

Academic Affairs Committee Meeting
Tuesday, January 11, 2011
Edwards 164, 10 a.m.

Attendees:

Jim Solazzo, Chair, Science	Michael Collins, Vice-Chair, Business
Min Ye, Humanities	Ken Small, Business
Jennifer Boyle, Humanities	Dan Lawless, Registrar

Absent:

Brent Lewis, Science	Nancy Ratcliff, Education
Renarta Tompkins, Education	Kathy Goodwin, Kimbel Library

Guests:

A. Call to Order

B. Chair Report

* Jim Solazzo stated that he has nothing to report for this meeting.

C. Vice-Chair Report

* Michael Collins stated that he has nothing to report for this meeting.

D. New Business

1. Form C – New Courses

College of Science

Department of Health Promotion

a. BSHA 305 Health Care Marketing

Proposal for a new undergraduate course

Number of credits: 3 **Prerequisites:** CBAD 350 **Co-requisites:** None. **Course restrictions:** None. This course is required for a major. **Justification:**

Complexities in the health care environment mandate health care professionals possess educational preparation that include the role of marketing in any health care organization. **Impact on existing academic programs:** This course will require students to take CBAD 350 Marketing as a prerequisite. **Proposed**

catalog description: BSHA 305 Health Care Marketing (3) (Prereq: CBAD 350)

This course is an introduction to the principles and practices associated with marketing in a health care setting. The course will cover the major topics surrounding health care marketing in the current dynamic health care environment. Topics will include, but not be limited to, developing a market orientation; organizing a marketing operation; consumer behavior; market

research; market segmentation; elements of a marketing plan; development of a marketing plan. **Method of delivery:** Distance learning

Date change is to be effective: Fall 2011. **Semesters offered:** Fall, Spring, Summer

Committee action: Proposal was approved as written and will be submitted to Faculty Senate for the February, 2011, meeting.

b. BSHA 380 Human Resource Management in Health Care

Proposal for a new undergraduate course

Number of credits: 3 **Prerequisites:** HPRO 380 **Co-requisites:** None

Course restrictions: HPRO 380 Health Care System is a prerequisite to this course. This course is required for a major. **Justification:** Complexities in the Health Care environment mandate health care professionals possess educational preparation that includes human resource management. **Impact on existing academic programs:** None **Proposed catalog description:** BSHA 380 Human Resource Management in Health Care. (3) (Prereq HPRO 380) This course will introduce students to the various personnel functions in health services organizations, including recruitment, selection, job analysis, performance appraisal, compensation/benefits, employee health, grievance, discipline, discharge and organizational development. In addition, students will gain an understanding of current social, behavioral, legal and ethical issues from a human resources planning and management perspective in health care. **Method of delivery:** Distance Learning **Date change is to be effective:** Fall 2010 **Semesters offered:** Fall, Spring, Summer

Committee action: Proposal was approved as written and will be submitted to Faculty Senate for the February, 2011, meeting.

c. BSHA 382 Budgeting and Finance in Health Care

Proposal for a new undergraduate course

Number of credits: 3 **Prerequisites:** CBAD 363 **Co-requisites:** None

Course restrictions: Student must complete CBAD 363 Business Finance before taking this course. This course is required for a major. **Justification:** Complexities in the health care environment mandate health care professional possess educational preparation that includes budgeting and financial decision making. **Impact on existing academic programs:** None **Proposed catalog description:** BSHA 382 Budgeting, Finance and Health Care Payment Systems. (3) (Prereq CBAD 201). Students will study accounting and financial management principles and their application to operational problems in health care. In addition, students will study budgeting and gain skills in developing budgets in different healthcare units. Students will gain competence in the techniques of forecasting financial results for individual projects and the organization. In addition, major reimbursement systems will be covered, such as Medicare, Medicaid, and third-party payment systems. **Method of delivery:** Distance Learning **Date change is to be effective:** Fall 2011 **Semesters offered:** Fall, Spring, Summer

Committee action: Proposal was approved as written and will be submitted to Faculty Senate for the February, 2011, meeting.

d. BSHA 449 Leadership and Organizational Change in Health Care
Proposal for a new undergraduate course
Number of credits: 3 **Prerequisites:** CBAD 371 **Co-requisites:** None
Course restrictions: Students must take CBAD 371 before taking this course. This course is required for a major. **Justification:** Complexities in the Health care environment mandate health care professional possess educational preparation that includes management and organizational change. **Impact on existing academic programs:** None **Proposed catalog description:** BSHA 449 Leadership and Organizational Change. (3) (Prereq CBAD 371) This course is designed to prepare students to assume leadership roles in a changing health care environment. It examines the change process and the impact of leadership, organizational structure, and organizational culture on change. Through assessments and interactive experiences, students gain insight into their own leadership and change management skills. They also design leadership development and change management plans. **Method of delivery:** Distance Learning **Date change is to be effective:** Fall 2011 **Semesters offered:** Fall 2011 **Committee action:** Proposal was approved as written and will be submitted to Faculty Senate for the February, 2011, meeting.

