APPROVAL FORM FOR

DEGREE PROGRAMS

MISSISSIPPI STATE UNIVERSITY

College: Academic Affairs

Department: Healthcare Administration

Contact Person: Terry Dale Cruse **Mail Stop:**

E-mail: tdcruse@meridian.msstate.edu

Nature of Change: New Degree Program

Date Initiated: 11/01/2022

Effective Date: Fall 2023

New Degree Program Name: Bachelor of Science

Major: Healthcare Administration

Concentrations: None

Summary of Proposed Changes: This proposal requests the approval for a new Bachelor of Science in Healthcare Administration degree and the supporting curriculum. The degree has no concentrations.

Approved:	Date:
Department Head	11/4/2022
Director of Academic Quality	11/4/22
NA Chair, College or School Curriculum Committee	
Peter L. Ryan Dean of College or School	November 4th, 2022
Chair, University Committee on Courses and Curricula	
Chair, Deans Council	

PROPOSED New Degree

Degree: Bachelor of Science
Major: Healthcare Administration

Mississippi State University-Meridian initiated the development of the Bachelor of Science in Healthcare Administration program after completion of a needs assessment and after community support was determined to be strong. Located on the Meridian Campus, the program has access to several highly esteemed Mississippi medical systems and multiple group practices.

Due to the rapid growth and significant role of the healthcare enterprise in the U.S. economy, there is a major, and increasing, demand for managers with specialized training in healthcare administration. The Bachelor of Sciences in Healthcare Administration degree provides the specialized education needed to equip managers with the skills and knowledge needed to successfully navigate healthcare finance, the specialized healthcare regulatory environment and the nuances of management, marketing, operations, and informatics in a healthcare setting.

Graduates are prepared to serve as managers of smaller group practices and as mid-level managers in a wide variety of settings including hospitals, long term care facilities, pharmaceutical agencies, insurance companies, and medical equipment manufacturers. The curriculum also serves as a foundation for success in graduate-level academic programs in health administration and health informatics.

Admission: MSU-Meridian is an upper-division, regional campus of Mississippi State University. The campus serves students with courses at the junior, senior, and graduate level. Students interested in attending the upper division healthcare administration program at MSU-Meridian will need to meet the general MSU undergraduate admissions requirements and specific program requirements to be admitted and enroll in classes. Transfer students wishing to major in healthcare administration must have achieved a minimum overall grade point average of 2.5 by the beginning of their junior year.

While students from any qualifying institution are welcome, a special cooperative relationship exists between MSU-Meridian and East Central Community College, East Mississippi Community College, Jones College, and Meridian Community College. Faculty, staff, and counselors from these institutions are committed to communicating with students to assure a smooth transition in the attainment of their educational pursuits.

Proposed Curriculum Outline	Required Hours
English (General Education): EN 1103 English Composition I OR EN 1104 Expanded English Composition I EN 1113 English Composition II OR EN 1173 Accelerated Composition II	6
Fine Arts (General Education): any Gen Ed course	3
Natural Sciences (General Education) (2 labs required from Gen Ed): any Gen ED course	6-8

Extra Science (if appropriate)	
Quantitative Reasoning (General Education) MA 1613 Calculus for Life Sciences & Business OR 1713 Calculus I	3
Humanities (General Education): any Gen Ed course	6
Social/Behavioral Sciences (Gen Ed): EC 2113 Principles of Macroeconomics EC 2123 Principles of Microeconomics	6
Major Core Courses	(46)
HCA 3103 Health Information Systems	3
HCA 3113 Managing Healthcare Organizations	3
HCA 3123 Healthcare Economics	3
HCA 3133 Healthcare Logistics and Supply Chain Management	3
HCA 3203 Healthcare Marketing	3
HCA 3313 Healthcare Systems	3
HCA 3513 Human Resource Management in Healthcare	3
HCA 3813 Healthcare Regulations	3
HCA 4013 Ethical Issues in Healthcare	3
HCA 4103 Quality Management & Process Improvement in Healthcare	3
HCA 4123 Introduction to Health Informatics	3
HCA 4303 Financial Management for Healthcare	3
HCA 4404 Strategic Management for Healthcare	4
HCA 4443 Healthcare Internship	3
HCA 4803 Healthcare Policy	3
Business Courses ACC 2013 Financial Accounting BQA 3123 Business Statistical Methods II FIN 3123 Financial Management	9
Writing Requirement English 3313 Writing for Workplace OR MGT 3213 Organizational Communication	3
Additional Math Requirement BQA 2113 Business Statistical Methods I OR STAT 2113 Introduction to Statistics	3
Oral Communication Requirement CO 1003 Fundamentals of Public Speaking OR CO 1013 Introduction to Communication	3
Elective Courses Total of 21-24 hours of which at least 12 hours must be upper division and approved by the departmental academic advisor or program director	24-27
Concentration Courses	
Total Hours	120-121

