


|   |  |
|---|--|
|  | <b>Educational institution</b><br><b>Roel Metropolitan University</b>  |
|   | <b>Quality management system</b><br><b>Abstract of the course "Management and Marketing in Dentistry"</b><br><b>Department of Dental Disciplines</b> |

### Abstract of the course "Management and Marketing in Dentistry"

|  |  |
|--|--|
| <b>Name of the discipline</b>  | <b>Management and Marketing in Dentistry</b>   |
| <b>The complexity of the discipline</b>  | 2 (60 hours)   |
| <b>Course, semesters</b>   | 5th year, 10th semester  |
| <b>The place of the discipline in the curriculum (prerequisites, postrequisites)</b> | <p>The course "Management and Marketing in Dentistry" is part of the dental curriculum and is a mandatory course. Prerequisites include public health and healthcare, fundamentals of economics and law in healthcare, and ethics and deontology in dentistry.</p> <p><b>Postrequisites:</b> Marketing in medical and dental practice, legal and ethical foundations of professional activity, quality management of dental care</p>   |
| <b>Goals and objectives of the discipline</b>  | <p><b>The goal is</b> developing students' knowledge and practical skills in the field of dental organization management, planning, organizing and monitoring the treatment process, as well as developing management thinking to improve the efficiency of dental activities in the specialty 560004 "Dentistry".</p> <p><b>Objectives of the course:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to the fundamentals of healthcare management and its specific features in dentistry.</li> <li>2. To study the structure, functions and management processes in dental practice.</li> <li>3. To master methods of strategic and operational planning of dental organizations.</li> <li>4. Develop skills in teamwork, leadership and management decision-making.</li> <li>5. To teach how to use quality control, marketing, and economic analysis tools in the field of dentistry.</li> </ol> |



Educational institution  
Roel Metropolitan University

Quality management system  
Abstract of the course "Management and Marketing in Dentistry"  
Department of Dental Disciplines

**Competencies:**

The discipline contributes to the development of the following competencies:

**OK-1:**the ability to think abstractly, analyze and synthesize information in professional and scientific activities;

**IK-1:**ability and readiness to communicate orally and in writing in Kyrgyz, Russian and foreign languages to solve problems of professional and interpersonal interaction;

**IK-4:**ability and willingness to use modern information technologies in professional activities;

**SLK-3:**ability and willingness to engage in social interaction and cooperation;

**SLK-5:**ability and readiness for critical thinking and analysis;

**PC-30:**ability and readiness to organize the work of medical personnel;

**PC-31:**ability and willingness to manage a dental practice;

**PC-32:**ability and willingness to conduct marketing research;

**PC-33:**ability and readiness to plan and analyze financial and economic activities;

**DPK-3:**the ability to organize the work of a private dental office in a market economy.

**Results of mastering the discipline**

The results of mastering the discipline are formed using the active verbs of Bloom's Taxonomy: After mastering this discipline, the student:

*Will know:*

1. basic concepts, functions and principles of management in healthcare;
2. legal and organizational foundations for the management of dental institutions;
3. features of strategic, operational and personnel management in dental practice;
4. methods of quality management of dental services and risk analysis;
5. Fundamentals of medical marketing, document management and financial planning in dentistry;
6. Ethical norms and rules of business communication in the management of medical personnel.

*Will be able to:*



Educational institution  
Roel Metropolitan University

Quality management system  
Abstract of the course "Management and Marketing in Dentistry"  
Department of Dental Disciplines


1. analyze the structure and activities of a dental clinic from the point of view of management efficiency;
2. apply methods of planning, monitoring and evaluating the quality of work of a dental institution;
3. develop management decisions in typical professional situations;
4. organize the work of the team, distribute responsibilities and monitor the implementation of tasks;
5. conduct marketing analysis and develop patient attraction strategies;
6. maintain the necessary management documentation and reporting.

*Will own:*

1. skills in making management decisions in conditions of limited resources and external risks;
2. methods for assessing the effectiveness of dental services;
3. tools for improving the quality of service and motivating staff;
4. communication skills, conflict resolution and teamwork in a medical environment.

**Basic literature**

1. **Glukhareva E.A., Vorobyov A.A.**  
*Healthcare Management and Economics: A Textbook for Medical Students*  
- M.: GEOTAR-Media, 2021. - 368 pp. ISBN: 978-5-9704-6403-8
2. **Mazur L.I., Shapiro V.D., Olderogge N.G.**  
*Management: a textbook*  
— M.: Infra-M, 2020. — 512 p. ISBN: 978-5-16-015070-7 (A current guide to general management applicable to the medical field)
3. **Solomonov A.V., Dolgova N.V.**  
*Fundamentals of Economics and Management in Dentistry*  
— M.: MEDpress-inform, 2020. — 256 p. ISBN: 978-5-98322-910-5 (Specialized source for dental practice)
4. **Volkova G.L., Vasilyeva N.I.**  
*Economics and Management in Dentistry: Textbook*  
— St. Petersburg: SpetsLit, 2019. — 280 p. ISBN: 978-5-299-00877-2

|   |  |
|---|--|
|  | <p align="center"><b>Educational institution</b><br/><b>Roel Metropolitan University</b></p>   |
|   | <p align="center"><b>Quality management system</b><br/><b>Abstract of the course "Management and Marketing in Dentistry"</b><br/><b>Department of Dental Disciplines</b></p> |

|  |   |
|--|---|
|  | <p>5. <b>Kotler F., Keller K.L.</b><br/><i>Marketing management</i><br/>- M.: Williams, 2021. - 816 pp. ISBN: 978-5-8459-2112-3</p> |
|--|---|