

Specific Format Required for a Complete Proposal

A complete proposal should contain the following information in this order and numbered this way:

1. New Program Proposal Form

Form NP

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Southeast Missouri State University – Department of Management & Marketing

Program Title: Healthcare Administration

Degree/Certificate: Bachelor of Science in Business Administration in Healthcare Administration

Options: _____

Delivery Site(s): Southeast Missouri State University – Main Campus and Online. Kennett, Malden, and Sikeston Campuses pending demand.

CIP Classification (provide a CIP code): Healthcare Administration (BSBA): 52.02

Implementation Date: Spring 2015

Cooperative Partners: None

Expected Date of First Graduation: Fall 2017

AUTHORIZATION

William Eddleman, Provost William R. Eddleman 6-27-14
Name/Title of Institutional Officer Signature Date

Heather S. McMillan, Faculty Associate 573-651-2317
Person to Contact for More Information Telephone

Specific Format Required for a Complete Proposal

A complete proposal should contain the following information in this order and numbered this way:

1. New Program Proposal Form

Form NP

NEW PROGRAM PROPOSAL FORM

Sponsoring Institution(s): Southeast Missouri State University – Department of Management & Marketing

Program Title: Healthcare Administration

Degree/Certificate: Bachelor of Science in Business Administration in Healthcare Administration

Options:

Delivery Site(s): Southeast Missouri State University – Main Campus and Online. Kennett, Malden, and Sikeston Campuses pending demand.

CIP Classification (provide a CIP code): Healthcare Administration (BSBA): 52.02

Implementation Date: Spring 2015

Cooperative Partners: None

Expected Date of First Graduation: Fall 2017

AUTHORIZATION

William Eddleman, Provost
Name/Title of Institutional Officer Signature Date

Heather S. McMillan, Faculty Associate 573-651-2317
Person to Contact for More Information Telephone

2. Need:

A. Student Demand:

- i. Estimated enrollment each year for the first five years for full-time and part-time students

Form SE

STUDENT ENROLLMENT PROJECTIONS

Year	1	2	3	4	5
Full-Time	3	3	10	15	20
Part-Time	0	2	2	5	5
TOTAL	3	5	12	20	25

- ii. Will enrollment be capped in the future? *No*

B. Market Demand:

The U.S. Bureau of Labor Statistics (BLS) reported wage and salary employment in the medical and health services management category is projected to grow 23 percent between 2012 and 2022. This growth rate is much faster than other industries. While many of these jobs are for practitioners, nurses, and allied health professionals, many others have duties that do not include hands-on patient care: for example, marketing, human resources, finance, and administration positions.

The BSBA in Healthcare Administration focuses on the business component of healthcare. In addition to the functional areas of business, provided through business core, focus is placed on how the functional areas operate within the complex healthcare environment. This degree will fall under our current AACSB accreditation.

According to the Bureau of Labor Statistics, "The demand for health services is expected to increase as the population ages. An aging population will need more medical tests, treatments, and procedures. This will also mean more claims for reimbursement from private and public insurance. Additional records, coupled with widespread use of electronic health records by all types of healthcare providers, should lead to an increased need for technicians to organize and manage the associated information in all areas of the healthcare industry" (U.S. Department of

Labor, Occupational Outlook Handbook, 2012-13 Edition). This degree will help fulfill the need for non-clinical healthcare employees.

Finally, the state of Missouri Occupational Outlook (2008-2018) states that 3 of the top ten fastest growing, as well as largest growth, industries are healthcare related.

C. Societal Need:

*General needs which are not directly related to employment
The recent passage of the Patient Protection and Affordable Care Act, as well as the aging Baby Boomer population, will result in increased need for the reasons stated above.*

D. Methodology used to determine "B" and "C" above.

The information from B and C was primarily drawn from the United States Bureau of Labor Statistics Web Page, as well as the BLS Occupational Outlook Handbook and Missouri Economic Outlook 2008-2018.

3. Duplication and Collaboration: If similar programs currently exist in Missouri, what makes the proposed program necessary and/or distinct from the others at public institutions, area vocational technical schools, and private career schools?

This program is relatively unique because it is housed in a College of Business, rather than public health or nursing. Washington University in St. Louis also has a College of Business program in Healthcare Management.

Does delivery of the program involve a collaborative effort with any external institution or organization? If yes, please complete Form CL. No.

4.

**Form PS
PROGRAM STRUCTURE
BSBA – Healthcare Administration**

A.	Total credits required for graduation:	123
B.	Residency requirements, if any:	None
C.	General education (total credits):	51

General education courses (specific courses OR distribution area and credits):

<u>UI100</u>	3	cr.	<u>EN100</u>	3	cr.	<u>Artistic Exp</u>	3	cr.
<u>Literary Exp</u>	3	cr.	<u>Living Sys</u>	3	cr.	<u>Physical Sys</u>	3	cr.
<u>Major Civ</u>	3	cr.	<u>Political Sys</u>	3	cr.	<u>Social Sys</u>	3	cr.
<u>Written Exp (EN140 req)</u>	3	cr.	<u>Oral Exp (SC105 req)</u>	3	cr.	<u>Logical Sys (MA134 req)</u>	3	cr.
<u>Behavior Sys (HL 120 req)</u>	3	cr.	<u>Economic Sys (EC215 req)</u>	3	cr.	<u>UI 3xx (UI 352 req)</u>	3	cr.
<u>UI 4xx (UI 400 req)</u>	3	cr.	<u>UI 4xx (UI 412 req)</u>	3	cr.			cr.

