



**Bachelor of Arts**  
**Online Degree Completion Program**  
**With 6 Optional MBA Credits**  
*in Healthcare Management\**

**2023-2025**

*\*Accredited by IACBE, the International Assembly of Collegiate Business Education*



**B.A. DEGREE COMPLETION PROGRAM IN HEALTHCARE MANAGEMENT**

**Program Prerequisite:** An Associate's degree from an accredited college; with a minimum GPA of 2.25, minimum Microsoft 2010 or higher, must pass excel skill assessment prior to entrance into the program if computer application course was taken more than four years ago.

**Additional requirements to complete the degree:** Introduction to Psychology; Philosophy; Sociology; History; Art, Theatre or Music; Religion; Statistics; Science; English 1 and 200 level or above Literature. *A total of 120 earned college credits are required to receive an Elms College Bachelor's degree. You must earn a minimum of 42 credits at Elms College. Students may transfer in up to 78 credits from an accredited college.*

**Description:** The Elms College degree completion program in Healthcare Management provides professionals with a background in operations, budgeting, planning, analysis, law, and ethics within the broad umbrella of health services. Candidates become familiar with principles and

practices of management, marketing, human resources, and critical issues in health care. Three curricular strands are woven throughout the program: communication, cultural competence, and leadership.

**Job Outlook:** Employment of medical and health services managers is projected to grow 28 percent from 2021 to 2031, much faster than the average for all occupations. About 56,600 openings for medical and health services managers are projected each year, on average, over the decade. Many of those openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force, such as to retire. (SOURCE: U.S. Bureau of Labor Statistics, Employment Projections program.)

**2023-2024 ACADEMIC YEAR  
(YEAR ONE)**

<b>Session 1 Fall 1</b>	<b>Session 2 Fall 2</b>	<b>Session 3 Spring 1</b>	<b>Session 4 Spring 2</b>	<b>Session 5 Summer 1</b>
<b>HTH 2000 Introduction to Healthcare</b>	<b>BUS 2402 Principles of Management</b>	<b>ACC 2001 Principles of Accounting 1</b>	<b>ACC 2002 Principles of Accounting II</b>	<b>BUS 2600 Legal Environment of Business</b>
<b>BUS 2201 Computer Applications</b>	<b>SOC 2104 Sociology of Healthcare</b>	<b>BUS 2409 Operations Management</b>	<b>BUS 2502 Principles of Marketing</b>	<b>BUS 3402 Managerial Communications</b>
			<b>REL 3400 Spirituality and Values in Healthcare (Optional for Core)</b>	

**2024-2025 ACADEMIC YEAR  
(YEAR TWO)**

<b>Session 6 Summer 2</b>	<b>Session 7 Fall 1</b>	<b>Session 8 Fall 2</b>	<b>Session 9 Spring 1</b>	<b>Session 10 Spring 2</b>	<b>Session 11 Summer 1</b>
<b>ENT 1001 Introduction to Entrepreneurship</b>	<b>BUS 3405 Human Resource Management</b>	<b>HTH 2500 Operations in Healthcare</b>	<b>HTH 3500 Critical Issues in Healthcare Administration</b>	<b>HTH 4100 Research &amp; Leadership in Healthcare</b>	<b>Optional MBA BUS 6605 Design Thinking in Healthcare</b>
<b>BUS 4801 Career Development</b>	<b>BUS 3101 Principles of Financial Management</b>	<b>BUS 4800 Business Strategy</b>	<b>PHI 2408 Healthcare Ethics</b>	<b>LEG 3101 Health Law</b>	<b>Optional MBA BUS 6500 Info systems in Healthcare</b>
<b>ECN 2101 Economics I (Macroeconomics)</b>	<b>ECN 2101 Economics II (Microeconomics)</b>				

*\*MBA Courses do not satisfy 120 credit Bachelor's requirements. Sequence and dates subject to change. Tuition is subject to increase every July 1. Automatically accepted into the MBA with a GPA of 3.00. Revised: 1.5.22*



## DEGREE COMPLETION PROGRAM IN HEALTHCARE

### MANAGEMENT COURSE DESCRIPTIONS

#### **ACC 2001-Principles of Accounting I (3)**

This course is an introduction to the basic concepts and standards underlying financial accounting systems. An emphasis is placed on financial statements and how they are affected by business transactions. The focus of this course is how accounting information is created and used as a decision support system.

