Hanze

Course: Designing an Innovation Plan in Co-creation — credits: 30

Course code	MIVB24MOD21
Name	Designing an Innovation Plan in Co-creation
Study year	2026-2027
ECTS credits	30
Language	Dutch, with parts in English
Coordinator	E.B. Mulder
Modes of delivery	Assignment
Assessments	Portfolio assessment - Assessment

Learning outcomes

Program Learning Outcomes, Level 2 (Advanced).

PLU 1.
Demonstrates leadership and the ability to independently achieve goals within a work unit (or project), derived from organizational goals and applicable norms and values.

PLU 2.
Motivates individuals and/or their own team, utilizing the professional responsibility of individuals and the strengths of the team, with the goal of realizing a predetermined change direction and/or achieving a predetermined goal.

PLU 3.
Influences individuals and teams to achieve results together, doing so based on insights into their own performance and leadership role, identifying development areas for their leadership role and being mindful of personal development opportunities within these areas.

PLU 4.
Methodically identifies and analyzes issues and developments relevant to stakeholders within the work unit and utilizes the resulting opportunities to sustainably increase the work unit's efficiency, effectiveness, and (social) impact.

PLU 5.
Demonstrates an inquisitive and critical attitude towards daily activities and processes and, using evidence, substantiates actions and considerations to improve the primary process within the work unit.

PLU6.
Communicates their vision on healthcare and health, service delivery, and leadership in an understandable way and gives meaning to this by connecting this vision to the vision and goals of the organization.

PLU7.
Investigates and initiates internal and/or external partnerships within an organization that are necessary for the design, implementation, and development of service delivery and encourages professionals from the work unit to actively contribute to this.

Content

This semester you will work together in a project group on an (innovation) issue/case of a healthcare and/or welfare organization. You will do this according to the Design Thinking method.

The phases of Design Thinking: empathize (empathy), define (understand), ideate (idea formation) and prototype will be central during the lessons. During this semester you will map users/stakeholders. You will get to know the organization and the user/client by observing, having conversations and analyzing documents. You will come up with ideas for the case and make prototypes in co-creation. You will also work on recognizing interaction patterns between people and systems. In the meantime, you work on your creative mindset and learn to deal with (your own) assumptions. With all these components, you will have formed your vision on innovation in healthcare and welfare at the end of this semester.

Professional themes this semester:
- Entrepreneurship
- Research
- Develop and connect
- Leading self and others
- Context and community

Included in programme(s)

Health Care Management

School(s)

Health, Care & Vitality

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