

**E - New or Revised Program/Degree/Major Revised
8/19 : Entry # 2770****Today's Date**

08/23/2023

Your Name

Dave Tofanelli

Your Emaildtofanel@highpoint.edu**Are you a department chair?**

No

Department Chair Name

Greg Page

Dept Chair Emaildpag1@highpoint.edu**By checking below, I certify that my department chair was notified and approved moving forward with this proposal.**

Yes

Please select the appropriate school to oversee this proposal:

Business

When will this program / degree / major go into effect?

Fall 2024

Please choose a category for this proposal.

Major - New

Are you also proposing a corresponding new minor?

No

Have you submitted a Pro Forma to the Provost?

Yes

Has the Pro Forma been approved?

Yes

Any additional comments regarding the status of your Pro Forma:

We have submitted the pro forma, but it has yet to be reviewed and approved.

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Please provide a 200-word summary of the proposed school / program / degree / major.

The Department of Management & Entrepreneurship, within the Phillips School of Business, seeks to offer a major in Healthcare Management. A pro forma for this new program has been submitted to the Provost. HPU has begun offering a Masters in Healthcare Administration within the Congdon School of Health Sciences. Within the Phillips School of Business MBA program, we offer a concentration in Healthcare Management. The Department of Management & Entrepreneurship's minor in healthcare management has become popular. HPU is positioning itself as a premier educational institution for the study of healthcare-related careers, which includes programs in Exercise Science, Doctor of Physical Therapy, Master of Science in Physician Assistant Studies, Master of Athletics Training, Master of Science in Biomedical Sciences, Doctor of Social Sciences, as well as the Fred Wilson School of Pharmacy, Workman School of Dental Medicine and Oral Health, a School of Nursing, and a School of Optometry. With this concentration in clinically-based healthcare programs, it follows that the School of Business should create an undergraduate major in healthcare management that supports the MHA and MBA programs as well as taking advantage of a potential future interface with other medical/dental programs.

List of Required Courses

Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
MGT 3600	Existing	No
MGT 3620	Existing	No
MGT 3640	Existing	No
MGT 3650	Existing	No
MGT 3670	Existing	No
MGT 4690	Existing	No

List of Elective Courses

Course (Prefix and Number)	NEW or EXISTING?	Revisions needed for an existing course (if necessary)
NA		

Overlap with existing school / program / degree / major?

NA

What is the rationale for the new school / program / degree / major?

This proposal supports the creation of a Healthcare Management major within the Department of Management and Entrepreneurship of the Phillips School of Business. The Department currently has a minor in Healthcare Management. There has been significant student interest in creating the option to major in Healthcare Management.

HPU is positioning itself as a premier educational institution for the study of healthcare-related careers, which includes programs in Exercise Science, Doctor of Physical Therapy, Master of Science in Physician Assistant Studies, Master of Athletics Training, Master of Science in Biomedical Sciences, Doctor of Social Sciences, as well as the Fred Wilson School of Pharmacy, Workman School of Dental Medicine and Oral Health, a School of Nursing, and a School of Optometry. With this concentration in clinically-based healthcare programs, it follows that the School of Business should create an undergraduate major in healthcare management that supports the MHA and MBA programs as well as taking advantage of a potential future interface with other medical/dental programs.

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The Healthcare Management major will prepare students for entry-level management positions and administrative staff support roles in various health organizations such as ambulatory clinics, physician practices, hospitals, health care systems, skilled nursing facilities, nursing homes, healthcare insurance companies, pharmaceutical and medical device manufacturers, and government agencies. Healthcare management is a dynamic and rewarding profession that combines students' interest in health, business, and serving others.

Through discussion, case studies, and experiential learning activities, faculty will help students gain an understanding of key management functions and techniques used in healthcare organizations, current issues confronting healthcare managers, and the role of healthcare management in assuring organizational performance.

This degree program will help students obtain the important business fundamentals to enable them to run medical facilities effectively. A degree program in healthcare management is valued by employers who understand that students have been trained in both business and healthcare management practices, preparing them for the challenges of healthcare administration.

