

# Master of Science in Healthcare Management



**E.H.E. EurAka**  
Switzerland

## Programmes of Studies:

- ⇒ **Doctoral Studies**
- ⇒ **Postdoctoral Studies**
- ⇒ **Professional Doctoral Studies**
- ⇒ **MBA & Master's Studies**
- ⇒ **BBA & Bachelor Studies**

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### **E.H.E. Europa Hochschule EurAka CH Educational Quality & Institutional Memberships:**



The Europa Hochschule EurAka CH is the official cooperation partner of the

- Accreditation-Certification-Conference (ACC) HQMS (Holistic Quality Management in Science and Education)
- QS Zurich AG (Swiss Accreditation Service SAS approved)
- DeuZert (Deutsche Akkreditierungsstelle DAkkS approved), founding member of the IFCES, ISO 29990 in Education



ECBE

**PRME** Principles for Responsible  
Management Education







## **Welcome to EurAka Welcome to Swiss Higher Education**

The E.H.E. Europa Hochschule EurAka CH or by international translation, the E.H.E. Private European University EurAka Switzerland, is a future-oriented University with her headquarter in Switzerland's Canton Basel-Landschaft (Basel County). Our University owns Campuses in Switzerland and Germany to which add several specialist knowledge and research centres in Germany as well.

That Switzerland's Universities and Higher Education both belong to the world's best is for our University a specific challenge to which we actively contribute not only by first-tier education, but equally internationally acknowledged research.

Thus, we offer innovative and contemporary academic programmes of outstanding excellence.

We equip our students with skills and knowledge supporting their successful careers. We are very proud of our internationally acknowledged high academic quality standards, where intercultural understanding and mutual respect is at the core of the delivery of our studies. At our University you will find many academic challenges, global awareness, and strong emphasis on social responsibility and sustainability to which we encourage our students and which is equally demonstrated by all faculty members.

I look forward to welcoming you at the E.H.E. Private European University EurAka Switzerland.

Prof Dr h.c. Paul Diener  
President







# **The Europa Hochschule EurAka CH**

**(E.H.E. European University EurAka  
Switzerland)**

The E.H.E. Europa Hochschule EurAka CH, internationally known as the private European University EurAka Switzerland, is an independent and private University for integral medicine, technology, and economics. The E.H.E. EurAka is situated in Therwil (Switzerland) and legalised by the Swiss Federal Republic and the Canton Basel-Landschaft as private University. The status of the private EurAka University is officially confirmed as 'non-contributory private institution' according to the Swiss Higher Education Act (HFKG). The E.H.E. EurAka is officially approved to award Swiss Bachelor, Master's, and doctoral degrees.

The E.H.E. EurAka was constituted in 1985. The University provides national and international research and programmes of studies in the fields of Integral Medicine, Technological Sciences, and Business Sciences. The E.H.E. EurAka research, especially in technology and engineering, owns highest international reputation and attracts significant research funding from global corporations and European Governments.

Upon recommendation by the State-Council of the Swiss Republic and the Canton Ticino, the E.H.E. EurAka has received official Degree Awarding Powers in the year 2000. The status of Degree and Research Degree Awarding Powers was reapproved by the country's various regulatory authorities in 2006, such as the Dipartimento della cultura e dell' educazione dello Sport, Ticino, and by the Canton Basel-Landschaft in 2016. They concluded that the E.H.E. Europa Hochschule EurAka CH is fully aligned with the laws of Switzerland and thus officially approved as Swiss "Hochschule on the level of University".

Switzerland itself is aligned with the so-called Bologna Process of the European Union making Degrees of the University cognate across Europe and beyond. Hence, the University awards Degrees with ECTS credits





## **Regional E.H.E. EurAka Centres Around the Globe**



Delivering studies in often very distant countries means trust first of all. Students have to trust that they are getting the same high quality as if studying with the E.H.E. EurAka herself. We must have the confidence that national centres of studies are exactly delivering this same quality.

