



# MEDICAL INDUSTRY LEADERSHIP INSTITUTE

## NEW Undergraduate Course Offerings

### MILI 5585 Healthcare Marketplace

Professor Pinar Karaca-Mandic  
2 Credits

**Offered**  
Fall 2018 A-Term  
T/TH 11:50 am – 1:30 pm

**Prerequisites**  
Open to all majors

#### **Description:**

The healthcare marketplace constitutes nearly three trillion dollars in the United States and several trillion spent throughout the world. With growing demand for medical technology and the aging of the population, the scale and complexity of the healthcare supply chain is expected to dramatically increase over the next two decades. The healthcare sector is comprised of several markets for goods and services, including physician services, hospital services, insurance, pharmaceuticals and medical devices, and information technology. This course aims to provide a survey of the health sector to understand the scale, market opportunities, as well as barriers to this expanding and global industry.

#### **Objectives:**

- To identify the key actors in the healthcare sector and their market roles.
- To understand how the interactions of the actors influence particular markets.
- To understand the market opportunities offered by different sectors of the health economy.
- To understand the interrelationships between the markets.

