

2000

MBA in Medical Management

Nova Southeastern University

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Bob F. J. I

ANNOUNCEMENT

To: Prospective Graduate Students, and
Nova Southeastern University Officials

FROM: Daniel L. Austin, Ph.D., Director 

SUBJECT: MBA in Medical Management
(Degree Title Change)

The graduate medical management program is now the MBA in Medical Management. The revised curriculum is attached. I expect a new booklet to be printed by June 1 at which time a copy will be sent to you.

MBA in
Medical Management Curriculum

✓ GMP 5020 - Organization Behavior and Development (3 cr.)

This course will introduce a broad range of behavioral science theory and applications for managers and subordinates in modern organizations, focusing on managing and developing organizations constructively to deal with change. Emphasis is on the integration of managerial psychology and managerial activity. GMP 5020 will formulate a dynamic approach to the concept of systems for managing organizations to achieve organization and personal objectives. The course will rely heavily on participants' own backgrounds and skills to produce an effective learning experience leading to the development of a successful managerial strategy for the future.

✓ GMP 5040 - Quantitative Methods in Management (3 cr.)

The application of quantitative techniques has expanded rapidly in business decision making. This course is an introduction to the potential usefulness, limitations, and decision-making process in business. Lecture-discussion and problem solution are used to present concepts of descriptive statistics, probability theory, sampling theory, hypothesis testing, and correlation and regression analysis.

GMP 5420 - Ethical and Legal Issues in Health Services (3 cr.)

This course is based on special topics using ethical and legal bases to analyze issues and topics facing health services managers and providers. Sample topics include but are not limited to equity and rationing, quality improvement, fraud and abuse.

GMP 5426 - Integrated Health Systems Analysis (3 cr.)

This course offers analyses of the major restructuring in healthcare delivery and financing systems. Students will study the underlying premises and assumptions of integrated delivery systems. Major outcomes of the course are to determine managerial effectiveness and increase the value of healthcare organizations to communities.

GMP 5430 - Health Administration and Management (3 cr.)

This course is a study of administrative policies and management in a variety of health care facilities, including hospitals, long-term care facilities, and outpatient facilities. Learning the skills of effective administration, such as communication and in-service education, is included.

GMP 5440 - Health Policy and Development (3 cr.)

Students will review various forces that create, implement, and control health care policy, including political, financial, and demographic elements. The course also includes a review of the processes through which public policies, statutes, and regulations governing health care are formulated and implemented at state and local levels.

Students will use a computer simulation to analyze the politics of formulating health policies at the federal government level.

GMP 5443 - Economics of Health Services (3 cr.)

The course examines the relationships of price, cost, and value in the healthcare industry. Concepts explored include demand analysis in policy, planning in insurance; determinants of supply; physician services and hospital services; and the roles of market competition. The redistribution of medical care in a national health insurance model is also studied.

GMP 5447 - Principles of Managed Care (3 cr.)

The goals of the course include both the provider, payer, and purchaser perspectives of managed care. Issues associated with these perspectives are the legal and regulatory environment, product characteristics (market research, product positioning, and benefit design). Future trends, government initiatives, and research directions are also examined. A computer simulation in managing the transition to capitation will be used extensively to analyze business decisions.

GMP 5475 - Strategic Management in Health Care Organizations (3 cr.)

This course serves as one of the capstones of the program. Students will use computer simulations to facilitate decision-making in health care organizations. They will lead discussions about the interpretations of financial ratios, administrative arrangements, and strategic planning. Students will complete their business plans begun in GMP 5952 and defend them before a banking officer in a television studio.

GMP 5952 - Accounting and Financial Management of Health Care Organizations (3 cr.)

Students are introduced to financial accounting concepts such as the matching principles, conservatism, break-even analysis, fixed and variable costs. Based on an understanding of these concepts, students will analyze financial statements to make managerial decisions and to evaluate performance. Also activity-based costing will be reviewed. Students will begin preparing a business plan using marketing and financial concepts.

GMP 5956 - MIS and Informatics (3 cr.)

This course provides a review of the use of computers in the health services industry. Student will design a management information system that has applicability to their workplace. Students will also review different types of computer systems. This course also integrates strategic thinking with information systems structure and information management.

GMP 5957 - Marketing of Health Care Organizations (3 cr.)

The course accents the study of successful marketing of healthcare services in rapidly changing environments.

Historically, marketing healthcare services was not significantly different from marketing commercial products. Providers identified their target market and developed a traditional marketing plan. In today's environment, healthcare managers must enhance their marketing knowledge and hone their marketing skills.

It is essential that a healthcare manager understand the basic theories of marketing. Once this is accomplished they must be taught to analyze the market, identify the ever-changing customer, have an in-depth understanding of their product and all associated costs, understand how their product aligns with managed care and finally, have the sophistication and negotiating skills to interface with the new customer, managed care plans.

GMP 5199 - Values-Based Leadership (4 cr.)

This course will focus on leadership as a process of moving an organization into the future within the context of a value set that is shared by all organization members. Leadership will be defined as those values-based actions that move an organization successfully toward its next iteration based upon rational and data-driven views of how an organization works. Both conceptual and operational views of leadership competence will be addressed. Leadership as results oriented and creative stewardship within ever-changing systems will also be addressed.

GMP 5953 - Special Topics in Medical Management (3 cr.)

This course will be presented in selected evening sessions throughout the program. Guest lecturers will introduce Medicare and Medicaid; Challenges, Changes, and Opportunities in an Era of Health Systems Reform; Principles of Reimbursement from Third Party Payors; Evaluation and Sustained Patient Satisfaction; Practice Parameters; Health Care Delivery Concepts; evaluation of Managed Care Plans.