The ongoing impacts of health reform and the growing complexity of management practice means that on the job training alone is not enough to meet the challenges of modern healthcare management. The ACU MBA (Health) is a specialist MBA program which provides candidates with a sound basis in contemporary business practice, customised to the needs of health-focused organisations and managers. Designed to fit into the busy lifestyles of healthcare professionals, this innovative program uniquely combines management practice and health units in a rigorous and applied flexible program of study.

WHO SHOULD STUDY THIS PROGRAM?
This course is designed for senior managers and assumes a sound understanding of the health sector. It is relevant to those working in management positions in hospitals, health departments, community health and primary healthcare organisations, medical practices, Medicare Locals, Local Hospital Networks and other health-focused organisations.

WHO IS ELIGIBLE?
Candidates are expected to have a prior degree or a Graduate Certificate in Business or Health Administration and a minimum of 3 years relevant managerial experience in the health or social sectors. Prospective students with experience who have not studied at tertiary level can apply for the Graduate Certificate in Business Administration (Health).

DELIVERY MODE
The program is available for full-time and part-time study, delivered via mixed mode, with a combination of weekend intensive classes and online units.

CUSTOMISED PROGRAMS FOR HEALTHCARE ORGANISATIONS
The MBA Health can also be offered as a bespoke program for individual organisations in conjunction with ACU Executive Education. Delivering the program in this way means content can be customised to reflect the unique challenges facing that particular organisation. Participants also work in peer groups on ‘real life’ projects to ensure that program results are maximised and learnings are effectively applied.

INSPIRING
At ACU Business our purpose is to challenge, empower and inspire graduates to make a positive difference in the healthcare arena. The theme of the course is responsible, ethical and sustainable decision-making. Our aim is to take you on a journey through the challenges and possibilities of modern business theories and practices for the healthcare sector that will lead to the development of higher level strategic skills in:

1. Ethical Leadership
2. Change Management
3. Health Care Governance
4. Management for Sustainability

PROGRAM OVERVIEW
This program has been designed by the Faculty of Business in conjunction with the Faculty of Health Sciences. There are three options for studying postgraduate Business Administration (Health) at ACU:

GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION (HEALTH): Comprises Semester 1 of the MBA (Health). Introduces students to Accounting for Decision-Making, Organisational Dynamics, Social Marketing in Health and Quality in Healthcare.

GRADUATE DIPLOMA IN BUSINESS ADMINISTRATION (HEALTH): Comprises Semesters 1 and 2 of the MBA (Health). Builds on the Graduate Certificate with units in Finance, Health Care Governance, Policy and Planning in Health Care and Resource Management.

MBA (HEALTH): Comprises three semesters. In addition to Semesters 1 and 2, students undertake advanced units; Managerial Health Economics, Health Informatics, Occupational Health and Safety Risk Management and Strategic Management for Sustainability.

APPLICATION AND ADMISSION
To apply for this course or find out more information email: business@acu.edu.au.

To discuss the development of a customised MBA Health program for your organisation please contact Brad Markham at ACU Executive Education. Email: Brad.Markham@acu.edu.au or call on (02) 97392836.
# Master of Business Administration (Health)

## Year 1

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Accounting for Decision Making</th>
<th>Quality in Health Care</th>
<th>Organisational Dynamics and Behaviour</th>
<th>Social Marketing</th>
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<tr>
<th>Semester 2</th>
<th>Governance in Health Care</th>
<th>Finance &amp; Quantitative Methods</th>
<th>Policy and Planning in Health Care</th>
<th>Resource Management</th>
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## Year 2

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<thead>
<tr>
<th>Semester 3</th>
<th>Behavioural Health Economics</th>
<th>Risk Management</th>
<th>Health Informatics (eHealth)</th>
<th>Strategic Management for Sustainability</th>
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