





Strategic Management of Non-Profit Organizations: The Case of Healthcare Organizations

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Course Overview

What is this course about?
This course explores the strategic management of non-profit organizations, with a specific focus on healthcare organizations as a case study.

01

Mission-driven structure and financial models.

02

Ethical and regulatory challenges

03

Innovation and digital transformation in healthcare

04

Strategic planning and adaptation in dynamic environments.

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Teaching Approach:



Blending theory & practice – Real-world case studies and group projects.



Hands-on strategic planning – Using frameworks like SWOT & PESTEL.



Guest Lectures



Interactive discussions – Engaging with peers to develop solutions.

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Course Structure & Timeline

Class Schedule (Tuesdays, 16:00-18:30 Israel Time / 15:00-17:30 Czech Time)

25.3.25

Lesson 1

Understanding Non-Profit Healthcare Organizations

1.4.25

Lesson 2

Financial & Environmental Analysis in Non-Profit Healthcare

22.4.25

Lesson 3

Strategic Adaptation & Planning in Healthcare Non-Profits

29.4.25

Lesson 4

Social Marketing in Healthcare Organizations.

In-Person Workshop (Olomouc, Czech Republic)
 May 4-8, 2025 – Final Project Presentations (May 8)
 Final Assignment Submission:
 Deadline: June 1, 2025 – Reflection & Travel Report

Attendance is mandatory for all sessions and the in-person workshop.

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