APPROVAL FORM FOR

DEGREE PROGRAMS

MISSISSIPPI STATE UNIVERSITY

NOTE: This form is a cover sheet that must accompany the degree program change proposal. The actual proposal should be prepared in accordance with format requirements provided in the *Guide and Format for Curriculum Proposals* published by the UCCC. Both cover sheet and proposal should be submitted to UCCC Mail Stop 9702 (281 Garner Hall), Phone: 325-9410.

College Academic Affairs **Department:** Healthcare Administration

Contact Person: Harold Jones **Mail Stop:** _____ **E-mail:** hpj31@msstate.edu

Nature of Change: Addition **Date Initiated:** 9/26/2023

Current Degree Program Name: _____

Current Major: _____

Current Concentration(s): _____

Current Campus(es): Meridian

New Degree Program Name: Bachelor of Applied Science **Effective Date:** 08/01/24

Semester Fall **Year** 2024

Proposed Major: Healthcare Administration

Proposed Concentration(s): _____ **Proposed Campus(es):** Meridian

Summary of Proposed Changes:

This proposal is to create a B.A.S degree with a major in Healthcare Administration to meet the needs of A.A.S. graduates wishing to pursue careers in clinical management.

Approved:	Date:
Department Head	September 26, 2023
Director of Academic Quality	9/28/23
Chair, College or School Curriculum Committee	September 26, 2023
Dean of College or School	September 26, 2023
Chair, University Committee on Courses and Curricula	
Chair, Graduate Council (if applicable)	
Chair, Deans Council	

NEW DEGREE OUTLINE FORM

Use the chart below to indicate your new degree outline. If any General Education (Core) course is acceptable in the category, please indicate by saying "any Gen Ed course". There is no need to type in the whole list. Expand rows as needed.

PROPOSED New Degree

Degree: Bachelor of Applied Science
Major: Healthcare Administration

The Bachelor of Applied Science in Healthcare Administration program is offered to provide opportunities for individuals who have health-related A.A.S . degrees to gain the knowledge and skills needed to manage in clinical settings. Students entering this program are allowed to apply up to 45 hours of their A.A.S. technical coursework toward the B.A.S. degree.

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 clinical managers with specialized training in healthcare administration. The Bachelor of Applied Sciences in Healthcare Administration degree provides the specialized education needed to equip those with a healthcare background 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.

Admission: Requirements include completion of an A.A.S. degree in a health-related discipline and a cumulative GPA of 2.0 at the time of admission.

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 General Education Course	3
Natural Sciences: (2 labs required from Gen Ed): Any approved science w/ lab	6
Extra Science (Select one.):	
Math (General Education): BQA 2113 or ST 2113 or equivalent	3
Humanities (General Education): Any General Education Course	6

PROPOSED New Degree	
Degree: Bachelor of Applied Science **Major:** Healthcare Administration	
Social/Behavioral Sciences (General Education): Any General Education Course (EC 2123 recommended)	6
Subtotal	30
Major Core Courses: HCA Courses (30hrs) HCA 3103 Health Information Systems HCA 3113 Managing Healthcare Organizations HCA 3123 Healthcare Economics (prerequisite: EC 2123) HCA 3203 Healthcare Marketing HCA 3313 Introduction to the US Healthcare System HCA 3513 Human Resource Management in Healthcare HCA 3813 Introduction to Healthcare Law and Regulation HCA 4013 Ethical Issues in Healthcare HCA 4303 Financial Management for Healthcare (prerequisite: FIN 3123) HCA 4803 Healthcare Policy PCS Courses (6 hours) PCS 2111 Introduction to Bachelor of Applied Science PCS 3103 Professional Leadership Strategies PCS 4112 Professional Success Strategies in Applied Fields	36
Additional Required Courses: CO 1013 Introduction to Communications (or CO 1003) EN 3313 Writing for the Workplace or MGT 3213 Organizational Communication* FIN 3123 Financial Management	9
Technical Courses in Discipline: Technical content transfers in from the associate degree in a healthcare-related area.	45
Subtotal	90
Total Hours	120

** Meets Jr/Sr Writing Course requirement*

LEARNING OUTCOMES AND ASSESSMENT

Learning Outcome 1: Students will consider customer-driven marketing strategy to make strategic marketing decisions in the healthcare industry.

Formative assessment: Students taking HCA3203 will demonstrate an understanding of basic marketing principles such that 70% of students will score 60% or better on a series of questions appearing on an early course exam. Both theoretical questions, such as the illustration of strategic marketing process and buyer decision processes, and quantitative questions, such as the choice model and cost-volume relationship pricing model, will be included in the exam.

