

**STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK**



COURSE OUTLINE

HSMB 410 – Senior Seminar

Prepared by: Marela Fiacco

**SCHOOL OF BUSINESS & LIBERAL ARTS
HEALTH CARE MANAGEMENT
Spring 2015**

- A. **TITLE:** Senior Seminar
- B. **COURSE NUMBER:** HSMB 410
- C. **CREDIT HOURS:** 3
- D. **WRITING INTENSIVE COURSE:** No
- E. **COURSE LENGTH:** 15 weeks
- F. **SEMESTER(S) OFFERED:** Spring
- G. **HOURS OF LECTURE:** 3 lecture hours a week

H. CATALOG DESCRIPTION:

This multidisciplinary capstone course integrates materials from Business and Healthcare Management courses to allow students to gain practical skills and knowledge of the health care system and the role healthcare managers have within the healthcare system. Students analyze and evaluate advanced health care issues, i.e. impact of Affordable Care Act on health care facilities, providers, and consumers. Students also study contemporary challenges by incorporating knowledge gained through health care courses and required readings.

I. PRE-REQUISITES/CO-REQUISITES:

a. Pre-requisite(s): Completion of a minimum of 90 credits in the Bachelor of Healthcare Management degree or permission of instructor.

J. GOALS (STUDENT LEARNING OUTCOMES):

By the end of this course, the student will be able to:

<i>Course Objective</i>	<i>Institutional SLO</i>
a. Examine advanced issues in health care management.	2. Crit. Thinking 3. Prof. Competence
b. Examine contemporary developments in health care management.	2. Crit. Thinking 3. Prof. Competence
c. Compare health care policy proposals at various jurisdictional levels.	1. Communication 3. Prof. Competence
d. Assess current trends in health care management through scholarly research.	2. Crit. Thinking 3. Prof. Competence
e. Synthesize and evaluate scholarly articles related to the advanced topics in health care management.	2. Crit. Thinking
f. Integrate program knowledge and be able to problem solve current health care management issues and challenges through case studies and research paper project.	2. Crit. Thinking 3. Prof. Competence

K. TEXT:

Senior Seminar custom book

L. REFERENCES:

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- Giniat, E. J., Benton, B., Biegansky, E., & Grossman, R. (2012, October). People and change management in an uncertain environment. *Healthcare Financial Management*.
- Greenberg, H., Raymond, S. U., & Leeder, S. R. (2011, August). The prevention of global chronic diseases: Academic public health's new frontier. *American Journal of Public Health*, (101)8.

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<http://bhpr.hrsa.gov/healthworkforce/supplydemand/usworkforce/chartbook>

M. EQUIPMENT: Access to a working computer and the Internet.

N. GRADING METHOD: A-F

O. MEASUREMENT CRITERIA/METHODS: Assignments, discussions, final culminating project, and simulation will be used to measure attainment of objectives.

P. DETAILED COURSE OUTLINE:

- I. Leadership and Management:
 - A. Contemporary models of leadership and leadership styles;
 - B. Why do healthcare leaders have a greater need for ethical behavior?
 - C. Health disparities and cultural competence;
- II. Strategic Planning and the value of SWOT Analysis:
 - A. Importance of strategic planning process;
 - B. Internal and external environment in providing strategic direction;
 - C. Strategic plan outline;
- III. Healthcare Marketing
 - A. Access, delivery, and quality as related to the marketing function;
 - B. Role of healthcare marketing in the strategic planning process;
- IV. Healthcare Finance:
 - A. Managing costs and revenues;
 - B. Capital management cycle;
 - C. Capital allocation process and key ratios;
- V. Strategic Management of Human Resource:
 - A. Factors affecting communication;
 - B. Motivation, training, and development;
- VI. Current Issues in Public Health:
 - A. PPACA's focus on prevention and management of chronic diseases;
 - B. PPACA's push for community health centers and improvement of primary care;
- VII. Healthcare Ethics and Law:
 - A. Legal and ethical issues in managed care;
 - B. Provider responsibilities versus patients' rights;
- VIII. Advanced Healthcare Concepts:
 - A. Quality and performance improvement;
 - B. Government policies affecting quality of care;
 - C. Government policies in relation to healthcare costs;
 - D. Current and future challenges in cost containment efforts;
- IX. Delivery of Healthcare:
 - A. National delivery of healthcare;
 - B. Various providers of care (e.g. hospitals, ambulatory care, long-term facilities, etc.);
- X. Managed care:

- A. Impact of managed care on public health;
- B. Cost contain and quality of care;
- XI. Global Healthcare Challenges:
 - A. Global health issues with impact on the Unites States healthcare system;
 - B. Global rates of chronic and acute illnesses.

Q. LABORATORY OUTLINE: None