

# HEALTH CARE MANAGEMENT

## Program Overview

The B.S.B.A. in Health Care Management allows students to learn the business of health care – and prepare for a career in America's fastest growing sector. This program allows students to earn a well-rounded business degree from Rider's distinguished AACSB-accredited Norm Brodsky College of Business, hone their business skills and focus on health care management studies, explore different roles in the complex issues facing health care and benefit from ongoing advice and support from professionally well-connected and experienced faculty.

## Student Learning Outcomes

A health care management graduate will demonstrate the ability to:

- Synthesize the major sectors in the US Health Care System and define jargon in health care administration to communicate with professionals.
- Apply knowledge of the health care system and the economic and policy environment to a real-world situation.
- Analyze the constraints and incentives facing an organization based on its placement within the health care sector.
- Analyze the effect of policies or economic factors on health care outcomes.
- Communicate effectively through strong written skills.
- Demonstrate oral communication skills.

## Curriculum Overview

The curriculum provides a core education in business combined with critical topics in health care management. The program is designed to provide students with an understanding of both the business and health fields, including a deeper grasp of the legal, ethical, economic, social and managerial issues related to health care.

Faculty include professors with expertise in economics, finance, information systems, law, and marketing.

The courses are designed to provide real-world experiences and the program offers students the opportunity to learn through required participation in one of the following: a semester-long internship, large-data group project for a client and health care marketing courses where students design their own marketing plans.

## Degree Offered

- B.S.B.A. in Health Care Management

## Contact

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**Program Website:** <http://www.rider.edu/hcm> (<http://www.rider.edu/hcm/>)

**Associated Department:** Department of Management (<https://www.rider.edu/academics/colleges-schools/norm-brodsky-college-business/departments/management/>)

**Accreditation:** Association to Advance Collegiate Schools of Business (<http://www.aacsb.edu/>)

## Related Programs

- Health Administration (<http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/health-administration-minor/>)

## Health Care Management Major Requirements

(21 credits)

| Code                                 | Title                              | Credits   |
|--------------------------------------|------------------------------------|-----------|
| <b>Required Courses</b> <sup>1</sup> |                                    |           |
| HTH 205                              | Introduction to Health Care        | 3         |
| ECO 336                              | Economics of Health Care Sys       | 3         |
| HTH 215                              | Population Health Care Management  | 3         |
| HTH 315                              | Health Care Law, Ethics and Policy | 3         |
| HTH 225                              | Health Care Financing              | 3         |
| HTH 365                              | Health Care Information Systems    | 3         |
| <b>One class from the following:</b> |                                    | <b>3</b>  |
| HTH 450                              | Seminar in Health Research         |           |
| HTH 491                              | Health Management Internship       |           |
| MKT 380                              | Health Care Marketing              |           |
| <b>Total Credits</b>                 |                                    | <b>21</b> |

<sup>1</sup> HTH 201 Excel for Healthcare Management and Administration is a recommended free elective for Health Care majors.

## 4 Year Academic Plan of Study

The following educational plan is provided as a sample only. Rider students who do not declare a major during their freshman year; who are in a Continuing Education Program; who change their major; or who transfer to Rider may follow a different plan to ensure a timely graduation. Each student, with guidance from their academic advisor, will develop a personalized educational plan.

| Course                               | Title  | Credits   |
|--------------------------------------|--|-----------|
| <b>Year 1</b>                        |  |           |
| <b>Fall Semester</b>                 |  |           |
| CBA 110                              | Business in Action <sup>1</sup>                | 3         |
| CIS 185                              | Information Systems Essentials <sup>1</sup>    | 3         |
| CMP 120                              | Seminar in Writing and Rhetoric                | 3         |
| MSD 105                              | Quantitative Methods for Business <sup>2</sup> | 3         |
| Liberal Arts Elective 1 <sup>3</sup> |  | 3         |
| <b>Semester Credit Hours</b>         |  | <b>15</b> |
| <b>Spring Semester</b>               |  |           |
| CMP 125                              | Seminar in Writing and Research                | 3         |
| ECO 200                              | Principles of Macroeconomics                   | 3         |
| MKT 200                              | Marketing Principles                           | 3         |
| MSD 205                              | Business Statistics                            | 3         |
| Liberal Arts Elective 2 <sup>3</sup> |  | 3         |
| <b>Semester Credit Hours</b>         |  | <b>15</b> |
| <b>Year 2</b>                        |  |           |
| <b>Fall Semester</b>                 |  |           |
| ACC 210                              | Introduction to Accounting                     | 3         |

|         |                                    |   |
|---------|------------------------------------|---|
| BDA 201 | Introduction to Business Analytics | 3 |
| COM 290 | Professional/Strategic Speech      | 3 |
| ECO 201 | Principles of Microeconomics       | 3 |
| MGT 201 | Fund Management & Org Behavior     | 3 |