Summative assessment: Students completing HCA3203 will be able to evaluate a healthcare organization's marketing strategies such that 80% of students will score 70% or higher on a series of essay questions that ask students to identify a healthcare organization's problem and apply marketing principles to provide a strategic solution to the problem.

Learning outcome 2: Students will be able to compare relative financial strength among healthcare firms based on individual firm performance.

Formative assessment: Students taking HCA 3123 will be able to measure healthcare firm performance such that 70% of students will score 60% or better on a multi-part question appearing on an early course exam that asks students to use sales and costs data to calculate the profitability of a healthcare service offering. Partial credit may be earned on the multi-part problem.

Summative assessment: Students completing HCA 4303 will directly compare the relative financial strength of two healthcare firms such that 80% of students will score 70% or higher on a series of questions on the final exam that asks students to calculate financial ratios using the financial statements of two firms and to directly compare the financial strength of the two firms using the values of the calculated ratios.

Learning outcome 3: Students will demonstrate an understanding of how health information systems analysis contributes to decision-making in healthcare organizations.

Formative assessment: Students taking HCA 3103 will show an understanding of the conceptual structure of health information systems such that 70% of students will score 60% or better on a series of questions appearing on an early course exam that asks students to identify and explain the components of health information systems.

Summative assessment: Students completing HCA 3103 will conduct analysis of healthcare datasets such that 80% of students will score 70% or higher on a multi-part question on the final exam that asks students to summarize healthcare datasets for decision-making in the healthcare organization.

Learning outcome 4: Students will understand the role of managerial structure and strategy as applied to healthcare organizations.

Formative assessment: Students taking HCA 3113 will demonstrate an understanding of management's role within a healthcare organization such that 70% of students will score 60% or better on a series of questions appearing on a course exam that asks students to explain historical and theoretical origins of managerial practice.

Summative assessment: Students completing HCA 3313 will evaluate the effectiveness of a healthcare organization's management such that 80% of students will score 70% or higher on a series of questions on the final exam that ask students to identify a healthcare organization's managerial structure and strategic goals.

LETTERS OF SUPPORT

College of Professional and Continuing Studies (attached)
College of Business (attached)
Healthcare Administration Faculty (attached)

PROPOSED ABBREVIATION

HCA

CIP NUMBER

51.0701

MISSISSIPPI STATE UNIVERSITY

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

September 5, 2023

Dr. Andy Perkins, Chair
University Committee on Courses and Curricula
Mailstop: 9702
281 Garner Hall
Post Office Box 5268
Mississippi State, MS 39762

Dear Dr. Perkins and Committee:

By signing below, the Healthcare Administration faculty indicate their approval for or opposition to the proposed Healthcare Administration major for the Bachelor of Applied Science degree.

Thank you.

Faculty approving the proposal:

Seungjae Shin, Ph.D.

Yingge Qu, Ph.D.

Adam Pervez, Ph.D.

W. Paul Spurlin, Ph.D.

Faculty opposing the proposal:

Seungjae Shin, Ph.D.

Yingge Qu, Ph.D.

Adam Pervez, Ph.D.

W. Paul Spurlin, Ph.D.

MISSISSIPPI STATE UNIVERSITY™
COLLEGE OF PROFESSIONAL AND
CONTINUING STUDIES

September 26, 2023

To: University Committee on Courses and Curricula

This letter is to express support of the College of Professional and Continuing Studies for the inclusion of the following courses as options within the Bachelor of Applied Science – Healthcare Administration program.

- PCS 2111
- PCS 3103
- PCS 4112

If you have any questions, please feel free to contact me.

Sincerely,

Susan D. Seal

Susan D. Seal

Dean
College of Professional and Continuing Studies

MISSISSIPPI STATE UNIVERSITY

COLLEGE OF BUSINESS
Office of the Dean

P.O. Box 5288
114 McCool Hall
Mississippi State, MS 39762

P. 662.325.2580
F. 662.325.2410
www.business.msstate.edu

September 26, 2023

TO: Dr. Andy Perkins
Chair, UCCC

FROM: Kevin Rogers
Associate Dean, College of Business

RE: Support for FIN 3123 in the BAS in Health Administration

The College of Business supports including FIN 3123 Financial Management in the proposed BAS in Health Administration. FIN 3123 is a prerequisite for the more specialized healthcare finance course and is appropriate for health administration students.

