

North Carolina Wesleyan College

HCA 325 Professional Writing for Healthcare Administration (3 Semester Hours)

This course in writing will give students the opportunity to identify and explore the discourse practices prized in your disciplinary, institutional, and professional communities-and help students manage those discourse practices effectively in written work. In this way, students will learn and experiment with just some of the many writing strategies and tactics that medical and health professionals need in order to write successfully for careers in healthcare administration.

Course Objectives:

1. Analyze a variety of professional rhetorical situations and produce appropriate texts in response.
2. Understand the stages required to produce competent, professional writing through planning, drafting, revising, and editing.
3. Identify and implement the appropriate research methods for each writing task.
4. Practice the ethical use of sources and the conventions of citation appropriate to each genre.
5. Write for the intended readers of a text, and design or adapt texts to audiences who may differ in their familiarity with the subject matter.
6. Demonstrate competence in Standard Written English, including grammar, sentence and paragraph structure, coherence, and document design (including the use of the visual) and be able to use this knowledge to revise texts.
7. Produce cogent arguments that identify arguable issues, reflect the degree of available evidence, and take account of counter arguments.

Mission for Healthcare Administration Program:

The Bachelors of Science in Healthcare Administration program prepares students for successful careers to manage and lead in the changing landscape of healthcare by providing innovative strategies to improve the efficiency and quality of healthcare services delivered. The

degree will emphasize organizational competence in managing and developing professional standards, policies, data management, fiscal responsibilities and areas of public health that influence the quality and equitable delivery of healthcare services.

Program Description (College Catalog pg. 177):

A degree in Healthcare Administration prepares students to be managers in a variety of healthcare industry settings. Using foundational courses from business, the degree builds on managerial principles to educate future healthcare leaders in areas of public health, economics, healthcare policy/law, data management and strategy. Graduates with a B.S. in Healthcare Administration will be qualified to plan, manage data, and direct operations in health care facilities such as nursing homes, physicians' practices and clinical settings such as hospitals or laboratories. This program is available as a major and an undergraduate certificate; also, as a concentration within the Organizational Leadership major.

Program Goals:

1. To develop and maintain a curriculum that reflects current trends and strategies in healthcare administration.
2. Create a community of alumni that are engaged in improving the landscape of healthcare delivery services at local, state, national and global levels.
3. To prepare students for graduate studies and/or for entry into the field of healthcare administration (HCA) following completion of the HCA major.

Program Learning Outcomes (PLOs):

1. Learners will be able to demonstrate an understanding of the healthcare delivery system in the US.
2. Learners will develop skills to effectively communicate and collaborate as a strategic member of the healthcare team.
3. Learners will apply risk and quality management concepts within the healthcare arena.
4. Learners will be able to apply legal and ethical principles to dilemmas faced by managers in the healthcare area.
5. Learners will develop skills to interpret utilization of health information technology in the healthcare setting.
6. Learners will be able to analyze socio-cultural and economic forces impacting the accessibility and efficiency of healthcare service delivery.
7. Learners will be able to critically analyze research in healthcare management and utilize to improve service outcomes.