Organisation hospitalière, stratégie et gestion de projets

Lecturers
Stéphane RILLAERTS (Coordinator) and Sophie BRICHARD

Course mnemonic
GEST-L4112

ECTS credits
5 credits

Language(s) of instruction
French

Course period
Second term

Course content

> Marketing concept

> Strategy concept

> How suit these concept to hoaspital sector ?

> Structuration of a strategic process in an hospital

> Limitations of the possibilities of marketing in an hospital

Objectives (and/or specific learning outcomes)

At the end of this unit, the student will be able to settle the steps of a strategy process in an hospital, and qualify and use the marketing tools in order to realize it.

Teaching method and learning activities

Public lectures and supervised exercises in groups.

Contribution to the teaching profile

Knowledge of relationship between actors and consumers of the health care system, adaptation of the corporation strategy and marketing theories to the health care sector.

References, bibliography and recommended reading

Bernard Dubois, "Le marketing management hospitalier", Berger-Levrault, 1987.

Stéphane Aubert, "De l'opportunité d'une démarche marketing à l'hôpital, exemples issus du Centre Hopspitaliers de Lisieux", EHESP, 2008

Michael Porter, "Choix stratégiques et concurrence", Economica, 1999.

Other information

Contact(s)

Stephane Rillaerts, stephane.rillaerts@bordet.be

Evaluation method(s)

Other

Evaluation method(s) (additional information)

Oral exam at the end of the course, on the exposed theory and on a previous prepared exercise (15 minutes)

Determination of the mark (including the weighting of partial marks)

Mark at the oral exam, if needed supported by a positive apreciation of the group-exercise.

Main language(s) of evaluation

French

Programmes

Programmes proposing this course at the school of Public Health

MA-SAPU | **Master in Public Health** | finalité Management of healthcare institutions and services (working schedule)/unit 1