



FH Burgenland

UNIVERSITY OF APPLIED SCIENCES

ECTS - Guide

University of Applied Sciences

Bachelor's degree

Health management and health promotion

(0268)

Academic year 2020/2021

GLG

Module Fundamentals of Health

ECTS total: 7 ECTS

Acquisition of competence:

The students...

- recognize the differences in the health promotion approach compared to models of preventive and curative medicine and care
- are able to distinguish between salutogenetic and pathogenetic approaches to health development
- are able to understand the structure and framework conditions as well as environments and their changes in the Austrian health care system and to assess further developments in the health care sector and their effects on health care institutions
- have a basic understanding of the specifics and characteristics of health care facilities
- know the most common theories and definitions of health and illness
- know the essential structures and processes of a hospital
- are able to identify the tasks and activities of the most important stakeholders in the Austrian health care system on the basis of the overview obtained
- get an overview of the Austrian health care system with special consideration of the extra- and intramural facilities
- recognize the current status and future developments of the health care system
- know services, costs and financing of the health care system
- get an insight into the Austrian health care system
- get an overview of the most important functional complexes of the human organism
- are enabled to communicate with health professionals on a professional level
- understand the importance of physiological information systems for health and disease
- become familiar with information processing in the somatic nervous system
- get to know the integrated functioning of the nervous system on the basis of reflex arcs
- know the Form of teachings of energy production for muscular activity
- get to know the basics of thermoregulation as an example of the physiological confrontation of the human organism with natural climatic stimuli
- understand the characteristics of endocrinological information processing
- understand the functioning of the cardiovascular system as one of the two vital functions of the organism
- are informed about the system of external and internal respiration and gain knowledge about the second vital function of the organism and the functional connection of the two vital functions
- know the basics of energy formation in the organism and understand the importance of sufficient energy supply for all life processes
- are informed about the basics of the regulation of the water and salt balance and their importance for health
- know and understand the importance of the acid-base balance for the functionality of the organism
- can critically assess the effects of diet and the intake of base preparations
- can define the three groups of macronutrients and describe the metabolic processes during the assimilation of macronutrients
- know the basics of the physiological hunger-saturation mechanism and the special importance of energy metabolism for the regulation of food intake
- are informed about the definitions and terms relating to micronutrients - vitamins and trace elements
- can provide information on the stages of the micronutrient supply situation and have knowledge of the diagnosis of situations of poor micronutrient supply
- know essential aspects of the argumentation of alternative forms of nutrition and know about the characteristics of individual, selected alternative food forms
- are able to classify the significance of adaptation-physiological processes for health and disease

LV number	G0268GLG01 + 02
Course title	Austrian Health Care + Excursion
Form of teaching	Lecture + Excursion
Semester	first semester
Teaching units	VO 30 EXK 15
ECTS	2 ECTS each
Examination modalities:	VO: LV final examination EXK: LV-immanent test character

Contents:

- models of disease and health development
 - legal basis of the health care system in Austria
 - Definition of health, health development and health promotion
 - Sociodemographic data and health status of the population
 - Health and disease: approaches, theories (salutogenesis and pathogenesis) and methodological approaches
 - the individual and the population perspective (public health)
 - The Austrian health care system in the social context: development, functions, health determinants
 - Hospitals: Corporate structure, goals, financing, fundraising, services and accounting
 - Future challenges for the health care system
 - Financing of the Austrian healthcare system
 - current developments in the Austrian health care system, health care reforms
 - Implementation of excursions
 - Writing excursion reports
 - Reflection of the excursions
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LV number	G0268GLG03
Course title	Human Biology
Form of teaching	Lecture
Semester	sophomore year
Teaching units	45
ECTS	3 ECTS

Examination modalities: **LV final examination**

Contents:

- Levels of physiological information in the human organism
- somatic and autonomic nervous system
- Muscle function and energetics
- General endocrinology and major hormone systems
- Physiology of the cardiovascular system
- Respiratory Physiology
- Basic functions of the blood
- Thermoregulation
- Basics of kidney function
- Liquid balance and requirements
- Acid-base acidification
- Basics of the energy metabolism
- Overweight and diets
- Physiology of the gastrointestinal tract
- Bioavailability
- Fat metabolism and Omega-3 fats
- cholesterol, HDL, LDL, triglycerides
- Carbohydrate metabolism and glycaemic index
- Fructose
- Fasting
- protein metabolism and needs
- Protein toxicity
- Selected vitamins
- Quantity elements
- Salt and health
- Selected trace elements
- Supplements/food supplement
- Healthy and unhealthy nutrition
- Dietary diseases
- Circadian system and chronobiology
- Performance Physiology
- Ergometry
- Contraindications for sports
- Recommendations for sport

BWL1

Module Business Administration I

ECTS total: 12 ECTS

Acquisition of competence:

The students...

- acquire basic knowledge of business administration, which is necessary for an independent judgement of economic, business management or commercial contexts
- become competent contact persons and have the necessary basis for entrepreneurial thinking and acting
- gain an insight into the areas of business management and operational accounting with regard to bookkeeping, balancing and cost accounting
- gain an insight into the preparation and execution of national and international annual financial statements in compliance with legal requirements
- acquire skills to identify business problems, develop solutions to them and thus gain an understanding of business decisions
- know the business objectives of a company and recognize the operational interrelationships
- understand the language used by business economists
- have the opportunity to obtain the international certificate of business competence - European Business Competence Licence Level A

LV number	G0268BWL101 + 102
Course title	Business Administration I + Exercise on Business Administration I
Form of teaching	Lecture + exercise
Semester	first semester
Teaching units	30 each
ECTS	REGULATION 3 ECTS UE 2 ECTS

Examination modalities: **VO: LV final examination**
UE: LV-immanent examination character

Contents:

- Structure and history of business studies
- The concept of economic activity
- Economic principles
- Legal forms and business environment
- Procurement and logistics
- Production and services
- Marketing
- Financing, finance plan and key creditworthiness figures
- Investment

LV number	G0268BWL103 + 104
Course title	Accounting + accounting exercise
Form of teaching	Lecture + exercise
Semester	first semester
Teaching units	30 each
ECTS	REGULATION 3 ECTS UE 2 ECTS

Examination modalities: **VO: LV final examination**
UE: LV-immanent examination character

Contents:

- Introduction to the systems of corporate accounting
- Financial Accounting
- double-entry bookkeeping
- cash basis accounting
- Business taxes (e.g. sales tax, income tax)
- Special business cases (e.g. salaries and salary-related taxes)
- Annual financial statements and accounting (valuation of assets, balance sheet and profit and loss account)
- International Accounting

LV number	G0268BWL105
Course title	Cost management I
Form of teaching	Integrated course
Semester	first semester
Teaching units	15
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Connection between external and internal accounting
- Tasks of cost accounting
- Structure and subareas of cost accounting
- Cost terms and definitions
- Cost accounting systems
- Cost-Form of teaching accounting - farm transfer sheet (BÜB)
- Special features of cost accounting in health care facilities

EHP

Modul English for Health Professionals

ECTS total: 3 ECTS

Acquisition of competence:

The students...

