



Course Specifications

Course Title:	Dental Practice Management
Course Code:	PDS 552
Program:	Bachelor of Dentistry [BDS]
Department:	Preventive Dental Sciences Department [PDS]
College:	College of Dentistry
Institution:	Majmaah University

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A. Course Identification

1. Credit hours: 1 (1+0+0)			
2. Course type			
a.	University <input type="checkbox"/>	College <input type="checkbox"/>	Department <input checked="" type="checkbox"/>
b.	Required <input checked="" type="checkbox"/>	Elective <input type="checkbox"/>	Others <input type="checkbox"/>
3. Level/year at which this course is offered: 5 th Year / 2nd Semester			
4. Pre-requisites for this course (if any): 211 PDS			
5. Co-requisites for this course (if any): NA			

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	15	100 %
2	Blended	NA	NA
3	E-learning	NA	NA
4	Correspondence	NA	NA
5	Other	NA	NA

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	15
2	Clinics	-
3	Tutorial	-
4	Others (specify)	-
	Total	15
Other Learning Hours*		
1	Study	15
2	Assignments	5
3	Library	-
4	Projects/Research Essays/Theses	-
5	Others (specify)	-
	Total	20

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. 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 Negotiation skills. The course also will include the basic concepts of marketing, marketing segmentation and means of Advertising. The difference between Accounting & Finance and the importance of depreciation will 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.

2. Course Main Objective

The main purpose of the course is to demonstrate knowledge of principles for management and planning of dental practice. Identify principles of team management, leadership and key factors for a successful dental practice. Finally, describe major sales and marketing skills in dental practice.

3. Course Learning Outcomes

CLOs		Aligned PLOs
K	Knowledge:	
K3.38	Recall the basic managerial concepts needed for the practice of dentistry.	K3
S	Skills :	
S4.10	Summarize the different managerial concepts needed for oral disease prevention and management of dental practice.	S4
C	Competence:	
C1.14	Demonstrate ethical, professional and legal responsibilities in the dentistry profession.	C1
C2.25	Demonstrate collaborative teamwork and leadership spirit with responsibility to maintain professional competency.	C2

C. Course Content

No	List of Topics	Contact Hours
1	Leadership. <ul style="list-style-type: none"> ➤ Introduction & concepts. ➤ Leader's power & influence. ➤ Motivation & Empowerment. ➤ Leading teams. ➤ Leading Change. 	2
2	Sales. <ul style="list-style-type: none"> ➤ Introduction to selling & communication. ➤ Adaptive selling ➤ Negotiation. 	2

3	Marketing. <ul style="list-style-type: none"> ➤ Introduction to Marketing & Market orientation. ➤ Planning & budgeting for marketing. ➤ Market segmentation, targeting & positioning. ➤ Products & services. ➤ Pricing. ➤ Advertising. 	3
4	Accounting & finance. <ul style="list-style-type: none"> ➤ Introduction to accounting. ➤ Introduction to finance. 	1
5	Operation management. <ul style="list-style-type: none"> ➤ Introduction to Operations Management. ➤ Productivity. ➤ Capacity planning. ➤ Process selection & facility layout. ➤ IT & Operations MNG. 	2
6	Strategic management. <ul style="list-style-type: none"> ➤ Introduction to strategic management. ➤ Basic concepts of strategic management. ➤ Environmental scanning. ➤ Strategy formulation & strategy implementation. ➤ Evaluation and control. 	2
7	Information management. <ul style="list-style-type: none"> ➤ Introduction to information MNG. ➤ Medical record. 	1
8	➤ Revision.	2
Total		15

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
K	Knowledge		
K3.38	Recall the basic managerial concepts needed for the practice of dentistry.	✓ Lecture	<ul style="list-style-type: none"> ▪ Written exam. ▪ Assignments.
S	Skills		
S4.10	Summarize the different managerial concepts needed for oral disease prevention and management of dental practice.	✓ Lecture	<ul style="list-style-type: none"> ▪ Written exams. ▪ Assignments.
C	Competence		
C1.14	Demonstrate ethical, professional and legal responsibilities in the dentistry profession.	✓ Group discussion	▪ Rubric based observation
C2.25	Demonstrate collaborative teamwork and leadership spirit with responsibility to maintain professional competency.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes	During the course	10 %
2	Midyear exam – Theory	Week 8	40 %
3	Professionalism / Assignment	During the course	10 %
7	Final Theory Exam	Week 15	40 %

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

- ✓ The availability of the staff will be placed in front of the office in staff schedule as 2 office hours.
- ✓ Academic advising unit for each year functions separately, it will hold periodic meeting with the students for feedback
- ✓ Students will be informed in advance to assemble themselves in the classroom for discussions regarding difficulties in learning, attendance, facilities. etc.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	✓ Dental Practice Transition: A Practical Guide to Management. David G. Dunning and Brian M. Lange. 2008 WILEY BLACKWELL
Essential References Materials	-
Electronic Materials	-
Other Learning Materials	✓ Case studies.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, clinics, etc.)	✓ Lecture room suitable for 30 students
Technology Resources (AV, data show, Smart Board, software, etc.)	✓ Projector ✓ Smart board with all the accessories ✓ Internet
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	-

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Effectiveness of teaching and assessment	Students.	<ul style="list-style-type: none"> ✓ Course Evaluation Survey. ✓ Quality of Exam Survey.
	HODs	<ul style="list-style-type: none"> ✓ CLO Mapping with teaching & assessment. ✓ Course Blueprinting. ✓ Grade Analysis. ✓ SCHS graduates results.
	Peers.	<ul style="list-style-type: none"> ✓ Grade Verification
Extent of achievement of course learning outcomes	Faculty member / Quality assurance committee.	<ul style="list-style-type: none"> ✓ Direct assessment/ outcome analysis. ✓ Course report preparation.
Quality of learning resources, etc	Students / Faculty.	<ul style="list-style-type: none"> ✓ Academic advising survey. ✓ Student experience survey.

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Department Council
Reference No.	1/1441
Date	2/1/1441