COURSE DESCRIPTIONS

HCA 3103 Health Information Systems

(Prerequisite: Junior standing) Three hours lecture. A survey of the components, functions, and processes of Information Systems and applications in healthcare organizations.

HCA 3113 Managing Healthcare Organizations

(Prerequisites: junior standing or permission of the instructor). Three hours lecture. Management principles for large and small healthcare organizations including the fundamental principles of planning, organizing, and leading.

HCA 3123 Healthcare Economics

(Prerequisites: EC 2123.) Three hours lecture. The United States healthcare system and healthcare organization management from an applied economics perspective; topics include costs, profit maximization, pricing, market structure, and government intervention

HCA 3133 Healthcare Logistics and Supply Chain Management

(Prerequisite: Junior standing). Three hours lecture. A general survey of the key concepts of healthcare logistics and supply chain management including purchasing, operations, inventory management, demand forecasting, and performance analysis.

HCA 3203 Healthcare Marketing

(Prerequisite: Junior standing).Three hours lecture. This course explores the principles of marketing and their application in healthcare. Students will learn the essential elements of marketing strategies, including the marketing environment, customer behavior, STP, and the four Ps and their roles in healthcare industries.

HCA 3313 Healthcare Systems

Three hours lecture. This course explores the US healthcare system. Students examine access, quality, & cost, public health, managed care, patient services, and mental healthcare. They examine the role of healthcare professionals and providers. Students will look at how U.S. healthcare compares to other countries.

HCA 3513 Human Resource Management in Healthcare

(Prerequisite: Junior standing or consent of instructor). Three hours lecture. Development of efficient programs for managing human resources in large and small healthcare settings. Emphasizes ethics, equal employment opportunity, performance evaluation, recruitment, selection, education, training, labor relations, resources and capabilities, safety, and health.

HCA 3813 Healthcare Regulations

Three hours lecture. Overview of health law in the U.S. Covers major laws & regulations that apply to healthcare, the most regulated sector of our economy. You will learn that health law is overlapping layers of federal, state, and local jurisdiction.

HCA 4013 Ethical Issues in Healthcare

Three hours lecture. Overview of ethics in healthcare organizations and on the ethical dilemmas confronting the individuals who manage them. Course discusses current controversies in public health, including such topics as privacy rights, and issues relating to health promotion.

HCA 4103 Quality Management & Process Improvement in Healthcare

(Prerequisite: BQA 2113 or ST 2113 or equivalent). Three hours lecture. Concepts of monitoring and evaluating the quality and appropriateness of patient care and services provided in health care organizations, management tools and modeling techniques for improvement of clinical processes and decision-making.

HCA 4123 Introduction to Health Informatics

(Prerequisite: HCA 3103 or equivalent) Three hours lecture. Overview of health informatics and health data analytics; hands-on experience in analytical techniques, modeling, and software using healthcare data.

HCA 4303 Financial Management for Healthcare

(Prerequisites: FIN 3123.) Three hours lecture. Concepts including budgeting, revenue cycle, cash management, investing, and risk are applied to the financial management of healthcare organizations.

HCA 4404 Strategic Management for Healthcare

(Prerequisite: Graduating senior and HCA 3313 and HCA 3123 and HCA 3113 and HCA 4303.) Four hours lecture. Administrative process under conditions of uncertainty in large and small healthcare organizations. Emphasis in integrating knowledge acquired in the functional areas of healthcare administration in formulating administrative policies.

