



MEMORANDUM

TO: Faculty Senate

FROM: Dr. Susan Ross

DATE: February 25, 2021

SUBJECT: Curriculum Proposal #20-21-23

This proposal creates an opportunity for Healthcare Management (HCMG) majors to earn 12 credits in a Health Information Technology (HIT) concentration versus taking 12 credits free electives. It is designed to provide additional courses that advance their training in this field if they wish to pursue this career path. It does not require any new courses but provides students a specified series of courses already offered within the School of Business & Aviation that will enhance the quality and depth of their undergraduate training across computerized systems and the secure exchange of health information between consumers, providers and payors.

cc: Richard Stephens
Lori Schoonmaker
Stephanie Gabor
Laura Ransom
Raymond Alvarez

CURRICULUM PROPOSAL (Submit one electronic copy to the Executive Director of Academic Programs by the second Tuesday of the month.)

Proposal Number:	#20-21-23
School/Department/Program:	School of Business and Aviation
Preparer/Contact Person:	Dr. Raymond Alvarez
Title of Degree Program	BS in Healthcare Management
Telephone Extension:	Ext. 4889
Date Originally Submitted:	February 19, 2021
Revision (Indicate date and label it Revision #1, #2, etc.):	
Implementation Date Requested:	August, 2021

- I. **PROPOSAL ABSTRACT.** Write a brief abstract, not exceeding 100 words, which describes the overall content of the proposal.

This proposal creates an opportunity for Healthcare Management (HCMG) majors to earn 12 credits in a Health Information Technology (HIT) concentration versus taking 12 credits free electives. It is designed to provide additional courses that advance their training in this field if they wish to pursue this career path. It does not require any new courses but provides students a specified series of courses already offered within the School of Business & Aviation that will enhance the quality and depth of their undergraduate training across computerized systems and the secure exchange of health information between consumers, providers and payors.

- II. **DESCRIPTION OF THE PROPOSAL.** Provide a response for each letter, A-H, and for each Roman Numeral II–V. If any section does not apply to your proposal, reply N/A.

A. Deletion of course(s) or credit(s) from program(s) Total hours deleted: 12

B. Addition of course(s) or credit(s) from program(s) Total hours added: 12

C. Provision for interchangeable use of course(s) with program(s)

Requirement for free electives is exchanged to a series of required electives.

D. Revision of course content. Include, as an appendix, a revised course description, written in complete sentences, suitable for use in the university catalog.

N/A

- E. Identify changes to existing courses such as changes to title, course number, and elective or required status.

See Appendix A and B

- F. **Creating a New Course(s)** information (if applicable). For each new course complete the following:

1. **Course Catalog Information:** N/A

a. Course prefix (subject area) and number:	
b. Course title:	
c. Course term(s) (e.g., Fall, Summer only):	
d. Credit hours/Variable credit:	
e. Repeatability (number of repeat credit hours):	
f. Prerequisite/Corequisites/Restrictions/Cross-listings: If none, simply indicate with N/A (Not Applicable):	
g. Co-requisite (include subject prefix and course number):	
h. Cross-listings (e.g., PSYC 2230 and SOCY 2230):	
i. Grade Type: Indicate whether students will be assigned a standard A-F final grade or Credit/No Credit (CR/NCF) grade:	
j. Required Course or Elective Course:	
k. Course Fees (Indicate amount):	

2. If this is a shared course, attach a memo from the Deans of the affected Schools explaining the rationale for course being shared.

3. **New Course Supplemental/Supporting Documentation:**

- a. **Course Catalog Description:** Include, as an appendix, a course catalog description written in complement sentences that will be published in the university catalog. The word length for a catalog description should be less than 80 words. Do not include any prerequisites, corequisites or any other restrictions in the description. **Not Applicable**
- b. **Course Learning Outcomes (CLO's):** These should be stated in terms of what new knowledge and/or skills students should be able to demonstrate upon successful completion of the course. Present course learning outcomes as a bulleted list predicated with "Upon successful completion of this course, students should be able to..." **Not Applicable**
- c. **Course Outline:** Attach a course outline consisting of at least two levels.

Not Applicable

- d. **Assessments:** Describe generally how student's achievement of the course learning outcomes will be assessed. **Not Applicable**

- G. Attach an itemized summary of the present program(s) affected, if any, and of the proposed change(s).

Describe how this proposal affects the hours needed to complete this program. Specifically, what is the net gain or loss in hours? Use the format for Current and Proposed Programs in Appendix A.