#### **ACC 2002-Principles of Accounting II (3)**

This course is the second semester of a two-semester sequence in accounting principles. Students will complete basic financial accounting and move into concepts and computations of managerial accounting. Conceptual problems analyzed include accounting for cash, inventories, depreciation, long-term debt, investments, and periodic income of the business enterprise. Emphasis is placed on the value of reliable financial information, financial statements, and cash flow by management, stockholders, investors, and others in the decision-making process.

#### **BUS 2201 Computer Applications for Business (3)**

To meet the challenges created by the increasingly important role that technology plays in our society, in this course students will gain hands-on experience with the most recent and widely used software programs. Students will complete introductory and advanced projects in Excel. Students will learn to write an academic research report using Word. Learning to design and create a database using ACCESS will be the final course project.

#### **BUS 2402 Principles of Management (3)**

Students learn the major concepts and principles of business organization and explore the management processes of planning, organizing, leading, and controlling. The emphasis of the course will be on the skills and knowledge needed to successfully manage an organization.

#### **BUS 2409 Operations Management (3)**

This course provides a general overview of operations management topics, including operations strategy, process design, capacity planning, facilities location and design, forecasting, production scheduling, inventory control, quality assurance and project management. Application to tangible and intangible products and services will be discussed in terms of both profit and non-profit organizations.

#### **BUS 2502 Principles of Marketing (3)**

The role of consumers in society and their choices at the retail level are increasing dramatically. Consequently, the role of marketing in our society is discussed using a product, price, place, and promotional focus. This course is projected from the viewpoint of marketing management in a firm. The course focuses on providing students with an understanding of the latest marketing strategies such as internet marketing techniques.

#### **BUS 2600 Legal Environment of Business (3)**

This course is an examination of the legal environment of business including traditional business law topics such as contracts, agency, and property. In addition, regulatory topics are included such as labor law, securities law, and antitrust. This course provides the student with the skills necessary to understand the relationships among business, government, and the law within the contemporary business environment.

#### **BUS 3101 Principles of Financial Management (3)**

The principles underlying the nature, operation, and control of the corporation are studied through an analysis of its financial structure, practices, and policies. Emphasis is placed on financial markets, interest rates, the time value of money, financial analysis, and the analysis of short- term and long-term corporate financial decisions, including working capital management, capital budgeting, cost of capital, leverage, and debt and equity financing. This course with extensive use of Excel.

*Prerequisites: MAT 1009, ACC 2002.*

### **BUS 3402 Managerial Communications (3)**

Students develop skills in effective business communication, beginning with organizing the message to fit the audience, the purpose, and the situation. They learn how to express themselves clearly and articulately, both orally and in writing, to listen actively, and to use effective leadership skills.

*Prerequisites: BUS 2402, 2201.*

### **BUS 3405 Human Resource Management (3)**

Students gain knowledge of key aspects of an effective human resource management system that recognizes employees as the most important asset. Topics covered include employee selection, training and development, compensation and benefits, motivation, discipline, grievance handling, labor unions, and the partnership between line managers and the human resource function.

*Prerequisite: BUS 2402.*

### **BUS 4800 Business Strategy (3)**

This business course is the culminating capstone course for all students majoring in accounting or business and is designed to reinforce and test what they have learned throughout their coursework. Students work in competitive teams to bring together key concepts and skills from accounting, economics, finance, management, law, and marketing. A business ethics component focuses on helping students develop a framework for making ethical decisions. The organizing element of the course is an online international business simulation. This is a sophisticated model of a competitive business environment that requires teams to analyze data, consider options, test decisions, and then put their business judgment on the line against other teams. The course will be taught in the computer lab, and students will make several formal business presentations to faculty and community business leaders. Students in this course will also complete the comprehensive business exam.

*Prerequisite: All 2000 and 3000 level business management required courses must be completed, and student must have senior standing.*

### **BUS 4801 Career Development (3)**

Students learn how to arrange and select an internship opportunity, linking it to personal and professional career goals. Classroom projects include letters of application, resumes, interview skill preparation, journal writing, and career skills.

### **ECN 2101 Economics I-Macroeconomics (3)**

This course involves the macro-study of the American economic system. Topics include concepts of national income and employment theory, determinants of unemployment rates, inflation rates, GNP, and public policy tools that can be used to promote macroeconomic goals.

