American Public University System

The Ultimate Advantage is an Educated Mind

School of Public Service and Health

Public Health Program
PBHE111
Introduction to Health Care Management
Credit Hours: 3
Length of Course: 8 weeks
Prerequisite: None

Table of Contents

Instructor Information

Instructor: See information provided in the Syllabus link in the classroom

Email: Please use internal classroom messaging system

Course Description (Catalog)

This course presents information and insight that identifies the challenging and overarching issues surrounding Heath Care Administration. It carefully examines the broad functions, operations and tools of the field and emphasizes the need for excellence in the management of health services. This course will assist students as they prepare for health services management careers and provide an ongoing program of professional development for those already employed in health

professions. The course is divided into three parts: Managing in Health Services Environments, Managerial Tools and Techniques, and Managing Relationships. Insert the course description as indicated in the course catalog.

Course Scope

This course will present information and insight that can help set the standard of distinction in the management of health services. This course will assist students as they prepare for health services management careers and provide an ongoing program of professional development for those already in the health professions.

Course Objectives

Upon completion of this course, the student will be able to:

COURSE OBJECTIVES

CO-1	Define healthcare management and the role of the healthcare manager.
CO-2	Identify extrinsic and intrinsic factors that impact motivation.
CO-3	Conduct a SWOT analysis.
CO-4	Define consumer behavior and the decision making process as it relates to healthcare.
CO-5	Define healthcare quality.
CO-6	**D**escribe the four primary barriers to healthcare information technology (HIT) adoption.
CO-7	Define examples of conflict of interest.
CO-8	Define the concepts of health disparities, cultural competency, and cultural proficiency.
CO-9	Explain the difference between fraud and abuse.

Course Delivery Method

This course delivered via distance learning will enable students to complete academic work in a flexible manner, completely online. Course materials and access to an online learning management system will be made available to each student. Online assignments are due by Sunday evening of the week as noted and include Forum questions (accomplished in groups through a threaded forum), examination, and individual assignments submitted for review by the Faculty Member). Assigned faculty will support the students throughout this eight-week course.

Course Resources

Required Course Textbooks

Buchbinder, S.B., & Shanks, N.H. (Eds.) (2012). *Introduction to Health Care Management*. 2nd edition, Burlington, MA: Jones & Bartlett Learning.
Located in the Resources area of the classroom.
ISBN-13: 978-0-7637-9086-8 (pbk.)
ISBN-10: 0-7637-9086-9 (pbk.)

Publication Manual of the American Psychological Association, 6th Edition. Washington, DC: American Psychological Association (ISBN 10; 1-4338-0561-8).

Required Readings

All of these required readings are located in the Resources section of your classroom under Readings.

Additional Resources

Lesson Packets/ Forums

Powerpoints of each chapter are available in the resources area of the classroom.

In addition to the required course texts, the following public domain web sites are useful. Please abide by the university's academic honesty policy when using Internet sources as well. Note web site addresses are subject to change.

Site Name	Web Site URL/Address
NCBI-PubMed	http://www.ncbi.nlm.nih.gov/entrez/query.fcgi?CMD=Limits&DB=pubmed
Health	http://www.healthaffairs.org/

Affairs	
Emerging Health Threats	http://www.eht-journal.net/index.php/ehtj
Mckinsey Quarterly	https://www.mckinseyquarterly.com/home.aspx
Health Leaders	http://hl-isy.com/Home

Evaluation Procedures

Reading Assignments:
See weekly reading assignments in the syllabus.

Supplemental Readings:
PowerPoint chapter summaries in the resources area of the classroom.

Forum Questions/Responses:

Forum assignments are posted in the Forum area within the designated week. Students will be required to take a position on the topic and post a substantive response (minimum of 300 words) to the forum board as an initial response on WEDNESDAY and respond to two of their classmate's discussion board posts by SUNDAY. Students will have a total of eight (8) forum assignments during the course. Students will be responsible for providing an initial posting that consists of the following:

- A relevant rationale for your point of view that is at least 300 words in length

- At least 1 outside source (you may include your text) cited (in proper APA format) in your posting to support your rationale

A reference listing at the end of your posting in proper APA format

Introduction during our first week: Please introduce yourself in the forum and be sure to mention your educational background, your personal background, where you are from and your expectations for the course. This should be a minimum of 300 words and will be graded. See Forum Grading Rubric in the Resources area of the classroom.