**Semester Credit Hours 15**

#### Spring Semester

|         |                               |   |
|---------|-------------------------------|---|
| ACC 220 | Managerial Uses of Accounting | 3 |
| FIN 220 | Introduction to Finance       | 3 |
| CBA 212 | Business Communications       | 3 |
| CBA 236 | Career Planning               | 3 |
| HTH 205 | Introduction to Health Care   | 3 |

**Semester Credit Hours 15**

#### Year 3

##### Fall Semester

|   |   |   |
|---|---|---|
| BUS 300   | The Legal and Ethical Environment of Business   | 3 |
| CIS 385<br>or GSC 385                             | Management Information Systems<br>or Management Information Systems for<br>Global Supply Chain Management | 3 |
| HTH 215   | Population Health Care Management   | 3 |
| International Bus Elective (HTH 367) <sup>4</sup> |   | 3 |
| Liberal Arts Elective 3 <sup>3</sup>              |   | 3 |

**Semester Credit Hours 15**

##### Spring Semester

|                                      |                              |   |
|--------------------------------------|------------------------------|---|
| ECO 336                              | Economics of Health Care Sys | 3 |
| HTH 225                              | Health Care Financing        | 3 |
| MSD 301                              | Operations Management        | 3 |
| Liberal Arts Elective 4 <sup>3</sup> |                              | 3 |
| Free Elective                        |                              | 3 |

**Semester Credit Hours 15**

#### Year 4

##### Fall Semester

|                               |   |   |
|-------------------------------|---|---|
| HTH 491                       | Health Management Internship <sup>5</sup> | 3 |
| Leadership Elective (CBA 368) |   | 3 |
| Free Elective                 |   | 3 |
| Free Elective                 |   | 3 |
| Free Elective                 |   | 3 |

**Semester Credit Hours 15**

##### Spring Semester

|  |   |   |
|--|---|---|
| BUS 400                                      | Strategic Management and Policy   | 3 |
| HTH 315<br>or BUS 315                        | Health Care Law, Ethics and Policy<br>or Health Care Law, Ethics & Policy | 3 |
| HTH 365                                      | Health Care Information Systems   | 3 |
| International Business Elective <sup>4</sup> |   | 3 |
| Free Elective                                |   | 3 |

**Semester Credit Hours 15**

**Total Credit Hours for Graduation 120**

in Humanities, and 3 credits can be any course offered by the College of Arts and Sciences.

<sup>4</sup> Students are required to complete 6 credits of International Business Electives which can be fulfilled as major courses or as free electives.

<sup>5</sup> Must complete one of the following Health Care Mgmt electives: HTH 450 Seminar in Economic Research, HTH 491 Health Management Internship, or MKT 380 Health Care Marketing.

## 3 Year Academic Plan of Study

The following educational plan is provided as a sample only. Rider students who do not declare a major during their freshman year; who are in a Continuing Education Program; who change their major; or who transfer to Rider may follow a different plan to ensure a timely graduation. Each student, with guidance from their academic advisor, will develop a personalized educational plan.

| Course | Title | Credits |
|--------|-------|---------|
|--------|-------|---------|

#### Year 1

##### Fall Semester

|         |                                   |   |
|---------|-----------------------------------|---|
| CBA 110 | Business in Action                | 3 |
| CIS 185 | Information Systems Essentials    | 3 |
| CMP 120 | Seminar in Writing and Rhetoric   | 3 |
| ECO 200 | Principles of Macroeconomics      | 3 |
| MSD 105 | Quantitative Methods for Business | 3 |

**Semester Credit Hours 15**

##### JTerm

|                         |   |
|-------------------------|---|
| Liberal Arts Elective 1 | 3 |
|-------------------------|---|

**Semester Credit Hours 3**

##### Spring Semester

|                         |                                 |   |
|-------------------------|---------------------------------|---|
| CMP 125                 | Seminar in Writing and Research | 3 |
| ECO 201                 | Principles of Microeconomics    | 3 |
| MKT 200                 | Marketing Principles            | 3 |
| MSD 205                 | Business Statistics             | 3 |
| Liberal Arts Elective 2 |                                 | 3 |

**Semester Credit Hours 15**

##### Summer Semester

|                         |                            |   |
|-------------------------|----------------------------|---|
| ACC 210                 | Introduction to Accounting | 3 |
| Liberal Arts Elective 3 |                            | 3 |

