

CALIFORNIA STATE UNIVERSITY, BAKERSFIELD
ACADEMIC SENATE

NEW MINOR: HEALTH CARE MANAGEMENT
RES 1213021

AAC/BPC

RESOLVED: that the Academic Senate recommends that the President approve the proposed Public Policy and Administration Minor in Health Care Management.

Rationale: The Budget and Planning Committee has reviewed the proposal and finds it fiscally responsible.

The AAC thoroughly reviewed the proposal and found that all curricular matters have been appropriately addressed.

Distribution List: President, Provost, Carl Kemnitz, John Emery, John Stark, R. Steven Daniels, Harvey McCown

Approved by the Academic Senate on May 9, 2013
Sent to the President for approval on May 21, 2013
Approved by the President on June 19, 2013

PROPOSAL FOR A NEW MINOR, CONCENTRATION or EMPHASIS

Proposals to add a new minor, concentration or emphasis must receive appropriate campus approval prior to implementation. In addition, the Chancellor's Office must be notified of the campus approval prior to implementation. All attachments are to be added to this cover sheet and remain with the proposal through the required steps of evaluation. Please consult with the Associate Vice President of Academic Programs for questions or assistance.

This new proposal is a (check one):

Minor - Is this minor available to all undergraduate students? Yes No, only in _____

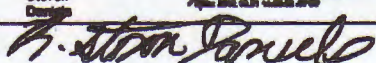
Concentration Emphasis within the degree of _____

Title Health Care Management effective (term): Fall 2013

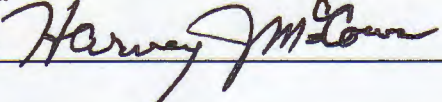
Use the following degree code _____ instead of the major degree code for reporting (note the necessary criteria and degree codes)

Originating Department or Individual: Public Policy and Administration

If a department formally approved the attached proposal, attach the appropriate memorandum and approval date.

Signature:  date: 10/15/2012


Curriculum Committee(s): Interschool programs should attach comments or approval from relevant school or department curriculum committees before being submitted to the Academic Affairs Committee, acting as the University Curriculum Committee. A memorandum and approval date from the curriculum committee must be attached. If any revisions were required or agreed to, a revised copy of the proposal must be attached.

Chair Signature:  date: 2/8/13

School Dean(s): I have reviewed this proposal and send it forward for university-wide review with my comments attached. These comments include my analysis of the resource commitments that must be made to support the program and the origin(s) of those resources.

Dean Signature:  date: 2-8-13

AVP of Academic Programs: I have reviewed this proposal and send it forward to the Provost.

AVP Signature:  date: 2/11/13

Date of Senate Approval: _____ Date of President Approval: _____

Please attach the final Academic Senate Resolution, as signed by the President and return to the Office of Academic Programs, which will notify the Chancellor's Office and the appropriate campus departments. A copy of this form and final electronic catalog copy must be sent to the Director of Academic Operations and Support.

Proposal for a Minor in Health Care Management

Program Identification

Term and Academic Year of Implementation: Fall 2013

Total Credits: 21-25

The Department of Public Policy and Administration proposes offering a Minor in Health Care Management (HCM minor). The minor would consist of five courses of 25 credits or six courses of 30 credits if students elect to take PPA 492 to satisfy the applied learning experience. We believe that the minor will supplement multiple majors in Social Sciences and Education, in addition to the Bachelor of Arts in Economics, and attract students who wish to pursue entry level positions in the health care industry.

This minor supports the mission of the University by focusing on student learning and linking students to the community through courses designed to improve the community's quality of life and aid in its economic development. Students who complete the minor will receive an introduction to the critical issues, organizations, procedures, and policies in health care management, especially as it impacts Kern County and the San Joaquin Valley.

CIP Code: 51.0701

CSU Code: 12021

Program Overview and Rationale

Description

The Health Care Management minor would be a 25 or 30 credit (five or six-course) minor drawing from health care management, economics, and marketing coursework. They will receive background on the history of the health care system, the economics of health care, and current issues in health care management and may choose options on health care marketing, aging services, or quality initiatives. They will also complete an applied learning experience that gives them direct experience in the health care industry.

