

MEMORANDUM

TO: 2023-2024 Senate Executive Committee
FROM: Teri Hogg
Chair, Undergraduate Curriculum Subcommittee
DATE: September 19, 2023
SUBJECT: Concentration in Healthcare Administration

The Undergraduate Curriculum Subcommittee reviewed and supported the proposal from the Doermer School of Business for a new concentration in the Management Program in the Department of Management & Marketing. We find that the proposal requires no Senate review.

Thank you for the opportunity to review this new concentration.

Approved	Opposed	Absent	Non-Voting
Laurel Campbell Claudio Freitas, Teri Hogg Jordan Marshall Lee Roberts Emily Tock		Xiaoguang Tian	Terri Swim

Degree/Certificate/Major/Minor/Concentration Cover Sheet

Date: 7/31/2023

Institution: Purdue

Campus: Fort Wayne

School or College: Doermer School of Business

Department: Management & Marketing

Location: On Campus 80% or more online: Yes No

County: Allen

Type: Majors/Concentrations: New

Program name:

Healthcare Administration

Graduate/Undergraduate: Undergraduate

Degree Code: BSB Business

Brief Description:

This new program complements our management major in the Doermer School of Business. Students will take 12 credit hours of coursework in healthcare specialization and the required 12 credit hours for their management major. The new concentration expands the career opportunities for business majors. Students interested in working in healthcare settings will have the option to pursue the healthcare administration concentration.

Rationale for new or terminated program:

Fort Wayne, one of the largest cities in the state, has a robust and diverse healthcare industry. The city is home to several prominent healthcare institutions, hospitals, clinics, and medical practices, serving the local population and surrounding areas. According to the U.S. Bureau of Labor Statistics, job opportunities for health administrators and managers are projected to grow 28% from 2021 until 2031. There is also a significant increase in the number of DSB students who want to pursue healthcare careers. Healthcare administration concentration will help prepare students to be effective leaders and managers in the dynamic and critical healthcare industry. By combining business principles with a focus on healthcare challenges and opportunities, the graduates are well-positioned to positively impact the quality, efficiency, and accessibility of healthcare services in the Northeast Indiana communities and beyond.

CIP Code: 51.2211

Name of Person who Submitted Proposal:

Prasad Bingi

Contact Information (phone or email): 260-481-6007

Request for a New Major or Concentration

- I. Name of proposed major, or concentration
Healthcare Administration concentration (in the existing Management major)
- II. Title of degree to be conferred
Bachelor of Science in Business
- III. Field of study, department, and college involved
Department of Management & Marketing (Doermer School of Business)
- IV. Objectives of the proposed major or concentration
Currently there are no concentrations available to business majors. The major objective of the proposal is to prepare business students for careers in the growing healthcare industry in Northeast Indiana.
- V. Proposed Date of Initiation
The proposed implementation date is Spring 2024
- VI. Describe the relationship of the proposed major or concentration to the mission of the campus or the department
The mission of Doermer School of Business is to provide quality business education to meet the higher-education needs of northeast Indiana. The proposed new concentration would be another opportunity for interested students to engage in healthcare administration as a career upon completion of the baccalaureate degree.
- VII. Describe any relationship to existing programs within the campus
There is no healthcare administration or management program on PFW campus.
- VIII. Describe any cooperative endeavors explored and/or intended with other institutions or organizations
No joint endeavors with other institutions or organizations are envisioned at this time.
- IX. Describe the need for the major or concentration
Fort Wayne, one of the largest cities in the state, has a robust and diverse healthcare industry. The city is home to several prominent healthcare institutions, hospitals, clinics, and medical practices, serving the local population and surrounding areas. According to the U.S. Bureau of Labor Statistics, job opportunities for health administrators and managers are projected to grow 28% from 2021 until 2031. There is also a significant increase in the number of DSB students who want to pursue healthcare careers. Healthcare administration concentration will help prepare students to be effective leaders and managers in the dynamic and critical healthcare industry. By combining business principles with a focus on healthcare challenges and opportunities, the graduates are well-positioned to positively impact the quality, efficiency, and accessibility of healthcare services in the Northeast Indiana communities and beyond. Thus, the primary objective of creating healthcare administration concentration in the major is to increase enrollments and enhance professional opportunities for business students in healthcare industry upon successful completion of the degree. The attached document, HealthCare Industry Information, provides further evidence of the need for this healthcare concentration.