Healthcare management is the administration and organization of all things in a healthcare system. Healthcare managers oversee all the elements of an organization, and may work in a hospital or clinic helping control budgets, staffing, records, etc. These healthcare managers aren't directly involved in patient care, but rather work on the business of healthcare by helping the facility or organization run smoothly. Healthcare management involves overseeing all of the important financial and organizational elements of a healthcare organization, and healthcare managers must be prepared to face different kinds of challenges daily.

There are many benefits to getting a degree in healthcare management and preparing for this kind of career. According to the Bureau of Labor Statistics, healthcare management is expected to grow 18% by 2028, which is three times faster than the national average for job growth. This is largely due to the fast growth pace of hospitals and clinics, new technologies always being created, and changing laws and regulations. Healthcare managers are in charge of taking care of all these aspects, and more hospitals and facilities than ever are relying on healthcare management professionals to help run their systems. Healthcare management includes many job opportunities to choose from, giving administrators comfort in the search and stability when they get a job. Particularly in uncertain economies, healthcare is always a valuable career path as there is always work to be done. Healthcare management remains a steady, in-demand profession with many job options to choose from.

The average salary of a healthcare manager is over \$100,000 per year. The top 10% of healthcare managers earned more than \$189,000 per year, while the lowest 10% earned around \$58,000 per year. This salary level will directly rely on education and years of experience, making a degree in healthcare management extremely valuable. A degree can instantly help employers see the student has training and experience relevant to this career. This salary level for entry-level healthcare managers is higher than the national average of \$56,000 per year, demonstrating the great salary opportunities for these positions. Healthcare managers have many duties and responsibilities, making them an integral part of an organization. And their salary level matches their responsibilities and requirements.

Health care managers work in a variety of administration settings and can have a variety of job titles, changing what they do in their day-to-day work. Some of their job titles include:

- Healthcare manager
- Healthcare administrator
- Healthcare supervisor
- Clinical director
- Nursing home facilitator
- Public health educator
- Health coordinator
- Director

Health care managers also have many job settings they work in, including:

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Hospitals
Clinics
Departments in hospitals
Nursing homes
Private practices
Public health centers
Insurance companies
Pharmaceutical and medical device companies
Government agencies

Healthcare managers have a great impact on their individual patients, the medical professionals they work with, their organization, and their community as a whole. Healthcare managers often work with community leaders for public health initiatives or on plans and budgets for a new hospital or clinic. They may work directly with their medical staff to train, schedule, and enhance their work environment. They may also work with patients to sort out billing, insurance, and other needs. Their work connects them with everyone involved in the healthcare journey, helping them create impactful moments in the lives of people around them. A bachelor's degree prepares student for more advanced roles in this healthcare setting, giving them wider impact on their community.

What academic divisions, University officers, programs, or other stakeholders are involved in, or affected by, this proposal?

Phillips School of Business
Department of Management & Entrepreneurship

Please attach documentation showing support from key stakeholders, if any.

- [Departmental-Approval-Revision-of-Healthcare-Management-Minor.pdf](#)

What types of students are expected to enroll in this program or pursue this degree/major? Please provide projected enrollment.

The major will be pursued by business majors.

For 2022/23 academic year, average student load in the Healthcare Management minor classes = 26.5

For 2022/23 academic year, number of individual students enrolled in healthcare management minor courses = 53

Assuming major is approved for 2024/25 academic year, number of students expected to pursue major

Academic Year--Projected Students with Declared Major

2024/25 Academic Year--26

2025/26 Academic Year --35

2026/27 Academic Year--52

2027/28 Academic Year--70

2028/2029 Academic Year and Beyond--75 to 100

Consistency of Mission and Quality

HPU offers a Masters in Healthcare Administration within the Congdon School of Health Sciences. Within the Phillips School of Business MBA program, a concentration in Healthcare Management is offered. A major in healthcare management will dovetail into these existing programs.

In addition, HPU is positioning itself as a premier educational institution for the study of healthcare-related careers, which includes

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programs in Exercise Science, Doctor of Physical Therapy, Master of Science in Physician Assistant Studies, Master of Athletics Training, Master of Science in Biomedical Sciences, Doctor of Social Sciences, as well as the Fred Wilson School of Pharmacy, Workman School of Dental Medicine and Oral Health, a School of Nursing, and a School of Optometry. With this concentration in clinically-based healthcare programs, it follows that the School of Business should create an undergraduate major in healthcare management that supports not only the MHA and MBA programs, but takes advantage of synergies and a potential future interface with other medical/dental programs.

