

## **MBA Healthcare Concentration Courses (12 credit hours)**

HCM 680 Managed Care & The American Health Care System	3.0 hrs
HCM 681 Health Care Finance & Control	3.0 hrs
HCM 682 Health Services Marketing ( <i>substitutes for MKTG 640</i> )	(3.0 hrs)
HCM 683 Ethical & Legal Issues in Health Care	3.0 hrs
HCM 684 Human Resources for Health Care	3.0 hrs

## **Healthcare Concentration Course Descriptions**

**HCM 680 Managed Care & The American Health Care System (3.0):** This course provides a foundation to understand and apply the concepts of managed care. The evolution and need for managed care will be explored as well as the managerial tools needed to accomplish managed care goals. Particular emphasis will be placed on the provider and consumer issues inherent to managed care systems in the current environment, as well as the application of managed care concepts to specific industry segments.

*Prerequisite: None*

**HCM 681 Health Care Finance & Control (3.0):** This course focuses on the financial assessment, acquisition, allocation, and control of financial aspects of health care organizations. Topics include application of financial management principles to the unique decision-making in healthcare industry, budgeting processes, cost allocation, fees structure, and management control process.

*Prerequisite: FINC 610 or equivalent*

**HCM 682 Health Services Marketing (3.0):** This course is designed as an advanced study in the application of marketing tools within varied healthcare settings. In addition core marketing concepts, contemporary issues in healthcare marketing will be explored with emphasis on using marketing tools to meet organizational and public health goals.

*Prerequisite: None*

**HCM 683 Ethical & Legal Issues in Health Care (3.0):** The ethical part of the course provides guidance in preventing and solving managerial and biomedical ethical problems; suggests substantive ethical principles and procedural methodologies by which managers can understand, analyze, and resolve ethical problems. The course covers such topics as business ethics versus health care ethics, conflicts of interest, ethical committees, informed consent, confidentiality, human experimentation, death and dying, abortion, the ethics of managed care, and HIV disease. In the second part of the course federal and state laws, health care agencies, and regulations are evaluated. Recent court decisions and their implications with respect to the health care profession will be discussed. Class discussions will consist of the realistic aspects of using legal counsel and diminishing tort and criminal liability to the health care institution.

*Prerequisite: None*

**HCM 684 Human Resources for Health Care (3.0):** This course is designed to explore key concepts, theories and issues in the effective utilization of human resources within health service

organizations. The strategic value of human resource management will be emphasized as will the contemporary human resource environment, acquisition and preparation of human resources, assessment and development, compensation and additional special topic areas.

*Prerequisite: None*