This is not just a question of equality regarding graduates' skills and knowledge, it also is a prerequisite regarding applicable regulations in our country of origin and additionally, in the host country of the delivery of our studies.

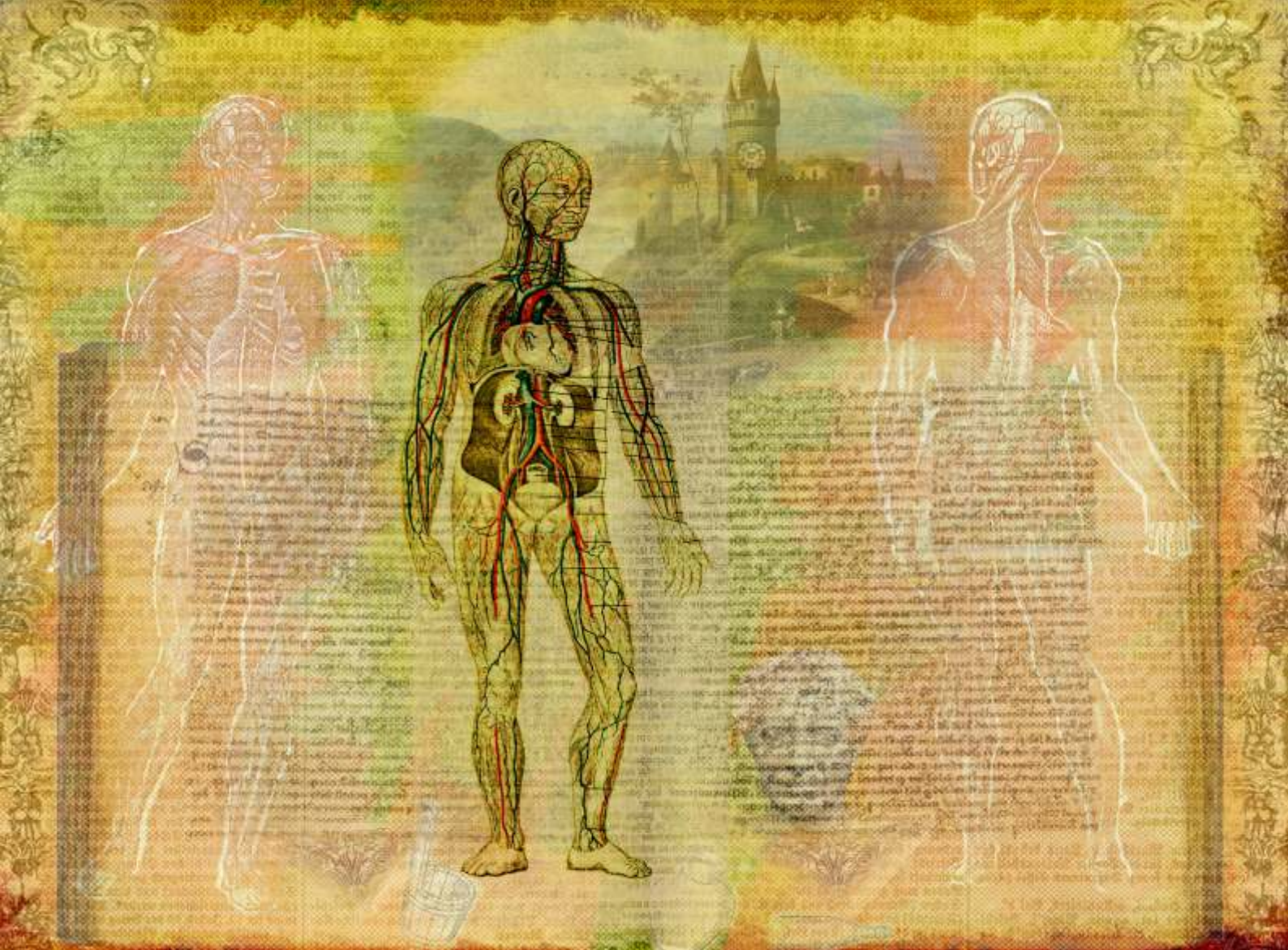
To assure such equal quality, the E.H.E. EurAka collaborates with carefully selected partner institutes in Africa, Asia, and Europe.

