
MEMORANDUM

TO: Faculty Senate

FROM: Dr. Susan Ross

DATE: February 25, 2021

SUBJECT: Curriculum Proposal #20-21-26

This proposal is intended to substitute a different course for the core business requirements for the BS in Healthcare Management Program. It eliminates BSBA 3320 (International Business) and replaces this with a current School of Business & Aviation (SOBA) course, BISM 3300 (Information Systems and Data Analytics for Leaders). Healthcare management requires understanding complex relationships between information technology and is data-reliant for compliant business practices and clinical decision making. Data analytics enables managers to study trends, compare performance, and develop effective business strategies. This proposal also corrects a technical oversight by adding BISM 1200 to the required core courses for HCMG.

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: #20-21-26
School/Department/Program: School of Business & Aviation
Preparer/Contact Person: Dr. Raymond Alvarez
Title of Degree Program: Healthcare Management Program
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 is intended to substitute a different course for the core business requirements for the BS in Healthcare Management Program. It eliminates BSBA 3320 (International Business) and replaces this with a current School of Business & Aviation (SOBA) course, BISM 3300 (Information Systems and Data Analytics for Leaders). Healthcare management requires understanding complex relationships between information technology and is data-reliant for compliant business practices and clinical decision making. Data analytics enables managers to study trends, compare performance, and develop effective business strategies. This proposal also corrects a technical oversight by adding BISM 1200 to the required core courses for HCMG.

- 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: 3

B. Addition of course(s) or credit(s) from program(s) Total hours added: 3

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

N/A

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

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

N/A

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

N/A

1. **Course Catalog Information:**

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):**
Not applicable

- c. **Course Outline:**
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).

See Appendix A & B

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.

This proposal changes the Business Core by substituting BISM 3300 (Information Systems and Data Analytics for Leaders) for BSBA 3320 (International Business). This course is currently offered within SOBA's Information Systems Management courses. This proposal also corrects a prior technical oversight and includes BISM 1200 as a required core course for HCMG (see Appendix B).

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.

In the context of the U.S. health care system, which is increasingly data-reliant, data analytics can help derive insights on systemic wastes of resources, track individual practitioner performance, quality outcomes, and can even track the health of populations to identify people at risk for chronic diseases. Leveraging business intelligence for healthcare is imperative consider the government-payer shift to 'value-based care.' Healthcare management must address reduction of inefficiencies and improvement in quality outcomes. Business intelligence includes the applications, infrastructure and tools, and best practices that enable access to and analysis of information to improve and optimize decisions and performance to gain visibility into opportunities for improvement. Healthcare managers must have competencies in data access, reporting, and decision support they need to foster an intelligent business. (source: <https://healthitanalytics.com/features/leveraging-business-intelligence-for-healthcare-management>).

The addition of BISM 3300 introduces students to data analytics as related to decision-making in a business context as an introductory course. It complements the remaining core business courses that include data concepts, visualization, reporting and decision making in a practical as well as ethical context.

A quantitative assessment of all WV colleges and universities was conducted to determine whether comparable programs exist within a BS degree with a healthcare focus. Only four other state institutions of higher learning offer a bachelor's degree in health management. Other than WVU, these are generally housed within a school of business. They are listed as follows:

Institution	Similar Course Specializations/Minors	Features International Business in Core?
Alderson Broaddus	Offers a minor in healthcare administration and a BS in Public Administration but no elective courses in international business other than in BS in Business Administration.	Not in health concentrations.
Marshall University	Offers a bachelor's in Business Administration degree in Health Management has International Business as a free elective.	The BBA in health management is comparable to our HCMG degree but with fewer courses specific to healthcare compared to Fairmont State.
West Liberty	Offers a healthcare management degree; does not include extensive information management courses.	Yes, as part of business core.
WV Institute of Technology	Offers a bachelor's degree in Health Service Management.	No.
WVU Morgantown	Offers a BS in Health Services Administration	No.

- 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?

Based on the review of WV private and public baccalaureate programs, only WVU Institute of Technology and WVU (Morgantown) offer a bachelor's program in health services administration but these do not have a detailed business focus. Fairmont State's program is designed to address healthcare information and financial management since managers and directors are in charge of budgeting, scheduling and seeking out ways to improve patient care or coordinating effective health services delivery in clinics, hospitals and nursing homes in the United States. Thus, an emphasis in data management and analysis is germane to today's healthcare. A review of curricula in state programs indicate that the content area should focus on the context of healthcare delivery, ethical and legal issues in healthcare, managing the workforce, and quality outcomes/safety. Marshall University's School of Business offers a similar business core that mirrors Fairmont State. Their core business courses include statistics, computer applications, etc. They offer International Business is an elective but not a core requirement (see Appendix C).

