Course Title: Strategic Health Management and Planning
Course Prefix/Number: HSA 4140
Credit Hours: 3
Instructor: Adam Smith, MBA
Email: smith.adam@spcollege.edu
Phone: Office - Campus; Please email within MyCourses for phone appointment
Instructor Web Page: https://web.spcollege.edu/instructors/id/smith.adam

Important Course Dates:
- Last day to drop with a full refund: January 13, 2017
- Last day to withdraw with a “W”: February 9, 2017

Students are responsible for all information in the course syllabus. Please print and save this syllabus to have available for ease of reference. The syllabus is referenced in the Syllabus Module on the course homepage. You will be required to reference this syllabus during your final Capstone Experience.

Required Textbooks:

Required Materials (Required for all Students in This Course)
Health Services Administration Style Guide 2016 – 2017. Available in MyCourses. Enter your course then follow this path: Course Content > Resources > Course Resources > Style Guide. The Style Guide may be downloaded and saved (Available as a PDF) for future reference.

Attendance:
For this class, active participation/attendance is defined as logging into the course throughout the week, participating in online discussion forums and completing and submitting required assignments, quizzes & posting forums by the posted due dates each week of the course. Thus, simply logging in does not constitute attendance. Please see the link to the “How to be a Successful Student” (https://www.spcollege.edu/addendum/) for additional details.
HSA 4140

Holidays:
Because of the shortened nature of this course, holidays that occur during this course are not considered days off. All due dates are posted in the course snapshot. Please plan ahead for all religious and personal holidays so that your work is not considered late.

Course Time Commitment:
This course is organized into 8 weekly Modules and requires your active participation. Expect to spend about 8-12 hours of time per week for each course.

Course Meeting Times:
This is an online, eight (8) week course; this course is not self-paced. Module/weekly pages will generally open at least by Monday morning at 8 a.m. Please check the course snapshot for complete details on beginning and ending dates of modules/weeks. Due to its shortened timeframe Module/week 8 may have different open and close dates.

Assignments/Discussion Postings:
Each week you will be required to complete assignments, activities and/or discussion postings. All weekly assignments are due before 11:59 p.m. Sunday, EST or as stated in the course snapshot. Discussion posts should be made throughout the week. All first original discussion postings are due before 11:59 p.m. Thursday, EST. All discussion replies are due before 11:59 p.m. Sunday, EST. Please note that submitting all discussion post replies late on Sunday night is not sufficient engagement in class discussions and will be graded accordingly. All assignments must be submitted to the dropbox as an attachment.

Contacting the Instructor:
The best way to contact me is via email within this course. If MyCourses is unavailable, please contact me using your @live.spcollege.edu at the address posted on page one. You may expect a response from me within 24-48 hours. Please do not send emails from your personal email accounts (Yahoo, Gmail, etc.) as they will be filtered to SPAM.

Course Description:
Prerequisite: HSA 3104 with a grade of C and admission to the Health Services Administration Program. This course will focus on past and present interventions that affect supply and demand for health care at community, state, regional, and national levels. Health planning and regulatory entities will be presented. Strategic management and program planning in the context of current economic and market conditions will be discussed and students will formulate practical implications based on current literature. 47 contact hours or equivalent.

Major Learning Outcomes:
1. The student will demonstrate an understanding of strategic management and planning and the role that it plays in health care by:
   a. recognizing the importance of strategic management and planning in health care.
   b. analyzing problems that limit the effectiveness of strategic management and planning in health care and how to avoid these problems.
   c. analyzing the historical impact on strategic management and planning in health care.
   d. formulating a successful strategic plan by using critical steps.

2. The student will demonstrate an understanding of the core values for strategic planning in a health care organization by:
   a. analyzing the health care environment and planning for the future based on this data.
b. creating mission, vision, strategy and value statements for a health care organization.

c. defining critical strategic issues and explaining how to resolve them.

3. The student will demonstrate an understanding of the principles, processes and outcomes of strategic planning in health care organizations by:
   a. identifying the role of communication in the implementation of the strategic plan.
   b. enumerating the benefits of strategic planning and management.
   c. developing an annual strategic plan update to include objective projections.

4. The student will apply critical thinking skills in determining that the strategic planning team is a management tool in healthcare.
   a. identifying the effective use of planning teams in the strategic planning process.
   b. discussing the implementation of strategic management concepts in health care to create an ongoing organizational process.