- achieve a consolidation of the communicative and linguistic competence in the foreign language English
- extend the ability to read and understand demanding texts, lectures and presentations on health science topics, to discuss specific topics and to express and defend one's own opinion
- have a basic understanding of the different levels of formality in the English language
- expand and consolidate their self-confidence in the use of the foreign language English in a health context
- are able to distinguish between the different tenses of the English language and apply them correctly
- know a number of important health and medical terminology, including collocations and phrasal verbs, and can use them correctly
- know the influencing factors, the symptoms and the course of non-communicable diseases, such as diabetes and high blood pressure

LV number	G0268EHP01
Course title	English for Health Studies I
Form of teaching	Language course
Semester	first semester
Teaching units	30
ECTS	1 ECTS

Examination modalities: **LV-immanent test character**

Contents:

Sample topics

- The human body & its functions
- Talking about health
- life expectancy
- Healthy vs. sedentary lifestyle
- Physical fitness and training
- Food literacy & nutrition
- nutrition-related diseases (e.g. diabetes, hypertension)

Language topics

- Plagiarism sensitivity training
- Proper register use
- Present & future tenses
- Phrasal verbs, collocations

LV number	G0268EHP02
Course title	English for Health Studies II
Form of teaching	Language course
Semester	sophomore year
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

Sample topics

- Health promotion & disease prevention
- Social inequalities & health
- health psychology
- Mental health
- Stress & burnout
- Communication in healthcare
- Science and technology of healthcare
- alternative medicine
- Occupational health

Language topics

- English syntax
- Proper register use
- Past & present perfect tense
- Adjectives/adverbs & comparisons

MAG

Module Management of Health

ECTS total: 9 ECTS

Acquisition of competence:

The students...

- have the ability to recognise behaviour-related health problems
- acquire skills to develop an understanding of solution strategies on different levels of behaviour
- gain insight into the basic knowledge of health psychology, nutrition and movement sciences in connection with psychosomatic and behavioural factors in the development of disease
- learn the basics of behaviour-oriented movement promotion
- are able to assess the competencies of the professions in Austria dealing with mental health and to use this knowledge in job advertisements
- are familiar with basic psychological mechanisms of behaviour control and behaviour change and are able to use them in the development of behaviour prevention programmes
- know the elements of good professional communication and are able to analyse and evaluate conversations in this respect
- can identify key factors that trigger stress, especially in the workplace
- are familiar with their own resources for coping with stress
- know the key factors that are important for health-related behavioural change
- learn about and evaluate the main risk factors for health
- get to know possibilities to measure potential and manifest health
- know and understand the background and techniques of relaxation induction
- know about the most effective break schedules and other ways to promote recreation
- gain insight into the basic knowledge of health psychology
- can understand and interpret tables and graphics from primary literature in English
- are able to research, develop and instruct (apply) simple measures for active break design
- are able to listen and discuss questions of health psychology in a technically correct way
- are able to reflect on technical issues in small groups and develop proposals for solutions
- are able to view nutrition from different dimensions
- acquire skills to critically question and interpret nutritional recommendations
- Acquire skills to assess dietary programmes for their health-promoting effects and sustainability

LV number	G0268MAG01
Course title	Health Training
Form of teaching	Integrated course
Semester	first semester
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Health and disease: approaches, theories (salutogenesis and pathogenesis) and methodological approaches
- Exercises for behaviour-oriented health promotion
- Importance of multipliers in health promotion
- Practical exercises for multiplier training

LV number	G0268MAG02
Course title	Health Psychology
Form of teaching	Integrated course
Semester	sophomore year
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Legal anchoring of the professions concerned with mental health and health psychology
- Psychological foundations of health psychology: perception, attention, learning, cognitive dissonance, attribution, attitude, motivation, communication
- Basics of professional communication
- Psychosocial stress: views, models (fight/escape, general adaptation syndrome, transactional model, resource model), triggers, work stress, stress consequences, stress management
- models of health behaviour (model of health beliefs, model of planned behaviour, self-efficacy, trans-theoretical model)
- Selected health and risk behaviours and their promotion or prevention: smoking, alcohol consumption, eating behaviour, physical activity
- capturing health-related variables/measurements of health
- Selected aspects of promoting health and well-being: Relaxation and relaxation techniques, mindfulness and mindfulness training, recreation and recovery

LV number	G0268MAG03
Course title	public health nutrition
Form of teaching	Integrated course
Semester	sophomore year
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Composition of healthy nutrition according to WHO
- Effects of healthy eating behaviour on health
- Nutritional science in line with needs and changing lifestyles
- Food related intolerances
- Food industry, additives versus biological food
- Functional Food & Nutritional Supplements
- Food Literacy, dimensions of nutrition, change of perspective in nutrition education
- Community catering

LV number	G0268MAG04
Course title	Promotion of physical activity
Form of teaching	Integrated course
Semester	sophomore year
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Exercise versus sport
- Epidemiology of the movement
- Public health relevance of sport
- Health potentials of physical activity
- Prevalence of physical inactivity
- Scientific evidence on sport and health
- Health economic evaluation of sport
- Guidelines for health-promoting physical activity

EMG

Module Evidence and Methods in Health Sciences

ECTS total: 8 ECTS

Acquisition of competence:

The students...

- are capable of formulating health science problems
- learn the scientific use of the library and its online accesses and relevant databases
- work out the state of the art of scientific literature, research scientific publications, prepare the state of knowledge
- be able to lead and participate in scientific discussions
- acquire the prerequisites for holding scientific presentations, both oral and written
- acquire the skills required for scientific work in the health sciences by working on selected health science issues
- learn the ability to critically evaluate and create qualitative and quantitative surveys, especially questionnaire construction, data management in the field of electronification of paper questionnaires, preparation of data for analysis and analysis approaches
- can use selected survey and evaluation tools
- know the empirical research process and are able to plan and carry it out step by step
- can evaluate empirical methods in health reporting
- know epidemiological study Form of teachings in the context of health science issues

LV number	G0268EMG01
Course title	Scientific work
Form of teaching	Scientific work
Semester	first semester
Teaching units	30
ECTS	4 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Definitions: Science, Theory, Empiricism
- Principles of scientific thinking
- Context dependence of scientific findings
- Relevance of technical terms and terminology as well as primary literature for the scientific community, especially in the health sciences
- Scientific problem situations and questions, principles of their treatment, methodical designs of scientific works
- Information procurement and information processing
- Preparation of results: Preparation of scientific texts according to formal, content-related and linguistic criteria, scientific referencing, presentation and discussion
- Subject-specific use of new media, scientific networks

LV number	G0268EMG02
Course title	Methods of health sciences
Form of teaching	Scientific work
Semester	sophomore year
Teaching units	30
ECTS	4 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Empirical research process
- (Social) epidemiological surveys
- Quantitative survey methods
- Qualitative survey methods
- Examples of measuring instruments in the health sciences
- Survey and evaluation tools
- Basics of descriptive statistics

MAT1

Module Management Technique I

ECTS total: 4 ECTS

Acquisition of competence:

The students...

