



- PUBLIC
- INDEPENDENT

**NEW PROGRAM PROPOSAL FOR ROUTINE REVIEW**

---

*When finished, please save and email to: [he.academicprogramactions@dhe.mo.gov](mailto:he.academicprogramactions@dhe.mo.gov)*

Sponsoring Institution: Missouri Southern State University

Program Title: Healthcare Administration

Degree/Certificate: BS-Bachelor of Science

If other, please list:

Options: .

Delivery Site: Main campus

CIP Classification: 51.0701

Implementation Date: 8/1/2018

Is this a new off-site location?  Yes  No

If yes, is the new location within your institution's current CBHE-approved service region?

*\*If no, public institutions should consult the comprehensive review process*

Is this a collaborative program?  Yes  No

*\*If yes, please complete the collaborative programs form on last page.*

**CERTIFICATIONS**

- The program is within the institution's CBHE approved mission. *(public only)*
- The program will be offered within the institution's CBHE approved service region. *(public only)*
- The program builds upon existing programs and faculty expertise
- The program does not unnecessarily duplicate an existing program in the geographically-applicable area.
- The program can be launched with minimal expense and falls within the institution's current operating budget. *(public only)*

**AUTHORIZATION**

Dr. Paula Phillips Carson / Provost & Vice President for Academic Affairs	<i>Paula Phillips Carson</i>	12/4/2017
Name/Title of Institutional Officer	Signature	Date

**PROGRAM CHARACTERISTICS AND PERFORMANCE GOALS**

---

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.  
n/a
  
- Characteristics of a specific population to be served, if applicable.  
General student population

**2. Faculty Characteristics**

- Any special requirements (degree status, training, etc.) for assignment of teaching for this degree/certificate.  
Master's degree and higher in discipline or closely related discipline
  
- 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.  
90% of program credit hours will be assigned to full time faculty
  
- Expectations for professional activities, special student contact, teaching/learning innovation.  
Student advising, departmental meetings, university & community service, and scholarly activity

**3. Enrollment Projections**

- Student FTE majoring in program by the end of five years.  
144
  
- Percent of full time and part time enrollment by the end of five years.  
66% full-time / 34% part-time

**STUDENT ENROLLMENT PROJECTIONS**

YEAR	1	2	3	4	5
Full Time	20	40	67	80	92
Part Time	15	25	33	45	52
Total	35	65	100	125	142

**4. Student and Program Outcomes**

- Number of graduates per annum at three and five years after implementation.  
3 years – 10 graduates / 5 years – 30 graduates
  
- Special skills specific to the program.

Leadership & management skills with healthcare industry-specific business knowledge

- 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.  
75% of graduates will be employed in the healthcare industry or advancing their education within 6 months of graduation
- Placement rates in related fields, in other fields, unemployed.  
n/a
- Transfer rates, continuous study.  
n/a

**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 rationale.  
Certification and Fully Certified Program Membership in the Association of University Programs in Healthcare Administration (AUPHA)

**6. Program Structure**

- A. Total credits required for graduation: 120
- B. Residency requirements, if any:  
30 credit hours (institutional requirement)
- C. General education: Total credits:  
45 credit hours

*Courses (specific courses OR distribution area and credits)*

Course Number	Credits	Course Title
	45	General Education courses
	27	Health Science courses
	27	Business/Management courses
	6	Supporting courses in a variety of areas
	15	Electives
*Several required courses for the major also meet General Education requirements (16-17 hours)		

D. Major requirements: Total credits: 60 \*Several required courses for the major also meet General Education requirements (21 hours)

