

PROGRAM DESIGNATION

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| Institution: | Coastal Carolina University |
| Academic unit involved: | College of Science, Department of Health Promotion |
| Name of proposed program: | Bachelor of Science in Health Administration Completion Program |
| Proposed date of implementation: | Fall 2011 |
| CIP Code | 51.071 |
| New program or modification: | New program |
| Number of Credit hours: | 120-129 |
| STEM designation: | Yes |
| Delivery mode: | On-line and Hybrid |

JUSTIFICATION OF NEED

Mounting complexities in the health care environment mandate health care professionals who possess educational preparation commensurate with the diversified responsibilities required of them. Building on the knowledge learned in entry-level technical health professional programs, this proposed program prepares individuals to develop, plan and manage health care operations and services within health care facilities and across health care systems. Graduates of the Bachelor of Science in Health Administration Completion Program will have the knowledge and skills to adapt to a changing health care environment and assume a leadership role in the health care industry. The Bachelor of Science in Health Administration Completion Program will prepare graduates for admission to programs that offer advanced degrees such as Master's in Business Administration (MBA) or Master's in Health Administration (MHA).

The beginning of this distance education program is timed to occur with the cessation of the of Bachelor of Health Science (BHS) program at Medical College of South Carolina (MUSC), to allow for the effective transition of prospective students to Coastal Carolina University. The BHS program at MUSC has continued to attract students with the most recent incoming class consisting of 30 students. As South Carolina faces a growing (and aging) population, the need for leadership in health sciences will become increasingly important, both from the point of view of the individual health-care practitioner, as well as the population as a whole.

This degree program meets the career needs of technically trained professional by advancing credentialed health related practitioners to the baccalaureate level. Individuals lacking a baccalaureate degree in these fields are often restricted in moving into leadership positions. This BSHA degree will assist in leadership advancement due to the requirements of courses in advanced health management, health education, and clinical research.

ANTICIPATED PROGRAM DEMAND AND PRODUCTIVITY

Each year many graduates from the South Carolina Technical College system receive technical degrees in specialty fields in Health Sciences. Most of these graduates successfully pass licensure exams and practice in the health care facilities throughout South Carolina. According to the South Carolina Technical College System web site, one third of the 4,582 graduates in 2008-2009 were in a Health Science discipline.

According to the web site for the Office of Research and Statistics for the South Carolina Budget and Control Board there were 2,097 dental hygienists, 393 occupational therapist technicians, 968 physical therapy technicians and 1,793 respiratory therapists licensed to practice in South Carolina.

In order to assess local/regional need for graduates of the proposed program, Coastal Carolina University surveyed 218 hospitals and other clinical settings that employ licensed technical health care professionals. We received 28 completed surveys (13%). The respondents indicated that there would be a total of 96 new full- and part-time positions available for individuals with a Bachelor of Health Sciences degree over the next three years. In addition, 42% of the respondents indicated that they would encourage their current employees to pursue this program.

The current Bachelor of Health Science program in the College of Health Professions at Medical University of South Carolina limits enrollment to 30 students per year. Medical University of South Carolina reports consistent full enrollment and high demand for the 30 positions. Given that the proposed program will be delivered using distance-learning technology, it is anticipated that the shift of the program from Medical University of South Carolina to Coastal Carolina University will result in an equal or larger enrollment. In summary, there is a population of prospective students for this program; there are employers who wish to employ graduates of this program; and Medical University of South Carolina is discontinuing a program that is consistently in demand and fully enrolled, thereby supporting a need for this program at Coastal Carolina University.

ASSESSMENT OF THE EXTENT TO WHICH THE PROPOSED PROGRAM DUPLICATES EXISTING PROGRAMS IN THE STATE

According to the South Carolina Commission on Higher Education website, there is one Bachelor of Science in Health Administration program at South University. The Bachelor of Science in Health Administration Completion Program at Coastal Carolina University is being proposed in response to the Medical University of South Carolina's decision to discontinue their Bachelor of Health Science program. Therefore, the proposed program does not represent an additional higher education program in South Carolina.

RELATIONSHIP OF THE PROPOSED PROGRAM TO EXISTING PROGRAMS AT THE PROPOSING INSTITUTION

The Bachelor of Science in Health Administration completion program will join programs such as Biology, Chemistry, Physics, Health Promotion and Exercise Science in the College of Sciences. The Bachelor of Science in Health Administration Completion Program will include courses taught by expert faculty from the College of Business Administration and the College of Humanities and Fine Arts and from health professionals with expert knowledge and experience in the health care industry. The variety of courses selected to be included in the program will prepare the graduates to assume leadership roles in their discipline in health care.

The Bachelor of Science in Health Administration completion program will be the second completion program in the College of Science. The Bachelor of Science in Nursing completion program was recently approved and will admit its first class January 2011. Through various student centered academic experiences, these programs provide opportunities for individuals to develop the knowledge, attitudes, behaviors, and skills to lead others and to assume leadership roles in their discipline.