Homework Assignments: N/A

Exams/Quizzes:

Midterm (Chapters 1-8).

Please answer all of the questions using your best judgment first then go back and go over questions that you were unsure of. Choose the BEST answer of the choices given. You should plan 1 hour to complete the exam. The exam is made of 25 multiple choice questions. The exam will not cut you off after 1 hour; however, the professor will be informed that you went over the time limit. Do not open the quiz until you are ready to actually start the exam. Make sure the room is conducive to exam taking. In other words make sure the children are in bed, the room is quiet, pets are secured, etc.

Final (Chapter 9-16).

Please answer all of the questions using your best judgment first then go back and go over questions that you were unsure of. Choose the BEST answer of the choices given. You should plan 1 hour to complete the exam. The exam is made of 20 multiple choice questions. The exam will not cut you off after 1 hour; however, the professor will be informed that you went over the time limit. Do not open the quiz until you are ready to actually start the exam. Make sure the room is conducive to exam taking. In other words make sure the children are in bed, the room is quiet, pets are secured, etc.

Field Experience Assignments:
N/A

Final Project:
Research Paper Assignment

Students are required to complete one (1) eight (8) page research paper on a health care topic of their choice. Students must submit their research topic for approval in the second week of the course through the Assignment Area of the classroom. Students are required to submit an outline of the research paper in Week 4. Papers must be a minimum of eight (8) double spaced pages, not including the cover page and reference pages (or abstract and table of contents which are not required - but if used). Charts, graphs, photos, drawings, lists and extended quotes will not count against the eight (8) pages of written text required. The APA standard will be used. A minimum of seven (7) bibliographic sources must be used and cited for the research paper.

Grading	Points
Forum Responses & Introduction (8 X 100 Points) (40% of grade)	800
Midterm Exam (15% of grade)	50

Final Exam (15% of grade)	**50**
Research Paper Topic (10% of grade)	**25**
Research Paper Outline (10% of grade)	**25**
Research Paper (10% of grade)	**100**
Total	**1050**

8 – Week Course Outline

Please see the Student Handbook to reference the University's grading scale.

Week	Topic(s)	Learning Objective(s)	Reading(s)	Assignment(s)
1	Healthcare Management, Leadership and Motivation	Define healthcare management and the role of the healthcare manager. Identify extrinsic and intrinsic factors that impact motivation.	Chapter 1 - An Overview of Healthcare Management Chapter 2 - Leadership Chapter 3 - Management and Motivation	Complete Forum Introduction. Complete Week 1 Forum.
2	Organizational Behavior Strategic Planning	Conduct a SWOT analysis.	Chapter 4 - Organizational Behavior and Management Thinking Chapter 5 – Strategic Planning	Complete Week 2 Forum. Submit your research paper topic.
3	Marketing in	Define consumer	Chapter 6 - Healthcare	Complete Week 3 Forum.

	Healthcare Quality Improvement	behavior and the decision making process as it relates to healthcare. Define healthcare quality.	Marketing Chapter 7 - Quality Improvement Basics	
4	Information Technology Healthcare Finance	Identify and describe the four primary barriers to healthcare information technology (HIT) adoption.	Chapter 8 – Information Technology Chapter 9 – Financing Healthcare and Healthcare Insurance Chapter 10 – Managing Costs a Revenues	Complete Week 4 Forum. Submit your Research Paper Outline Midterm Quiz
5	Human Resources and Managing People	Define and provide examples of conflict of interest.	Chapter 11 – Managing Healthcare Professionals Chapter 12 – The Strategic Management of Human Resources	Complete Week 5 Forum.
6	Teamwork Cultural Awareness	Define the concepts of health disparities, cultural competency and	Chapter 13 – Teamwork Chapter 14 – Addressing Health Disparities :	Complete Week 6 Forum.

		cultural proficiently.	Cultural Proficiencies	
7	Ethics Law Fraud and Abuse	Explain the difference between fraud and abuse.	Chapter 15 – Ethics and Law Chapter 16 – Fraud and Abuse	Complete Week 7 Forum. Complete the Final Exam.
8	Research Paper	Demonstrate the knowledge gained throughout the 8 weeks of the course.	There are no assigned readings for this week.	Complete Week 8 Forum. It is not graded. Submit Final Research Paper.