**Semester Credit Hours 6**

#### Year 2

##### Fall Semester

|         |                                    |   |
|---------|------------------------------------|---|
| BDA 201 | Introduction to Business Analytics | 3 |
| CBA 236 | Career Planning                    | 3 |
| COM 290 | Professional/Strategic Speech      | 3 |
| FIN 220 | Introduction to Finance            | 3 |
| HTH 205 | Introduction to Health Care        | 3 |
| MGT 201 | Fund Management & Org Behavior     | 3 |

**Semester Credit Hours 18**

##### JTerm

|               |   |
|---------------|---|
| Free Elective | 3 |
|---------------|---|

**Semester Credit Hours 3**

##### Spring Semester

|         |                               |   |
|---------|-------------------------------|---|
| ACC 220 | Managerial Uses of Accounting | 3 |
| CBA 212 | Business Communications       | 3 |

<sup>1</sup> CIS 185 and CBA 110 can be taken in the Fall or Spring of Year 1.

<sup>2</sup> Students may be required to take MSD 104 Intro to Quantitative Methods based on placement. MSD 104 counts as a 3-credit Free Elective.

<sup>3</sup> Students must take four liberal arts electives; 3 credits must be in Natural Science, 3 credits must be in Social Science, 3 credits must be

|  |  |            |
|--|--|------------|
| ECO 336                                  | Economics of Health Care Sys   | 3          |
| HTH 225                                  | Health Care Financing  | 3          |
| International Business Elective          |  | 3          |
| Leadership Elective                      |  | 3          |
| <b>Semester Credit Hours</b>             |  | <b>18</b>  |
| <b>Summer Semester</b>                   |  |            |
| MSD 301                                  | Operations Management  | 3          |
| Free Elective                            |  | 3          |
| <b>Semester Credit Hours</b>             |  | <b>6</b>   |
| <b>Year 3</b>                            |  |            |
| <b>Fall Semester</b>                     |  |            |
| BUS 300                                  | The Legal and Ethical Environment of Business                        | 3          |
| CIS 385                                  | Management Information Systems                                       | 3          |
| or GSC 385                               | or Management Information Systems for Global Supply Chain Management |            |
| HTH 215                                  | Population Health Care Management                                    | 3          |
| Liberal Arts Elective 4                  |  | 3          |
| International Business Elective          |  | 3          |
| Free Elective                            |  | 3          |
| <b>Semester Credit Hours</b>             |  | <b>18</b>  |
| <b>JTerm</b>                             |  |            |
| Free Elective                            |  | 3          |
| <b>Semester Credit Hours</b>             |  | <b>3</b>   |
| <b>Spring Semester</b>                   |  |            |
| BUS 400                                  | Strategic Management and Policy                                      | 3          |
| HTH 315                                  | Health Care Law, Ethics and Policy                                   | 3          |
| or BUS 315                               | or Health Care Law, Ethics & Policy                                  |            |
| HTH 365                                  | Health Care Information Systems                                      | 3          |
| HTH 491                                  | Health Management Internship   | 3          |
| Free Elective                            |  | 3          |
| <b>Semester Credit Hours</b>             |  | <b>15</b>  |
| <b>Total Credit Hours for Graduation</b> |  | <b>120</b> |

## Notes:

- The above plan assumes no AP or other credits were transferred into Rider University.
- Students are required to take 6 credits of International Business Electives.
- Business Honors students will have a different sequence.
- Students must take four liberal arts electives; 3 credits must be in Natural Science, 3 credits must be in Social Science, 3 credits must be in Humanities, and 3 credits can be any course offered by the College of Arts and Sciences.
- Students may be required to take MSD 104 (<http://catalog.rider.edu/search/?P=MSD%20104>) Intro to Quantitative Methods based on placement. MSD 104 (<http://catalog.rider.edu/search/?P=MSD%20104>) counts as a 3-credit Free Elective.
- For the Leadership Elective, choose from LDP 200 Foundations of Leadership, LDP 220 Service Learning Through Minding Our Bus, LDP 398 The Co-op Experience Seminar, MGT 355 Team Management, or MGT 363 Management Skills.

## Courses and Course Descriptions

### BUS 315 Health Care Law, Ethics & Policy 3 Credits

This course analyzes the role of the law in promoting the quality of health care, organizing the delivery of health care, assuring adequate access to health care, and protecting the rights of those who are provided care within the health care system. It will also examine the public policy, economic, and ethical issues raised by the health care system.