West Liberty University offers 72 hours of a business core that includes 21 hours of healthcare management courses. Their business core includes a course similar to International Business (see Appendix D). WVU Morgantown offers an interdisciplinary major in health services administration leading to a BS degree with a focus on public health and orientation to business principles. Due to the orientation to the U.S. Public Health system, some international topics are included in epidemiology.

The SOBA Information Systems Management core does not include International Business. However, some aspects of international health are included in the SOBA HCMG program. The current HCMG 2231 (Population Health) does include international issues related to population health. Thus, this rationale is consistent with state programs in business that offer similar healthcare management degrees or specializations. Since the topics relate to U.S. healthcare policy and financing, an international business focus is not applicable. Moreover, there is no increased costs, demand for facilities, library resources, etc. because students will join an existing program that has capacity to manage enrollment.

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 BS in Healthcare Management offers 12-15 credits as free electives unless a student chooses a specialization. A student not choosing a specialization will have the option to take BSBA 3320 as an elective. The substitution of BISM 3300 is additionally substantiated as it is a 3000-level course currently within the Information Systems Management program.

APPENDIX A
B.S. Degree in Healthcare Management
Current Program

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
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 (72 Credit Hours)		
Course Prefix & Number	Course Name	Credit Hours
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
BSBA 3320	International Business	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 (15 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	72
Total Electives (If applicable)	
Total Free Electives	15
TOTAL CREDIT HOURS	120

APPENDIX B
B.S. Degree in Healthcare Management
Proposed Program

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 C

Marshall University Model Schedule BS Healthcare Management

FOUR YEAR PLAN COLLEGE OF BUSINESS 2020-2021

MY ADVISOR'S NAME IS: _____

HEALTH CARE MANAGEMENT

The Division of Management and Health Care Administration offers a Bachelor of Business Administration (BBA) degree in Health Care Management. Graduates with the degree are prepared to provide health care organizations with the necessary skills to manage the complexities of delivering health care in the dynamic health care environment. In the program, you will learn financial and organizational skills, how to prepare budgets, and how to make effective decisions. Health care managers have a wide range of career options through which to apply their knowledge and provide needed services to the community.


	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
YEAR ONE	FYS 100	First Year Sem Crit Thinking	3	_____	LE 207	Legal Environment of Business	3	_____
	ENG 101	English Composition I	3	_____	ECN 250	Principles of Microeconomics	3	_____
	STA 150	Fundamentals of Statistics	3	_____	CMM 207	Bus & Prof Communication	3	_____
	STA 150L	Fundamentals of Statistics Lab	1	_____	_____	Physical or Natural Science	4	_____
	PSY 201	General Psychology (CT)	3	_____	_____	Fine Arts	3	_____
	MIS 200	Bus Computer Applications	3	_____				
	UNI 100	Freshman First Class	1	_____				
	TOTAL HOURS		17		TOTAL HOURS		16	
Summer Term (optional):								
YEAR TWO	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	ACC 215	Accounting Principles (CT)	3	_____	ACC 216	Principles of Accounting	3	_____
	ECN 253	Principles of Macroeconomics	3	_____	MGT 218	Business Quantitative Methods	3	_____
	ENG 201	Advanced Composition	3	_____	ENG 204	Writing for the Workplace	3	_____
	_____	Free Elective	3	_____	_____	Free Elective	3	_____
	_____	CMM Studies Elective	3	_____	MGT 320	Principles of Management	3	_____
	TOTAL HOURS		15		TOTAL HOURS		15	
Summer Term (optional):								
YEAR THREE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	FIN 323	Principles of Finance	3	_____	LE 351	Legal Aspects of HCO	3	_____
	MGT 350	HC Organizations & Management	3	_____	MGT 354	HC Delivery Systems	3	_____
	MKT 340	MKT Concepts and Applications	3	_____	MGT 355	Mgt HC Products & Services	3	_____
	MIS 290	Principles of MIS	3	_____	_____	Free Elective	3	_____
	_____	Free Elective	3	_____	_____	Free Elective	3	_____
	TOTAL HOURS		15		TOTAL HOURS		15	
Summer Term (optional):								
YEAR FOUR	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	MGT 424	Human Resource Management	3	_____	MGT 460	Strategic Management	3	_____
	MGT 455	Health Care Policy Seminar	3	_____	_____	MGT Elective	3	_____
	_____	Humanities	3	_____	_____	International Business Elective	3	_____
	MGT 471	HC Practicum 1 (Summer)	4	_____	_____	Free Elective	3	_____
	_____				_____	Free Elective	2	_____
	TOTAL HOURS		13		TOTAL HOURS		14	
Summer Term (optional):								

General Education Requirement
 College Requirement
 Major Requirement
 Area of Emphasis

Milestone Course: This is a key success marker for your major. See your advisor or discuss the importance of this course in your plan of study.