- can rhetorically express oneself
- are able to design and conduct presentations independently
- can understand their personal requirements through coaching
- know the basic models of communication and are able to communicate in a brain-friendly way
- can perceive and consider the special needs of interlocutors, especially in a professional context
- know their own communication behaviour and are able to model it according to Form of teaching in communication situations
- can analyse their own and other people's communication behaviour and reflect on communication situations
- recognize the importance of a realistic self-image, know relevant influencing parameters of self-esteem and know how to develop them consciously
- know the motives that drive them and are able to motivate themselves
- are able to deal appropriately with their own emotions and limitations
- can convey content in a target group-oriented, professional and concise manner
- can master difficult situations during presentations
- know how to make their own person take effect
- are able to react attentively to people and situations
- are able to understand and consider roles (own and others) and their requirements
- have the knowledge to conduct information and clarification discussions professionally
- know how to cope with professional information and communication tasks in a situationally appropriate way

LV number	G0268MAT101
Course title	Communication
Form of teaching	Management techniques
Semester	first semester
Teaching units	30
ECTS	1 ECTS

Examination modalities: **active participation**

Contents:

- Communication models and axioms of communication
- Personality Models
- Nonverbal and paraverbal communication
- Principles of goal-oriented conversation management
- Self-perception and external image
- Flexibility
- Information filter, perception, holistic communication, brain-friendly communication, goal management
- Basics of conducting a conversation/conversation techniques
- Prepare conversation situations
- Different Form of teachings of calls
- patient- or client-oriented conversation
- Reflection of the own communication behaviour
- Fundamentals of the forms and paradoxes of human communication

LV number	G0268MAT102
Course title	Coaching I
Form of teaching	Management techniques
Semester	first semester
Teaching units	15
ECTS	1 ECTS

Examination modalities: **active participation**

Contents:

- Reflection of the personal situation during studies
- well-founded analysis of the coach's goals, potentials and resources in order to develop new perspectives and options for action

LV number	G0268MAT103
Course title	Presentation
Form of teaching	Management techniques
Semester	sophomore year
Teaching units	30
ECTS	1 ECTS

Examination modalities: **active participation**

Contents:

- Basic rules of presentation (3-T rule, visualization, ...)
- Presentation media and techniques
- Possibilities and means of concise presentation
- Dealing with disturbances and difficult situations
- Means of expression of the own person (clothing, voice, language, body)
- Roles and their requirements for persons
- Civil courage
- Diversity - different world views and intercultural differences
- Intra- and interpersonal interactions
- Sharpen sensitivity for people and situations

LV number	G0268MAT104
Course title	Coaching II
Form of teaching	Management techniques
Semester	sophomore year
Teaching units	15
ECTS	1 ECTS

Examination modalities: **active participation**

Contents:

- Reflection of the personal situation during studies
- well-founded analysis of the coach's goals, potentials and resources in order to develop new perspectives and options for action
- consideration of the principles of systemic coaching
- systemic and constructivist methods for the analysis of interaction patterns (circular questions and other systemic intervention techniques)

REC

Legal module

ECTS total: 11 ECTS

Acquisition of competence:

The students...

- gain an insight into the basic principles of civil law, health law, and labour, social and criminal law
- get an overview of the comprehensive subject matter of civil law
- get an insight into the basic features/structure of civil law
- can enter legal texts
- can deal with legal issues in a practical way
- gain a basic understanding of the contract design
- are able to recognise legal facts at an early stage and implement them in private and business life
- can deal with selected chapters of civil law for practical application
- get to know the legal provisions of labour and social law that are important for their professional life as well as the ways of law enforcement
- gain an overview of the main areas of commercial and company law
- get an overview of professional rights in the health care sector and the legal basis of hospitals
- gain an insight into the basic principles of health law
- know the legal foundations and interrelationships in relation to corporate law
- get an overview of Austrian corporate and company law
- explain the main regulations of company-related transactions
- know the requirements of a company in entrepreneurial activities
- use simple case studies to illustrate the legal dimensions of entrepreneurial activity
- can explain and describe basic regulations and terms from Austrian public law and intensify them in a profession-oriented manner
- get an overview of the Austrian constitutional system with special consideration of the federal and provincial constitutions
- recognize the current state of human rights and the future development of civil rights and liberties
- interpret the daily events of politics and constitutional development
- recognise the need for public action in relation to services of general interest
- get an overview of the proceedings before the authorities and highest courts
- gain an insight into the basic principles of individual and collective labour law
- get an overview of Austrian social law and the manifold influence of social law on the life of those subject to the law in Austria
- are able to identify problems in social law, to locate them in the social security system and to solve them in general terms
- get to know the legal provisions of labour and social law that are important for their professional life as well as the ways of law enforcement
- are able to solve labour law issues in a problem-oriented manner

LV number	G0268REC01
Course title	Public law
Form of teaching	Lecture
Semester	first semester
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV final examination**

Contents:

- State structure, National Council, Federal President, Supreme Bodies, Execution, Federal Council, Provincial Execution, municipalities, constitutional principles, basic rights, legal protection, courts of justice, Austria as a member of the European Union
- Main features of the organisation of authorities, general and special provisions of the administrative procedure, main features of the VStG with regard to official interventions
- Division of competences between the federal and state governments
- Federal legislation and enforcement
- Legislation and enforcement of the countries

LV number	G0268REC02
Course title	Civil law
Form of teaching	Lecture
Semester	sophomore year
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV final test**

Contents:

- Law in the objective and subjective sense
- Legal entities and objects of legal protection, legal transaction
- Conclusion of contract, declaration of intent, representation, statute of limitations
- Property Law
- Debt law Purchase, exchange, donation, safekeeping, loan, rent, lease
- Contract of service, contract for work, travel organization contract, unjust enrichment
- Tort law, management without mandate, consumer protection law
- Family law, inheritance law, special laws

LV number	G0268REC03
Course title	Labour and social law
Form of teaching	Lecture
Semester	3rd semester
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV final test**

Contents:

Labour Law

- Nature of the employment relationship
- Employment contract, company agreements, collective agreement
- Individual labour law: creation of an employment contract, obligations of the employer; obligations of the employee
- selected factual problems of individual employment law: termination of employment, continued remuneration, leave, equal treatment law
- Collective labour law: capacity to conclude collective agreements, conclusion of collective agreements, works constitution law

Social Law

- various Form of teachings of social security system (insurance, care, welfare)
- Structure and structure of the Austrian social security system
- Insured persons and other entitled persons
- Conditions of eligibility and benefits of health, pension, accident and unemployment insurance
- Basic structure of the Austrian law on medical contract partners
- Care provision, care allowance
- Needs-based minimum benefit system: state laws and benefits

LV number	G0268REC04
Course title	Health law
Form of teaching	Lecture
Semester	fourth semester
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV final test**

Contents:

- Patient rights and their implementation
- Professional rights in health care
- Legal bases of the hospitals
- Liability of the health care professions
- Health Quality Act (GQG)
- Introduction to medical law

LV number	G0268REC05
Course title	Corporate Law
Form of teaching	Lecture
Semester	fifth semester
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV final test**

Contents:

- Understanding of company law/development/systematics
- Trade booth
- Commercial transactions Debt & property law Special rules, case studies
- Partnerships
- Corporations
- Drafting of contracts in company law
- Deputy of the entrepreneur (power of attorney)
- Principles of intermediaries: sales representatives, brokers
- Company related transactions
- Commission business, forwarding business, storage business, freight business
- Basic questions of manager liability
- Criteria for the optimal choice of legal form

BWL2

Module Business Administration II

ECTS total: 8 ECTS

Acquisition of competence:

The students...