Course Number	Credits	Course Title
HS 101	1	Intro. To Health Professions
HS 111	3	Medical Terminology
HS/PHIL 312*	3	Biomedical Ethics
HS 390	3	Healthcare Systems
HS/COMM 365	3	Health Communications
HS 420	2	Healthcare Management
HS 424	2	Healthcare Financial Management
HS 310	2	The Patient Experience
HS 355	2	Healthcare Quality Management
HS 422	2	Healthcare Information Management
HS 315	2	Managed Care / Population Health
HS/BIO 370 OR HS/BIO 380	3	Environmental Health & Safety OR Epidemiology
HS 481	3	Healthcare Leadership Internship
HS 482	2	Healthcare Leadership
ACCT 201	3	Principles of Financial Accounting
ACCT 202	3	Principles of Managerial Accounting
ECON 202*	3	Principles of Economics (Micro)
GB 320	3	Business Communication
MRKT 300	3	Principles of Marketing
FIN 350	3	Financial Management
ECON 435	3	Health Economics
HS/MGMT 350	3	
MGMT 352	3	Foundations of Organizational Management
MGMT 354	3	Quality Management
BIO 121*	4	Human Anatomy & Physiology I
HS/COMM 305* OR INTS 306*	3	Intercultural Communication OR Introduction to Global Health
CHEM 120* OR PHYS 100*	5	Chemistry for Allied Health Sciences OR Fundamentals of Physical Science
PSY 100* OR SOC 110*	3	General Psychology OR Introduction to Sociology
MATH 310 OR PSY 320 OR SOC 405 OR GB 321	3	Elementary Statistics OR Applied Statistics for Behavioral and Natural Sciences OR Social Science Statistics OR Business Statistics I

E. Free elective credits: 15  
(sum of C, D, and E should equal A)

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

G. Any unique features such as interdepartmental cooperation:  
Collaboration with regional medical centers and MSSU's Plaster School of Business

**7. Need/Demand**

Student demand

Market demand

Societal demand

I hereby certify that the institution has conducted research on the feasibility of the proposal and it is likely the program will be successful.

*On July 1, 2011, the Coordinating Board for Higher Education began provisionally approving all new programs with a subsequent review and consideration for full approval after five years.*

*Please save and email this form to: [hc.academicprogramactions@dhe.mo.gov](mailto:hc.academicprogramactions@dhe.mo.gov)*



REPORT: AP 17-18:08

---

The School of Health Sciences is proposing adoption of a new degree to replace the B.S. of Health Sciences – Business / Life-Health Science degree. The new degree will provide more value to the student and better prepare the student for a wide-range of nonclinical and administrative career opportunities in healthcare. The new degree is a B.S. in Healthcare Administration

The U.S Department of Labor, Bureau of Labor Statistics Employment Projections, project job growth of all occupations from 2014 to 2024 at 6.5%. Within this projection, growth of “Managerial Occupations” is projected at 5.5%. However, within this managerial category, job growth of “Medical and Health Services Managers” is projected at 16.9%.

The new degree, B.S. in Healthcare Administration will require 120 credit hours for graduation. The curriculum is intentional and focused on preparing the graduate for a successful career in healthcare business and administration. It combines a strong liberal arts general education with specific education in the areas of Health Sciences, General Business, Management, and Healthcare Leadership. The curriculum will prepare graduates for entry-level management positions in healthcare business and/or, successful matriculation to post-graduate Healthcare Administration and Business Administration–Healthcare Emphasis degree programs.

Please see the attached Mission, Vision, Values, Objectives, and Outcome Measurements for the B.S. in Healthcare Administration degree program.

The proposed Healthcare Administration degree curriculum includes 33 credit hours of Health Science courses and includes an internship. It includes 21 credit hours of Business courses and 9 credit hours in Management. It also includes an opportunity for ‘independent study – research’, and the opportunity for a ‘Healthstream Summer Internship’ in Nashville, TN.

There will be an ‘Advisory Board’ associated with this degree to engage leaders from the regional healthcare community and assure the goals and direction of the degree are aligned with and meeting the needs of the healthcare community.

