

PROGRAM MODIFICATION PROPOSAL

Name of Institution

Coastal Carolina University

Name of Program (include concentrations, options, and tracks)

Bachelor of Science in Health Administration Completion Program

Program Designation

- Associate's Degree Master's Degree
 Bachelor's Degree: 4 Year Specialist
 Bachelor's Degree: 5 Year Doctoral Degree: Research/Scholarship (e.g., Ph.D. and DMA)
 Doctoral Degree: Professional Practice (e.g., Ed.D. D.N.P., J.D., Pharm.D. and M.D.)

Does the program qualify for supplemental Palmetto Fellows and LIFE Scholarship awards?

X **Yes**

No

Proposed Date of Implementation

Fall 2015

CIP Code

51.0701

Delivery Site(s)

Coastal Carolina University, Conway SC

Delivery Mode

Traditional/face-to-face*
*select if less than 50% online

X **Distance Education**

X **100% online**

Blended (more than 50% online)

Other distance education

Program Contact Information (name, title, telephone number, and email address)

Kristi Forbus, Lecturer and Health Administration Program Coordinator

kforbus@coastal.edu

843-349-4166

John Yannessa, Associate Professor and Department Chair of Department of Health Sciences

yannessa@coastal.edu

843-349-6460

PROGRAM MODIFICATION PROPOSAL

Institutional Approvals and Dates of Approval

Department of Health Sciences	02/02/2015
College Curriculum Committee, College of Science	02/23/2015
Associate Dean, College of Science	02/23/2015
Academic Affairs Committee	03/10/2015
Faculty Senate	04/01/2015
Provost	04/15/2015
President	04/15/2015

Our Board of Trustees does not require review of program *modifications*. The final review by the Provost and the President is the final institutional approval.

Background Information

Provide a detailed description of the proposed modification, including its nature and purpose and centrality to institutional mission. (1500 characters)

The Bachelor of Science in Health Administration completion program at Coastal Carolina University wishes to offer an additional entry option for interested students. With this change, students would be allowed entry into the program with only a previous Associate in Arts or Science degree or a Bachelor of Arts or Science degree. The existing requirement of a current certification and/or licensure in a health care discipline would no longer be required for entry for those students who already have the AA, AS, BA, or BS degree.

If this modification were approved, those students with only the AA, AS, BA, and BS degrees would select from an array of *additional* designated health promotion courses offered in the distance format. These courses would provide a health science foundation and necessary hours needed to graduate with a B.S. degree from CCU.

This modification would have no impact on those students that already meet the current entry requirements. Those that have both an AA, AS, BA, or BS and a certification in a health science area would still be granted entry into the program. Likewise, they would continue to receive credit for courses related to their health science certification and would not be required to take the additional health promotion foundation courses that would be needed for those lacking the certification. These students lose no benefits.

This additional entry point maintains the fundamental concept of the Health Administration program as an on-line completion program. It merely provides additional students the ability to complete their bachelor degree in this field.

PROGRAM MODIFICATION PROPOSAL

List the objectives of the modified program. (1500 characters)

Building on the knowledge learned in entry-level health professional programs, the purpose of the Bachelor of Science in Health Administration Completion Program (BSHA) is to provide advanced knowledge, values and critical judgment skills needed to assume leadership and management roles in health care environments. This program will prepare graduates for advanced employment opportunities and for admission to advanced degree program such as the Master in Business Administration (MBA) or the Master in Health Administration (MHA).

Student Learning Outcomes:

By the end of this program, the student will be able to:

- 1. Apply theories of change and team leadership to management in health care.**
- 2. Apply organizational theories, intellectual skills and competencies, and business principles when making decisions related to utilization of human and fiscal resources in health care.**
- 3. Apply a structured process when making ethical decisions.**
- 4. Analyze the leadership role within a selected health care organization.**
- 5. Analyze research data and evaluate its application to best practice policies and procedures in health care.**
- 6. Design, implement and evaluate evidence based services using market forces in health care.**

PROGRAM MODIFICATION PROPOSAL

Assessment of Need

Provide an assessment of the need for the program modification for the institution, the state, the region, and beyond, if applicable. (1500 characters)

Based on feedback we have received regarding the number of inquiries related to the program from our Admissions Office and from our Department of Health Sciences, we believe there is a need to bring forth this modification so that interested students will be allowed an additional entry point into the existing Health Administration completion program. We have also been contacted by local technical schools who are looking for an appropriate degree option for their current Associate of Science, Health Science Emphasis students. This student population graduates with an associate degree and the intention to continue on to complete their four-year baccalaureate degree. We currently turn away some students that have the AA, AS, BA or BS degree but *lack* the health science certification, as they do not meet our present program entry requirements. However, we are confident that with this modification we can meet the needs of such students. In addition, we will be able to encourage the growth of the Health Administration Completion Program offered at Coastal Carolina University.

