

# Health Sector Management

**The health sector** is increasingly intricate, dynamic and far-reaching – a global network of business, government, and non-profit entities that impacts people and economies like no other. The demand for and development of new health care products and services calls for leaders with both business acumen and insight into the industry’s complexities. Equally critical is the need for creative new approaches to improve patient outcomes, access to care and cost management strategies.



Health Sector Management (HSM) at The Fuqua School of Business leverages Duke University’s longstanding leadership in education, research, and clinical care to develop the leaders who will drive and innovate the health care industry. HSM layers the interdisciplinary study of the global health sector onto Fuqua’s world-class business management curriculum, providing rich, holistic and lasting learning experiences inside and outside the classroom.

HSM students work closely with faculty and industry leaders to explore and identify answers to health care’s most fundamental and emerging issues, among them:

- Health Sector Economics
- Biopharmaceutical and Medical Device Strategy
- Health Systems Management
- Commercialization of Disruptive Innovations
- Health Care Law and Policy
- Financial Management of Health Care

With their understanding of the industry, highly applicable skills, and professional network, HSM graduates join noted public and private organizations to become industry leaders making a difference in healthcare.



*“Health care has a major impact on our well being and budgets. Furthermore, health care technology and regulation are always changing. In Duke’s HSM program, we help you stay ahead of trends and provide fundamental tools of economics and strategy. With this knowledge you’ll have opportunities to make important contributions in business and society.”*

David Ridley, PhD  
Faculty Director, Health Sector Management  
Dr. and Mrs. Frank A. Riddick Professor of the Practice



The HSM Certificate is offered as part of the Daytime MBA, Weekend Executive MBA, and Global Executive MBA Programs.

HSM Students are exposed to a multitude of extra- and co-curricular events and programming that serve to augment their coursework and subsequently their knowledge within the health care industry.



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## HSM Daytime Curriculum

Fuqua daytime students must complete six courses to earn the HSM certificate:

- Three required HSM courses.
- Three electives (minimum 9 credits).



### Required Courses (Must complete all three)

#### Health Institutions, Systems, and Policy (HSM Bootcamp) - HLTHMGMT 710:

A detailed overview of the health care system's segments and stakeholders; analyzes the industry's evolution and on-going changes within the sector during the next century.

#### Health Care Markets - HLTHMGMT 711:

Economics and strategy of the challenges and opportunities faced by product manufacturers, insurers, health care providers, and hospitals.

#### Seminars in Health Care - HLTHMGMT 705 and 706:

Duke Faculty and external industry experts explore the most current health care issues.

### Elective Courses

More than twenty-five elective courses, including:

- Medical Device Strategy
- Biotech and Pharma Strategy
- Duke University Hospital Project Course
- Health Policy & Management (Week in DC)
- Fuqua Client Consulting Practicum
- Provider Strategy
- Health Law and Policy
- Health Care Innovation & Entrepreneurship



## HSM EMBA Curriculum

Executive MBA students complete four required courses and two electives.

EMBA courses are designed and delivered specifically for working professionals.



### Required Courses (Must complete all four)

#### Health Institutions, Systems, and Policy (HSM Bootcamp) - HLTHMGMT 710:

See description above.

#### Health Care Markets - HLTHMGMT 711:

See description above.

#### Seminars in Health Care - HLTHMGMT 705 - 709:

See description above.

#### HSM Project Course - HLTHMGMT 897:

Capstone project that applies MBA skills and training to address a health sector business opportunity.

### Elective Courses

See examples above. Please note, not all daytime elective courses are available to EMBA students.