Basics of management and marketing in dental practice

1. IMPRINT

Academic Year	2026/2027
Department	Faculty of Medicine and Dentistry
Field of study	English Dentistry Division
Main scientific discipline	Medical science
Study Profile	General academic
Level of studies	Uniform MSc
Form of studies	Full-time program
Type of module/ course	Obligatory
Form of verification of learning outcomes	Completion
Educational Unit / Educational Units	Department of Social Medicine and Public Health ul. Pawińskiego 3a, 02-106 Warszawa, tel.: 22 116 63 35 e-mail: msizp@wum.edu.pl

Head of Educational Unit / Heads of Educational Units	Prof. dr hab. n. med. Aneta Nitsch-Osuch
Course coordinator	Prof. dr hab. n. med. Aneta Nitsch-Osuch; anitsch@wum.edu.pl
Person responsible for syllabus	Dr hab. Magdalena Łoś; mbogdan@wum.edu.pl
Teachers	Dr hab. Magdalena Łoś; mbogdan@wum.edu.pl

2. BASIC INFORMATION

Year and semester of studies	5th year, 10th semester	**Number of ECTS credits**	1

FORMS OF CLASSES / **Contacting hours with academic teacher**	**Number of hours**	**ECTS credits calculation**
Lecture (L) in the form of e-learning	4	0.15
Seminar (S)	8	0.30
Practical classes (PC) in the form of e-learning	4	0.15
Unassisted student's work		
Preparation for classes and completions	14	0.40

3. COURSE OBJECTIVES

O1	To gain the knowledge of marketing and management basics in dentistry office.
O2	To prepare graduates of the English Dentistry Division to conduct medical activities in the forms prescribed by law.

4. STANDARDS OF LEARNING – DETAILED DESCRIPTION OF EFFECTS OF LEARNING

Code and number of effect of learning in accordance with standards of learning *(in accordance with appendix to the Regulation of Minister of Science and Higher education from 26th of July 2019)*	**Effects in time**
Knowledge – Graduate* knows and understands:	
G.K8.	knows the principles of function, management, and informatization of enterprises of the medical entity and other public health institutions.
G.K10.	knows the principles of mediation and concluding contracts for the provision of health services in the public and private sectors.
G.K23.	knows the legal framework for communication in medicine.
G.K27.	knows the laws and regulations governing the conduct of health care operations.
G.K28.	characterizes the basic obligations of the employee and the employer.
Skills– Graduate* is able to:	
G.S13.	knows the principles of managing health care institutions
G.S14.	prepares a competitive bid related to the provision of health services.
G.S15.	is able to organize and run his/her own dental office.
G.S16.	is able to work in a team and to lead a team in a dental office.
G.S27.	is able to act in the conditions of uncertainty and stress

** In appendix to the Regulation of Minister of Science and Higher education from 26th of July 2019„graduate", not student is mentioned.*

5. ADDITIONAL EFFECTS OF LEARNING *(non-compulsory)*

Number of effect of learning	**Effects of learning i time**
Knowledge – Graduate knows and understands:	
-	-

Skills– Graduate is able to:	
-	-
Social Competencies – Graduate is ready for:	
-	-

6. CLASSES

Form of class	Class contents	Effects of Learning
Lectures	L1 - Lecture 1 – Fundamentals of the theory of organization and management in a healthcare institution, including the conditions of a dental office.	G.K8., G.K10., G.K27., G.K28.
Seminars	S1 – Seminar 1 – Fundamentals of marketing and social communication theory in health care – features of social marketing and differences from commercial marketing, logic model of social intervention, principles of social communication in health care.	G.K8., G.K23., G.K27., G.K28.,G.S13. - G.S16.
	S2 – Seminar 2 – Dental management – Part 1: Fundamentals of strategic and operational management, quality of services, and use of innovative information technology (IT) tools in dental management.	G.K8., G.K23., G.K27., G.K28., G.S13. - G.S16., G.S27.
	S3 – Seminar 3 – Dental management – Part 2: Basic medical communication issues, including negotiation methods and techniques for working with conflict patients.	G.K8., G.K23., G.K27., G.K28., G.S13.- G.S16. G.S27.
	S4 – Seminar 4 – Presentation of the results of marketing strategies for the functioning of the health care institution, including the conditions of a dental office, and group discussion.	G.K8., G.K23.,G.K27., G.K.28.,G.S13.- G.S16., G.S27.
Practical classes (PC)	PC1 – Practical classes 1 – Preparation of a marketing strategy for the functioning of the health care institution, including the conditions of a dental office.	G.K8., G.S15., G.S16.

7. LITERATURE

Obligatory

1. Bercovitz E. Essentials of the health care marketing. 3rd edition.
2. Feldstein P. Health care economics. 3rd edition.
3. Swayne L.E., Duncan W.J., Ginter P.M., Strategic Management of Health Care Organizations. 6th edition.

Supplementary

1. Getzen, T., Health Economics: Fundamentals and Flow of Funds, John Wiley & Sons, Inc., 1997.

8. VERIFYING THE EFFECT OF LEARNING

Code of the course effect of learning	Ways of verifying the effect of learning	Completion criterion

G.K8., G.K10., G.K27., G.K28. G.K8., G.S15., G.S16. G.K8., G.K23., G.K27., G.K28. G.S13.,G.S.14 G.S27.	Active participation in online lectures. Active participation in seminars and preparing a presentation. Active participation in e-learning practical classes and preparing a practical project. The course ends without a grade (only receiving credit) and will be verified on the basis of: • active participation in lectures, seminars, and practical classes evaluated by the teacher, • finishing the practical tasks assigned by the teacher in frame of seminars, • preparation of a project in the form of a marketing strategy for a dental office, in frame of practical classes.	Finishing the tasks within seminars. Preparation and presentation of a project in the form of a marketing strategy for a dental office.

9. ADDITIONAL INFORMATION

1. Course coordinator: dr hab. Magdalena Łoś, Ph.D.; mbogdan@wum.edu.pl
2. Classes are held in the form of lectures (e-learning), seminars and practical classes (e-learning).
3. Before attending seminars, students should consult recommended literature.
4. Class attendance is mandatory. In particularly justified cases, it is possible to make up for it basic rules.
5. Students are obliged to participate in the course in the particular semester.
6. The group change is possible only after formal approval of head of the department.
7. Rewriting the grade is possible only after formal approval of head of the department, in the 4 first semester weeks.
8. The Student Scientific Society of Healthcare Management run by the Department of Social Medicine and Public Health of the Medical University of Warsaw is supervisored by dr hab. Magdalena Łoś; mbogdan@wm.edu.pl). Information about The Student Scientific Societies is available on the Department's website: https://msizp.wum.edu.pl/