Will the proposed modification impact any existing programs and services at the institution?

Yes

No

If yes, explain. (1000 characters)

PROGRAM MODIFICATION PROPOSAL

List of Similar Programs in South Carolina

Program Name	Institution	Similarities	Differences
Bachelor of Business Administration with a Concentration in Healthcare Management (BBA-HCM)	Anderson University	<ul style="list-style-type: none"> • Similar courses required 	<ul style="list-style-type: none"> • Area of Concentration versus Degree • Not offered in the distance format • Not designed as a completion program • Different target audience
Bachelor of Science in Health Care Administration (BS)	Limestone College	<ul style="list-style-type: none"> • Offered in the distance format • Similar courses required 	<ul style="list-style-type: none"> • Not designed as a completion program • Different target audience
Bachelor of Science in Business Administration - Health Care Management Option (BS)	Winthrop University	<ul style="list-style-type: none"> • Similar courses required 	<ul style="list-style-type: none"> • Not offered in the distance format • Not designed as a completion program • Different target audience
Bachelor of Science in Healthcare Management (BS)	South University	<ul style="list-style-type: none"> • Offered with the option of the distance format • Similar courses required 	<ul style="list-style-type: none"> • Not designed as a completion program • Different target audience • Classes offered quarterly versus by semester
Bachelor of Science in Organizational Management – Concentration in Healthcare Management (BS)	Charleston Southern University	<ul style="list-style-type: none"> • Offered in the distance format • Similar courses required 	<ul style="list-style-type: none"> • Not designed as a completion program • Different target audience • Area of Concentration versus Degree

PROGRAM MODIFICATION PROPOSAL

Description of the Program

The Bachelor of Science in Health Administration Completion Program at Coastal Carolina University is designed to provide advanced knowledge, values and critical judgment skills needed to assume leadership and management roles in health care environments. We are a completion program that currently builds off of the knowledge and experience of those in an entry-level health professional program. Recently, we have discovered there is a definite interest in this program among students that are not currently employed as an entry-level professional in a health science licensed area. Because of this, we would like to expand our completion program entry option to include all students with a prior AA, AS, BA, or BS degree. We believe that many of those students who currently graduate with an AA or AS are looking to continue their education and obtain a baccalaureate degree. As these students typically do not have a license in a health science area, they are currently denied entry into our completion program. This modification would allow such students entry into our program and provide them with an additional viable completion program option at Coastal Carolina University.

Refer to Projected New Enrollment table. These figures were based on the following:

- Note 1: Based on enrollment of 5 new students each fall, spring, and summer
- Note 2: Credit hours based on 12 hours per semester and 9 hours per summer
- Note 3: Year 1 total headcount based on 88% returning fall to spring and 82% returning spring to fall
- Note 4: Years 2-5 headcount based on 60% graduation rate of returning students after spring semester, 88% of students returning fall to spring and 82% of students returning spring to fall
- Note 5: Students will graduate in 4 major semesters

Projected New Enrollment						
Year	Fall		Spring		Summer	
	Headcount	Credit Hours	Headcount	Credit Hours	Headcount	Credit Hours
2015-2016	5	60	9	113	14	130
2016-2017	17	202	20	237	25	223
2017-2018	22	268	22	260	24	213
2018-2019	21	257	21	250	23	205
2019-2020	21	249	20	243	22	200

Curriculum

Attach a curriculum sheet identifying the courses required for the program.

PROGRAM MODIFICATION PROPOSAL

Curriculum Changes

Note: Complete this table only if there are changes to the curriculum.

