

MBA in Healthcare Administration – Program Overview

MBA in Healthcare Administration Working Draft (6/30/08)

The School of Management at the University of Northern Virginia offers a Master in Business Administration (MBA) degree with a special concentration in Healthcare Administration.

Healthcare: A field with unlimited opportunity.

Ready to join one of the fastest growing, in-demand fields in the world? There couldn't be a better time to step into this exciting and exceptional career.

Broad career opportunities — Healthcare is the largest industry in the U.S. and the second largest employer, with more than 11 million jobs. Virtually all new private sector jobs over the past five years came from the healthcare industry. Plus, the sector continues to grow faster than most other segments. And international healthcare opportunities are equally vast.

Excellent earning potential — Students pursuing healthcare management careers have excellent earning potential. According to the U.S. Bureau of Labor Statistics, medical and health services managers earned an average annual salary of \$81,160 in 2006. Senior healthcare executives with more experience and achievements can earn \$200,000 or significantly more.

Career flexibility — An education in healthcare management can take you in many different and exciting directions. You can choose a traditional career in healthcare management, or work in many other areas. These include pharmaceutical companies, health insurance companies, management consulting, long-term care facilities, professional societies and state and Federal agencies.

Furthermore, unlike the situation in many traditional management programs, graduates of healthcare management programs can find significant opportunities in small rural communities, large metropolitan areas, and throughout the world.

With our Master of Business Administration (MBA) in Healthcare Administration, you will have the knowledge and skills required to secure an outstanding job. Whether your objective is to work in hospital or clinic administration, public or community health, or even for a nonprofit organization -- we can help you develop the skills to succeed.

Our goal is to help you secure the best healthcare job!

The goal of the program is to prepare our graduates to secure well-paying jobs in the healthcare field and in positions where they can make a difference. Our program provides

an academic yet practical approach. Students will learn how to successfully negotiate the complex healthcare environment in the U.S. or international arena.

For current healthcare professionals, the MBA in Healthcare Administration will assist students by dramatically improving skills needed to manage a health services unit or lead a healthcare organization. The program is ideal for nurses and for radiology, pharmacy, sleep, or physical therapy technicians who are looking to assume greater responsibility as healthcare leaders.

For students who are looking to join this attractive industry, the MBA in Healthcare Administration will provide students new to healthcare with the knowledge and skills required to secure a great job.

Whether your goal is to work in hospital or clinic administration, public or community health, or even for a non-government organization (NGO) -- we can help you develop the skills to succeed!

Work in healthcare while you study!

Our MBA in Healthcare Administration offers a unique work-study program allowing students to work in curriculum-related U.S. healthcare organizations while pursuing their studies. Through our unique placement services, we can assist you to land that all-important “first job” in healthcare so that when you graduate you have the knowledge, skills, and experience needed for a great job.

Complete the program part-time in less than two years while studying on the weekend.

The program is designed to be completed in less than two years with in-class and online courses. All in-class courses are offered on the weekends (Saturday/Sundays). For those interested in accelerating their graduation, we offer unique symposia and intensive weeklong courses. If you bring the motivation, we will bring the options!

The 42-hour program requires completion of 14, three-credit courses over three academic phases.

Phase 1: MBA Cornerstone Courses. The student acquires baseline MBA competencies in accounting, management theory, communication, finance, and statistics.

Phase 2: Healthcare Core Courses. The student acquires graduate-level competencies in healthcare-specific courses including health systems; managing healthcare organizations; health law and ethics; health policy; and information systems in healthcare.

Phase 3: Specialized Electives. Building on these competencies, the student chooses electives geared to specific career objectives. Specialized courses include health service planning; health policy and politics; managing healthcare organizations and medical

practices; public and community health; quality assurance; global health systems; creating patient value; health economics; and more!

