

PRACTICE MANAGEMENT IN DENTISTRY
LECTURE

2013/2014, 1st semester, 5th year, Dental students
Fall semester: 2 September – 7 December 2013

Place: Faculty of Dentistry, B Building, White Room
Time: Friday 14.00-16.00 (2 hours/week)
Exam: Examination
Credit: 2

Date	Lecture	Lecturer
13. 09. 2013.	1. Career with dental certificate 2. Quality control in dental practice	Dr. Péter Kivovics associate professor (Budapest)
18. 10. 2013.	3. Connection between medical ethics and right	Dr. Éva Kereszty associate professor
25. 10. 2013. (14.00-16.00)*	4. HR in dental practice 5. Service area competitor analysis 6. Praxis marketing elements 7. Branding and identity	Dr. Angyalka Segatto assistant lecturer
08. 11. 2013. (14.00-16.00)*	8. Equipment in dental surgery. Design and function in dental office 9. Problems of dental practice building and leading 10. The difficulties of the foundation of dental practice	Dr. Angyalka Segatto
22. 11. 2013.	11. Tariff of charges in dental office	Dr. Márk Antal assistant professor
29. 11. 2013.	12. Taxation of charges in dental office	Dr. Pál Gerlőczy h. associate professor
06. 12. 2013.	13. Consultation, written demonstration	Dr. Ildikó Pinke assistant professor

*** These lectures will be held on 25 October and 8 November 2013 en bloc, therefore there is no lecture on 20, 27 September, 4, 11 October and 15 November 2013!**

Recommended literature:
Lecturers' presentations

Conditions for accepting the semester:

- Active participation on lectures and practices, based on the Study and Exam Regulations of the University,
- Attendance of lectures and practices is mandatory.
- Completion of the tasks in the practices, average of grades should be at least 2.0.
- Demonstrations will take place during the practical course. Knowledge of selected references related to each topic, the average mark of all the tests should be at least 2.0 (the mark of small tests may be max. 2 times 1).
- Unsatisfactory test should be corrected; it may be corrected **only once!**
- Students must come to the practices in time: If a student is late three times, it is equal to one missing. If a student comes more than 20 minutes late, it is regarded as an absence.