Health Management & Community Development (HMCD)

Courses numbered 100 to 299 = lower-division; 300 to 499 = upper-division; 500 to 799 = undergraduate/graduate.

HMCD 308. Leadership in Self and Society  3 credit hours
General education advanced issues and perspectives course. Cross-listed with PSY 413. Examines factors influencing the effectiveness of individuals leading change, including values, conflict and power. Studies the human side of organizational change focusing on understanding how and why people react to change, and identifying opportunities for enhancing the effective implementation of change. Students reflect on their own leadership development and work in teams to recommend PH strategies for change in a project, community setting or organization.

HMCD 308H. Leadership in Self and Society - Honors  3 credit hours
General education advanced issues and perspectives course. Cross-listed with PSY 346. Examines factors influencing the effectiveness of individuals leading change, including values, conflict and power. Studies the human side of organizational change focusing on understanding how and why people react to change, and identifying opportunities for enhancing the effective implementation of change. Students reflect on their own leadership development and work in teams to recommend PH strategies for change in a project, community setting, or organization. Honors section.

HMCD 310. Introduction to the U.S. Health Services System  3 credit hours
General education advanced issues and perspectives course. Designed to provide students a common background in how the U.S. health services system is organized, how health services are delivered and the mechanisms by which health services are financed in the United States. Provides an overview of the U.S. health services system and its key components, including the organization and management of the system, resource development (health care work force, health facilities and biomedical technology), the economic support system and the delivery system.

HMCD 325. Introduction to Epidemiology  3 credit hours
Introduces students to the science and methodology of disease and risk surveillance in public health. It presents the foundations and structure used to solve medical and environmental health problems in the community with a primary focus on the health status of individual populations and special populations as they relate to health promotion and disease prevention.

HMCD 326. Emerging Health Care Issues of the 21st Century  3 credit hours
General education advanced issues and perspectives course. Taught by experts inside and outside the College of Health Professions. An in-depth study of emerging health care issues in a rapidly changing health care environment. Addresses current and critical health care issues facing the community locally, nationally and abroad. Presents historical coverage of medical issues of the 21st century as a means of understanding contemporary issues.

HMCD 327. Introduction to Global Health Issues  3 credit hours
Overview of the complex health problems and challenges facing low and middle-income countries which experience the highest rates of global morbidity and mortality. Addresses strategies to improve the health status of these vulnerable populations, to appreciate how social, behavioral, economic and environmental factors influence the health of the population, and to implement techniques to prevent premature death and disability. Course content assists the learner by developing a broad view of global health problems and solutions. Course includes diversity content.

HMCD 328. Introduction to Alternative and Complementary Medicine  3 credit hours
A fundamental and basic knowledge of medical therapies that are alternatives to or complementary of traditional Western medicine. Covers naturopathy, traditional Chinese medicine, homeopathy, botanical medicine, massage therapy, chiropractic, etc. Examines research evidence for effectiveness and how these therapeutic approaches may blend with and complement the more traditional clinical approach. Combines didactic presentations with a mix of demonstrations by alternative health care providers, visits by patients, case studies and small group presentations.

HMCD 330. Community Health and Development  3 credit hours
Introduces concepts, theories and methods used to understand the social determinants of health as well as organizational and system responses to health disparities and community resource needs. Examines the meaning of the key terms health, community, community building, and community development within historical and contemporary perspectives. Students learn the distinction between community health and healthy communities and the importance of starting with such questions as whose community?, whose health? and for whose benefit? Students review several approaches for identifying community needs, including the use of secondary data sources, interview methods, focus groups and surveys. Finally, students examine the role of creative leadership in providing the link between knowledge about the community and effective social change. Course includes diversity content.

HMCD 333. Organizational Behavior and Leadership in Health Organizations  3 credit hours
Designed to familiarize students with the classic themes and perspectives from the field of organizational behavior. Emphasizes the application of this material to leadership in health care through lecture, group and individual examination of the literature, analysis of case studies and personal assessment.

