

Healthcare Business Management

Major of the Master in International
Management

Master programme

Amsterdam

Rome



The Major in **Healthcare Business**

Management provides participants with managerial technicalities and instruments to critically analyse the competitive environment of the health value chain and industry.

The Major in Healthcare Business Management prepares young professionals for a career in the healthcare management industry by gaining expertise and practical significance in:

- Comprehending the various phases of the health value chain and impacts of megatrends on it
- Acquiring technical expertise in the analysis of the evolutionary dynamics affecting the industry and their effects on firms
- Understanding the firm's strategy and goals

Curriculum

The curriculum is designed to ensure and support **your progressive professional and personal growth.**

You will benefit from a productive learning experience made up of lessons, case studies, group work sessions, and a high-level faculty encompassing both academics and professionals.

During the programme, you will receive constant support from our Career Services Team, who will help you enhance your employability in the labour market and aid you in your search for an internship.



INDUCTION WEEK

The Induction week is an introductory week in which students can settle in and familiarise themselves with life on campus. Ice-breaking labs, seminars, workshops, and presentations will be organised for the students.

Students will meet their classmates and will develop a better idea of the services offered, as well as the planned curricular and extra-curricular activities.

GENERAL MANAGEMENT

The General Management courses aim to provide students with the business-management foundations needed to understand the new concepts that will be introduced during the core and advanced courses.

Accounting

The course aims to provide students with conceptual and methodological skills of accounting, as useful instruments for the evaluation of both the economic and financial equilibrium of business.

Financial Management

This is an introductory course of finance that will examine the role of the financial manager at the corporate level. The emphasis will be on the goal of the firm, on

capital budgeting techniques and the trade-off between risk and return.

International Economics

This course is meant as an overview on open economy and international trade theory with a further focus on Macroeconomic structure and dynamic and exchange rates.

Strategic Management

The focus of the course will be on the most relevant frameworks for strategic analysis, encouraging students to think critically, use tools and frameworks to recognise and analyse strategic challenges and devise strategies to effectively overcome them.

Organisation & People Management

The course explores the most significant factors and dynamics that influence the management of resources in complex organisations

Corporate Sustainability

The course introduces the key challenges that a business faces in the process of becoming socially responsible

Marketing

The course has the goal to outline



the key steps that needs to be undertaken to increase chances to succeed in marketing activities. More specifically, an overview of country analysis, market segmentation and marketing mix will be provided.

Planning and control for internationalisation

In this course we present the various phases of the planning process and its relation to strategy for international markets

CORE COURSES

The Core Courses aim to introduce students to industry-focused concepts that are specific to this master's programme.

These courses provide students with the key principles and the skills they need to better understand their chosen sector.

Healthcare Industry Worldwide

The course aims to analyse the current situation of globalisation and its impact on the healthcare market. The objective of this course is to understand the healthcare industry trends and best practices

Strategic Management and Governance in Healthcare Industry

Introducing to global-health related issues examining the structures, policies, and strategies of public and private global actors, providing them with an overview of the challenges that any global health manager has to face.

Intellectual Property Rights in the Healthcare Industry

The course provides an overview of general intellectual property law, examining how the policy choices behind this law shape the behaviour of major actors and players in the healthcare industry.



R&D for the healthcare industry

The role that healthcare SMEs play in the development of local, international, and global economy, by creating job opportunities, promoting the visualisation of regional development, and fuelling economic progress through creativity, research and innovation

Health economics, HTA, Reimbursement & Market Access

An in-depth understanding of the issues related to efficiency, effectiveness and value in the production and consumption



of healthcare.

Quality and Operations in Healthcare Industry

The importance of developing strategies for operational effectiveness to ensure health systems run efficiently while delivering high-quality, appropriate care.

Supply Chain in Healthcare

The current challenges of the Supply Chain in Healthcare Management to identify the importance of the decision-making in delivering health products and services in a timely manner, without compromising quality, to

CORE COURSES



CHALLENGE

fulfil stakeholders needs and expectations.

Clinical and Non-Clinical KOL Management

Best practices in KOL Management and its evolution into a more complex and more strategic role within the pharma industry.

Marketing Strategy for Pharmaceuticals and Medical Technologies

An in-depth understanding of marketing and communication strategies, analysing their various channels and actions to best targeting all audiences with the aim to influence attitudes and behaviours and to achieve strategic objectives.

Lobby and Governmental Affairs in Healthcare

Health policy and tools of strategic advocacy to influence and lead change, and the skills needed to navigate health policy.

