

MASTER'S OF SCIENCE IN ADMINISTRATION

Health Care Administration Specialization

Mission Statement

The Departments participating in the MSA program ensure that graduates, in their full diversity, achieve mastery of the skill sets that will enable them not only to perform the professional work tasks in their respective fields competently but also to assume roles as strategic team members who can apply innovative planning and problem solving to further the goals of their organizations.

Student Learning Outcomes

Students with a MSA in Health Care Administration should be able to do the following:

Content

- Explain and apply health care administration terminology.
- Explain the conceptual basis and historical origins of health care delivery.
- Discuss the structures of ambulatory care, inpatient care, and other emerging services.
- Articulate the influence of political forces on the delivery of health care in the United States.
- Describe factors that influence the financing of health care in the United States.
- Articulate key financial and management concepts related to health care administration.
- Discuss the role of public health agencies in addressing health care needs of Americans.
- Describe professional careers in health care administration.
- Integrate successful fundamental business principles as part of an interdisciplinary solution set to address organizational issues in government and non-profit organizations.
- Identify evaluation strategies for use in administrative settings.

Critical Thinking

- Conduct health-related needs/capacity assessments to determine priority areas related to health care administration management.
- Utilize planning and financial models and theories in addressing management issues within the discipline of health care administration.
- Critically examine and evaluate original research related to health care administration.
- Identify and apply research methodologies to health care administration using a multicultural perspective.
- Investigate the impact of emerging health care services on costs, quality, and access.
- Develop working knowledge of key concepts and principles of research design in topic areas related to health care administration.

- Apply fundamentals of economics, financial management, marketing management, organizational behavior, e Business systems and general management to enrich the administrative decision processes in governmental and non-profit settings.
- Analyze situations for evaluation design, questions, and strategies.

Communication

- Present ideas clearly, effectively, and elegantly in written and oral communications.
- Exhibit effective interpersonal communication.
- Apply effective health communication strategies using a multicultural perspective within your role as a health care administrator.
- Organize and facilitate groups, coalitions, and partnerships.
- Develop and apply networking skills to develop and maintain consultative relationships.
- Discuss how current issues including information on how managed care, telemedicine, financial reform, the Internet, and other factors are changing the nature of health administration.
- Communicate with colleagues and constituents using current business and management terminology.
- Communicate results, policy, and procedures with colleagues and constituents.

Integrity/Ethics/Characteristics

- Identify opportunities for health care administrators to support cultural competence in a health care setting.
- Discuss ethical principles related to the provision of health care services in underserved populations.
- Assess issues related to health disparities at the local, state, and nation levels.
- Assume responsibility for advancing the profession of a health care administrator.
- Explain and analyze the issues relating to management ethics and social responsibility.
- Describe and assess the processes of individual and group decision making, illustrating when each should be used in the context of Organization Learning.
- Apply ethical standards to evaluation processes and procedures.

Project Management

- Describe the functions of a health care administrator within health care delivery settings.
- Recognize and use the power structure to develop better health delivery systems.
- Design, implement, and evaluate marketing strategies used within a health care setting.
- Apply social marketing strategies within a health care setting.
- Assess, select, and apply technologies that will contribute to administrative objectives.
- Evaluate effectiveness of services offered within a health care setting.
- Diagnose the effectiveness of a work team and prescribe ways for increasing group effectiveness within the context of Organization Learning.
- Structure evaluation processes for efficient and effective project completion.

Assessment of Student Learning Outcomes

Students demonstrate knowledge, skills, and abilities throughout their academic preparation, culminating in a variety of capstone experiences where they synthesize program learning outcomes to showcase their experiences and knowledge. A capstone experience that might include an e-portfolio, research project, policy review, field experience, internship, or other like experience.

Job Prospects for MSA in Health Care Administration Graduates

Public and private health care agencies,
long-term care facilities, hospitals and
clinics

Government Agencies

State and County Health Departments

Community Organizations

Non-Profit Organizations

College and Universities

Health Care Settings

Find out more about MSA in Health Care Administration at UWF:

<http://uwf.edu/msaprogram/msa-hca.cfm>