- acquire business management knowledge and skills that are essential for active participation in planning and decision-making processes in companies and institutes of the health care system
- recognize and analyze business problems using management models
- can develop decision and action alternatives
- know the crucial importance of planning for the company
- can apply the most important business planning instruments in the company (marketing plan, finance plan)
- can calculate and interpret key figures
- can master the instruments of cost management
- know the different leadership and management styles and can evaluate them
- are able to implement measures in personnel management and know their effects on the health of employees
- thus receive the competences for areas with planning and budget responsibility as well as for founding a company
- have the opportunity to acquire the international certificate of business competence - European Business Competence Licence Level A on the basis of this know-how

LV number	G0268BWL201
Course title	Cost management II
Form of teaching	Lecture
Semester	sophomore year
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV final examination**

Contents:

- Full costing
- Partial costing
- Cost centre accounting (cost accounting sheet)
- Internal cost allocation
- Cost unit accounting
- Contribution Margin Accounting
- Calculation of planned costs
- Process cost calculation
- Budgeting
- Special features of cost accounting in health care facilities
- Calculation of key figures

LV number	G0268BWL202
Course title	Business Administration II
Form of teaching	Lecture
Semester	sophomore year
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- St. Gallen Management Model
- Services in health care facilities
- Organization and management
- Organizational Form of teachings in the Health Care System
- Human resources and personnel management

LV number	G0268BWL203
Course title	Integrated exercises on cost management and business studies II
Form of teaching	Exercise
Semester	sophomore year
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

Exercises and case studies on the topics from the lectures "Cost Management" and "Business Administration II".
The knowledge acquired there is applied across the disciplines.

This means in detail the creation of:

- Company and environment analyses
- Marketing plan
- Financial Plan
- Investment calculation and profitability analyses

In addition, questions will be answered and application examples solved on the following topics:

- Services in health care facilities
- Organization and management, Form of teachings of organizations in the health care system
- Human resources and personnel management
- Full cost accounting/partial cost accounting
- Cost centre accounting, internal activity allocation
- Cost unit accounting
- Contribution Margin Accounting
- Calculation of planned costs
- Budgeting
- Special features of cost accounting in health care facilities

MAM

Module Management Methods

ECTS total: 12 ECTS

Acquisition of competence:

The students...

- can put their acquired knowledge into practice using examples from the health care system
- know the framework conditions of management and marketing management in the health care sector
- get to know marketing and its terminology in terms of a market-oriented management concept, i.e. market-oriented thinking
- know the functions of marketing management and the roles of marketing managers in health care
- learn to understand the basic marketing concepts and methods and to apply these marketing concepts to the field of health management
- learn the necessary basics of marketing management
- get to know the theoretical and methodical basics of marketing management as a control instrument of quality improvement processes
- learn to evaluate marketing success in terms of specialized controlling concepts
- learn how to implement management and marketing management methods in the health care system using case studies
- learn methods of analysis, conception and implementation in the field of marketing management by means of group work
- learn the necessary basics of project and process management
- get to know the theoretical and methodical fundamentals of quality management as a control instrument of quality improvement processes
- can independently translate health policy objectives/guidelines on quality and patient safety for everyday work in health care facilities and derive practical applications/actions
- are able to prepare topic-specific (quality management/patient safety) bases for action for decision-makers
- are able to develop the reporting and documentation fundamentals essential for quality management
- can derive and justify legal and health policy requirements for quality management for their own organisation
- are able to derive and describe quality requirements from the perspective of the interested parties and define them for their own field of activity
- can derive and justify an adequate system for their own organisation from quality management and risk management standards, models and systems
- learn by means of case studies how to implement management methods in the health care system
- are able to identify and analyse problem areas in human resources management and develop solutions
- are able to act in a personnel management capacity, especially when seen from the perspective of an employee or employer representative
- are able to critically examine human resources management in the area of conflict between economic and business management
- are able to implement ideas adapted to the situation conceptually on the basis of basic knowledge
- are able to understand personnel management instruments in a networked manner
- are able to analyse and question labour market policy issues
- know and understand the tasks and instruments of personnel management
- know and understand the basics and tasks of personnel work in health organisations
- know and understand personnel development theories and selected instruments of personnel development

- know and understand employee appraisals as a central element of personnel development and management work
- know and understand the importance of remuneration for human resources management, including the most important methodological approaches
- are able to reproduce basic personnel management knowledge in theory and apply it in practical examples
- are able to classify personnel management problems and develop solutions
- are in a position to actively participate in shaping personnel development (instruments)

LV number	G0268MAM01
Course title	Project and process management
Form of teaching	Integrated course
Semester	3rd semester
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Basics: project concept; project Form of teachings; project management tasks; benefits and costs of project management
- Project start phase: preparation phase, project assignment, environment and risk analysis
- Project planning: task planning, process and schedule planning, resource planning
- Project organisation: project manager, project team composition, forms of organisation, role descriptions, methods of task distribution
- Teamwork: team development, team conflicts, project meeting
- Stumbling blocks: Barriers and opportunities
- Basic principles of process management: process concept, process flow, process optimization

LV number	G0268MAM02
Course title	human resource management
Form of teaching	Integrated course
Semester	3rd semester
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Development, object, field of activity
- Entrepreneur and employee perspective - the importance of human capital
- Personnel planning (personnel requirements, recruiting, personnel deployment)
- employee assessment; personnel development
- Personnel management; staff redundancy
- Current trends and developments on the labour market for health care professions

LV number	G0268MAM03
Course title	Quality management and systems
Form of teaching	Integrated course
Semester	3rd semester
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Principles of QM
- Application examples of internal and external quality work
- Instruments for quality work
- Basics and examples of application of the assessment of health care facilities
- Quality management and sustainability in health promotion and health management
- Structural quality, process quality, result quality
- Quality management as a process
- Efficiency and costs
- Tools for quality planning
- Tools for problem analysis
- Introduction: Quality in the Austrian Health Care System, Quality Strategy of the Austrian Health Care System, Gesundheit Österreich GmbH, The Health Portal
- Basic principles: legal sources for quality in the health care system, the Federal Quality Act, basic terms in quality management; significance of reporting
- Quality from the patient's point of view: Quality aspects from the patient's perspective; patient rights and quality; patient advocacy vs. self-help groups
- Quality management systems: Joint Commission, EFQM Model for Excellence, KTQ and pCC, ISO certification
- Applied quality management: organisational change, quality management manuals

LV number	G0268MAM04
Course title	Health Marketing
Form of teaching	Integrated course
Semester	3rd semester
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Basic terms and concepts of market-oriented thinking: basics, basic concepts, market, development of marketing, consumer behaviour
- Components of strategic and operational marketing plans, strategic business units, business modelling
- strategic marketing planning: strategic analysis models of marketing, target definitions and strategic planning concepts, generic marketing strategies, vision and mission statement, sectoral marketing and market definition
- Consumer psychology, purchase decision process, consumer typologies, trend research, market trends, market research
- classical marketing instruments and methodologies: product, price, distribution and communication policy
- Services marketing: process, personnel and equipment policy as a supplement to the classic 4 Ps
- Services marketing - specialisation in health and hospital marketing: service orientation, service quality, operational DL marketing, process management
- Online marketing & eHealth: newsletter systems, website, AdWords, AdSense, Facebook, Google+, blogs, YouTube, eHealth developments, and much more
- social marketing
- Marketing controlling including budget planning
- Marketing-Organisation: Overview of tasks of and benefits from marketing service providers as well as organisational integration of marketing in companies in the health care sector
- Large case study of a concrete marketing planning for a health company from practice

EDV

Module EDP

ECTS total: 11 ECTS

Acquisition of competence:

The students...

