FAIRMONT STATE UNIVERSITY™

MEMORANDUM

TO: Faculty Senate

FROM: Dr. Susan Ross

DATE: February 25, 2021

SUBJECT: Curriculum Proposal #20-21-25

This proposal creates an opportunity for Healthcare Management (HCMG) majors to earn 12 credits in a concentration designed for non-profit leadership versus taking 12 credits free electives. The concentration provides additional study that advances student orientation to smaller healthcare, welfare, or social service agencies that typically operate as non-profits in a community. It does not require any new courses but provides courses already offered within the School and the Community Health Promotion Program (COLA) that focus on management and leadership for smaller organizations. These generally depend upon sound business strategy, grant support and effective governance for sustainability.

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:	#20-21-25
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 concentration designed for non-profit leadership versus taking 12 credits free electives. The concentration provides additional study that advances student orientation to smaller healthcare, welfare, or social service agencies that typically operate as non-profits in a community. It does not require any new courses but provides courses already offered within the School and the Community Health Promotion Program (COLA) that focus on management and leadership for smaller organizations. These generally depend upon sound business strategy, grant support and effective governance for sustainability.

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**:   **Not applicable**

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 complete a comprehensive business core that includes 24 credits related to the field of health care management at the macro level. However, there are a variety of smaller organizations that provide social service or allied health programs in nearly every community. In these situations, a director may have to function in many roles versus having depth of staff. Typically this describes United Way agencies, Community Action, health clinics as well as other non-profits where the emphasis for the leader must be on finance, grant writing, leadership and strategy. The additional 12 credits proposed provide additional options solid grounding in understanding the core essentials of small agency management.

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.

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 no additional focus for non-profit management.	N/A
Bethany College	None	N/A
Bluefield State College	Offers a minor in health services management minor for 12 credits but not specific to include leadership, business law or advanced finance.	N/A
University of Charleston	The university offers a 3-4-year Public Health Degree geared toward Exercise Science, Psychology and Communication. No similar concentration found for non-profit focus.	N/A
Concord University	Offers undergraduate degrees in Health Promotion, Wellness and Sports Medicine. No similar concentrations found. Concord has a general Business Administration degree, but it has no health care/nonprofit management emphasis	N/A
Davis & Elkins College	Offers only a degree in Marketing but no healthcare emphasis nor non-profit management.	N/A

Glenville State College	Offers a bachelor's degree in Health Promotion and a Business Administration Degree but no specializations within either in this regard.	N/A
Marshall University	Offers a bachelor's in Marketing in the School of Business but it is not geared toward healthcare or non-profit leadership.	Marshall's healthcare management degree is similar to Fairmont State but does not have a non-profit concentration.
Ohio Valley University	Offers a bachelor's degree in Business Administration. No similar concentration.	N/A
West Liberty	Offers a healthcare management degree but there are 24 credits in healthcare with no emphasis on small agency management.	N/A
West Virginia State University	Offers an online BS in Healthcare Management but there is no similar concentration.	N/A
WVU Parkersburg	No similar BS in healthcare management.	N/A
WVU Morgantown	WVU offers a public health management degree but no similar concentration. The School of Social Work does have one elective related to local agency service delivery.	N/A
WV Institute of Technology	Offers a bachelor's degree in Health Service Management but without extensive focus on small non-profit agencies.	N/A
Wheeling University	Offers certificate program for health services management without similar 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?

Only Marshall has a similar business school core as SOBA, but their undergraduate degree in healthcare management does not have a concentration as proposed herein.