Audience

The proposed minor will reach

1. Students in the Bachelor of Arts in Economics with interests that include health care management.
2. Students in social science disciplines (especially anthropology; child, adolescent, and family studies, political science, psychology, and sociology).

Rationale

The HCM minor has three distinct justifications for students and faculty in the Department of Public Policy and Administration, the School of Business and Health care management, and the University:

1. **Pedagogy:** The increased integration of the private, public, nonprofit, and health care sectors of the U.S. economy makes a degree which combines multiple theoretical perspectives very attractive. The minor and the associated majors cited above provide a unique combination of theoretical perspectives and skills that offers graduates competencies allowing students to navigate the sometimes complementary and sometimes conflicting orientations of the private, public, nonprofit, and health care sectors.
2. **Enrollment:** The minor adds health care to the undergraduate curriculum (as will the proposed HCM minor in the BSBA) and serves as a feeder to the MSA-HCM program and the MBA program (with a proposed specialization in health care management). At the school level, the minor might attract new students and students from elsewhere at the University who would find the combination of multiple theoretical perspectives and the applied focus to be an attractive alternative. On balance, however, we believe the minor will have a positive impact on enrollment at both the Department and the School level.
3. **Current Demand:** Current registration in PPA 477 (the precursor to PPA 425) is three students; however, we believe that as registration progresses, the numbers will increase. Moreover, the State of California Employment Development Department estimates that health care employment will be the fastest growing segment of the Kern County labor force from 2008 to 2018, growing from 23,600 employees to 33,300. This represents an increase in the percentage of the workforce from 7.6% to 9.5%. Most of these jobs will require specialized education at the college level.

Catalog Copy

Minor in Health Care Management

A minor in Health Care Management is available to candidates for any baccalaureate degree program. The minor may be of interest to students interested in pursuing careers in health care or health care management. The minor would also allow students to complete some of the fast track approach into the MPA or MSA in Health Care Management. These students must seek approval from the PPA Undergraduate Advisor before beginning work on the minor for curriculum planning from the courses listed below and to facilitate the sequencing of courses and transition to the Master's level degree programs. Students must consult with the PPA internship advisor and the health care management faculty to identify a service learning experience.

A student must take five upper division courses (25 units) including an applied learning experience from the following courses. (If students choose to complete PPA 492, they must have completed a 300-level statistics course or higher to be eligible).

Required:

- | | |
|---------|---|
| PPA 425 | The US Health Care System: Then and Now (5) |
| PPA 494 | Contemporary Issues in Health Care Management (5) |

Two of the following:

- | | |
|----------|---|
| ECON 310 | The Economics of Health and Health Care (5) |
| PPA 426 | Marketing in Health and Human Services (5) |
| PPA 419 | Aging Services Administration (5) |
| PPA 536 | Quality Initiatives in Health and Human Service (5) |

And complete an Applied Learning Experience, one of the following:

PPA 496 Internship (5)

PPA 497 Cooperative Education (5)

PPA 492 Program Evaluation (5) – Must have completed PPA 401, BA 301, or an upper division statistics course approved by the PPA undergraduate advisor).

Curriculum

Goals

The Health Care Management minor prepares undergraduate students for administrative and managerial careers in health care, as well as upgrades the knowledge and skills of professional personnel already in such organizations.

Student Learning Outcomes for the Health Care Management Minor

THEME 1. COMMUNICATION.

Objective 1a. Oral Communication: Students will be able to present opinions, theories, and research findings orally.

Objective 1b. Writing: Students will be able to produce focused, coherent, and grammatically correct written communications applicable to health care management.

Objective 1c. Teamwork: Students will be able to collaborate effectively in team processes.

Objective 1d. Interpersonal: Students will be able to demonstrate skills in personal interaction.

THEME 2. THE CONTEXT OF HEALTH CARE MANAGEMENT.

Objective 2a. History: Students will demonstrate knowledge of the history of health care management.

Objective 2b. Politics: Students will be able to explain how the political processes of the United States influence health care management.

Objective 2c. Theory: Students will be able to explain the key elements of health care management theory, organizational theory and organizational behavior.

Objective 2d. Diversity: Students will demonstrate awareness and sensitivity to a diverse public.