### **ECN 2102 Economics II-Microeconomics (3)**

This course involves the micro-study of the American economic system. Topics include the characteristics of the American private enterprise economy including the basic concepts of demand, supply, production, prices, allocation of resources, and distribution of income.

*Prerequisite: ECN 2101.*

### **ENT 1001- Introduction to Entrepreneurship (3)**

This course is a survey course of the field of entrepreneurship and will provide both a theoretical and applied introduction to entrepreneurship and new venture creation. The survey course introduces entrepreneurship, explores recognizing opportunities and new venture creation as well as industry and competitor analysis. Students will develop a greater self-awareness of their fit with entrepreneurial environments and learn the

processes of opportunity analysis, resource analyses, strategic entry, and feasibility analysis. This will be accomplished through a combination of readings, projects, and group and individual exercises designed to convey the unique environment of new venture creation. The course will help the student learn to distinguish between an “idea” and a viable business “opportunity.” The semester will culminate with a venture feasibility presentation derived from the venture creation process conducted over the course of the semester. The course is designed to help develop an entrepreneurial mindset, whether the setting is entrepreneurial activity within an existing firm or new venture creation.

### **HTH 2000 Introduction to Healthcare (3)**

This course is an introduction to the current healthcare industry. The course explores government and economic influences on health service systems. Topics include health policy, patient rights, reimbursement, risk management, delivery models and leadership styles in the health service field.

### **HTH 2500 Operations in Healthcare (3)**

This course introduces the internal operating environments of healthcare organizations. Topics include organizational relationships and communication structures between and among patients, providers, administrators, risk managers and information systems specialists. Access, patient satisfaction, and outcomes are discussed.

### **HTH 3500 Critical Issues in the Administration of Healthcare (3)**

This course examines critical issues which impact healthcare organizations, providers and patients. There is an in- depth examination of legal, cultural and ethical issues as they relate to organizational structure, quality of care, quality of life and values in the delivery of health services.

### **HTH 4100 Capstone: Research and Leadership in Healthcare Portfolio (3)**

This is a problem-based course in which students research, design, and evaluate projects which will improve the healthcare field.

### **LEG 3101 Health Law (3)**

In this course, students examine a broad range of legal issues affecting health care delivery, including the structure of the healthcare system, reimbursement methods (Medicare, Medicaid, third party insurance, and prepaid health plans such as H.M.O.s), medical malpractice, and the complex issues involved in making decisions about medical treatment (informed consent and physician-assisted suicide). Prerequisites: LEG 204, BUS 413, or permission of instructor.

### **PHI 2408 Healthcare Ethics (3)**

This course examines current controversies and ethical problems that arise in the healthcare setting. Frameworks for making justified moral decisions are explored, and case studies are presented for practice in the application of moral theory.

### **REL 3400 Spirituality and Values in Healthcare (3)**

This course will explore spirituality and values capable of sustaining healthcare providers in an increasingly complex workplace.

### **SOC 2104 Sociology of Healthcare (3)**

This course provides an introduction to the sociology of health, illness, and healthcare in the United States. Students will examine how health, disease, and medical care are socially created and defined, and how social contexts influence these definitions. Some of the topics to be covered include health care reform, social sources of wellness, and a sociological analysis of the health care system and its practitioners. Throughout the course, students will be encouraged to consider the diverse ways in which sex, race, ethnicity, social class and more broadly, power, affect health, illness, longevity, and healthcare.

## **Optional MBA Courses**

### **HCL 6500 Information Systems in Healthcare (3)**

This course provides an overview of informatics and the theoretical foundation for information management within the healthcare setting. A state-of-the-art view of the role of information technology in nursing will be explored. Emerging trends in information technology will be examined. The influence of automated data management through advances in information technology and healthcare.

### **HCL 6605 Design Thinking in Healthcare (3)**

Empowering people to make meaningful changes within their environment and organizations is the basis for passionate problem solving. The complexity of healthcare systems makes innovation, problem-solving and change difficult, but vitally important. This course will equip students with the tools to think about problem solving in a creative and innovative way. Teaching the building blocks of design-thinking and the importance of customer-centric thought in problem-solving. A major part of moving from concept to reality includes identifying key stakeholders, communicating effectively, and implementing processes that will help you solve the problems you are so passionate about.

#### **For more information, contact:**

Continuing Education Admissions

[continuinged@elms.edu](mailto:continuinged@elms.edu)

413-265-2456

Revised 1.5.23