There is no net gain or loss. **See Appendix A and B.**

Proposed changes:

Students in the HCMG program take the following courses that are related to the field of health information technology:

- BISM 1500 Business Information Tools
- BISM 2000 Management Information Systems
- BISM 3300 Information Systems and Data Analytics for Leaders
- HCMG 3331 Health information Exchange
- HCMG 3333 Quality Management in a Regulatory Environment

The addition of this concentration (12 credits) complements the core courses already required and provides a student who seeks a career in health information systems management careers through acquisition of additional skill sets and competencies. Medical documents contain confidential and protected patient information that necessitates maintaining patient privacy and complying with strict government regulations. Broadly speaking, HIT professionals ensure a healthcare facility's technology systems are securely encrypted and up to regulatory standards to keep protected health information (PHI) safe from anyone who does not have a need to know (e.g., access). Research by the American Health Information Management Association indicated that by 2019, healthcare consumers continued to demand greater transparency, accessibility, inter-operability, meaningful use and personalization of PHI (AHIMA, 2020).

III. RATIONALE FOR THE PROPOSAL

- A. **Quantitative Assessment:** Indicate the types of assessment data, i.e., surveys, interviews, capstone courses, projects, licensure exams, nationally-normed tests, locally developed measurements, accreditation reports, etc., that were collected and analyzed to determine that curricular changes were warranted. Quantitative data is preferred.

All WV colleges and universities were assessed to determine whether comparable programs exist within a BS degree. For the purpose of this application, a review of all WV public and private institutions for similar course specializations is tabulated below. Out of WV public and private institutions of higher learning, only West Virginia University offers a specialized degree in health informatics.

Institution	Similar Course Specializations/Minors	Similar to what is proposed by SOBA?
Alderson Broaddus College	Offers a minor in healthcare administration in the School of Business. This has a business core with 6 credits in only two courses related to HIT:	No.

	175 (Risk Mgmt. & Insurance; and HCI 100 (Medical Terminology).	
Bethany College	None	N/A
Bluefield State College	Offers a minor in health services management minor within the School of Business for 12 hours. No HIT concentration.	N/A
University of Charleston	The university offers a 3-4-year Public Health Degree geared toward Exercise Science, Psychology and Communication. No HIT concentrations found.	N/A
Concord University	Offers undergraduate degrees in Health Promotion, Wellness and Sports Medicine. No concentrations found in HIT.	N/A
Davis & Elkins College	Offers only an associate degree in business without healthcare emphasis.	N/A
Glennville State College	Offers a bachelor's degree in Health Promotion	N/A
Marshall University	Offers a bachelor's in Business Administration degree in Health Management. Marshall has a master's degree in Health Informatics that is similar to SOBA's concentration in the Master of Science in Healthcare Management (MHCM).	The BBA in health management is comparable to our HCMG degree but with fewer courses specific to healthcare compared to Fairmont State.
Ohio Valley University	Offers a bachelor's degree in Business Administration. No HIT concentration.	N/A
West Liberty	Offers a healthcare management degree but there is only one HIT course, 1 free elective and 11 hours required business minor.	No.
West Virginia State University	Offers an online BS in Healthcare Management but there is no HIT concentration. Offers a BS in Health Informatics, geared toward coding and medical records administration and not geared to information systems management.	No.
WVU Parkersburg	No similar BS in healthcare management.	No.
WVU Morgantown	Offers BS in Health Information and Health Information Technology. This program is designed for medical coding, with an emphasis on those seeking roles in Medical Records management versus information systems management as part of management training.	Yes, but not as many courses specific to healthcare management.
WVU Potomac State	WVU branch at Potomac States offers an Associate Degree in HIT.	No.
WV Institute of Technology	Offers a bachelor's degree in Health Service Management but without HIT concentration.	N/A
Wheeling University	Offers certificate program for health services management without HIT emphasis	N/A

B. Qualitative Assessment: Based upon the assessment data above, indicate why a curricular change is justified. Indicate the expected results of the change. Be sure to include an estimate of the increased cost, or reduction in cost of implementation. FOR EXAMPLE: Will new faculty, facilities, equipment, or library materials be required?

Nearly all community colleges offer a 2-year associate degree in medical records that lead to a certification as an Accredited Record Technician (ART) or a Registered Health Information Technician (RHIT). West Virginia University's bachelor's degree program leads to a Registered Record Administrator (RRA) or Registered Health Information Administrator (RHIA). The intent of the HCMG concentration is to prepare

students for a healthcare management career that extends beyond medical coding and documentation through examination of the scope of information system management required in any healthcare organization. These positions are found in Information Technology, Finance or Quality areas versus medical records management.