In addition, this ‘Healthcare Administration’ program will obtain “Associate Program Membership” in the Association of University Programs in Healthcare Administration (AUPHA) with initial offering of the degree and, seek “Certification and Full Certified Program Membership” in AUPHA upon graduation of its first cohort. This certification is the “Gold Standard” for healthcare administration programs. There are currently only 46 undergraduate healthcare administration programs in the U.S. holding this certification (none in Missouri,

Kansas, Oklahoma, or Arkansas – only 3 in the eight state “Lion Pride Tuition area: Southern Illinois University in Carbondale, Ill., Tennessee State University in Nashville, TN, and Texas State University in San Marcos, TX.).

There are seven new HS courses in the proposed curriculum:

- HS 310                    The Patient Experience
- HS 355                    Healthcare Quality Management
- HS 422                    Healthcare Information Management
- HS 424                    Healthcare Financial Management
- HS 420                    Healthcare Management
- HS 315                    Managed Care / Population Health
- HS 482                    Healthcare Leadership
- HS 481                    Healthcare Leadership Internship (*HS 481 & 482 combine to provide Capstone Experience*)

Additional courses planned to add to curriculum after first year include:

- Healthcare Governance
- Healthcare Policy and Law
- Healthcare Marketing
- Post-Acute Care
- Healthcare Law

In the “2016 ACT Profile Report” in the section “Career and Educational Aspirations for students Planning on 4 Years or More of College”, 1,054 Missouri students, 1,050 Arkansas students, 1,131 Oklahoma students, and 523 Kansas students indicated a career aspiration in the category of “Health Administration and Assisting”.

A bachelor’s degree in “Healthcare Administration (or Management)” is currently offered in only three Missouri universities: (*all 3 located in St. Louis area*)

- 1) Harris-Stowe State University (St. Louis)
  - a. B.S. in Health Care Management
- 2) Lindenwood University (St. Charles)
  - a. B.S. in Health Management (accelerated program aimed at working health professionals)
- 3) Saint Louis University
  - a. B.S. in Health Management

In Kansas:

- 1) Central Christian College of Kansas (McPherson)
  - a. Bachelor of Business Administration: Healthcare Management
- 2) Friends University (Wichita)
  - a. B.S. in Health Management
- 3) Ottawa University (Ottawa)
  - a. Bachelors in Business Administration – Healthcare Management
- 4) Washburn University (Topeka)
  - a. Bachelor of Health Science in Health Services Administration

- 5) Wichita State University (Wichita)
  - a. B.S. in Health Services Management and Community Development

In Arkansas:

- 1) Harding University (Searcy)
  - a. Bachelor of Business Administration: Healthcare Management Concentration

In Oklahoma:

- 1) Northeastern State University (Tahlequah)
  - a. B.S. in Healthcare Administration
- 2) Southwestern Oklahoma State University (Weatherford)
  - a. B.S. in Health Care Administration

Please, see attached curriculum.

Thank you for your consideration and time,

*Richard Schooler, D.O.*  
*Dean, School of Health Sciences*  
*Missouri Southern State University*



## BACHELOR OF SCIENCE – HEALTHCARE ADMINISTRATION

### MISSION

To improve and transform healthcare in the region and state through innovative undergraduate education of tomorrow's healthcare leaders

### VISION (STRATEGIC GOALS)

- I. Graduates with this degree will be prepared for successful entry into non-clinical business careers in the healthcare industry
- II. Graduates with this degree will have the educational foundation to progress into management and administrative positions in the healthcare industry
- III. Graduates with this degree who are seeking post-graduate education, will be highly-prepared for successful matriculation into postgraduate MHA and MBA-Healthcare Emphasis programs
- IV. Graduates with this degree will become successful healthcare leaders, with an eye toward innovation and transformation of healthcare

### VALUES

- **Collaboration**  
The MSSU Healthcare Administration program values collaboration. Healthcare is complex, complicated, and massive in scope. The successful healthcare administrator works collaboratively with other healthcare leaders, healthcare providers, support staff, community, families, and patients.
- **Innovation**  
The MSSU Healthcare Administration program values innovation. Continuous improvement of current healthcare is important but will not be enough. The successful healthcare administrator will be innovative and work with an eye toward transformation, not just improvement.
- **Communication**  
The MSSU Healthcare Administration program values effective communication. The successful healthcare administrator communicates effectively with clinical and non-clinical healthcare staff, patients, families, and the community.
- **Leadership**  
The MSSU Healthcare Administration program values leadership. The successful healthcare administrator is an effective leader.

