

HEALTH SERVICES ADMINISTRATION (HSA)

HSA 300: Health Services Mgmt. and Organiz. Structure in the 21st Century (3 credits)

This course examines global and U.S. management challenges of delivering cost effective quality health care in the 21st century. Student will analyze leadership theories and a range of factors that affect leadership and performance, determining best practices to meet the current demands for improved quality care, access for consumers and reducing the cost of health care. Students will explore the various aspects of healthcare management associated with planning, leading, motivating, organizing, and controlling to develop creative and innovative approaches to meet the changing demands for healthcare in the 21st century.

Prerequisite: ENG 124

HSA 330: Information Technology in Healthcare Administration (3 credits)

This course provides an overview of the integration of technology in the health care setting. Students will examine the processes used in the selection, application, and evaluation of computer software and hardware. Methods and processes to make informed business decisions related to the application and use of technology in health care it will be discussed.

HSA 340: Strategic Human Resource Management for Healthcare Organizations (3 credits)

This course examines the complexity and multiple issues involved in human resource management in health care organizations. Students will examine the strategic role of human resource management in response to changes in the health care industry. In addition, issues such as recruitment, retention, performance management, organizational development, and employee relations are examined. Federal, state and professional regulatory requirements specific to health care are emphasized. Student will explore the skills and knowledge needed to be successful in a diverse healthcare environment.

HSA 360: Health Services Quality Management and Outcome Analysis (3 credits)

This course will examine the use of quality monitoring tools, benchmarking processes and quality indicator reports along with applications related to performance-improvement activities. Students will analyze data that impacts performance improvement focusing on clinical processes and improved patient care, risk management to reduce medical, legal and financial risks to an organization and utilization management determining the appropriateness and planned use of resources in an effort to reduce health care costs. Students will identify the key issues confronting healthcare today, examine the causes and develop reasonable solutions to the current set of problems.

HSA 380: Policy and Law in Health Services (3 credits)

This course focuses on the complex legal and regulatory issues involving health care ranging from patient rights to corporate responsibilities. Students will learn about the formulation and implementation of health care policies and laws as they impact consumer care. Public and private health care regulatory agencies are examined as well as their impact on the operation of health care as a business. Legal issues ranging from professional malpractice to corporate wrongdoing are also discussed.

HSA 400: Medical Ethics and Social Responsibility (3 credits)

This course focuses on ethical issues facing health care in the 21st century. Students will utilize the tools necessary to resolve ethical dilemmas. Emphasis is placed on the interrelated nature of ethics, morality, legal responsibilities and social issues. By examining ethical issues and scenarios which will relate directly to their work environment, students will have a clearer sense of how their health care organization's code of ethics along with their own ethical values related to operation decisions made on a daily basis.

HSA 420: Healthcare Finance (3 credits)

This course provides an understanding of the general principles of accounting applied in the health care environment focusing on the delivery of cost effective quality care. It includes an overview of third party payers and additional sources of revenue for various health care entities. The fundamentals of financial planning, cost concepts, capital budgeting and management analysis are applied in the health care environment. Issues surrounding the development and management of budgets are also examined.

HSA 460: Healthcare Marketing: Trends and Strategies (3 credits)

In this course students will have the opportunity to conduct market research by examining the traits, trends and needs of today's health care consumer. Students will develop a marketing plan employing marketing principles and strategies in promoting health care services and programs to prospective consumers and identify a competitive advantage through value-enhanced services.

HSA 480: Health Services Senior Seminar (3 credits)

The senior seminar provides the student an opportunity to apply all of the knowledge and principles gained from the health care administration program. Utilizing creative thinking and innovation the student will design a health care facility in a third world country. Based upon research of the geographic area, identifying health care needs of that population available resources and potential funding students will create a facility utilizing the knowledge learned throughout the entire Health Services Administration program. The seminar may be accomplished independently or with a team of two women.

Prerequisite: HSA 300, HSA 330, HSA 340, HSA 360, HSA 400, HSA 420, and HSA 460