HCA 4443 Healthcare Internship

(Prerequisite: HCA 3313 and HCA 3813). Internship. A supervised work experience with health care provider. Student will provide a written report to the assigned faculty member at completion of internship.

HCA 4803 Healthcare Policy

Three hours lecture. Policy making in the public and private health sectors in the United States. Governmental and corporate management of issues associated with access, cost, and quality; influences of health care and business ethics; processes of innovation. Policy formulation, implementation, assessment, and modification.

Appendix 8: New Degree Program Proposal

Institution:

Date of Implementation:	**Incremental, Five-Year Cost of Implementation:**	**Incremental, Five-Year Per Student Cost of Implementation:**
Fall 2023	$ 1,666,413	$ 23,144
Will it attract new students to the university? ☒ **Yes** ☐ **No**	**Potential Five-Year, New Revenue:** $ 1,084,776	**Potential New, Five-Year Revenue Per Student:** $ 15,066

Program Title as will Appear on Academic Program Inventory, Diploma, and Transcript:	**Six-Digit CIP Code:**
Bachelor of Science with a Major in Healthcare Administration	51.0701

Name of Degree(s) to be Awarded:	**Total Credit Hour Requirements to earn the degree:**
Bachelor of Science with a Major in Healthcare Administration	120-121

List any institutions within the state offering similar programs:

Delta State University (BBA), Jackson State University, UMMC (online-only), Belhaven University

Responsible Academic Unit(s): Office of Academic Affairs
Office of the Provost and Executive Vice President

Institutional Contact: Dr. Peter Ryan
Phone: 662-325-3742
Email: ryan@provost.msstate.edu

Check one of the boxes below related to SACSCOC Substantive Changes.

☒ **Proposed Program is Not a Substantive Change** ☐ **Proposed Program is a Substantive Change**

Number of Students Expected to Enroll in Five Years:

Year One	6
Year Two	12
Year Three	15
Year Four	18
Year Five	21
Total	72

Number of Graduates Expected in First Five Years:

Year One	0
Year Two	2
Year Three	7
Year Four	12
Year Five	14
Total	35

Program Summary: The Bachelor of Sciences in Health Administration Program, housed on MSU's Riley Campus in Meridian, will prepare graduates to work in a wide variety of settings including hospitals, private medical practices, long term care facilities, pharmaceutical agencies, insurance companies, and medical equipment manufacturers. Their specialized education will equip them with the skills and knowledge needed to successfully navigate healthcare finance, healthcare law, and the specialized healthcare regulatory environment, to manage smaller group practices, and to work in mid-level positions in larger organizations such as hospitals, long-term facilities, and health systems. These graduates will help meet critical state and regional needs for medical and health services managers. The U.S. Bureau of Labor Statistics projects the creation of 136,200 new jobs for medical and health services managers, a 28% increase, between 2021 and 2031. Similarly, Mississippi projects a 17.9% increase with 330 new positions created annually. The average annual salary for healthcare administrators in Mississippi is $94,270. This program will build upon existing faculty resources and a strong Meridian healthcare community to prepare healthcare administrators to meet the needs of the region and state.

The program will be delivered through face-to-face instruction initially and eventually through distance education, as well, to address the needs of adult learners currently employed in the health industry.

Chief Academic Officer Signature **Date**

Institutional Executive Officer Signature **Date**

Institution:

1. Describe how the degree program will be administered including the name and title of person(s) who will be responsible for curriculum development and ongoing program review.

The Bachelor of Science in Healthcare Administration program will be administered through a Program Director and faculty members on the Meridian Campus under the direction of the Office of the Provost and Executive Vice President. Specific responsibility for the design and review of the curriculum will be the purview of the Program Director and faculty. Degree and course additions, modifications, and deletions are subject to approval by the larger faculty (University Course and Curriculum Committee). A search will be initiated for a program director upon approval of this proposal.

2. Describe the educational objectives of the degree program including the specific objectives of any concentrations, emphases, options, specializations, tracks, etc.