- **Professionalism**

The MSSU Healthcare Administration program values professionalism. Successful healthcare administrators conduct themselves in a professional manner and hold themselves to a standard worthy of a healthcare professional in the eyes of their organization and community
- **Knowledge and Understanding**

The MSSU Healthcare Administration program values knowledge. The successful healthcare administrator has a foundation of knowledge in business, management, and leadership, and a unique understanding of application of this knowledge in the field of healthcare.
- **Critical Thinking and Decision-making**

The MSSU Healthcare Administration program values critical thinking and decision-making. The successful healthcare administrator has strong critical thinking skills and decision-making ability
- **Integration**

The MSSU Healthcare Administration program values integration. The successful healthcare administrator successfully integrates the business side of their organization with the clinical side of their organization.
- **Inter-professional Education**

The MSSU Healthcare Administration program values inter-professional education. The successful healthcare administrator is able to work as a member of an interdisciplinary team. Therefore, their education should prepare them to communicate effectively with other healthcare professionals, understand the role of other healthcare professionals, and work effectively with other healthcare professionals.
- **Service**

The MSSU Healthcare Administration program values service. The successful healthcare administrator is committed to a model of 'patient-centered care' and 'service excellence'. The 'patient experience' is a primary driver in the development of operational policies, procedures, processes, and plans in their organization.
- **Respect**

The MSSU Healthcare Administration program values respect. The successful healthcare administrator respects the rights, privacy, culture, and beliefs of its organization's patients and employees, and the regulations of its accrediting and governing bodies.
- **Quality**

The MSSU Healthcare Administration program values quality. The successful healthcare administrator commits to quality standards, follows 'best practices' whenever possible, and measures outcomes. Patient outcomes are a primary driver in the development of operational policies, procedures, processes, and plans in their organization.

## OBJECTIVES and OUTCOMES

Graduates with a Missouri Southern State University *B.S. in Healthcare Administration* degree:

- **Objective:** Will have a broad-based undergraduate education and, be prepared to become successful citizens in their communities and strong contributors to their workplace and profession (Supports Strategic Goals I and II)  
**Measurement:** 75% of graduates seeking employment will be employed in the healthcare industry within 6 months of graduation
  
- **Objective:** Will understand and be able to apply general business and management principles and methods in the workplace (Supports Strategic Goals I and II)  
**Measurement:** 80% of students will meet or exceed 'reasonable expectations' on 'Capstone Internship' evaluation item 2
  
- **Objective:** Will have experience working in the healthcare business sector and unique insight into healthcare business and administration (Supports Strategic Goals I and II)  
**Measurement:** All students will complete the 'Capstone Internship' and 80% of students will meet or exceed 'reasonable expectations' on evaluation item 8
  
- **Objective:** Will have specialized knowledge of healthcare business principles and methods and be able to apply this knowledge in the healthcare industry (Supports Strategic Goals I and II)  
**Measurement:** 80% of students will meet or exceed 'reasonable expectations' on 'Capstone Internship' evaluation item 2
  
- **Objective:** Will understand the concept and value of professionalism and conduct themselves in a professional manner  
**Measurement:** 80% of students will meet or exceed 'reasonable expectations' on 'Capstone Internship' evaluation item 5  
**Measurement:** 80% of students will not exceed '3' on 'Capstone Internship' evaluation items 9 and 10

- **Objective:** Will be able to effectively communicate with clinical and nonclinical workers in the healthcare industry (Supports Strategic Goals I and II)  
**Measurement:** 80% of students will meet or exceed 'reasonable expectations' on 'Capstone Internship' evaluation item 4
  
