MBA WITH CONCENTRATION IN HEALTHCARE MANAGEMENT

BIU **University**

Mode	Language	Duration
Online	English & Spanish	18 months

Modules

- **BUS611 Finance (3 Credits)** This course covers many financial concepts, including a survey of the financial structure of a firm, its demand for funds to finance the acquisition of assets, and the sources available to satisfy this demand. Analysis of a firm's capital structure and alternative financing sources and techniques will also be covered. Major attention will be on the capital budgeting, the investment, and dividend decisions of a corporation. The course also studies the structure of the financial system, with emphasis on the supply and demand for lendable funds and the term structure of interest rates.

- **BUS612 Managerial Accounting (3 Credits)** This course is a study of the use of accounting information in planning, control, and special decision-making. It involves the use of accounting data internally by managers in directing the affairs of business and non-business organizations. It focuses on the needs of the manager for financial information and timely reports on the firm's operations to make sound managerial decisions.

- **BUS621 Leadership and Organizational Behavior (3 Credits)** This course focuses on how managers become effective leaders. It addresses the human side of enterprise. Students will examine teams, individuals, and networks in the context of: the determinants of group culture, managing the performance of individual subordinates, and establishing productive relationships with peers and seniors over whom the manager has no formal authority. Also, students will look at successful leaders in action to see how they develop a vision of the future, align the organization behind a vision, motivate people to achieve the vision, and design effective organizations and change them to achieve superior performance.

- **BUS622 Marketing (3 Credits) T**he objectives of this course are to understand the role of marketing, explore the relationship between marketing and other functions, and to show how effective marketing builds upon an understanding of buyer behavior to create value for customers. Students learn how to make marketing decisions in the context of general management, how to control the elements of the marketing mix (product policy, channels of distribution, communication, and pricing) to satisfy customer needs profitably, and how to use this knowledge in a brand management simulation. The course culminates with the evolution of marketing, particularly focusing on opportunities presented by the Internet.

- **BHM631 Healthcare Informatics (3 Credits)** This course introduces healthcare informatics concepts and practices, focusing on managerial challenges. It examines information systems management in healthcare, including database systems for electronic medical records. The course analyzes clinical operations, information flow, and data manipulation, with an emphasis on data retrieval and its impact on healthcare delivery and patient health. Additionally, it addresses the influence of federal and state regulations on healthcare information systems design. The course adopts an organizational, managerial, and leadership perspective and discusses the use of st**atistics in evaluating healthcare data for decision-making regarding health policies.**

- **BHM632 Community Health Management (3 Credits)** In this course, students analyze healthcare issues concerning the management of community health and disease prevention strategies that could be implemented to reduce the cost of providing healthcare and improve the wellbeing of entire communities. Emphasis is placed on community outreach programs, researching community demographics and habits, community health education, community organizing, preventive care, planning for the contingency of an epidemic occurrence. Further emphasis is placed on the current healthcare regulations and how their implementation influences the overall health of communities and the cost of providing healthcare access to them.

- **BHM641 Healthcare Economics (3 Credits)** This course is designed to use standard economic theories and related methodologies to address problems typically encountered by the healthcare industry while promoting and providing healthcare for the communities they serve. Emphasis is placed on the application of economic theories to analyze how the current healthcare market, including the protagonists of the healthcare industry and the recipients of healthcare, is impacted by the existing laws, policies, and regulations. Further emphasis is placed on recommending most efficient and cost-effective alternative healthcare delivery models.

- **BHM642 Strategic Healthcare Organizations Management (3 Credits)** This course is designed to address the current healthcare environment, and to apply general business strategic concepts and practice to hospitals, clinics, community healthcare centers, and nursing homes among other active protagonists of the healthcare industry. Particularly, focus is placed on exploring market opportunities such as electronic medical records digitization, community and individualized healthcare, healthcare informatics, and other healthcare innovations. Further emphasis is placed on the healthcare information flow and how it relates to various healthcare workplace functions and organization's information systems, the importance of the optimization of the workplace and the flow of information to improve performance and guaranty accuracy, evaluating managerial strategies to effectively influence the management of the healthcare workplace and its operations, and pursuing opportunities for quality improvement. Topics such as the value-added by the health services provided, including home healthcare and telemedicine, and the implementation of strategic ventures and alliances to compensate for others not provided are also discussed.

- **BUS651 Information Systems and Technology Manager (3 Credits)** Students will gain a solid understanding of the core fundamentals of information systems (IS) today in this course. They will explore the key principles of IS with a captivating overview of the IS discipline and the rapidly changing role of today's IS professional. The focus of this course is to bring the latest IS topics and examples to the forefront, while new opening vignettes, cases, and special interest features clearly demonstrate the emphasis today's organizations place on innovation and speed. Students gain an understanding of cloud computing, forecasting, and some of the most recent developments affecting virtual communities, virtual teams, and work structures. It is the concise IS overview students need to function more effectively as workers, managers, decision makers, and organizational leaders in business today.

- **BUS652 Research Methodology (3 Credits)** In this course, students will initiate a scientific research project, which forms the foundation for their Master's Thesis. They must rigorously follow the scientific method, encompassing conceptualization and ethics, and select the qualitative, quantitative, or mixed scientific method to be used. Students will identify a significant problem, conduct background research to gather relevant information, define parameters for the study, design the scientific method, and propose a detailed research plan. They must adhere to the latest APA guidelines for writing their research proposal. Successful completion with a minimum grade of B is required for graduation.

- **BUS661 Operations and Project Management (3 Credits)** This course enables students to develop the skills and concepts needed to ensure the ongoing contribution of a firm's operations to its competitive position. It helps them to understand the complex processes underlying the development and manufacture of products, as well as the creation and delivery of services.

- **BUS662 Thesis (3 Credits)** In this course, students are expected to continue and ultimately complete their Master's Thesis. They must meticulously follow the scientific method outlined in their previously approved research proposal. During this final phase, students will execute the approved fieldwork procedures, potentially repeating them for data accuracy. They'll compile information from experiments and observations, record it meticulously, and analyze the data using the appropriate methodology. The focus is on providing solutions to identified problems and answering related questions, while remaining open to addressing new aspects emerging from the data. The process includes drawing conclusions and presenting recommendations for further scientific research. Students must adhere to the latest APA guidelines for their Master's Thesis and deliver a final oral presentation as an integral part of their research project. A grade of B or higher is required for successful completion and graduation.