BUSI 208, Communication & Relationship Management in Healthcare Administration, Syllabus
(3 credits)

COURSE DESCRIPTION

This course equips students with a variety of communication skills, relational skills, and development tools that will enhance and project their professional identity in order to jumpstart their career in Healthcare Administration. Examples include written and oral business communications, résumés and cover letters, elevator speeches, social media, interviewing, and networking. Case studies and mentoring from experienced professionals help prepare students to formulate, organize, prepare for—and succeed—in their search for the best internships, residencies, fellowships, and career opportunities. Prerequisite: BUSI 201 Introduction to the Healthcare Industry. *Special Consideration: BUSI 208 is a Writing Emphasis course.*

REQUIRED TEXTS & RESOURCES

Meacham, M. R. (2015). From backpack to briefcase: Professional development in healthcare administration. Boston, MA: Cengage Learning.
ISBN: 978-1-285-08485-5

NOTE: The Point University Bookstore may offer this textbook(s) in other formats. Information can be found at www.pointuniversityshop.com

COURSE SCHEDULE

Each course begins on a Wednesday with a Getting Started module before moving into the week 1-7 content. The introduce yourself forum is required during the Getting Started module in order to be counted present during this half-week of instruction. The introduce yourself forum is open from the start of the course to the first Sunday. All posts are due by Sunday at 11:59 p.m. Participation is required to be marked present for this time period. Keep in mind that in future weeks, forum due dates may be different.

Unless stated otherwise, graded assignments are due on the last day of the course week (Sunday). http://point.edu/course-schedules/

Learning Activities	Graded Assignments	
Week 1	**Unit 1: Discovering Who You Are**	
	Read Ch. 1 Pages 1-10	N/A
	Welcome to BUSI 208—Review of requirements and syllabus	N/A
	Week 1--Overview & Video	N/A
	Week 1--View Ch. 1 PowerPoint	N/A
	Week 1--Discussion Forum	Due Week 1, Day 5 (Friday) Initial Post; Response due Day 7 (Sunday)

	Week 1--Activity: Jung Typology Test	Due Week 1, Day 7
	Week 1- Final Paper Assignment Part 1: Healthcare Communication Relationships	Due Week 1, Day 7
Week 2	**Unit 2: You Never Get a Second Chance to Make a First Impression**	
	Read Ch. 2 Pages 11-24	N/A
	Week 2 Overview & Video	N/A
	View Ch. 2 PowerPoint	N/A
	Week 2-Discussion Forum	Due Week 2, Day 5 (Friday) Initial Post Response due Day 7 (Sunday)
	Week 2- Activity: "What to Wear" Identify images of proper dress codes for healthcare managers.	Due Week 2, Day 7
	Week 2- Final Paper Assignment Part 2: Review Instructor feedback on topic choice of Healthcare Communication Relationships Paper. Revise paper according to instructor comments and resubmit revisions.	Due Week 2, Day 7
Week 3	**Unit 3: Finding the Right Place and Networking and Learning**	
	Read Ch. 3 & 4 Pages 25-36; 37-48	N/A
	Week 3 Overview & Video	N/A
	View Ch. 3 & 4 PowerPoint	N/A
	Week 3-Discussion Forum	Due Week 3, Day 5 (Friday) Initial Post Response due Day 7 (Sunday)
	Week 3- Activity: Informational Interview (Exercise 4-3 of the text).	Due Week 3, Day 7
	Week 3- Final Paper Assignment Part 3: Draft pages 1-3 pages of Healthcare Communication Relationships final paper.	Due Week 3, Day 7

Week 4	Unit 4: The Cover Letter and The Résumé	
	Read Ch. 5 & 6 Pages 49-62; -63-80	N/A
	Week 4 Overview & Video	N/A
	View Ch. 5 & 6 PowerPoint	N/A
	Week 4- Discussion Forum	Due Week 4, Day 5 (Friday) Initial Post Response due Day 7 (Sunday)
	Week 4- Activity: Draft a Cover Letter appropriate for a job in healthcare management.	Due Week 4, Day 7
	Week 4-Activity: Draft a chronological or functional resume appropriate for a job in healthcare management.	Due Week 4, Day 7
	Week 4- Final Paper Assignment Part 4: Revise pages 1-3 of Healthcare Communication Relationships final paper according to instructor comments and resubmit revisions.	Due Week 4, Day 7
Week 5	Unit 5: Getting to the "On-Site" Interview and The Interview	
	Read Ch. 7 & 8 Pages 81-89; 90-110	N/A
	Week 5 Overview & Video	N/A
	View Ch. 7 & 8 PowerPoint	N/A
	Week 5-Discussion Forum	Due Week 5, Day 5 (Friday) Initial Post Response due Day 7 (Sunday)
	Week 5- Activity: Evaluating Job Offers.	Due Week 5, Day 7
	Week 5- Final Paper Assignment Part 5: Draft of pages 4-6 of Healthcare Communication Relationships final paper.	Due Week 5, Day 7
Week 6	Unit 6: Accepting the Job and Professional Ethics and Internship, Residency or Job	N/A

