



WAYLAND BAPTIST UNIVERSITY  
VIRTUAL CAMPUS  
SCHOOL OF BUSINESS

SYLLABUS

1. Mission Statement: Wayland Baptist University exists to educate students in an academically challenging, learning-focused and distinctively Christian environment for professional success and service to God and humankind.
2. Course: **HLAD 3335 –VC01**, Administration and Organization of Health Facilities
3. Term: **FALL 2019**
4. Instructor: **Mr. Enrique Ferreira**
5. Office Phone Number and WBU Email Address: **enrique.ferreira@wayland.wbu.edu**
6. Office Hours, Building, and Location: **Virtual Office Hours – Will access e-mail 2x/daily and will respond at my earliest convenience.**
7. Class Meeting Time and Location: **Weekly, Mon, 12:00am/0000hrs–Sun, 11:59pm/2359hrs, CST, BB**
8. Catalog Description: **The management process of planning, organization, leading, and controlling health institutions: utilization of marketing techniques, organizational structures, roles of the governing board, chief executive officer, physician, other professional and technical personnel, and the patient. Regulatory aspects, licensing, certifying, and accrediting.**
9. Prerequisites: None
10. **Required Textbook and Resources:**

BOOK	AUTHOR	ED	YEAR	PUBLISHER	ISBN#	UPDATED
<u>Health Care Operations Management</u>	Langabeer/ Helton	2nd	2016	Jones & Bartlett	978-1-28405-0066	4/4/16

11. Optional Materials:
12. **Course Outcome Competencies:** Upon completion of the course, the student should be able to:
  - Restate the history of health care in the United States, including the move from fee for service to managed care and ultimately to the Affordable Care Act.
  - Describe the types and structures of health care organizations.
  - Discuss the evolution of health care technology.
  - Express legal and ethical aspects of the health care environment.
  - Identify the functions of managers within the healthcare environment as well as problem solving techniques of these managers.

- Discuss the value of the Continuous Quality Improvement initiative within health care institutions.
- Discuss the value of connecting strategic decision making to the operational functions of the health care institution.
- Describe the unique nature of marketing of a health care system and how it differs from other organizational marketing.
- Identify methods of systems control within the health care system.
- Identify key characteristics necessary for successful leadership in health care institutions.
- Demonstrate ability to effectively review cases related to health care issues.

13. **Attendance Requirements:** Online Students - Students are expected to participate in all required instructional activities in their courses. Online courses are no different in this regard; however, participation must be defined in a different manner. Attendance is very important to your success in this class. This “attendance” involves completion of assignments in a timely manner as well as timely participation in Discussion Board. Meeting deadlines is very important. In the event of an anticipated missed assignment or activity, it is the student’s responsibility to contact the instructor before the due date to make any potential and appropriate arrangements. Absences will affect your grade. Missing more than 25% of the assignments will result in a failing grade for the course.

14. **Statement on Plagiarism and Academic Dishonesty:** Wayland Baptist University observes a zero-tolerance policy regarding academic dishonesty. Per university policy as described in the academic catalog, all cases of academic dishonesty will be reported and second offenses will result in suspension from the university.

15. **Disability Statement:** “In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291- 3765. Documentation of a disability must accompany any request for accommodations.”

#### 16. **Course Requirements and Grading Criteria:**

Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the Executive Vice President/Provost to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.

- The total average of the Weekly submissions will constitute 60% of the final grade.
  - The due dates for both the article and case study submissions will be due by Wednesday NLT 11:59pm (CST) of each week and the peer responses will be due NLT Friday, 11:59pm (CST). This will allow all to have reasonable access and time to respond accordingly.
- Two examinations will be given.
  - A mid-term examination will be held the 6th of this course
  - A final exam given on the last week of class.
    - These multiple choice examinations will not require a proctor.

- The two examinations will each constitute a total 20% of the student's final grade.
- An in-depth Term Paper project is 20% of your grade. It must be developed on an approved topic encompassing extensive library and Internet research. It will be in APA format with proper citations. The paper will consist of no more than a title page, abstract, 8 pages of content and a reference page. Recycling term papers is not permitted. You may utilize citations, and data from previous papers you authored with prior coordination and approval from me.