MBA in Healthcare Administration – Course Overview

Cornerstone (5)

ACTG 500: Financial Accounting Analysis – Prerequisite: None. After a review of basic accounting principles and terminology, this course provides the student with a clear understanding of concepts, standards and practices of financial reporting. The student learns to read, understand and analyze a balance sheet, income statement and statement of cash flows. Other topics include: concepts of cash receivables, inventory, payables, assets, liabilities, equity, revenue, and expense recognition and ratio analysis. 3 credits.

BMGT 500: Principles of Management – Prerequisite: None. The objective of this course is to introduce models and concepts that provide insights on a wide range of managerial problems. Qualitative and quantitative methods will be used to address various aspects of managing a business concern. Major topics include ethics and corporate social responsibility, organizational design, planning and strategy formulation, motivation, reward and discipline. 3 credits.

COMM 500: Management Communications – Prerequisite: None. This course prepares students to meet the demands of their professionals: by preparing samples of business and technical writing, by sharpening their reviewing skills, and by improving their oral communication skills. Students will develop professional presentational skills: content, organization, and effective delivery through two oral presentations. They will also write a proposal or feasibility report, compose a memorandum and letter, describe a process, and develop a survey or choice board. 3 credits.

FINA 500: Money, Banking, and Financial Markets – Prerequisite: None. This course studies the role of money in the economy; examines monetary policy and tools by investigating the relationships between money supply and interest rates, inflation and business cycles; and explains how financial institutions and markets work, as these institutions involve huge flows of funds throughout the economy, affecting thus production of goods and services, employment and profit. 3 credits.

STAT 500: Statistics for Managers – Prerequisite: None. Statistical concepts and models used in the solutions of managerial problems. Topics include: descriptive statistics, frequency distribution, probability, statistical inference and testing, introduction to forecasting and regression modeling. 3 credits.

Core (5):

HECA 500: Health Care Systems - Prerequisite: None. This course is designed as an understanding of the forces shaping the present and future health care delivery system. Students will examine the major institutions, professions, and political forces that influence the provision of health care services in the United States. 3 credits.

HECA 511: Managing Health Care Organizations - Prerequisite: None. The course is designed to provide students with an in-depth overview of techniques and practices applied to the management of health care provider organizations at various levels. It presents to students a

broad picture of the complexities in managing today's health care organization. The aim: to allow a more critical thinking process relative to health care. 3 credits.

HECA 537: Health Policy: Developing Policymaking Competency - This course explores how health policy in the U.S. is initiated, formulated and implemented. A comparative, cross-national and cross-state perspective is employed to analyze political culture, interest group and party behavior, the legislative and executive processes, and the dynamics of federalism. This course will: (1) introduce students to the U.S. health care system; (2) cover political, economic, and insurance concepts central to health policy debates; (3) compare the U.S. system to those of other developed nations; and (4) provide students with practice in critically evaluating policy problems. 3 credits.

HECA 551: Information Systems for Healthcare Management - Prerequisite: None. The course is designed to provide students with an in-depth overview of techniques and practices applied to the management of health care provider organizations at various levels. It presents to students a broad picture of the complexities in managing today's health care organization. The aim: to allow a more critical thinking process relative to health care. 3 credits.

HECA 554: Measuring, Monitoring and Evaluating Program Performance – The course will assist the healthcare practitioner in developing program and services designed to address both broad organizational and specific programmatic goals. Emphasis will be placed on program development that incorporates ongoing evaluations. The basic logic model will be introduced and applied as an essential tool to improvement programmatic outcomes. 3 credits.

Electives (Select 4):

HECA 514: Marketing and Competitive Strategy in Healthcare - This course explores the application of marketing theories to the health care industry. Concepts of marketing and competitive strategies applied to health care settings will also be introduced. Emphasis is placed on methodologies for developing organizational strategic plans using the marketing approach. 3 credits.

HECA 520: Human Resources Management in Healthcare - This course provides students with the basic skills and applications of human resource management in the health care delivery field. It discusses the current issues in human resources management in healthcare, such as employee turnover, retaining quality employees, achieving higher quality with greater efficiency delivering health care services, recruiting and managing a diverse workforce. 3 credits.