- have a secure handling of the Windows operating system
- have the ability to independently create high-quality Power Point presentations
- have the skills to create reports in MS-Word using the available tools
- have skills in working with Excel
- have a confident handling of spreadsheets and the function wizard
- know formatting possibilities in PowerPoint, Word and Excel
- are qualified for PCU or PCA certification (European Computer Driving Licence or ECDL Advanced) in the sub-areas MS Power Point, MS Word, digital media and image processing
- know about the possibilities and risks of the use of information technology (IT) and communication technology (KT) in the health care system (briefly called e-health) after attending the course
- are able to present the technical components of the e-health system (software, security, norms, standards, etc.)
- are able to present the organisational framework (data protection, interest groups, etc.) of an e-health system
- get to know the basics in the field of design, typography, image, photo, video, audio and arrangements and can apply them methodically
- illustrate concepts for print, web and presentations
- recognize the different color modes and can assign it to the correct printing method
- create print Form of teachings by applying learned methods and programs
- use various offline or online platforms for the creation of presentations
- use various programs to create corporate design, pictures, posters, videos and sound
- understand the basics of information technology
- can handle digital media and programs for image processing
- are able to assess the benefits of IT support in different areas of the business organization, what is meant by standard software and best of breed, and what should be considered when selecting ERP software
- know the basic structure and functionality of ERP systems using the example of the market leader in the field of Enterprise Resource Planning software (SAP) and are familiar with the basic operation of this software
- can navigate in the SAP system, use the help functions and operate materials management processes (master data creation, BANF, ordering, goods and invoice control)

LV number	G0268EDV01
Course title	EDP I
Form of teaching	Application course
Semester	first semester
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Introduction EDP
- Operation of user programs
- Data management
- MS Power Point 2010, MS Word 2010, MS Excel 2010
- Settings and configuration

LV number	G0268EDV02
Course title	EDP II
Form of teaching	Application course
Semester	sophomore year
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Basics of information technology
- Digital media and image processing
- MS-Access: Introduction to relational databases, tables, forms

LV number	G0268EDV03
Course title	digital healthcare management
Form of teaching	Application course
Semester	3rd semester
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Essential areas of application of IT in the business organization, taking into account compliance and data protection
- ERP system using the example of the market leader SAP ERP and the training company GBI
- Modules of SAP ERP (SAP ERP Solution Map) incl. getting to know the SAP industry solution SAP Industrial Solution Healthcare
- Basic knowledge of the modules logistics, human capital management, financial management as well as user and authorization management
- Getting to know other ERP solutions

LV number	G0268EDV04
Course title	E-Health
Form of teaching	Integrated course
Semester	3rd semester
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Challenges in the health system and eHealth solutions (e.g. e-card)
- legal and health policy framework
- the electronic health record - national (ELGA) and international
- Patient-centered care (home, health and telemonitoring), Ambient Assisted Living (AAL)
- Artificial Intelligence/Robotics and their applications and wearables/applications
- new methods of collection and analysis of health data (e.g. sugar, organic, etc.)

LV number	G0268EDV05
Course title	Multimedia
Form of teaching	Application course
Semester	fourth semester
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Basics of Design and Social Media
- Application of relevant programs
- Application of new media
- target-group-specific application
- Use for health marketing

EHM

Modul English for Health Management and Health Promotion

ECTS total: 6 ECTS

Acquisition of competence:

The students...

- achieve a consolidation of the communicative and linguistic competence in the foreign language English
- have a good command of business English
- learn how to write resumes and letters of application
- get an insight into the field of "Meetings in English" and can write agendas and minutes
- get basic knowledge in "Telephoning Skills" and are able to use technical terminology correctly
- are able to express themselves diplomatically, express their own opinions, defend and listen actively
- gain an insight into the field of "negotiation techniques" and are able to recognize and apply simple negotiation strategies
- can write e-mails and recognize, apply and analyze different formalities of business correspondence
- can write coherent paragraphs and short texts using linking words
- know the "Conditional" forms and can use them correctly
- can understand and analyse specialist scientific texts and combine information from different sources in a meaningful way
- are able to analyse and question different health systems
- recognize the importance of the role of the state in the health care of individual nations
- know the challenges and problem areas of global health policy
- are able to distinguish health determinants at micro, meso and macro level and understand their dynamics for reducing health inequalities
- increase their knowledge of the link between infectious diseases and poverty

LV number	G0268EHM01
Course title	Professional English I
Form of teaching	Language course
Semester	3rd semester
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

business skills

- Effective oral & written workplace communication
- Participating in and conducting meetings (including writing agendas & taking minutes)
- Telephoning skills

Sample business topics

- Workplace incivility
- Technology & healthcare
- Teambuilding & teamwork in professional settings
- Talking about jobs
- Company structures and Human resources

Language topics

- Proper register for business communication
- Reported speech/gerund & infinitive constructions
- Diplomatic language

LV number	G0268EHM02
Course title	Professional English II
Form of teaching	Language course
Semester	fourth semester
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

business skills

- Negotiation strategies
- Job applications (incl. cover letters, CVs, interview skills)
- Electronic correspondence skills
- facilitation skills

Sample business topics

- Job satisfaction, motivation and career goals
- Fringe benefits, remuneration and redundancy
- Corporate social responsibility
- Workplace environment
- conflict management
- management styles

Language topics

- Effective oral & written workplace communication
- The language of meetings & negotiations
- Conditionals, linking words, do vs. make/by vs. until

LV number	G0268EHM03
Course title	Global Issues in Healthcare
Form of teaching	Integrated course
Semester	fifth semester
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

Sample topics

- State of health in the EU/Austria
- Review of biomedical & biopsychosocial models of health
- Micro- and macro-level influences on health
- The role of government in healthcare
- Healthcare models/systems around the world
- Global health inequality – issues and challenges
- Health promotion & migration

research skills

- read and summarize topic-specific scientific texts
- synthesize information from various topic-specific scientific texts
- academic research skills

MAT2

Module Management Technique II

ECTS total: 4 ECTS

Acquisition of competence:

The students...

- acquire knowledge, skills and experience in professional communication and are prepared for future tasks in the professional field
- receive knowledge about the design and management of teams.
- gain knowledge to be able to argue successfully on a factual and relational level
- receive support for their personal requirements situation through systemic coaching
- are able to use a number of tools of conversation management in order to use their creativity efficiently
- can plan and moderate a meeting in a goal-oriented manner

LV number	G0268MAT201
Course title	Resilience in occupational fields
Form of teaching	Management techniques
Semester	3rd semester
Teaching units	30
ECTS	1 ECTS

Examination modalities: **active participation**

Contents:

- Basics of communication
- Systemic questioning techniques
- The view inside
- Self-reflection
- Self-assessment
- Learning from an inward view
- Dealing with negative feelings and stress

LV number	G0268MAT203
Course title	Reflection and evaluation
Form of teaching	Management techniques
Semester	3rd semester
Teaching units	15
ECTS	1 ECTS

Examination modalities: **active participation**

Contents:

- well-founded analysis of goals, potentials and resources for the development of new perspectives and possibilities for action in the study programme
- Consideration of the principles of evaluation
- systemic and constructivist methods for the analysis of interaction patterns (circular questions and other systemic intervention techniques)

LV number **G0268MAT202**
Course title **Vocational field orientation**
Form of teaching **Management techniques**
Semester **fourth semester**
Teaching units 15
ECTS **1 ECTS**

Examination modalities: **active participation**

Contents:

- Occupational fields of health management and health promotion
- Competence profiles
- possible employment opportunities
- Getting to know your own strengths and weaknesses in certain fields of activity

LV number **G0268MAT204**
Course title **Application training**
Form of teaching **Management techniques**
Semester **fourth semester**
Teaching units 30
ECTS **1 ECTS**

Examination modalities: **active participation**

Contents:

- Criteria for effective application documents
- Create and improve application documents
- Preparation for the job interview
- Do's and Don'ts in conversation (dress codes and rules of conduct)
- Difficult questions and discussion partners
- The secret codes in job references
- Communicate competence in a credible and authentic way
- Show interest in the company and the position
- Assessment center procedure - procedure and possible contents
- Self-reflection - identifying and utilising potential for improvement
- Personal position determination
- Individual feedback on the application documents created
- Role play job interview

UNF

Business management module

ECTS total: 6 ECTS

Acquisition of competence:

The students...