The employment outlook for health information technology (health IT) is extremely positive—the U.S. Department of Labor’s Bureau of Labor Statistics predicted an employment increase of 20 percent for all health information professionals between 2016 and 2026.

(source: <https://www.bls.gov/ooh/healthcare/medical-records-and-health-information-technicians.htm>)

The supply of HIT talent fails to meet the industry’s growing demand—an increasingly serious and limiting issue for organizations looking to harness HIT’s power and innovate while also looking to ensure the security of patient data and adhere to privacy regulations. The healthcare sector is in fierce competition with other industries over skilled IT professionals—so much so that hospitals and health systems are facing a health IT labor crunch. A 2019 survey reported by *Modern Healthcare* reported roughly one-third of 200 healthcare IT executives surveyed reported a project on hold because of IT vacancies.

The addition of this concentration adds to the diverse career tracks and marketability of the HCMG program. No facilities, additional faculty or resources are needed because the specialized concentration courses proposed are currently being taught by SOBA faculty with capacity to add students.

IV. APPROVAL

Should this proposal affect any course or program in another school, a memo must be sent to the Dean of each school impacted and a copy of the memo(s) must be included with this proposal. In addition, the Deans of the affected schools must sign below to indicate their notification of this proposal.

By signing here, you are indicating your college’s/school’s notification of this proposal.

College/School	Dean	Signature

V. Should this proposal affect any course to be added or deleted from the general studies requirements, a memo from the chair of the General Studies Committee indicating approval of the change must be included with this proposal.

VI. ADDITIONAL COMMENTS.

The HCMG program is in the process of establishing articulation agreements with various community colleges for entry of student into a BS program. Many of the community colleges being approached offer HIT, so this is a logical focus for those who may want to complete a BS in HCMG with this concentration.

APPENDIX A
B.S. Degree in Healthcare Management

Degree Requirements

Core Curriculum Courses		
For students in this major, list the courses satisfy both core curriculum and major requirements.		
Course Prefix & Number	Course Name	Credit Hours
BSBA 1100	Business Onboarding (recommended to satisfy Core Curriculum #1 First Year Seminar)*	3
BISM 1200	Introduction to Computing (satisfies Core Curriculum #11 Personal Development)	3
MATH 1530	College Algebra or Higher (satisfies Core Curriculum #5 Basic Skills)	3/4
BSBA 2211	Principles of Macroeconomics (satisfies Core Curriculum #9 Social Science)	3

*recommended course for HCMG majors; students may opt to take any of the courses in the approved Core Curriculum #1

Required Major Courses (75 Credit Hours)		
Course Prefix & Number	Course Name	Credit Hours
BISM 1200	Introduction to Computing (satisfies Core Curriculum #11 Personal Development)	3
BSBA 2220	Fundamentals of Accounting	3
BSBA 2204	Principles of Marketing	3
BSBA 2209	Principles of Management	3
BSBA 2211	Principles of Macroeconomics (satisfies Core Curriculum #9 Social Science)	3
BSBA 2212	Principles of Microeconomics (<i>Pre-req BSBA 2211</i>)	3
BSBA 2221	Introduction to Financial Management (<i>Pre-req BSBA 2220</i>)	3
BSBA 3306	Business Law I	3
BSBA 3310	Business and Economics Statistics (<i>Pre-req MATH 1530 or higher</i>)	3
BISM 3300	Information Systems and Data Analytics for Leaders	3
BSBA 4415	Strategic Management & Policy (<i>Pre-reqs BSBA 3310, BSBA 3320, BISM 3200</i>)	3
BSBA 4420	Business Ethics and Corporate Responsibility (<i>Pre-req BSBA 3320, BISM 3200</i>)	3
BISM 1500	Business Information Tools (<i>Pre-req Math + BISM 1200</i>) [formerly BISM 2200]	3
BSBA 2800	Business & Digital Communications (<i>Pre-reqs BISM 1200 & ENGL 1102*</i>) [formerly BISM 2800 Corp. Comm.]	3
BISM 2000	Management Information Systems (<i>Pre-req BISM 2200</i>) [formerly BISM 3200]	3
MGMT 3308	Human Resources Management (<i>Pre-req BSBA 2209</i>)	3
MGMT 3390	Organizational Behavior (<i>Pre-req BSBA 2209 & BISM 2800</i>)	3
HCMG 2201	U.S. Healthcare Systems	3
HCMG 2221	Healthcare Finance	3
HCMG 2231	Population Health	3