Courses Eliminated from Program	Courses Added to Program
	HPRO 121 Personal and Community Health
	HPRO 310 Human Sexuality
	HPRO 340 Drug Education
	HPRO 375 Global Health Perspectives
	HPRO 382 Diseases and Disorders
	HPRO 404 Nutrition
	HPRO 410 Epidemiology and Quantitative Research Methods
	(the above represent added foundation courses)

PROGRAM MODIFICATION PROPOSAL

Faculty

Provide a brief explanation of any additional institutional changes in faculty and/or administrative assignment that may result from implementing the proposed program modification. (1000 characters)

The HADM completion program currently has one full-time lecturer who is responsible for administrative duties, student advising, and instruction of five (5) specific HADM courses. Other courses required by the program are delivered within other existing departments (Business, Health Promotion, Philosophy, etc.). The proposed foundation for the modified entry point in the program would not require any additional faculty. These classes are already taught by existing Health Promotion faculty for that program, and the additional HADM students can be easily absorbed into their current course offerings. Faculty that will instruct the proposed classes will have completed a distance learning training sequence at The Center for Teaching Excellence to Advance Learning (CeTEAL). Also, all faculty associated with the proposed courses will have completed a Quality Matters assessment by a certified QM coach prior to the course offering. As specified on the CeTEAL website, "Quality Matters (QM) is a nationally recognized, faculty-centered, peer review process designed to certify the quality of online courses and online components."

Resources

Identify any new library/learning resources, new instructional equipment, and new facilities or modifications to existing facilities needed to support the modified program. (2000 characters)

No additional physical plant or equipment requirements or modifications will be needed to initiate this program modification as all courses are already offered in the distance-learning format. CCU has dedicated computer servers that run the Moodle On-line Learning Management System. This system supports static resources (documents, uploading of assignments, discussion boards) as well as dynamic resources (chat rooms, Camtasia, etc.). The Information Technology Services (ITS) department at CCU currently provides excellent 24-hour-a-day student support services, which include help desks, online web chat, and technology purchasing guidance. These services are rendered by a certified staff and student assistants by phone or through the web and are available to all HADM students.

The Center for Teaching Excellence to Advanced Learning (CeTEAL Center) provides comprehensive training and support for faculty members teaching on-line courses. These courses include course design and development, syllabus design and development, various instructional techniques, communication and collaboration activities, and the use of Moodle for organizing and presenting a course that students can easily access and participate in. Audio/video lectures through narrated PowerPoint and screen capture programs are available for synchronous and asynchronous classes and meetings. The Center offers these hands-on sessions and individual consultations throughout both the normal academic year and summer months. An additional distance learning support service that will be utilized by the HADM modified course entry is the recently created Coastal Office of Online Learning (COOL). The Health Administration Completion Program currently works closely with COOL and was awarded funding through the initiative to develop the proposed courses so that they might be effectively delivered in an on-line format. No additional library resources will be required.

PROGRAM MODIFICATION PROPOSAL

Financial Support

Estimated New Costs by Year						
Category	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	Total
Program Administration (1)	\$4,638	\$4,731	\$4,826	\$4,922	\$5,021	\$24,137
Faculty and Staff Salaries (2)	\$48,331	\$49,298	\$50,284	\$51,289	\$52,315	\$251,517
Graduate Assistants						\$0
Equipment						\$0
Facilities						\$0
Supplies and Materials						\$0
Library Resources						\$0
Other*						\$0
Total	\$52,969	\$54,029	\$55,109	\$56,211	\$57,336	\$275,654
Sources of Financing						
Category	2015-2016	2016-2017	2017-2018	2018-2019	2019-2020	Total
Tuition Funding (all students)	\$166,731	\$365,170	\$408,325	\$392,590	\$381,236	\$1,714,051
Program-Specific Fees						\$0
State Funding (i.e., Special State Appropriation)*						\$0
Reallocation of Existing Funds*						\$0
Federal Funding*						\$0
Other Funding*						\$0
Total						\$1,714,051
Net Total (i.e., Sources of Financing Minus Estimated Costs)	\$166,731	\$365,170	\$408,325	\$392,590	\$381,236	\$1,438,397

PROGRAM MODIFICATION PROPOSAL

Budget Justification

Provide a brief explanation for the other new costs and any special sources of financing (state funding, reallocation of existing funds, federal funding, or other funding) identified in the Financial Support table. (1000 characters)

Note: Institutions need to complete this budget justification *only* if any other new costs, state funding, reallocation of existing funds, federal funding, or other funding are included in the Financial Support table.

Notes:

(1) Program administration based on .05 of Director's salary plus 24% fringe for year one. Years 2-5 are based on a 2% increase.

(2) 24% Fringe Benefits included with faculty salaries. Years 2-5 are based on a 2% increase.

Evaluation and Assessment

Will any the proposed modification impact the way the program is evaluated and assessed?