- recognize and understand the demands on a manager
- learn to debate leadership situations
- can compare management situations
- acquire knowledge of what leadership is and what they should consider as leaders
- gain an understanding of the dynamics of health organisations
- know about interventions in change processes, in teams and working groups
- can deal with complex structures
- know the basics of public relations
- know the basics of journalism
- know the differences and similarities of public relations and journalism
- know tools of public relations work
- can research, write, edit and prepare PR and journalistic texts
- know and take to heart the Do's and Don'ts of public relations and journalism
- can create simple public relations tools
- know the background of public relations
- know the basics and the basic methodology of organisational development in health care
- can apply their acquired knowledge of these methods of organisational development by means of practical examples of organisational development in the health care sector

LV number	G0269UNF01
Course title	Management in the health care sector
Form of teaching	Integrated course
Semester	fifth semester
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- From Platonic rule to servant leadership
- Errors and pathologies of leadership
- Leadership in change
- Management and leadership
- Selected topics around leadership:
 - Indirect guidance
 - Systemic leadership
 - Key competencies for systemic leadership

LV number	G0269UNF02
Course title	Organizational development in the health care system
Form of teaching	Integrated course
Semester	fifth semester
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Organizational pictures and management concepts in health organizations
- Change processes in health organizations
- Necessities, possibilities and limits of organisational development in the health care system
- Capturing and shaping organisational culture in hospitals
- Methods and forms of intervention in organisational development
- Clinical risk management and organisational development
- Evidence-based Management
- Change processes in health organizations
- The ideal typical course of an OE process in a hospital and possible stumbling blocks
- Internationalization, networks and cooperation as current developments in the health care system
- The concept of systemic organisational development
- possible sequences of an organisational development process using practical examples

LV number	G0269UNF03
Course title	Public relations work in the health care system
Form of teaching	Lecture
Semester	fifth semester
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV final examination**

Contents:

- Definitions, tasks, objectives, strategies and concepts of PR
- Press and media work
- Press conference
- Panel Discussion
- Press release
- Crisis PR
- PR on the Internet, especially in social media
- Special features of health PR, health media landscape
- Internal communication (public relations)
- Media distribution list, media data
- corporate identity
- Main features of journalism
- Media landscape in Austria
- Research
- Watchdogs
- Texts
- Editing
- Legal basis, media law
- Visual language

UST

Business management module

ECTS total: 13 ECTS

Acquisition of competence:

The students...

- gain an insight into business management and organisation-developing basics in practical application
- acquire knowledge for operational decisions regarding outsourcing, performance planning and for decision-making processes
- gain an insight into the process-oriented design of tasks
- gain an insight into the guided principle of result orientation and comprehensive success planning
- know about interventions in change processes, in teams and working groups
- can deal with complex structures
- acquire practice-oriented basic knowledge in modern investment assessment, project and corporate financing
- can make financing decisions
- recognize the sense and purpose of controlling
- know the instruments of strategic and operative controlling
- have comprehensive knowledge of possible applications and effects in business practice
- can apply instruments of strategic and operative controlling in a professional environment
- can create and interpret key figures of the health care system
- know about reporting requirements
- know about the possibilities of raising capital
- receive knowledge with regard to dealing with banks and financing institutions
- acquire the competence of entrepreneurial thinking
- recognize problems and can deal with them in a solution-oriented manner
- are capable of successfully planning, implementing and presenting innovative ideas within the framework of a business plan
- acquire the ability to work in a team, communication skills and argumentation
- can acquire personal responsibility in the development of content
- experience the problems and the solutions in change management

LV number	G0268UST01
Course title	Business Training
Form of teaching	Integrated course
Semester	3rd semester
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Goals, methods and instruments of business plan preparation
 - Methods of analysis of the current situation
 - Marketing plan
 - Financial Programming
 - Cost accounting
- The learning organization
 - Personnel management and development
 - Organizational Development
 - change management

LV number	G0268UST02
Course title	Financing and investment
Form of teaching	Integrated course
Semester	fourth semester
Teaching units	30
ECTS	4 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- investment environment: idea, location, market, feasibility
- Fundamentals of financial mathematics
- Investment appraisal - capital budgeting
- Cash flow - net present value method and internal rate of return method
- legal and organisational framework conditions of companies
- partnerships and corporations - private company and capital company
- Financing: Planning Instruments - financing: tools for planning
- Grants/grant applications - requests for funds
- Public financing - venture capital market
- Special financing
- Handling of special investment and financing questions from the occupational profile
- Framework conditions for the financial market - framework of financial market
- Technical terms from the world of corporate finance - terms of business finance
- Dealing with investors

LV number	G0268UST03
Course title	operational controlling
Form of teaching	Integrated course
Semester	fourth semester
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Controlling introduction and basics
- Controlling and organization
- operational controlling
- Functional controlling
- Process management and activity-based costing
- Deviation analyses and their effects
- Extract plan cost accounting
- Budgeting

LV number	G0268UST04
Course title	strategic controlling
Form of teaching	Integrated course
Semester	fifth semester
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Controlling as a management task
- strategic controlling
- Outsourcing vs. insourcing
- standardised reporting for the management levels
- Key figures in health care and hospitals in particular
- LKF-Controlling
- Performance and revenue controlling, etc.
- Controlling and internal audit

KHM

Hospital management module

ECTS total: 8 ECTS

Acquisition of competence:

The students...

- understand the structure of the Austrian health care system
 - can name the influential cost bearers and the groups of service providers
 - understand the legal foundations of the health care system
 - can identify the control instruments in inpatient facilities
 - can assess developments in the health sector
 - know and understand the institutional and legal framework for structural planning in the Austrian health care system
 - know and understand the essential methods of structural planning in the Austrian health care system
 - know and understand the current status of structural planning in the Austrian health care system
 - are able to apply the acquired specialist knowledge to practical problems of structural planning
 - are able to answer questions relevant to planning by researching the relevant documents and legal regulations
 - are able to assess the planning challenges of the Austrian health care system from the perspective of the most important stakeholders in the health care system
 - are qualified to work in projects of strategic health planning at the most important institutions of the Austrian health care system
 - have the competence to assess the methods, possibilities and limits of structural planning and to use this knowledge to develop solutions for public health
 - have acquired the competence to participate in the development of problem- and interest-specific arguments for planning-related questions for the most important stakeholders and institutions in the Austrian health care system
 - have an understanding of the scarcity problems and the scarcity of resources in the Austrian health care system
 - can critically examine health and pharmaceutical expenditures in Austria
 - know how the Austrian pharmaceutical market is structured
 - know how to prescribe medication
 - know stages of research and development in the pharmaceutical sector
 - know about the importance of pharmaceutical marketing and pharmaceutical economics
 - recognize the economic importance of the pharmaceutical industry
-