5. The student will develop skills to use strategic management and planning in the health care setting by:
   a. deriving a strategic plan for a health care organization.
   b. comparing different processes to encourage strategic thinking in health care.
   c. designing methods to create a more continuous, (iterative) strategic planning model in health care.
   d. predicting the changing role of strategic planners and facilitators.

Criteria Performance Standard:
Upon successful completion of this course the student will, with a minimum of 70% accuracy, demonstrate mastery of each of the above stated objectives through classroom measures developed by individual course instructors.

Academic Integrity:
All academic work submitted to satisfy course requirements is expected to be the student's OWN work. Cheating and plagiarism will not be tolerated. Please remember that plagiarism is not restricted to copying someone else's work, but also includes paraphrasing another's work without proper attribution. This includes "cutting and pasting" from Internet sources and the use of photos, figures, tables or clip art that is not classified as free ware. Please see SPC's Academic Honesty page, to learn more about how to avoid plagiarism: http://www.spcollege.edu/academichonesty

Resubmission of Work:
All work submitted for grading in a course must be original to that course attempt. No previously submitted course work will be accepted for subsequent course attempts. Resubmission of work is...
considered self-plagiarism and is as serious as other forms of plagiarism. All forms of plagiarism are reported to the Associate Provost and Dean.

Health Services Administration Program/Course Policy Regarding Quoted Material

In the HSA program we expect students to demonstrate the ability to integrate critical thought with a synthesis of the reading done for assignments. This means the student should use their own words to communicate facts as well as knowledge, thoughts, reactions, and reflections. Any text taken directly from another source is not considered the student’s work; it is a compilation of the words of others, and students will not receive a grade for quoted and/or cut and pasted material.

- Students are expected to understand and demonstrate appropriate paraphrasing, citations and references. (See the HSA Style Guide or Library Website)

Health Services Administration Department Late Policy

A. Late Assignments (Examples: Papers, PowerPoint slides, Projects, Worksheets, etc.):
   - Assignments submitted within 24 hours of due date — worth 50% of their graded value (grade achieved, minus 50%).
   - Failure to submit any assignment within 24 hours of the due date will result in a zero for the assignment.
   - All due dates are listed in the Course Snapshot.
   - No assignments will be accepted 24 hours beyond the due date.
   - Late course work from Module 7 and Module 8 will NOT be accepted past their stated due dates in the Course Snapshot.

B. Late policy for Quizzes and Discussion Forums:
   - Quizzes may not be made up; the due date is in Course Snapshot.
   - Discussion postings made after the midnight Sunday deadline for any module will not receive credit and cannot be made up.

Course Grading:

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<th>Letter Grade</th>
<th>Points Range</th>
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<td>A</td>
<td>243 – 270</td>
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<tr>
<td>B</td>
<td>216 – 242</td>
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<td>C</td>
<td>189 – 215</td>
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<td>D</td>
<td>162 – 188</td>
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Important Information to Remember:

Faculty and students are responsible for maintaining a positive learning environment. As future health or human services professionals, students are expected to conduct themselves in a professional manner at all times.

Student Survey of Instruction:

The student survey of instruction is administered in courses each semester. It is designed to improve the quality of instruction. Students are expected to complete the survey in each course. All student responses are confidential and anonymous and will be used solely for program and curriculum improvement.
Internet Caution: This course requires the use of the Internet for some assignments and activities. Please note that other Internet users may be able to access students' works whether the access is secured or unsecured. The College cannot protect against the type of materials on the Internet, piracy of students' materials or assure the privacy of materials.

Student Resources

Learning Resources: Learning Resources are available at any campus to any student who desires help and direction with course work, either in person or online, at no cost. At the HSA Program home campus, the Health Education Center (HEC), students can contact the NIP Center at 727-341-3724. Please provide the name of your instructor, the course and specific assignment instructions. Have your assignment completed and ready for the learning resource specialist by Thursday at 5PM of the week in which the assignment is due. It is not the responsibility of the learning resource specialists to correct the students' work, but rather, to help improve the students' writing skills and critical thinking abilities. The current learning resource specialists for the HSA program are:

- Suraj Wagh: Wagh.Suraj@spcollege.edu
- Lindsay Curry: Curry.Lindsay@spcollege.edu

Computer Assistance: If you experience problems accessing the course online, accessing materials, posting assignments or any other hardware or software issues, please contact the Technical Support Desk at 727-341-4357 or email onlinehelp@spcollege.edu. The Technical Support Desk is staffed daily from 7:00 a.m. to midnight.