The same quality of studies is of utmost importance, because all students are awarded with the same Swiss degree. The E.H.E. EurAka takes its responsibility very seriously. Therefore, students' welfare and progress are permanently monitored. Furthermore, all our regional partner centres being entrusted with the delivery of our programmes of studies are receiving direct support for that students can study with confidence in the quality of their studies.

The E.H.E. EurAka has established internationally acknowledged academic standards according to DIN EN ISO / IEC 17024.

Prof Dr Dr habil Klaus Oestreicher  
Vice President International





## Healthcare Management & Its Challenges

Becker's Healthcare Review writes in 2018 that '[o]ver the next five to ten years, healthcare leaders should expect to encounter a plethora of challenges including regulatory and policy changes; medicinal and technological advancements; funding; education; and ethical issues. Leaders must realize a combination of these challenges could quickly consume time and money for medical research, facility upkeep, equipment overhaul, and operational training. Research suggests technological advancements will present additional challenges with programming, control, and support issues.'

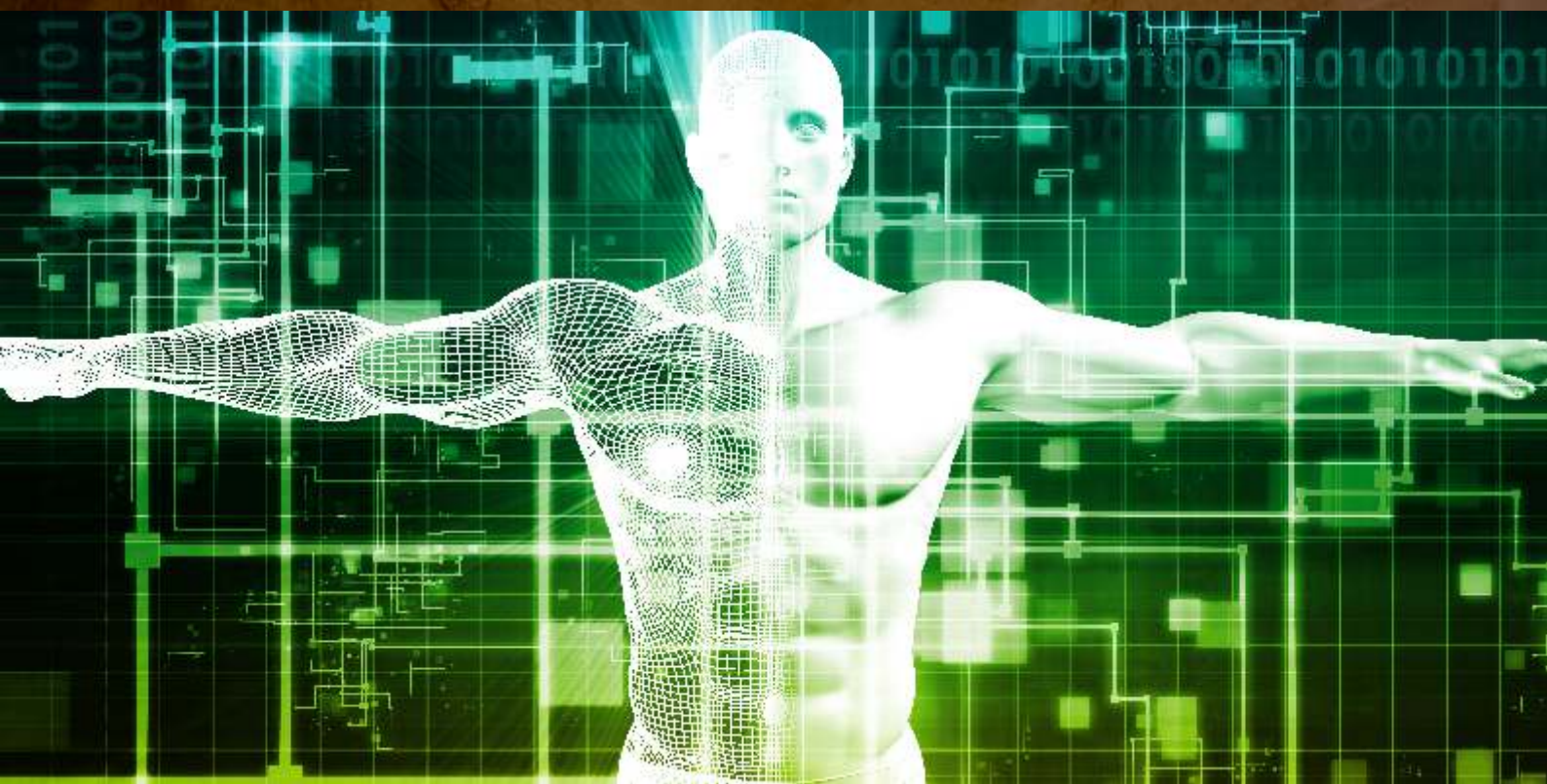
This means that highly qualified professionals are needed and will be needed even more. For this reason, the E.H.E. EurAka has developed this MSc programme. Its intention is to provide the