- Students demonstrate a knowledge of the nature, types, and functions of healthcare organizations, including multi-institutional systems and managed care arrangements.
- Students demonstrate a knowledge of the economic, legal, political, and ethical issues that impact healthcare delivery.
- Students demonstrate the knowledge of the principles of management including organizational change, design, performance, strategic planning, marketing, human resource management, problem-solving, decision-making, and leadership as applied in a healthcare setting.
- Students demonstrate the ability to effectively apply basic quantitative skills to healthcare financial management, operations analysis, management information systems, and statistics.
- Students demonstrate the ability to integrate theories and practices of healthcare administration in the practice setting through a capstone course in strategic management and through an internship in a healthcare setting.

3. Describe any special admission requirements for the degree program including any articulation agreements that have been negotiated or planned.

MSU-Meridian is an upper-division, regional campus of Mississippi State University. The campus serves students with courses at the junior, senior, and graduate level. Students interested in attending the upper division healthcare administration program at MSU-Meridian will need to meet the general MSU undergraduate admissions requirements and specific program requirements to be admitted and enroll in classes. Transfer

students wishing to major in healthcare administration must have achieved a minimum overall grade point average of 2.5 by the beginning of their junior year.

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4. Describe the professional accreditation that will be sought for this degree program. If a SACSCOC visit for substantive change will be necessary, please.

While undergraduate healthcare administration programs do not have an accrediting body, the Association of University Programs in Health Administration (AUPHA) offers a voluntary certification process that can occur after the program is established. The program plans to seek that certification in the future.

The new degree program does not represent a substantive change according to SACSCOC guidelines.

5. Describe the curriculum for this degree program including the recommended course of study (appending course descriptions for all courses) and any special requirements such as clinical, field experience, community service, internships, practicum, a thesis, etc.

The overall curriculum for this degree program consists of the university core curriculum (30-32 hrs.), university writing and oral communication requirements (6 hrs.), three foundational business courses (9 hrs.), introductory statistics (3 hrs.), major course work (46 hrs.), and electives (24-27 hrs.) of which 12 hours must be at the 3000-4000 level, Included in this coursework is HCA 4443, a three hour healthcare administration internship.

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Concentration Courses	
Total Hours	120-121

6. Describe the faculty who will deliver this degree program including the members' names, ranks, disciplines, current workloads, and specific courses they will teach within the program. If it will be necessary to add faculty to begin the program, give the desired qualifications of the persons to be added.

Five current faculty members, along with a program director and one additional faculty member to be hired, will provide the instruction for the new degree program. The five existing faculty members have been responsible for the Meridian-based, face-to-face delivery of business courses that support the various Bachelor of Applied Sciences (B.A.S.) offerings and the Meridian-based B.B.A and M.B.A offerings. The Meridian campus has offered a Meridian-only concentration in health administration within the B.B.A. program and a Healthcare Services concentration in the B.A.S. degree program. Within these concentrations, the Meridian-based faculty already support five of the courses in the new program.

Based upon its current abilities to offer both the B.B.A and M.B.A. programs in a fully online manner, the College of Business has recently decided to end face-to-face instruction and operations on the Meridian campus. Five current members of the Meridian-based faculty will continue with their support of the various B.A.S. concentrations and assume responsibilities for the instruction in the new B.S. in Healthcare Administration degree program. These five faculty members have been actively involved in the design of the new degree

curriculum and the development of the ten new courses that serve, with the existing five courses, as the core for this degree. These faculty are also qualified to teach, under the supervision of the College of Business, those business courses required as part of the degree.

A program director at the Associate or Full Professor level with experience in an existing healthcare administration program will be hired to provide program leadership. One additional faculty member at the Assistant or Associate Professor level with a background in relevant healthcare administration disciplines will be added to assist in teaching both the core and in developing electives for this degree program. One of these two hires will be in health informatics as the program has heard from perspective employers that there is a special need to enhance the health informatics skills of new managers.

Data concerning the five current faculty members and their teaching responsibilities is presented below.

