



**William G. McGowan School of Business
Master of Science in Health Care Administration**

**Summer and Fall 2022
Course Offerings – All Online**

SUMMER 2022 COURSE OFFERINGS

22/S1 – 1st Accelerated Online Session (May 23, 2022 – July 2, 2022)

Course	Faculty
HCA 511 – Quantitative Business Methods for Healthcare	Dr. Marc Marchese
HCA 531 – Understanding Organizational Ethics	Dr. Bernard Prusak

22/S2 – 2nd Accelerated Online Session (July 5, 2022 – August 13, 2022)

HCA 501 – Health Policy	Dr. Tina Evans
HCA 596 – Leadership for Quality Management in Healthcare (elective)	Dr. Justin Beaupre

FALL 2022 COURSE OFFERINGS

22/A1 - 1st Accelerated Online Session (August 20, 2022 – October 8, 2022)

HCA 571 – Healthcare Marketing & Branding	Dr. Michele McGowan
HCA 531 – Understanding Organizational Ethics	Dr. Bernard Prusak
HCA 570 – Essentials of Population Health Management (elective)	Dr. Justin Beaupre

22/A2- 2nd Accelerated Online Session (October 15, 2022 – December 10, 2022)

HCA 511 – Quantitative Business Methods for Healthcare	Dr. Marc Marchese
HCA 500 – Introduction to Health Services Systems	Dr. Justin Beaupre
HCA 595 – Leadership and Executive Skills for Health Care Managers	Mr. Ron Beer
HCA 505 – Epidemiology for Health Care Managers (elective)	Dr. Justin Beaupre

22/FA- Full Semester (August 20, 2022 – December 10, 2022)

HCA 598 – Capstone Project (Faculty Directed Study)	Drs. Beaupre, Evans, Marchese, McGowan
HCA 599 – HCA Internship (with permission only)	Mrs. Korie Munley

Course Descriptions

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 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 511 - Quantitative Business Methods for Healthcare (3 credits, required course)

This course will provide a comprehensive overview of selected research and quantitative methods used in conducting health services research. The course will address all phases of the research process, from generating research questions and hypotheses, to study design, sampling, measurement, data collection, and data analyses. Proper use of statistical methods and computer applications for secondary data analysis will also be covered.

HCA 531 - Understanding Organizational Ethics (3 credits, required course)

This course is designed to expose graduate students to the kinds of moral problems they will encounter as professionals in their functional areas. The focus of the course is policy formulation and implementation, with emphasis placed on the ethical dimensions and ramifications of that process. A series of current corporate case problems is reviewed and discussed in order to raise some of the major ethical issues involved in managing the organization's relationships with its many publics.

HCA 570 - Essentials of Population Health Management (3 credits, elective course)

The course provides students a foundation in population health management, including addressing how health access, health disparities, social determinants of health, and cultural competency contribute to beneficial and adverse effects on population, community, family and individual health. Students will explore the principles of population health management that guide health care professionals and policymakers to analyze current healthcare challenges and design possible solutions to improving and/or managing the health of the populations they serve.

HCA 571 – HealthMarketing 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 596 – Leadership for Quality Management in Healthcare (3 credits, elective course)

This course establishes a basis for critical analysis of issues in healthcare quality and presents conceptual and scientific approaches to the evaluation of the structure, process, and outcome of quality improvement. Students will apply their learning of improvement science, design measurement tools, and analyze quality outcomes through class participation and the development of case-based individual projects.

In addition, this course will present an overview of safety science, safety culture, and human factors engineering theories to provide a framework for a strategic application of safety tools and methods to promote and sustain safety in all healthcare settings.

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.