Online Library: To logon to the Online Library through the SPC homepage, use your Student ID number and the last 4 numbers of your Social Security Number.

- For library help you may contact the Health Education Center library for assistance.
- Joshua Brown, brown.josh@spcollege.edu (724) 341-3657
- Check here for the library's hours and location: http://www.spcollege.edu/libraries/#tab=6
- Ask A Librarian is available for 24/7 services https://askalibrarian.org/

Accommodations: This course is designed to be accessible and usable by everyone. Be sure to let the instructor know immediately if you encounter a required element or resource in the course that is not accessible to you.

Accessibility Services: St. Petersburg College recognizes the importance of equal access for all students. Accessibility Services is the campus office that works with students who have disabilities to provide and/or arrange reasonable accommodations. Instructors may not grant accommodations without proper notification from this Office. Due to the nature of all health programs, including the Veterinary Technology Program, accommodations requested for labs and/or a clinical will be determined by a committee that includes the HEC Accessibility Coordinator, Academic Chair, Dean, and other professionals deemed appropriate and on a case-by-case bases. These requests must be made prior to the semester starting or the first few weeks. Students registered with Accessibility Services are encouraged to contact their instructors early in the semester. Students who have, or think they may have, a disability (e.g. learning disability, ADD/ADHD, psychiatric, medical/orthopedic, vision, and/or hearing), are invited to contact Accessibility Services for a confidential
Discussion at 727-341-3721 (V/TTY) or at silvers.stefanie@spcollege.edu. Additional information is available at the college-wide Accessibility Services website: http://www.spcollege.edu/accessibility/

Please note: All materials provided via MyCourses is copyrighted, unless explicitly indicated otherwise. As such, materials are for personal, educational use only during the course of this semester and may not be reproduced or distributed.

Instructional Continuity Plan: In the event of a natural disaster that affects the function of the college, this online course will continue as normal.

Important Links: Please see your MyCourses homepage (http://mycourses.spcollege.edu) to access important college resources/links.
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<th>Open/Close Dates</th>
<th>Discussion Posting Forums (points)</th>
<th>Assignments (points)/Readings</th>
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<td>Course Introductions (0)</td>
<td>Strategic Planning Lessons (5)</td>
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<td>January 16, 2017 – January 22, 2017</td>
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<td>Creative Data Gathering (5)</td>
<td>Critical Issues Facing Health Care Organizations (5)</td>
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<td>Goals, Mission and Values (5)</td>
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<td>Broad Involvement of Internal Constituents (5)</td>
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<td>February 6, 2017 – February 12, 2017</td>
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<td>Transitioning to Implementation (5)</td>
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<td>February 13, 2017 – February 19, 2017</td>
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<td>Facilitator (5)</td>
<td>Benefits from Strategic Planning (5)</td>
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1. See Assignment Readings in MyCourses (Course Content Link).
2. Individual Strategic Plan Project:
   - Section 1: Submit Word Document to drop box with name, location, and short description of HCO for individual project.
   - Section 2: Environmental Analysis SWOT Worksheet (20)..
   - Group Project: One member of each team to e-mail names of HCO & team members for final project.
3. Quiz 1 (10)
4. Final Group Project Due (40)
5. Self, Peer Evaluation Form (plus Instructor Evaluation) (20)
Module 7
February 20, 2017 – February 26, 2017

*Check Week 8 Closing Dates – Week 8 is Short*

1. Failure in Transition from Planning to Implementation (5)
2. Annual Strategic Planning Retreat (5)

See Assignment Readings in MyCourses (Course Content Link).

Module 8
February 24, 2017 – March 1, 2017

*Short Week – Check Closing Dates*

1. Strategic Thinking (5)
2. Future External Challenge to Health Care Organizations (5)

See Assignment Readings in MyCourses (Course Content Link).

1. Final Knowledge Assessment Quiz (25)

Total Points 270

Discussion Forum 65
Individual Plan Components 100
Quizzes 45
Group Project 60

Important Course Dates:

- Last day to drop with a full refund: January 13, 2017
- Last day to withdraw with a “W”: February 9, 2017

Important Course Information:

- All module assignments are due before 11:59 p.m. Sunday, EST or as stated in the course snapshot.
- All first original discussion postings are due before 11:59 p.m. Thursday, EST. All discussion replies are due before 11:59 p.m. Sunday, EST.