

The New Mini-MBA in Healthcare: Perspectives for a changing world

2 Day Weekend Course

April 2022

Exclusive to EurekaDoc and LSBU

Course Director: Dr Aroon Baskaradas

LSBU Lead: Professor Rebecca Malby

Course Logistics and Project Management: Anam Farooq

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Introduction

This two-day mini MBA (Masters in Business Administration) will cover six core modules for delegates to gain a basic understanding and build a foundation for their career and personal growth

Overview of the course

Modules covered

- Strategy
- Financial Management and Public Value
- Design Thinking in Action
- Marketing and Engagement
- Economics and Innovation
- Leadership and Relationships

Objectives

- To understand core features of an MBA and business strategy
- To learn about basic accounting principles and explore the process of design thinking
- To develop leadership and negotiating capabilities in navigating the challenges of healthcare
- To appreciate how the principles behind marketing and economics apply to running organisations

Who should attend?

Doctors of all grades and specialties, GPs, medical students, healthcare professionals and anyone with an interest in completing a mini-MBA to support your career, learn business skills or improve the way healthcare or your organisation runs. The course is suitable for complete beginners through to those who have a business or idea they are working on.

Day 1

Strategy | Aroon Baskaradas

- What is strategy and horizon scanning?
- The role of values, vision, mission and culture
- Practical application of strategy and the use of the business canvas
- Solving 'wicked' problems

Financial Management and Public Value | Wes Baker

- What are financial statements and how do you interpret them to inform business decisions for your organisation?
- How do we drive public value through predictive decision-making?
- How does funding flow through healthcare organisations and how do we enhance the value-chain?

Design Thinking in Action | Aroon Baskaradas and Anish Joshi

- Design thinking as the new bedrock of creating pathways and services: why you need to put people first
- Creating the user persona to discover hidden needs and desires
- Mapping out process journeys
- The double diamond design model to converge on solutions by iteration



Day 2

Marketing and Engagement | Tim Ruthven

- What is marketing and how do you apply marketing principles to reach people?
- What is the value of branding and how do you increase customer / client engagement?
- How do you understand people's needs and influence behaviour change?

Economics and Innovation | TBC

- Understanding supply and demand: how does your product or service fit into the world?
- Game theory: how do you or your competitors think under pressure?
- The economics of innovation

Leadership and Relationships | Aroon, Sangeetha and Prof. Malby

- Explore your own leadership and negotiation styles
- MBTI and understanding interpersonal relationships more deeply
- Learning from other leadership styles
- What does leadership and managing risk look like in a Post-COVID world?



Logistics

Cost

- £450

Dates

- April 2022

This programme is delivered face to face over a weekend. It will be delivered onsite at London South Bank University, Tabard Street building. The nearest stations are Borough and London Bridge.

London South Bank University
56 Tabard Street
London
SE1 4LG

How to apply

- Email: healthlab@lsbu.ac.uk

To register your interest, please get in touch with the Health Systems Innovation Lab Team at LSBU by emailing healthlab@lsbu.ac.uk



Speaker Profiles

- **Professor Rebecca Malby**, MA Professor, Health Systems Innovation
- **Aroon Baskaradas MBBS FRCS MEd MBA**, Orthopaedic surgeon / Head of strategy at EurekaDoc / Partner at Innovex Partners Consulting
- **Wes Baker ACMA CGMA**, Director of strategic analytics, economics and healthcare management at Mersey Care NHS Foundation Trust
- **Anish Joshi MEng MBA**, Global Head of Design and Innovation at Shell
- **Tim Ruthven BCom PGDip MBA**, Director of Marketing and Communications at Imperial College London
- **Sangeetha Sornalingam, MBBS, BSc (Hons), MRCP, MRes (Med Res), PGCert Med Ed**, PGCert Health Leadership, DRCOG, DFSRH Sessional GP, Associate Professor, GP Trainer, Lecturer



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