HMCD 342. Introduction to Financing Health Care Systems  3 credit hours
Provides some basic tools for nonfinancial managers. Introduces students to the language, concepts and practices of financial management encountered in the administration of health care facilities. Emphasizes understanding and application of general financial concepts to the health care setting. Concepts include, but are not limited to, assets, liabilities, net worth, revenue, expenses, cost, cost classifications, cost behavior, break-even analysis, recording of financial operations, development and analysis of financial statements, cost allocation methods, types of budgets used in health care settings and their purposes, and planning, monitoring and controlling financial operations. Examples of various types of health service organizations are examined.

HMCD 344. The Role of Culture in Health Care  3 credit hours
Examines the importance of culturally-informed care as a professional responsibility in health services, and is designed to critically examine cultural competency and the underlying challenge of responding to health disparity. Cultural context constructs the ways people frame, define, react to and treat illness and other health risks. Many factors, such as age, identity, ethnicity, education, religion, income, family tradition, status and ability shape individual illness experience. When combined with influences such as power, hierarchy in medicine, authority, resource allocation and technology, differences between patient’s and provider’s understanding of and response to illness can result in poor health outcomes. Students are challenged to increase
awareness and understanding of diversity to build a foundation for providing culturally-responsive, person-centered systems and approaches to care.

**HMCD 354. Health Politics 3 credit hours**
Examines how public policies affecting health care and public health are created within legislatures, courts and the executive branch of federal government through the political actions of individuals and groups with vested interests. In an attempt to clarify an invariably messy and complex process, students tour through history to view and analyze health policy developments as they occurred in each presidential administration from FDR through the current presidency.

**HMCD 356. Introduction to Health Care Administration and Policy 3 credit hours**
Introduction to the underlying principles, practices and concepts of health services administration both from an individual and organizational perspective. Covers planning, decision making, influencing and effecting change. Emphasis is placed on how health care policy, an organization's external and internal environment, and technology influence organizational strategy, design and function.

**HMCD 403. Health Education and Health Promotion 3 credit hours**
Introduces students to concepts fundamental to the practice of health education and health promotion. Provides an overview of major health behavior theories, principles and strategies drawn from the behavioral science disciplines. Students examine how health behavior theory and conceptual models guide the development and implementation of effective health promotion interventions. Students learn the importance of collaboration in effecting social change, the philosophical, ethical and theoretical foundations of the professional practice of health education and health promotion in school, community, worksite and patient education programs. Contemporary health education philosophy, Healthy People: The Health Objectives for the Nation, the Certified Health Education Specialist process, ethical issues in health, and current and future issues in health education and health promotion are discussed. Prerequisite: HMCD 325.

**HMCD 413. Introduction to Social and Behavioral Aspects of Public Health 3 credit hours**
Course is based on the assumption that public health is a multi-disciplinary field aimed at reducing preventable morbidity and premature mortality, and promoting a higher quality of life in populations and groups through health intervention. While recognizing that biological, physical and medical care factors contribute to population health outcomes, this course emphasizes the relationship of behaviors as well as social and political structures to health outcomes. Highlights the importance of both local contexts and global practice for understanding and improving health. A social ecological framework forms the conceptual basis of the course, focusing attention on interactions between four levels of factors: individual, interpersonal, community and population. Designed to encourage an appreciation of the wealth of conceptual and methodological approaches in the social and behavioral sciences that can inform public health practice and research.

**HMCD 416. Introduction to Environmental Health 3 credit hours**
Introduces students to the importance of the environment to human health by examining the causes and controls of major environmental health problems. Topics are structured around the things individuals and societies do that result in environmental health hazards - including energy production, industry, food production, and the modern lifestyle - as viewed through both a local and global lens. Emphasizes environmental risk factors to susceptible populations and how they translate into public health policy and prevention. Students learn ways to protect and enhance their health, and to influence the quality of the environment. Includes lecture, film, group analysis and reflection.

**HMCD 428. Health Care Organization 3 credit hours**
Covers concepts and issues of management, organization and operation of health care organizations, stressing the unique character of health care delivery organizations. Emphasis is on types of health organizations, leadership and managerial roles, organizational structure and dynamics, the external environment, quality assessment and improvement, planning and marketing with a focus on synthesizing resources and capabilities to meet organizational goals.

