

General Management and Organisation (D012142)

Course size *(nominal values; actual values may depend on programme)*

Credits 5.0

Study time 150 h

Course offerings and teaching methods in academic year 2026-2027

A (semester 2)

Dutch

Gent

lecture

seminar

Lecturers in academic year 2026-2027

De Regge, Melissa

EB23

lecturer-in-charge

Offered in the following programmes in 2026-2027

[Master of Science in Speech Language and Hearing Sciences\(main subject Audiology\)](#)

crdts

5

offering

A

[Master of Science in Speech Language and Hearing Sciences\(main subject Logopaedics\)](#)

5

A

[Preparatory Course Master of Science in Health Care Management and Policy](#)

5

A

Teaching languages

Dutch

Keywords

Management, general management, organisation theory, strategy and evaluation of the organisation

Position of the course

An introductory course on general management and organisation theory aimed at teaching the basic concepts and theories; and to allow students to apply this knowledge in their own professional context and in simple practical case studies in the health care sector. A critical reflection on management and organisation design choices is central in the course.

This course is related to the roles as manager and professional. A manager applies the principles and models of general management and organisation on complex professional situations and does this in a critical and reflective mode. He also takes into account the recent scientific and international evolutions.

Contents

After an introduction dealing with the evolution of organisation theory and management, we spend in a first part attention to strategic management. What is strategy and how is strategy implemented ? A second part talks about structural management including topics such as the structure and culture of the organisation. We spend attention to networks and their governance. The role of different stakeholders (such as the governing board) is discussed in a third part. Finally we will spend some time discussing innovation and organizational change.

Initial competences

This course builds on the final competences of the Bachelor admitted to this educational program.

Final competences

- 1 Nominating the basic concepts, theories, and principles of general management.
- 2 Analysing the design and functioning of organisations.

- 3 Evaluating the application of general management principles in the healthcare sector.

- 4 Reflecting critically on organizational design and behaviour.

(Approved)

5 Applying the basic theories on case studies.

6 Analysing an element of general management and organisation applied to a care organisation.

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Seminar, Lecture

Extra information on the teaching methods

The basic principle is that lessons are taught on-campus. These lessons are recorded or 'streamed'. This applies to both the lectures and the working classes (case studies). In the course several case studies are included. This allows the students to gain insights into the different themes in an interactive way. However, this requires a continuous follow-up (preparation through guided self-study) of the case studies. The case studies allow the students to bring in the international context.

Study material

Type: Handbook

Name: STRATEGISCH MANAGEMENT VOOR DE GEZONDHEIDS- EN WELZIJNSSECTOR

Indicative price: € 45

Optional: no

Language : Dutch

Author : Raf De Rycke, Paul Gemmel

ISBN : 978-9-40149-983-5

Number of Pages : 416

Oldest Usable Edition : 7th version, 2024

Online Available : Yes

Available in the Library : Yes

Usability and Lifetime within the Course Unit : intensive

Usability and Lifetime within the Study Programme : regularly

Usability and Lifetime after the Study Programme : occasionally

Type: Other

Name: Case Studies

Indicative price: € 15

Optional: no

Language : English

Additional information: Case studies are purchased by each student at the Harvard Business Publishing Education. A fee (license) must be paid for the use of the case studies during a certain period of time. Instructions to purchase these cases will be given in the course

References

Course content-related study coaching

On-line booster sessions in group

Assessment moments

end-of-term assessment

Examination methods in case of periodic assessment during the first examination period

Written assessment with multiple-choice questions

Examination methods in case of periodic assessment during the second examination period

Written assessment with multiple-choice questions

Examination methods in case of permanent assessment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible

Extra information on the examination methods

The written exam has 40 Multiple Choice questions.

(Approved)

Calculation of the examination mark

100% of the points are allocated to the written exam.