Course Syllabus

Course Prefix / Number: HSA 4431
Course Title: Business Analysis and Decision Making in Health Care
Course Credit Hours: 3
Instructor Name and Contact Information: Karen Valaitis; kvalaitis@uwf.edu; 850-857-6005
Prerequisites or Co-Requisites:
  o Working knowledge of how to use personal computers, including knowledge of word-processing, spreadsheet packages and Internet searching.
  o Training (or interest) in a health care-related field at the Associate's or Bachelor's level.

Course Description
This course provides an overview overview of health care in the U.S. including analysis of health policy, issues and cases using economic theories, tools, and concepts.

Course Goals
  o Articulate how healthcare in America is structured
  o Participate in discussions regarding healthcare business strategy
  o Describe changes in the healthcare regulatory environment
  o State how healthcare is financed and how healthcare dollars are spent
  o Discuss demand management and consumer driven health care
  o Compare and contrast the impact of technology, labor and supply issues, pharmaceuticals and genomics on health care business.

Topics
  o Health Care Strategy
  o Regulatory Issues
  o How We Get Paid
  o Non-Profit vs. For Profit Health Care
  o Rural Health Care
  o Hospitals and Facilities
  o Health Care Professionals
  o Demand Management and Consumer Driven Health Care
  o Labor and Supply Issues
  o Cost Effectiveness and Comparative National Systems
  o Information Technology and Clinical Technology
  o Pharmaceuticals and Genomics

Student Learning Outcomes (SLOs)
Students will specifically learn how to:
  o propose and develop evaluation studies of health care business plans.
  o create proformas to defend new health care businesses.
  o present and defend recommendations for alternative health care delivery systems.
apply the impacts technology, labor and supply issues, pharmaceuticals and genomics on health care business.

**Texts / Materials**

**REQUIRED TEXTS:**
This course will draw upon a variety of reading materials to cover the topics provided above, with electronic versions of relevant articles provided.

**REQUIRED MATERIALS:**
- Internet Access (broadband is recommended)
- Activated UWF ArgoNet E-mail Account
- eLearning Access

**Grading / Evaluation**

1. **Weighting:**
   - **25% Online Discussion Forum Participation** - on all discussion forums you will be graded based on 1) your ability to significantly move the conversation forward with your own contribution; 2) your active response to posts from your classmates; 3) the use of proper APA style and formatting.
   - **25% Online Weekly Quizzes** - there will be 13 quizzes based on online content, supplemental handouts, and provided on-line resources. Quizzes may include true/false, fill-in-the-blank or multiple choice questions.
   - **25% Online Midterm Exam** - based on material presented in modules 1 through 6; exam may include true/false, fill-in-the-blank, multiple choice, short answer, and essay questions.
   - **25% Online Final Exam** - based on material presented in modules 7 through 12; exam may include true/false, fill-in-the-blank, multiple choice, short answer, and essay questions.

2. **Notes regarding quizzes and exams:**
   - Quizzes and exams will open and CLOSE based on the assigned period listed on the course schedule and will not be reopened. Make sure to schedule time to take the quizzes and exams during the assigned period.
   - Since quizzes and exams are "open notes", I would highly encourage you to highlight and take comprehensive notes of the important facts and concepts as you read/view the assigned materials.
   - For the midterm and final exams, the time clock will be enforced.

3. **Letter grades will be assigned as follows:**

   - 90 - 100%: A
   - 80 - 89%: B
   - 70 - 79%: C
   - 60 - 69%: D
   - 59% or less: F

**Attendance Policy**

In view of the fact that MOST questions on ALL quizzes and exams come from the online materials and notes, which also includes discussion of current issues, it is unlikely that you will pass this course if you don’t regularly login to the course.

Essays written as part of the discussions need to be written professionally and students are expected to discuss the content of essays as part of the discussion/participation grade.
Minimum Technical Skills and Special Technology Utilized by Students

This course is totally online. All instructional content and interaction takes place over the WWW. In addition to baseline word processing skills and sending/receiving email with attachments, students will be expected to search the internet and upload / download files. In addition, students may need one or more of the following plug-ins:

- Real Player: [http://www.real.com/realplayer/search](http://www.real.com/realplayer/search)
- eLearning’s Accessibility Resource Guides for users: [http://www.desire2learn.com/access/resources/](http://www.desire2learn.com/access/resources/)

Expectations for Academic Conduct / Plagiarism Policy

Academic Conduct Policy: [Web Site] | [PDF Format]
Plagiarism Policy: [WORD Format] | UWF Library Online Tutorial: Plagiarism

Assistance for Students with Disabilities

The Student Disability Resource Center (SDRC) at the University of West Florida supports an inclusive learning environment for all students. If there are aspects of the instruction or design of this course that hinder your full participation, such as time-limited exams, inaccessible web content, or the use of non-captioned videos and podcasts, please notify the instructor or the SDRC as soon as possible. You may contact the SDRC office by e-mail at sdrc@uwf.edu or by phone at (850) 474-2387. Appropriate academic accommodations will be determined based on the documented needs of the individual.

Accessibility Resources

- Follow this link for information on accessibility settings in eLearning.
- Follow this link for information on accessibility features in UWF's Learning Management System (LMS), Desire2Learn.

TurnItIn

UWF maintains a university license agreement for an online text matching service called TurnItIn. At my discretion, I will use the TurnItIn service to determine the originality of student papers. If I submit your paper to TurnItIn, it will be stored in a TurnItIn database for as long as the service remains in existence. If you object to this storage of your paper:

1. You must let me know no later than two weeks after the start of this class.
2. I will utilize other services and techniques to evaluate your work for evidence of appropriate authorship practices.
Weather Emergency Information

In the case of severe weather or other emergency, the campus might be closed and classes cancelled. Official closures and delays are announced on the UWF website and broadcast on WUWF-FM.

- WUWF-FM (88.1MHz) is the official information source for the university. Any pertinent information regarding closings, cancellations, and the re-opening of campus will be broadcast.
- In the event that hurricane preparation procedures are initiated, the UWF Home Web Page and Argus will both provide current information regarding hurricane preparation procedures, the status of classes and the closing of the university.

Emergency plans for the University of West Florida related to weather or other emergencies are available on the following UWF web pages:

- Information about hurricane preparedness plans is available on the UWF web site: [http://uwfemergency.org/hurricaneprep.cfm](http://uwfemergency.org/hurricaneprep.cfm)
- Information about other emergency procedures is available on the UWF web site: [http://uwfemergency.org/](http://uwfemergency.org/)