

New Course Proposal

Submit completed form electronically

1. Course prefix and course number: MBA 546

2. Course title: Advanced Health Communication

3. Abbreviated title for class schedule (30 characters or less):

Advanced Health Communication

4. Credit hours:

4

5. Catalog description:

Explores communication in healthcare organizations. The course uses both a theoretical and applied approach to topics key to healthcare administrators, including communicating with patients and families, emotions (such as stress) in the workplace, new technology in healthcare organizations, crisis communication, and ethics.

6. Prerequisites (*to add each additional prerequisite, start a new line*): None
(See attached Note for samples)

A. (course prefix, (space) and number) or or or or

B. (course prefix, (space) and number) or or or or

C. (course prefix, (space) and number) or or or or

7. Co-requisites (including labs, if any):

A. (course prefix, (space) and number) or or or or

8. Major/Class restrictions: Please indicate any class or major restrictions: None

9. Is course repeatable? Yes No XX If Yes, list maximum credits:

10. Labs requirements: If course includes a lab: # of hours lecture: ; # of hours lab:

11. Fees: List any course fees: None

12. Grade Mode: Graded only: XX Pass/No Pass only: Option:

13. CIP Code: Six-digit CIP code (check with your Division Director): 09.0905

14. Special qualifications; Is course proposed for (yes/no):

A. University Studies? **No** If yes, list Strand(s)

B. Honors? **No**

15. Cross-listing: List any cross-listing: None

16. Strategic justification for proposed course:

A. **Rationale:** What is the overall strategic rationale for offering this course?

The course is proposed as part of the MBA program's healthcare administration concentration. Health communication is a key part of healthcare administration, however, the 300-level undergraduate health communication course offered by SOU would not be sufficient for MBA students. The 300-level (Comm 346) health communication course is meant as an introduction to health communication that could be relevant to both students seeking health careers post-Bachelors and those that are generally interested in the subject, and covers topics such as health communication/promotion campaigns and health education. The proposed MBA 546, on the other hand, is structured for advanced students who may already work in healthcare, and asks them to analyze existing healthcare organizations and apply knowledge gained in the course to create recommendations for such organizations. This proposed course will cover the main communication-related topics that healthcare administrators would be interested in, such as practitioner-patient communication, decision-making, workplace stress, healthcare ethics, and new technology in healthcare.

B. **Alignment:**

1. How does this course align with the unit's mission plan?

The MBA program seeks to enhance critical thinking and analytical skills among students, as well as develop innovative thought and ethics. This course will help students analyze and apply learning to problems specific to the healthcare administration field (e.g., working with patients, balancing communication and efficiency). Students will also learn about healthcare ethics, particularly as it affects communication and interactions regarding patient health.

2. How does the course fit into the rest of the unit's curriculum?

The course will be one of three courses that comprise the healthcare administration concentration portion of the MBA program. While some course material is related to course topics in other MBA courses (primarily

Organizational Behavior), information covered in this course will not be redundant, and will rather extend organizational concepts to the healthcare context.

C. **Enrollment:** What is the new course's estimated enrollment each time it is offered over a three-year period?

Year 1 - 40; Year 2 - 40; Year 3 - 40

D. **Resource evaluation:** What resources – faculty, equipment, lab space, etc. -- will be needed to offer this course and how will those resources be obtained?

1. *Faculty:*

- a. Who will teach the course? **Kristin Hocevar, PhD**
- b. Evaluate unit's faculty availability and/or needs and the impact on other teaching obligations.

To begin, Kristin would teach this course in overload as it would only be offered periodically. Depending on need and interest in the healthcare administration concentration, hopefully this course could be incorporated into her normal teaching load in the future.

- c. If additional faculty members are needed, how will that need be met?
Additional faculty from Communication may not be available, but faculty from Business could potentially teach the course.

2. *Facilities:* Cite any additional need for classrooms, equipment or lab space; explain how that need(s) will be met.

This course will be taught fully online. No additional lab space is necessary.

3. *Other:*

- a. Are Hannon Library resources sufficient to meet the needs of this course?
Yes.
- b. Are any other resources needed to support this course? **No**
If so, please explain how they will be obtained.

E. **External impact:**

1. What is the expected effect of this course on existing programs elsewhere in the university?

No negative effect is anticipated. While the healthcare administration Bachelors is still new, it is possible that those students would be interested in applying to the MBA with a healthcare administration concentration; thus, a positive effect on the healthcare administration bachelors is anticipated.

NOTE: Please document your contact with other academic programs which may be affected by this new course and the response you received.

2. Will any of your prerequisites affect other academic programs? **No**

NOTE: Please document your contact with other academic programs which may be affected by this new course and the response you received.

17. Syllabus (condensed)

*(Attach an accompanying, condensed syllabus, which should include the following items. Schedules and similar details are **not** required.)*

A. Course description (same as Catalog description, above)

Explores communication in healthcare organizations. The course uses both a theoretical and applied approach to topics key to healthcare administrators, including communicating with patients and families, emotions (such as stress) in the workplace, new technology in healthcare organizations, crisis communication, and ethics.

B. Learning objectives of the course

• Evaluate best practices in communicating with patients and families
• Identify challenges inherent to healthcare organizations, such as ethics, stress, burnout, and changing technology, and apply understanding by creating plans to address such challenges
• Apply communication skills (orally and in writing) by creating messages for a variety of stakeholders
• Analyze a specific healthcare organization's practices and apply knowledge to make recommendations to improve those practices

C. Required texts

TBD (will be posted on Moodle; no textbook required)

D. Course format

Online – seven-week session

E. Other – any other relevant materials needed to explain the goals and teaching methods of this course.

Approvals:

Kate Palmer
Signature of Division Director

3/6/19
Date

4/29/16

