Hanze

Course: The Enterprising Healthcare Professional — credits: 5

Course code	FYVB25OZP
Name	The Enterprising Healthcare Professional
Study year	2026-2027
ECTS credits	5
Language	Dutch, with parts in English
Coordinator	A.J. Beetsma
Modes of delivery	Action learning Education
Assessments	Conditional assignment - Assignment Group Assignment & Presentation - Report IPE Cluster Project Health, Care & Vitality Year 2 - Active participation

Learning outcomes

1. The student can identify and investigate needs within the environment and, using methods provided by the program (such as design thinking and the business model canvas), translate these needs into solution directions for innovation in physiotherapy. Professional role IP, level 2.
2. The student can conduct a SWOT analysis in collaboration with peers as part of developing marketing objectives and a marketing strategy for products or services and is able to create an implementation plan. Professional role ORG, SWP. level 2.
3. The student can write and present an innovation plan in collaboration with peers. Professional role IP, SWP, COM, level 2.
4. The student demonstrates entrepreneurship by making purposeful, strategic, and unconventional choices within study assignments.Professional role ORG, IP, level 2.
5. (IPE cluster project) The student contributes constructively within an interprofessional project by clarifying their own professional role, analyzing shared issues, making joint decisions on interventions, and presenting the results clearly. Professional role SWP, GB, COM.

Content

In the section of the curriculum dedicated to entrepreneurship, the focus is on innovation in physiotherapy. Within the competence profile of the physiotherapist, the ability to organize and innovate becomes increasingly crucial. The dynamics in healthcare are changing, as are the needs of patients. This calls for flexibility and an expanded skill set for new healthcare providers.
At Hanze University of Applied Sciences, entrepreneurship is considered a key focal point, but it does not mean that every physiotherapist must start their own business. However, every University of Applied Sciences (HBO) student is expected to possess entrepreneurial qualities by the end of their studies.
Entrepreneurial qualities are also important in existing organizations. These qualities are necessary to continually innovate and develop new ideas to enhance physiotherapeutic care.
As an entrepreneurial physiotherapist, it is crucial to respond to the needs of the environment. To understand these needs effectively, various research methods are employed. Only when the needs are clear we contemplate possible solutions. Different techniques and methodologies are applied for this purpose, such as design thinking, moonshot thinking, and the business model canvas.
By practising and working with these methods, students are able, by the end of this module, to make an innovative contribution to the organization of healthcare.

This course includes the **IPE Cluster Project Health, Care & Vitality – Year 2**
Collaboration in healthcare contributes to the quality of care for patients and clients, but it is not always self-evident. Healthcare professionals act from a strong professional identity, which guides their choices and decisions. Effective collaboration requires insight into each other’s roles, perspectives, and areas of expertise, so that role clarity can develop and more can be achieved together.
In this project, students use the Meta-Model of Interprofessional Development (Reinders, 2018; Reinders & Pesut, 2022; Reinders et al., 2023). They work through: Phase 0 (professional identity), Phase 1 (shared problem domain), and Phase 2 (combining priorities and alternatives), with the aim of strengthening collaboration and making use of the added value of each other’s differences.

Included in programme(s)

Physiotherapy

School(s)

Health, Care & Vitality

share your talent. move the world.

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