

**MODULE DESCRIPTION**

**Module name: Management in the Dental Office**

**Course instructor: Professor Dr. Daniela Mănuș**

Year of Study:

Number of hours per week/Assessment/Credits		
Lecture	Examination	Credits
4	Exam	15

**A. MODULE OBJECTIVES**

General objective of the module	<ul style="list-style-type: none"> <li>• Providing quality services to patients and efficient management of the business.</li> </ul>
Specific objectives:	<ul style="list-style-type: none"> <li>• Patient management</li> <li>• Human resources management</li> <li>• Efficient financial management</li> <li>• Marketing and promotion management of the dental office and the services offered</li> <li>• Risk management</li> </ul>

**B. CONDITIONS (where applicable)**

for course implementation	<ul style="list-style-type: none"> <li>•</li> </ul>
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**C. SPECIFIC ACCUMULATED COMPETENCES**

Professional competences	<ul style="list-style-type: none"> <li>• Patient management skills</li> <li>• Staff management skills</li> <li>• Marketing and promotion skills</li> <li>• Financial management skills</li> <li>• Risk management skills</li> </ul>
Transversal competences	<ul style="list-style-type: none"> <li>• Communication skills</li> <li>• Leadership skills</li> <li>• Decision-making skills</li> <li>• Organization and adaptability skills</li> <li>• Teamwork skills</li> </ul>

**D. MODULE CONTENTS**

*a) Course*

Chapter	Contents	Number of Hours
1. Introduction	1.1. Introduction to management in dental clinics. 1.2. Presentation of basic concepts and principles	8
2. Human resources management	2.1. Approach to recruitment, selection, training, motivation, and evaluation of personnel in dental clinics. 2.2. Identification and resolution of problems in an efficient and creative manner.	16
3. Financial management	3.1. Presentation of budget planning and management, costs, and revenues in the clinic.	12

4. Crisis and difficult situations management	4.1. Presentation of crisis and difficult situations management methods that may arise in dental clinics. 4.2. Discussion of ways to identify, evaluate, and manage risks associated with the activity of the dental clinic and ensure patient safety.	20
<b>Total hours</b>		<b>56</b>

### E. EVALUATION

Activity Type	Evaluation Criteria	Evaluation Methods	Percentage of Final Grade
Course	Acquired knowledge	Written exam	100%
Minimum performance standard: Knowledge of 70% of the information contained in the course.			
The module evaluation results are expressed through the following grades: "Very good"; "Good"; "Satisfactory"; "Unsatisfactory". The grades of "Very good", "Good", and "Satisfactory" allow the student-doctorate to obtain credits.			

### F. METHODOLOGICAL GUIDELINES

Lecture combined with dialogue. Use of modern teaching tools (PowerPoint). Course materials.

### G. ALIGNING MODULE CONTENTS WITH THE EXPECTATIONS OF THE EPISTEMIC COMMUNITY, PROFESSIONAL ASSOCIATIONS, AND REPRESENTATIVE EMPLOYERS IN THE RELEVANT FIELD OF THE PROGRAM

<ul style="list-style-type: none"> <li>• Developing skills in planning and organizing a dental office to enhance service quality and reduce costs.</li> <li>• Developing skills in human resource management, including recruitment, selection, training, motivation, and evaluation of staff in the dental office.</li> <li>• Developing skills in utilizing technology and information to improve services and processes in the dental office.</li> </ul>
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### H. BIBLIOGRAPHY

1. Betty Ladley Finkbeiner, Charles Allan Finkbeiner. *Practice Management for the Dental Team*. Elsevier, 2019.
2. David G. Dunning, Brian M. Lange. *Dental Practice Transition: A Practical Guide to Management*. Wiley-Blackwell, 2016.
3. Geraldine M. Weinstein. *Dental Office Administration*. Jones & Bartlett Learning, 2009.
4. James W. Little, Craig Miller, Nelson L. Rhodus, Donald Falace. *Dental Management of the Medically Compromised Patient*. Mosby, 2012.
5. Michael Young. *Managing a Dental Practice: The Genghis Khan Way*. CRC Press, 2010.

**Course Instructor**

**Director of the Doctoral School**

**Professor Dr. Daniela Mănuc**