Policies

Please see the Student Handbook to reference all University policies. Quick links to frequently asked question about policies are listed below.

Drop/Withdrawal Policy
Plagiarism Policy
Extension Process and Policy
Disability Accommodations

Writing Expectations

The students will be expected to provide comprehensive, relevant and well supported points in all the written works. The students are advised to proofread for grammar and spelling as well as for flow and organization of all written works. All submitted work should adhere to a font and page set-up that is readable and neat. The students are expected to follow APA formats. Assignments completed in a narrative essay or composition format must follow APA guidelines. This course will require students to use the citation and reference style established by the American Psychological Association (APA), in which case students should follow the guidelines set forth in *Publication Manual of the American Psychological Association* (6th ed.). (2001). Washington, D.C.: American Psychological Association.

All written submissions should be submitted in a font and page set-up that is readable and neat.   Students should adhere to a consistent format, which is described below.

- Typewritten in double-spaced format with a readable style and font and submitted inside the electronic classroom (unless classroom access is not possible and other arrangements have been approved by the professor).
- Times New Roman or Arial 12-point font.
- Page margins Top, Bottom, Left Side and Right Side = 1 inch, with reasonable accommodation being made for special situations and online submission variances.
- Correct grammar, spelling, and sentence structure are expected for your lessons, posts, and responses to other students. I also expect you to use proper formatting for your references and references are expected (APA format).
- Automatic point deductions for typographical, spelling and grammatical errors.

Citation and Reference Style

Attention Please: Students will follow the citation and reference style established by the American Psychological Association (APA) as the sole citation and reference style used in written work submitted as part of coursework to the University. Assignments completed in a narrative essay or composition format must follow the citation style cited in the *Publication Manual of the American Psychological Association* (6th ed.). (2009). Washington, D.C.: American Psychological Association.

Late Assignments

Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. If your Forum responses are posted after the week is ended (after Sunday) they receive a zero, in that the discussion is over and you cannot receive credit for participation in a discussion with others after the discussion week has closed

There is no late policy for the final paper. The final paper must be completed by the last day of the course. No assignments will be accepted after the end of the course unless a student has an approved extension (see extension policy). Should a student need additional time to complete an assignment, quizzes, or other works, please contact the instructor before the due date so the situation can be discussed and an acceptable resolution can be determined.

As adults, students, and working professionals, I understand you must manage competing demands on your time. Should you need additional time to complete an assignment, please contact me before the due date so we can discuss the situation

and determine an acceptable resolution. Routine submission of late assignments is unacceptable and may result in points deducted from your final course grade.

Netiquette

Online universities promote the advancement of knowledge through positive and constructive debate – both inside and outside the classroom. Forums on the Internet, however, can occasionally degenerate into needless insults and "flaming." Such activity and the loss of good manners are not acceptable in a university setting – basic academic rules of good behavior and proper "Netiquette" must persist. Remember that you are in a place for the rewards and excitement of learning which does not include descent to personal attacks or student attempts to stifle the Forum of others.

- **Technology Limitations:** While you should feel free to explore the full-range of creative composition in your formal papers, keep e-mail layouts simple. The Sakai classroom may not fully support MIME or HTML encoded messages, which means that bold face, italics, underlining, and a variety of color-coding or other visual effects will not translate in your e-mail messages.
- **Humor Note:** Despite the best of intentions, jokes and especially satire can easily get lost or taken seriously. If you feel the need for humor, you may wish to add "emoticons" to help alert your readers: ;-), :), ☺

Disclaimer Statement

Course content may vary from the outline to meet the needs of this particular group.

Online Library

The Online Library is available to enrolled students and faculty from inside the electronic campus. This is your starting point for access to online books, subscription periodicals, and Web resources that are designed to support your classes and generally not available through search engines on the open Web. In addition, the Online Library provides access to special learning resources, which the University has contracted to assist with your studies. Questions can be directed to **librarian@apus.edu**.

- *Charles Town Library and Inter Library Loan:* The University maintains a special library with a limited number of supporting volumes, collection of our professors' publication, and services to search and borrow research books and articles from other libraries.

