

MCiM Curriculum Overview

Quarter	Course	Description	Units
Quarter 1	Accounting for Managers and Entrepreneurs	Learn essential accounting concepts and operating characteristics of accounting systems in this introductory course. The course focus will be on both financial and managerial accounting with emphasis on the basics of financial statements, how to interpret these statements, and how to make good decisions based on them.	3
	Biodesign for Digital Health	In Biodesign for Digital Health, students will learn about digital health and the Biodesign need-driven innovation process from a team of experienced instructors and more than 50 industry experts. Over the course of 10 weeks, these speakers join the teaching team in a dynamic classroom environment that includes lectures, panel discussions, and breakout sessions. Student will learn how to apply Biodesign innovation principles to research and evaluate needs, ideate solutions, and objectively assess them against key criteria for satisfying the needs.	4
	Leading and Managing Health Care Organizations	Leading and managing in complex, high stakes settings, like health care, where lives and livelihoods are on the line, presents distinctive challenges and constraints. This course challenges you to apply seminal and contemporary theories in organizational behavior to evaluate managerial decisions and develop evidence-based strategies for leading and managing health care teams and organizations.	3
	Bioethical Challenges of New Technology	How might we apply ideas from ethical theory to contemporary issues and debates in biotechnology? This course will provide critical encounters with some of the central topics in the field of bioethics, with an emphasis on new technologies.	1
Quarter 2	Principles of Business Strategy	Organizations need frameworks to plan for growth, respond to challenges and/or changes in the market, or tackle gaps in performance. This course explores how to assess business opportunities in dynamic, competitive environments to develop the insights that can lead to success.	3
	Corporate Financial Management	Key functions of finance in both large and small companies, and the core concepts and key analytic tools that provide their foundation. This course will include topics of making financing decisions, evaluating investments, and managing cashflow, profitability and risk. Designing performance metrics to effectively measure and align the activities of functional groups and individuals within the firm. Structuring relationships with key customers, partners and suppliers.	3
	Health Information Technology and Strategy	Health information technology was intended to help reduce costs and improve the quality of health care services. To date, there is little evidence that this goal has been achieved. This course is designed to explore economic frameworks that can help us to understand how health IT can achieve its intended goals.	4
	Bioethical Challenges of New Technology	How might we apply ideas from ethical theory to contemporary issues and debates in biotechnology? This course will provide critical encounters with some of the central topics in the field of bioethics, with an emphasis on new technologies.	1
Quarter 3	Marketing Science and Patient Engagement	This course introduces the principles, processes, and tools necessary to analyze markets, including customers, competitors, and companies, and to design optimal marketing programs via strategies for pricing, promotion, place, and product. This	3

		course will apply these frameworks to the specific context of health care markets and the complex arena of patient engagement.	
	Healthcare Operations Management	US health care spending is approximately 18% of GDP, growing rapidly, and driven in large part by prices and waste rather than quality and access. New approaches for improving health care delivery are urgently needed. This class focuses on the use of analytical tools to support efficient health care delivery.	3
	Data Driven Medicine	The widespread adoption of electronic health records (EHRs) has created a new source of big data namely, the record of routine clinical practice as a by-product of care. This class will teach you how to use EHRs and other patient data to discover new clinical knowledge and improve healthcare.	3
	Social Entrepreneurship and Innovation Lab (SE Lab) - Global & Planetary Health	Social Entrepreneurship and Innovation Lab (SE Lab) - Global & Planetary Health is a Collaboratory workshop for students/fellows to design and develop innovative social ventures addressing key challenges in health and the environment, especially in support of the UN Sustainable Development Goals (SDGs 2030). SE Lab combines design thinking exercises, short lectures & case studies, workshops, small group teamwork, presentations, guest speakers, and faculty, practitioner and peer feedback to support you and your team in generating and developing ideas and projects that will change the world!	1
	Bioethical Challenges of New Technology	How might we apply ideas from ethical theory to contemporary issues and debates in biotechnology? This course will provide critical encounters with some of the central topics in the field of bioethics, with an emphasis on new technologies.	1
	Modeling Biomedical Systems: Ontology, Terminology, Problem Solving	Methods for modeling biomedical systems and for building model-based software systems. Emphasis is on intelligent systems for decision support and Semantic Web applications. Student will learn about current trends in the development of advanced biomedical software systems and acquire hands-on experience with several systems and tools.	3
	Quality & Safety in U.S. Healthcare	The course will provide an in-depth examination of the quality & patient safety movement in the US healthcare system, the array of quality measurement techniques and issues, and perspectives of quality and safety improvement efforts under the current policy landscape.	3
	Social Entrepreneurship and Innovation Lab (SE Lab) - Global & Planetary Health	Social Entrepreneurship and Innovation Lab (SE Lab) - Global & Planetary Health is a Collaboratory workshop for students/fellows to design and develop innovative social ventures addressing key challenges in health and the environment, especially in support of the UN Sustainable Development Goals (SDGs 2030). SE Lab combines design thinking exercises, short lectures & case studies, workshops, small group teamwork, presentations, guest speakers, and faculty, practitioner and peer feedback to support you and your team in generating and developing ideas and projects that will change the world!	5
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Total Units: 45			

For questions regarding our curriculum or the overall MCiM program, please contact us at MCiMinquiry@stanford.edu