HECA 521: Managing for Quality in Healthcare Organizations: An introduction to the process of quality improvement in health care organizations. The purpose of this course is to acquaint students with the principles of quality assessment, quality assurance, continuous quality improvement, and the measurement of health status and patient satisfaction. It is anticipated that students will complete the course with knowledge of how to measure and improve quality in health care organizations. 3 credits.

HECA 522: Implementing Healthcare Quality Methodologies: Balanced Scorecard, Malcolm Baldrige Quality Assurance Award, and Six Sigma – This course provides the student with an application-based understand three, primary quality methodologies in healthcare quality management. Students will develop a deep understanding of the three methods, and demonstrate an ability to apply one method to an actual health challenge. 3 credits.

HECA 523: Long-Term Care Administration - A survey of the managerial, financial, political, legal, and ethical issues involved in the provision of long-term care through institutional and noninstitutional settings. This course focuses on the understanding of the public policy issues that influence the organization and delivery of long term care services. Key strategies associated with the design and maintenance of a system of long-term care services will also be examined. 3 credits.

HECA 527: Health Insurance and Risk Management - This course focuses on existing and emerging insurance products in the health care system and the impact of these products upon provider arrangements. It also covers the risk management concepts and their application to health policy & health service. Topics include: individual financial management of economic losses caused by premature death, disability, and old age, functional aspects of life-health insurer management. 3 credits.

HECA 535: Healthcare Law and Ethics - This course provides an understanding of ethical and legal issues inherent in the provision of health services. Legal issues related to the organization and delivery of health care will be examined, along with the ethical and moral considerations associated with the management of health care facilities and the provision of health services. Topics include federal public health activity, state public health powers, patients' rights, and other topics relevant to delivering health care to large populations. 3 credits.

HECA 539: Approaches in Wellness/Health Promotion - The purpose of this course is to help prepare health professionals as leaders in the field of disease prevention and health promotion. This course provides students with an overview of the field of health education/health promotion and an opportunity to develop skills in needs assessment and program planning. Skills and principles of developing, implementing, evaluating, and managing health promotion programs in a variety of settings including community, business, and corporate sectors will also be introduced. 3 credits.

HECA 547: Global Health Systems - This course is designed as a survey course for all students interested in the intersection of International Affairs and Global Health. Pressing global health issues are analyzed as they intersect with security, international development, global economy, human rights, and conflict management. It also provides a systematic comparative analysis of the evolution, administrative structure, finance, and provision of medical care in selected countries throughout the world. 3 credits.

HECA 548: Leadership in Healthcare Organizations - This course defines leadership in healthcare today and addresses the essentials qualities of leadership. For each quality, the course provides a succinct explanation and a list of suggestions for actually improving or applying this leadership quality. 3 credits.

HECA 556: Fundraising and Philanthropy: This course targets professionals engaged in grant proposal planning and writing to support programs at healthcare organizations. Strategies for the following will be presented: using electronic search tools to effectively identify appropriate funding opportunities; communicating with potential funders; mastering fundamental principles of grant proposal writing; developing a program and proposal concepts that meet an agency's mission; developing a needs statement; developing the goals, objectives, and strategies of a proposal; developing program budgets; incorporating program evaluation and assessment into the grant proposal; and increasing the opportunity of getting a proposal funded. 3 credits.

HECA 558: Medical Group Practice Management: Secrets of the Best-Run Practices – This course discusses the business of medicine with an emphasis on the proven techniques and practices of success practices. Topics include conquering cashflow, productivity, appointment scheduling, commonsense risk management, revenue management, personnel, and the external factors reshaping the clinical practice of medicine. 3 credits.

HECA 559: Topics in Healthcare Administration – Course will be conducted as in-class format or directed studies format. Content will relate to important issues facing the healthcare professional such as universal coverage, cost-containment, Medicare and Medicaid, drug cost, physician malpractice insurance, and electronic medical records. 3 credits.

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