- X. Describe the resources required over and above current levels to implement the proposed major or concentration*

A tenure-track assistant professor in healthcare management position would greatly help the department to offer the needed courses both at the undergraduate and graduate levels.

- XI. A Liaison Library Memo

See attached.

- XII. Proposed curriculum

The Healthcare Administration concentration in the Management major would require 12 credit hours for completion in addition to 12 credit hours towards their major (students are required to have a minimum of 120 credit hours with a 2.30 cumulative grade point average and satisfy all the requirements of both PFW and DSB to receive the Bachelor of Science in Business degree). If approved by the appropriate entities, the new Healthcare Administration concentration would have the following curriculum:

Major Required Courses – 12 credit hours

BUS 30000 (International Business Administration) 3 credit hours

Economic and cultural environments for overseas operations. Governmental policies and programs that affect international business. International dimensions of marketing, finance, accounting, taxation, and human resources with emphasis on management decisions and implementation. Prerequisite: ECON 20101

BUS 32700 (Deterministic Models in Operations Research) 3 credit hours

This course provides an intense immersion into the problem solving and troubleshooting processes, including critical thinking and the analytical decision-making tools used by companies to solve a variety of problems. Prerequisite: BUS 30102

BUS 31201 (Entrepreneurship) 3 credit hours

New venture creation, business planning and its formalization, corporate and social entrepreneurship.

BUS 44000 (Personnel: Human Resources Management) 3 credit hours

Nature of human resource development and utilization in the American society and organization; government programs and policies, labor force statistics; personnel planning, needs forecasting; selection, training and development of human resources, integration of governmental and organizational programs. Prerequisite: BUS 30200

Specialization Courses – 12 credit hours

BUS 49006 (Healthcare Administration) 3 credit hours

This course provides students with a comprehensive understanding of the principles, practices, and challenges involved in managing healthcare organizations. The course explores various aspects of healthcare administration, including organizational structures, leadership, financial

management, policy development, and regulatory compliance. Students will develop the knowledge and skills required to effectively manage healthcare facilities and navigate the evolving landscape of the healthcare industry. Prerequisite: BUS 30200

BUS 49004 (Healthcare Entrepreneurship) 3 credit hours

This course is designed to equip students with the knowledge, skills, and mindset required to identify opportunities and create innovative solutions in the healthcare industry. The course explores the intersection of healthcare and entrepreneurship, emphasizing the importance of creativity, strategic thinking, and business acumen in developing successful healthcare ventures. Through case studies, real-world examples, and hands-on projects, students will learn how to navigate the challenges and complexities of launching and managing healthcare startups and ventures. Prerequisite: BUS 31201

BUS 49003 (Healthcare Information Systems) 3 credit hours

This course introduces students to the fundamental concepts, principles, and technologies behind the management and utilization of information systems in the healthcare industry. The course aims to equip students with the knowledge and skills required to understand, implement, and improve healthcare information systems, ensuring they are well-prepared for careers in healthcare management, informatics, and related fields. Prerequisite: BUS 32100

Elective courses: Pick one of the following courses

ECON 30600 (Health Economics) 3 credit hours

In this course, students will study one of the newest branches of economics, Health Economics. Health is an important determinant of an individual's well-being and an instrumental part of an individual's labor market fortune. Therefore, it is important to know how health is produced and consumed in the economic system. Thus, in this course, the main emphasis will be given to the issues related to firm's behavior in the production of health and individual's behavior in the consumption of health care, specifically, in the U.S. Furthermore, the current state of production and consumption of health care in the U.S. will be compared with other economic systems such as Canada and UK. The comparative analysis should shed light on why healthcare issues in the U.S. attract so much attention today among stakeholders.

Many concepts in health economics are adopted from other areas of economics such as finance and insurance, industrial organizations, labor and public finance; as a result, students will be indirectly exposed to other fields of economics while studying the contemporary U.S. health and healthcare issues. The economic modeling approach is the cornerstone of the learning process of health economics issues. Therefore, after completing the course, the successful student is expected to have a good understanding of the main implications from all economic models covered during the semester and be able to identify their main strengths and weaknesses. Prerequisite: ECON E202; junior class standing

BUS 49006 (Legal Issues in Healthcare) 3 credit hours

TBD.

