

# HEALTHCARE INNOVATION, DESIGN, AND ENTREPRENEURSHIP, GCRT

for the Graduate Certificate in Healthcare Innovation, Design, and Entrepreneurship

The Healthcare Innovation, Design, and Entrepreneurship Graduate Certificate integrates key concepts from new product development, data analytics, design thinking, and entrepreneurship in healthcare to provide learners with a comprehensive foundation in the healthcare innovation process. Through this program, learners will be able to identify healthcare challenges and design innovative solutions that have a higher likelihood of success. Moreover, they will learn to make informed decisions grounded in data analysis and inferences, while also cultivating design thinking skills.

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Learners who have successfully completed this certificate may use the certificate to satisfy the following degree requirements, provided they apply and are admitted to the degree program:

- 12 hours of elective coursework requirements for the iMBA degree program.
- 12 hours of elective coursework requirements for the iMSM degree program.
- 12 hours of elective coursework requirements for the iMSA degree program.

The required courses for this certificate are listed below.

## Graduation Requirements

Minimum Cumulative GPA: 2.75

Minimum hours required for certificate completion: 12 hours

Course substitutions may be approved by the Department of Business Administration and the Carle Illinois College of Medicine.

Code	Title	Hours
MBA/HBSE 571	Identify—Healthcare Ecosystem and Need Identification	4
MBA/HBSE 572	Innovate—Healthcare Innovation Process	4
MBA/HBSE 573	Implement—Healthcare Business Strategy and New Venture Implementation	4
<b>Total Hours</b>		<b>12</b>

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1. Recognize key principles of the healthcare innovation ecosystem, including applicable concepts from new product development processes, data analytics, design thinking, and entrepreneurship.
2. Identify opportunities for healthcare innovation design and development through qualitative, design thinking, and data analytics approaches.
3. Apply business and design thinking principles and strategies to develop and evaluate new products and processes for healthcare innovation.
4. Apply business and design thinking principles and strategies to develop and evaluate new products and processes for healthcare innovation.
5. Analyze emerging trends, technologies, practices, and forthcoming advancements in the healthcare domain.
6. Develop a user-centered, entrepreneurial, and analytical mindset that can be employed to solve problems in the healthcare system, develop new products, and improve processes.

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## Business Administration Department (<https://giesbusiness.illinois.edu/business-administration/>)

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## Gies College of Business (<https://giesbusiness.illinois.edu/>)

Gies College of Business Online Programs (<https://giesonline.illinois.edu/>)

## Admissions

Graduate College Admissions & Requirements (<https://grad.illinois.edu/admissions/apply/>)

Gies College Admissions & Requirements (<http://catalog.illinois.edu/schools/gies-business/academic-units/>)

Upon completion of the certificate, students will be able to: