

Ferris State University
Preliminary Curriculum Approval Form

Directions: This form should be completed using 11-point font or larger, and should be no longer than six pages (excluding the signature/comment pages). For purposes of expediting the preliminary approval process, forms may be forwarded electronically by the initiator and from one administrative level to another.

Name(s) of proposal initiator(s):	Health Care Systems Administration and College of Business Faculty
Department(s)/College(s):	HCSA/CAHS and MBA/COB

Type of curriculum change (check one)

<input type="checkbox"/>	New degree/major
<input type="checkbox"/>	New minor requiring new courses/resources
<input type="checkbox"/>	New concentration in existing degree program
<input type="checkbox"/>	Curricular customization of existing program for off-campus cohort group
<input checked="" type="checkbox"/>	New certificate requiring 3 or more new courses and/or new resources
<input type="checkbox"/>	Existing program redirection or shift in emphasis if 3 or more new courses and/or new resources are required

1. Name of degree, major, concentration, certificate, or minor. Briefly describe the curriculum plan/template.

The name of this Post-baccalaureate certificate is the Advanced Studies Certificate in Healthcare Management (ASHM).

Upon successful completion of this certificate, the student will be able to:

1. Critically analyze the legal environment of the health care industry and evaluate future legislative initiatives and their potential impact.
2. Project maximized reimbursements for a health care organization by examining the health care revenue cycle, dominant payment systems, and reimbursement schemes using current agency data and best practices in compliance with current regulations.
3. Evaluate quality systems and standards used in health care organizations and complete a quality improvement initiative.
4. Plan, coordinate, implement, and evaluate various projects for a health care facility.

Courses will follow the MBA template in that they will be offered in a mixed delivery format and in seven week sessions allowing for two courses to be completed consecutively in a semester.

2. Target date for implementation.

Spring 2012

3. Briefly explain the rationale for this initiative. If the initiative involves customization of an existing program for delivery to an off-campus cohort group, also explain the nature of the proposed curricular customization.

Of the 20 fastest growing occupations in the economy, half are related to healthcare. The United States Department of Labor Bureau of Labor Statistics indicates in their 2008-18 Projections that about 26 percent of all new jobs created in the U.S. economy will be in the healthcare and social assistance industry. This industry which includes public and private hospitals, nursing and residential care facilities, and individual and family services is expected to grow by 24 percent, or 4 million new jobs. Healthcare is a business and, like every business, it needs good management to keep the business running smoothly.

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Health Services Managers, also referred to as *Healthcare Executives* or *Healthcare Administrators*, plan, direct, coordinate, and supervise the delivery of healthcare.

4. Are there similar programs at other Michigan universities? If so, where? What is the enrollment in the other programs?

Eastern Michigan University offers a Graduate Certificate in Quality Improvement in Health Care that requires 18 credit hours of course work. Oakland University offers a Post-Master's Certificate in Health Care Administration that requires 16 credits of course work.

5. Briefly explain any similarities of the proposed initiative (program objectives and/or curriculum) with already established FSU or KCAD programs:

The College of Education offers a four course Advanced Certificate in Total Quality Management that is focused on the principles of Total Quality Management (TQM) and the Malcolm Baldrige National Quality Award Criteria for Educational Programs. The Advanced Studies Certificate in Health Care Management will include a quality course which will focus on the quality systems predominantly used in the healthcare arena.

6. Briefly describe indicators of the employment market for students completing this initiative, including sources used for employment information/data.

According to the Federal Bureau of Labor and Statistics, employment of *Medical and Health Services Managers* is expected to grow 16 percent from 2008 to 2018, faster than the average for all occupations. Job opportunities will be good, especially for applicants with work experience in healthcare and strong business management skills. Medical and health services managers with experience in large hospital facilities will enjoy an advantage in the job market, as hospitals become larger and more complex. Additionally, Medical and Health Services Managers ranks fifth on Michigan's Hot 50 list of Tomorrow's High-demand High-wage Career Job Outlook through 2016.

7. Briefly describe indicators of potential student interest/demand for the new initiative, including sources used for student market information/data.

The COB has enrolled MBA and MS-ISM students with undergraduate degrees and work experience in Health Care Systems Administration, Medical Records, Dietetics, Nursing, and Health Information Management, and many others in the healthcare field, as well as professional degrees in Optometry, Pharmacy, Psychology, and Medical. Recently the COB has seen a significant increase in requests by experienced healthcare professionals looking to leverage an MBA education to advance their career or qualified professionals looking to break into the healthcare industry as a manager since the downturn in the manufacturing industry.

8. To what extent will this initiative draw new students to FSU or KCAD? To what extent will it draw students from existing programs?

Hospital administrators view advanced education as an opportunity for their employees with many providing full tuition reimbursement for courses. With the growing Grand Rapids market in healthcare and with only two certificates offered in the Detroit area, students may come from the Western region of the state. Students in the Health Care Systems Administration or MBA programs may desire to further advance their degrees in the healthcare arena.

9. Approximately how many students are expected to enroll?

__20 in the first year? __30 after three years?

10. At which FSU campuses/regional centers or other sites will the initiative be offered?

Main campus, then perhaps expand to Grand Rapids as enrollment may demand.

11. Will Internet or other distance learning technology be used for course/program delivery? Describe.

Course offerings will be a mixed delivery format.

Complete questions 12, 13, 14 in consultation with department head/chair and/or dean.

12. Provide a rough estimate of the resources needed to implement the initiative:

	Start-up	After Three Years
Supply and expense	\$0	\$0
Equipment	\$0	\$0
Full-time faculty	\$0	\$0
Overload/adjunct faculty	\$28,800.00	\$32,000.00
Other	\$1,000.00	\$0

Estimate of Library Resources	X Adequate	Some new resources needed	Significant number of resources needed
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13. Project the resources that could come from reallocation within the department or college and the new resources that would be required.

Reallocation of faculty assignments would require overload pay or adjunct faculty to cover existing courses in the HCSA program.

14. Are there new space needs? If so, how much? How would the space be used? Has existing space been identified? If so, where? Is renovation/remodeling necessary?

No new space needs would be required as the courses would be offered on weekends.

15. Is there professional accreditation for the program? Is it required or voluntary? Will accreditation be sought, and when? What will be the one-time and ongoing costs of accreditation?

The MBA Program is accredited by the Association of Collegiate Business Schools and Programs (ACBSP). Accreditation will be maintained.

16. Has there been preliminary discussion with other departments/colleges that will be involved in course/program delivery? If yes, what was the feedback?

Both colleges are on board with the certificate development.

Department Head/Chair's signature: [Signature] Date 4/2/11
If this is an interdepartmental initiative, include additional Department Head/Chair signatures

Comments: We are delighted to collaborate with the COB on this proposed certificate and feel it is an excellent option for our mutual students. GRZ

Dean's or KCAD President's signature: [Signature: Julie A. Coon - CAHS] Date 4/4/11

- For cross-college initiatives, include additional signature(s) of Dean(s)
- For KCAD initiatives, include KCAD President's signature
- For existing FSU-Big Rapids programs customized for off-campus delivery to a cohort group, include College and UCEL Deans' signatures

Comments: I support this collaborative initiative

Dean's or KCAD President's signature: [Signature] Date 4/7/11

- For cross-college initiatives, include additional signature(s) of Dean(s)
- For KCAD initiatives, include KCAD President's signature
- For existing FSU-Big Rapids programs customized for off-campus delivery to a cohort group, include College and UCEL Deans' signatures

Comments: EXCELLENT COLLABORATIVE RESPONSE TO A VERY REAL MARKET NEED.

Vice President for Academic Affairs' signature: [Signature] Date 4-18-11
or Chancellor/VP of FSU/GR's signature

Approved Approval indicates permission to develop the full proposal. It does not assure final approval.

Comments and/or suggestions:

Not approved

Explanation:

- c. Initiator(s)
- Department Head/Chair(s)
 - Deans' Council and KCAD President
 - FSU University Curriculum Council
 - FSU Academic Senate and KCAD Senate
 - VPAA or Chancellor/VP of FSU/GR
 - FSU Intranet