LV number	G0268KHM01
Course title	Hospital Management
Form of teaching	Integrated course
Semester	fourth semester
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Special features of the organizations "hospital" or "nursing home".
- General conditions in the organisation - collegial leadership
- Healthcare demand planning and implications for hospital and care management
- Professional cultures, problems and approaches to cooperation in the health sector
- Integrated care
- Financing systems in hospitals and nursing homes
- new control instruments in hospitals and nursing homes (guidelines)
- Customer orientation in the health care system
- Hospitals: Special features and structural characteristics, Planning and financing of services, The "hospital institution", Health-promoting aspects in hospitals, Selected areas of law
- Hospital management: theories and concepts, development of special management competence, management levels and functions in hospitals
- Management issues: Theories of hospital management, leadership in expert organisations, building leadership competence, relevance of interdisciplinarity
- Hospital organisation: general and special organisational areas, organisational and operational structures in public and private hospitals, hospital associations and supporting organisations
- Human resources management in hospitals: cooperation and interdisciplinarity, use and effect of human resources management instruments, differences and similarities of non-profit vs. market-oriented health care facilities
- Marketing aspects in hospitals: design and use of successful PR work, stakeholder management, patient perspective and patient orientation
- Accounting in hospitals: cost and performance planning, budgeting at different levels of the hospital, financing and investment planning, applied controlling, etc.
- Quality: Comprehensive and application-oriented quality and risk management, performance-enhancing aspects of organisational culture

LV number	G0268KHM02
Course title	Structural planning in the health care system
Form of teaching	Integrated course
Semester	fourth semester
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Institutional and legal framework for structural planning in the Austrian health care system
- Conception of the Austrian Structural Plan for Health (ÖSG)
- Objectives, planning principles and methods
- Planning of services and quality criteria
- Detailed regional planning in the Regional Structure Plans for Health (RSG) based on the ÖSG framework planning
- Current status of structural planning in the Austrian health care system and further development
- Capacity planning and large equipment plan

LV number	G0268KHM03
Course title	Pharmaceutical industry
Form of teaching	Integrated course
Semester	3rd semester
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- The shortage problem
- The scarcity of resources
- Market failure in the healthcare sector
- Health care expenditure, pharmaceutical expenditure
- The Austrian pharmaceutical market
- Prescription of medicines
- Research and development in the pharmaceutical sector
- Pharmaceutical marketing
- Pharmaceutical Economics
- The pharmaceutical industry as an economic factor

GEF1

Module Health Promotion I

ECTS total: 10 ECTS

Acquisition of competence:

The students...

- know about basic approaches and implementation strategies in the field of health promotion
- acquire methodological skills in the field of workplace and regional health promotion and health promotion through organisational development
- develop basics for project management of health-promoting interventions using the example of setting- and person-related health promotion
- acquire knowledge in the field of leisure and health sociology as well as company, regional and target group-specific health promotion
- get an insight into the organisation and the spectrum of effects of self-help groups
- recognize the structures of health promotion in health care
- get an insight into the basics of health promotion
- recognize the difference between prevention and health promotion
- know the range of tasks of health promotion
- have a basic understanding of the core competencies of a Health Promotion Professional
- know the fields of action and action strategies of health promotion
- know the main health promotion institutions and their role in health promotion
- get an insight into international and national health promotion concepts as well as into the Austrian health promotion strategy
- can develop an evaluation concept for a health promotion project
- get to know the principles of health promotion
- get an insight into the basics of project management of health promoting interventions
- know how to implement health promotion in practice in a sustainable way
- know how to prepare a project application at the FGÖ
- acquire methodological skills in the field of health promotion through organisational development
- get to know interaction patterns in the Austrian health care system
- can take into account the concepts of equity of opportunity and social inequality in the international context when dealing with health-related issues
- learn to know and apply commonalities of public health and the sociological perspective

LV number	G0268GEF101
Course title	Health sociology
Form of teaching	Integrated course
Semester	fifth semester
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Lifestyle and gender medicine
- The individualization push in the health industry
- The consumer of tomorrow
- The attention economy
- Social capital approaches
- Health and socially disadvantaged groups

LV number	G0268GEF102
Course title	Practice project health care
Form of teaching	Practical training
Semester	fourth semester
Teaching units	30
ECTS	4 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Development of a student practical project
- Project development using a concrete example from practice
- Concept development
- Target group definition
- Definition of objectives
- Indicators for the achievement of the objectives
- Development of target group specific measures

LV number	G0268GEF103
Course title	Health Promotion
Form of teaching	Lecture
Semester	fourth semester
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV final test**

Contents:

- Definition of health
- Determinants of health
- Definition Health promotion and prevention
- Fields of action of health promotion and prevention
- Differences between health promotion and prevention
- History of health promotion
- Principles of health promotion
- Setting approach in health promotion
- Project management in health promotion
- Management cycle of health promotion
- Instruments and methods of health promotion
- Evaluation in health promotion
- Target group and topic-specific health promotion
- Capacity building and organisational development in health promotion
- Health Promotion Act
- Fonds Gesundes Österreich and funding application
- Health promotion institutions and cooperation partners in health promotion
- Health in all Policies
- Austrian Framework Health Goals
- Health21
- WHO health objectives
- International and national health promotion concepts
- Core Competencies for Health Promotion Professionals
- Austrian Health Promotion Strategy

GEF2

Module Health Promotion II

ECTS total: 6 ECTS

Acquisition of competence:

The students...

- receive methodical basics in the field of company and regional health promotion as well as health promotion through organisational development
 - develop basics for project management of health-promoting interventions using the example of setting- and person-related health promotion
 - recognize the structures of health promotion in health care
 - are able to develop holistic concepts, taking into account the current health-related data situation, for the implementation of health promotion projects in different settings and for different target groups
 - have the skills to provide advice and process support for health promotion in different settings. They can choose between the individual tools according to their needs and take into account the success factors conveyed or avoid stumbling blocks
 - know different intervention options for promoting health in individual settings and are aware of their possibilities and limitations
 - can differentiate basic approaches and implementation strategies in the field of health promotion, prevention and health care
 - are able to argue the importance of the most essential public health principles
 - have the ability to structure the development of health interventions using the Public Health Action Cycle
 - know the BGF project cycle, essential methods and instruments of the BGF, framework conditions, success factors and stumbling blocks
 - are familiar with important occupational and health science concepts
 - get an overview of workplace health promotion projects as well as actors, networks and key persons of workplace health promotion in Austria
 - know the most important factors of gender and diversity in workplace health promotion based on best-practice examples
 - know success factors, stumbling blocks and important basic conditions in order to be able to anchor BGF in the structures of companies in the long term and in depth
 - can take on assistant tasks in the organisation, planning and implementation of workplace health promotion projects
-

LV number	G0268GEF202
Course title	Operational health management
Form of teaching	Integrated course
Semester	fifth semester
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Basics: Working environment and health
- Definitions of occupational health management
- The BGM project cycle (health reports, significance of diagnostic phases in workplace health promotion, function and working methods of health circles)
- Austrian projects and actors, networks and key persons
- Prerequisites for effective health management (embedded in organizational development and personnel development)
- Gender and diversity in company health management
- BGM projects with socially disadvantaged target groups, especially women and men with experience of migration
- BGM projects in different settings, e.g. hospital, socio-economic enterprises, labour market policy setting

LV number	G0268GEF203
Course title	Specific health promotion
Form of teaching	Integrated course
Semester	fifth semester
Teaching units	30
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Selected chapters of setting or target group-related health promotion
- Best practice models

GWA

Module Health Scientific Work

ECTS total: 4 ECTS

Acquisition of competence:

The students...

