯技術的突破與挑戰 The CRISPR revolution : genome editing.	17  錄影資料 全境擴散 Contagion /.	18  錄影資料 站在伊波拉病毒最前線 Ebola Frontline.	19  錄影資料 抗生素vs超級細菌 The trouble with antibiotics.	20  錄影資料 比悲傷更悲傷的故事 More than blue.
21  錄影資料 末日光景 The End Time.	22  錄影資料 我的囁囁老師 Hichki.	23  錄影資料 我發瘋的那段日子 Brain on Fire.	24  錄影資料 屍速列車 부산행 = Train to Busan	25  錄影資料 一念無明 Mad world.
26  錄影資料 女孩別哭 Kick It !.	27  錄影資料 愛的萬物論 Theory of Everything /.	28  錄影資料 猩球崛起:黎明的進擊 Dawn of the Planet of the Apes	29  錄影資料 伊波拉病毒:尋找療法 Ebola - The Search for a Cure.	30  錄影資料 人類之子 Children of men
31  錄影資料 樂業人 : A Rolling Stone	32  錄影資料 派特的幸福劇本 The Silver Linings Playbook.	33  錄影資料 美麗境界 A beautiful mind /.	34  錄影資料 被遺忘的時光 = The Long Goodbye	35  錄影資料 叫我第1名 Front of the class
36  錄影資料 潛水鐘與蝴蝶 The diving bell and the butterfly	37  錄影資料 殺手病毒:可能引起下一場瘟疫浩劫	38  錄影資料 愛的代價 Extraordinary measures /.	39  其他 腦海中的橡皮擦 = A moment to remember /.	40  其他 明日的記憶 Memories of tomorrow
41  錄影資料 看不見的危機 生活用品真相 = What's really in own	42  錄影資料 食品詐欺 Food fraud : an organised crime?			

Use of Cell phones and Laptop Computers in Class

Cell phones are to be turned off and **put away during class** unless otherwise instructed. You may use of laptops, I-pads, I-phones, or other electronic devices during class, but please only apply in our course **not others**. All students are required to be fully engaged throughout and highly encouraged to make (hand-written) notes actively.

The rubric for grading papers and conceptual frameworks as following. Similar considerations will be used for grading class participation.

CATEGORY	10	7	4	1	Total points
Paper text (20%)	Covers major points and needs no further explanation	Can be understood but some major points not covered	Contains digressive descriptions with nil or marginal relevance	Too general to be a scholarly paper/proposal	
Integration of knowledge & depth of discussion (20%)	The paper demonstrates that you fully understand and has applied concepts learned in the course. In-depth discussion and elaboration in all sections of the paper.	The paper demonstrates that you, for most part, understands and has applied concepts learned in the course. In-depth discussion and elaboration in most sections of the paper.	The paper demonstrates that you, to a certain extent, understands and has applied concepts learned in the course. The writer has omitted pertinent content or content runs-on excessively.	The paper does not demonstrate that you fully understood and applied concepts learned in the course. Only brief discussion in a few sections of the paper.	
Neutral Voice (20%)	Uses neutral voice (no bias)	Contains slightly perceived bias (deviation in a direction away from the articles' themes)	Contains perceived bias (persistent focus on a contradiction or direction that is inconsistent with assigned articles)	Obviously one-sided bias or mostly focused on personal opinions/anecdotes	
Synthesis of Complex Information (15%)	Synthesized information from many sources, logical progression throughout	Contains logical progression of thought	Difficult to follow presented information	Contains digressive illogical sequence of thought	
Topic/Issue Conclusions (15%)	Conclusive statements are logical based on material presented and supported by assigned papers	Conclusions are not readily apparent but can be inferred based on facts indicated in the paper	Conclusions are questionable and unsupported by evidence/expert sources	Conclusions are illogical	
CONCEPTUAL FRAMEWORK SCORING	Comprehensively covered key elements/concepts from assigned papers, direction of associations accurate, precise and concise constructs	Captured most of the key elements available, directions of association accurate	Lack of precision in concepts captured, Patchy capture of constructs, several articles not represented in CF	Difficult to identify a meaningful train of thought, causal or relational pathways	