D.	Major requirements (total credits):	48 + 24
----	-------------------------------------	---------

1. Business Core and Support requirements

<u>AD101</u>	3	cr.	<u>AC221</u>	3	cr.	<u>AC222</u>	3	cr.
<u>EC225</u>	3	cr.	<u>BL255</u>	3	cr.	<u>MG252</u>	3	cr.
<u>QM257</u>	3	cr.	<u>QM258</u>	3	cr.	<u>QM357</u>	3	cr.
<u>QM358</u>	3	cr.	<u>MG301</u>	3	cr.	<u>MK301</u>	3	cr.
<u>FI361</u>	3	cr.	<u>MI375</u>	3	cr.	<u>BA490</u>	3	cr.
<u>Int'l Bus</u>	3	cr.						

2. Major requirements

<u>MG356</u>	3	cr.	<u>HA473</u>	3	cr.	<u>HA580</u>	3	cr.
<u>HA581</u>	3	cr.	<u>EC585</u>	3	cr.	<u>HA585</u>	3	cr.
<u>Pick one: HA582 or HA540</u>	3	cr.	<u>Pick one: HA510 or HA520</u>	3	cr.			

3. Options (Choose one)

E.	Free elective credits (sum of C, D, & E should equal A):	0
----	---	---

F.	Requirements for thesis, internship or other capstone experience:	<u>3 credit hour internship</u>
G.	Any unique features such as interdepartmental cooperation:	<u>Cooperation among Management & Marketing; Finance & Economics; Accounting</u>

NEW COURSES TO BE DEVELOPED FOR MULTIPLE PROGRAMS

EC 585 – Healthcare Economics	3
HA 510 – Healthcare Operations	3
HA 520 – Introduction to Healthcare Quality	3
HA 540 – Healthcare Informatics	3
HA 585 – Marketing Healthcare	3

EXISTING COURSES TO BE RENUMBERED

HA 580 (BA 680) – Management of Health Systems	3
HA 581 (BA 681) – Health Administration Policy	3
HA 582 (BA 682) – Healthcare Budgeting & Reimbursement	3

6. Program Characteristics and Performance Goals: For collaborative programs, responsibility for program evaluation and assessment rests with the institution(s) granting the degree(s).

Form PG

PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS

Institution Name: Southeast Missouri State University

Program Name: BSBA in Healthcare Administration

Date: Spring 2015

(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.)

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.
Students will be subject to existing requirements for admission to the Harrison College of Business.

- Characteristics of a specific population to be served, if applicable

Faculty Characteristics

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate
Professional experience or education in healthcare administration will be required to fulfill AUPHA accreditation standards. AACSB requires a doctorate to maintain academically qualified status. Because many of the classes will cover accredited programs, all faculty will need to meet the AUPHA and AACSB standards.
- 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.
All BSBA core classes will be taught by full-time faculty. Up to 9 (7%) hours of healthcare administration or healthcare management specific courses may be taught by part time faculty.
- Expectations for professional activities, special student contact, teaching/learning innovation
No specific requirements beyond current expectations

Enrollment Projections

- Student FTE majoring in program by the end of five years
22.5 FTE
- Percent of full-time and part-time enrollment by the end of five years
80% FT, 20% PT

Student and Program Outcomes

- Number of graduates per annum at three and five years after implementation
6 graduates per annum at year 3; 15 per annum at year 5
- Special skills specific to the program

None identified

- Proportion of students who will achieve licensing, certification, or registration
N/A
- 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.
N/A
- Placement rates in related fields, in other fields, unemployed
Placement rates in related field 85%, in other fields 10%, unemployed 5%.
- Transfer rates, continuous study
N/A

Alumni and Employer Survey

- Expected satisfaction rates for alumni, including timing and method of surveys
There will be an annual survey of alumni requesting input related to satisfaction with quality of program.
- Expected satisfaction rates for employers, including timing and method of surveys
External stakeholders in the healthcare industry from Cape Girardeau and St. Louis will be consulted on an ongoing basis for input related to satisfaction with graduates.

7. Accreditation: If accreditation is not a goal for this program, provide a brief rationale for your decision. If the institution is seeking program accreditation, provide any additional information that supports your program.

The BSBA program in Healthcare Administration has been created based upon the guidelines established by the Association of University Programs in Health Administration (AUPHA). Based on these guidelines, the program must graduate a cohort before applying for certification. It will also fall under the Association to Advance Collegiate Schools of Business (AACSB) accreditation.

8. Institutional Characteristics: Please describe succinctly why your institution is particularly well equipped or well suited to support the proposed program.

The university is situated in a medical hub for the region. However, not everyone employed by the area's medical centers and private offices are doctors, nurses and therapists. Because of the variety of programs, we can provide dedicated study to those individuals who want to work in healthcare, but do not want direct patient interactions, as well as dedicated study to those practitioners who wish to move up in management in their institutions.

Many students come into the university thinking they want to pursue pre-med or nursing, only to realize that they do not excel in the math and science required for these majors. This program could provide an area of study for those students who wish to stay in the health field and utilize a different skill set to help people.

9. Any Other Relevant Information:

N/A