- **Objective:** Will be able to think critically, work collaboratively, solve problems, find solutions, and identify opportunities in the healthcare industry (Supports Strategic Goals I and II)  
**Measurement:** 80% of students will meet or exceed 'reasonable expectations' on 'Capstone Internship' evaluation items 3 and 6  
**Measurement:** 80% of students will earn 20% or more of total points for course grade in Capstone Course, HS 482 from 'Critical Thinking Rubric'
  
- **Objective:** Will understand and be able to apply management and leadership principles and methods in the workplace (Supports Strategic Goal II)  
**Measurement:** 80% of students will meet or exceed 'reasonable expectations' on 'Capstone Internship' evaluation items 7 and 8
  
- **Objective:** Will be prepared for matriculation into graduate *Masters in Healthcare Administration* and *Masters in Business Administration – Healthcare Emphasis* programs (Supports Strategic Goal III)  
**Measurement:** 90% of graduates seeking admission into postgraduate programs upon graduation will be accepted into one of their top three postgraduate program choices
  
- **Objective:** Will be prepared to assume and successfully perform management and leadership responsibilities as they progress in their professional careers (Supports Strategic Goal II)  
**Measurement:** 75% of graduates working in the healthcare industry will be employed in management or administrative positions within five years after entering the healthcare workforce full-time

- **Objective:** Will be motivated to not only continually improve healthcare but, to find innovative solutions to transform healthcare (Supports Strategic Goal IV)

**Measurement:** 80% of students will earn 15% or more of total points for course grade in Capstone Course, HS 482 from 'Written Presentation Rubric'

# MISSOURI SOUTHERN STATE UNIVERSITY

## B.S. - Healthcare Administration

Major Code HA00  
(replaces HS05)

### GENERAL EDUCATION

#### A. Written Communication

ENG 101	English Composition I	3 hrs.
ENG 102	English Composition II	3 hrs.

#### B. Oral Communication

COMM 100	Oral Communications	3 hrs.
----------	---------------------	--------

#### C. Mathematics

MATH 125 (or higher)	Contemporary Mathematics	3 hrs.
----------------------	--------------------------	--------

#### D. Life and Physical Sciences\*

BIO 121	Human Anatomy and Physiology I	4 hrs.
---------	--------------------------------	--------

CHEM 120	Chemistry for Allied Health Sciences	
	OR	

PHYS 100	Fundamentals of Physical Science	5 hrs.
----------	----------------------------------	--------

#### E. Social and Behavioral Sciences

HIST 110 or 120	U.S. History	3 hrs.
-----------------	--------------	--------

PSC 120	Government: US, State, Local	3 hrs.
---------	------------------------------	--------

ECON 202*	Principles of Economics (Micro)	3 hrs.
-----------	---------------------------------	--------

PSY 100*	General Psychology	
	OR	

SOC 110*	Introduction to Sociology	3 hrs.
----------	---------------------------	--------

#### F. Humanities and Fine Arts

ART 110 or MUS 106 or MUS 110 or THR 110 (select one)		3 hrs.
---	--	--------

HS/PHIL 312*	Biomedical Ethics	3 hrs.
--------------	-------------------	--------

#### G. Health and Wellness

KINE 103	Lifetime Wellness	2 hrs.
----------	-------------------	--------

## H. University Experience

UE 100	The University Experience	1 hr.
--------	---------------------------	-------

## I. Institutional Requirements

Choose One\*

COMM 305

Intercultural Communication

INTS 306

Introduction to Global Health

3hrs.

