



# KING'S COLLEGE

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**William G. McGowan School of Business**  
**Master of Science in Healthcare Administration**  
**Spring 2024 Course Schedule**

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**Accelerated Spring Online Session I (24/A3)**  
**January 13, 2024 - March 2, 2024**

Course Number	Course Description	Instructor
**HCA 501	Health Policy, Law, and Justice	Dr. Justin Beaupre
*HCA 502	Human Resources Management	Dr. Marc Marchese

**Accelerated Spring Online Session 2 (24/A4)**  
**March 9, 2023 - May 4, 2024**

Course Number	Course Description	Instructor
*HCA 595	Leadership & Executive Skills for Health Care Managers	Mr. Ron Beer
**HCA 596	Leadership for Quality Management in Healthcare	Dr. Justin Beaupre

**Full Spring Online Session (24/SP) January 22, 2024 - May 14, 2024**

Course Number	Course Description	Instructor
HCA 500	Introduction to Healthcare Management & Practice	Dr. Justin Beaupre
*HCA 507	Healthcare Financial Management	Dr. Michele McGowan
HCA 576	Healthcare Operations Management	Dr. Michele McGowan
HCA 598	Capstone Project (Faculty Directed Study)	Drs. Beaupre, Evans, Marchese, & McGowan
HCA 599	HCA Internship (with permission only)	Mrs. Korie Munley

\*Graduate Certificate in Healthcare Executive Leadership

\*\*Graduate Certificate in Population Health Management Courses



## **HEALTHCARE ADMINISTRATION COURSE DESCRIPTIONS**

**HCA 500 – Introduction to Healthcare Management and Practice:** Students will learn the foundational theories, concepts, and frameworks that shape healthcare systems in the United States to provide students with tools to identify and create solutions to complex health problems. In addition, this course will introduce the main themes of healthcare management and practice, including leadership, care delivery, professional roles and responsibilities, healthcare reform, finance, operations, insurance, and quality. Knowledge from this course will prepare students for critical thinking and analysis of healthcare issues throughout other courses in the Healthcare Administration program. **(3 credits)**

**HCA 501 - Health Policy, Law, and Justice:** This course provides a basic understanding of the foundational areas of health policy, law, and justice. Key areas include policymaking and advocacy, the role of government in creating health laws and policies, and individual rights and protections that influence access to services and goods. Students will examine and analyze how law and policy structure injustices that harm health and drive population health inequities. Students will review current literature, data, laws, policies, and case studies to identify and develop solutions for addressing structural and political barriers to health-promoting opportunities. **(3 credits)**

**HCA 502 – Human Resources Management:** 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 504 - Healthcare Economics:** This course is designed as an in-depth study of the major topics in health care economics. We will study the production, cost, and financing of health care services, delivery mechanisms and their effects, health labor markets and professional training, and use of economic evaluation tools (cost-effectiveness and cost-benefit analyses) in making decisions about allocation of scarce resources. The overall goal of HCA 504 is to teach the students to understand how the framework of economics can be applied to health care markets. **(3 credits)**

**HCA 505 - Foundations of Social Epidemiology:** This course presents foundational theories and applications of social epidemiology. Students will learn to identify and describe how social and structural drivers contribute to disease etiology, course, and the distribution of health states in populations. Students will explore socioeconomic status, race/ethnicity, neighborhood environment, human behavior, and the criminal justice system to understand the theoretical concepts and underpinnings of their influence on population health outcomes. Students will develop successful interventions leading to improved health behaviors, reinforce social control, and create opportunities for improved health and coping strategies. **(3 credits)**

**HCA 507 - Healthcare Financial Management:** 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 511 — Quantitative Business Methods for Healthcare:** 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. **(3 credits)**

**HCA 531 - Understanding Organizational Ethics:** This course is designed to expose students to the kinds of ethical issues and problems they will encounter as healthcare administrators, in particular issues and problems involved in managing a healthcare organization's relationships with its many publics. The course focuses on concrete cases as well as theory and emphasizes policy formulation. The course also attends to the principal process for coming to terms with ethical issues and problems in a healthcare context: namely, consultation with an ethics committee, which students will be charged with devising and simulating at the semester's end. **(3 credits)**

**HCA 570 - Essentials of Population Health Management:** 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, and 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. **(3 Credits)**

**HCA 571 – Healthcare Marketing and Branding:** 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. **(3 credits)**

**HCA 571 - Health Marketing and Promotion:** 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. **(3 credits)**

**HCA 576 - Operations Management in Healthcare:** This course is an introduction to the application of operations research/management science and industrial engineering techniques to health care organizations, hence the title Operations Management in Health Care. The course focuses on the use of quantitative methods to address complex operational issues and realistic problems, with the ultimate

goal of ensuring improved organizational effectiveness and efficiency. Health care applications of operations analysis considered in the course include forecasting, demand & decision analysis, reengineering, productivity, supply chain management, quality control, and project management. The course presents these topics from a managerial perspective with emphasis on effective use of quantitative analysis in management decisions. The main goal of this course is to improve problem-solving and decision-making skills using essential concepts, tools, and strategies in operations research most important to managers in the health care industry. The quantitative approach to decision making is balanced with discussions of qualitative issues in decision making such as the role of values, beliefs, power, and other aspects of decision-making. **(3 credits)**

**HCA 591 - Directed Study in Healthcare Administration:** Students pursue independent research of a special topic in the healthcare field under the guidance of a faculty member. Students are required to identify the topic fully and receive prior approval of their topic from a member of the M.S. in Health Care Administration program faculty. **(3 credits)**

**HCA 595 – Leadership and Executive Skills for Health Care Managers:** This course focuses on a value-added and process-centered method of goal attachment. Topics include leadership theories, culture, human resources management, contingency and transformational theories, communication skills, mentorship and team building and change theories. **(3 credits)**

**HCA 596 - Leadership for Quality Management in Healthcare:** This course integrates all of the major components covered in the core courses. Students will take the various competencies they have acquired and learn how to apply them to real-life cases involving applications of leadership and quality total management in health care delivery systems. Topics include: leadership theories, culture building, relationship management, contingency and transformational theories, communication skills, change management, conflict management, mentorship, and team building. **(3 credits)**

**HCA 598 - Capstone Project:** Taken near the end of the program, this course is designed to assist students in the transition from theory to practice. Emphasis on sharpening analytical and intuitive leadership practices through the use of interactive case studies, team building exercises and field projects. **(1 credit)**

**HCA 599 - Health Care Administration Internship:** An internship provides students with administrative experience in a health service agency. Internships with a health-care 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 31 Health Care Administrative Program and a minimum cumulative GPA of 3.00 is required. A student can substitute an internship for HCA 596-Leadership for Quality Management in Healthcare. **(3 credits)**