18th International Project Week 2016
25th – 29th April 2016

Lecturer: Jim Blythe
University/Company: Blythe Consulting
Country: United Kingdom

Applying Business Models to Social Care and Management

Content:
The course will focus on ways in which marketing thinking (management of exchange, negotiation, customer focus) can be applied to public services. It will cover transaction management, negotiation skills, and the importance of understanding the needs of both service users and colleagues within the public sector.

Methods:
Lecture, tutorials, student-centred learning, on-line research.

Competences and skills to be acquired:
After taking this course, students should be able to determine the needs of clients and colleagues from the point of view of the latter, and should be able to manage expectations more effectively. They should also understand the exchange process involved in social management, and be able to manage the process more effectively.

Prerequisites:

Language of instruction: English
Recommended for: Economics