

# DEPARTMENT OF HEALTH POLICY AND MANAGEMENT/HEALTHCARE ADMINISTRATION

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## Faculty of Department

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## Introduction/Mission

The Healthcare Administration (HCA) Program provides sound theoretical and practical education. As part of the HCA curriculum, students have direct field experiences designed to prepare them for entry-level supervisory positions in a range of healthcare organizations, as well as establishes professionalism that results in continuous career growth and development. In support of JSU's rich heritage, the HCA Program is sensitive to the needs of a diverse student body that will address national, state, and local needs for more minorities in management and the professional healthcare workforce. Our evidence-based curriculum is designed to develop competencies necessary for students' future successes in healthcare administration.

## Objectives

The HCA Program objectives are categorized across five domains: *Knowledge of the Healthcare Environment, Business Skills and Knowledge, Leadership, Professionalism, and, Communication and Relationship Management*

- To understand healthcare delivery systems.
- To understand the functions of management and administration of healthcare systems.
- To practice leadership and managerial skills that will positively impact performance as a healthcare manager.
- To integrate healthcare professional ethics with business skills and industry knowledge.
- To practice communication that supports a three prong approach: patient health literacy, cultural understanding, and language barriers.

## Bachelor

- Healthcare Administration (B.S.) (<https://jsums-public.courseleaf.com/undergraduate/college-health-sciences/department-health-policy-management/healthcare-administration-bs/>)
- Public Health (B.S.) (<https://jsums-public.courseleaf.com/undergraduate/college-health-sciences/department-health-policy-management/public-health-bs/>)

## Course Descriptions

### Health Care Administration

#### HCA 301 INTRO TO HEALTH CARE ORGANIZAT (3 Hours)

An overview of the healthcare delivery systems in the United States. It is designed to familiarize beginning healthcare administration students with social, political, economic, demographic, cultural, financial, and technological forces that shape the organization, structure, and operation of the United States healthcare system.

#### HCA 303 MEDICAL AND ADMN. TERMINOLOGY (3 Hours)

This course is designed to study the basic and administrative medical language skills and essential concepts of management science applied in healthcare organizations.

#### HCA 310 HEALTH ECONOMICS & PAYERS SYST (3 Hours)

This course is designed to acquaint students with the application of micro-economics to the health sector. Topics covered will include concepts and measures of health, markets for medical and hospital care, health insurance, financing of healthcare, demands for healthcare, physician supply, cost efficiency, cost effectiveness, and cost benefit analysis.

#### HCA 311 PUBLIC HEALTH AND EPIDEMIOLOGY (3 Hours)

This course is concerned with the modern organization, philosophy and objectives of public health policies and practices. This course examines methods, information, and determinants of health status involved in applications of epidemiology to control the health problems of community populations.

#### HCA 320 HEALTHCARE SERVICES MANAGEMENT (3 Hours)

This course introduces students to modern management concepts, tools, and techniques in healthcare administration, and to practical applications of management theory in health services organizations. Topics covered will include: (a) the ethical, legal and technological aspects of healthcare administration; (b) motivational theories and leadership and managerial styles; (c) strategic planning and marketing; (d) problem-solving, decision-making, and conflict resolution strategies; (e) organizational communication; (f) human resources management; and (g) labor relations.

#### HCA 340 HCA OF AMBULATORY SERVICES (3 Hours)

This course examines the organizational characteristics and management requirements of the diverse range of ambulatory healthcare setting, including emergency departments, primary care centers, attached and free-standing outpatient service units, physician office practices, and other such non-inpatient diagnostics, surgical, and rehabilitation facilities. Of special interest is the exploration of both general and distinct administrative competencies and practices that are essential for professional managers of these ambulatory-based services.

#### HCA 352 HUMAN RESOURCE MNGT IN HEALTHC (3 Hours)

Human resources are the most valuable elements of any organization, especially in the healthcare industry. It is management's responsibility to implement and coordinate a total human resource system composed of work force planning, recruitment and selection, placement, and retention; to ensure that the health service organization is properly staffed.

**HCA 365 HOSPITAL ACUTE CARE ADMINISTRATION (3 Hours)**

Major teaching hospitals (academic medical centers), short-term general community hospitals, community hospitals, long-term care hospitals, rehabilitation hospitals, military and Veteran Administration hospitals, psychiatric hospitals, and women and children's hospitals, are all licensed as institutions offering acute medical care. Among these various types of facilities are vast differences in their characteristics and the different needs of people served. This course explores these various institutional distinctions of organizational design, service goals, and professional cultures.

**HCA 380 STATISTICS FOR HEALTH SERVICES (3 Hours)**

This course studies basic biomedical public health and administrative statistical measurement techniques to test hypotheses, confirm correlations and interpret health information for management, clinical, and organization decision purposes.

