COURSE NUMBER – COURSE NAME
HSMB 410 – Senior Seminar

CIP Code: 57.0701
For assistance determining CIP Code, please refer to this webpage
or reach out to Sarah Todd at todds@canton.edu

Created by: Marela Fiacco
Updated by: Marela Fiacco

School of Business and Liberal Arts
Department: Healthcare Management
Semester/Year: Fall, 2023
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:** per week
   - **Other:** 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, ACA and its provisions' impact 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:

   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:

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th>GER [If Applicable]</th>
<th>ISLO &amp; SUBSETS</th>
</tr>
</thead>
</table>

---
<table>
<thead>
<tr>
<th>ISLO #</th>
<th>Communication Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISLO</td>
<td>ISLO &amp; Subsets</td>
</tr>
</tbody>
</table>

**KEY**

**Institutional Student Learning Outcomes [ISLO 1 – 5]**

<table>
<thead>
<tr>
<th>ISLO</th>
<th>ISLO &amp; Subsets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Oral [O], Written [W]</td>
</tr>
</tbody>
</table>
Critical Thinking
Critical Analysis [CA], Inquiry & Analysis [IA], Problem Solving [PS]

Foundational Skills
Information Management [IM], Quantitative Lit./Reasoning [QTR]

Social Responsibility
Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]

Industry, Professional, Discipline Specific Knowledge and Skills

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

J. APPLIED LEARNING COMPONENT: No

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

- Classroom/Lab
- Internship
- Clinical Placement
- Practicum
- Service Learning
- Community Service
- Civic Engagement
- Creative Works/Senior Project
- Research
- Entrepreneurship (program, class, project)

K. TEXTS:

OER.

L. REFERENCES:


share of gross domestic product was unchanged from 2009. Health Affairs, 31(1), 208-219. 
Doi: 10.1377/hlthaff.2011.1135


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. Outbound Peregrine exam is used as the final comprehensive evaluation.

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: focus on prevention and management of chronic diseases; 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. DEI Issues in Healthcare: impact on the system, providers, and the consumers.

XI. Global Healthcare Challenges: Global health issues with impact on the United States healthcare system; Global rates of chronic and acute illnesses.

Q. LABORATORY OUTLINE:  None ☒  Yes ☐