- can formulate a scientific question
- are able to work out the state of scientific literature
- can write a Bachelor thesis
- can use relevant databases, the library and online access
- can research scientific publications
- can understand the meaning of English abstracts and technical texts
- can prepare the state of knowledge in working groups according to the rules of scientific work and present it in written and oral form

LV number	G0268GWA01
Course title	Health scientific work
Form of teaching	Scientific work
Semester	fifth semester
Teaching units	30
ECTS	4 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- independent research
- Structure of a Bachelor thesis
- Independent writing of a Bachelor thesis

MAT3

Module Management Technique III

ECTS total: 2 ECTS

Acquisition of competence:

The students...

- acquire knowledge, skills and experience to support them in their job placement
- acquire knowledge of how to design application documents and conduct competent job interviews
- acquire knowledge to be able to argue successfully on a factual and relational level
- are supported in their personal requirements situation through coaching
- are given a number of tools to enable them to use their personal know-how efficiently
- are able to use effective application documents
- can appear competent and authentic in job interviews
- can cope with difficult questions and situations during the interview
- can paint a positive and credible picture of themselves and their advantages as employees

LV number	G0268MAT301
Course title	Business Etiquette
Form of teaching	Management Technique
Semester	fifth semester
Teaching units	30
ECTS	1 ECTS

Examination modalities: **active participation**

Contents:

- External impression and appearance
- The job interview
- workplace etiquette
- Taboo topics / fat pads at the workplace
- Behaviour in case of breakdowns and apologies
- Communication with business partners and small talk

LV number	G0268MAT302
Course title	Internship Coaching
Form of teaching	Management Technique
Semester	fifth semester
Teaching units	15
ECTS	1 ECTS

Examination modalities: **active participation**

Contents:

- Reflection of the personal situation with regard to the professional internship
- well-founded analysis of the goals, potentials and resources of the coached person to develop new perspectives and possibilities for action
- Support and assistance in the search for an adequate internship
- Preparation of application documents for the internship

BPR

Internship module

ECTS total: 30 ECTS

Acquisition of competence:

The students...

- receive support for their personal requirements during the internship
- receive assistance in the area of application
- are being prepared for the work placement
- are able to reflect the knowledge acquired during their studies in their professional field
- are able to scientifically prepare a topic of the internship within the scope of a bachelor thesis
- are able to apply the knowledge acquired during their studies in the professional field

LV number	G0268BPR01
Course title	Seminar accompanying the internship
Form of teaching	Internship
Semester	6th semester
Teaching units	30
ECTS	2 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Writing internship reports
- Supervision of the students during the internship
- Reflection on the internship

LV number	G0268BPR02
Course title	Seminar for Bachelor thesis
Form of teaching	Scientific work
Semester	6th semester
Teaching units	60
ECTS	3 ECTS

Examination modalities: **LV-immanent test character**

Contents:

- Supervision of the students during the preparation of the second Bachelor thesis

LV number	G0268BPR03
Course title	Internship
Form of teaching	Internship
Semester	6th semester
ECTS	24 ECTS

Examination modalities: **LV-immanent test character**

Contents:

Practical experience in a 15-week professional internship in a field relevant to training.

LV number	G0268BPR04
Course title	Bachelor examination
Form of teaching	Exam
Semester	6th semester
ECTS	1 ECTS

WPFps

Compulsory elective subject: Personnel and security management

ECTS total: 6 ECTS

Acquisition of competence:

Students acquire in-depth skills in selected chapters in the departments:

- Personnel and security management
- Nursing home management
- Medical documentation

LV number	G0268WPF01ps
Course title	Personnel development and personnel controlling
Form of teaching	Integrated course
Semester	3rd semester
Teaching units	30
ECTS	2

Examination modalities: **LV-immanent test character**

Contents:

Selected technical contributions from the personnel and security management

- health management
- Personnel development and personnel controlling
- Potential analyses, impact assessments, development of key figures
- Gross value added potential (BWP)
- BGM management system

LV number	G0268WPF02ps
Course title	Occupational health and safety management
Form of teaching	Integrated course
Semester	fourth semester
Teaching units	30
ECTS	2

Examination modalities: **LV-immanent test character**

Contents:

- Industrial safety
- Security Management
- Security officer

LV number	G0268WPF03ps
Course title	Vegetative functional diagnostics in health management
Form of teaching	Integrated course
Semester	fifth semester
Teaching units	30
ECTS	2

Examination modalities: **LV-immanent test character**

Contents:

- Health management based on continuous measurements of the autonomic nervous system (HRV)
- With derived risk and resource identification, monitoring and management
- Personnel development and personnel controlling based on HRV-Messungen

WPFmd

Elective subject: medical documentation

ECTS total: 6 ECTS

Acquisition of competence:

Students acquire in-depth skills in selected chapters in the field of medical documentation.

LV number	G0268WPF01md
Course title	Medical documentation I
Form of teaching	Integrated course
Semester	3rd semester
Teaching units	30
ECTS	2

Examination modalities: **LV-immanent test character**

Contents:

Selected specialist articles from medical documentation, e.g.

- Medical documentation
 - LKF and ICD coding
 - Practical exercises
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LV number	G0268WPF02md
Course title	Medical Documentation II
Form of teaching	Integrated course
Semester	fourth semester
Teaching units	30
ECTS	2

Examination modalities: **LV-immanent test character**

Contents:

Selected specialist articles from medical documentation, e.g.

- Medical documentation
 - LKF and ICD coding
 - Practical exercises
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LV number	G0268WPF03md
Course title	Medical documentation III
Form of teaching	Integrated course
Semester	fifth semester
Teaching units	30
ECTS	2

Examination modalities: **LV-immanent test character**

Contents:

Selected specialist articles from medical documentation, e.g.

- Medical documentation
- LKF and ICD coding
- Practical exercises

WPFpm

Elective subject: Nursing home management

ECTS total: 6 ECTS

Acquisition of competence:

The students

- acquire more in-depth skills in selected chapters in the field of nursing home management
- After completing all three parts of the elective (HL I+HL II+HL III), students meet the requirements for the candidacy (2 years of practical experience required) for the management of a nursing home or geriatric centre and are able to take responsibility for the management of a nursing home under holistic aspects in an assistant function to the nursing home management, in QM, in controlling etc.
- can assess the developments in work with the elderly and long-term care
- are qualified to manage complex professional activities and projects in long-term care institutions and their supporting organisations
- have the qualifications to take on decision-making responsibility in unforeseeable problem constellations
- have the qualifications for the responsible development of employees and teams

LV number	G0268WPF01pm
Course title	EDE Qualifications for directors of residential care homes for the elderly I
Form of teaching	Integrated course
Semester	3rd semester
Teaching units	30
ECTS	2

Examination modalities: **LV-immanent test character**

Contents:

Selected technical papers from the nursing home management "EDE HeimleiterInnenausbildung I" (EDE nursing home director training I)

LV number	G0268WPF02pm
Course title	EDE Qualifications for directors of residential care homes for the elderly II
Form of teaching	Integrated course
Semester	fourth semester
Teaching units	30
ECTS	2

Examination modalities: **LV-immanent test character**

Contents:

Selected technical contributions from the nursing home management "EDE HeimleiterInnenausbildung II" (EDE home director training II)

LV number	G0268WPF03pm
Course title	EDE Qualifications for directors of residential care homes for the elderly III
Form of teaching	Integrated course
Semester	fifth semester
Teaching units	30
ECTS	2

Examination modalities: **LV-immanent test character**

Contents:

Selected technical papers from the nursing home management "EDE HeimleiterInnenausbildung III" (EDE nursing home director training III)