HEALTH CARE ADMINISTRATION (HCAD)

Courses

HCAD 305. Health-Care Communication. 3 Units.
Basic communication applications of health-care organizations. Communication theory, language, oral reporting, conducting meetings and conferences, interpersonal techniques of listening and interviewing, nonverbal communication, crises management, and public relations and multicultural as well as ethical considerations.

HCAD 328. Health-Care Organizational Behavior. 3 Units.
Applies behavioral-science concepts to understanding individual and group behavior in health-care organizations. Topics include: attitude formation, perceptual processes, motivation, job design, reward systems, leadership, group processes, organizational structure and design.

HCAD 336. Legal Environment of Health Care. 3 Units.
Laws regulating health care covering legal institutions, constitutional considerations, business torts and crimes, contracts, personal property, uniform commercial code, sales, commercial paper, secured transactions, creditors’ rights, and bankruptcy; agency; business organizations, limited and general partnerships, corporations; and government regulations.

HCAD 359. Health-Care Marketing. 3 Units.
Surveys major marketing topics, including consumer behavior, product, pricing, placement, and promotions.

HCAD 374. Health-Care Human Resources. 3 Units.
Purposefully explores how the strategic management of human resources creates value and delivers results in health care. Addresses an emerging human-resource paradigm in addition to focusing on the traditional perspectives of human resources that center around the personal function.

HCAD 375. Health-Care Information Systems. 3 Units.
Challenges students to explore various health care information systems and emerging technologies by addressing organizational needs, requests for proposals (RFPs), policies and procedures, education, quality assurance, and governance.

HCAD 401. Health-Care Operations Management. 3 Units.
Explains quantitative methods used to analyze and improve organizational processes within a health care organization. Decision analysis, break-even analysis, materials management, linear programming, queuing theory, quality management, network modeling, and game theory.

HCAD 409. Principles of Health-Care Administration. 3 Units.
Introduction to the administration of organizations within the context of the economic, regulatory, and financial constraints of the health-care delivery system. Areas covered include: concepts of organizational management; the management functions (planning, decision making, organizing, staffing, directing, and controlling); budgeting; committees and teams; adaptation, motivation, and conflict management; authority, leadership, supervision; and human resource management.

HCAD 414. Sustainability for Health-Care Management. 3 Units.
Approaches health care management by focusing on health-care sustainability guidelines that reflect the intrinsic relationship between delivering quality health care and the ecological health of the community. Examines social trends and drivers of sustainable health systems and explores various approaches for health care providers and systems to become better stewards of the environment. Studies the relationship between hospital design, sustainability initiatives, and quality of care.

HCAD 417. GIS for Health-Care Management. 3 Units.
Explores geographic information system (GIS) methods as a means of introducing students to key issues faced by managers responsible for health-care systems in government or private sector organizations. Focuses on the emerging concept of ”geodesign”—that is, the use of geotechnologies to find optimal solutions to geospatially defined issues in health-care management. Introduces the fundamentals of mapping, spatial query, pattern analysis, and spatial statistics; and emphasizes methods for modeling key processes in health care—including suitability, movement, and interaction. In collaboration with a GIS analyst, students examine case studies that emphasize business and community health-care support sectors. Students also participate in projects highlighting effective sustainability practices to assure healthy initiatives that influence the overall health climate of their community.

HCAD 418. Essentials of Project Management for Health Care Managers. 3 Units.
Introduces students to key issues faced by health-care systems managers in government or private sector organizations. Explores the essentials of project management. Focuses on the concepts of project life cycle and organization—initiation and planning, executing, controlling, and closing responsibilities; as well as engaging people within the project. Teaches students to use the essentials of project management in everyday activities to find optimal solutions within health-care management issues. Select project experiences include evolving methodologies in project management (Agile, Six Sigma, and risk management projects). Students examine case studies that emphasize health-care organization project management techniques and concepts; and participate in projects that highlight effective sustainability practices, ensure healthy initiatives, and influence the overall effective performance of the health-care organization.

HCAD 465. Health-Care Financial Management. 3 Units.
Focuses on accounting and financial management principles and concepts relevant to department-level management of health services organizations. Explores the financial environment in which health-care organizations operate.

HCAD 498. Health-Care Policy and Strategy. 3 Units.
Strategic planning process and tools needed to analyze external factors and internal capabilities as they relate to particular organizations. Development of vision, mission, goals, objectives, and control mechanisms. Provides insight into best practices for implementing developed strategy as it relates to the human resource management, marketing, and finance departments.

HCAD 499. Directed Study. 1-4 Units.
Student individually arranges to study under the guidance of a program faculty member. Project or paper to be submitted on a topic of current interest in an area related to health-care management. Regular meetings provide the student with guidance and evaluation. Activities may also include readings, literature review, or other special or research projects. A maximum of 4 units is applicable to any degree program.