e. BSHA 455 Managing Health Information
Proposal for a new undergraduate course
Number of credits: 3 **Prerequisites:** Statistics **Co-requisites:** None **Course restrictions:** Students must have a Statistics course before taking this course. This course is required for a major. **Justification:** Complexities in the health care environment mandate health care professionals possess educational preparation that includes the acquisition, management, processing and utilization of health care data. **Impact on existing academic programs:** None **Proposed catalog description:** BSHA 455 Managing Health Information. (3) (Prereq Statistics) This course is an introduction to health information management from the perspective of control and management of information resources. It includes strategic information systems planning, integration and maintenance of organizational information technologies and coordination of policies and procedure for technology acquisition implementation and operations. This course is also designed to develop skills in problem identification, assessment of needs, and evaluation of objectives. Emphasis is on collection, organization, and evaluation of health care programs. **Method of delivery:** Distance Learning **Date change is to be effective:** Fall 2011 **Semesters offered:** Fall, Spring, Summer **Committee action:** Proposal was approved as written and will be submitted to Faculty Senate for the February, 2011, meeting.

f. BSHA 456 Health Data Analysis
Proposal for a new undergraduate course
Number of credits: 3 **Prerequisites:** CBAD 371 **Co-requisites:** None **Course restrictions:** This course is a continuation of BSHA 455 and requires a previous Statistics course. This course is required for a major. **Justification:** Complexities in the health care environment mandates health care professionals' possess' educational preparation that includes health data processing, analysis and application to best professional practice. **Impact on existing academic**

programs: None **Proposed catalog description:** BSHA 456 Health Data Analysis. (3) (Preq: BSHA 455, Statistics) This course is designed to give students experience in analyzing and completing health information projects including; data design and collection, clinical performance measurement, data presentation, and reading and understanding professional statistical publications. Qualitative and quantitative data analysis and inferential analysis are included in class activities. **Method of delivery:** Distance Learning **Date change is to be effective:** Fall 2011 **Semesters offered:** Fall, Spring, Summer **Committee action:** Proposal was approved as written and will be submitted to Faculty Senate for the February, 2011, meeting.

2. Form D – New Programs

Proposal for a new undergraduate program

Program Name: Bachelor of Science in Health Administration Completion Program

Department: Health Promotions **Type of new program:** Major **Date change is to be effective:** Fall 2011 **Catalog Description:** Building on the knowledge learned in entry-level health professional program, the purpose of the Bachelor of Science in Health Administration Completion Program (BSHA) is to provide advanced knowledge, values and critical judgement skills needed to assume leadership and management roles in health care environments. This program will prepare graduates for advanced employment roles and for admission to advanced degree program such as Master's in Business Administration (MBA) or Master's in Health Administration (BHA). **Use of Technology:** All courses in this program will be delivered via the internet using the Blackboard Learning Management System. This system includes various requirements for communicating and submitting assignments. It is expected that for every three semester hour course, students will spend an average of five to eight hours per week engaged in reading, studying, communicating, and completing assignments and assessments. Students who enroll in the Bachelor of Health Sciences Completion Program must have access (at home, at work, or through some other source) to a computer, internet service provider (high speed connection), and an approved web browser. The approved web browsers are: Netscape Communicator (4.0 or higher) or Microsoft Internet Explorer (4.0 or higher, Java enabled). In addition, students must have access to Microsoft Office 2000 (or higher). Students must also have a basic level of computer skills and knowledge of computer operation. In addition, students should have working knowledge of word processing, spreadsheets, and Internet web-browsing. Students and faculty will have access to technical support via Student Computing Services and the Technology in Education to Advance Learning Center that supports Blackboard. Coastal Carolina University employs three key technological resources to ensure the success of traditional as well as online degrees: Blackboard, Datatel, and e-mail. The Blackboard Learning System has been well established throughout the educational industry to support online courses for traditional and distance learning environments. It allows for efficient delivery and management of online courses as well as for a collaborative environment among faculty and students. Blackboard technical assistance for

students is available through the Help Desk on campus, online, and by phone until 11:00 p.m. Datatel is the University's Enterprise Resource Planning (ERP) system. Students can register, pay fees, perform financial aid functions, check their grades online, and perform other activities online. Datatel is, also, a very well established ERP system for educational institutions. Support for Datatel modules is available until 10:30 p.m. via e-mail or phone. The University has a student e-mail system and is in the process of providing a major improvement to the system. Support for e-mail is provided in person, via phone, and online via help request forms.

Committee action: Proposal was approved as written and will be submitted to Faculty Senate for the February, 2011, meeting.