



NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Harris-Stowe State University

Program Title: MBA in Health Administration

Degree/Certificate: MBA in Health Administration/ Certificate

Options: None

Delivery Site(s): Main Campus of Harris-Stowe State University and On-line

CIP Classification: 51.0701

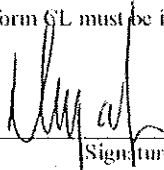
\*CIP code can be cross-referenced with programs offered in your region on MDHE's program inventory [highered.mo.gov/ProgramInventory/search.jsp](http://highered.mo.gov/ProgramInventory/search.jsp)

Implementation Date: Fall 2017

Cooperative Partners: None

\*If this is a collaborative program, form 6L must be included with this proposal

AUTHORIZATION:

Dr. Dwyane Smith, Provost		01-04-2016
_____ Name/Title of Institutional Officer	_____ Signature	_____ Date

Dr. Fara Zakery	314-340-5096
_____ Person to Contact for More Information	_____ Telephone



**STUDENT ENROLLMENT PROJECTIONS**

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Year	1	2	3	4	5
Full Time	5	10	15	20	25
Part Time	2	4	6	8	10
Total	7	14	21	28	35

**Please provide a rationale regarding how student enrollment projections were calculated:**

Student enrollment projections are calculated based on the high market demand in the region which requires MBA in Health Administration professionals to fill the current and future unmet needs.

**Provide a rationale for proposing this program, including evidence of market demand and societal need supported by research:**

Creation of an MBA in Health Administration is in response to the mission of the Harris-Stowe State University and the Anheuser-Busch School of Business in expanding program offerings to an underrepresented, diverse population. In addition, the program will address the current level of interest and demand of those students who are seeking a career and a graduate degree in health administration.

The mission of MBA in Health Administration program is to provide a high quality and rigorous educational program for students interested in pursuing a leadership position in a variety of healthcare settings. An MBA in Health Administration provides students with the scope and nature of health administration functions in regards to analysis of healthcare policy, ethics, culture and diversity, technology, finance, marketing, strategy in regards to national and environmental factors influencing decisions, types of markets and opportunities. Furthermore, students are equipped with leadership skills and managerial processes used to plan, execute and control healthcare related actions. MBA graduates will have increased opportunities for career advancement in areas such as;

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- Payers (employers, individuals, government, employee coalitions)
- Financial intermediaries (HMOs, Insurers, Pharmacy, Benefits Managers)
- Providers (Hospitals, Pharmacies, Integrated Delivery Networks)
- Purchasers (Mail-Order Distributors, wholesalers, Group Purchasing Organizations)
- Producers (Research and Development, Medical-Surgical Device and Drug Manufacturers).

## **MARKET DEMAND**

The market demand for highly skilled health administration professionals continues to grow. According to the Bureau of Labor Statistics-Occupational Employment Projections, 2012-2022 which is posted in the Bureau of Labor Statistics, U.S. Department of Labor, *Occupational Outlook Handbook, 2014-15 Edition, Medical and Health Services Managers*, the employment of medical and health services managers, which has proven to be resistant to economic cycles, is expected to increase by 23 percent (much faster than the average for all occupations) over the 2012-2022 projection period, resulting in an increase of 73,300 jobs. As the large baby boom population ages and people remain active later in life, the health care industry as a whole will see an increase in demand for medical services as well as number of facilities. Healthcare administrators will be needed to organize and manage medical information, staff, facilities and other resources including medical group practices and nursing care facilities.

## **STUDENT DEMAND**

Many local, out of state and international students inquire about MBA in Health Administration. The result of surveys collected from current students, alumni and feedback from the Health Care Management advisory board, along with market demand for workforce talent in health administration justifies offering an MBA in Health Administration. The current Healthcare Management undergraduate option is a popular field of study for both entering freshmen and transfer students, and increasing number of students inquire about a graduate degree in Health Administration. More than fifty percent of these graduates aspire to continue their education onto a graduate program. According to the feedback collected from the School of Business Graduate Exit Survey/Satisfaction Survey the demand for the University to offer a graduate program is on the top of most students' comments.

