

RUNNING CONTROL EVENT No. 1.
Maximum number of points 15

Algorithm for conducting a "checkpoint" in the MOODLE educational environment, for each student there are three tasks, by the method of random distribution from a downloadable database of tasks (attached):

1. Glossary of terms: 2 terms -2 points;
2. Oral presentation (1 topic) –5 points;
3. Control questions for an interview - 2 questions - 8 points.

OBJECTIVE BASE

1. Glossary of terms

1. Medical activity - professional activity in the provision of medical services, medical examinations, medical examinations, medical examinations, sanitary and anti-epidemic measures, as well as the procurement of organs and tissues, circulation of donor blood and its components for medical purposes
2. Medical marketing is a set of measures aimed at studying demand, organizing production and creating conditions to meet the needs of the population in various types of medical goods and services.

2. Topics for oral presentation:

1. Marketing as a market theory of management in health care.

3. Test questions.

1. Method and levels of analysis in health economics.
2. Methodology of functional-cost, factor analysis and complex analysis of economic activity.