

Course: Empathizing and understanding the innovation ecosystem

credits: 15

Course code	MIVB22MOD21	Modes of delivery	Assignment
Name	Empathizing and understanding the innovation ecosystem	Assessments	Portfolio assessment - Assessment
Study year	2023-2024		
ECTS credits	15		
Language	Dutch, with parts in English		
Coordinator	S. Gubler		

Learning outcomes

1. The student carries out an internal (marketing, organization and financial) audit for an organization in care and welfare.
2. The student carries out an external analysis for an organization in care and welfare.
3. The student makes contact with different users in an open and genuinely curious way through various methodologies appropriate to Design Thinking and determines the needs of users.
4. The student understands mutual influence between people and in groups, is able to interpret patterns of interaction with the aid of theoretical models and gives meaning to his own behavior within the interaction.

Content

Mapping the ecosystem is central to the first block of the second year of the Management in Care programme. During this block you map out the ecosystem of the commissioning organization. You do this by making model-based analyzes of both the internal and external environment. By means of the Business Model Canvas you provide insight into the specific (innovation) demand of the client. This leads to a final presentation to the client in which both the process and the results of the demand articulation are discussed

Included in programme(s)

Health Care Management

School(s)

School of Health Care Studies