**HMCD 443. Social Marketing 3 credit hours**
An introduction to the field of social marketing as it is used to improve the health of the public. Students examine the concept of social marketing and learn how to apply social marketing principles and techniques to health behavior change and improvement of health services management and community development. Includes essential aspects of the social marketing process: the use of a consumer orientation to develop and market intervention techniques, audience analysis and segmentation strategies, the use of formative research in program design and pretesting of intervention materials, channel analysis for devising distribution systems and promotional campaigns, the employment of the marketing mix concept in intervention planning and implementation, and evaluation techniques for social marketing campaigns. Students are introduced to the limitations, challenges and successes of social marketing. Prerequisites: HMCD 344 and senior standing in the HMCD program or instructor's consent.

**HMCD 460. Public Health Sciences Practicum 3 credit hours**
Enables students to apply skills and knowledge through a supervised field training experience in a health care setting that complements the student's interests and career goals. Enables students to gain practical experience as professionals under conditions conducive to educational development. Students may select, with the consent of the practicum coordinator, an internship in an appropriate health or social service organization. Requires participation in a broad fieldwork component, completion of a focused project component, and a written report of the experience. May be repeated for credit, up to 6 hours. Prerequisites: HMCD program prerequisites: HP 203 or 303; HMCD 310, ECON 231 or STAT 370 or PSY 301 or SOC 501 or CESP 704; COMM 302 or 311 or 313 or 325 or 328 or ENGL 210. HMCD program core courses: HMCD 325, 330, 333, 342, 344, 356. Students must also be admitted to the HMCD professional program.

**HMCD 470. Capstone Seminar in Health Services Management and Community Development 3 credit hours**
For students in the last semester of their program of study. Provides an opportunity to develop skills and apply learning from across the curriculum to a series of issues and problem solving situations in public health. Students develop a model for professionalism required by those working in the field, assess and evaluate ethical decision-making situations which integrate the program core, build capacity for lifelong learning, and complete an applied group project which synthesizes content and knowledge from across the curriculum. Prerequisites: HMCD program prerequisites: HP 203 or 303; HMCD 310, ECON 231 or STAT 370 or PSY 301 or SOC 501 or CESP 704; COMM 302 or 311 or 313 or 325 or 328 or ENGL 210. HMCD program core courses: HMCD 325, 330, 333, 342, 344, 356. Students must also have senior standing and be admitted to the HMCD professional program.

**HMCD 478. Health Economics 3 credit hours**
Approaches health economics by following the "flow of funds" to describe the incentives and organizational structure of the health care system in the United States. Examines transactions between patients and providers, the role and results of insurance, and government involvement and some of the history of the U.S. health care system.
Also considers national health spending and public health from a macroeconomics perspective.

HMCD 481. Cooperative Educational Field Study 1-8 credit hours
Provides the student with a field study that integrates theory with a planned and supervised professional experience designed to complement and enhance the student's academic program. Individualized programs must be formulated in consultation with, and approved by, appropriate faculty sponsors and cooperative education coordinators. May be repeated for credit. Prerequisite: instructor's and cooperative education coordinator's consent.

HMCD 490. Independent Study 2-3 credit hours
Supervised intensive study of special topics and problems relating to health care delivery. Repeatable up to 6 hours. Prerequisite: program consent.

HMCD 621. Supervisory Management in Health Care Organizations 3 credit hours
A study of supervisory management concepts and techniques that apply to health care organizations and programs. Emphasis is on understanding the health care environment and its various health care settings, the identification of issues facing front-line employees, supervisors and mid-level managers, and the development of administrative and leadership skills necessary to successfully lead health care work teams. Identifies, analyzes and solves problems that clinical department heads, supervisors and other health related mid-management personnel encounter in their work. The principles of effective management techniques—planning, decision making, organizing, budgeting, time management, leadership, direction, delegation, communication, motivation, discipline, performance appraisal, management of change, teamwork, effective meetings, working with unions, quality improvement and career development—are covered. Prerequisite: HMCD 310.