Appendix D:

West Liberty BSBA Model Schedule Healthcare Management Major

	WEST LIBERTY UNIVERSITY <small>GARY E. WEST COLLEGE OF BUSINESS</small>	B.S.B.A. DEGREE REQUIREMENTS 2020-21 Name: _____	
(120 credit hours required for graduation)			
REQUIRED GENERAL STUDIES COURSES (37 CR) - All WLU students take GS courses, offered every semester:			
ENG __101 Comp I and ENG __102 Comp II or ENG __103 Accel Comp (Minimum grade "C"; if ACT <18V/SAT <450 or no ACT/SAT, student must take 4-hr section; ENG 103 prereq ACT Eng 25 or SAT 570V or AP Eng 3) - 3 or 4 CR			
COM 101 Fundamentals of Oral Communications (Minimum grade "C" required) - 3 CR			
MATH __130 College Algebra W/ APPLICATIONS * (Prereq: math ACT 21/SAT 500) Must take 5-hr. section if prereq not met - 4 or 5 CR/ __MATH 140/ __145/ __210			
BIO __105 + __106 Life Sci For Non-majors + Lab * - 4 CR			
PHYS __190 + __191 Physical World + Lab (or PHYS __345 + __346 Earth/Space Science, or PHYS __101 + __110, or CHEM __100 + __101 or CHEM __110 + __111/BIO __140 + PHYS __140 - 4 CR			
Choose 1: ART __100/ __140/ __341/ __343 or MUS __130/ __132/ __133/ __134 or THE __100/ __300			
ENG __202 * / __204/ __205/ __214/ __215 - 3 CR			
Choose 1: any Fren __ / any SPAN __ / PHIL __201/ __205/REL __250/ __335/SPA 252 __ 3 CR			
Choose 1: HIST __103 or __104 or __210 or __211 - 3 CR			
Choose 2 COURSES from the following three groups (no more than one course per group) - 6 CR (3 CR each course):			
Group I GEO __205 or __206 Group II POLS __101/ __201/ or __202 Group III SOC 150 or SWK 201			
ECON 103 Principles of Microeconomics - 3 CR			
* Preferred class for business students			
REQUIRED BUSINESS CORE COURSES (45 CR) - All Business Majors take these courses, offered every semester:			
GBUS 140 Introduction to Business - 3 CR			
ECON 203 Principles of Macroeconomics (Prereq ECON 103) - 3 CR			
GBUS 220 Business Communication (Prereq GBUS 140 + ENG 101 or 103 + COM 101) - 3 CR			
ACC 224 Principles of Financial Accounting - 3 CR			
ACC 225 Principles of Managerial Accounting (Prereq ACC 224) - 3 CR			
CIS 270 Fundamentals of Information Systems - 2 CR			
CIS 271 Practical Computer Applications - 3 CR			
GBUS 280 Business Statistics (Prereq MATH 130, 140, 145 or 210; Substitute MATH 160) - 3 CR			
FIN 300 Principles of Finance (Prereq GBUS 220 + ACC 224 or ACC 224 + Director approval) - 3 CR			
GBUS 303 Quantitative Business Analysis (Prereq MATH 130, 140, 145 or 210 + GBUS 220) - 3 CR			
GBUS 325 International Business (Prereq GBUS 220) - 3 CR			
MKT 331 Principles of Marketing (Prereq GBUS 220 or Director approval) - 3 CR			
GBUS 344 Legal Environment of Business I (Prereq GBUS 220) - 3 CR			
MGT 350 Principles of Management (Prereq GBUS 220) - 3 CR			
MGT 498 Mgt Strategy & Policy (Prereq Sr status + ECON 103 + MKT 331 + MGT 350 + FIN 300) - 3 CR			
GBUS 420 Professional Development Seminar (Prereq Sr status + GBUS 220) - 1 CR			
HEALTHCARE MANAGEMENT MAJOR (27 CR)			
HS 302 Healthcare Informatics (Spring only)			
ECON 312 Healthcare Economics			
MGT 342 Healthcare Admin (Spring only; Pr MKT 331+MGT 350)			
ACC 330 Cost Acc (Fall only; Prereq ACC 225)			
GERO 360 Health, Law and Social Policy			
MGT 370 Healthcare Revenue Cycle Mgmt (Fall only)			
MGT 474 Org Behavior (Fall only; Prereq MGT 350)			
MGT 475 HR Mgmt (Fall only; Prereq MGT 350)			
MGT 485 Capstone: Healthcare Internship (Prereq Health Care Management majors only + Sr status)			