

Course Syllabus
Spring 2016 – 8-Week 1

Course Title:	Strategic Health Management and Planning
Course Prefix/Number:	HSA 4140
Credit Hours:	3
Instructor:	Lara Maisch, MHSA
Email:	Maisch.lara@spcollege.edu
Phone:	Off-Campus; Please email within MyCourses for phone appointment
Office/Virtual Hours:	Tuesday/Wednesday/Thursday 8:30 a.m. - 4:30 p.m. (Please call for an appointment – I do not want to miss you)
Instructor Web Page:	http://webapps.spcollege.edu/instructors/id/maisch.lara

Program Administration

Dean, College of Health Sciences:	Rebecca Ludwig, PhD
Administrative Services Specialist:	Sandy Malkin
Administrative Services Specialist Phone:	727-341-3771
Office Location:	HEC 179
Course Mentor:	Lara Maisch, MHSA
Course Mentor Email:	Maisch.Lara@spcollege.edu

Important Course Dates:

- Last day to drop with a full refund: January 15, 2016
- Last day to withdraw with a “W”: February 11, 2016

Please save this Course Syllabus for future reference. You will be required to reference this syllabus during your final Capstone Experience.

Course Time Commitment: This BASHSA online 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. As such, all dates are posted in the course snapshot and are non-negotiable.

Required Textbooks:

1. Zuckerman, A.M. (2012). *Health care strategic planning* (3rd ed.). Chicago, IL: Health

Administration Press. ISBN: 9781567934342

Required Materials (Required for all Students in This Course)

1. Health Services Administration Style Guide 2015 – 2016. Available in MyCourses. Enter your course then follow this path: Course Content > Resources > Course Resources > Style Guide. It is recommended that you download and save the Style Guide (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 college syllabus addendum below for additional details.

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.

Assignments/Discussion Postings: Each week you will be required to complete assignments and/or discussion postings. The assignments may consist of a variety of activities as assigned in the course and Snapshot. All weekly assignments are due by Sunday night at midnight EST or as stated in the course snapshot. Discussion posts should be made throughout the week. ***All first original discussion postings are due by Thursday night at midnight EST. All discussion replies are due by Sunday at midnight 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 The Learning Management System email within this course. If The Learning Management System is unavailable please contact me using your @live.spcollege.edu at the address above. You may expect a response from me within 24-48 hours. Your **Live@edu** student email is the college's official way to communicate with the college outside of your The Learning Management System courses.

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.*** Academic dishonesty and plagiarism are serious matters in academia. Please see SPC's **Academic Honesty page**, to learn more about how to avoid them:

<http://www.spcollege.edu/academichonesty>

- The College of Health Sciences follows a progressive discipline procedure with regard to academic honesty violations. Sanctions may range from a point deduction on an assignment to expulsion from St. Petersburg College, and are determined based on the severity of the offense. All instances of plagiarism, whether suspected intentional or unintentional, will be forwarded to the Dean's Office for the College of Health Sciences.

Resubmission of Work: All work that is submitted for grading in an HSA course must be original to that course attempt. When a student attempts an HSA course for a second or third time no previously submitted assignments, discussion forums, or quizzes may be submitted for grading. If work is resubmitted in a subsequent attempt at a course, this is considered self-plagiarism and is as serious as other forms of plagiarism. All forms of plagiarism will be reported to the Dean's Office.

**Health Services Administration Program/Course
Updated Policy Regarding Quoted Material**

In this course and the HSA program we expect students to demonstrate the ability to *integrate critical thought with a synthesis of the reading* they do for assignments. This means that we want you to use *your own words* to communicate facts as well as your knowledge, thoughts, reactions, and reflections. We do NOT want students to simply cut and paste quoted material into their work, even with proper citation. 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 the quoted material.

- Students are expected to understand and demonstrate appropriate paraphrasing, citations and references.
- ***Quoted material should not be used.*** Use of quoted material, or work that has not been properly paraphrased, cited or referenced will result in point loss.

Health Services Administration Department Late Policy – Please Read Carefully!

A. Late Assignments (Examples: Papers, PowerPoints, 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.
- **Assignments and Discussions 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:

Letter Grade	Points Range
A	257 – 285
B	228 – 256
C	200 – 227
D	171 – 199
F	< 170

Important Information to Remember: Faculty and students are responsible for maintaining a positive learning environment. As a future health care professional, it is your responsibility to conduct yourself in a professional manner. Individuals that demonstrate professionalism are consistent in their values, attitudes, and behaviors.

Student Survey of Instruction: The student survey of instruction is administered in courses each semester. It is designed to improve the quality of instruction at St. Petersburg College. Students are expected to complete the survey in each course. All student responses are confidential and anonymous and will be used solely for the purpose of performance improvement.