**HCA 381 LONG-TERM AND MENTAL HEALTH CARE (3 Hours)**

This course is designed to provide students with a basic overview of the long-term care continuum, including nursing homes, mental health systems, and non-institutional alternatives such as home health agencies, adult day care centers, and retirement homes. The long-term care needs of the elderly and the mentally ill concomitantly with the public policy responses to their needs will be examined.

**HCA 384 HEALTH POLICY AND POLITICS (3 Hours)**

This course is an overview of healthcare policy in the United States. It is designed along four major themes:

**HCA 400 HEALTHCARE ADMINISTRATION INTERNSHIP (3 Hours)**

The second in a two-sequence series of administrative internships for healthcare administration students. The course is designed to allow students to apply learned theories and concepts in a work situation. Placement sites will include, but not be limited to, hospitals, long-term care facilities, ambulatory care centers, managed care organizations, mental health centers, community health centers, medical group practice, health insurance companies, rehabilitation centers, and public health agencies.

**HCA 402 HEALTHCARE PLANNING & MARKETING (3 Hours)**

This course is designed to provide students with an overview of the strategic planning processes used by healthcare organizations. Methods and practices of determining market demands and resource requirements for health services development are explained.

**HCA 420 ADMIN LAW AND ETHICS IN HEALTH (3 Hours)**

This course is an exploration of the legal issues and professional management ethics related to providers and consumers of health services. Emphasis is placed on application of legal doctrines in the healthcare settings and the administrative implications of health related legislation and programs. Study topics include negligence, liability, medical malpractice, labor law, informed consent, and related patient care protective rights.

**HCA 431 HEALTH PROFESSIONAL CAREER DEVELOPMENT (3 Hours)**

This is a professional development course designed to socialize and familiarize the student with the historical background and trends in the field of healthcare administration. The social, political, economic, and technological factors influencing the development and growth of the healthcare administration profession will be explored. Additionally, students will be introduced to the job search process and the process of applying for admission to professional schools. Students will learn how to: (a) write a cover letter and resume, (b) write a job search plan, (c) apply interviewing techniques, (d) dress professionally, and (e) develop networking skills.

**HCA 440 HEALTH MANAGEMENT INFORMATION SYSTEMS (3 Hours)**

The analysis, design and installation of management of information systems in healthcare organizations are studied, including their application to data processing, inventory control, resource allocations, space utilization, work flow and job design and analysis, quality improvement, reengineering, and change management.

**HCA 450 FINANCIAL MGMT OF HEALTH SERVICES (3 Hours)**

This course teaches students the fundamental concepts and principles of financial medical services in health businesses. Topics include financial management systems, breakeven analysis, cost-benefit ratios, rate-setting, working capital, cash flow, and asset-budget planning for financial control.

**HCA 470 HEALTHCARE RESEARCH AND EVALUATION (3 Hours)**

This is an introductory examination of the theories, methods and approaches in research and evaluation of healthcare problems. Students are taught how to design scientific investigations of problems affecting personal health status and the organizations providing health services. The classroom learning concludes with student applications of research designs and proposals to formulate selected health problems.

**HCA 480 APPLIED RESEARCH/MGMT PROJECT (3 Hours)**

Prerequisite: All other courses.

Students conclude their curricular studies by independently designed and implementing either research or administrative projects that address positive advances for health service problems through scientific management solutions. The research option uses small-scale studies of specific organizational or personal health problems. The management project similarly expects students to design and complete an operational problem or change in some healthcare setting by applying administrative practices. Each project option requires a proposal and final report approved by the faculty advisors that students select for supervision.

**HCA 482 MANAGED CARE & INTEGRATED SYSTEMS (3 Hours)**

This course offers students a descriptive survey and assessment of the trends, concepts, policies and practices in the managed care industry (MCO). Emphasis is on how administrative personnel fulfill the MCO mission and dynamic development. Students review the different models of these networks and organizations together with the impact of regulation, subscriber rights, risk management, physician relationships, and other challenges to managed care. National healthcare reform via private markets and MCO's versus public system interventions is also considered within the vexing dilemma of benchmark social change in American health policy.

**HCA 498 CONTEMPORARY ISSUES IN HEALTHCARE (3 Hours)**

This course is designed to teach the participants ways to abstract research journals on issues prevalent to the course. It focuses on areas of Healthcare Agencies that contribute to the Academic growth of the students. A variety of readings are required and oral presentation given to improve their communication skills. Visitations to these agencies are highly recommended.

**HCA 499 INDEPENDENT STUDY IN HEALTHCARE (1-3 Hours)**

This course is intended to provide to students, especially graduating seniors, the opportunity to acquire an in-depth and specialized knowledge of one or more of the myriad issues in the healthcare system. It calls for an individualized and independent investigation and study of a healthcare or public health issue or problem. Under the guidance of an instructor of similar interest in the issue problem, the student develops and implements a conceptual framework that undergirds the study. Pedagogy is expressed through the use and application of management science theories.