

Bachelor of Business Administration - Healthcare Concentration

Program Learning Outcomes

	Demonstrate written and oral communication skills appropriate for business situations.	Explain the function of primary payer systems and regulatory agencies in the US healthcare system.	Demonstrate an understanding of emerging trends and challenges in healthcare administration.	Apply critical thinking and problem solving skills to make sound decisions in the U.S. healthcare system and the business environment.	Recognize the ethical and corporate social responsibilities of organizations	Operate effectively when in teams both as a leader and as a member.	Describe the nature of healthcare delivery, including the demographic, social, political, economic, technological, legal, ethical, professional, and historic factors that influence the present and future direction of healthcare.	Describe key aspects of healthcare organization change, design, performance, strategic planning, marketing, problem-solving, decision-making, and leadership.
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Leadership & Team Development	I						I	
Communications	R, E						R, E	
Professional Business Writing	R, E						R, E	
Human Behavior in Organizations	R, E	I					R, E	
Managing Organizations	R, E	R		I	I		R, E	
Accounting for Managers	R, E	R		R, E	E		R, E	
Statistical Decision Making	R, E			E			R, E	
Managerial Economics	R, E	R		E			R, E	
The Healthcare Delivery System	R, E		I	R	E		R, E	I
Healthcare Finance	R, E		E	E	R, E		R, E	I
Regulatory Compliance & Accreditation	R, E		R, E	R, E	R, E		R, E	R, E
Marketing for Healthcare	R, E		E	E	E		R, E	R, E
Healthcare Human Resources & Polices/Practices	R, E		R, E	R	R, E		R, E	R, E
Healthcare Law & Ethics	R, E		R, E	E	R,E		R, E	R, E
Corporate Strategy	R, E	R	E	R	R		R, E	E
Multidisciplinary Project (Capstone)	R, E	R, E	R, E	R, E	R, E		R, E	R, E

I = Introduced
R = Reinforced and opportunity to practice
E = Emphasize