Internet Caution: This course requires the use 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 Resource Specialist: A Learning Resource Specialist is available to any student who

desires help and direction with writing skills. This includes students who live away from the St. Petersburg area. This service is provided at no cost and is administered through the New Initiative Program (NIP). Students can call the NIP Center for further information at 727-341-3724. Please provide the name of your instructor as well as the course you are taking. While these services are provided to you by the college, the responsibility to contact the learning resource specialist lies with the student. 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 your work and return for your submission, but rather, to help you improve your writing skills and critical thinking abilities. The current learning resource specialists for the HSA program are:

- Leo Johnson: johnson.leo@spcollege.edu
- 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 “HELPDESK” at 727-341-4357 or email onlinehelp@spcollege.edu. The HELPDESK is staffed daily from 7:00 a.m. to midnight.

Computer Issues: Personal computer issues can happen from time to time. It is your responsibility to contact your instructor should a problem arise. Additionally, computer issues will not extend the due date for assignments, discussions, or quizzes (see course snapshot).

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. The library staff can provide you with immediate assistance during the hours they are open.
 - 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>

Accommodations: St. Petersburg College recognizes the importance of equal access for all students. Disability Resources (DR) 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 documentation from the DR Office. Students registered with DR, who have a letter requesting accommodations, are encouraged to contact the instructor 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 DR for a confidential discussion at 727-341-3721 (V/TTY) or at silvers.stefanie@spcollege.edu. Additional information is available at the college-wide Disability Resource website: <http://www.spcollege.edu/dr/>. (Adapted from University of Minnesota).

Please note: All materials provided via The Learning Management System are 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.

Syllabus Addendum: <http://www.spcollege.edu/webcentral/policies.htm>

Financial Aid Information: <http://www.spcollege.edu/pages/dynamic.aspx?id=800>

Incomplete Grade Information: Please visit and scroll to the bottom of the page http://www.spcollege.edu/catalog_academics/

Students are responsible for all information in the course syllabus. Please print this syllabus and have available for your ease of reference. The syllabus will be available during all modules and is referenced in the Syllabus Module on the course homepage.

HSA 4140		
Strategic Health Management and Planning		
Module Topic Open/Close Dates	Discussion Posting Forums (points)	Assignments (points)/Readings
Module 1 January 11, 2016 – January 17, 2016	Course Introductions (0) Changes in Health Care Strategic Planning (5) Strategic Planning Lessons (5)	<ol style="list-style-type: none"> 1. Review Syllabus, Snapshot, and Course Materials 2. See Assignment Readings in MyCourses (Course Content Link). 3. Individual Strategic Plan Project Section 1: Submit Word Document to drop box with name, location, and short description of HCO for individual project 4. Quiz 1 (10)
Module 2 January 18, 2016 – January 24, 2016	Creative Data Gathering (5) Critical Issues Facing Health Care Organizations (5)	<ol style="list-style-type: none"> 1. See Assignment Readings in MyCourses (Course Content Link). 2. Individual Strategic Plan Project Section 2: Environmental Analysis SWOT Worksheet (20) 3. Group Project: One member of each team to e-mail names of HCO & team members for final project
Module 3 January 25, 2016 – January 31, 2016	Organizational Direction (5) Statement of Purpose (5)	<ol style="list-style-type: none"> 1. See Assignment Readings in MyCourses (Course Content Link). 2. Individual Strategic Plan Project Section 3: Mission and Vision Statements Worksheet (20)
Module 4 February 1, 2016 – February 7, 2016	Broad Involvement of Internal Constituents (5) Goals versus Objectives (5)	<ol style="list-style-type: none"> 1. See Assignment Readings in MyCourses (Course Content Link). 2. Individual Strategic Plan Project Section 4: Strategy Development Worksheet (20)
Module 5 February 8, 2016 – February 14, 2016	Ensuring Success in Implementation (5) Problems in Transitioning to Implementation (5)	<ol style="list-style-type: none"> 1. See Assignment Readings in MyCourses (Course Content Link). 2. Individual Strategic Plan Project Section 5: Implementation Format Sheet (20)
Module 6 February 15, 2016 – February 21, 2016	Facilitator (5) Benefits from Strategic Planning (5)	<ol style="list-style-type: none"> 1. See Assignment Readings in MyCourses (Course Content Link). 2. Individual Strategic Plan Project Section 6: Patient Satisfaction Survey Knowledge Assessment Quiz (10) 3. Final Group Project Due (40) 4. Self, Peer Evaluation Form (plus Instructor Evaluation) (20)
Module 7 February 15, 2016 – February 21, 2016	Failure in Transition from Planning to Implementation (5) Annual Strategic Planning Retreat (5)	<ol style="list-style-type: none"> 1. See Assignment Readings in MyCourses (Course Content Link). 2. Individual Strategic Plan Project Section 7: Evaluation & Control Worksheet (20)
*Check Week 8 Closing Dates – Week 8 is Short *		

Module 8 February 29, 2016 – March 2, 2016 *Short Week – Check Closing Dates*	Strategic Thinking (5) Future External Challenge to Health Care Organizations (5)	1. See Assignment Readings in MyCourses (Course Content Link). 2. Final Knowledge Assessment Quiz (25)
Total Points 285	Discussion Forum 80	Individual Plan Components 100 Quizzes 45 Group Project 60

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