Managing Change and Innovation in Healthcare

The challenges of leading, implementing, managing change and driving innovation within the Healthcare industry. An understanding of Digital Health tools and technologies and their importance in enhancing the efficiency of healthcare delivery.

Economic evaluation of Healthcare programs

Principles and methodologies used for Health Economic

Evaluation to best understand the cost-effectiveness analysis of healthcare programs upon available resources.

Performance Measurement for Healthcare systems

Providing an in-depth understanding of the KPI's used to monitor, analyse, and optimise all relevant healthcare processes to increase stakeholder satisfaction.

People management in healthcare industry

A complete overview of the effective leadership of global health managers and its vital importance for strengthening the quality and integration of health care programmes.

Students will be involved in a challenge aimed at finding innovative solutions to real-life business needs. Each challenge is commissioned by one of the programme's corporate partners.

Students' progress will be closely monitored by a company tutor. This activity will allow the students to develop transversal skills by putting the knowledge and training received during the programme into practice.



INTERNSHIP

The internship generally takes place at the end of the programme. It represents an opportunity for students to combine theory with hands-on experience. Through the internship, students will come into direct contact with professionals working in the industry.

The Career Services Team supports students in their search for internship opportunities, thereby helping to broaden students' career prospects and giving them the opportunity to acquire the necessary work experience as well as to enhance their skills and expand their business networks.

LEARNING LABS

Learning labs focus on personal development. You will develop cross-functional and soft skills.



Students will attend sessions designed to help them cultivate intellectual flexibility, develop problem-solving skills, learn to adapt to diverse situations and refine their cross-cultural awareness.



Employability Lab

This lab aims to help students further develop the **10 key skills highlighted by the World Economic Forum 2025**. The lab is organised in collaboration with Luiss Business School's Career Services Office and is divided into three parts:

- Personal Assessment
- Workshop and team coaching focused on critical thinking, feelings and emotions, and relationships
- Assessment centre



Creativity Lab

This Lab allows students to develop and acquire new skills using creativity. The objective is to help **participants create a work environment** that values individuals by increasing personal motivation and favouring integration with other group members in order to obtain better results. Students will be divided into groups and guided along five sensory paths.

Each group represents a creative team in a start-up that is in a competition with the others. The groups must use the five senses as a creative tool to develop their products and as an external communication instrument to increase their companies' visibility.



AdVenture Lab

This lab aims to create an **entrepreneurial framework** and to allow students to use what they have learned in the classroom. Students will learn about basic mechanisms that are key for launching a new business. The lab will provide students with useful insights into developing a business idea, creating a business plan, drafting a marketing and fundraising campaign, and defining the organisational structure.



Social, Environmental and Impact Lab

The objective of this Lab is to sensitise students to current global issues related to sustainability. Students will be asked to analyse business cases and to present creative and innovative solutions that consider social, economic and environmental impact. Students will develop ideas and solutions to understand the impact of businesses on a social, environmental and economic scale.



Project Management Lab

This lab aims to provide basic **knowledge of the project management field** in order to effectively contribute to various aspects of the planning and execution of a project. Furthermore, the lab highlights the factors critical to a project's success as well as the fundamental differences between a project and a programme. Students will study the five group processes relevant for project management.



Digital Skills Lab

The Digital Skills Lab aims to enhance students' understanding of the impact of the digital era on business. The lab provides the instruments necessary to evaluate and identify digital processes, and it prepares students to take an active role in managing new digital challenges. The Digital Skills Lab gives students an opportunity to acquire basic digital concepts by comparing digitalisation, digital transformation, digital ecosystems, digital areas and digital organisational functions.



How-to-Present Lab

The objective of this lab is to help students develop presentation skills necessary in the world of business. This lab is divided into four sections: **personal branding, writing with impact, public speaking & pitching**. The **personal branding** session aims to provide students with basic notions regarding the use of social media in business, digital leadership and brand management. **The writing with impact** session gives students an understanding of the crucial role of written communication in business and provides an overview of the key principles of writing. **The public-speaking session** covers ways of managing stress and emotions during presentations as well as the tools needed to be an effective public speaker. **The pitching session** aims to prepare students to make persuasive presentations in the workplace.

The structure of the laboratories may vary according to the specific focus of the Master.

Career Services

The **Career Services Office** offers customised services with the objective to develop your skills and abilities and help you start a satisfying career.

The Career Services team will support you in defining your career path, and in arranging meetings with public and private companies to explore job and internship opportunities.



