



International Program

HWM

HEALTHCARE AND
WELLNESS MANAGEMENT

To transform yourself to be
healthcare management professional.

APPLY NOW

TEL 02 206 2000 ext. 3104

<http://admission.cm.mahidol.ac.th>





HWM

International Program HEALTHCARE AND WELLNESS MANAGEMENT



Transform yourself into a professional health & well-being leader.

In the healthcare & wellness industry, it is essential to have a combination of management and communication skills, along with truly understanding industry and customer insights. The healthcare & wellness industry is one of the largest and fastest growing sectors globally. The Healthcare & Wellness Management (HWM) program provides you with cutting edge healthcare & wellness industry knowledge, professional management and people skills, which are required for successful leaders.

The HWM program's mission aims at providing existing & future healthcare professionals the business knowledge & leadership skills necessary to make significant improvements in the quality & efficiency of care delivery in an ever changing industry. The program is designed to develop outstanding leaders in healthcare & wellness industries, in collaboration with leading practitioners Siriraj and Ramathibodi hospitals, to elevate managerial skills at both industry and corporate levels. At the big picture level, the courses provide an understanding of the entire picture of healthcare systems, health policy, key players, and health payment systems. Throughout the program, we also offer exceptional knowledge in managing healthcare and wellness organizations, especially managing different professionals with various approaches to achieve effective results while maintaining good relationships within the companies and within the supply chain. Our comprehensive program offers distinctive practical knowledge, trends, and business opportunities.

- Learning from experts and successful leaders
- Practical learning
- Strong networks in the healthcare industry
- Several company visits

WHO SHOULD TAKE THIS SPECIALIZATION

- **Medical professionals, clinicians:** physicians, nurses, pharmacists, and medical technologists who will pursue the top management level in their organizations.
- **Professional management positions in healthcare & wellness companies:** Medical representatives, Sales & marketing, business development, finance, supply chain, information technology in hospitals, pharmaceutical companies, insurance companies, and medical supplies companies.
- **Current or future entrepreneurs in healthcare & wellness business:** including anti-aging centers, medical spa, aesthetic clinic, fitness and wellness center, health startup application, nursing home, nursing school, rehabilitation center, medical device support, cosmetic business, nutrition and supplement.
- **Students with bachelors or master's degree in any field who are interested in enhancing their capabilities and skills.**

CAREER OPPORTUNITIES

- CEO, managing director, manager, leaders of healthcare & wellness businesses
- Medical director, nursing director in a hospital
- Successful entrepreneur, i.e., nursing home, elderly care home, medical spa, wellness center

Core Course 1	Core Course 4	Core Course 7	Comprehensive Examination	Capstone Project	
Core Course 2	Core Course 5	Specialization 1		Specialization 3	Elective 2
Core Course 3	Core Course 6	Specialization 2		Elective 1	Free Elective
Term 1	Term 2	Term 3		Term 4	Term 5

Note: This structure is the normal curriculum structure. It may change without prior notice. Please check with the program educator.

Core Courses (7 subjects, 21 credits)

- Strategic Marketing Management
- Financial Management
- Strategic Management
- Managing People in Organizations
- Asian Economy in the Global Context
- Managing Business Information and Emerging Technologies
- Decision Skills (only for thematic paper track)
- Business and Management Research (only for thesis track)

Specialization Courses (3 subjects, 9 credits)

- Emerging Healthcare & Wellness Business Management
- Leading and Managing Healthcare Organizations
- Principles & Concepts of Health Systems and Health policy

Electives (select 3 subjects, 9 credits)

- Seminar in Modern Health Care & Wellness Management
- Operations Management
- Soft Skills Development
- Business Planning
- Managerial Negotiation Strategy
- Consulting Tools for Sustainability

Capstone Project (Total 6 credits)

Total 45 credits

Successful completion of the Masters Program requires:

- Students must maintain an overall GPA of at least 3.0
- Pass the written comprehensive examination
- TOEFL ITP score of 520+ prior to graduation (Equivalent to TOEFL IBT 88, IELTS 5.0 or MU GRAD TEST 70)

Remark: There may be other graduation requirements as indicated in the student manual or by the announcement of the College of Management Mahidol University.