



**KING'S COLLEGE**  
**William G. McGowan School of Business**  
**Master of Science in Health Care Administration**

**Spring 2023**  
**Course Offerings – All Courses Online**

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**23/A3: 1<sup>st</sup> Accelerated Session on-line (January 14 to March 4, 2023)**

<i>Course Number</i>	<i>Course Name</i>	<i>Faculty</i>
HCA 501-WB	Health Policy	Dr. Justin Beaupre
HCA 502-WB	Human Resources Management (elective)	Dr. Marc Marchese
HCA 504-WB	Healthcare Economics	Dr. Dan Gaydon

**23/A4: 2<sup>nd</sup> Accelerated Session on-line (March 11 to May 6, 2023)**

<i>Course Number</i>	<i>Course Name</i>	<i>Faculty</i>
HCA 500-WB	Introduction to Health Services System	Dr. Justin Beaupre
HCA 507-WB	Healthcare Financial Management	Dr. Michele McGowan
HCA 521-WB	Community Health Administration in Global Context	Dr. Justin Beaupre
HCA 595-WB	Leadership and Executive Skills for Health Care Managers	Mr. Ron Beer

**23/SP- Full Semester (January 14 – May 6, 2023)**

<i>Course Number</i>	<i>Course Name</i>	<i>Section</i>	<i>Faculty</i>
HCA 598	Healthcare Capstone Project	S	Dr. Michele McGowan
HCA 598	Healthcare Capstone Project	S1	Dr. Justin Beaupre
HCA 598	Healthcare Capstone Project	S2	Dr. Tina Evans
HCA 598	Healthcare Capstone Project	S3	Dr. Marc Marchese
HCA 599	HCA Internship – With Permission Only	A	Mrs. Korie Munley

## Course Descriptions

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### **HCA 500 - Introduction to Health Services Systems (3 credits, required course)**

This course is designed as a comprehensive introduction to the organization of the U.S. health care “system.” Students will examine the major institutions, professions, and political forces that influence the provision of health care services in the United States. We will explore the development of each major component of the medical care system from a historical perspective by examining the changes in their organization and role over time. Students will also consider the major problems presently confronting each aspect of health care and will discuss alternative means of resolving these issues for the future. A secondary, but important objective of this course is to provide students with a broad understanding of the concepts and language requisite for many of the subsequent courses in the HCA program, including health policy, healthcare financial management, and healthcare economics.

### **HCA 501 - Health Policy (3 credits, required course)**

This course introduces the student to current major issues in health policy. This course discusses the politics of health policy in terms of legislation at both the state and federal levels. Key forces such as power development, special interest groups, economics, and cost-benefit analysis are discussed. Major policy issues that are reviewed include managed care, public health, Medicare and Medicaid, technology assessment, and population-based medicine.

**HCA 502 – Human Resources Management (Elective):** This course surveys the activities and decision-making functions of the human resources manager, including personnel planning, recruitment, interviewing, training and development, compensation practices, benefits administration, maintaining personnel records, employee communication, labor relations and succession planning, with an emphasis on the legal dimensions of these various activities. Attention is also drawn to the professional and legal responsibilities of the individual manager or team leader in matters such as employee rights, privacy, sexual harassment, discrimination in the workplace, employee evaluations, workers’ compensation and recruitment of personnel. This comprehensive review occurs from the unique perspective of the health services organization. (3 credits)

### **HCA 505 - Epidemiology for Healthcare Managers (3 credits, elective course)**

This course is an in-depth study of the distribution and determinants of health, disease, and disability in human populations. Specific topics include: descriptive and analytical epidemiology, community assessment, and study design. Case studies that involve all of the tools of epidemiology are utilized. The student becomes aware of the uses of epidemiology in population-based medicine and managerial decision-making.

### **HCA 507 - Healthcare Financial Management (Required)**

This course is designed as a comprehensive introduction to the financial management function in the context of health care organizations. In addition to basic finance and accounting concepts, topics covered include the concepts of health insurance and third-party reimbursement, cost concepts and decision analysis, budgeting requirements, long-term financing, capital budgeting and risk, and financial and operating analyses. The course will integrate corporate finance and accounting theories, institutional knowledge of health care finance, and applications to specific real-world problems. The primary goal of this course is to increase analytical and decision-making skills using finance theories, principles, concepts, and techniques most important to managers in the health care industry. (3 credits)

**HCA 571 – Health Marketing and Promotion (3 credits, required course)**

This course provides a survey of marketing concepts as applied to health services organizations. An examination of marketing strategies useful in the delivery of health care services is provided to students. Special attention will be focused on market research, pricing, targeting a market, new product development, innovation, and the development of a marketing plan.

**HCA 595 – Leadership and Executive Skills for Health Care Managers (3 credits, required course)**

This course focuses on a value-added and process-centered method of goal attainment. Topics include leadership theories, culture, human resources management, contingency and transformational theories, communication skills, mentorship, and team building and change theories.

**HCA 598 – Capstone Project (1 credit, required course)**

This course is designed as a culminating experience for students, requiring that they connect and apply theories, concepts, and techniques mastered throughout the M.S. in Health Care Administration program to important real-world situations. The purpose of this capstone course is to provide students a structured opportunity to demonstrate mastery of content, initiative, the ability to integrate concepts and skills in a cohesive project, and leadership and management skills.

**HCA 599 – Health Care Administration Internship (3 or 6 credits, elective course)**

An internship provides students with administrative experience in a health service agency. Internships with a healthcare facility may be substituted for one elective course. The internship is coordinated through the Career Planning and Placement Office. Permission of the director of the Health Care Administrative Program and a minimum cumulative G.P.A. of 3.00 is required.