Objective 2e. Careers: Students will understand the careers available in health care management and how to prepare for them.

THEME 3. CRITICAL THINKING.

Objective 3a. Theory Application: Students will be able to apply theories to policy and administrative situations.

Objective 3b. The Scientific Method: Students will be able to explain the scientific method and apply it to a policy or management issue.

Objective 3c. Problem Solving: Students will be able to structure problems and apply a systematic problem solving approach.

Objective 3d. Ethical Reasoning: Students will be able to describe and apply a range of ethical perspectives to ethical dilemmas inherent in health care management.

Objective 3e. Data analysis: Students will demonstrate ability to analyze qualitative and quantitative data.

Objective 3f. Argumentation: Students will be able to organize and defend an argument.

THEME 4. CORE HEALTH CARE MANAGEMENT COMPETENCIES.

Objective 4a. Policy Process: Students will understand the stages and processes of health policy making.

Objective 4c. Budgeting: Students will be able to develop health budgeting and know when to apply which budgeting approaches.

Objective 4d. Human Resources Management: Students will demonstrate the ability to perform core and strategic human resources functions.

Objective 4e. Health care management: Students will be able to effectively design work, delegate tasks, manage contracts, assess performance, and implement programs.

Objective 4g. Information Technology: Students will be able to effectively use information technology to accomplish administrative and policy tasks.

Typical Course Sequencing

First year:

Summer 20xx

ECON 310 – Dr. Hegde

Fall 20xx

PPA 494 – Dr. Moore

PPA 496 or 497 – Daniels, Moore, Hegde

Winter 20xx

PPA 425 – Dr. Moore

PPA 492 – Drs. Moore, Daniels, or adjunct

PPA 496 or 497 – Daniels, Moore, Hegde

Spring 20xx

PPA 419 – Daniels

PPA 492 – Drs. Moore, Daniels, or adjunct
PPA 536 – Dr. Moore
PPA 496 or 497 – Daniels, Moore, Hegde

Second year:

Summer 20xx

ECON 310 – Dr. Hegde

Fall 20xx

PPA 494 – Dr. Moore

PPA 496 or 497 – Daniels, Moore, Hegde

Winter 20xx

PPA 426 – adjunct

PPA 492 – Drs. Moore, Daniels, or adjunct

PPA 496 or 497 – Daniels, Moore, Hegde

Spring 20xx

PPA 492 – Drs. Moore, Daniels, or adjunct

PPA 536 – Dr. Moore

PPA 496 or 497 – Daniels, Moore, Hegde

Pedagogy

The introductory courses in the minor, PPA 425 and PPA 494, require no prerequisites despite their 400 numbering.¹ The first introduces the student to the components and history of the health care system. The second focuses on policy issues in health care management. Together, the courses introduce the student to institutions and issues that serve as a lead-in to the other courses in the minor. PPA 425 is offered every other year; PPA 494 is offered every year. This will allow all minors to complete the minor within two years. Although ECON 310 is offered usually in the summer, students may complete the minor without taking any courses during the summer. A key component of the minor is the service learning component. Students may complete the service learning component by completing an internship (PPA 496) or cooperative education (PPA 497). Working with Dr. BJ Moore, the health care management professor, and Dr. Jinping Sun, the PPA internship coordinator, students have access to health care internships in the community. Students may also complete the service learning component by completing PPA 492, Program Evaluation, which involves students directly in community evaluation programs with health care projects being assessed every year. However, students must have completed PPA 401, BA 301, or an approved upper division statistics course before taking this course. Neither PPA 496 nor 497 require this option.

Students who select PPA 496 or 497 will complete the sequence in 25 credits

Students who select PPA 492 will complete the sequence in 30 credits; however, the statistics course may be the statistics course from their major, in which case, it would not double count.

¹ The numbering allows graduate students to take the courses when augmented for graduate credit.

Assessment Plans

The assessment plan for the health care management minor will reflect the current assessment plans for the Department of Public Policy and Administration.

