Bachelor of Science in Health Sciences/Healthcare Administration (BSHS/HCA)

Mission Statement
The mission of the Health Sciences Program is to develop health professionals who are empowered to promote the health and well-being of the populations they serve. In support of the University mission, the faculty are committed to: enhancing access, transmission, application, and discovery of knowledge; and preparing students to respond to the health needs of their community.

Student Learning Outcomes
Students completing the program should be able to do the following:

Content
Identify the characteristics and foundations of the healthcare administration discipline.

- Medical language, origin and terminology
- The US healthcare system
- Population/community health
- Organizational development in health care/organizational behavior theory applied to healthcare
- Management of and leadership in healthcare organizations
- Healthcare operations assessment and improvement
- Management of human resources for health professionals
- Health information systems management and assessment
- Healthcare law, policy and governance
- Statistical analysis and application to decision making in healthcare
- Healthcare economics
- Healthcare marketing
- Healthcare financial analysis and management (reimbursement, insurance, third party payments)
• Ethics in healthcare decision-making
• Strategy formulation and implementation in health care
• Quality assessment for patient care improvement
• Managerial epidemiology
• Research methodology in the health sciences

**Critical Thinking**
• Apply critical problem solving and strategic thinking in analyzing and evaluating issues in healthcare administration

**Communication**
• Employ effective and professional communication in the healthcare administration discipline.

**Integrity/Values**
• Identify and apply legal concepts, professional ethical principles, and regulatory requirements that apply to the field of healthcare.
• Assess your professional image and management skills

**Project Management**
• Collaborate effectively with others on team projects.

**Assessment of Student Learning Outcomes**

Success will be demonstrated through examination, individual and group projects, case studies and written assignments.

<table>
<thead>
<tr>
<th>Outcome Domain</th>
<th>Specific Student Learning Outcome</th>
<th>Direct Measure</th>
<th>Indirect Measure</th>
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<tbody>
<tr>
<td>Discipline Knowledge and Skills (Content)</td>
<td>Identify the characteristics and foundations of the healthcare administration discipline.</td>
<td>Seventy-five percent of students will earn a satisfactory grade or better on the Health Care Administration Capstone Content Exam (in development)</td>
<td>Alumni survey</td>
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<tr>
<td>Communication</td>
<td>Employ effective and professional communication in the health care administration discipline.</td>
<td>Seventy-five percent of students will receive a Satisfactory or higher level on the communication component of the</td>
<td>Alumni survey</td>
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### Critical Thinking Skills (Problem Solving)

- **Health Science Grant Proposal Project.**
  - Apply appropriate methods to solve problems in the health sciences.
  - Seventy-five percent of students will receive a satisfactory grade or higher on the problem solving component of the Analysis of Strengths and Weaknesses assignment in the Strategic Planning in Health Care Course.
  - Alumni survey NSSE (every 3 years)

### Integrity/values (Ethics)

- **NSSE (every 3 years)**
  - Identify and apply legal concepts, professional ethical principles, and regulatory requirements that apply to the field of health care.
  - Seventy-five percent of students will attain the National Institutes of Health’s (NIH) Protecting Human Research Participants Certificate.
  - Alumni survey

- **Assess and develop your professional image and management skills**
  - Seventy-five percent of students will receive a Satisfactory or higher level on the professional self-assessment assignment in the Health Ethics and Professionalism course.
  - Alumni survey NSSE (every 3 years)

### Project Management (Professionalism)

- **Collaborate effectively with others on team projects**
  - Seventy-five percent of students will receive a satisfactory grade or higher on the project management component of the Human Resources Team Project in the Personnel Management in Health Care Course.
  - Alumni survey NSSE (every 3 years)

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### Jobs Prospects for Healthcare Administration Graduates

Graduates of the Bachelor of Science in Health Sciences/Healthcare Administration may find employment in the areas listed below. Be mindful that some careers will require further study or experience.

- Healthcare Marketing Specialist
- Hospice Director
- Hospital Administrator
- Hospital Patient Admissions
- Managed Care Analyst
- Medical Equipment Sales Director
- Medical Group Practice Office Manager
- Medical Records Administrator
- Assisted Living Facility Administrator
Find out more about Health Sciences:
http://uwf.edu/cse/departments/public-health-clinical-health-sciences/undergraduate-programs/bs-health-sciences/