

## Advanced Diploma in Nursing (Management)

Jointly organized by the **School of Health Sciences** and **School of Business Management**, this course aims to increase the participants' knowledge and skills in healthcare management. This course will also assist them to develop professional attitudes and skills in enhancing their confidence and competence in the managerial role in their areas of practice.

### Synopsis of Modules

**BM1445      Managerial Accounting for Decision Making                      (39 hours)**

Provides an understanding of costing principles and a basic working knowledge of management accounting techniques for planning, controlling and other managerial decisions. Participants will be given opportunities to analyse and interpret financial statements of their cost centres/units.

**BM1650      Economics in Healthcare Management                                      (39 hours)**

Provides participants with an understanding of the fundamental principles of economics and the framework of economic reasoning as applied in healthcare management. Issues in healthcare economics, medical and financial environments, which shape intelligent financial decisions, will be discussed. Participants will examine and appreciate the significance of economics on healthcare management in Singapore and the region.

**BM1652      Marketing Management Practices and E-Business                      (39 hours)**

Examines the marketing mix including product, place and promotion, and discusses how these can be integrated to produce an effective marketing plan in the healthcare industry. There will also be a strong emphasis on services marketing and customer relationship management. Participants will explore the various strategies for marketing health services to potential healthcare consumers and professionals.

**BM1653 Enterprise & Small Business Management (39 hours)**

Provides participants with an appreciation of small business planning & development to enhance entrepreneurial and creative skills through a projectbased environment to develop thinking, problem solving and analytical skills. Opportunities will be provided via a case study for participants to integrate the concepts acquired in the setting up of a nursing clinic/ nursing home.

**HS8901 Organisational Communication (39 hours)**

This module explores the different forms of organizational communication at the macro and micro levels. Specifically, it examines communication processes between staff at departmental, interdepartmental and interorganisational levels. Particular emphasis will be placed on nursing strategies to enhance communication for efficient and quality patient care. Fundamental concepts of conflict resolution and negotiation skills will be reviewed and opportunity will be provided, using case analysis, to apply the theories in addressing conflict.

**HS8902 Managing the Healthcare Industry (39 hours)**

This module examines the intervening variables such as the structure, dynamics, and processes of change affecting the healthcare organisation. It explores the impact of healthcare environment on the delivery of care and the role of the nurse manager in the 21st century. It focuses on the nurse manager in planning, organising, educating, staffing, leading, coordinating and controlling the health environment to effect cost effective and quality patient care. Concepts related to leadership and working with groups of people in providing nursing care will be explored.

**HS8903 Legal Aspect of Healthcare Management (39 hours)**

This module provides participants with a basic grounding in the laws and regulations governing the healthcare industry. Content will include health laws, Nurses' Act, fundamentals of malpractice and negligence, the Employment Act and its impact on human resource management in the healthcare sector.

**HS8904 Contemporary Issues in Healthcare Environment (39 hours)**

The module provides opportunity for participants to explore and analyse the impact of social, political and cultural factors on healthcare reform in various countries.

Participants will be encouraged to analyse and critique national healthcare policies and their impact on nursing and care delivery. Ethical implications of national health policy will be highlighted.

**HS8905 Quality Management (39 hours)**

The module enhances participants' understanding of the increasing emphasis on quality management in the healthcare environment. Participants will be given opportunity to learn the philosophy, knowledge and skills of continuous quality improvement, teamwork and interdisciplinary work. They will explore strategies to manage resource and services more effectively without compromising quality care.

**HS8907 Strategic Human Resource Management & Development (39 hours)**

Integrating concepts of economics, behavioural sciences and laws, this module prepares participants to manage opportunities and problems that arise in the employment relationship specifically in the healthcare sector where staff recruitment and retention is a perennial problem. Studies include organisational justice, governmental regulations, unions, and human resource management. Participants will recognise and appreciate human resources as an important asset in the organisation and implement effective human resource strategies in the dynamic healthcare environment.

**HS8908 Information Management & Technology (39 hours)**

Information technology has had a pervasive influence on the way organisations work, including organisations in the healthcare industry. The application of computer technology in healthcare and nursing will be explored. The module provides an understanding of the rapid changes the Internet and related technologies have brought about to manage healthcare organisations better. Special consideration will be given to the clinical and administrative applications of information technology.



Student Recruitment & Admission Office,  
Nanyang Polytechnic,  
Campus Centre (Blk A), Level 2,  
180 Ang Mo Kio Avenue 8,  
Singapore 569830

NB: (1) An incomplete submission may not be considered.

Organisations sponsoring their staff for the programme are required to submit the Company-Sponsorship Form to the above address by the closing date. This can be obtained from the Course Calendar at [www.nyp.edu.sg/pdc](http://www.nyp.edu.sg/pdc)

## **Enquiries**

Enquiries related to the course application, please contact: Professional Development Centre (PDC)

TEL: 6550 0555

Enquiries related to the course, please contact: School of Health Sciences,

TEL: 6550 1300

[www.nyp.edu.sg/shs](http://www.nyp.edu.sg/shs)