

Healthcare Administration Badge

Course Descriptions

BUS 5540 - Accounting for Healthcare (typically offered in the Spring semester)

BUS 5550 - Healthcare Marketing (typically offered in the Fall semester)

BUS 5580 - Healthcare Organization and Delivery (typically offered in the Fall semester)

BUS 5540 Accounting for Healthcare Professionals

Healthcare Accounting will provide an in-depth investigation and study of the use and application of accounting information as related to the decision making process in the healthcare arena. Subject matter consists primarily of methods and concepts for financial reporting and techniques of current and long term asset valuation. Emphasis will be placed on the not-for-profit accounting principles and the question of equity. Topics include third party payments, legal issues, reimbursement, fund-raising; as well as managerial accounting concepts and their relevance to business decisions. There will be a large focus on the study of cost behavior, cost volume profit relationships, standard and process costs and budgeting to foster a meaningful comprehension of managerial accounting. Concentration Course.

BUS 5550 Healthcare Marketing

This course provides an in-depth understanding of the principles and concepts of marketing as they apply to healthcare organizations. Students gain a working knowledge of marketing tools and how to use them in the context of healthcare. Students build practical applied skills in analyzing healthcare marketing problems and developing healthcare marketing programs and strategies. Students will expand their understanding of the differences and similarities between health services marketing and social marketing. Concentration Course.

BUS 5580 Healthcare Organization and Delivery

Healthcare Organization and Delivery explores the history and development of the financing, delivery and organization of health services in the United States. The progression of health services over time in terms of demand, cost structure, sources and distribution of resources is examined in-depth. Particular attention is given to the political and social forces that gave rise to these changes, including most recently, the Affordable Care Act. Concentration Course.