Sincerely,

Kevin Rogers

Kevin Rogers
Associate Dean and Professor
College of Business

NEW ACADEMIC DEGREE PROGRAM PROPOSAL

Institutional Request Fonn -Appendix 8
(Submit in PDF format with signatures.)

Institution:	Mississippi State University
Date of anticipated implementation:	Fall, 2024
Program title as it will appear on Academic Program Inventory, Diploma, and Transcript:	Bachelor of Applied Sciences with a Major in Healthcare Administration
Name of degree(s) to be awarded:	Bachelor of Applied Sciences with a Major in Healthcare Administration
Six-digit CIP code:	51.0701
Total credit-hour requirement to earn the degree:	120
Responsible academic unit:	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

SACSCOC Substantive Change:

IZI Program proposed **IS NOT** a substantive change.

☐ Program proposed **IS** a substantive change.

Incremental, five-year cost of implementation:	$682,188
Incremental, five-year per student cost of implementation:	$ 4,873
Potential five-year, new revenue:	$2,605,460
Potential new, five-year revenue per student:	$ 18,620
Will it attract new students to the university?	IZI Yes ☐No
List any institutions within the State offering similar programs:	NONE

Number of students expected to enroll in first 5 years:

Year 1	20
Year 2	24
Year3	28
Year 4	32
Year 5	36
Total	140

Number of students expected to graduate in first 5 years:

Year 1	0
Year 2	4
Year 3	10
Year4	17
Year 5	20
Total	51

Program summary (include second majors completed, if applicable):
The Bachelor of Applied Sciences in Healthcare Administration Program, housed on MSU's Riley Campus in Meridian, will prepare individuals holding health-related A.A.S degrees to work as managers in clinical settings such as hospitals, private medical practices, long term care facilities, pharmaceutical agencies, insurance companies, and medical equipment manufacturers. This specialized education will equip them with the skills and knowledge needed to successfully navigate healthcare finance, healthcare law, and the specialized healthcare regulatory environment as clinical managers. 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.

The audit of recently approved academic programs ensures that the program outcomes are congruent with the Board-approved proposal.

Please respond to the questions on the following pages to aid the institution and IHL staff in making recommendations to the IHL Board of Trustees.

Chief Academic Officer Signature - Date

Institutional Executive Officer Signature - Date

NEW ACADEMIC DEGREE PROGRAM PROPOSAL

Institutional Request Form -Appendix 8
(Submit in PDF format with signatures.)

New Academic Degree Program Questions:

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 management and finance.
- Students demonstrate the ability to apply theories of healthcare administration to address clinical problems in subsequent clinical management roles.

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

Students applying for admission to the program must have an A.A.S. degree in a health-related discipline and a cumulative GPA of at least 2.00 at the time of admission. 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.

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

There is no professional accreditation associated with this degree. The new degree program also 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), university writing and oral communication requirements (6 hrs.), three professional and career services courses (6 hours), a foundational finance course (3 hrs.), introductory statistics (3 hrs.), major coursework in healthcare administration (30 hrs.) and up to 45 hours credit for work in the technical discipline associated with their A.A.S. degree. Course descriptions in attached (Appendix A)

NEW ACADEMIC DEGREE PROGRAM PROPOSAL

Institutional Request Fonn - Appendix 8
(Submit in PDF format with signatures.)

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 General Education Course	3
Natural Sciences: (2 labs required from Gen Ed): Any approved science w/ lab	6
Extra Science (Select one.):	
Math (General Education): BQA 2113 or ST 2113 or equivalent	3
Humanities (General Education): Any General Education Course	6
Social/Behavioral Sciences (General Education): Any General Education Course (EC 2123 recommended)	6
Subtotal	**30**

Major Core Courses: HCA Courses (30 hrs) HCA 3103 Health Information Systems HCA 3113 Managing Healthcare Organizations HCA 3123 Healthcare Economics (prerequisite: EC 2123) HCA 3203 Healthcare Marketing HCA 3313 Introduction to the US Healthcare System HCA 3513 Human Resource Management in Healthcare HCA 3813 Introduction to Healthcare Law and Regulation HCA 4013 Ethical Issues in Healthcare HCA 4303 Financial Management for Healthcare (prerequisite: FIN 3123) HCA 4803 Healthcare Policy PCS Courses (6 hours) PCS 2111 Introduction to Bachelor of Applied Science PCS 3103 Professional Leadership Strategies PCS 4112 Professional Success Strategies in Applied Fields	**36**
Additional Required Courses: CO 1013 Introduction to Communications (or CO 1003) EN 3313 Writing for the Workplace or MGT 3213 Organizational Communication* FIN 3123 Financial Management	**9**
Technical Courses in Discipline: Technical content transfers in from the associate degree in a healthcare related area.	**45**
Subtotal	**90**
Total Hours	**120**

* *Meets Jr/Sr Writing Course requirement*

Institutional Request Form - Appendix 8
(Submit in PDF format with signatures.)