HCMG 3331	Health Information Exchange (PR: HCMG2201, HCMG2221, HCMG2231)	3
HCME 3333	Quality Management in a Regulatory Environment (PR: 2000 level courses)	3
HCMG 4000	Managing the Post-Acute Healthcare Continuum (PR: 2000 level courses)	3
HCMG 4400	Healthcare Policy (PR: HCMG2201, HCMG2221, HCMG2231)	3
HCMT 4450	Healthcare Management Capstone (senior status)	3

Major Elective Courses (12 Credit Hours) – free electives of student choice		
Course Prefix & Number	Course Name	Credit Hours

Total Core Curriculum Hours	33
Total Pre-Major	0
Total Required Major Courses	75
Total Electives (If applicable)	
Total Free Electives	12
TOTAL CREDIT HOURS	120

APPENDIX B
B.S. Degree in Healthcare Management
Proposed Concentration in Health Information Technology

Degree Requirements

Core Curriculum Courses		
For students in this major, list the courses satisfy both core curriculum and major requirements.		
Course Prefix & Number	Course Name	Credit Hours
BSBA 1100	Business Onboarding (recommended to satisfy Core Curriculum #1 First Year Seminar)*	3
BISM 1200	Introduction to Computing (satisfies Core Curriculum #11 Personal Development)	3
MATH 1530 or 1430 w/lab	College Algebra or Higher (satisfies Core Curriculum #5 Basic Skills)	3/4
BSBA 2211	Principles of Macroeconomics (satisfies Core Curriculum #9 Social Science)	3

*recommended course for HCMG majors; students may opt to take any of the courses in the approved **Core Curriculum #1**

Required Major Courses (75 Credit Hours)		
Course Prefix & Number	Course Name	Credit Hours
BISM 1200	Introduction to Computing	3
BSBA 2220	Fundamentals of Accounting	3
BSBA 2204	Principles of Marketing	3
BSBA 2209	Principles of Management	3
BSBA 2211	Principles of Macroeconomics (satisfies Core Curriculum #9 Social Science)	3
BSBA 2212	Principles of Microeconomics (<i>Pre-req BSBA 2211</i>)	3
BSBA 2221	Introduction to Financial Management (<i>Pre-req BSBA 2220</i>)	3
BSBA 3306	Business Law I	3
BSBA 3310	Business and Economics Statistics (<i>Pre-req MATH 1530 or higher</i>)	3
BISM 3300	Information Systems and Data Analytics for Leaders	3
BSBA 4415	Strategic Management & Policy (<i>Pre-reqs BSBA 3310, BSBA 3320, BISM 3200</i>)	3
BSBA 4420	Business Ethics and Corporate Responsibility (<i>Pre-req BSBA 3320, BISM 3200</i>)	3
BISM 1500	Business Information Tools (<i>Pre-req Math + BISM 1200</i>) [formerly BISM 2200]	3
BSBA 2800	Business & Digital Communications (<i>Pre-reqs BISM 1200 & ENGL 1102*</i>) [formerly BISM 2800 Corp. Comm.]	3
BISM 2000	Management Information Systems (<i>Pre-req BISM 2200</i>) [formerly BISM 3200]	3
MGMT 3308	Human Resources Management (<i>Pre-req BSBA 2209</i>)	3
MGMT 3390	Organizational Behavior (<i>Pre-req BSBA 2209 & BISM 2800</i>)	3
HCMG 2201	U.S. Healthcare Systems	3
HCMG 2221	Healthcare Finance	3
HCMG 2231	Population Health	3

HCMG 3331	Health Information Exchange (PR: HCMG2201, HCMG2221, HCMG2231)	3
HCME 3333	Quality Management in a Regulatory Environment (PR: 2000 level courses)	3
HCMG 4000	Managing the Post-Acute Healthcare Continuum (PR: 2000 level courses)	3
HCMG 4400	Healthcare Policy (PR: HCMG2201, HCMG2221, HCMG2231)	3
HCMT 4450	Healthcare Management Capstone (senior status)	3

Concentration Courses (12 Credit Hours): Students can select 4 of the following

Course Prefix & Number	Course Name	Credit Hours
BISM 2400	Operating Systems Concepts Across the Enterprise	3
BISM 2600	Introduction to Networking Administration	3
BISM 3400	Database Design and Development	3
BISM 3500	Fundamentals of Systems Development Lifecycle Methodologies	3
BISM 4600	Introduction to Cybersecurity	3

Total Core Curriculum Hours	33
Total Pre-Major	0
Total Required Major Courses	75
Total Concentration Hours	12
Total Free Electives	0
TOTAL CREDIT HOURS	120