



# Course Specifications

Institution:	College of Dental Medicine
Academic Department :	Preventive dental sciences
Programme :	BDS
Course :	Dental Practice management
Course Coordinator :	Dr. Mohamed Helmy Salama
Programme Coordinator :	Dr. Abdul Rahman Alatram
Course Specification Approved Date:	28/12/1435 H



## A. Course Identification and General Information:

1 - Course title :	<b>Dental Practice management</b>	Course Code:	<b>552 PDS</b>
2. Credit hours :	(1)		
3 - Program(s) in which the course is offered:	<b>BDS</b>		
4 – Course Language :	<b>English</b>		
5 - Name of faculty member responsible for the course:	<b>Dr. Mohamed Helmy Salama</b>		
6 - Level/year at which this course is offered :	<b>5<sup>th</sup> Y</b>		
7 - Pre-requisites for this course (if any) :	<ul style="list-style-type: none"> <li>• <b>None</b></li> </ul>		
8 - Co-requisites for this course (if any) :	<ul style="list-style-type: none"> <li>• <b>None</b></li> </ul>		
9 - Location if not on main campus :	<b>(Zulfi)</b>		
10 - Mode of Instruction (mark all that apply)			
A - Traditional classroom	<input checked="" type="checkbox"/>	What percentage?	<b>80 %</b>
B - Blended (traditional and online)	<input checked="" type="checkbox"/>	What percentage?	<b>15 %</b>
D - e-learning	<input checked="" type="checkbox"/>	What percentage?	<b>5 %</b>
E - Correspondence	<input type="checkbox"/>	What percentage?	<b>0 %</b>
F - Other (Clinical Demonstration)	<input checked="" type="checkbox"/>	What percentage?	<b>0 %</b>
Comments: Using smart board, attractive audio-visual aids and practical demonstration.			

## B. Objectives:

What is the main purpose for this course?

- Describe major oral health needs and resources in the community.
- Describe local legislative policies regulating dental practice establishment and operation.
- Demonstrate knowledge of principles for planning and evaluation of a dental practice.
- Debate current issues in dental public health and practice management.
- Describe latest technological advancements related to dental practice and be able to assess their significance to the practice.
- Identify principles of team management, leadership and key factors for a successful dental practice.





**Briefly describe any plans for developing and improving the course that are being implemented:**

The course will be supported with the help of case studies in practical managerial successful health organizations.

### **C. Course Description:**

This course continues on building students' knowledge related to leadership and management. The course also ascertains major managerial concepts including communication cycle, adaptive selling and recognize Negotiation skills. The course also will include the basic concepts of marketing, marketing segmentation and importance & means of Advertising. The differentiate between Accounting & Finance and the importance of depreciation will also be clarified.

On the other hand, the course helps students to differentiate between strategic planning & long-range planning. Students will also be able to differentiate between Data, information, and knowledge. Finally students will know the difference between paper medical record and electronic medical record.

#### **1. Topics to be covered:**

##### **A- Lectures: 2<sup>nd</sup> SEMESTER:**

<b>List of Topics</b>	<b>No of weeks</b>	<b>Contact hours</b>
<b>Leadership.</b> <ul style="list-style-type: none"><li>➤ Introduction &amp; concepts.</li><li>➤ leader's power &amp; influence.</li><li>➤ Motivation.</li><li>➤ Empowerment.</li><li>➤ Leading teams.</li><li>➤ Leading Change.</li></ul>	<b>2</b>	<b>2</b>
<b>Sales.</b> <ul style="list-style-type: none"><li>➤ Introduction to selling &amp; communication.</li><li>➤ Adaptive selling.</li><li>➤ Negotiation.</li></ul>	<b>2</b>	<b>1</b>
<b>Marketing.</b> <ul style="list-style-type: none"><li>➤ Introduction to Marketing &amp; Market orientation.</li><li>➤ Planning &amp; budgeting for marketing.</li><li>➤ Market segmentation, targeting &amp; positioning.</li><li>➤ Products &amp; services.</li><li>➤ Pricing.</li><li>➤ Advertising.</li></ul>	<b>3</b>	<b>1</b>



