

# HEALTH CARE MANAGEMENT (HCM)

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## **HCM 300. Health Care Ethics. (3 Credits)**

This course explores systems of moral reasoning and their impact upon the legal and ethical decision making process within health care organizations and professionals. Themes to be explored include confidentiality, informed consent, decision making capacity, treatment refusal, end of life decisions and care, and legal issues related to initiating or withdrawing treatment. Exposes students to the breadth of legal aspects of Health Care Management in order to assist health care professionals in identifying when a situation is likely to be subject to a law or regulation.

## **HCM 304. Health Care Planning and Evaluation. (3 Credits)**

This course examines the principles, methods, and basic fundamentals in planning, evaluating and measuring outcomes in the health care delivery system. Students learn the process of planning for the delivery of health care services to the surrounding communities while adapting to the changing environment.

Prerequisites: AL 169 or BUS 315 and AL 365 or ACCT 203 and AL 331 or HCM 320 and AL 338 or HCM 330 and AL 340 or HCM 300 and AL 341 or HCM 335.

## **HCM 308. Eldercare. (3 Credits)**

This course is an in-depth study of the challenges facing elders in American society, the services available to them, and a critical evaluation of public policy. Specifics include a life course perspective on aging that makes this course applicable and meaningful for people to study, provides an examination of the meaning of old age, explains how the body, mind, spirit and soul are affected by the decline of age. Students are expected to spend 16 to 18 hours per session on academic work for this course.

## **HCM 310. Current Trends in Health Care. (3 Credits)**

## **HCM 320. Management Principles in Health Care. (3 Credits)**

This course focuses on the fundamentals of healthcare management for the health care administrator. Basic management functions of planning, organizing, leading and controlling health care organizations are emphasized. In this module management functions are practically applied to health care organizations by means of an introductory overview of different management principles and techniques.

## **HCM 330. Financial Issues in Health Care. (3 Credits)**

This course studies finance, economics, budgeting, pricing, and managed care as they relate to the health care industry. Students gain an understanding of managed care, a basic knowledge of the budgeting process and the economic risks unique to the health care sector and the contribution of the health care industry to the Gross Domestic Product. The national health care policy of the United States is compared and contrasted to that of other developed nations.

Prerequisites: AL 169 or BUS 315 and AL 365 or ACCT 203.

## **HCM 335. Health Care Marketing. (3 Credits)**

This course studies marketing principles, concepts, and operations and provides the student with the necessary marketing skills to promote health care services or products. The course introduces the student to the complex world of health care marketing and promotion and examines marketing plans and focus groups.

## **HCM 399. Health Care Practicum. (6 Credits)**

This course engages students in a practical on-the-job learning experience in a health care setting. The course requires that students complete a journal of their learning, a reflective plan for personal and professional development, and a research paper on a topic related to the work they have done at the site of the practicum. Minimum of 60 hours over at least 6 weeks required in the health care setting. Students wishing to sit for the State of Wisconsin Nursing Home Administrator exam must do this practicum in a nursing home setting and the research paper must be on a related topic. Taken after completion of all other courses in the major.