2012-2013: The HCM minor will assess oral communication, HCM history, HCM politics, and budgeting. The oral communication assessment will use an existing three-point BPA oral communication rubric. The rubric will be scored so that 72% represents the minimum for acceptable (two on the rubric) performance. Seventy percent of the minors should achieve the acceptable standard based on past department assessment thresholds. The history, politics, and budgeting assessment will use pretests and posttests in PPA 425 and 536. Our standards are 10% improvement between pre- and posttest in both classes. Students in PPA 536 should average at least 10% higher performance (based on past experience and expected knowledge development).

2013-2014: The HCM minor will assess written communication, theory, and the policy process. All three will use three-point scoring rubrics. The rubrics will be scored so that 72% represents the minimum for acceptable (two on the rubric) performance. Seventy percent of the minors should achieve the acceptable standard based on past department assessment thresholds.

Other BSBA Minors and relevant minors

The other minors in the School of BPA include business administration, marketing, organizational studies, economics, public administration, and nonprofit management. None of the coursework in these minors overlaps the health care management administration minor. The minor has a one-course overlap with the interdisciplinary Social Gerontology minor (PPA 419). The overlaps should actually aid both minors by increasing enrollment in PPA 419.

Articulation with Community College Programs

The HCM minor contains no lower division courses.

Accreditation

The addition of a minor will not produce a substantive change under WASC policies and will not affect WASC accreditation. AACSB accreditation will require PPA faculty to meet the School of Business and Public Administration standards for academic qualification and professional qualification (50% academically qualified and 90% academically and professionally qualified).

Need for the Proposed Program

Other Programs Offering Health-Related Minors

CSU Campuses

Only CSU Chico has a minor in Health Services Administration.

Other Curricula at CSUB Similar to the HCM Minor

Minor in Social Gerontology

Student Demand

Evidence of Student Interest

Over the past three years, six undergraduate students have approached either the Chair of Management and Marketing or the Coordinator of the MSA-HCM program to develop course plans to explore options in health care management. During this same period, five undergraduate students majoring in biology or nursing have also made contact.

Four students are currently enrolled in the precursor course (PPA 477) for PPA 425 for Winter 2013. Registration is not complete.

Diversity and Access

The faculty has used the Department's faculty diversity plan (available in TaskStream under Historical and Planning Documents in the Bachelor of Arts in Health care management) to evaluate faculty needs under the HCM minor. The Department deals with student diversity through an annual student focus group conducted during Winter Quarter each year.

Professional Uses for the HCM Minor

Students graduating with the HCM minor will be eligible for entry level positions in health care organizations and health-related nonprofit organizations. The combination of social science major and health care management skills will make candidates with the degree especially attractive in an era where health care is growing segment of business activity.

Expected Number of Students

Based on anecdotal evidence, the pool of students in the first year will be one to three students. An additional two to three students per year are anticipated in each year thereafter. Thus, there should be approximately three to four students per year during the first five years of the minor. We anticipate no graduates the first year, two or three graduates the second year, and one to two graduates per year for the next three years. The small pool reflects competing minors in the BSBA. Nevertheless, with adequate marketing, we believe that over a ten-year period we can attract an annual pool of five to ten minors in the minor.

Existing Resources

Faculty in the Program

The faculty in the program draws from two of the Departments of the School of BPA:

R. Steven Daniels, Ph.D. Public Policy and Administration, Tenured, Professor

Aaron Hegde, Ph.D., Economics, Tenured, Associate Professor

BJ Moore, Ph.D., Public Policy and Administration, Tenured, Assistant Professor

One to two adjunct professors with appropriate degree qualifications from the existing pool of adjunct professors.

Existing Facilities

The minor will use existing facilities, offices, library, and other resources.

Additional Support Resources Required

Additional Faculty Resources

Possibly one adjunct:

The proposed minor will require almost no additional resources since all of the courses can be offered by existing faculty in the School of Business and Health care management. The only possible increases in resources would result from any increases in enrollment in the PPA courses because of the minor, which might necessitate shift course assignments and hiring adjunct professors to teach electives and one or two core courses. However, these projected increases are purely speculative. The current SFR for our undergraduate courses suggests some room for additional students and majors without additional adjuncts. PPA 494 (404) will have some capacity to expand. The course in Marketing has already been identified by faculty in PPA as a potential elective for the Master in Public Administration and the Master of Science in Administration, Health Care Management programs. It may also serve as an elective in the Master of Business Administration. This course would be taught by an adjunct from the health care community with appropriate expertise. The involvement of the adjunct would also address concerns raised during the recent MSA-HCM program review.