Healthcare Management Majors at Area Colleges/Universities

School--Health Management Program

Elon--None

NC A&T--None

UNCG--None

WSSU--Health Management minor in School of Health Sciences (clinical focus)

Wake Forest (Winston-Salem)--Health Policy & Administration Major (Public Health focus)

Wake Forest (Charlotte)--None

UNC Chapel Hill--None

Eastern Carolina--None

Fayetteville State University--None

Duke--Global Health (major & minor; multidisciplinary, not business based)

UNC Charlotte--Health Systems Management (major)

Pfeiffer University--None

Queens University (Charlotte)--None

Western Carolina University--None

University of Mount Olive--Healthcare Management (major and minor)

UNC Pembroke--None

Appalachian State--Healthcare Management (major and minor)

Western Carolina--None

Timeline

This program may be implemented immediately. Because we already have a minor, sufficient faculty are already available to provide courses in the major.

Assessment Strategy

1. Graduates of this program will be effective oral communicators.

Objective: Students will select an appropriate oral presentation format for the topic. Design, create, and deliver the presentation with a depth of analysis appropriate for the subject matter.

Criteria for success: No more than 20% of students will not meet expectations.

Assessment tool: Oral presentation assessment rubric scored by members of the School of Business faculty.

2. Graduates will be effective written communicators.

Objective: Students will select an appropriate written presentation style for the topic. Design, create, and compile the written report with a depth of analysis appropriate for the subject matter.

Criterion for success: No more 20% of students will not meet expectations.

Assessment tool: Written assessment rubric scored by members of the School of Business faculty.

3. Graduates of this program will demonstrate a fundamental understanding of healthcare management economic and strategic principles.

3a. Healthcare Economic concepts.

Criterion for success: 85% of students will answer questions correctly on content exam.

Assessment tool: Content exam administered during MGT 4690.

3b. Healthcare management concepts.

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Criterion for success: 85% of students will answer questions correctly on content exam.

Assessment tool: Content exam administered during MGT 4690.

3c. Strategic Healthcare Management principles.

Criterion for success: 85% of students will answer questions correctly on content exam.

Assessment tool: Content exam administered during MGT 4690.

Please attach full proposal and any supporting documents/reports.

- [Supporting-Information-for-Healthcare-Management-Major.pdf](#)
- [Resubmission-of-Proposal-for-Healthcare-Management-Major.pdf](#)
- [N-HealthcareMgmtMajor-APPROVED-Resubmission-of-Proposal-for-Healthcare-Management-Major.pdf](#)
- [Healthcare-Management-major-2023-v2-approved.pdf](#)

For Deans:

Does this proposal connect solely to programs in your school (Intra-Collegiate), or does it have connections to broader university programs and requirements (Inter-Collegiate)? Note that all proposals connected to University Academic Programs or within the General Education should be considered Inter-Collegiate proposals.

Inter-collegiate

Is this proposal consistent with the school and university mission?

Yes

Comments justifying this determination?

There have been several medical/dental schools that have been started in line with the HPU mission. The healthcare management major will support enrollment in these schools and create new opportunities for collaboration.

The PSB Mission is "to prepare students to become tomorrow's business professionals." Given the growth is expected to be 18% over the next couple of years of years, this is an area in business whose labor market and student demand we cannot ignore.

Are necessary resources available to support this proposal?

Yes

Comments justifying this determination?

Due to recent hiring of a healthcare management practitioner, we are confident that we can offer this program without new hiring for quite a few years, or at least until demand gets up to 75 majors.

[DEAN] I approve/deny this proposal for further advancement

Approve

Today's Date (REQUIRED)

08/24/2023

For School EPC:

[SCHOOL EPC] I approve/deny this proposal for further advancement

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Approve

Today's Date (REQUIRED)

10/25/2023

For APIRC:**Is this proposal consistent with the history and mission of the university?**

Yes

Does this proposal reflect a course that is rigorous, current, and reflects best practices and highest academic standards?

Yes

[APIRC] This committee approves/denies advancement of this proposal

Approve

Today's Date (REQUIRED)

11/03/2023