Business 9882 – Winter 2019

Management Science Special Topic – Healthcare / Sustainability

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Wednesday 2pm
Location: IVEY Room 2102
(12 Sessions)

INTRODUCTION (optional; may include schedule exceptions, additional information, etc.)
This course introduces students how to solve healthcare and sustainability problems using game theoretical model.

COURSE DESCRIPTION
This course introduces students how to solve healthcare and sustainability problems using game theoretical model.

COURSE OBJECTIVES
Students should learn (not limited to) the following topics:
- Risk-Sharing, Value-Based Pricing, Health Care
- Markov Decision Process, Coordination, Health Care
- Risk-sharing, Price volume agreement, Cost-effectiveness based rebates, Drug costs, Pharmaceutical promotions
- Sustainability

COURSE ACTIVITIES / GRADING / METHODS OF EVALUATION
20% - class contribution
40% - research project
40% - final exam

EXPECTATIONS / CLASS CONTRIBUTION / ATTENDANCE
The meeting time may be changed depending on students’ availability.
I will also meet with students one-on-one very frequently to talk about the research project.
Students are expected to attend ALL classes.
** Absolutely no late arrival or missing class is allowed **
MATERIALS / REQUIRED READING
Mathematica software
Assigned reading will be distributed via email before class time
(See “Detailed Session Schedule” for a partial reading list)

PLAGIARISM / ACADEMIC INTEGRITY
Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following Web site:
http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_grad.pdf

All required papers may be subject to submission for textual similarity review to the commercial plagiarism-detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (http://www.turnitin.com).

HEALTH AND WELLNESS
As part of a successful graduate student experience at Western, we encourage students to make their health and wellness a priority. Western provides several on campus health-related services to help you achieve optimum health and engage in healthy living while pursuing your graduate degree. For example, to support physical activity, all students, as part of their registration, receive membership in Western’s Campus Recreation Centre. Numerous cultural events are offered throughout the year. Please check out the Faculty of Music web page http://www.music.uwo.ca, and our own McIntosh Gallery http://www.mcintoshgallery.ca. Information regarding health- and wellness-related services available to students may be found at http://www.health.uwo.ca.

Students seeking help regarding mental health concerns are advised to speak to someone they feel comfortable confiding in, such as their faculty supervisor, their program director (graduate chair), or other relevant administrators in their unit. Campus mental health resources may be found at http://www.health.uwo.ca/mental_health/resources.html.

To help you learn more about mental health, Western has developed an interactive mental health learning module, found here: http://uwo.ca/health/mental_wellbeing/education/module.html. This module is 30 minutes in length and provides participants with a basic understanding of mental health issues and of available campus and community resources. Topics include stress, anxiety, depression, suicide and eating disorders. After successful completion of the module, participants receive a certificate confirming their participation.
DETAILED SESSION SCHEDULE

Week 1 – Project presentation

Week 2 – Understanding the following paper:

Week 3 – Understanding the following paper:

Week 4 – Understanding the following paper:
   Critchley, G., G. Zaric. The impact of pharmaceutical marketing on market access, distribution and social welfare

Week 5 – Project presentation

Week 6 – Understanding the following paper:

Week 7 – Understanding the following paper:

Week 8 – Understanding the following paper:

Week 9 – Project presentation

Week 10 – Understanding the following paper

Week 11 – Understanding the following paper:

Week 12 – Project presentation