This program will provide the 15 credit hours of general Business Administration courses that will then be applied in 18 credit hours of courses related to the health care system. This program will prepare graduates to apply for graduate study in a Master’s of Business Administration (MBA) program or in a Master’s in Health Administration (MHA) program.

RELATIONSHIP OF THE PROPOSED PROGRAM TO OTHER INSTITUTIONS VIA INTERINSTITUTIONAL COOPERATION

The Bachelor of Science in Health Administration is an example of the cooperation and coordination between Coastal Carolina University, Medical University of South Carolina and the Technical Colleges of South Carolina. This program will streamline the process whereby graduate of the health programs at the Technical Colleges of South Carolina will be able to continue their education.

OUTLINE OF THE CURRICULUM

The curriculum for the Bachelor of Sciences in Health Administration Completion Program

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|-----------------------------|--|---------------------------|-------------|
| I | Core Curriculum Requirements | (must include Statistics) | 34-39 hrs |
| II | Health Science courses transferred from Technical Colleges | | 45 hrs |
| III | Major Requirements | | |
| | ECON101 Survey of Economics | | 3hrs |
| | ENGL 211 Introductions to Technical and Professional Writing | | 3hrs |
| | PHIL 317 Biomedical Ethics | | 3hrs |
| | HPRO 380 Essentials of the Health Care System | | 3hrs |
| | HPRO 420 Health Policy | | 3hrs |
| | CBAD 201 Accounting for Non-Business Majors | | 3hrs |
| | CBAD 350 Marketing | | 3hrs |
| | CBAD 363 Business Finance | | 3hrs |
| | CBAD 371 Management | | 3hrs |
| | BSHA 305 Health Care Marketing | | 3hrs |
| | BSHA 380 Human Resource Management in Health Care | | 3 hrs |
| | BSHA 382 Budgeting Finance & Health Care Payment | | 3hrs |
| | BSHA 449 Leadership And Organizational Change in Health Care | | 3hrs |
| | BSHA 455 Managing Health Information | | 3hrs |
| | BSHA 456 Health Data Analysis | | 3hrs |
| *IV | Electives (as needed) | | 0-12 hrs |
| TOTAL CREDITS REQUIRED..... | | | 124-129 hrs |

*Coastal Carolina University offers a wide variety of online courses each fall and spring semester.

TOTAL NEW COSTS ASSOCIATED WITH IMPLEMENTING THE PROPOSED PROGRAM

With the rapid growth in complexities in the health care environment, we anticipate the need for a program that is geared specifically to health administration. The plan for this program is to admit students each Fall and Spring semester. Each class will matriculate through the program together. Courses in the Business College (CBAD and ECON) will be taught as on-going course load for Business faculty (equivalent to 1.67 FT faculty). The remaining courses will be taught by part-time (adjunct) faculty. The annual allotments for library purchases for the program will need to be increased by approximately \$2,800 per year for five years. The total estimated costs for the Bachelor of Science in Health Administration will be approximately \$1,098,520,00 for the five year period. Costs for this new

program will be covered by tuition generated by the program (calculated as 2 cohorts of 15 students per-year paying in-state tuition). No additional funds for this program are expected to be requested from the state.

| CATEGORY | 2011-2012 | 2012-2013 | 2013-2014 | 2014-2015 | 2015-2016 | total |
|--------------------------------|------------------|------------------|------------------|------------------|------------------|--------------------|
| Program Administration (1) | \$19,640 | \$40,066 | \$40,867 | \$41,684 | \$42,518 | \$184,775 |
| Faculty Salaries (2) | \$154,000 | \$160,000 | \$163,200 | \$166,464 | \$169,793 | \$813,457 |
| Graduate Assistants | | | | | | |
| Clerical/Support Personnel (1) | \$8,645 | \$17,636 | \$17,989 | \$18,348 | \$18,715 | \$81,333 |
| Supplies and Materials | \$500 | \$1,000 | \$1,000 | \$1,000 | \$1,000 | \$4,500 |
| Library Resources | \$2,891 | \$2,891 | \$2,891 | \$2,891 | \$2,891 | \$14,455 |
| TOTALS | \$185,676 | \$221,593 | \$225,947 | \$230,387 | \$234,917 | \$1,098,520 |

(1) administrative costs based upon one PT administrative assistant and one-half of program administrator salary

(2) faculty salaries in years 2-5 based upon 8 Business courses (1.33 faculty), 10 BSHA courses (at per-course rates), 6 BSHA courses (at per-course rate), 4 HPRO (at per-course rate), 4 HUM (at per-course rate), 2 ECON courses (.33 of FT Business rate)

Dr. David A. DeCenzo, President
 Coastal Carolina University

April 29, 2008