



STRATEGIC HEALTHCARE MANAGEMENT

STHM300 — Strategic Healthcare Management, 3.0 hours

PROFESSOR

Megan Walsh

CONTACT INFORMATION

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ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing info@lakewood.edu

BOOKS AND RESOURCES

George B. Moseley III, *Managing Health Care Business Strategy*, 2nd Edition, 2018.

EVALUATION METHOD

Graded work will receive a numeric score reflecting the quality of performance.

Course Requirement Summary

- Assignments - Total of 30 Points
- Weekly discussion forums-Total of 80 Points
- Final Exam - 50 Points

GRADING SCALE

Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 160. To determine the final grade, the student's earned points are divided by 160.

Your overall course grade will be determined according to the following scale:

A = (90% -100%)
B = (80% - 89%)
C = (70% - 79%)
D = (60% - 69%)
F < (Below 60%)

ACADEMIC INTEGRITY/ PLAGIARISM:

Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

DISABILITY ACCOMMODATIONS

Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: disabilityservices@lakewood.edu

SUPPLEMENTAL TEXTS

You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

LIBRARY

Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at modell@lakewood.edu or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

SUPPORT

Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2
info@lakewood.edu
studentservices@lakewood.edu

CAREER SERVICES

Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2
careerservices@lakewood.edu

LESSONS

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #1	<ul style="list-style-type: none">Basic Strategy ConceptsInternal Audit of Strategic Assets: Resources and CompetenciesExternal Environmental Assessment: Law, Economics, Demographics, Technology	Study Course Syllabus Read Chapters 1, 2 & 3 Participate in the Discussion Forum Complete Assignment 1 Lesson Evaluation	Assignment 1 upon completion of the lesson	Objective 1
Lesson #2	<ul style="list-style-type: none">External Environmental Assessment: Market and CustomersExternal Environmental Assessment: Industry and CompetitorsDefining Future Direction of the Organization	Read Chapters 4, 5 & 6 Participate in the Discussion Forum Lesson Evaluation	Assignment 2 upon completion of the lesson	Objective 2
Lesson #3	<ul style="list-style-type: none">Formulating Corporate-Level StrategyFormulating SBU-Level and Functional Area Strategy	Read Chapters 7, 8 & 9 Participate in the Discussion Forum Lesson Evaluation		Objective 3

- Implementing the Strategy

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #4	<ul style="list-style-type: none"> • Monitoring, Fine-Tuning and Changing the Strategy • Strategic Planning Options: Internal Expansion • Strategic Planning Options: Strategic Alliances 	Read Chapters 10, 11 & 12 Participate in the Discussion Forum Complete Assignment 2 Lesson Evaluation	Assignment 2 upon completion of the lesson	Objective 4

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #5	<ul style="list-style-type: none"> • Strategic Planning Options: Mergers and Acquisitions • Strategic Planning Options: Downsizing, Divestiture, and Bankruptcy • Finance in Strategic Planning 	Read Chapters 13, 14 & 15 Participate in the Discussion Forum Lesson Evaluation		Objective 5

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #6	<ul style="list-style-type: none"> • Marketing in Strategic Planning • Human Resources in Strategic Planning • Legal Implications of Strategic Decisions 	Read Chapters 16, 17 & 18 Participate in the Discussion Forum Lesson Evaluation		Objective 6

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #7	<ul style="list-style-type: none"> • Organization Design and Culture • Managing Strategic Change 	Read Chapters 19 & 20 Participate in the Discussion Forum Complete Assignment 3 Lesson Evaluation	Assignment 3 upon completion of the lesson	Objective 7

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE
Lesson #8	<ul style="list-style-type: none"> • Tools for Strategic Analysis, Planning, and Management • Strategy in Other Types of Organizations 	Read Chapters 21 & 22 Participate in the Discussion Forum Complete the Final Exam Request the Next Course Lesson Evaluation THANKS FOR A GREAT CLASS	Final exam upon completion of the lesson

DESCRIPTION

In this course students will be given the knowledge to formulate and implement the major goals and initiatives taken by a company's top management on behalf of owners, based on consideration of available resources and an assessment of the company's internal and external environments in which the institute or company competes.

Program Objectives

1. Explain the difference between the strategic initiatives and operating activities of a health care organization.
2. Explain the concepts of internal audits and external environmental assessments.
3. Distinguish between strategic direction at the level of the corporation and within its individual strategic business units.
4. To be able to discuss the role of organizational structure in strategy implementation and the different forms of structure possible.
5. Explain the importance of finance, marketing, human resources, and legal implications of strategic planning.
6. Understand and explain the elements of organizational design.
7. Understand the tools and make decisions on which tool should be applied and best suited to which strategic strategy.
8. Explain the different strategic planning options: internal expansion, strategic alliances, mergers, acquisitions, downsizing, divestiture, and bankruptcy.

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