Yes

X No

If yes, explain. (1000 characters)

PROGRAM MODIFICATION PROPOSAL

Will the proposed modification affect or result in program-specific accreditation?

Yes

No

If yes, explain; if the modification will result in the program seeking program-specific accreditation, provide the institution's plans to seek accreditation, including the expected timeline for accreditation. (500 characters)

Will the proposed modification affect or lead to licensure or certification?

Yes

No

If yes, explain how the program will prepare students for licensure or certification. (500 characters)

PROGRAM MODIFICATION PROPOSAL

Teacher or School Professional Preparation Programs

Is the proposed modified program a teacher or school professional preparation program?

Yes

X **No**

If yes, complete the following components.

Area of Certification

Attach a document addressing the South Carolina Department of Education Requirements and SPA or Other National Specialized and/or Professional Association Standards.

Curriculum:

Based on the presented modification there will be seven course options available to those entering the program with no health science certification/licensure. These courses will provide a health science foundation that will be beneficial to students entering health-related fields and will be offered year-round on a rotating basis. Course descriptions for the proposed courses are attached. There will be no modifications to the current HADM Major Required Courses.

I. CORE CURRICULUM (34-41 Credits, must include Statistics)

Knowledge of Effective Communication	6-9hrs
Knowledge of Mathematical Concepts	3-4hrs
Knowledge of Scientific Concepts	4hrs
Knowledge of Humanistic Concepts	6hrs
Knowledge of Cultural, Language, and Social Structures	6-9hrs
Know of Structure and Development of the United States	3hrs
Knowledge of Human Health Behaviors	3hrs
Knowledge of Creative Expression	3hrs

II. Foundation Courses (select 15 Credits from those listed below)

HPRO 121 Personal & Community Health	3hrs
HPRO 310 Human Sexuality	3hrs
HPRO 340 Drug Education	3hrs
HPRO 375 Global Health Perspectives	3hrs
HPRO 382 Diseases & Disorders	3hrs
HPRO 404 Nutrition	3hrs
HPRO 410 Epidemiology & Quantitative Research Methods	3hrs

III. MAJOR REQUIREMENTS (45 Credits)

ECON 101 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 I	3hrs
CBAD 350 Marketing	3hrs
CBAD 363 Business Finance	3hrs
CBAD 301 Management	3hrs
MGMT 307 Human Resource Management	3hrs
BSHA 305 Health Care Marketing	3hrs
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 (0-60 credits)

Proposed Foundation for Modified Entry Course Descriptions

- HPRO 121** **Personal and Community Health.** (3) An investigation of issues related to improving personal and community health. Emphasis will be on physical fitness, mental health, nutrition, stress management, sexuality, relationships, diseases, and complementary medicine for health-care.
- HPRO 310** **Issues in Family Life and Sexuality.** (3) (Prereq: HPRO 121) An overview of problems and questions relative to family life and sex education. Topics include: communication, relationships, intimacy, marriage, parenting, male/female sexual anatomy, sexually transmitted diseases, contraceptives and childbirth.
- HPRO 340** **Drug Education.** (3) (Prereq: HPRO 121) The nature of drug actions, motivational factors that influence the use of drugs, and evaluation of procedures to provide effective drug education.
- HPRO 375** **Global Health Perspectives.** (3) (Prereq: HPRO 121) The course provides an overview of the multi-dimensional and inter-sectoral aspects of health of the global south developing nations). The course explores how the determinants of health, population spread, disease burden, environmental health, international policy, grassroots advocacy endeavors, civil society, government, and the international sector impact health care delivery and health access.
- HPRO 382** **Diseases and Disorders.** (3) (Prereq: HPRO 121) The epidemiology of chronic and communicable diseases to include a study of their causes and progressions, departures from normal body functioning, relationships of disease to functional ability, and preventative and curative aspects.
- HPRO 404** **Nutrition.** (3) (Prereq: HPRO 121) A study of the metabolic mechanisms and requirements of food groups and nutrients as related to health, various age groups, and physical activity. Special attention is given to risk reduction of chronic disease through proper nutritional health and individual eating practices along with the evaluation of these habits against the guidelines that support good health.
- HPRO 410** **Epidemiology and Quantitative Research Methods.** (3) (Prereq: admission to the Health Promotion Program, HPRO 201, HPRO 382, and STAT 201 or the equivalent) An overview of epidemiological models and quantitative research methods used by public health agencies and health care providers to analyze patterns of acute and chronic diseases.