



MASTER OF SCIENCE IN BUSINESS COMMUNICATION (33 Hours)

Name _____	Address _____
_____	_____
ID Number _____	Telephone _____
Entry Date _____	Email _____
Notes: _____	

CURRICULUM

HEALTHCARE MANAGEMENT CONCENTRATION

Required Core Courses (21 Hours):

_____	_____	MSBC 611	Research Methods	3 Cr
_____	_____	MSBC 618	Integrated Marketing Communication	3 Cr
_____	_____	MSBC 623	Organizational Leadership	3 Cr
_____	_____	MSBC 628	Ethics and Business Decision Making	3 Cr
_____	_____	MSBC 648	New Media in Organizations	3 Cr
_____	_____	MSBC 655	Organizational Development and Change	3 Cr
_____	_____	MSBC 700	MSBC Capstone Course	3 Cr

Concentration (12 Hours):

_____	_____	MSBC 671	Fiscal Management in Healthcare	3 Cr
_____	_____	MSBC 672	Ethical and Legal Issues in Healthcare	3 Cr
_____	_____	MSBC 673	Healthcare Policy and Regulation	3 Cr
_____	_____	MSBC 674	Healthcare and Human Resource Management	3 Cr



MSBC Healthcare Management Concentration

Beginning October 2011

Master's degree in business communication



Required Courses (21 Credits)

- Research Methods
- Integrated Marketing Communication
- Organizational Leadership
- Ethics and Business Decision Making
- New Media in Organizations
- Organizational Development and Change
- MSBC Capstone Course

Elective Courses (12 Credits)

- Fiscal Management in Healthcare
- Ethical and Legal Issues in Healthcare
- Healthcare Policy and Regulation
- Healthcare and Human Resource Management

Description of Concentration Electives:

FISCAL MANAGEMENT IN HEALTHCARE

This course introduces concepts and techniques of managerial accounting for generalist health services managers. Topics covered include fiscal management and performance; cost, revenue and risk; fiscal planning and forecasting, budgeting, control, and reporting. Financial management in healthcare organizations including long-term care facilities, home health agencies, and hospitals is discussed.

ETHICAL ISSUES IN HEALTHCARE

Analysis of important legal issues affecting the delivery of health care is conducted. A variety of ethical paradigms and their application to the role of the educator and practitioner are examined. A review of current issues in school law and employment law, as well as issues within the health care environment, such as foregoing and withdrawing care, client autonomy, beneficence and non-maleficence, informed consent, allocation of resources, managed care and justice, malpractice, liability, and the changing roles in, nursing and health care services are also examined. This course is especially relevant in the era of regulation and resource scarcity.

HEALTHCARE POLICY AND REGULATION

This course examines the development, implementation, and changes in healthcare policy at the federal and state level, as well as the impact and role of key health policy players from the public and private sectors including employers, healthcare providers, insurers, and industry, academia and consumer groups.

HEALTHCARE AND HUMAN RESOURCES

This course is designed to study the complexity of the role of human resource management within health care organizations. The course is targeted at individuals who supervise employees or perform specific roles as human resource managers, line managers and senior leaders. Students will develop skills in human resource planning, development and administration.



For details about the program,
call (502) 585-9911 ext. 2630 or
email oblackman@spalding.edu