FACULTY	RANK	DISCIPLINE	WORK LOAD	COURSES
Seungjae Shin	Professor	Information Systems, PhD, 2003 Industrial & Systems Eng., PhD, 2013	2/3	- **HCA 3103** Health Information Systems - **HCA 3133** Healthcare Logistics & Supply Chain - **HCA 4103** Quality Mgt & Process Healthcare - **HCA 4123** Introduction to Health Informatics
Paul Spurlin	Associate Professor	Finance, PhD, 2011	2/3	- **HCA 3123** Healthcare Economics - **HCA 4303** Financial Management Healthcare
Adam Pervez	Assistant Professor	Management, PhD, 2019	2/3	- **HCA 3113** Managing Healthcare Organizations - **HCA 3513** Human Resource Management Healthcare - **HCA 4404** Strategic Management for Healthcare
Carlton Young	Professor	Health Services Administration, PhD, 2005	2/3	- **HCA 3313** Healthcare Systems - **HCA 3813** Healthcare Regulations - **HCA 4013** Ethical Issues in Healthcare - **HCA 4443** Healthcare Internship - **HCA 4803** Healthcare Policy
Yingge Qu	Associate Professor	Marketing, PhD, 2014	2/3	- **HCA 3203** Healthcare Marketing

7. Describe the library holdings relevant to the proposed program, noting strengths and weaknesses. If there are guidelines for the discipline, do current holdings meet or exceed standards?

The Phil Hardin Foundation Libraries provide sufficient resources and access to quality scholarly materials to support baccalaureate course work for the proposed B.S. in Healthcare Administration degree. The full web site to which the library can be accessed at https://www.library.msstate.edu/#gsc.tab=0ibrary.msstate.edu MSU Meridian students, faculty and staff have access to such excellent resources and services as:

- 600+ electronic databases, 67 supporting for research in **business**/business-economics, 48 on **medicine / health care, and 11 on law**
  (for example: *Business Source Complete; Wall Street Journal online, IBIS World, WestLaw Campus Research, PubMed, Case Files Collection*)
- Over 2.3 million volumes (MSU Library's online catalog); Over 11,000 print volumes in the local collections at MSU Meridian
- 200,000 electronic journals in an extraordinary range of business and healthcare subjects and full-text content

- eBooks on healthcare management or health care administration of healthcare leadership
- EDS (*EBSCO Discovery Service*)
- Evidence-based learning resources already provided to students in the physician assistant program at MSU Meridian
  (*Access Medicine*, *Cochrane Reviews*, *Up-To-Date*, *Dynamed Plus*, *LWW Health Library*, *JAMA Evidence*)
- Streaming video services (*Kanopy, Swank*)
- *AMA (online), APA manuals* and support for using these resources effectively
- Access to electronic journals sufficient to meet the needs of baccalaureate business studies.
- Discipline-based research guides covering resources in business, business-economics, accountancy, marketing, quantitative analysis, and business law, industry, marketing, and company analysis, scholarly communication and more
- Course reserves for faculty-selected electronic and print resources
- Access to virtual training opportunities through the library's MaxxSouth Digital Media Center (DMC) (ex.: Excel, Adobe InDesign and other technology) online.
- ILL and document delivery services for obtaining materials not owned by MSU Libraries.

The library will need access to additional to key electronic (or print) journals on healthcare management, hospital administration, and healthcare industry. Many of the books and print resources currently on-hand are out-of-date and will need to be updated with more current and timely editions. The library needs to update its collections with more timely print collections. The library currently augments this need by providing Interlibrary loan and document delivery services. The MSU Meridian libraries will work with the teaching faculty and library subject specialists, to identify appropriate resources to acquire for the collections. Enhancing the collections will lay the groundwork for building the resources to support the proposed B.S. in Healthcare Administration degree.

8. Describe the procedures for evaluation of the program and its effectiveness in the first six years of the program, including admission and retention rates, program outcome assessments, placement of graduates, changes in job market need/demand, ex-student/graduate surveys, or other procedures.

Rates of admission, retention, and graduation and time to completion will be collected as one set of measures of program effectiveness. Student performance and feedback will be utilized to measure effectiveness of individual courses and the quality of instruction. The overall effectiveness of the curriculum will be assessed by examining student performance in the strategic management course (capstone course), through student and preceptor feedback from the healthcare internship, and from surveys of graduating students. Career readiness of program graduates will be determined through placement rates in relevant healthcare management positions and through graduate and employer surveys.