healthcare sector with educated personnel having the overview, but as well the cross-functional skills to balance those challenges, which tight budgets, an often ageing population, and on the other hand, more and more expensive technological advancements bring and impose.

Despite the popularity of the MBA, this course is a Master of Science for that instead of important, but generalising knowledge deep specialisation drives students' learning. Still the wider picture of cross-functional perspectives remains a key driver; however, the extra mile of what makes the course a Master of Science is of essence.

Healthcare organisations will need managers, who understand the sector more holistically. They will face decisions, in which the extra of the scientific learning in the programme complements the practice-oriented parts advantageously. For that healthcare remains not only affordable but also owns an advanced state in patients' interests.





## The MSc in Healthcare Management

Tight budgets opposed by significant but expensive technological advancements; more demand for healthcare through demographic changes; increasing difficulties in recruiting staff for healthcare requires a rather holistic view, which the management in this sector requires.

This complex situation was the starting point for the development of this programme. The result is an MSc, which covers a wide range of subjects being concentrated on focusing on the challenges but also opportunities, which healthcare management bears.

In addition, the task is not only to provide students with knowledge and skills they can use in specific functions or situations. The course needs to connect these, because contemporary management is beyond silo thinking and actions. Cross-functional is the key word explaining the MSc in Healthcare Management's overall structure.

To this add some cross-disciplinary factors, when combining pure administration for effectiveness and efficiencies with knowledge on, e.g., data security or patient safety and that of the work place. This cannot be managed only, this must carefully respect that there are human beings involved.

In this understanding, the MSc in Healthcare Management has significant depth but equally breadth for providing students with deep knowledge, which also is combined with substantial practice-orientation for the contemporary healthcare organisation.

The outcome of the course can be further increased by the optional ISO 17024 Certification, which adds the professional certification to the academic degree. The ISO 17024 Certification is globally valid and recognised.

