

Syllabus

Course: HLAD 3335, Administration and Organization of Health Facilities

Term: Spring, 2009

Instructor: Vernon Swinton, MBA, PhD, CAAMA, PMP

E-mail: vernon.swinton@wayland.wbu.edu

Semester Hours: 3

Catalog Description: HLAD 3335, Administration and Organization of Health Facilities is designed to teach the management process of planning, organization, leading, and controlling health institutions: utilization of marketing techniques, organizational structures, roles of governing board, chief executive officer, physician, other professional and technical personnel, and the patient. Regulatory aspects, licensing, certifying, and accrediting.

Course Outline: This course focuses on macro and micro aspects of health services organizations and systems. Attention is focused on the broad and micro view of U.S. healthcare, organizational design and structure, technology, ethics and legal challenges, management, problem solving, quality, strategic planning, marketing, resource allocation, designing, leadership and communication methods. Learners in this course will research an approved health care related topic.

Course Objectives: At the conclusion of this course, each student should be able to:

- 1) Discuss the broad macro and micro view of U.S. Healthcare
- 2) Discuss concepts of organizational designs and structure
- 3) Discuss the background and current state/application of health technology
- 4) Analyze ethical and legal challenges
- 5) Identify various management concepts applicable in healthcare settings
- 6) Evaluate managerial problem solving and decision making
- 7) Discuss strategic planning concepts
- 8) Discuss current healthcare marketing methods
- 9) List control and resource allocation methods
- 10) Define leadership, motivation, and communication paradigms

Prerequisites: None.

Required Resource Materials:

a. Required Textbook: Managing Health Services Organizations and Systems, by Rakich, Darr, Longest, 5th Edition, 2008 Health Profession. ISBN: [1-932529-35-7](#)

b. Library Resources: WBU-On-line Library Services

c. Internet Access: All on-line course students are required to have access to the Internet, an e-mail account and access to a computer with a word processing capability. All information exchanges, homework assignments, exams, and other requirements for this course will be conducted via e-mail and/or e-mail attachments.

NOTE: The web page/URL for this course is at <http://virtualcampus.wbu.edu/>. Use of anti-virus software for computers is highly recommended. Your instructor uses it and if your e-mail is infected he cannot receive it. Remember! All on-line course students are required to have access to the Internet, an e-mail account, and access to word processing capability. All files must be saved in a MS word compatible format when submitted to the instructor. All information exchanges between student and instructor and assignments will be primarily through e-mail.

Attendance Requirements: Students enrolled in the University's Virtual Campus should make every effort to participate fully in the class. In order to make up incomplete work, the student must explain the reason for the deficiency to the instructor, who will then determine whether the omitted work may be made up. When a student shows a lack of participation considered by the instructor to be excessive, the instructor will so advise the student. Any student who misses 25 percent or more of the class assignments will receive a grade of F in the course. Additional participation policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University's attendance policy.

Expectations:

a. I will make every attempt to reply to your questions within 24 hours. An exception to this timeframe will occur on weekends (Saturday and Sunday), where it will be NLT 48 hours.

b. I expect that you will manage your time to accomplish assignments, which your research topic selection/outline and research paper. All assignments are provided in the syllabus, and further specifications will be placed in assignment area or announcement section of course.

c. Read the book! Questions on quizzes and the final exam are derived from the book. Ask questions if you don't understand.

d. Late assignments: 20% reduction in score!

e. If you find yourself having problems, communicate immediately! Don't wait.

f. Label all assignments with Assignment with your last name, number or type of assignment.

g. Always review Discussion Board as course changes may occur at any given time. I will attempt to remind students of any deviations from the syllabus.

h. Instructor reserves the right to modify the course syllabus.

TENTATIVE SCHEDULE

For assignment purposes the week effectively ends 11:59 PM (EST) on Sunday.

WEEK 1 (23 Feb - 1 Mar)

Chapter 1, Health Care in the United States

Chapter 2, Structures of Health Service (HSO) Organizations and Health Systems (HS)

Weekly Discussion

WEEK 2 (2 - 8 Mar)

Chapter 3, Health Technology

Chapter 4, Ethical and Legal Environment

No Discussion (study for quiz)

Quiz 1

WEEK 3 (9 - 15 Mar)

Chapter 5, Practice of Management in HS Organizations

TOPIC CHOSEN & RESEARCH PAPER OUTLINE DUE

(choose from HHS link in BB)

Weekly Discussion

16 - 22 Mar **SPRING BREAK. ENJOY!!!**

WEEK 4 (23 - 29 Mar)

Chapter 6, Managerial Problem Solving

Chapter 7, The Quality Imperative

Weekly Discussion

WEEK 5 (30 Mar - 5 Apr)

Chapter 8, Strategizing

No Discussion (study for quiz)

Quiz 2

WEEK 6 (6 - 12 Apr)

Chapter 9, Marketing

Chapter 10, Control and Allocating Resources

Weekly Discussion

WEEK 7 (13 - 19 Apr)

Chapter 11, Designing

Chapter 12, Leading

Weekly Discussion

WEEK 8 (20 - 26 Apr)

RESEARCH PAPER DUE

No Discussion

WEEK 9 (27 Apr - 3 May)

Chapter 13, Communication

Weekly Discussion

WEEK 10 (4 - 10 May)

Chapters 15, Leadership

Chapter 16, Motivation

No Discussion

WEEK 11 (11 - 16 May)

FINAL EXAM

Examinations & Papers:

There are 2 Open-book quizzes in this course. The first quiz will cover material from chapters 1-4. The second quiz will cover material from chapters 5-8. All quizzes are administered on the course website. All quizzes are composed of multiple-choice and true or false questions. The time limit for each quiz is 2-hours. Quizzes will be available on the Thursday during the week administered and remain posted until midnight Sunday (EST)! Under no circumstances will quizzes be re-posted after the deadline. If you need to take quiz earlier inform me at least a week in advance. No exceptions!

Note: The first quiz is the most difficult. It establishes the required study discipline to successfully complete this course. Be advised, although the quizzes are open book the answers require an understanding of the material. In some cases you will be required to make inferences and conclusions based on a comprehension of material. In other words do not expect the answers to jump off the page at you!

Final Examination

The Final examination will be given as indicated on the course schedule. The final examination is comprehensive (material covered throughout the entire course) and will consist of 45 questions with a combination of multiple-choice, true or false, and a short essay. The final exam is closed book and closed-notes. The exam contents are taken from the readings, quizzes, discussion board dialog, and hands-on material covered in the course. The exam will be administered on the Blackboard course website similar to the quizzes except with password protection. It will be available on Monday (9 Feb) of the last week through Friday (13 Feb). Students will take the

exam at their registering WBU campuses. The Final Exam requires a proctor approved by your WBU campus administration. **It is your responsibility to secure a proctor;** please arrange for one well in advance by working with the VC. Please refer to link as well:

http://www.wbu.edu/academics/online_programs/works/Proctorform/VC%20ProctorForm0408.pdf

Research Paper

Your research paper will consist of minimum 8 to 10 pages maximum, using Arial 12 font, double-spaced. Title and bibliography pages will be expected and are not included in the page count. The format must be in accordance with APA standards (available on the WBU website). Plagiarism is not acceptable. Please be advised, this is not an English or composition course. However, I will not accept anything less than an acceptable undergraduate manuscript with an apparent demonstration of, or subscription to, the APA guide. If you do not own one, now is a good time to obtain one! Further specifications will be provided for this research paper. See example research paper in lecture notes section of BB.

Discussion Board Participation

Each week you will be graded on Discussion Board participation. Full credit requires a posting of a minimum of three high quality, value added posts to each forum topic in 3 different days per week. Citation of material is required IAW APA standards for thoughts other than your own opinions. What is high quality, value added posts? Engaging each other in dialogue. Post that add new analysis, a new perspective or insight that go beyond simply "I agree with you".... Post that render an opinion support by facts (citations).

Please limit your post to 250 words, as deductions are assessed for post in excess. Deductions are assessed for failure to accomplish either the frequency (number of days) or quantity (three posts per forum topic) requirements. Post for discussions topics must be made during that week of discussion. In other words, if we have already dialoged about a subject access to that dialog is no longer available. I will summarize the discussion for each respective week; it will signify the end of that topic. Points will be deducted for posts that are redundant of what other students have posted or fail demonstrate the aforementioned. To meet the frequency and value added requirement, I encourage you to begin your post participation no later than Tuesday of each week.

Grade Information:

Two quizzes @ 50 points per quiz. (multiple choice and true or false) - 100 points

Discussion Board Weekly Participation @ 17 points per week, except for week 9 which is worth 20 points for a total of 105 possible points.

Research Topic Chosen and Outline Submitted - 35 points

Research Paper: (Conforming to APA Standard) - 120 points

Final Exam: (45 multiple choice/True or False/3 points per question; short essay/5 points) - 140 points

Total possible course points - 500

A = 90 - 100 = 450 - 500 pts

B = 80 - 89 = 400 - 449 pts

C = 70 - 79 = 350 - 399 pts

D = 60 - 69 = 300 - 349 pts

F = 59 - 0 = 299 - 0 pts

I = An incomplete may be given to students who are passing but have not completed some of the course requirements for reasons **beyond the student's control**. My goal is to balance challenging you while providing support. Incomplete grades are rare as well as the circumstances that grants it.

Special Needs/Accommodation: It is university policy that no otherwise qualified disabled person be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the University.

2 Timothy 2:2 (KJV): And the things that thou hast heard of me among many witnesses, the same commit thou to faithful men, who shall be able to teach others also.