

2021-22 ACADEMIC CATALOG



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The Health Care Administration Specialty prepares healthcare leaders who create and apply evidence-based knowledge to enhance the health care of individuals and communities.

### Student Learning Outcomes of Program

- Students are able to describe the nature of health care services, social, political, economic, technological, legal, ethical, professional and historic factors that influence the present and future direction of health care.
- Students are able to describe the nature and function of health care organizations.
- Students are able to describe the distribution and determinants of health and disease including the influences of individual behavior, the environment, and health care technology in the prevention and progression of disease as well as the restoration of health.
- Students are able to describe managerial knowledge and skills of health care organization change, design, performance, strategic planning, marketing, problem solving, decision-making and leadership.
- Students are able to apply basic quantitative abilities in health care financial management, computer literacy, operations analysis, management information systems, statistics, and research methods.
- Students are able to demonstrate the ability to integrate theory with practices of health care administration in the practice setting through a faculty-supervised practicum.

\*If the applicant's degree is not in the area of business, the student must have successfully completed BUSM 501 Foundations of Graduate Business within the first term of enrollment in the MBA program.

# Courses

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## Major Course Requirements

### **BUSM 501 - Fundamentals of Graduate Business**

Designed for students whose baccalaureate degree is not in Business, the course includes foundational concepts in accounting, economics, management, and marketing. The course must be completed successfully within the first term of enrollment in the MBA or the student will not be allowed to enroll in subsequent courses

**Grade Basis:** Letter Grade

**Credit hours:** 3.0

**Lecture hours:** 3.0

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### **BUSM 520 - Leadership and Effective Decision-Making**

Leadership is a process by which a person influences others to accomplish an objective and direct the organization. This course is designed to help learners understand the leadership process, use critical thinking to make sound decisions, and understand the ethical ramifications of their decisions.

**Grade Basis:** Letter Grade

**Credit hours:** 3.0

**Lecture hours:** 3.0

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### **BUSM 540 - Organizational Behavior**

This course focuses on the patterns of interaction that occur among people and teams in organizations and on how these interactions impact the organization. The course assists a learner in developing a clear understanding of the organization internally and of how an organization can transform its competitiveness externally by virtue of how well it copes with and develops major behavioral issues in the day-to-day management of the enterprise.

**Grade Basis:** Letter Grade

**Credit hours:** 3.0

**Lecture hours:** 3.0

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### **BUSM 560 - Financial Management**

This course involves the development and application of theoretical and empirical principles for financing a business concern's assets so as to maximize the value of ownership interest. Emphasis will be placed on the application and interpretation of analytical techniques for financial evaluation of investment opportunities. Topics covered include financial statement analysis, the time value of money, sources of money and capital market financing, asset and liability valuation, risk adjusted rates of return, capital budgeting, the effects of capital structure on the firm's cost of capital, and the

effects of financial leverage on the viability of the firm and the return on owner equity. The course provides the student with the knowledge and skills to evaluate alternate investment and financing options.

**Grade Basis:** Letter Grade

**Credit hours:** 3.0

**Lecture hours:** 3.0

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## **BUSM 570 - Economic Analysis for Business Decision-Making**

The focus of the course is the practical application of microeconomic principles to the management of a business enterprise. Since all business firms survive because there is a demand for the products or services that they produce, the behavior of consumers under various general economic and externality conditions is of primary interest to business managers. Three major areas of interest to management will be examined sequentially.

**Grade Basis:** Letter Grade

**Credit hours:** 3.0

**Lecture hours:** 3.0

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## **BUSM 600 - Strategic Marketing Management**

This course demonstrates differences between a product-oriented organization, a sales-oriented organization, and a marketing-oriented organization. The course stresses that organizations need to be customer-led (buyer behavior), and adopt an 'outside-in' rather than an 'inside-out' approach.

**Grade Basis:** Letter Grade

**Credit hours:** 3.0

**Lecture hours:** 3.0

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## **BUSM 660 - Strategic Management**

Strategic Management presents the essential tools and concepts of strategic development and implementation. The course has three distinct parts: a) strategic analysis; b) strategic choice (generic and/or grand strategy options); c) strategic implementation and control. Topics covered will include mission, vision, values, internal and external environmental analysis, competition, strategic choices.

**Grade Basis:** Letter Grade

**Credit hours:** 3.0

**Lecture hours:** 3.0

# Concentration Requirements

## HCA 602 - Health Care Financial Management

This course will focus on case studies that present an overview of financial theory and financial management principles and concepts in a health care setting. Topics include discounted cash flow analysis, long-term debt financing, equity financing, capital budgeting, analysis, and forecasting.

**Grade Basis:** Letter Grade

**Credit hours:** 3.0

**Lecture hours:** 3.0

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## HCA 612 - Health Care Politics and Policy

This course presents the basic institutions and political strategies of contemporary health policymaking, focusing on the politics of coverage expansion at the state and federal levels and other current political developments. Major topics will include analyzing the structure and lessons of various federal coverage programs and student-led research into the politics of state health coverage schemes.

**Grade Basis:** Letter Grade

**Credit hours:** 3.0

**Lecture hours:** 3.0

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## HCA 622 - Advanced Health Care Management

Students will study operating and administrative issues in health systems with emphasis given to hospital operation, organization, and administration. The future role of health care is examined in the context of integrated delivery models and systems.

**Grade Basis:** Letter Grade

**Credit hours:** 3.0

**Lecture hours:** 3.0

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## HCA 632 - Ethics and Management Dilemmas in Health Care

This course examines the role of organizational ethics in health care. Analysis focuses on the integration of clinical, professional, and organizational ethics in health care to foster culturally competent patient-centered care. The study considers relevant standards in the field such as the Joint Commission's accreditation standards for hospitals, theoretical issues, relevant principles, and practical topics.

**Grade Basis:** Letter Grade

**Credit hours:** 3.0

**Lecture hours:** 3.0

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## **HCA 642 - Capstone in Health Care**

Students will develop a literature review and proposal of a question to be explored, select and employ appropriate methodologies to research, analyze, develop conclusions and recommendations, and submit a final capstone paper and present the results orally.

**Grade Basis:** Letter Grade

**Credit hours:** 3.0

**Lecture hours:** 3.0

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**Midway University**

512 E. Stephens Street, Midway, KY 40347

1.800.952.4122