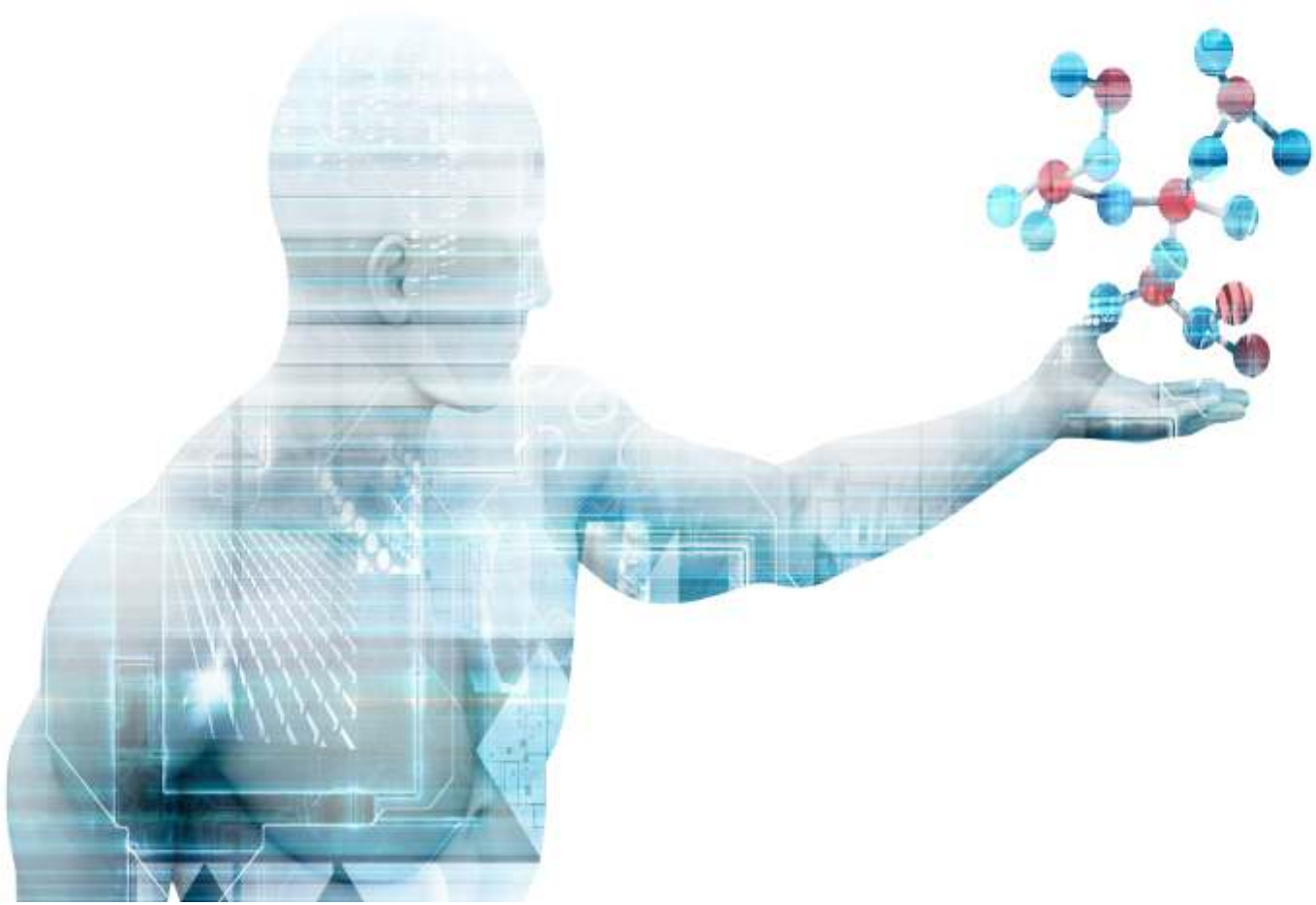












## Intended Strategic Learning Outcomes

The MSc in Healthcare Management develops profound and sophisticated knowledge in this particular subject area. The programme of postgraduate studies is specifically designed to meet the concept of graduates' Employability Impact. Therefore, content of the individual modules are addressing latest knowledge and have practice-orientation at the same time.

The particular Intended Learning Outcomes are:

- Develop critical thinking and contrasting approaches to theories and practices of the contemporary management of healthcare organisations by in-depth analysis of their demanding internal and external environment.
- Enhance the ability to analyse, evaluate, and make sense of the specific organisational needs regarding sound leadership principles in the healthcare sector.
- Extend the capacity to evaluate and critically develop selected strategies, tactics, and innovative models for contemporary and future-oriented healthcare provision.
- Support healthcare organisations in their need to adapt to shifts in society, political contexts, and regulatory requirements.
- Apply high standards of moral and ethical behaviour with reference to all aspects of patients, staff, and further stakeholders within the own work and to that of the organisation.



