

HCAM, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN MARKETING AND SALES

PROGRAM LEARNING OUTCOMES:

1 Knowledge of the Healthcare Environment: Students will demonstrate an accurate understanding of:

- Health care system structures.
- Reimbursement/payment models.
- Factors associated with population health.

(UG 02, UG 09)

2 Business Technology and Analytics: Students will articulate an applied understanding of key quality improvement metrics and methods to support evidence-based practice guidelines including:

- Demonstrate knowledge, skills and abilities to plan for and ensure the security, integrity, and privacy of data and confidentiality of the end user.
- Demonstrate an ability to identify, aggregate, and summarize technical information for technical and non-technical personnel.

(UG 02, UG 10)

3 Communication and Relationship Management: Students will demonstrate the ability to interact and communicate effectively by:

- Presenting information in oral and written formats.
- Collaborating effectively with others.

(UG 01, UG 05, UG 08, UG 09)

4 Financial Management and Economic Reasoning: Students will demonstrate:

- An ability to analyze, quantify, evaluate and determine the sound allocation of financial resources.
- An ability to apply economic concepts for efficient allocation of scarce resources.

(UG 02, UG 04)

5 Healthcare Legal Environment and Ethics: Students will be able to:

- Recognize will ethical dilemmas in healthcare.
- Recognize key healthcare legal and regulatory environment parameters.
- Demonstrate discern viable options for ethical guided decision-making processes.
- Demonstrate applied legal and regulatory reasoning.

(UG 02, UG 05, UG 07, UG 08, UG 09)

6 Organizational Dynamics: Students will articulate an applied understanding of:

- Organizational mission, vision, and culture.
- Behaviors associated with organizational commitment and job performance.

(UG 05, UG 07, UG 08, UG 09)

Academic Policies for Students in the Health Care Administration and Management (HCAM) Major

Effective for all Health Care Administration and Management (HCAM) Majors beginning Fall 2023

1. Policy for earning acceptable grades in the HCAM program:
 - a. A student must earn a grade of "C" or better in ALL Required HCAM Courses.
 - b. A student must earn a grade of "C" or better in ALL non-HCAM major Requirements.
 - c. The HCAM curriculum is structured with pre-requisites. A student must earn a "C" or better in the pre-requisite course to be able to take the next course. See course catalog for pre-requisites.
 - d. If a student does not earn a "C" or better, they will be required to:
 - i. Retake the course
 - ii. They will be dropped from any course(s) in the following semester that requires a "C" or better as a pre-requisite (see course catalog for pre-requisites)
 - iii. Students will need to meet with their Academic Advisor and change their schedule accordingly
2. SRU's Repeat of Courses Policy (<https://catalog.sru.edu/academic-policies/repeat-of-courses/>) is detailed in the course catalog.
3. Additional costs associated with the HCAM major:
 - a. Lab fees will be collected for classes with a lab component. This fee enhances the University's ability to offer a high-quality program.
 - b. A student in the HCAM major may be required to purchase Student Professional Liability Insurance while enrolled in HCAM 450 at their own cost. More information will be provided to students in the upper level HCAM courses.
 - c. HCAM 450 Internship: Certain sites may require one or more of the following: physical examinations, record of immunizations, TB test, criminal background checks, drug testing, specific certifications for CPR/AED (e.g., American Heart Association), and HIPAA training. These may require additional costs for students. Fulfilling these requirements and obtaining appropriate documentation is the responsibility of the student.

Related Links

Healthcare Administration and Management - Marketing and Sales, BS Program Page (<https://www.sru.edu/academics/majors-and-minors/health-care-administration-and-management/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensures/>)

Curriculum Guide

GPA Requirement

2.0 GPA overall or higher to declare HCAM as major
2.0 GPA or higher in the major to graduate in HCAM

2.0 GPA or higher and instructor permission to apply for the internship

Summary*

| Code | Title | Hours |
|----------------------------------|-------|-------|
| Rock Studies 2 Requirements | | 42 |
| Other Basic Requirements | | 0-3 |
| Major/Concentration Requirements | | 60 |
| Electives | | 18 |

* All undergraduate degree programs require a minimum of 120 credits. Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

Rock Studies 2 Requirements

| Code | Title | Hours |
|--|---|-----------|
| The Rock | | |
| SUBJ 139 | Foundations of Academic Discovery ¹ | 3 |
| ENGL 102 | Critical Writing | 3 |
| ENGL 104 | Critical Reading | 3 |
| STAT 152 | Elementary Statistics I | 3 |
| Select one of the following: | | |
| COMM 200 | Civil Discourse: Theory & Practice | 3 |
| PHIL 110 | Ethics and Civil Discourse | 3 |
| POLS 235 | Civil Discourse and Democracy | 3 |
| Subtotal | | 15 |
| Integrated Inquiry | | |
| <i>Creative and Aesthetic Inquiry</i> | | |
| Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) | | 3 |
| <i>Humanities Inquiry</i> | | |
| Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) | | 3 |
| <i>Social Science Inquiry</i> | | |
| Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) | | 3 |
| <i>Natural Sciences Inquiry</i> | | |
| SCI 101 | Science of Life | 3 |
| <i>Physical Sciences Inquiry</i> | | |
| SCI 102 | Understanding the Physical World | 3 |
| Subtotal | | 15 |
| Thematic Thread | | |
| Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) ² | | 12 |
| Required Thematic Thread Coursework: | | |
| ECON 202 | Principles of Microeconomics (Must be included as part of the 12 Thematic Thread credits) | 3 |
| Total Hours | | 42 |

¹ Course offered in multiple subjects; cannot take course in first major subject.

² One course from each category; six credits must be 300-level or above; no more than 4 credits from one subject area; specific courses required in first major, regardless of prefix of course, cannot be used to satisfy thread requirements; any course with same prefix as first major cannot

be used to satisfy thread requirements, even if it is not a course in the first major.

Basic Math Requirement

Check with your adviser or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

| Code | Title | Hours |
|--|-------------------|------------|
| Complete one of the following: | | 0-3 |
| Meet required minimum SAT or ACT math score OR | | |
| ESAP 110 | Beginning Algebra | 3 |
| Total Hours | | 0-3 |

DIVERSITY, EQUITY, AND INCLUSION REQUIREMENT

Students must take and pass a course with the Diversity, Equity, and Inclusion (DEI) designation prior to graduation. Students can meet this requirement by taking any DEI - designated course in any program at any time during their undergraduate career.

Major/Concentration Requirements

- 30 major credits must be taken at SRU or PASSHE
- 30 major credits must be taken at the 300 level or above

| Code | Title | Hours |
|--|---|-------|
| Required Core Courses | | |
| HCAM 230 | US Healthcare Systems ¹ | 3 |
| HCAM 360 | Healthcare Organizational Dynamics ¹ | 3 |
| HCAM 450 | Internship-Health Care Administration & Management ¹ | 3 |
| HCAM 499 | Health Care Theory and Research Capstone Seminar ¹ | 3 |
| Subtotal | | 12 |
| Marketing & Sales Management Core Courses | | |
| HCAM 265 | Introduction to Insurance and Managed Care | 3 |
| HCAM 375 | Ethics & Legal Fundamentals for the Health Professions ¹ | 3 |
| HCAM 415 | Marketing for Health Care Organizations ¹ | 3 |
| or COMM 270 | Strategic Health Communication | 3 |
| MRKT 230 | Principles of Marketing ¹ | 3 |
| MRKT 332 | Business Marketing | 3 |
| MRKT 333 | Consumer Behavior ¹ | 3 |
| MRKT 336 | Professional Selling ¹ | 3 |
| or MRKT 430 | Marketing Research | 3 |
| Subtotal | | 21 |
| Additional Required Coursework | | |
| ACCT 209 | Financial Accounting | 3 |
| HCAM 200 | Introduction to Population Health | 3 |
| or HLTH 210 | Introduction to Public Health | 3 |
| HCAM 300 | Healthcare Systems: Global Perspectives and Analysis | 3 |
| or ECON 312 | Critical Choices in Health Care Policy | 3 |
| HCAM 305 | Fundamentals of Healthcare Quality and Safety | 3 |

| | | |
|-------------------------|--|-----------|
| HCAM 385 | Insurance and Cost Containment | 3 |
| HCAM 400 or ACCT 400 | Legal Environment of Healthcare | 3 |
| HCAM 430 | Finance for Healthcare Organizations | 3 |
| HCAM 480 | Healthcare Value-Based Reimbursement and Process Improvement | 3 |
| MIS 210 | Productivity Software | 3 |
| Total Hours | | 60 |

¹ Course counts for 50% of Major requirements and Major GPA

* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Co-curricular and Experiential Learning

Students are encouraged to explore additional curricular and co-curricular opportunities. There is a strong correlation between long-term student success and participation in the following types of programs and activities:

1. International study programs (short-term, semester, and year-long)
2. High-Impact Practice (HIP) designated classes
3. Student-faculty research
4. Student leadership development
5. Service-learning classes
6. Career education and development
7. Internships
8. Volunteering in healthcare industry related settings
9. Job Shadowing

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

HEALTH CARE ADMINISTRATION & MANAGEMENT - BS (2346)

Concentration in Marketing & Sale (MKSA)

This program is effective as of Summer 2022

Revised 10.10.2023

UCC 09.05.2023

Recommended Four-Year Plan

| Course | Title | Hours |
|-------------------|-------------------------|-------|
| First Year | | |
| Fall | | |
| HCAM 230 | US Healthcare Systems | 3 |
| ENGL 102 | Critical Writing | 3 |
| ESAP 101 | FIRST Seminar * | 1 |
| STAT 152 | Elementary Statistics I | 3 |

| | | |
|------------------------------|--|-----------|
| SUBJ 139 | Foundations of Academic Discovery ¹ | 3 |
| Select one of the following: | | |
| COMM 200 | Civil Discourse: Theory & Practice | 3 |
| PHIL 110 | Ethics and Civil Discourse | 3 |
| POLS 235 | Civil Discourse and Democracy | 3 |
| Hours | | 16 |

| | | |
|---------------|--|-----------|
| Spring | | |
| HCAM 265 | Introduction to Insurance and Managed Care | 3 |
| ACCT 209 | Financial Accounting | 3 |
| ENGL 104 | Critical Reading | 3 |
| SCI 102 | Understanding the Physical World | 3 |
| | Creative & Aesthetic Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) | 3 |
| Hours | | 15 |

| | | |
|--|--|-----------|
| Second Year | | |
| Fall | | |
| HCAM 200 or HLTH 210 | Introduction to Population Health or Introduction to Public Health | 3 |
| ECON 202 | Principles of Microeconomics (Thematic Thread Requirement) | 3 |
| MRKT 230 | Principles of Marketing | 3 |
| SCI 102 | Understanding the Physical World | 3 |
| | Humanities Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) | 3 |
| Declare a Thematic Thread ² | | |
| Hours | | 15 |

| | | |
|-------------------------|---|-----------|
| Spring | | |
| HCAM 360 | Healthcare Organizational Dynamics | 3 |
| HCAM 375 | Ethics & Legal Fundamentals for the Health Professions | 3 |
| HCAM 415 or COMM 270 | Marketing for Health Care Organizations or Strategic Health Communication | 3 |
| MIS 210 | Productivity Software | 3 |
| | Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) | 3 |
| Hours | | 15 |

| | | |
|-------------------------|--|-----------|
| Third Year | | |
| Fall | | |
| HCAM 305 | Fundamentals of Healthcare Quality and Safety | 3 |
| HCAM 430 | Finance for Healthcare Organizations | 3 |
| MRKT 333 | Consumer Behavior | 3 |
| MRKT 336 or MRKT 430 | Professional Selling or Marketing Research | 3 |
| | Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) | 3 |
| Hours | | 15 |

| | | |
|-------------------------|---|---|
| Spring | | |
| HCAM 400 or ACCT 400 | Legal Environment of Healthcare or Legal Environment of Healthcare | 3 |
| HCAM 480 | Healthcare Value-Based Reimbursement and Process Improvement | 3 |
| HCAM 385 | Insurance and Cost Containment | 3 |

| | | |
|---|--------------------|---|
| MRKT 332 | Business Marketing | 3 |
| Thematic Thread Requirement (Upper Level) (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) | | 3 |

| | |
|--------------|-----------|
| Hours | 15 |
|--------------|-----------|

Fourth Year**Fall**

| | | |
|-------------------------|--|------|
| HCAM 450 or HCAM 499 | Internship-Health Care Administration & Management or Health Care Theory and Research Capstone Seminar | 3-12 |
|-------------------------|--|------|

| | |
|---|---|
| Thematic Thread Requirement (Upper Level) (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/) | 3 |
|---|---|

| | |
|-------------------------------|---|
| Elective (Recommend MIS 310)) | 3 |
|-------------------------------|---|

| | |
|---------------------------------------|---|
| Elective (Recommend HCAM or in Minor) | 3 |
|---------------------------------------|---|

| | |
|---------------------------------------|---|
| Elective (Recommend HCAM or in Minor) | 3 |
|---------------------------------------|---|

| | |
|--------------|--------------|
| Hours | 15-24 |
|--------------|--------------|

Spring

| | | |
|-------------------------|---|---|
| HCAM 300 or ECON 312 | Healthcare Systems: Global Perspectives and Analysis or Critical Choices in Health Care Policy | 3 |
|-------------------------|---|---|

| | | |
|-------------------------|---|---|
| HCAM 499 or HCAM 450 | Health Care Theory and Research Capstone Seminar or Internship-Health Care Administration & Management | 3 |
|-------------------------|---|---|

| | |
|---------------------------------------|---|
| Elective (Recommend HCAM or in Minor) | 3 |
|---------------------------------------|---|

| | |
|---------------------------------------|---|
| Elective (Recommend HCAM or in Minor) | 3 |
|---------------------------------------|---|

| | |
|---------------------------------------|---|
| Elective (Recommend HCAM or in Minor) | 3 |
|---------------------------------------|---|

| | |
|--------------|-----------|
| Hours | 15 |
|--------------|-----------|

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|----------------------|----------------|
| Total Hours** | 121-130 |
|----------------------|----------------|

¹ Course offered in multiple subjects; cannot take course in first major subject.

² Work with your Academic Adviser to declare a Thematic Thread by the end of your fall semester in your second year.

* Students are encouraged to take ESAP 101 as a Free Elective.

**** This document is meant to serve as a guide. Some planners may show more than 120 credits because faculty have created flexibility in choosing courses. However, only 120 credits are required to obtain a degree. Please consult with your academic adviser and refer to your curriculum guide prior to registering for courses. This plan should be reviewed, and verified, by you and your academic adviser at least once each academic year.**

Major Code: 2346

Concentration Code: MKSM

Revised: 10.10.2023