

Degree	Type	Course	Semester
43320 Management Concepts in Transfusion Medicine	OB	1	2

Module Head Teacher

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Use of languages

Principal working language: English (Eng)

Other comments on languages

Language will be English, although it is possible to do the communication in Spanish. The material will be in English.

Prerequisites

It is necessary to have a level B2 of English or equivalent.

Objectives and Contextualization

The last module deals with the management aspects related to a blood and tissue bank. It is divided in management of the quality system, leadership strategies, as well as communication policies within the organization. The general objective of the Module is to gain a better understanding of the whole organization.

Skills

- To have and understand the knowledge that provides a base or opportunity to be original in the development and/or application of ideas, often in a research context.
- That students know how to apply acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.
- That students are able to integrate knowledge and face the complexity of making judgments based on information that, incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgements.
- That students know how to communicate their conclusions and the latest knowledge and reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.
- That students have the learning abilities that allow them to continue studying in a self-directed or autonomous way.
- Demonstrate an overview of the management of blood and tissue banks and other cell therapy organizations.
- Design and develop research with appropriate methodologies.

Learning outcomes

1. To identify the basic characteristics of a health system and the hemotherapy organization.
2. To understand the phases and patterns of strategic planning processes.
3. To be able of reading and analyzing the main financial statements (balance sheet, income statement, economic and financial ratios) and understand the importance of cost analysis tools in management control tasks.
4. To know the functions and areas of human resources for proper management of people.
5. To know the philosophy of marketing and its strategic dimension in the company.
6. To know the different systems and tools of quality management.
7. To know the different systems and tools of environmental management and what it means for a company to be socially responsible.
8. To acquire an overview of how the Information Technology and Communication can provide coverage for business processes.

Content

1. Health systems.
2. Strategic planning.
3. Finance and accounting.
4. People management. Leadership.
5. Marketing.
6. Quality management.
7. Environment and corporate responsibility.
8. ICT management.

Methodology

This course will follow an active and constructive methodology. It is not the content but remember to read and reflect and apply knowledge to situations reasonably close, creating meaningful learning.

Thus, work on real-life examples and case studies, reflecting on complex situations and little structured in order to find appropriate solutions.

Faithful to the proposed methodology, students like you are the center of the learning process. Build knowledge significantly actively interacting with your peers, with training, with materials, with the environment. This program not only teaches about virtual training but also will live every day intensely from the experience.

At the beginning of the unit, the teacher will present to the board, including a proposal for planning learning with specific targets to be achieved in each of them with learning activities to be performed, the resources used and recommended dates for each work activity.

The dates for carrying out activities in nature are "recommended" to the proper tracking and use of the course. The only dates that are considered "immovable" are the beginning and end of UD. This means that students can follow their own planning as long as they respect the start and end dates.

It is recommended to try to operate continuously and do not let the tasks accumulate on date. For two basic reasons: firstly, accumulating tasks for a single date can lead to work in a hurry,

overwhelmed by the time and not allow or enjoy learning or further reflections being carried out; moreover, the course provides activities in group dynamics, and to bring to fruition a cooperative work you need a minimum of temporal synchrony.

Some activities should be sent to the teacher so that they can be checked, along with you and your learning. Thus, the teacher will return your work commented so, together with him, you can continue reflecting and learning from each. The maximum deadline for these activities will be the final date of each UD. Other activities will be sharing, discussing and working together on shared spaces.

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed	30	1'2	
Moderated discussions through the Virtual Campus			1, 2, 6, 7, 8
Type: Supervised	45	1'8	
Virtual Case/Problem Solving			1, 3, 6, 7, 8
Elaboration of projects			2, 3, 4, 5
Type: Autonomous	75	3	
Test/Scheme			3, 5
Personal study			6, 7
Reading articles/Reports of interest/Videos			6, 7, 8

Evaluation

The Module will be evaluated through:

1. Debate to identify the basic characteristics of a health system.
2. Case study: "Clear Blood". Will suppose a 16% of the final score.
3. Exercise. Will suppose a 20% of the final score.
4. Practical case. Will suppose a 16% of the final score.
5. Forum discussion and Practical case. Will suppose a 16% of the final score.
6. Forum discussion and Practical case. Will suppose a 16% of the final score.
7. Forum discussion. Will suppose a 16% of the final score.

Evaluation Activities

Title	Weighting	Hours	ECTS	Learning outcomes
Case study "Clear Blood"	16 %	25	1	2
Exercise	20 %	25	1	3
Practical case	16 %	25	1	4
Practical case	16 %	25	1	5, 6, 7
Forum discussion	16 %	25	1	6, 7, 8

Bibliography (partial list)

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