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In summary, offering an MBA in Health Administration, not only fulfills the students and market demand and interest for the degree; also, it enhances and legitimizes the current Health Care Management Program.

## **SOCIETAL NEED**

The St. Louis Regional Chamber's "Greater St. Louis Health Science & Services, Regional Industry Overview, 2011-2015" reports that the 187,000 employees in 6,348 establishments makes healthcare the St. Louis region's largest economic development target industry cluster. By any measure, prospective students, employers and graduate schools place a higher premium on an MBA in Health Administration as opposed to a Bachelor of Science in Health Care Management Degree. A major in Health Administration is consistent with the structure of most accredited business schools and universities in United States. Graduates will be prepared for the entire health care management value chain including financial intermediaries, public and private health care providers, manufacturers, pharmaceuticals, purchasing organizations, government agencies and research.

## **DUPLICATION AND COLLABORATION**

The result of the program inventory search provided by Missouri Department of Higher Education (<http://collegesearch.mo.gov/>) using the CIP code 51.0701 designated for the proposed program reveals that There are two HBCUs (Historically Black Colleges and University) in the State of Missouri, Harris-Stowe State University and Lincoln University. Lincoln University is located in Jefferson City, Missouri and does not offer a graduate program in Health Administration, leaving Harris-Stowe State University as the only HBCU institution catering affordable, accessible and quality programs to an underrepresented urban population. Harris-Stowe State University is surrounded by several private universities. However, the cost of education of these universities is among the highest in Missouri and the nation.

The proposed MBA in Health Administration at Harris-Stowe State University will provide access to a graduate degree for the residents of the urban community who aspire to enter the graduate field of health administration and are unable to financially pursue it at another institution of higher education. There are a few private institutions of higher education that offer a graduate program in health administration related programs. However, Harris-Stowe State University's sister university (University of Missouri-St. Louis) does not offer a graduate program in this field.

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## REFERENCES

1. Missouri Department of Higher Education <http://collegesearch.mo.gov/> (visited October 20, 2015)
2. Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2014-15 Edition, Medical and Health Services Managers, on the Internet at <http://www.bls.gov/ooh/management/medical-and-health-service-management.htm> (visited May 20, 2015)
3. Regional Industry Overview, Greater St. Louis Health Science and Services, By St. Louis Regional Chamber of Commerce, 2011-2015 Economic Development Strategic Plan Document.
4. HSSU-Anheuser-Busch School of Business Graduate Exit Survey, 2010-2015.
5. Minutes of the HSSU Health Care Management Program Advisory Board meetings, 2014-2015.

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A. Total credits required for graduation: 30

B. Residency requirements, if any: None

C. General education: Total credits: N/A

D. Courses (specific courses OR distribution area and credits): MBA in Health Administration Courses:

Required MBA Core Courses (12 hours)	Credits	Course Title
MBA0510	3	Managerial Economics
MBA0530	3	Managerial Finance
MBA0550	3	Marketing and Supply Chain Management
MBA0570	3	Integrative Functions of the Firm
<b>Total Core Courses</b>	<b>12</b>	
<b>Electives (18 hours): (Select 5 courses from the following list plus the required MHA0600 capstone course)</b>		
MHA0520	3	Health Policy and Regulations From Global Perspectives
MHA0525	3	Legal and Ethical Aspects of Health Administration
MHA0527	3	Information Security and Emergency Management
MHA0540	3	Healthcare Informatics
MHA0545	3	Human Resources Management
MHA0547	3	Applied Statistical Methods in Healthcare Research
MHA0560	3	Information Resource Management
MHA0565	3	Long-Term Care Administration
MHA0567	3	Pharmaceutical Industry, Issues, Structure and Dynamics
MHA0580	3	Contracts and Negotiations
MHA0582	3	Total Quality Management (TQM) and Evidence-Based Decision Making
MHA0585	3	MHA Internship
MHA0587	3	Healthcare Managerial Finance-Analysis and Decision Making
MHA0600	3	Applied Capstone Management Projects
<b>Total Electives</b>	<b>18</b>	
<b>Total core Plus electives</b>	<b>30</b>	