HMCD 622. Human Resources Management in Health Care Organizations 3 credit hours
Intended for clinical health care professionals who have responsibility for managing people in health care organizations. Also intended for health care management students who will have responsibility for managing people in health services organizations. An introduction to the essential theories, components and issues of human resources management in the health care field. Includes the study of the effectiveness of the human resources management function, employee recruitment, selection, training, performance appraisal, benefits and compensation, employee relations and other relevant legal requirements affecting employment. Covers issues of contemporary relevance for health human resources services departments such as employee health and safety, employee assistance programs, occupational stress and job burnout, violence in the workplace and work/family issues. Students are required to learn and to demonstrate the ability to analyze human resources problems and to present sound solutions. Students are expected to learn and demonstrate effective group working skills as they join small groups and engage in collaboratively solving a number of human resources management problems.

HMCD 624. Community Development Methods 3 credit hours
Builds on the foundation of public health by examining a variety of advanced methods, theories and skills used for community development. Students familiarize themselves with the approaches used to assess and improve health outcomes in a community context and familiarize themselves with how to effectively apply these approaches. Includes lecture, group and individual projects, fieldwork and visiting lectures from practicing community development professionals.

HMCD 625. Special Topics in Health Services 3 credit hours
Designed to provide students with the opportunity to explore, in detail, a selected current topic relevant to health services management and community development. Students review current research related to the selected topic, provide weekly presentations, engage in discussion and produce a term paper. Also includes lecture and guest arrangements from outside the department and the institution.

HMCD 642. Financing Health Care Services 3 credit hours
Examines the principles of financial analysis and management used in health care institutions, which are most useful to nonfinancial personnel. Emphasizes understanding and application of general financial concepts crucial to the health setting; considers financial organization, sources of operating revenues, budgeting and cost allocation methods. Uses examples for various types of health service organizations. Prerequisite: senior standing in the HMCD program, or instructor's consent.

HMCD 643. Intro to GIS 3 credit hours
Skills-based course introduces a group of software tools used in health care and many other professions to analyze and model spatial data. These powerful epidemiological tools provide mechanisms to track and map health and disease indicators, to explore clusters of risk factors and their relationships, and to better manage health care and social service resources. Properly applied, they illuminate community needs and promote efficient and effective program responses. GIS's outstanding integrative abilities are increasingly valued by those who need to synthesize multiple information streams in their decision making. Furthermore, the resulting visual displays, with their ability to improve communications between researchers, administrators, government officials, and the public, are increasingly found in policy debates and educational forums. Prerequisite: HMCD 325 and senior standing in the HMCD program, or instructor's consent.

HMCD 644. Program Planning and Evaluation 3 credit hours
Introduces students to the planning, development and evaluation of health programs through the use of lecture, group projects and individual presentations. Students familiarize themselves with a variety of approaches available in the field of program planning. Emphasizes the application of this material to the development of a program plan.

HMCD 648. Concepts of Quality in Health Care 3 credit hours
Addresses quality management in health services organizations, with a focus on a systematic approach to meet the Institute of Medicine's aim to provide care that is safe, effective, patient-centered, timely, efficient and equitable. The history and current status of quality management initiatives, as well as the role of quality in organizational strategic management are presented. Students learn the role of quality from theory to application in a broad base of organizational settings.

HMCD 660. Administrator-in-Training (AIT) Long-Term Care Practicum 3-9 credit hours
Needs for health services will increase dramatically in the future because of the rising increase in the elderly population. A broad range of services, including long-term care, is required to address the health care needs of the older population. The Administrator-in-Training (AIT) Practicum is an academic long-term care administrator-training program. The purpose of the AIT is the development of a professional competency and personal code of ethics for the field of long-term care administration. The course prepares students for the state nursing home administrator licensure examination. The 480-clock-hour practicum is completed in a licensed long-term care facility, under the guidance of an approved preceptor. Prerequisite: instructor's consent.