CAREER SERVICE ACTIVITIES

Throughout the year, activities are organised to ensure that the office has a good understanding of students' profiles and can match them with the best employers.

Events and activities include:

- **Career Counselling**
Focus on understanding and building students' professional profiles.
- **Orientation to job-market rules**
Help students define their career path, building their digital identity and enhance their interview skills.
- **Business Presentations**
Take part in conferences and meetings with executives to better understand the business world and the fields in which those executives work.
- **Employer Engagement**
Work with employers to find the best way to promote their reputation and exploit their collaboration with Luiss Business School as part of their brand strategy.
- **CV Book**
Provides online availability of the students' CVs to companies and recruitment agencies.
- **Internships**
Takes students from educational training to the reality of a job. The office supports students in their search for internship opportunities.
- **Employability Lab**
The Career Service office is also responsible for the Employability Lab, with the aim of developing students' self-awareness on a key set of Soft Skills, and to build a personal Action Plan which will maximise self efficacy in a working environment.

CAREER DEVELOPMENT AND NETWORK WITH COMPANIES

Every year, more than 100 career-development events and workshops are held on campus, mostly involving employers and alumni.

These activities aim to **connect students with recruiters and managers**, and to give them first-hand information about recruitment programmes and career paths. Moreover, some of these events are built to foster students' personal development. **Using a "learning by doing" methodology**, students can explore their professional attitudes, learn how to strengthen their personal brand and practice working with recruiters.

Serving as an essential link between companies and future graduates, **the Career Services team provides career counselling**, interview simulations, job-scouting sessions, and company presentations. Students are assured access to a wide range of career options thanks to the continuous improvement of relationships with major companies.

The Career Services Office sits on the **Corporate Advisory Board** of all of the one-year master's programmes. In that role, it acts as an internal business intelligence office and provides feedbacks on employer needs in terms of competencies and skills. The programme's boards and coordinators can integrate these requirements into programmes, tracks and laboratories.

CAREER SUPPORT PROJECTS

Competency-Based Interview Simulation

An important step in students' preparation for placement is the Simulated Interview. Based on an actual open position, the student takes part in a mock interview, in which a Career Services team member plays the role of the potential employer. The mock interview replicates possible situations that might occur during a real interview.

CV Book and Career Database

The Career Services Office provides students with support in editing their CVs and cover letters, after which students add their CVs to the CV E-book. The CV E-book is periodically sent to companies and institutions that are interested in reviewing students' profiles for potential or open positions. At the same time, the Career Services Office proactively seeks additional opportunities that fit students' profiles.

Job Teaser

The online platform *Job Teaser*, which is used by top universities and business schools around the world, provides the Career Services staff with a clear overview of each class's profile and evolution. It also allows employers to post vacancies.

Students have a personal account on the platform, through which they can upload their CVs and directly apply for open positions posted by the school or by companies in Italy and across Europe. They can use supporting materials, such as videos, to help discover new career paths, and they can access brochures and leaflets on different topics.

FEEDBACK SESSIONS

Feedback is an essential part of effective learning and development, and it provides students with clear guidance on ways to improve their profiles. Feedbacks help also improve student's confidence, self-awareness, and enthusiasm for learning and development.

During the feedback sessions, the Career Services staff concentrates on the competency model and other aspects that can influence a student's success in a selection process. The emphasis is on soft skills.

INTERNSHIPS

The Career Services team supports students in their search for internship opportunities, thereby helping to broaden students' career prospects and giving them an opportunity to acquire the necessary work experience. The internships also enable students to enhance their skills and expand their business networks.

The internship generally takes place at the end of the master's programme. It represents an opportunity for students to combine theory with hands-on experience as they come into direct contact with professionals working in the national and international arenas.

International experience

The International Experience includes a range of international oriented activities and experiences that allow students to see through the lens of an international perspective and mind-set. Here are some examples of the initiatives planned that will be offered depending on the Master.



MEETING WITH INTERNATIONAL LEADERS

Throughout the programme, students will meet international leaders and managers who will share best practices that will help them make decisions that impact positively in the businesses and provide rich insights to go further current and future issues related to the industry and/or function in which they operate.

EXCHANGE PROGRAMME

The list of opportunities, as well as the partner schools, may vary from year to year. Please refer to the information that will be provided to students by the dedicated offices. The School cannot guarantee that students will be able to relocate if the international situation does not enable the exchange programme to be undertaken safely. In any case, innovative and interactive forms of learning with international students on campus will be offered.



