

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



MASTER SYLLABUS

**COURSE NUMBER – COURSE NAME
HSMB 410 – Senior Seminar**

Created by: Marela Fiacco

Updated by:

School of Business and Liberal Arts

Department: Business

Semester/Year: Fall 2019

- A. **TITLE:** Senior Seminar
- B. **COURSE NUMBER:** HSMB 410
- C. **CREDIT HOURS:** (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity)

Credit Hours: 3
Lecture Hours: 3 per week
Lab Hours: 0 per week
Other: 0 per week

Course Length: 15 Weeks

- D. **WRITING INTENSIVE COURSE:** Yes No
- E. **GER CATEGORY:** None: Yes: GER
If course satisfies more than one: GER
- F. **SEMESTER(S) OFFERED:** Fall Spring Fall & Spring

G. **COURSE 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.

- H. **PRE-REQUISITES:** None Yes **If yes, list below:**

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

CO-REQUISITES: None Yes **If yes, list below:**

I. STUDENT LEARNING OUTCOMES: (see key below)

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

<u>Course Student Learning Outcome</u> <u>[SLO]</u>	<u>Program Student Learning Outcome</u> <u>[PSLO]</u>	<u>GER</u> <u>[If Applicable]</u>	<u>ISLO & SUBSETS</u>	
1. Demonstrate an understanding of advanced issues in health care management.	Analyze alternative management solutions in healthcare related problems and challenges.		2-Crit Think ISLO ISLO	IA Subsets Subsets Subsets
2. Examine contemporary developments in health care management	Demonstrate knowledge of strategic planning and decision making in the healthcare organizations.		5-Ind, Prof, Disc, Know Skills ISLO ISLO	W Subsets Subsets Subsets
3. Compare and contrast health care policy proposals at various jurisdictional levels.	Demonstrate how to apply state and federal healthcare policies.		5-Ind, Prof, Disc, Know Skills ISLO ISLO	O Subsets Subsets Subsets
4. Analyze current trends in health care management through scholarly research.	Analyze the origin, uses, and the maintenance of the various resources that are vital to the success of a healthcare organization		2-Crit Think ISLO ISLO	IA Subsets Subsets Subsets
5. Synthesize and evaluate scholarly articles related to the advanced topics in health care management.	Demonstrate an understanding of healthcare quality and outcomes measures.		2-Crit Think ISLO ISLO	IA Subsets Subsets Subsets
6. Integrate program knowledge and be able to problem solve current health care management issues and challenges through case studies and research paper project.	Describe the framework in which healthcare services are produced, coordinated, consumed, and reimbursed		1-Comm Skills ISLO ISLO	W Subsets Subsets Subsets
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KEY	<u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u>
ISLO #	ISLO & Subsets
1	Communication Skills Oral [O], Written [W]
2	Critical Thinking <i>Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]</i>
3	Foundational Skills <i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>
4	Social Responsibility <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
5	Industry, Professional, Discipline Specific Knowledge and Skills

*Include program objectives if applicable. Please consult with Program Coordinator

J. APPLIED LEARNING COMPONENT: Yes No

If YES, select one or more of the following categories:

- | | |
|---|---|
| <input type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement |
| <input type="checkbox"/> Internship | <input checked="" type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input checked="" type="checkbox"/> Research |
| <input type="checkbox"/> Practicum | <input type="checkbox"/> Entrepreneurship |
| <input type="checkbox"/> Service Learning | (program, class, project) |
| <input type="checkbox"/> Community Service | |

K. TEXTS:

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L. REFERENCES:

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

M. **EQUIPMENT:** None Needed:

N. **GRADING METHOD:** A-F

O. **SUGGESTED 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:
Contemporary models of leadership and leadership styles;
Why do healthcare leaders have a greater need for ethical behavior?
Health disparities and cultural competence;

II. Strategic Planning and the value of SWOT Analysis:
Importance of strategic planning process;
Internal and external environment in providing strategic direction;
Strategic plan outline;

III. Healthcare Marketing
Access, delivery, and quality as related to the marketing function;
Role of healthcare marketing in the strategic planning process;

IV. Healthcare Finance:
Managing costs and revenues;

Capital management cycle;

Capital allocation process and key ratios;

V. Strategic Management of Human Resource:

Factors affecting communication;

Motivation, training, and development;

VI. Current Issues in Public Health:

PPACA's focus on prevention and management of chronic diseases;

PPACA's push for community health centers and improvement of primary care;

VII. Healthcare Ethics and Law:

Legal and ethical issues in managed care;

Provider responsibilities versus patients' rights;

VIII. Advanced Healthcare Concepts:

Quality and performance improvement;

Government policies affecting quality of care;

Government policies in relation to healthcare costs;

Current and future challenges in cost containment efforts;

IX. Delivery of Healthcare:

National delivery of healthcare;

Various providers of care (e.g. hospitals, ambulatory care, long-term facilities, etc.);

X. Managed care:

Impact of managed care on public health;

Cost contain and quality of care;

XI. Global Healthcare Challenges:

Global health issues with impact on the Unites States healthcare system;

Global rates of chronic and acute illnesses.

Q. LABORATORY OUTLINE: None Yes