Healthcare Administration--VSU Online (HADM)

HADM 3301. Health Care Organizations. 3 Hours.
This project based course is intended for those interested in a systematic understanding of organizational principles, practices, and insights pertinent to the management of health service organizations. While based on state-of-the art organizational theory and research, the emphasis is on application. Students will go beyond the traditional focus of health care in hospitals and other provider organizations to include suppliers, buyers, regulators, public health and financing organizations, and examine a more comparative global perspective of how the United States and other countries address issues of health and health care. Case studies, practical scenarios, and controversial issues are highlighted in each chapter to challenge the student to provide solutions and philosophical positions on a variety of issues.

HADM 3302. Health Care Economics. 3 Hours.
This course is intended for those interested in an analytical approach to the study of medical services, and, through the use of numerous applications and figures, to illustrate the usefulness of economics as is applicable to the understanding of public policy issues affecting this sector.

HADM 3303. U.S. Health Care Systems. 3 Hours.
Fundamental concerns such as cost, access, quality, financing, health workforce, and public health represent key topics. We will apply these topics or problems to real-life situations. The approach will be purposeful to allow the successful student to recognize how these topics interact with each other within the whole health care system.

HADM 3304. Health Care Communication. 3 Hours.
There is a growing awareness that communication not only affects but is inextricably linked with issues of health and medicine. This is true on a personal level in the way patients and caregivers interact in the examination and hospital room. It is also true on an organizational level in that policies and community relations affect the way health care is provided and the way people feel about providers. It is also evident in media campaigns that seek to educate people about health. Consequently, this course is intended for those interested in the Health Industry and those with a research interest in Health Communication including caregivers, public relations professionals, media planners and producers, public health promoters, marketing professionals, educators, human resources personnel, health care administrators, researchers, educators and others. The course explores the diverse perspectives of people involved in health communication by presenting cultural ideas about health, stimulating discussions of ethical issues and examining the role that race, age, ability, language, sexual orientation, to mention a few, play in health communication.

HADM 4301. Designing Health Communication Messages. 3 Hours.
Health communication messages inform, convince, and motivate their audience for a change in behavior. This course illustrates the importance of effective communication in disease prevention and health promotion. It highlights the importance of building theory-based messages while being responsive to diverse audience needs. It also illustrates core health communication principles and processes for designing effective messages for health communication interventions and campaigns. Perspectives from multiple areas including psychology, public health, and social marketing are integrated.

HADM 4401. Health Care Compliance. 3 Hours.
This course provides a comprehensive overview of health law, which his relevant to students seeking the basic management skills required to work in health care organizations, and students currently working in health care. The course will focus on an overview of specific health laws and affordable health care to producers of medical products and the future of health care in the US. The course concludes with a summary of improved medical technologies and the future of personalized health care.

HADM 4402. Health Information Management. 3 Hours.
Health Information Management.