ARGENTINA

- Universidad Torcuato di Tella, School of Business

AUSTRALIA

- Curtin University, Curtin Business School

AUSTRIA

- Management Center Innsbruck

BELGIUM

- Ku Leuven Faculty of Economics and Business

CANADA

- Université Laval, Faculty of Business

- Simon Fraser University, Beedie School of Business
- Smith BS

CHINA

- ESSCA, campus of Shanghai
- Hong Kong Baptist University, School of Business
- Shanghai Jiao Tong University, Antai College of Economics & Management

CROATIA

- Zagreb School of Economics and Management

ESTONIA

- Estonian Business School

FRANCE

- Burgundy School of Business
- EM Lyon Business School
- EM Normandie
- ESSCA Business School
- ESSEC School of Business
- Kedge Business School
- Excelia Group

GERMANY

- RWTH Aachen University
- Frankfurt School of Finance & Management

GREECE

- Alba Graduate Business School - the American College of Greece

INDIA

- S.P. Jain Institute of Management & Research

ISRAELE

- Coller School of Management

POLAND

- Kozminski University

PORTUGAL

- Católica Porto Business School
- ISCTE Business School

RUSSIA

- Higher School of Economics, Moscow & St. Petersburg Campus
- Saint-Petersburg University, Graduate school of Management
- Ural Federal University, Graduate school of Economics and Management

SOUTH KOREA

- SolBridge International School of Business

SPAIN

- Deusto Business School-

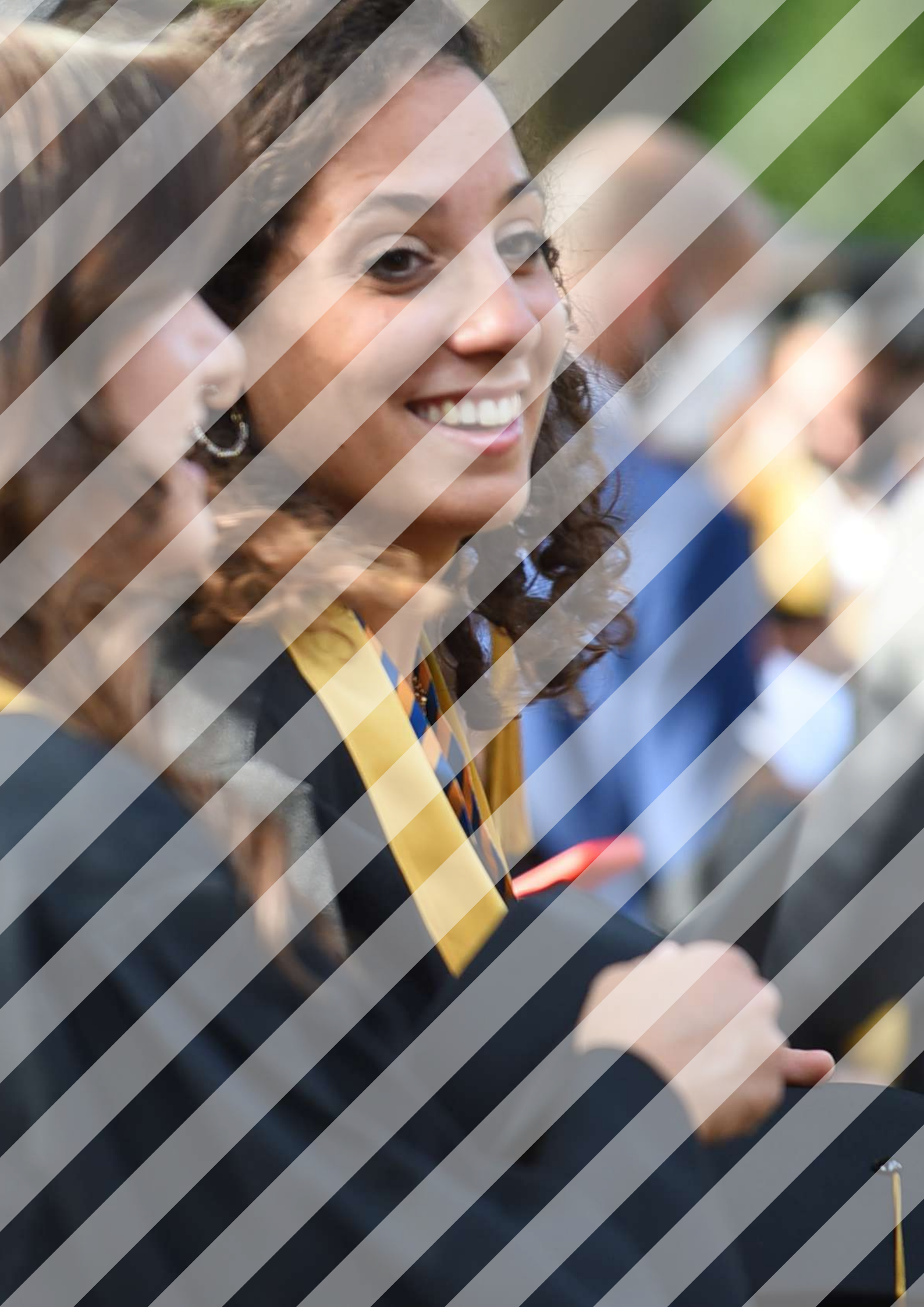
- University of Deusto
- ESIC
- UPF Barcelona