	Read Ch. 9 &10 Pages 111-117; 118-128	N/A
	Week 6 Overview & Video	N/A
	View Ch. 9 & 10 PowerPoint	N/A
	Week 6-Discussion Forum	Due Week 6, Day 5 (Friday) Initial Post Response due Day 7 (Sunday)
	Week 6- Activity: 5-Year Plan.	Due Week 6, Day 7
	Week 6- Final Paper Assignment Part 6: Revise pages 4-6 of Healthcare Communication Relationships final paper according to instructor comments and resubmit revisions.	Due Week 6, Day 7
Week 7	**Unit 7: What it's like to be in the profession**	
	Read Ch. 11 Pages 129-146	N/A
	Week 7 Overview & Video	N/A
	View Ch. 11 PowerPoint	N/A
	Week 7-Discussion Forum	Due Week 7, Day 5 (Friday) Initial Post Response due Day 7 (Sunday)
	Week 7- Activity-- Create your personal mission and vision statement as a healthcare professional (Written 1-2 pages).	Due Week 7, Day 7
	Week 7--Final Paper Assignment Part 7: Healthcare Communication Relationships Paper (Written 8-10 pages).	Due Week 7, Day 7
	Week 7— Final Paper Presentation Assignment: Healthcare Communication Relationships PPT Presentation	Due Week 7, Day 7

GRADING POLICIES

Course Evaluation Plan
An assessment instrument (checklist, rubric, quiz, etc.) will accompany each major graded assignment. See the instructions for specific assignment criteria and accompanying grading instruments.

Points Distribution
Graded assignments will be distributed as follows:

Graded Assignments	Points Possible
Discussion Forums (7 x 30 pts)	210
Activity (8 x 35 pts)	280
Final Paper Assignments 1-6 (6 x 40 pts)	240
Final Paper Assignment Week 7: Healthcare Communication Relationships (1 x 170 pts)	170
Final Paper Presentation Assignment Week 7: Healthcare Communication Relationships PPT Presentation (1 x 100 pts)	100
Total Points:	**1000**

Final Grades
The following scale will be used when calculating final grades:

A	90-100%	D	60-69%
B	80-89%	F	0-59%
C	70-79%		

Final grades will be posted according to the Academic Calendar:
http://point.edu/academic-calendar/

COURSE LEARNING GOALS & OBJECTIVES

COURSE GOALS AND OBJECTIVES	Program Objective(s)
Goal 1: Students develop an improved sense of self-awareness and identify individual interest and goals toward a future in health care.	
Objective 1.1: Describe the underlying elements of your professional development and career path in the healthcare industry by looking introspectively.	2.3
Objective 1.2: Outline the effects of gender and culture on communication strategies across the healthcare industry.	2.1, 2.3
Objective 1.3: Analyze personal career aspirations as future healthcare managers and discuss the strengths and weaknesses of the leadership role.	2.1, 2.3

