

# HEALTHCARE ADMINISTRATION (HCA)

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## **HCA 501 Healthcare Organizations (3 Credits)**

This course focuses on managing and leading health care organizations based on evidence, best practices benchmarks, and a culture of continuous improvement.

## **HCA 515 Healthcare Financial Management (3 Credits)**

This course emphasizes financial management theories and concepts that are unique to health care organizations and are utilized to promote the financial health of the organization. The course explores the tools required to provide insights into financial decision making.

## **HCA 532 Healthcare Marketing (3 Credits)**

Examination of the traditional and contemporary processes and strategies in which health care marketers base their decisions, including the market in which health care organizations operate, the customers in the market, and the needs, wants, motivation, and behaviors of those customers.

## **HCA 540 Epidemiology and Population Health (3 Credits)**

Apply knowledge of managerial epidemiology and population health concepts and principles to develop community-based strategies to improve health outcomes.

## **HCA 560 Leadership, Ethics, and Professionalism (3 Credits)**

Development of leadership, professional, and ethical skills that guide the performance, behavior, interaction, judgment, and decision making of health care leaders.

## **HCA 599 Law of Healthcare Administration (3 Credits)**

Examination of legal issues that affect the health care industry. Students will become familiar with regulations and principles unique to health care and how the knowledge gained could guide the behavior and practice of leaders.

## **HCA 601 Research Methods in Health Services (3 Credits)**

The focus is to utilize scientific research techniques and principles to carry out a research study in health care services with emphasis on problem conceptualization and formulation, research design, and interpretation.

## **HCA 624 Public Health Policy and Administration (3 Credits)**

Examination of health policy issues from an economic perspective including medical expenditures, legislation and regulations, and market conditions. The course explores the politics of health care reform and the role of government in medical care.

## **HCA 640 Healthcare Economics (3 Credits)**

Exploration of economic strategies for decision making in health care, with emphasis to control costs while improving patient care. The course addresses market demand, profitability, risk, and regulations that health care organizations face in their daily operations.

## **HCA 674 Health Informatics (3 Credits)**

Examination of health informatics and how it affects the work of leaders on a daily basis in the context of the structure and behavior of health care systems, organizations, and their members and patients. The course explores the transforming power of health informatics in the delivery of health care services, including operational issues, evidenced-based clinical decision, and systems theory.

## **HCA 690 Human Resources in Healthcare (3 Credits)**

Application of human resources concepts and strategies in developing a highly skilled and qualified workforce. Emphasis is on strategic human resources management thinking and planning, including workforce diversity, job analysis and design, recruitment, selection and retention, workforce development, performance management, disaster preparedness, and competitive compensation.

## **HCA 699 Master's Project (3 Credits)**

Application of research theories, concepts, and strategies to solve problems in the delivery of health care services. Engage students in evidenced-based learning to improve health outcomes and contribute to the field of health care administration.