E. Free elective credits: N/A  
(Sum of C, D, and E should equal A.)

F. Requirements for thesis, internship or other capstone experience:

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1. MHA0585 Internship is optional,
2. MHA0600 Capstone Project is required

G. Any unique features such as interdepartmental cooperation: N/A



PROGRAM STRUCTURE

A. Total credits required for graduation: 15

B. Residency requirements, if any: None

C. General education: Total credits: N/A

D. Courses (specific courses OR distribution area and credits): Graduate Certificate in Health

Administration Operations

Required Core Certificate (9 hours)	Credits	Course Title
MHA0520	3	Health Policy and Regulations From Global Perspectives
MHA0562	3	Healthcare Operations Management
MHA0582	3	Total Quality Management (TQM) and Evidence-Based Decision Making
<b>Total Core Courses</b>	<b>9</b>	
<b>Electives (6 hours):</b> (Select 2 courses from the following list of courses)		
MHA0520	3	Health Policy and Regulations From Global Perspectives
MHA0525	3	Legal and Ethical Aspects of Health Administration
MHA0527	3	Information Security and Emergency Management
MHA0540	3	Healthcare Informatics
MHA0545	3	Human Resources Management
MHA0547	3	Applied Statistical Methods in Healthcare Research
MHA0560	3	Information Resource Management
MHA0562	3	Healthcare Operations Management
MHA0565	3	Long-Term Care Administration
MHA0567	3	Pharmaceutical Industry, Issues, Structure and Dynamics
MHA0580	3	Contracts and Negotiations
MHA0582	3	Total Quality Management (TQM) and Evidence-Based Decision Making
MHA0585	3	MHA Internship
MHA0587	3	Healthcare Managerial Finance-Analysis and Decision Making
MHA0600	3	Applied Capstone Management Projects
<b>Total Electives</b>	<b>18</b>	
<b>Total core Plus electives</b>	<b>30</b>	

E. Free elective credits: N/A

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(Sum of C, D, and E should equal A.)

**F. Requirements for thesis, internship or other capstone experience:** N/A

**G. Any unique features such as interdepartmental cooperation:** N/A

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Form SE - Student Enrollment Projections



## PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

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Institution Name      Harris-Stowe State University  
Program Name          MBA in Health Administration  
Date    01-04-2016

(Although all of the following guidelines may not be applicable to the proposed program, please carefully consider the elements in each area and respond as completely as possible in the format below. Quantification of performance goals should be included wherever possible.)

### 1. Student Preparation

- Any special admissions procedures or student qualifications required for this program which exceed regular university admissions, standards, e.g., ACT score, completion of core curriculum, portfolio, personal interview, etc. Please note if no special preparation will be required.

Admission Requirements:

1. A student must have an undergraduate degree in Health Care Management, Business Administration or closely related discipline. Applicants who have a degree in a non-related fields will also be considered for admission provided they have completed prerequisite courses for admission to the graduate program.
2. Student must have a minimum undergraduate Grade Point Average (GPA) of 2.8 or better.
3. Applicant must complete the graduate Record Examination (GRE) with a minimum combined score of 291 (1000 on the old scale) in verbal and quantitative reasoning.

- Characteristics of a specific population to be served, if applicable.  
N/A

### 2. Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
Ph.D./Dr.PH. in Health Administration or closely related discipline to be employed as a full-time faculty, and a minimum of a master degree in Health Administration or closely related area with at least five years track record of relevant professional experience.
- Estimated percentage of credit hours that will be assigned to full time faculty. Please use the term "full time faculty" (and not FTE) in your descriptions here.  
At least fifty percent of courses will be taught by full-time faculty.

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- Expectations for professional activities, special student contact, teaching/learning innovation.

