

HEALTHCARE MARKETING AND SALES, CERTIFICATE

PROGRAM LEARNING OUTCOMES

1) Business Information Technology and Analytics

- Recognize application of information technology and analytic tools in healthcare settings
- Present healthcare data to meet needs of various healthcare stakeholders
- Propose data-driven solutions to problems in healthcare

(UG 02, UG 10)

2) Communication and Relationship Management

- Identify foundations of inter-professional collaboration
- Articulate complex ideas for diverse audience needs
- Communicate across healthcare professions
- Demonstrate skills for professional communication and relationship development
- Demonstrate professional writing skills

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

3) Financial Budgeting, Management, and Applied Economic Proficiency

- Identify concepts for applied economic reasoning.
- Identify foundations of accounting, financial management, budgeting, and revenue cycle management
- Apply financial concepts within healthcare industry contexts

(UG 02, UG 04)

4) Healthcare Administration and Management Legal, Regulatory, and Ethical Competence

- Recognize ethical and legal principles in healthcare environments
- Apply healthcare ethics principles to complex scenarios
- Apply regulatory & legal principles to healthcare industry settings

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

5) Knowledge of the Healthcare Environment

- Identify fundamentals of healthcare quality and safety
- Recognize fundamentals of population health
- Recognize how healthcare systems function and interact
- Perform comparative analyses of healthcare systems

(UG 02, UG 09)

6) Organizational Dynamics

- Identify foundations of healthcare organizational dynamics
- Evaluate methods to enhance commitment and job performance within healthcare organizations

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

To access Certificate Requirements, please view the Curriculum Guide tab.

Related Links

Healthcare Marketing and Sales, Certificate program page (<https://www.sru.edu/academics/colleges-and-departments/cohp/departments/health-care-administration-and-management/hcam-programs/>)

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