**Grading Criteria:**

Participation in Discussion Board	60%
Midterm	10%
Term Paper	20%
Final	10%

**Grading Scale:**

100-90	A
89-80	B
79-70	C
69-60	D
Below 60	F

W=	Approved Withdrawal
WP=	Approved Withdrawal Passing
WF=	Withdrawal Failing
I=	Incomplete

**Each week the student is to:**

- Read and study the assigned textbook chapters,
- Access the Internet Links if provided
- Complete all assignments found by clicking the Course Content Tab and completed as required for the week.
- The student may find his/her grades weekly by accessing the “grade book” found by clicking the Tools bar in the course menu.
- The students have ample time to complete the weekly assignments; therefore, no assignments will be accepted late unless coordinated with me in a reasonable amount of time before the assignment is due.

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17. Tentative Schedule: (Calendar, Topics, Assignments)

The Course Calendar provides assigned readings and key dates for the course and is subject to change.

Week                      Session Topic/Objectives/Readings

<b>WEEK 1</b>	<b>Health Care Operations &amp; Systems Management / Health Care Marketplace</b>
Aug 19 <sup>th</sup> – Aug 24 <sup>th</sup>	<b>READINGS:</b> Text Chapter 1 – 2 <b>INTRODUCTION &amp; SYLLABUS REVIEW</b>
<b>WEEK 2</b>	<b>Health Care Finance for the Operations Manager</b>
Aug 25 <sup>th</sup> – Aug 31 <sup>st</sup>	<b>READINGS:</b> Text Chapter 3 <b>WEEKLY TASKS</b>
<b>WEEK 3</b>	<b>Quality Management / Operations Research Methods</b>
Sep 01 <sup>st</sup> – Sep 07 <sup>th</sup>	<b>READINGS:</b> Text Chapter 4 & 5 <b>WEEKLY TASKS</b>
<b>WEEK 4</b>	<b>Productivity &amp; Performance Management / Basics of Project Management</b>
Sep 08 <sup>th</sup> – Sep 14 <sup>th</sup>	<b>READINGS:</b> Text Chapter 6 & 8 <b>WEEKLY TASKS</b>
<b>WEEK 5</b>	<b>Operational Planning / Return on Investment Analysis</b>
Sep 15 <sup>th</sup> – Sep 21 <sup>st</sup>	<b>READINGS:</b> Text Chapter 9 & 10 <b>WEEKLY TASKS</b>
<b>WEEK 6</b>	
Sep 22 <sup>nd</sup> – Sep 28 <sup>th</sup>	<b>MID-TERM EXAMINATION</b>
<b>WEEK 7</b>	
Sep 29 <sup>th</sup> – Oct 05 <sup>th</sup>	<b>READINGS:</b> Text Chapter 11 & 12 <b>WEEKLY TASKS</b>
<b>WEEK 8</b>	<b>Supply Chain Management / Purchasing &amp; Materials Management</b>
Oct 06 <sup>th</sup> – Oct 12 <sup>th</sup>	<b>READINGS:</b> Text Chapter 13 p317-332, Chapter 16 p391-401 <b>WEEKLY TASKS</b>
<b>WEEK 9</b>	<b>Operations Analysis &amp; Benchmarking / Best Practices for Health Care Operations</b>
Oct 13 <sup>th</sup> – Oct 19 <sup>th</sup>	<b>READINGS:</b> Text Chapter 16 p401-410, Chapter 17 <b>WEEKLY TASKS</b>
<b>WEEK 10</b>	
Oct 20 <sup>th</sup> – Oct 26 <sup>th</sup>	<b>TERM PAPER DUE</b>
<b>WEEK 11</b>	
Oct 27 <sup>th</sup> – Nov 02 <sup>nd</sup>	<b>FINAL EXAMINATION</b>

**This syllabus is not a binding contract between the Professor and the Student. It is subject to change whenever the Professor deems the change will improve the course.**