9. What is the specific basis for determining the number of graduates expected in the first five years?

Graduation rates are calculated by assuming that students will take between two and three years to complete both any remaining prerequisites that exist when arriving at the Meridian campus and the two year curriculum for the program. The calculation rates also assume an overall maximum attrition rate of 20% for these students who enter with junior standing.

10. Using expected enrollment, provide the total anticipated budget for the program including implementation and five subsequent years (total of 6 years) of operation; any anticipated direct, indirect, and incremental costs necessary to start the program; anticipated, incremental annual revenue based on student enrollment; and other sources of funding.

Year	Incoming Students	Total Enrollment	Start-Up Costs	*A* Additional Annual Costs	*B* Additional Annual Revenue	*C* Non-Tuition Revenue	*A – (B+C)* Differential
2022-2023	6	6	1500	314,224	49,308	0	-266,416
2023-2024	12	18	0	323,484	147,924	0	-175,560
2024-2025	15	29	0	333,001	238,322	0	-94,679
2025-2026	18	37	0	342,804	304,066	0	-38,738
2026-2027	21	42	0	352,900	345,156	0	-7,744
TOTAL	72	132	1500	1,666,413	1,084,776	0	-583,137**

**This new degree program is being totally funded by reallocation of existing funds on the Meridian campus that have become available based on the recent decision to cease face-to-face B.B.A. and M.B.A. programs in Meridian. The effort of five faculty members who have supported these programs, including the Meridian-only health administration concentration in the B.B.A degree, will be reassigned to the new B.S. in Health Administration degree program. Funding for a new program director and an additional faculty hire will be drawn from unfilled positions allocated previously by the Meridian campus to B.B.A. and M.B.A. operations in Meridian. The funding for program staff, faculty development and operations currently allocated for the faculty who support the B.B.A. and M.B.A. programs on the Meridian campus will be reassigned to the new program.

REVENUE :Revenue is projected based on total enrollment times the maximal in-state tuition charges at the Meridian campus for fulltime students. These revenue figures are based solely on expectations for face-to-face learners and do not include distance learners which could easily match face-to-face enrollment.

COSTS: Costs include startup funds needed to address gaps in currently library holdings ($1500) and ongoing costs ($6444/annually) for the online Journal of Healthcare Management and for the Healthcare Management Database which will be valuable for multiple healthcare professions programs.

Ongoing costs also include the annual salary and benefits for two new faculty members—a program director ($130,000/yr. plus fringe benefits) and an assistant professor with a background preferably in health informatics($90,000/per year plus fringe benefits).

11.Program Demand: Select one or both of the following to address student demand:

A. Survey of Student Interest

Number of surveys administered. . . . . _____
Number of completed surveys returned. . . . . _____

Percentage of students interested in program. . . . _____

Include a brief statement that provides additional information to explain the survey.

B. Market Analysis or Evidence of Labor Market Need

Healthcare is the largest industry and the second largest employer in the United States. Healthcare is the fastest growing sector of the economy and produced the majority of private sector jobs created over the past five years. The sector is projected by the Bureau of Labor Statistics (BLS) in its Occupational Outlook Handbook to grow by 13% between 2021-2031 creating more than two million new jobs in addition to job vacancies created through retirement.

Due to the rapid growth in the healthcare sector, there has also been increased demand for managers with specialized training in healthcare administration or management. According to the same BLS report, between 2021-2031, there will be 136,200 new jobs for medical and health services managers added to the current workforce of 480,700 – a 28% increase. This is more than four times the growth rate of the general management workforce which is 6.9%.

Similar statistics were found in Mississippi for this workforce. According to the Mississippi Department of Employment Security during the period from 2018-2028, employment for medical and health service managers in the state will grow by 17.9% compared to a 6.6% for management positions, overall. This translates to 330 additional jobs each year over the next 10 years for individuals living in Mississippi.

Wages for management positions in the medical and healthcare sector are also better on average than for those in management positions overall. According to the Mississippi Occupational Employment and Wage Estimates report, medical and health services managers in Mississippi average annual salaries of $94,270 with average entry-level salaries of $54,400 compared to average general management entry-level salaries of $40,290.