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 in order to begin the program, give the desired qualifications of the persons to be added.

As there is an overlap of required HCA coursework shared between the B.A.S. and B.S. in Healthcare Administration programs, the four current Healthcare Administration along with a program director and two additional faculty members to be hired, will provide the instruction for the new degree program.
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. Two additional faculty members at the Assistant or Associate Professor level with backgrounds in relevant healthcare administration disciplines will be hired to assist in teaching coursework which supports the B.A.S. curriculum. 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. The second hire will focus on health systems, policy and law. The program director position and one additional faculty hire are already included in the B.S. in Healthcare Administration budget and will be funded by currently vacant positions. The third position will be funded upon approval of this B.A.S. proposal and is included in the B.A.S. proposed budget.

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

FACULTY	RANK	DISCIPLINE	WORKLOAD	COURSES
Seungjae Shin	Professor	Information Systems, PhD, 2003 Industrial & Systems Eng., PhD, 2013	2/3	- **HCA 3103** Health Information Systems
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
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 course work for the proposed B.A.S. in Healthcare Administration degree. The full web site to which the library can be accessed at https://www.library.msstate.edu/#gsc.tab=Oibrary.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.

8 Describe the procedures for evaluation of the program and its effectiveness in the first five 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 and career readiness of program graduates will be assessed by examining surveys of graduating students, 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 30% for these students who enter with junior standing.

10 Using expected enrollment, provide the total anticipated budget for the program including implementation and 4 subsequent years (total of 5 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.

Please explain what has been included in the costs and revenues.

Start-Up Costs: one-time costs associated with offering this program

Direct, Incremental Costs: additional annual costs to the university as a result of offering this program

Incremental Revenue: additional annual revenue assuming that this program will bring in new students paying full tuition

Non-Tuition Revenue: external funds, grants, contracts or other revenues attributable to the addition of this program

Differential: all revenues minus all costs

Year	Incoming Students	Total Enrollment	Start-Up Costs	A Additional Annual Costs	B Additional Annual Revenue	C Non-Tuition Revenue	(B+C)-A Differential
2024-25	20	20	$25,000	$ 131,480	$ 182,200	0	$ 50,720
2025-26	24	42	0	$ 133,910	$382,620	0	$248,710
2026-27	28	62	0	$ 136,388	$564,820	0	$428,432
2027-28	32	75	0	$ 138,916	$683,250	0	$544,334
2028-29	36	87	0	$ 141,494	$792,570	0	$651,076
TOTAL	140	286	$25,000	$ 682, 188	$2,605,460	0	$ 1,923,272

In addition to the four current faculty members named and listed in this proposal, the Healthcare Administration program is currently beginning to search for two additional faculty members, including the Program Director. Funds for these two positions were identified in the previously approved proposal to initiate a B.S. degree in Healthcare Administration. Those positions will support both the B.S.and the B.A.S. degree programs and

provide adequate resources to start and grow them both. Additional capacity for the B.A.S, requested in this proposal is a third position which is reflected in this budget.

REVENUE :Revenue is projected based on total enrollment times the maximal in-state tuition charges at the Meridian campus for fulltime students.

COSTS: Costs include startup funds needed to assist in faculty searches and recruitment. Ongoing costs include the annual salary and benefits for one new faculty member (an assistant professor with a background in health administration and/or health policy) ($90,000/per year plus fringe benefits), faculty development costs ($5000/per year), and course supplies ($5000 per year)..

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

☐ Survey of Student Interest

Number of surveys administered: Click or tap here to enter text.

Number of completed surveys returned: Click or tap here to enter text.

Percentage of students interested in program: Click or tap henc: to cnte1·te\.t.

Include a brief statement that provides additional information to explain the survey.
Click or tap here to enter text.

12SI 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 clinical 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.

COURSE DESCRIPTIONS
(Appendix A)

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 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 Introduction to the US Healthcare System

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 Introduction to Healthcare Law and 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 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 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.