



Syllabus



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HCAD-515: Healthcare Strategic Development

Course Description

- Students in this course will evaluate the factors in the healthcare environment that impact strategy, integrate the functions of a healthcare organization into a strategic development framework that creates value, and develop strategies that promote a culture of innovation, change, and continuous improvement resulting in sustainable organizational success. Students will apply critical thinking to the analysis and evaluation of healthcare from a strategic and biblical perspective, evaluate the role of ethics, faith, and social responsibility in creating value for stakeholders, and formulate operational strategies that promote continuous performance and process improvements.

Credit Hours: 3

Prerequisite Courses: None

Prerequisite Skills and Knowledge: Admission to the MBA-HCA program

Course Outcomes

Upon successful completion of this course, you should be able to:

1. Synthesize ethical standards in strategic decision making.
2. Illustrate strategic planning process development.
3. Outline development of the strategic planning process.
4. Integrate organization mission, vision, objectives, and priorities into the strategic planning process.
5. Plan strategies to address identified problems or opportunities.
6. Demonstrate critical thinking through critical analysis.
7. Apply a biblical path for you to follow.

Course Textbook

Harrison, J. P. (2016). *Essentials of strategic planning in healthcare* (2nd ed.). Chicago, IL: Health Administration Press.

Course Technology

Course Technology

- Indiana Wesleyan University Off-Campus Library Services (OCLS)
- Computer
- Internet access
- Audio/speakers

IWU Diversity Statement

IWU, in covenant with God's reconciling work and in accordance with the Biblical principles of our historic Wesleyan tradition, commits to build a community that reflects Kingdom diversity.

We will foster an intentional environment for living, teaching, and learning, which exhibits honor, respect, and dignity. Acknowledging visible or invisible differences, our community authentically values each member's earthly and eternal worth. We refute ignorance and isolation and embrace deliberate and courageous engagement that exhibits Christ's commandment to love all humankind. (2016)

Grading Scale

NOTE: In graduate level courses, a grade of C- or below will require the course to be repeated.

Grade	Quality Points Per Credit	Percentage	Score
A	4.0	95%-100%	950-1,000
A-	3.7	92%-94.9%	920-949
B+	3.3	89%-91.9%	890-919
B	3.0	85%-88.9%	850-889
B-	2.7	82%-84.9%	820-849
C+	2.3	79%-81.9%	790-819
C	2.0	75%-78.9%	750-789
C-	1.7	72%-74.9%	720-749
D+	1.3	69%-71.9%	690-719

D	1.0	65%–68.9%	650–689
F	0.0	0%–64.9%	0–649

Grading Policies

Your grading policy for your course is dependent on your school and program. Your grading policies can be found in the [IWU Catalog](#).

Letter Grade Equivalencies

NOTE: In graduate level courses, a grade of C- or below will require the course to be repeated.

Grade	Description of Work
A	Clearly stands out as excellent performance. Has unusually sharp insights into material and initiates thoughtful questions. Sees many sides of an issue. Articulates well and writes logically and clearly. Integrates ideas previously learned from this and other disciplines. Anticipates next steps in progression of ideas. Example "A" work should be of such nature that it could be put on reserve for all cohort members to review and emulate. The "A" cohort member is, in fact, an example for others to follow.
B	Demonstrates a solid comprehension of the subject matter and always accomplishes all course requirements. Serves as an active participant and listener. Communicates orally and in writing at an acceptable level for the degree program. Work shows intuition and creativity. Example "B" work indicates good quality of performance and is given in recognition for solid work; a "B" should be considered a good grade and awarded to those who submit assignments of quality less than the exemplary work described above.
C	Quality and quantity of work in and out of class is average. Has marginal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at least minimally.
D	Quality and quantity of work is below average. Has minimal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at below acceptable levels.
F	Quality and quantity of work is unacceptable and does not qualify the student to progress to a more advanced level of work.

