

# HCAM, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN MEDICAL DEVICE SALES

## PROGRAM LEARNING OUTCOMES

- **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)
- **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)
- **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)
- **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)
- **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)
- **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 - Medical Device 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	44
	Other Basic Requirements	0-3

Major Requirements/Concentration	58
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
<b>The Rock</b>		
SUBJ 139	Foundations of Academic Discovery <sup>1</sup>	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	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
Subtotal		15
<b>Integrated Inquiry</b>		
<i>Creative and Aesthetic Inquiry</i>		
Select 3 Credits ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> )		3
<i>Humanities Inquiry</i>		
Select 3 Credits ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> )		3
<i>Social Science Inquiry</i>		
Select 3 Credits ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> )		3
<i>Natural Sciences Inquiry</i>		
BIOL 209	Human Anatomy and Physiology I	4
<i>Physical Sciences Inquiry</i>		
CHEM 107	General Chemistry I	4
& CHEM 111	and General Chemistry I Lab	
Subtotal		17
<b>Thematic Thread</b>		
Select 12 Credits ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> ) <sup>2</sup>		12
Required Thematic Thread Coursework:		
ECON 202	Principles of Microeconomics (Must be included as part of the 12 Thematic Thread credits)	
<b>Total Hours</b>		<b>44</b>

<sup>1</sup> Course offered in multiple subjects; cannot take course in first major subject.

<sup>2</sup> 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:		
Meet required minimum SAT or ACT math score OR		
ESAP 110	Beginning Algebra	0-3
<b>Total Hours</b>		<b>0-3</b>

## 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 Requirements/Concentration

- 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
<b>Required Basic Courses</b>		
HCAM 230	US Healthcare Systems <sup>1</sup>	3
HCAM 360	Healthcare Organizational Dynamics <sup>1</sup>	3
HCAM 450	Internship-Health Care Administration & Management <sup>1</sup>	3
HCAM 499	Health Care Theory and Research Capstone Seminar <sup>1</sup>	3
Subtotal		12
<b>Medical Device Sales Core Courses</b>		
<i>Legal Environment</i>		
HCAM 265	Introduction to Insurance and Managed Care <sup>1</sup>	3
HCAM 375	Ethics & Legal Fundamentals for the Health Professions <sup>1</sup>	3
HCAM 400	Legal Environment of Healthcare <sup>1</sup>	3
or ACCT 400	Legal Environment of Healthcare	
Subtotal		9
<i>Science Foundations</i>		
BIOL 210	Medical Microbiology with Lab <sup>1</sup>	3
ENGR 220	Engineering Materials <sup>1</sup>	3
BIOL 309	Human Anatomy and Physiology II	4
Subtotal		10
<i>Marketing and Sales Foundations</i>		
HCAM 415	Marketing for Health Care Organizations <sup>1</sup>	3
HEMT 326	Introduction to Meetings and Event Management <sup>1</sup>	3
MRKT 230	Principles of Marketing <sup>1</sup>	3
MRKT 336	Professional Selling <sup>1</sup>	3
Subtotal		12
<i>Additional Required Courses</i>		
ACCT 209	Financial Accounting <sup>1</sup>	3
HCAM 305	Fundamentals of Healthcare Quality and Safety <sup>1</sup>	3

HCAM 430	Finance for Healthcare Organizations <sup>1</sup>	3
HCAM 480	Healthcare Value-Based Reimbursement and Process Improvement <sup>1</sup>	3
MIS 210	Productivity Software <sup>1</sup>	3
<b>Subtotal</b>		<b>15</b>
<b>Total Hours</b>		<b>58</b>

<sup>1</sup> 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 Medical Device Sales (MEDS)

This program is effective as of Summer 2023

Revised 10.10.2023

UCC 09.05.2023

## RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
<b>First Year</b>		
<b>Fall</b>		
HCAM 230	US Healthcare Systems	3
ENGL 102	Critical Writing	3
ESAP 101	FYRST Seminar *	1
STAT 152	Elementary Statistics I	3
SUBJ 139	Foundations of Academic Discovery <sup>1</sup>	3
Select one of the following:		3

COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
HCAM 250 or EXSC 250	Medical Terminology for Healthcare Administrators (Recommended Elective) or Medical Terminology	3
HCAM 265	Introduction to Insurance and Managed Care	3
CHEM 107 & CHEM 111	General Chemistry I and General Chemistry I Lab	4
ENGL 104	Critical Reading	3
Creative & Aesthetic Inquiry ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> )		3
<b>Hours</b>		<b>16</b>

<b>Second Year</b>		
<b>Fall</b>		
ACCT 209	Financial Accounting	3
BIOL 209	Human Anatomy and Physiology I	4
ECON 202	Principles of Microeconomics (Thematic Thread Requirement)	3
MRKT 230	Principles of Marketing	3
Humanities Inquiry ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> )		3
Declare a Thematic Thread <sup>2</sup>		
<b>Hours</b>		<b>16</b>

<b>Spring</b>		
HCAM 375	Ethics & Legal Fundamentals for the Health Professions	3
HCAM 415	Marketing for Health Care Organizations	3
BIOL 309	Human Anatomy and Physiology II	4
ENGR 220	Engineering Materials	3
Thematic Thread Requirement ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> )		3
<b>Hours</b>		<b>16</b>

<b>Third Year</b>		
<b>Fall</b>		
HCAM 305	Fundamentals of Healthcare Quality and Safety	3
HCAM 430	Finance for Healthcare Organizations	3
BIOL 210	Medical Microbiology with Lab	3
MIS 210	Productivity Software	3
MRKT 336	Professional Selling	3
<b>Hours</b>		<b>15</b>

<b>Spring</b>		
HCAM 360	Healthcare Organizational Dynamics	3
HCAM 385	Insurance and Cost Containment	3
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

HEMT 326	Introduction to Meetings and Event Management	3
<b>Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>Fall</b>		
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) ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> )		3
Social Science Inquiry ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> )		3
Elective (Recommend HCAM or in Minor)		3
Elective (Recommend HCAM or in Minor)		3
<b>Hours</b>		<b>15-24</b>
<b>Spring</b>		
HCAM 499 or HCAM 450	Health Care Theory and Research Capstone Seminar or Internship-Health Care Administration & Management	3
Thematic Thread Requirement (Upper Level) ( <a href="https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/">https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-program/</a> )		3
Elective (Recommend HCAM or in Minor)		3
Elective (Recommend HCAM or in Minor)		3
<b>Hours</b>		<b>12</b>
<b>Total Hours**</b>		<b>121-130</b>

<sup>1</sup> Course offered in multiple subjects; cannot take course in first major subject.

<sup>2</sup> 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: MEDS

Revised: 10.10.2023