Mgmt 352: Health Innovation and Information

MANAGEMENT

The health care industry can be unpredictable and ambiguous. This course introduces the topics of health informatics (HCI) and innovation in order to provide a context by which students can learn to effectively identify and respond to these ambiguities. The course covers theories of health behavior and information behavior; key concepts and terminology; and main application domains. First, this course will present an overview of theories that are relevant to health behavior change and health information behavior, and explore how they might be applied to promote changes in health behavior and/or explain health consumers' behaviors. Second, we investigate some of the more innovative trends in health care, including robotics, virtual medicine, and personalized health care. We conclude the course by discussing design thinking as a method of applying a set of tools and attitudes to navigate this complex environment and create positive change. Focused on listening, user empathy, whole-brain thinking, collaboration, and experimentation, design thinking can be applied across the field — from systems architecture and design to health care delivery and medical equipment development.

3 Credits

Prerequisites

- Pre-requisite: Successful completion of 54 hours.

Instruction Type(s)

- Lecture: Lecture for Mgmt 352

Subject Areas

- Business Administration and Management, General

Related Areas

- Business/Managerial Operations, Other
- Logistics, Materials, and Supply Chain Management
- Operations Management and Supervision
- Project Management

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