Course Workshop Summary

Workshop	Devotional*	Discussion*	Assignme
Workshop One	1/0	-	3/160
Workshop Two	1/0	-	2/175
Workshop Three	1/0	1/40	2/115
Workshop Four	1/0	-	2/165
Workshop Five	1/0	1/40	2/90
Workshop Six	1/0	1/40	1/175
TOTAL	6/0	3/120	12/880

* Number of Activities/Sum Point Totals

Workshop One Outline

Title	Due Dates	Time	Points
1.1 Devotional: Your Path in Life	Due by the first day of the workshop.	30 minutes	0
1.2 Assignment: Mission/Vision Talk	Due by the end of the workshop.	4 hours	40
1.3 Assignment: Leadership Training	Due by the end of the workshop.	6 hours	70
1.4 Assignment: Memo to the Ethics Committee	Due by the end of the workshop.	4 hours	50
Totals		14.5 hours*	160

*These times are only estimates. Actual assignment completion times will vary.

Workshop Two Outline

Title	Due Dates	Time	Points
2.1 Devotional: Traveling Your Path	Due by the first day of the workshop.	30 minutes	0
2.2 Assignment: Internal and External Environments	Due by the end of the workshop.	8 hours	100
2.3 Assignment: SWOT, Strategic Priorities, and Strategies	Due by the end of the workshop.	7 hours	75
Totals		15.5 hours*	175

*These times are only estimates. Actual assignment completion times will vary.

Workshop Three Outline

Title	Due Dates	Time	Points
3.1 Devotional: Illumination	Due by the first day of the workshop.	30 minutes	0
3.2 Assignment: Healthcare Marketing Plan	Due by the end of the workshop.	8 hours	75
3.3 Assignment: Healthcare Blog Post	Due by the end of the workshop.	3.5 hours	40
3.4 Discussion: HIT Current Event	Due by the end of the workshop.	3.5 hours	40
Totals		15.5 hours*	155

*These times are only estimates. Actual assignment completion times will vary.

Workshop Four Outline

Title	Due Dates	Time	Points
4.1 Devotional: The Bible as a Light	Due by the first day of the workshop.	30 minutes	0
4.2 Assignment: Physical Therapy and Clinic Business Plan	Due by the end of the workshop.	8 hours	100
4.3 Assignment: Strategy Map	Due by the end of the workshop.	6.5 hours	65
Totals		15 hours*	165

*These times are only estimates. Actual assignment completion times will vary.

Workshop Five Outline

Title	Due Dates	Time	Points
5.1 Devotional: You Are Not Alone	Due by the first day of the workshop.	30 minutes	0
5.2 Assignment: Physician-Hospital Integration Structures	Due by the end of the workshop.	4 hours	30
5.3 Discussion: Current Events	Initial post due by the first day of the workshop; one response due by the end of the workshop.	4 hours	40
5.4 Assignment: Post-Acute Delivery Systems	Due by the end of Workshop Six.	8 hours	60
Totals		16.5 hours*	130

*These times are only estimates. Actual assignment completion times will vary.

Workshop Six Outline

Title	Due Dates	Time	Points
6.1 Devotional: Uniquely Made	Due by the first day of the workshop.	30 minutes	0
6.2 Discussion: Current Event—Value	Initial post due by the first day of the workshop; one response due by the end of the workshop.	6 hours	40
6.3 Assignment: Case Report	Due by the end of the workshop.	10 hours	175
End of Course Survey	Due by the end of the workshop.	30 minutes	10 Extra Credit
Totals		17 hours*	215

*These times are only estimates. Actual assignment completion times will vary.

Course Assignments

TOTALS	94 hours*	1,000
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* These timings are based on estimations of average times to complete each assignment. Actual assignment completion times will vary.

Course Development Resources

Reflect in ePortfolio

Download

Print



Open with docReader



Activity Details

Completion Summary

Task: View this topic