**Subtotal 24 hrs.**

*\*Required course - satisfies Major requirements and General Education requirements*

## HEALTH SCIENCE

HS 101	Introduction to Health Professions	1 hr.
--------	------------------------------------	-------

HS 111	Medical Terminology	3 hrs.
--------	---------------------	--------

HS/PHIL 312*	Biomedical Ethics	3 hrs.
--------------	-------------------	--------

HS 390	Health Care Systems	3 hrs.
--------	---------------------	--------

COMM/HS 365	Health Communications	3 hrs.
-------------	-----------------------	--------

HS 420 (New)	Healthcare Management ( <i>fall</i> )	2 hrs.
--------------	---------------------------------------	--------

HS 424 (New)	Healthcare Financial Management ( <i>fall</i> )	2 hrs.
--------------	---	--------

HS 310 (New)	The Patient Experience ( <i>fall</i> )	2 hr.
--------------	--	-------

HS 355 (New)	Healthcare Quality Management ( <i>spring</i> )	2 hrs.
--------------	---	--------

HS 422 (New)	Healthcare Information Mgmt. ( <i>spring</i> )	2 hrs.
--------------	--	--------

HS 315 (New)	Managed Care / Population Health ( <i>fall</i> )	2 hrs.
--------------	--	--------

Choose One

HS/BIO 370	Environmental Health and Safety	3 hrs.
------------	---------------------------------	--------

HS/BIO 380	Epidemiology	<u>3 hrs.</u>
------------	--------------	---------------

**3 hrs.**

Capstone Experience

HS 481 (New)	Healthcare Leadership Internship ( <i>spring</i> )	3 hrs.
--------------	--	--------

HS 482 (New)	Healthcare Leadership ( <i>spring</i> )	<u>2 hrs.</u>
--------------	---	---------------

**Subtotal 33 hrs**

## BUSINESS

ACCT 201	Principles of Financial Accounting	3 hrs.
----------	------------------------------------	--------

ACCT 202	Principles of Managerial Accounting	3 hrs.
----------	-------------------------------------	--------

ECON 202*	Principles of Economics (Micro)	3 hrs.
-----------	---------------------------------	--------

GB 320	Business Communication	3 hrs.
--------	------------------------	--------

MRKT 300	Principles of Marketing	3 hrs.
----------	-------------------------	--------

FIN 350	Financial Management	3 hrs.
---------	----------------------	--------

ECON 435	Health Economics	<u>3 hrs.</u>
	<b>Subtotal</b>	<b>21 hrs.</b>

**MANAGEMENT**

HS/MGMT 350	Fund. of Organizational Management	3 hrs.
MGMT 352	Human Resource Management	3 hrs.
MGMT 354	Quality Management	<u>3 hrs.</u>
	<b>Subtotal</b>	<b>9 hrs.</b>

**SUPPORTING REQUIREMENTS\***

BIO 121*	Human Anatomy and Physiology I	4 hrs.
----------	--------------------------------	--------

Choose One		
COMM/HS 305*	Intercultural Communication	3 hrs.
INTS 306*	Introduction to Global Health	<u>3 hrs.</u>
		<b>3 hrs.</b>

Choose One*		
CHEM 120	Chemistry for Allied Health Sciences	5 hrs.
PHYS 100	Fundamentals of Physical Science	<u>5 hrs.</u>
		<b>5 hrs.</b>

Choose One*		
PSY 100	General Psychology	3 hrs.
SOC 110	Introduction to Sociology	<u>3 hrs.</u>
		<b>3 hrs.</b>

Statistics		
Choose One		
MATH 310	Elementary Statistics	3 hrs.
PSY 320	Applied Statistics for Behavioral and Natural Sciences	3 hrs.
SOC 405	Social Science Statistics	3 hrs.
GB 321	Business Statistics I	<u>3 hrs.</u>
		<b>3 hrs.</b>

**Subtotal 18 hrs.**

**ELECTIVES**

HealthStream Summer Internship ( <i>New</i> )		6 hrs.
HS 499	Independent Study - Research	1-3 hrs.
General Electives		<u>6-15 hrs.</u>
	<b>Subtotal</b>	<b>15 hrs.</b>

**TOTAL CREDIT HOURS 120 hrs.**