<b>Accounting &amp; finance.</b> <ul style="list-style-type: none"> <li>➤ Introduction to accounting.</li> <li>➤ Introduction to finance.</li> </ul>	<b>1</b>	<b>1</b>
<b>Operation management.</b> <ul style="list-style-type: none"> <li>➤ Introduction to Operations Management.</li> <li>➤ Productivity.</li> <li>➤ Capacity planning.</li> <li>➤ Process selection &amp; facility layout.</li> <li>➤ IT &amp; Operations MNG.</li> </ul>	<b>2</b>	<b>1</b>
<b>Strategic management.</b> <ul style="list-style-type: none"> <li>➤ Introduction to strategic management.</li> <li>➤ Basic concepts of strategic management.</li> <li>➤ Environmental scanning.</li> <li>➤ Strategy formulation.</li> <li>➤ Strategy implementation.</li> <li>➤ Evaluation and control.</li> </ul>	<b>2</b>	<b>1</b>
<b>Information management.</b> <ul style="list-style-type: none"> <li>➤ Introduction to information MNG.</li> <li>➤ Medical record.</li> </ul>	<b>1</b>	<b>1</b>

## 2. Course components (total contact hours and credits per semester):

		Lecture	Tutorial	Laboratory	Practical	Other:	Total
<b>Contact Hours</b>	First semester	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	Second semester	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>15</b>
<b>Credit</b>	First semester	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
	Second semester	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>

## 3. Additional private study/learning hours expected for students per week.

2
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#### 4. Course Learning Outcomes in NQF Domains of Learning and Alignment with Assessment Methods and Teaching Strategy:

	NQF Learning Domains And Course Learning Outcomes	Course Teaching Strategies	Course Assessment Methods
<b>1.0</b>	<b>Knowledge</b>		
<b>1.1</b>	Students will be able to know the skills of leaders to influence others.	Lectures, textbook, articles, discussion.	One best type MCQs exams, short essay exams & quizzes.
<b>1.2</b>	Students will know the importance and details of selling, negotiation and communication.	Lectures, textbook, articles & discussion.	One best type MCQs exams, short essay exams & quizzes.
<b>1.3</b>	Students will know the different types of advertising.	Lectures, textbook, articles, discussion.	One best type MCQs exams, short essay exams & quizzes.
<b>1.4</b>	Students will be able to know the market segmentation methods.	Lectures, textbook, articles, discussion.	One best type MCQs exams, short essay exams & quizzes.
<b>1.5</b>	Students will be able to know the criteria of ideal medical record.	Lectures, textbook, articles, discussion.	One best type MCQs exams, short essay exams & quizzes.
<b>2.0</b>	<b>Cognitive Skills</b>		
<b>2.1</b>	Students will be able to differentiate between leadership and management.	Lectures, textbook, articles, discussion.	One best type MCQs exams, short essay exams & quizzes.





	<b>NQF Learning Domains And Course Learning Outcomes</b>	<b>Course Teaching Strategies</b>	<b>Course Assessment Methods</b>
<b>2.2</b>	Students will be able to differentiate between strategic planning and long range planning.	Lectures, textbook, articles, discussion.	One best type MCQs exams, short essay exams & quizzes.
<b>2.3</b>	Students will be able to differentiate between finance and accounting.	Lectures, textbook, articles, discussion.	One best type MCQs exams, short essay exams & quizzes.
<b>3.0</b>	<b>Interpersonal Skills &amp; Responsibility</b>		
<b>3.1</b>	Students will do group presentations.	Group works.	Group discussions.
<b>3.2</b>	Students will perform individual presentations so that they will learn more about self-confidence and they will take up the responsibility.	Group works and presentations.	Discussions and observation.
<b>4.0</b>	<b>Communication, Information Technology, Numerical</b>		
<b>4.1</b>	Communication with each other and with teaching staff.	By using attractive Audiovisual Aids, Justifications and brief descriptions.	Group discussions.
<b>4.2</b>	Ability to effectively use the available search engines and softwares.	Brief descriptions.	Group discussions.
<b>5.0</b>	<b>Psychomotor</b>		
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## 5. Schedule of Assessment Tasks for Students during the Semester:

	Assessment task	Week Due	Proportion of Total Assessment
1	Professional assessment	During the semester	20 %
2	Midterm theory exam	Scheduled	40 %
7	Final theory Exam	End of the semester	40 %

### D. Student Academic Counseling and Support:

- Arrangements for availability of teaching staff for individual student consultations and academic advice (include amount of time teaching staff are expected to be available each week).
- Students will be informed in advance to assemble themselves in the classroom for group discussions.
- Students will be informed about the written tasks in the form of essays.
- Students will be encouraged towards use of internet sources and library for the study and completion of the assignments.

### E. Learning Resources:

#### 1. List Required Textbooks :

Dental Practice Transition: A Practical Guide to Management. David G. Dunning and Brian M. Lange. 2008 WILEY BLACKWELL

#### 2. List Essential References Materials :

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#### 3. List Recommended Textbooks and Reference Material :

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#### 4. List Electronic Materials :

- **Articles prepared by course director.**
- **Presentations.**

#### 5. Other learning material :

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## **F. Facilities Required:**

<b>1. Accommodation</b> <ul style="list-style-type: none"><li>• <b>In the Classroom, number of seats is 30.</b></li><li>• <b>Laptop and Data show.</b></li><li>• <b>Smart Board.</b></li></ul>
<b>2. Computing resources</b> <ul style="list-style-type: none"><li>• <b>Laptop.</b></li><li>• <b>Smart Board.</b></li><li>• <b>Internet connection.</b></li></ul>
<b>3. Other resources</b> <ul style="list-style-type: none"><li>• <b>.....</b></li></ul>

## **G. Course Evaluation and Improvement Processes:**

<b>1 Strategies for Obtaining Student Feedback on Effectiveness of Teaching:</b> <ul style="list-style-type: none"><li>• <b>Using questioners as an evaluation tools.</b></li><li>• <b>Students will be given a feedback form, which can be submitted to the quality assurance unit in the college or to the dean which will help in improvement of the teaching process.</b></li></ul>
<b>2 Other Strategies for Evaluation of Teaching by the Program/Department Instructor:</b> <ul style="list-style-type: none"><li>• <b>Assess the teacher's abilities and potentials by observations and assistance from colleagues, independent assessment of standards achieved by students, independent advice on assignment tasks.</b></li><li>• <b>The Dean has meetings with groups of students to discuss the contents of the course, method of teaching to evaluate the course and the instructor.</b></li></ul>
<b>3 Processes for Improvement of Teaching :</b> <ul style="list-style-type: none"><li>• <b>In service educational process means of updating the recent trends in educational process, involving in research.</b></li></ul>
<b>4. Processes for Verifying Standards of Student Achievement</b> <ul style="list-style-type: none"><li>• <b>Describe methods used to compare standards of achievement with standards achieved elsewhere, e.g. check marking of a sample of examination papers or assignment tasks.</b></li></ul>
<b>5. Describe the planning arrangements for periodically reviewing course</b>







effectiveness and planning for improvement :

- Prepare work sheet for review; refresh the previous knowledge, and panel discussions.

**Course Specification Approved**  
**Department Official Meeting No (2) Date 28 / 12 / 1435 H**

**Course's Coordinator**

*Name :* Dr. Mohamed Helmy Salama  
*Signature :* .....  
*Date :* 28/ 12 / 1435 H

**Department Head**

*Name :* Dr. Mohamed Helmy Salama  
*Signature :* .....  
*Date :* 28/ 12 / 1435 H