Objective 1.4: Outline personal mission and vision statements for a career in healthcare leadership.	2.1, 2.3
Goal 2: Students gain insight into the communication techniques of healthcare industry leaders and ways personal persona and appearance is viewed by potential employers.	
Objective 2.1: Differentiate between professional attire and casual attire when making first impressions.	2.2, 2.3
Objective 2.2: Demonstrate professional writing skills for use on social media and other forms of electronic networking.	2.1, 2.2
Objective 2.3: Outline professional networking pitfalls and abuses of social media.	2.1, 2.2
Objective 2.4: Discuss the importance of personal tone of voice in both written and verbal forms of communication in the delivery of healthcare.	2.1, 2.2,2.3
Goal 3: Students develop the foundational knowledge and skills needed to effectively communicate in various settings of the healthcare industry including the impact of interpersonal communication styles and techniques.	
Objective 3.1: Discuss practical proficiencies needed to communicate through speech in a healthcare setting.	2.1
Objective 3.2: Illustrate interpersonal skills in relating and carrying on a conversation with others in the healthcare industry.	2.1, 2.2, 2.3
Objective 3.3: Outline sufficient qualifications and interest in jobs to merit further inquiry in the form of a cover letter.	2.1
Objective 3.4: Outline a basic written snapshot of skills, knowledge, and abilities in the format of a Résumé.	2.1
Goal 4: Students examine the characteristics of various interviewing approaches and differentiate between best practices, styles, and outcomes.	
Objective 4.1: Discuss improvement of interpersonal and conversational skills within a healthcare setting to communicate with industry leaders.	2.2, 2.3
Objective 4.2: Analyze how employers conduct telephone and Skype interviews based on time constraints, distance, and organizational objectives.	2.1, 2.2, 2.3
Objective 4.3: Discuss how employers conduct and approach on-site interviews based on the needs of the organization.	2.1, 2.2, 2.3
Objective 4.4: Illustrate best practice techniques to present your best-self for an on-site interview.	2.2, 2.3
Objective 4.5: Identify approaches to the process of salary negotiations for formal and informal job offers.	2.1, 2.3
Goal 5: Students examine ethical considerations when considering job offers.	
Objective 5.1: Describe the underlying role of ethical leadership from a personal, patient, and community perspective.	2.2, 2.3

Objective 5.2: Analyze what employers and employees determine as a "good fit" for employment in the healthcare industry.	2.2, 2.3
Objective 5.3: Describe the basic, good, and professional behaviors for on the job—including relationships with superiors, communication styles with colleagues, and work etiquette.	2.2, 2.3
Objective 5.4: Demonstrate how to build and establish a strong rapport with supervisors on the job.	2.2

DISABILITY SERVICES

Point University is committed to providing qualified students with disabilities an equal opportunity to access a Point education through the provision of reasonable and appropriate accommodations and support services. Accordingly, Point complies with Title IX (https://point.edu/title-ix) of the Educational Amendments of 1972 and the subsequent reauthorization of that act, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Act of 1990 and subsequent amendments to that act. For more information about Disability Support Services, see the "Consumer Information" section of the website (http://point.edu/disclosures) and the "Student Services" section of this catalog, or contact the Director of Disability Services and College Section 504 Coordinator, at disability.services@point.edu.

COURSE EXPECTATIONS

Attendance

A student is expected to actively participate in each week of the class in which he or she is enrolled. Active participation each academic week includes submitting classwork in one or more of the following activities within the course during the week they are due: discussion forums, assignments such as (but not limited to) projects, papers, presentations, case studies, quizzes, or exams. Students may be absent up to 25% of the class. After absences exceed 25% of the session or term's total – in either consecutive or cumulative days – the student will be withdrawn from the class roster and assigned a grade on the basis of work completed at the time of withdrawal unless, because of exceptional circumstances, prior arrangements have been made with the professor and the Chief Academic Officer.

Students representing the university, such as student-athletes, remain responsible for submitting work online within the week it is due to be counted present. No student will be disadvantaged while representing the university. However, the responsibility is on the student to notify faculty no later than one week before missing class for any reason, to ensure time for content to be made available to them and for make-up work to be considered and arranged. It is expected that students will limit their absences outside of these required absences, as they will be dropped if they overcut the allowed number of absences.

The full attendance policy is found in the catalog (https://point.edu/catalogs/).

Etiquette & Netiquette
Students are expected to be respectful and well-mannered towards the instructor and their peers, whether in the physical classroom or the online course site. For guidance on meeting this expectation, particularly in the online environment, please see the materials provided during student orientation or reach out to advising.center@point.edu.

Policies
For academic policies governing attendance, late assignments, and student support, please refer to the Academic Catalog directly (https://point.edu/catalogs/).

COPYRIGHT AND FURTHER DISSEMINATION

All content within this course is intended for transformative, educational, and informational purposes under (Fair Use). These materials are not to be distributed or disseminated outside of this course for public use or profit-making ventures due to outside copyright laws. These materials are intended solely for education, personal training, and/or career building. All other uses are strictly prohibited.

Due to Copyright restrictions courses are unpublished thirty days after the completion of a course. If you wish to maintain access to your personal materials, save them before submitting to the course, or download them before the course is unpublished.