# Certification



SWISS MADE

## ISO Certification 17024 for Healthcare Managers

Beyond academic Degrees, the E.H.E. EurAka offers to students - as one of the first universities - the exceptional integrated option to gain the international ISO 17024 Certification.

ISO Certifications are famous and especially recognised all over the world. Organisations seek for ISO Certifications as clear demonstration of their quality. Here now is the very unique option and opportunity for E.H.E. EurAka students to do the same and that within their regular programme of studies.

This ISO 17024 Certification does not accredit organisations, but the individual - the E.H.E. EurAka student - according to official accreditation standards of the International Organization for Standardization.

To make the ISO 17024 Certification possible, the globally oriented E.H.E. EurAka closely collaborates with those official organisations, which are authorised to issue and award the respective ISO 17024 Certification. ISO Certifications are globally recognised and valid. They enhance career perspectives additionally.

Which now are the benefits? Beyond their academic Master's Degree or even Double Degree, the third option is to demonstrate to employers that a Graduate has met the official requirements for being a Certified Expert according to globally recognised ISO 17024 standards on professional level of expertise. This academic - professional expertise clearly goes beyond present standards employers expect. These combined qualifications, the private EurAka University is proud to offer, clearly differentiate the E.H.E. EurAka's Graduates on highly competitive job markets and is a culmination of what they offer to employing organisations. That is, what superior value education stands for.



## Entry Requirements Master's Studies

### Admission by Education

Master's studies of the E.H.E. EurAka are focused programmes of postgraduate academic studies. They are aimed at candidates, who have obtained a prior undergraduate degree in form of a Bachelor Degree or other national equivalent. The University widely accepts higher education degrees not regarding their country of origin or foreign higher education system. Essential prerequisite is that the undergraduate degree is officially recognised in its country of origin. Previous studies with professional bodies may be accepted equally, if the professional body is officially acknowledged.

### Admission by Professional Experience

Equally welcome are applicants, who have instead of a first (undergraduate) degree significant professional expertise and practice in an organisation, ideally, but not compulsorily in the chosen pathway of specialisation. These candidates are admitted by the so-called work-based entry route. The expectation for such professional practice is a minimum of five (5) years on managerial or supervisory level, unless indicated differently. The Registry of the E.H.E. EurAka requires written evidence to be submitted with the Application Form.





# Global Student Benefits

- Degree from a private Swiss University
- International Degree officially approved in Europe
- Further official approval beyond Europe
- Campuses in Switzerland and Germany
- Latest academic knowledge with practice-orientation for Employability Impact
- Individual ISO 17024 Certification (optional)
- Delivery by carefully selected national Partner Institutes making studies more affordable and accessible
- Certificate, Transcript, and the official EU Diploma Supplement of the Europass
- Part of a truly global student community
- Progression up to doctoral studies with the University herself or other universities
- International Graduation Ceremony
- Global Alumni Network





## The Festive Conclusion: The E.H.E. EurAka Graduation Ceremony



The Graduation Ceremony of the E.H.E. Europa Hochschule EurAka CH is a festive moment to celebrate an outstanding achievement. As rewarding especially this day is and as rewarding the moment is to receive the deserved academic Degree, it should never be the end, but the start for more. Of course, close relatives and friends are equally welcome to the Ceremony, since very often, they have contributed much for that such challenging degree could be achieved.

