

# Health and Social Policy

**WU**  
WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS



Specialization

# General Information

## AT A GLANCE

for students in BBE, WISO and WIRE

fully taught in English

30 students per term

20 ECTS credits

interdisciplinary - international - interactive

### WHAT IS THE SPECIALIZATION ABOUT?

Health and social policies are dealing with issues such as health care, pensions, child and old age care, unemployment, poverty and social exclusion, etc. In the EU, public expenditure on health and social policies accounts for almost 30% of GDP. Many countries are investing heavily in health and social protection, and international governmental and non-governmental organizations are pushing the agenda. This specialization presents the socioeconomics of health and social policies, of challenges, current policies and options for future directions.

### WHICH INTERESTS SHOULD STUDENTS HAVE?

This is a specialization for students with a genuine interest in health and social policies. The specialization follows interdisciplinary approaches, it links theory with real world problems, and it ties rigorous analysis and creativity. Courses

are highly interactive and students are required to work effectively in international teams.

### WHICH CAREER PROSPECTS CAN GRADUATES OF THE SPECIALIZATION EXPECT?

The main objective is to train students who want to pursue a wide range of careers that relate to health and social policies. Work opportunities exist in the public sector and the private sector, in non-profit organizations and international and supranational organizations. Thus the specialization can perfectly complement existing business specializations, programs in business law or in business and economics. Students will acquire skills that are directly transferable professionally.

### BACHELOR THESIS

We offer you the opportunity to write the Bachelor's thesis on a topic related to the specialization. We also advertise and supervise topics suggested by major stakeholders in the field.

# Programme Structure

COURSE	DESCRIPTION
Course I: Introduction to Health and Social Policy	The course will present an introduction to the socioeconomics of health and social policy and into important social policies including pensions, health and long-term care, unemployment insurance, poverty reduction, education, and family policies. Each social policy will be illustrated by concrete examples in Austria and internationally, and analyzed from economic and interdisciplinary perspectives.
Course II: Economics and Policy of the Public Healthcare Industry	This course explains key economic concepts that are relevant to the public healthcare industry and related policies. The presentation takes the real world perspective from the government and other public institutions. The course covers healthcare demand and disparities, social health insurance, public hospitals and physician practices, cost-effectiveness analysis, and public health.
Course III: Economics and Policy of the Private Healthcare Industry	This course explains key economic concepts that are relevant to the private healthcare industry and related policies. The presentation takes the real world perspective from private agents making economic decisions. The course covers patients and consumers of care, private health insurance companies, private hospitals and physicians, and the pharmaceutical industry.
Course IV: International and Transnational Social Policy	The course will start by presenting a European and global comparative perspective on social policies and welfare state developments. It will further analyze examples of international and supranational health and social policies and their interactions with national policies. In addition, the course will address transnational social policies, in particular in the context of the European Union, and in areas with large cross-border spillover effects.
Course V: Social Policy Evaluation	The course will present a comprehensive framework to evaluate health and social policies. Special emphasis will be given to the assessment of policy effectiveness with the presentation of methods such as cost-effectiveness analysis. It will cover the evaluation of the policies' efficiency, impact, equity, acceptability, relevance, and sustainability. The framework will be applied to the analysis of concrete health and social policies in Austria and internationally.

## Information & Contact

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To find out more about our Specialization, please visit  
<https://www.wu.ac.at/en/institute-for-social-policy/lehre/spezialisierung-health-and-social-policy>  
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