HealthCare Industry Information:

According to the FDS (First Destination Survey [dashboard \(internal\)](#)) and pfw.joinhandshake.com

Gathered September 2022 and July 2023

University-Wide Relevant Information (this may be helpful for prospective Minors, Certificates, MBA)

2022 Employers of PFW Students:

- Parkview health
- Lutheran Health Network
- Indiana Physical Therapy
- Alverno Labs
- Am Home Health Care Company
- MedPro Group (formerly Medical Protective)
- Fort Wayne Metals (medical industry)
- Cummins
- Dana
- Eli Lilly
- Zimmer Biomet
- Biotechnology
- Johnson & Johnson

2017-2022 Past 5 years- University Wide - Top 6 Employers university wide

- | | |
|----------------------|----------------------------|
| 1. Parkview Health | 4. Lutheran Health Network |
| 2. Bowen Center | 5. MedPro Group |
| 3. Fort Wayne Metals | 6. Zimmer Biomet |

DSB Specific Information

2017-2022 - 4% in healthcare

2022 - 9 % of DSB Students in Healthcare, 10% university-wide

2022 saw significant increase from previous years which hovered around 4-5%

Via Handshake - 93 DSB students have indicated Healthcare Services as an industry they're pursuing

DSB Engaged Employers, through recruitment and program involvement or visits to campus:

1. MedPro Group (insurance for healthcare providers)
2. Fort Wayne Metals (wires in medical industry)
3. Zimmer Biomet (biotech, medical devices)
4. PHP (specialize in group health benefits)

Of note: We are not currently engaged with some of the top Healthcare providers which shows an opportunity for better connections, or a need for distinguishing ourselves among other local universities.

DSB Undergrad - Top Healthcare Employers past 5 years

- | | |
|------------------|----------------------|
| 1. MedPro Group | 3. Parkview Health |
| 2. Zimmer Biomet | 4. Fort Wayne Metals |

MBA Employers past 5 years:

- Dupont Hospital
- Goshen Health
- Lutheran Health
- Parkview Health
- Zimmer Biomet

Liaison Librarian Memo

Date:

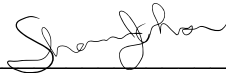
From:

To:

Re:

Describe availability of library resources to support proposed new program:

Comments:



8/28/23

Liaison Librarian Signature

Date

When developing a new degree program, major, certificate, minor, concentration, track, or specialization please review the questions below when developing your response to the library or additional resources sections. Please consult your liaison librarian for assistance.

Library Resources

Address the following issues regarding the impact of the new program on the library's budget and personnel. Please respond to each item below indicating the library sources and services required to support the proposed program.

- Which databases/indexing sources will be used by the courses in this program?
 - Standard business databases and major health ones, including CINAHL and Medline. Healthcare business and business source complete
 - CINAHL subscription is at lowest level – would need to increase to a higher index level
- What are the journals that will be used by students completing library research in this program? Please list three to five titles. Is there an expectation that access to new journals will need to be purchased for students in this program?
 - SJR did not have an exact category for healthcare management, but they did have nursing leadership and management that seemed to have good cross over. Here are some of the major titles and our holdings:
 - Journal of Nursing Management – own 1997-present
 - International Journal of Health Policy... - 2013-present
 - Journal of healthcare leadership – 2015-present
 - Journal of healthcare management – **no current access**
 - Risk management and healthcare policy – 2008- present
 - Healthcare financial management – 1994-present
- Are there any specific reference sources (e.g. encyclopedias, handbooks, standards, etc.) required to support the new program?
 - Standards are very common in the medical setting. Needs will depend on the way the program develops
- Is there an expectation for additional books to be purchased? What about DVD or audio/visual materials? What is the estimated dollar amount needed yearly to support this program with new books and media materials?
 - Healthcare collection will need updated and healthcare business will need to be prioritized, however this is within current ability of the collection budget and process

- Will the new program use the Library's Document Delivery Services? Costs for this service come out of the Library's budget. What types of materials would the program be requesting through DDS?
 - Mostly article requests.
- Who is the liaison librarian for this program? The liaison librarian provides support through involvement in Blackboard-supported classes, one-on-one research consultations, in-class instructional sessions, and tailored course guides for research assignments. Which of these librarian services do you anticipate will be utilized in the new program?
 - Business librarian is s.g.
 - Health librarian is Shannon Johnson
 - All services will likely be utilized
- Memo from Liaison Librarian regarding resources.
- Is there an accrediting body that will be overseeing this program? What are the statements of the accrediting body related to the library, e.g. holdings, personnel, services?