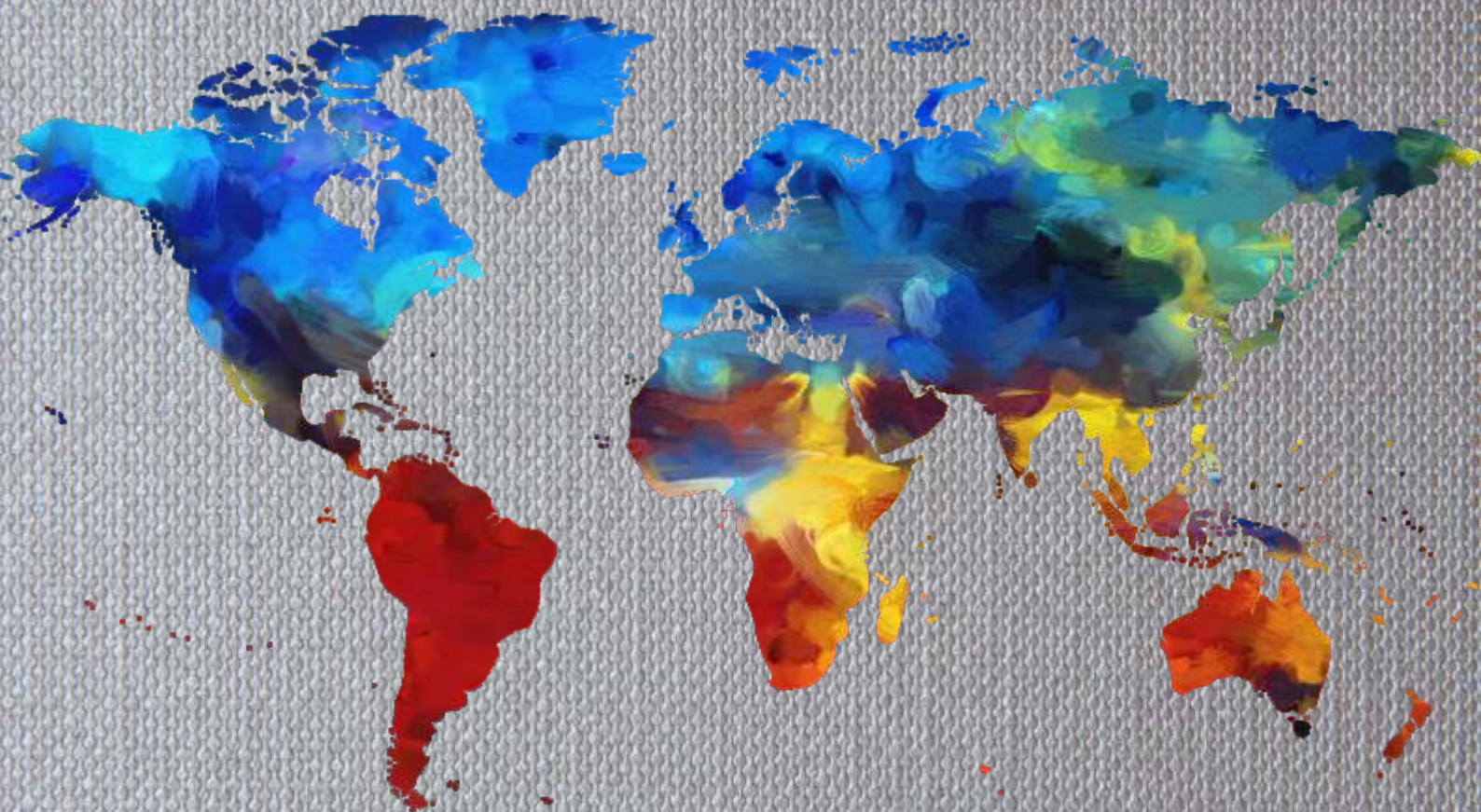
The Graduation Ceremony of the E.H.E. EurAka usually takes place in Switzerland. The moment to throw the caps will be in all Graduates' mind for years to come. Meeting peers from many countries and different continents demonstrates that a global community of EurAka Graduates grows each year.

This moment also is the E.H.E. EurAka's warm invitation to become a valuable member of its Alumni community, for all those not already being part of it. Global networking for mutual benefits and equally the opportunity of coaching others both symbolise the high academic culture the private University owns.





