



DENTAL

ENTREPRENEURSHIP

THE THEORETICAL FOUNDATION

Dental Clinic Licensing and
Accreditation Basics.

Theoretical foundations of manage-
ment and marketing in dentistry.

Peculiarities of dental clinic
organization and supply.

The qualities of dental services.

Economic records

Human resources management.

Principii de comunicare.

APPLICABILITY

Principles of organizing the activity
in the dental clinic.

Methods and techniques for analy-
zing the dental services market.

Working methods and procedures in
the economic analysis of automated
information systems

Methods and techniques of loyalty
to dental clinic clients.

Techniques for increasing the
number of patients and quality of
services.

INTERDISCIPLINARITY

Integrating knowledge from the
field of dentistry related to the
provision of quality services

with the ones

from the field of dental
management and legislation related
to the efficient performance of
dental clinic functions

Optional discipline included in the study plan of the Faculty of Dental Medicine
based on the practical importance of the issues related to the foundation and
planning of the effective activity of a dental clinic



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