Department Chair and faculty teaching in this program will be expected to:

1. Conduct research and be professionally active as evidenced by scholarly activities via paper presentations and publication.
2. They are expected to advise and guide students with their curriculum and professional development planning.
3. Serve as mentors and provide leadership development opportunities in many capacities, such as club advisors, research coach and team builder.
4. accompany students to professional organizations and conferences

### 3. Enrollment Projections

- Student FTE majoring in program by the end of five years.  
25 full-time students
- Percent of full time and part time enrollment by the end of five years.  
71% full-time and 29% part-time

### 4. Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation.  
Three years-16 and five years-28
- Special skills specific to the program.

Upon completion of the program students:

1. would have the advanced business and health administration skills to assume a leadership position in a variety of healthcare settings including financial intermediaries, public and private health care providers, manufacturers, pharmaceuticals, purchasing organizations, long-term care facilities and government agencies and research.
2. Will use the knowledge and skills acquired to analyze and understand an organization's policy, ethics, culture and strategy in regards to factors influencing decision making and project implementation.
3. Analyze the demand and supply dynamics in public health and medical care field.
4. Manage processes including planning, organizing, decision-making, controlling and changing health care organizations to affect the environment, technology and human behavior.
5. Have a solid understanding of legal and ethical dilemmas and legislative processes as related to health care policy formulations and outcomes.

- Proportion of students who will achieve licensing, certification, or registration.  
More than 10%

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- Performance on national and/or local assessments, e.g., percent of students scoring above the 50th percentile on normed tests; percent of students achieving minimal cut-scores on criterion-referenced tests. Include expected results on assessments of general education and on exit assessments in a particular discipline as well as the name of any nationally recognized assessments used.

More than fifty percent of students completing the National Graduate Major Field Assessment Test for MBA students will score higher than average compared to the national norm.

- Placement rates in related fields, in other fields, unemployed.  
Upon the completion of the program more than eighty percent of graduates will secure a professional career in their field or closely related field. Less than five percent unemployed.
- Transfer rates, continuous study.  
More than eighty percent of graduates either secure a professional positions or continue their education onto a higher degree of education.

#### 5. Program Accreditation

- Institutional plans for accreditation, if applicable, including accrediting agency and timeline. **If there are no plans to seek specialized accreditation, please provide a rationale.**  
The University will pursue program accreditation through Accreditation Council for Business Schools and Programs (ACBSP), International Assembly of Collegiate Business Education (IACBE) and will be included in the next regional institutional accreditation by Higher Learning Commission (North Central Accreditation).

#### 6. Alumni and Employer Survey

- Expected satisfaction rates for alumni, *including timing and method of surveys.*

More than seventy five percent of graduating seniors and alumni will express their satisfaction with the quality of education provided to graduates of the program. Graduating Senior Exit Survey will be administered annually by the advisor and individually. Alumni survey will be administered every other year via an e-mail or conventional mail.

- Expected satisfaction rates for employers, including timing and method of surveys.

More than seventy five percent of employers and internship supervisors who complete the survey will express their satisfaction with the quality of education provided to graduates of the program. Employers survey will be administered every other year via an e-mail or conventional mail.

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## 7. Institutional Characteristics

- Characteristics demonstrating why your institution is particularly well-equipped to support the program.

Harris-Stowe State University traces its origin back to 1857. HSSU is registered as a Historically Black College and University. It is publicly supported and richly diverse in people and programs. HSSU was first institutionally accredited in 1924 by the North Central Association of Colleges and Schools. Today, all programs offered by the School of Business are accredited by Accreditation Council for Business Schools and Programs (ACBSP) and International Assembly of Collegiate Business Education (IACBE).

In addition, the B.S. degree in Health Care Management program is chartered by the National Association of Health Care Executives and is a member of The Missouri Health Executives and The National Association of the Health Care Executives.

The Health Care Management program advisory board members represent high executives of the local and regional health care organizations.

The faculty and staff of the Anheuser-Busch School of Business are highly qualified and nationally recognized individuals in their field of study and are equipped with knowledge and skills to deliver a high quality and premier graduate education.