

Introduction to Management (J000421)

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

Credits 3.0

Study time 80 h

Course offerings and teaching methods in academic year 2026-2027

A (semester 2)

Dutch

Gent

lecture

independent work

Lecturers in academic year 2026-2027

Van Krieken, Jens

UA

lecturer-in-charge

De Rijdt, Thomas

KULEU

co-lecturer

Ligneel, Claudine

VUB

co-lecturer

Somers, Annemie

FWO3

co-lecturer

Offered in the following programmes in 2026-2027

[Master of Science in Hospital Pharmacy](#)

crdts

3

offering

A

Teaching languages

Dutch

Keywords

management, service management, healthcare organisations--

Position of the course

This course is a basic course 'introduction to service management' for the hospital pharmacist and aims to provide an overview of the main models and trends in management and healthcare management.

Contents

1. Healthcare organisations as service organisations
2. The positioning of healthcare organisations
3. Process management in healthcare organisations
4. Place: the servicescape and healthcare organisations
5. Performance in healthcare organisations
6. People (patients and personnel) in healthcare organisations
7. Innovation in healthcare organisations

In this course, internationalization takes shape through the frequent use and integration of English-language learning materials and international scientific articles.

Initial competences

The student must satisfy the following conditions: having the degree of pharmacist, master in the pharmaceutical care (pharmacist) or master in the medication development (pharmacist)

Final competences

- 1 This course must give the student an introduction to the following competences which will be used in the course Organisation and Management of the Hospital Pharmacy: The hospital as organisation; Strategic management; Process management; Innovation and change management; Performance and quality management.
- 2 To use and apply different models of management to the hospital pharmacy.
- 3 To have insight in a number of new trends in the area of management and hospital management.

- 4 Identify and analyse simple management and process problems.
- 5 Demonstrate a critical attitude towards the management of a health care institution.

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

Lecture, Independent work

Extra information on the teaching methods

Lecturing and case studies/ discussions

Because of COVID-19 modified forms of work can be rolled out if necessary

Study material

Type: Handbook

Name: book: Service Management for healthcare organisations

Indicative price: € 40

Optional: no

Additional information: Paul Gemmel, Katrien Verleye, Melissa De Regge en Bert Meijboom (2023) Service Management for healthcare organisations, - Die Keure.

Type: Other

Name: Course material

Indicative price: Free or paid by faculty

Optional: no

References

Gemmel P., Van Looy B., Van Dierdonck R. (2013), Service Management: an Integrated Approach, Pearson Education Limited, 505 pp.

Course content-related study coaching

Students can get into contact with the lecturer.

Assessment moments

end-of-term assessment

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

Written assessment with open-ended questions

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

Written assessment with open-ended questions

Examination methods in case of permanent assessment**Possibilities of retake in case of permanent assessment**

not applicable

Extra information on the examination methods

A written exam with open questions. The case studies may be used during the exam.

Calculation of the examination mark

100% of the points can be earned with the written exam.