

## Course: Entrepreneurship 3

credits: 3

<b>Course code</b>	PIVB210S3	<b>Modes of delivery</b>	Lecture
<b>Name</b>	Entrepreneurship 3		Project-based learning
<b>Study year</b>	2022-2023		Tutorial
<b>ECTS credits</b>	3	<b>Assessments</b>	Business Plan - Professional product
<b>Language</b>	English		
<b>Coordinator</b>	H.A. Kranenburg		

### Learning outcomes

2 OD-E/O 13. The student can implement a project plan in cooperation with his/her peers.

2 OD-E/O 14. The student can produce a business plan in cooperation with his/her peers.

2OD-E/M 27 The student demonstrates creativity as an enterprising professional, in collaboration with his/her peers, by highlighting new opportunities for or new combinations of products and/or services.

2OD-E/M 35 The student can describe as an enterprising professional how marketing objectives and a marketing strategy for products or services can be developed with the help of a SWOT analysis

2OD-E/M 37 The student can name as an enterprising professional at least two marketing mix tools which can be used to implement a marketing strategy.

2BD-E/PH 2: The student can independently write a reflective report based on Korthagen's reflective circle.

### Content

In the third and last academic portion of 'Organisation and Entrepreneurship in Health Care' one single topic will be central: the business plan.

Every year about 100,000 people in the Netherlands take steps aimed at setting up their own business. Many physiotherapists will also take the step towards setting up their own business.

Even if not every physiotherapist starts his own business, every HBO student is expected to have developed entrepreneurial qualities by the time he graduates. Entrepreneurial qualities are also needed in existing organisations. These qualities are necessary to keep innovating and to give shape to ideas geared towards the improvement of physiotherapeutic care. As an entrepreneurial physiotherapist you could, for example, set up a new gym or practice, or even offer new products such as paramedical equipment; ICT, gaming or health apps; innovative training forms for patients/healthy people; patient information services; continued education for your peers; etc.

To arrive at a business plan you have to work on a project basis. In this block we will cover the various phases that lead to the product.

### Included in programme(s)

B International Physiotherapy

### School(s)

School of Health Care Studies