

University of Arkansas - Fort Smith
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General Syllabus

MHCA 5623 Strategic Planning in Healthcare

Credit Hours: 3

Lecture Hours: 3

Laboratory Hours: 0

Prerequisites: MHCA 5033 Healthcare Law and Ethics, MHCA 5043 Research in Healthcare Administration, MHCA 5053 Fundamentals of Financial Management in Healthcare

Effective Catalog: 2017-2018

I. Course Information

A. Catalog Description

Examines strategic plan development and implementation by exploring reform-driven changes, organizational culture, physician involvement, the role of marketing and health information technology, and transformational leadership.

B. Additional Information

Serves as an intermediate core course for students.

II. Student Learning Outcomes

A. Subject Matter

Upon successful completion of this course, the student will be able to:

1. Discuss leadership and its role as the foundation for strategic planning.
2. Describe the process of developing the strategic plan.
3. Conduct a SWOT analysis.
4. Apply basic principles of marketing to healthcare products and services.
5. Analyze how future trends may impact the healthcare industry.

B. Program Learning Outcomes

This graduate course enhances student abilities in the following areas:

1. Goal: Healthcare Management and Business - Utilize business principles, including systems thinking, to the healthcare environment.
 - a. Objective: Develop critical thinking, analysis, and problem solving skills that can be applied to all aspects of healthcare management.

- b. Objective: Demonstrate understanding and the application of theories and tools in the areas of strategic planning and marketing.
- 2. Goal: Communication and Relationships - Demonstrate clear and concise communicate skills, establish and maintain relationships, and facilitate constructive interactions with individuals and groups.
Objective: Demonstrate effective interpersonal relations by developing and maintaining cooperative and collaborative relationships.
- 3. Goal: Leadership - Demonstrate transformational leadership that inspires individual, team, and organizational excellence.
 - a. Objective: Utilize evidence-based decision making while supporting innovation and creativity.
 - a. Objective: Promote and manage change through systems thinking and continuous organizational learning/improvement.

III. Major Course Topics

- A. Transformational leadership
- B. Various leadership roles in strategic planning
- C. Fundamentals of strategic planning
- D. Strategic planning and SWOT analysis
- E. Healthcare marketing
- F. Strategic planning and health information technology
- G. Strategic planning and the healthcare business plan
- H. Communicating the strategic plan
- I. Strategic planning for healthcare value