# CONNECT

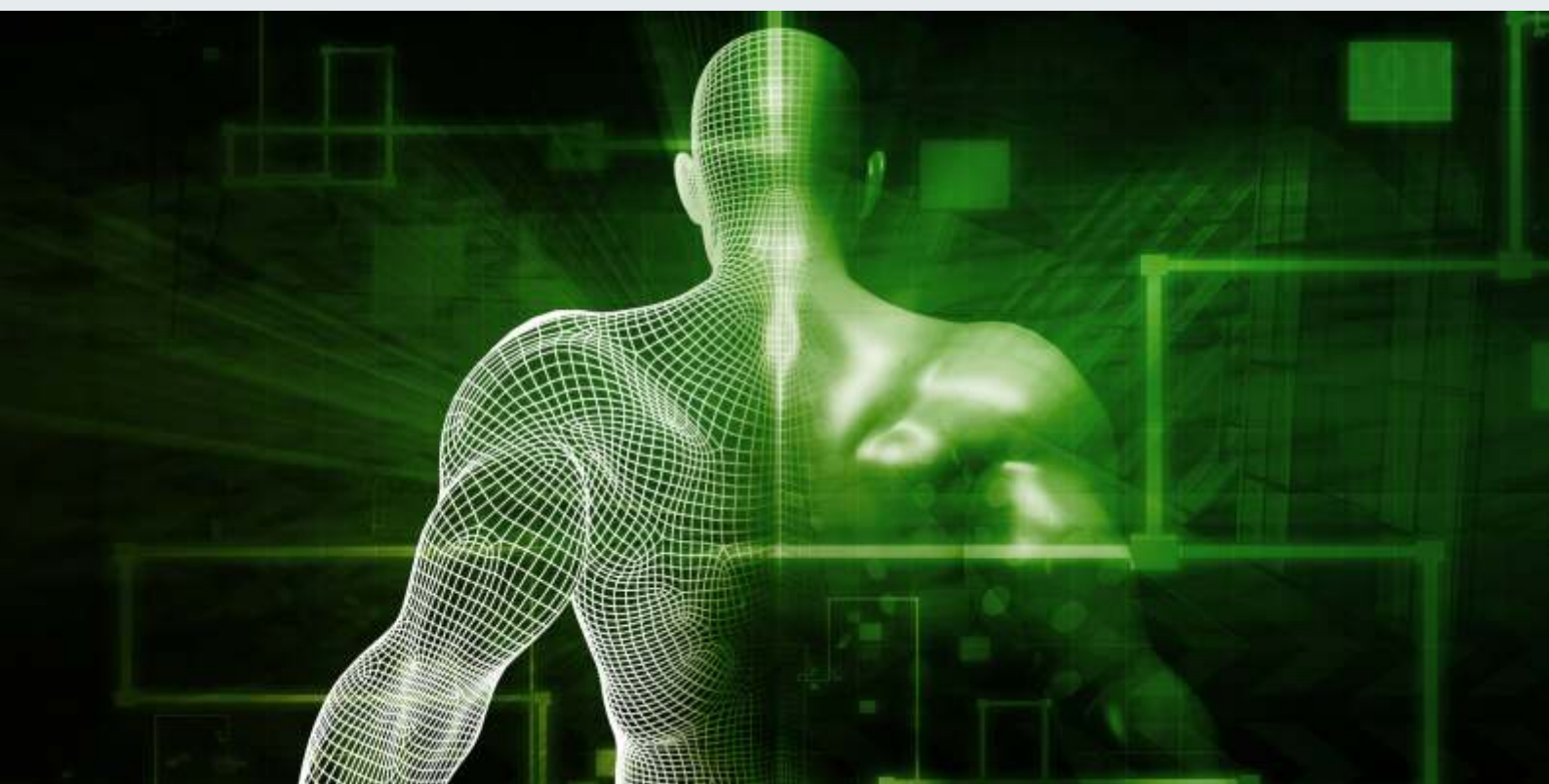


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**E.H.E. Europa  
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(E.H.E. Private European University  
EurAka Switzerland)**



GAME DBIC - E.H.E. EurAka  
Seal of Research 2018/2019 for excellent research  
German Stifterverband  
(Federal Ministry of Education and Research)