



## 2017-18 Course Descriptions

COLLEGE OF PROFESSIONAL STUDIES

### Master of Business Administration Healthcare Administration Track

(36 credit hours)

*Our Healthcare Administration Track is fully course-based. Meant for professionals working in hospitals, nursing homes, hospices, insurance companies, provider networks or government policy organizations, the Healthcare Administration track allows professionals to better understand and analyze the business side of healthcare. This track requires twelve courses and takes approximately 23 months to complete. Students may accelerate this track by taking multiple courses concurrently.*

*\*This specialization is offered at specific times during the academic year. Please inquire with your Bethel Representative to learn about the upcoming start.*

#### TERM 1

##### **MBA 502 Organizational Behavior**

**(3 credit hours)**

This course will present a comprehensive approach in which total organizational effectiveness is conceptualized, measured, and realized in practice through the understanding of individual and team behavior/effectiveness. It will also explore how improvement can be initiated, managed, and sustained throughout the organization.

##### **MBA 514 Statistical Analysis**

**(3 credit hours)**

This course involves the development of understanding the methods of statistical analysis and their usefulness in making business decisions in organizations. The course will cover tools for data collection, research methodology, presentation of data and data analysis related to managerial decision-making.

##### **MBA 520 Marketing Management**

**(3 credit hours)**

A course designed to focus on the importance of modern organizations being market driven and globally competitive. The course examines the role of marketing through the discussion of comprehensive marketing concepts and case analysis better equipping managers to make decisions.

#### TERM 2

##### **MBA 506 Managerial Economics**

**(3 credit hours)**

This course will take an economic perspective to answer why managers and organizational leaders need to understand and interact with the external environment in order to survive and succeed in a continually changing and globally competitive world. Looking at "the big picture," this course presents basic tools that economists use to analyze that environment. This course will culminate with the student completing an economic audit of an organization.

**MBA 524 Managerial Accounting****(3 credit hours)**

The use of accounting tools as a source of data for managerial decision making including cash flow, general accounting ledgers, income, financial position, cash, receivables, investments, inventories, liabilities, reconciliation and financial statements.

**HCA 501 Healthcare Administration****(3 credit hours)**

This course is designed to help students gain a conceptual framework and the practical applications of such skills within a health care setting. Best practices for health care administration are analyzed, along with sound business practices from management theory. Strategic planning, policies, objectives, change management and organizational strategy will be covered in this fundamental course. The relationship between consumer (patient) and business (practitioner) will be analyzed.

**TERM 3****HCA 511 Healthcare Financial Management****(3 credit hours)**

This course will examine systems and uses of accounting and financial planning with an emphasis on the healthcare organization, including planning and control. The course will include an analysis on financial decision making, using quantitative techniques to make sound decisions in accounting, and general financial planning for healthcare organizations. Included in the course will be an overview of the analysis of financial statements, reporting, ratios, and budgeting for health care businesses. Some emphasis will be placed on budget preparation and cost benefit analysis from a managerial perspective.

**HCA 521 Healthcare Information Technology****(3 credit hours)**

Present the practical use of technology in the medical practice. Identify the most common uses of technology in the field of health care and how best to deploy and architect systems. Understand the role of Health Information Management in the health care business, and the use of Electronic Medical Records in health care organizations. Identify and analyze the role of information technology workers specifically to the health care setting, and the implication of security and privacy as it pertains to secure electronic communications in the health care field.

**HCA 531 Healthcare Policy, Analysis & Decision Making** **(3 credit hours)**

The emphasis of this course is the role of government in health care policy, the US health care system, costs of healthcare, and an analysis of the ethical and business implications of social welfare. The course will emphasize current trends in economic and social issues along with efforts to revise the system. Students will benefit from a deeper understanding of the political, economic and social issues affecting health care businesses and how decisions are impacted as a result.

## TERM 4

### **HCA 541 Human Resource Administration in Healthcare (3 credit hours)**

This course will take a unique look at the issues impacting human resource management in health care businesses, including physician relations, labor relations, recruitment and retention, development of staff, malpractice concerns, governance and compliance of health care workers. This course is designed to help students gain conceptual framework in developing quality systems and executing organizational strategies in a healthcare setting. Quality management tools will be examined and blended with strategic planning tools (collaboration of PDCA and dashboards, balance scorecards, metrics) to ensure integration of organizational strategy and continuous process improvement programs. Students will gain knowledge of identifying organizational barriers, developing action and prioritization plans, decision-making and change management, gaining efficiencies, and how to implement and execute strategic plans.

### **HCA 551 Leading Healthcare Organizations (3 credit hours)**

This course provides students with an overview of understanding current healthcare trends with leadership challenges. In this course, students will gain knowledge in collaboration of leadership and accountability to offer organizational success. The students will discover the servant leadership model in gaining organization efficiencies and managing healthcare professionals, technology demands, change management, and best practices. Students will gain a broad perspective of leadership and an introduction in quality systems management and strategic planning. This course is a predecessor to Quality Strategic Planning and Execution.

### **HCA 561 Quality Strategic Planning & Execution in Healthcare (3 credit hours)**

Prerequisite: Leading Healthcare Organizations. This course is designed to help students gain conceptual framework in developing quality systems and executing organizational strategies in a healthcare setting. Quality management tools will be examined and blended with strategic planning tools (collaboration of PDCA and dashboards, balance scorecards, metrics) to ensure integration of organizational strategy and continuous process improvement programs. Students will gain knowledge of identifying organizational barriers, developing action and prioritization plans, decision-making and change management, gaining efficiencies, and how to implement and execute strategic plans. The prerequisite to this course is Leading Healthcare Organizations.