

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/>)