Small agencies, especially those in a health or social service environment, often are faced with tasks and functions that most likely are performed by one or two key individuals who must keep an organization running smoothly and effectively. Research of the career categorizes four major functions or distinct areas: planning, organizing, leading and controlling. Each area is particularly important for nonprofit management. Nonprofit managers oversee the management of staff, finances, programs, business operations, or public relations for their respective organizations. They must understand fundraising, managing staff, and creating budgets or funding proposals. They must also demonstrate effective leadership, organization, and communication skills. Employment in nonprofits is rising. Nonprofit jobs now account for as many jobs as the manufacturing sector (source: https://www.greatbusinessschools.org/degrees/non-profit-management-degrees/);

The U.S. Bureau of Labor estimates that employment of social and community service managers is projected to grow 17 percent from 2019 to 2029, much faster than the average for all occupations. Employment growth will be driven by increases in the elderly population and increases in demand for substance abuse treatment and mental health and health-related services.

The addition of this concentration adds to the flexibility to direct student career exploration as well as general marketability of a diverse HCMG program. No facilities, additional faculty or resources are needed because the specialized concentration courses proposed are currently being taught by SOBA and/or COLA 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
COLA	Dr. Christopher Kast	Email 2/11

Note: approval granted by Dr. Kast via email on 2/11/2021

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 ability to have concentrations adds diversity of the HCMG course options and makes it unique among West Virginia institutions of higher learning. The suggestion to add this concentration was initiated by Dr. Janie Leary and Dr. Greg Hinton.

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 or 1430 with 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 *(Pre-req BSBA 2211)*	3
BSBA 2221	Introduction to Financial Management *(Pre-req BSBA 2220)*	3
BSBA 3306	Business Law I	3
BSBA 3310	Business and Economics Statistics *(Pre-req MATH 1530 or higher)*	3
BISM 3300	Information Systems and Data Analytics for Leaders	3
BSBA 4415	Strategic Management & Policy *(Pre-reqs BSBA 3310, BSBA 3320, BISM 3200)*	3
BSBA 4420	Business Ethics and Corporate Responsibility *(Pre-req BSBA 3320, BISM 3200)*	3
BISM 1500	Business Information Tools *(Pre-req Math + BISM 1200)* **[formerly BISM 2200]**	3
BSBA 2800	Business & Digital Communications *(Pre-reqs BISM 1200 & ENGL 1102*)* [**formerly BISM 2800 Corp. Comm**.]	3
BISM 2000	Management Information Systems *(Pre-req BISM 2200)* [**formerly BISM 3200**]	3
MGMT 3308	Human Resources Management *(Pre-req BSBA 2209)*	3
MGMT 3390	Organizational Behavior *(Pre-req BSBA 2209 & BISM 2800)*	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 Non-Profit Leadership

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 with 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 *(Pre-req BSBA 2211)*	3
BSBA 2221	Introduction to Financial Management *(Pre-req BSBA 2220)*	3
BSBA 3306	Business Law I	3
BSBA 3310	Business and Economics Statistics *(Pre-req MATH 1530 or higher)*	3
BISM 3300	Information Systems and Data Analytics for Leaders	3
BSBA 4415	Strategic Management & Policy *(Pre-reqs BSBA 3310, BSBA 3320, BISM 3200)*	3
BSBA 4420	Business Ethics and Corporate Responsibility *(Pre-req BSBA 3320, BISM 3200)*	3
BISM 1500	Business Information Tools *(Pre-req Math + BISM 1200)* **[formerly BISM 2200]**	3
BSBA 2800	Business & Digital Communications *(Pre-reqs BISM 1200 & ENGL 1102*)* **[formerly BISM 2800 Corp. Comm**.]	3
BISM 2000	Management Information Systems *(Pre-req BISM 2200)* **[formerly BISM 3200**]	3
MGMT 3308	Human Resources Management *(Pre-req BSBA 2209)*	3
MGMT 3390	Organizational Behavior *(Pre-req BSBA 2209 & BISM 2800)*	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
MGMT 3350	Small Business Management	3
MGMT 3307	Business Law II	3
BSBA 3330	Leadership	3
FINC 3385	Analyzing Financial Statements	3
CHEP 4450	Program Funding and Administration	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**