



جامعة عجمان
AJMAN UNIVERSITY

Credit-bearing Micro-credential in Healthcare Management & Leadership

September 2025

Credit-bearing Micro-credential in Healthcare Management & Leadership
Offered by
College of Pharmacy and Health Sciences

Course Description (Modules)

Obligatory Courses:

PHMC701 Strategic Healthcare Management and Planning (3-0-0)

Certificate Awarded: Certificate in **Strategic Healthcare Management and Planning**

This course provides a thorough understanding of strategic principles to develop the skills needed for healthcare professionals such as communication, decision making, goal setting, internal and external analyses, project management, and financial analysis in a competitive and constantly changing health care field.

Pre-requisite: NA

PHMC702 Data Analytics and Decision-Making in Healthcare (3-0-0)

Certificate Awarded: Certificate in **Data Analytics and Decision-Making in Healthcare**

This course provides students with essential knowledge in data analytics and its application in healthcare practice. Students will learn to collect, analyze, and interpret healthcare data to improve Healthcare operations and decision-making. Key topics include data preprocessing, statistical analysis, data visualization, predictive analytics, and the ethical implications of using data in healthcare.

Pre-requisite: NA

Elective Courses:

PHMC703 Pharmaceutical Marketing, Branding, and Sales Management (3-0-0)

Certificate Awarded: Certificate in **Pharmaceutical Marketing and Sales Management**

This course provides students with advanced knowledge and hands-on experience in pharmaceutical marketing, branding, and sales management. Emphasis is placed on developing skills necessary for successful product positioning, branding strategies, sales techniques, and market analysis, with special attention to the role of medical representatives in promoting pharmaceutical products. Through case studies, role-play exercises, and practical projects, students will gain insights into effective marketing and sales strategies in the competitive pharmaceutical industry.

Pre-requisite: NA

PHMC704 Quality Assurance and Patient Safety in Healthcare (3-0-0)

Certificate Awarded: Certificate in **Quality Assurance and Patient Safety in Healthcare**

This course is designed to provide an understanding of the principles of patient safety management and develop a system of patient service quality improvement in healthcare. It also discusses the basic strategies to deal with global public health threats for preventable patient harm, including medical errors and other healthcare-associated complications.

Pre-requisite: NA