TAIWAN

- National Chengchi University, College of Commerce
- National Sun Yat-sen University, College of Management

UNITED KINGDOM

- Newcastle University, Business School
- Nottingham Trent University, Nottingham Business School



Useful Information

DIPLOMA AND ECTS

The **Master in Healthcare Business Management** is a first-level Degree Programme. It is accredited by the Italian Ministry of Education as a "Master Universitario di Primo Livello" and provides students with at least 60 ECTS (European Credit Transfer and Accumulation System). The Master's Diploma and ECTS will be awarded to participants who have passed all mandatory exams and assessment tests.

TUITION FEE

The tuition fee for the Master is € 18,000. Payment is made in four installments.

Tuition includes materials and access to all Luiss Business School facilities.

FUNDING OPPORTUNITIES

The Luiss Business School offers different funding opportunities, including scholarships, early-bird savings, reductions and loans.

For additional information, please write to master@luissbusinessschool.nl

START AND DURATION

September | 12 months

HOW TO APPLY

Applicants are required to take the Luiss Business School's Admission Test, which evaluates the applicant's skills, personal motivations and potential.

The Admission Test can be held on campus or remotely.

ADMISSION REQUIREMENTS

A bachelor's or master's degree is a pre-requisite for the admission. Fluent English is required.

ADMISSION TEST

The Admission Test consists of:

- **English Test** (applicants with valid TOEFL/IELTS scores can be exempted from the English test)
- **Logic Test - Inductive, Numerical, Deductive** (applicants with valid GMAT/GRE scores can be exempted from the Logic test)
- **Personal Interviews**

LOCATIONS AND CONTACTS

The Programme will start in Amsterdam and will pursue in Rome, at the Luiss Business School campus Villa Blanc.

Luiss Business School | ROMA

Villa Blanc
Via Nomentana 216
00162 Rome - Italy

Luiss Business School | AMSTERDAM

Luiss Business School Amsterdam Hub
Nieuwe Herengracht 103
1011 RZ Amsterdam (The Netherlands)

For any further information please write to master@luissbusinessschool.nl or call (+31) 619601068 ; (+39) 3240016569.

Except for legal provisions or regulations that prevent attending classes on-site, for which the School reserves the right to change the delivery method, classes will be held at the stated and scheduled location.



ACCREDITATIONS



Luiss Business School is accredited by AACSB (Association to Advance Collegiate Schools of Business)



Luiss Business School is accredited by EQUIS (EFMD Quality Improvement System)



The Luiss Business School MBA Programmes are accredited by AMBA (Association of MBAs)



Luiss Business School is accredited by Regione Lazio for educational activities and guidance.

CERTIFICATIONS



Luiss Business School is Authorized Training Partner of the PMI (Project Management Institute)



The Management System of Luiss Business School conforms to the Quality Management System Standard UNI EN ISO 9001:2015 for design and provision of management training courses and management consulting (EA Sector: 37 - 35)

MEMBERSHIPS



Luiss Business School is member of EFMD Global (European Foundation for Management Development)



Luiss Business School is member of AACSB (Association to Advance Collegiate Schools of Business)



Luiss Business School is member of ASFOR (Associazione Italiana per la Formazione Manageriale)



Luiss Business School is a member of PRME (United Nations Principles for Responsible Management Education) and it is responsible for the Italian Chapter



Luiss Business School is a partner of GRLI (Globally Responsible Leadership Initiative)



Luiss Business School is partner of GBSN (Global Business School Network)



Luiss Business School is member of FOME (The Future of Management Education Alliance)

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