**Prerequisite(s):** 24 credits.

### ECO 336 Economics of Health Care Sys 3 Credits

This course presents ways in which economic analysis can be used to explain issues in the health care industry. Microeconomic tools will be used to describe the behavior of consumers, producers, and third parties of the health care sector. The course also investigates the role of government in regulating the health care sector, and in providing services to the poor and elderly. Finally, we will use this foundation to examine some recent changes in this industry, and to analyze the most recent proposals for further changes.

**Prerequisite(s):** ECO 201 or HTH 205.

### HTH 201 Excel for Healthcare Management and Administration 1 Credits

This course is a refresher on Excel designed to fill gaps in knowledge and application of skills for students who are preparing for their internships. Students will review the essentials of Microsoft Excel. Within seven weeks, students will learn to expertly navigate the Excel user interface, perform basic calculations with formulas and functions, professionally format spreadsheets, and create visualizations of data through charts and graphs. This course will provide students with a practical hands-on opportunity that is designed for students to gain the skills necessary to proficiently create pivot tables, analyze data, utilize more advanced Excel data tools, and interpret statistical results.

### HTH 205 Introduction to Health Care 3 Credits

This course is an introduction to the components of the health care industry in the United States and to the interactions of these components in producing and supplying health care. We examine the nature of health, and the various institutions and personnel which seek to provide health services; we explore the means by which we pay for these services; we assess the relationship of technology to provision of health care services; we study the various ways that our government interacts with the providers of health care services; we investigate the ethical implications of issues in health care; and we explore health care sectors from an international perspective.

### HTH 215 Population Health Care Management 3 Credits

In this course, we study how disease is distributed in populations and of the factors that influence or determine this distribution. This course introduces the basic methods and tools epidemiologists use to study the origin and control of non-communicable and communicable diseases so that policies and mechanisms to enhance the health of populations can be developed.

**Prerequisite(s):** MSD 205 or MTH 120 or ENV 200 or PSY 201 or BNS 250.

### HTH 225 Health Care Financing 3 Credits

The goals of this course are: (1) to provide a description of how Americans pay for health care; (2) to explain how payment arrangements affect the health care system; and (3) to evaluate newly emerging arrangements. Specifically, we will focus on insurance (both public and private) in the United States, provider payment reform, the incentives of the parties in these arrangements and how these incentives impact cost containment in health care.

**Prerequisite(s):** HTH 205 and sophomore standing.

**HTH 365 Health Care Information Systems 3 Credits**

The Electronic Health Record (EHR) is one of the most complex technological projects ever undertaken. EHR involves the shared management, potentially on a global scale, of a variety of private, time-sensitive, multimedia data across activities including capture, processing, storage and access. The purpose of this course is to provide the future Health Administration professional with specifics of the socio-technical issues involved in this effort. The goals of this course are to study data standards used in modern EHR systems, technology platforms used to implement EHR in various types of organizations, data governance and regulations associated with health data, analytics that support quality of care and evidence-based practice.

**Prerequisite(s):** HTH 205 and (HTH 215 or CIS 360) and (CIS 385 or GSC 385); and junior standing.

**HTH 491 Health Management Internship 3 Credits**

This course provides students minoring in health administration an opportunity to supplement and apply their classroom work in a supervised employment setting with participating firms in the health care sector. Requirements include: a log of daily activities, oral and written reports to the faculty supervisor and a term paper. In addition, the employer will also submit an evaluation of the student's performance.

**Prerequisite(s):** HTH 205; junior or senior standing; and permission of faculty supervisor.

**MKT 380 Health Care Marketing 3 Credits**

The purpose of this course is to introduce students to the role, functions and tasks of healthcare marketing. Attention is devoted to applying basic marketing principles to the healthcare sector. Marketing decision making and analysis will be emphasized through the use of cases and current readings that focus on a variety of healthcare organizations, including hospitals, assisted living facilities, MCOs, and pharmaceutical companies.

**Prerequisite(s):** MKT 200; junior & senior standing.

**HTH 450 Seminar in Health Research 3 Credits**

Students in the course learn to conduct health administration-related research by engaging in an actual community-based research project. At the beginning of the semester, students are assigned to a health-related community-based organization. As a team, students meet with the client, devise a plan of action, collect and analyze data and other information, and write a report to the client. At the end of the semester, students present their findings to the client.

**Prerequisite(s):** Permission of instructor.

**HTH 490 Independent Study in Health Admin 3 Credits**

An independent study in health administration allows a student to conduct an in-depth exploration of a topic in health administration under the supervision of a faculty member. The project helps develop a student's research and written skills.

**Prerequisite(s):** JR or SR standing, Permission of Instructor.