

Revision of BS in Health Management Program

College of Professional Studies

December 2, 2019

Executive Summary:

As the healthcare landscape changes, the College of Professional Studies (CPS) must change its offerings to better meet industry demands and ensure our graduates are prepared to directly enter the workforce. As a result, CPS proposes to change the name of the Bachelor of Science degree in Health Management to a Bachelor of Science degree in Healthcare Administration; and, therefore, also change the major associated with this program from *Health Management* to *Healthcare Administration*. This proposal has been brought forth as a result of market research and industry outreach data suggesting that a change in degree name would be both beneficial to recruiting more students to the program and beneficial for student's future career growth. Market research currently indicates that potential students search the term "healthcare administration degree" on average 2,400 times per month compared to 320 times for the term "health management degree". In addition, where there are community colleges that have associate degrees that map into our Health Management program, they are usually associate degrees in "healthcare administration".

CPS faculty worked with a local network of healthcare industry professionals to determine what name change would be most beneficial to students looking to enter or advance their careers in healthcare. Based upon these conversations, and a review of job postings in this field, it is clear that including the name healthcare administration over the very broad term health management will be beneficial to our students. Additionally, changing the name from Health Management to Healthcare Administration will help to differentiate our program from the bachelor's degree in management program that currently exists within CPS. Lastly, in addition to the name change, we are proposing to expand the Professional Elective options for students to include three new courses in Project Management. As a result of ongoing conversations with industry experts and a review of the market research data, the skills and knowledge covered in the three recommended Project Management courses are all highly transferable to a career in the healthcare space. Our overall intent with the program name change and the addition of the project management electives is to ensure that our students have the degree and the skills to be better prepared to meet the needs of today's changing healthcare environment.