- ***Electronic Books:*** You can use the online library to uncover and download over 50,000 titles, which have been scanned and made available in electronic format.
- ***Electronic Journals:*** The University provides access to over 12,000 journals, which are available in electronic form and only through limited subscription services.
- ***Tutor.*****com**: AMU and APU Civilian & Coast Guard students are eligible for 10 free hours of tutoring provided by APUS. [Tutor.com](#) connects you with a professional tutor online 24/7 to provide help with assignments, studying, test prep, resume writing, and more. Tutor.com is tutoring the way it was meant to be. You get expert tutoring whenever you need help, and you work one-to-one with your tutor in your online classroom on your specific problem until it is done.

Request a Library Guide for your course
(http://apus.libguides.com/index.php)
The AMU/APU Library Guides provide access to collections of trusted sites on the Open Web and licensed resources on the Deep Web. The following are specially tailored for academic research at APUS:

- Program Portals contain topical and methodological resources to help launch general research in the degree program. To locate, search by department name, or navigate by school.
- Course Lib-Guides narrow the focus to relevant resources for the corresponding course. To locate, search by class code (e.g., SOCI111), or class name.

If a guide you need is not available yet, please email the APUS Library: librarian@apus.edu.

Turnitin.com

Turnitin.com is a web-based [plagiarism](#) prevention application licensed, for campus use, through the APUS Online Library. The quick submit option lets faculty upload and check suspicious papers, without requiring student to create their own Turnitin.com profiles.
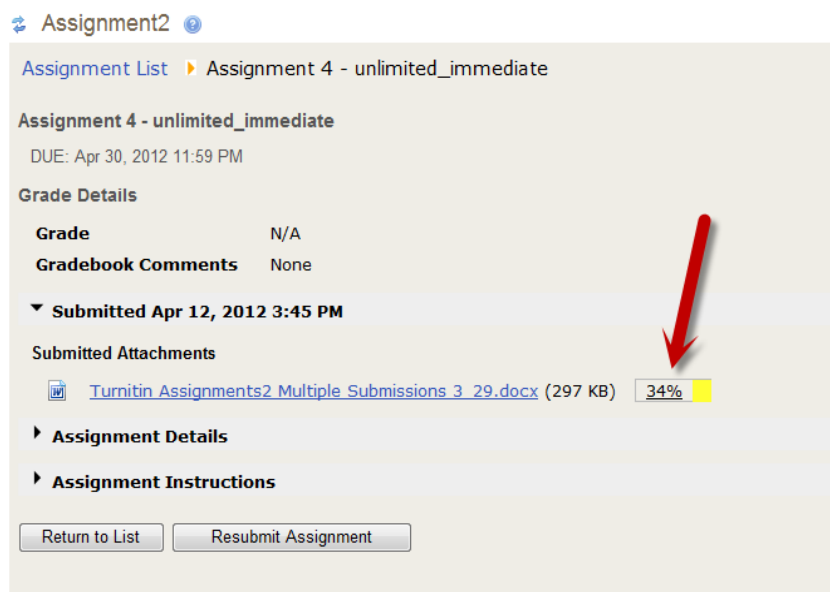
Turnitin.com analyzes electronic submissions of student writing, compares them to the contents of a huge online database, and generates a customized Originality Report. The database used to produce this analysis contains a massive collection of documents available on the Internet from both free and commercial sources, as well as the full texts of all other papers that have been previously submitted to Turnitin.com.

Similarity index is based on the amount of matching text to a submitted paper:

Blue =	no matching text
Green =	one word to 24% matching
Yellow =	25 -49% matching text
Orange =	50-74% matching text
Red =	75-100% matching text

Turnitin is integrated into the Assignments tool in all online classrooms so there is no need to log in to turnitin.com and/or enter a specific course code. Within 15 minutes of submission, your originality report should be available. You can access the report by selecting the assignment. Next to your attached file will be a bar, accompanied by a percentage (your paper's similarity index). Click this bar to view your originality report. **If you have questions about how to interpret your report,** click here.

It is every student's responsibility to review the Originality Report.
Recurring high match rates on students' assignments may result on point

deduction, a zero in the assignment, and other severe consequences based on the student handbook contents regarding plagiarism.

Selected Bibliography