Additional Lecture/Laboratory Space

None.

Additional Library Resources

None.

Additional Academic Technology

None.

Course Proposal – PPA 425: The U.S. Health Care System: Then and Now

Implementation date:

Winter 2014. Course first offered as PPA 477 in Winter 2013.

Course Overview and Rationale:

The course will serve as an introductory course in a health care concentration in the Bachelor of Science in Business Administration. Students may also use the course as an elective in the Bachelor of Arts in Public Administration. Students in the Master of Science in Administration, Health Care Management program with limited background in health care may also take the course. Health care is one of the fastest growing segments of the economy and a potential market for additional students in both the Bachelor of Science in Business Administration and the Bachelor of Arts in Public Administration. The course may be taught by both permanent faculty in the School of Business and Public Administration and by adjunct professors with the requisite qualifications and expertise from the health care community in Kern County.

Course Description:

PPA 425 The U.S. Health Care System: Then and Now (5).

This course explores the development of the US health care system---social, cultural, economic, and political---to identify the values of this unique system of financing and delivering health care services. Comparisons are made between the past and present, the systems of other nations with that of the US, medical and social theories of different systems, and importantly the present and future of US health care. Students interested in careers in health and health care are encouraged to develop a frame of reference about health care that is provided through this introductory course. The course is delivered as either a hybrid or completely online course.

Student Demand:

Since Winter 2013 is the first quarter that the PPA 477 version of the course will be offered, actual demand figures are unavailable. However, the State of California Employment Development Department estimates that health care employment will be the fastest growing segment of the Kern County labor force from 2008 to 2018, growing from 23,600 employees to 33,300. This represents an increase in the percentage of the workforce from 7.6% to 9.5%. Most of these jobs will require specialized education at the college level.

Existing Support Resources for the Proposed Course

Faculty:

Dr. BJ Moore, Ph.D., Arizona State University, Assistant Professor, Tenured
Up to 2 adjunct faculty with Master's Degrees and appropriate expertise from the existing pool of adjunct resources.

Course Proposal – PPA 426: Marketing in Health and Human Services

Implementation date:

Fall 2013.

Course Overview and Rationale:

This course examines variables and techniques for marketing organizations. Topics include customer behavior, competition in the market, advertising, promotion, branding, customer satisfaction strategies, consumer satisfaction measurement and reporting. The course will serve as an elective course in a health care concentration in the Bachelor of Science in Business Administration. Students may also use the course as an elective in the Bachelor of Arts in Public Administration or as a course in the proposed Health Care Management Minor. Students in the Master of Science in Administration, Health Care Management program with limited background in health care may also take the course. Health care is one of the fastest growing segments of the economy and a potential market for additional students in both the Bachelor of Science in Business Administration and the Bachelor of Arts in Public Administration. The course may be taught by both permanent faculty in the School of Business and Public Administration and by adjunct professors with the requisite qualifications and expertise from the health care community in Kern County.

Course Description:

PPA 426 Marketing in Health and Human Services (5).

This course focuses on aligning health and human services offerings with the demands of markets, in order to maximize customer / client value and organizational competitive advantage. Course components include: the nature of marketing function; differences in services and product markets and marketing; market analysis; fundamentals of individual and organizational buying behavior; elements of the tactical marketing mix; and marketing strategies.

Student Demand:

Since Winter 2013 is the first quarter that an undergraduate health care course will be offered, actual demand figures are unavailable. However, the State of California Employment Development Department estimates that health care employment will be the fastest growing segment of the Kern County labor force from 2008 to 2018, growing from 23,600 employees to 33,300. This represents an increase in the percentage of the workforce from 7.6% to 9.5%. Most of these jobs will require specialized education at the college level.

Existing Support Resources for the Proposed Course

Faculty:

1 adjunct faculty with a Master's Degree and appropriate expertise from the existing pool of adjunct resources. The involvement of the adjunct would also address concerns raised during the recent MSA-HCM program review.