

Lecture No	031944				
Subject title	Healthcare Business	Subject ID		GP—b3323—L	
Instructors	藤原 武男[FUJIWARA Takeo]				
Semester	Spring 2025	Level	1st year	Units	2
Course by the instructor with practical experiences					
<p>Instructor(s):</p> <p>Takeo Fujiwara, Professor, Department of Public Health</p> <p>Tepei Sakano, Adjunct Professor, Department of Public Health/President, Allm Inc.</p> <p>Yusuke Kakei, Adjunct Professor, Department of Public Health/President, issue+design</p> <p>Ayako Morita, Associate Professor (Career Track), Department of Public Health</p> <p>Yuko Goto, issue+design</p> <p>Masataka Mori, Researcher, issue+design</p> <p>Availability in English: All classes are taught in English.</p> <p>Key word: Public Health</p>					
Lecture place					
Refer to the course schedule					
Course Purpose and Outline					
<p>Course Purpose:</p> <p>This course introduces the practical approach on healthcare business.</p> <p>Outline:</p> <p>This course provides the opportunity to learn how to start healthcare business, focusing on information and communication technology.</p>					
Course Objective(s)					
<p>By the end of this course, students will be able to:</p> <p>a) How to tackle social issues in healthcare</p> <p>b) How to start healthcare business in your own setting</p> <p>c) Explain how to develop/design sustainable healthcare business</p>					
Lecture plan					
No	Date	Time	Room	Lecture theme	Staff
1-2	7/7	08:50-12:15	G-Lab	Lecture: Healthcare technology & Business (1)	SAKANO Tepei, FUJIWARA Takeo, MORITA Ayako
3-4	7/7	13:30-16:55	G-Lab	Case and group activity (planning and presentation A): Healthcare technology & Business (2)	SAKANO Tepei, FUJIWARA Takeo, MORITA Ayako
5-6	7/8	08:50-12:15	G-Lab	Lecture: Healthcare technology & Business (3)	SAKANO Tepei, FUJIWARA Takeo, MORITA Ayako
7-8	7/8	13:30-16:55	G-Lab	Case and group activity (planning and presentation A): Healthcare technology & Business (4)	SAKANO Tepei, FUJIWARA Takeo, MORITA Ayako
9	7/10	08:50-10:20	G-Lab	Case and group activity : Design for Healthcare Business (1)	KAKEI Yusuke, FUJIWARA Takeo, MORITA Ayako, KUROKAWA Yuki, MORI Masataka
10	7/10	10:45-12:15	G-Lab	Lecture: Design for Healthcare Business(2)	KAKEI Yusuke, FUJIWARA Takeo, MORITA Ayako, KUROKAWA Yuki, MORI Masataka

11-12	7/10	13:30-16:55	G-Lab	Case and group activity (planning and presentation B): Design for Healthcare Business(3)	KAKEI Yusuke, FUJIWARA Takeo, MORITA Ayako, KUROKAWA Yuki, MORI Masataka
13-14	7/11	08:50-12:15	G-Lab	Case and group activity : Design for Healthcare Business(4)	KAKEI Yusuke, FUJIWARA Takeo, MORITA Ayako, KUROKAWA Yuki, MORI Masataka
15-16	7/11	13:30-16:55	G-Lab	Case and group activity (planning and presentation B): Design for Healthcare Business(5)	KAKEI Yusuke, FUJIWARA Takeo, MORITA Ayako, KUROKAWA Yuki, MORI Masataka

Lecture Style

This course will consist of lectures and case-based class activities. Students will be required to write a final report.

Course Outline

Refer to the course schedule

Grading System

Grades will be based on the following elements:

Participation 20%

Presentation A 40%

Presentation B 40%

Prerequisite Reading

Reading materials will be available online at the course webpage. Students are expected to have worked thorough the materials before attending the corresponding class.

Module Unit Judgment

2 units

Reference Materials

To be specified in the class.

Important Course Requirements

For students not in the MPH course, instructor (Prof Fujiwara, fujiwara.hth@tmd.ac.jp)'s permission is required before registering to the course. Also, students are required to have TOEFL iBT with a minimum score of 80 or IELTS with a minimum score of 6.5. Please submit an email when you receive permission through the following Forms. <https://forms.office.com/r/D7MT8uicyx>

Note(s) to Students

Participation in Zoom is permitted to participants with exceptional circumstances. Please inform and receive permission from the course instructor in advance.

Email

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