12. Employment Opportunities for Graduates (state, region, nation):

Graduates of this program will have opportunities to work in a wide variety of settings including hospitals, private medical practices, long term care facilities, pharmaceutical agencies, insurance companies, and medical equipment manufacturers, among others. Their specialized education will equip them with the skills and knowledge needed to successfully navigate healthcare finance, healthcare law, and the specialized healthcare regulatory environment, to manage smaller group practices, and to work in mid-level positions in larger organizations such as hospitals, long-term facilities, and health systems.

As noted earlier, there will be numerous opportunities for graduates of this program within Mississippi. . According to the Mississippi Department of Employment Security during the period from 2018-2028, employment for medical and health service managers in the state will grow by 17.9% compared to a 6.6% for management positions, overall. This translates to 330 additional jobs each year over the next 10 years for individuals living in Mississippi. This state trend mirrors national needs with the US Bureau of Labor Statistics reporting a creation of 136,200 new jobs for medical and health services managers (an increase of 28%) over the next decade, This is more than four times the growth rate of the general management workforce which is 6.9%.

In addition, wages for management positions in the medical and healthcare sector are also better on average than for those in management positions overall. According to the Mississippi Occupational Employment and Wage Estimates report, medical and health services managers in Mississippi average annual salaries of $94,270 with average entry-level salaries of $54,400 compared to average general management entry-level salaries of $40,290.

There is also an acute need in rural eastern Mississippi and Meridian for healthcare administrators. The quality of practice management is often key to the survival of the small rural practices which meet the needs of their communities. To promote improved healthcare in rural eastern Mississippi, there is a real need to staff currently understaffed hospitals and individual rural practices throughout the region with professionally prepared health managers.

Additionally, Meridian is the epicenter of healthcare delivery for east central Mississippi and western Alabama. The combination of four major health entities (Ochsner Rush Health System, Anderson Regional Health System, East Mississippi State Hospital and Alliance Health Center) offer an array of specialty and subspecialty services in the medical and mental health fields. Together, these entities operate almost 1500 in-patient beds within Meridian. In addition, these entities operate approximately ten smaller hospital facilities in the neighboring rural counties. Graduates from this program will find opportunities in these organizations and, in some cases, will find the opportunity to advance within those organizations because of this educational opportunity.

MISSISSIPPI STATE UNIVERSITY™

COLLEGE OF BUSINESS
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October 17, 2022

To: Chair, MSU UCCC
From: Sharon Oswald
Dean, College of Business

RE: Support of the Healthcare Administration Program, Meridian Campus

The College of Business strongly supports the following:

- A BS in Healthcare Administration to be offered exclusively on the Meridian Campus
- The elimination of the Healthcare concentration in the BBA on the Meridian Campus

The Starkville campus is willing to provide accessibility to several courses through online BBA program for any student not completing the requirements at a community college. These courses include:

- BQA 3123
- EC 2113 and EC 2123
- AC 2013

The 3000-level courses:

- BQA 3123
- FIN 3123

Can be taught by qualified Meridian faculty or taken via distance education through the online BBA program.

The BS in Healthcare Administration on the Meridian campus takes advantage of the strong health care community in and around Meridian and will provide a specialized identity to that campus.

MISSISSIPPI STATE UNIVERSITY™

MSU - MERIDIAN
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1000 Highway 19 North
Meridian, MS 39301
P. 601.484.0100
F. 601.484.0139
meridian.msstate.edu

To: UCCC

From: Terry Dale Cruse, AVP & Head of the Meridian Campus

Cc: Dr. David Shaw, Provost and Executive Vice President
Dr. Peter Ryan, Executive Vice Provost

Date: October 28, 2022

Re: Bachelor of Science in Healthcare Administration

I am writing in support of the proposed courses for the Bachelor of Science in Healthcare Administration. While the program will be housed on the Meridian Campus in the Division of Academic Affairs, permission is being requested for both face-to-face and online delivery. Business and Healthcare Faculty in Meridian have reviewed the curriculum and recommend it for approval.