Course Syllabus
Summer 2018

Course Title: Strategic Health Management and Planning
Course Prefix/Number: HSA 4140
Credit Hours: 3
Instructor: Adam Smith MBA
Email: Please email me from within this MyCourses course using the email tool under the Communication’s tab. If MyCourses is unavailable please email me using my college account: smith.adam@spcollege.edu.
Phone: Off-Campus; Please email within MyCourses for phone appointment (I do not want to miss you)
Office/Virtual Hours: You can expect a response from me within 24-48 hours of an inquiry via e-mail.
Instructor Web Page: http://www.spcollege.edu/instructors/id/2423

Program Administration
Interim Dean, Allied Health Sciences: Katherine Woods, MPH, Ph.D., CRDH
Administrative Services Specialist: Sandy Malkin
Administrative Services Specialist Phone: 727-341-3771
Office Location: HEC 179

Important Course Dates:
- Last day to drop with a full refund: May 18, 2018
- Last day to withdraw with a “W”: June 14, 2018

Students are responsible for all information in the course syllabus. Please print and save this syllabus for reference for this course and the final Capstone Experience.

Required Textbooks:

Required Materials (Required for all Students in This Course)

Attendance: Participation/attendance is determined by participating in graded discussion forums and completing course assignments. Simply logging in does not constitute attendance. Attendance is recorded after Week 1 and Week 2; lack of participation during this time may

July 19, 2017
result in an administrative drop ("W") from the course. Attendance is also recorded at the 60% mark (immediately after the last date to withdraw with a "W"); completion of less than 60% of the course work may result in an administrative drop ("WF").

**Holidays:** Holidays that occur during the course do not impact assignment due dates (See Course Snapshot); please plan ahead.

**Course Time Commitment:** This course is organized into 8 weekly Modules. Expect to spend 8-12 hours of time per week for each course. This course is not self-paced, the course snapshot details important dates for each module/week.

**Assignments/Discussion Postings:** A variety of assignments, activities and/or discussion postings are due each week. All first original discussion postings are due before 11:59 p.m. Thursday, EST. All discussion replies and assignments are due before 11:59 p.m. Sunday, EST (unless otherwise specified on the course snapshot). Starting your discussion replies on Sunday night is not sufficient engagement in class discussions and will be graded accordingly.

**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. 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 course work is expected to be the student’s OWN work. Cheating and plagiarism will not be tolerated. Please remember that plagiarism also includes paraphrasing another’s work without proper credit (citations). This includes “cutting and pasting” from Internet sources and the use of photos, figures, tables or clip art 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: Previously submitted course work may not be resubmitted for another class (self-plagiarism). Any plagiarism is reported to the Dean and Associate Provost.

HSA Policy Regarding Quoted Material: Rather than using quoted material, students are expected to paraphrase information in their own words to communicate facts as well as knowledge, thoughts, reactions, and reflections. Students will not receive a grade for quoted and/or cut and pasted material.

HSA Late Policy:
- **Late Assignments** (i.e.: Papers, PowerPoints, Projects, Worksheets, etc.). Assignments submitted within 24 hours of due date - worth 50% of their graded value (grade achieved, minus 50%). No credit is given beyond 24 hours of due date.

- **Late policy for Quizzes and Discussion Forums**: Quizzes may not be made up. Discussion postings may not be made up; posts made after the 11:59 p.m. EST Sunday deadline will not receive credit.

- **Late course work from Module 7 and Module 8 will NOT be accepted.**

Course Grading:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Points Range</th>
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<tbody>
<tr>
<td>A</td>
<td>256 – 285</td>
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<tr>
<td>B</td>
<td>228 – 255</td>
</tr>
<tr>
<td>C</td>
<td>199 – 227</td>
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<tr>
<td>D</td>
<td>171 – 198</td>
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<tr>
<td>F</td>
<td>&lt; 170</td>
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Expectations of Professionalism: Our expectations are high to prepare you for working in a leadership role and professional environment. Faculty and students are responsible for maintaining a positive learning environment. Students are expected to conduct themselves in a professional manner at all times.

Student Survey of Instruction (SSI): The survey is administered each semester, and is designed to improve the quality of instruction. All student responses are confidential and anonymous.

Internet Caution: HSA courses require use of the Internet. 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 this or assure privacy.
Learning Resources: Learning Resources are available to all students either in person or online, at no cost. At the HSA Program home campus, the Health Education Center (HEC), students may 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 Issues: If you experience problems accessing the course or course materials online, posting assignments or any other hardware or software issues, please contact the Technical Support Desk at 727-341-4357 or email onlinehelp@spcollege.edu available daily from 7:00 a.m. to midnight. It is your responsibility to contact your instructor immediately should a problem arise. Computer issues will not extend the due date for course work.

Online Library: To logon to the Online Library through the SPC homepage (https://go.spcollege.edu/Libraries/), 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, (727) 341-3657

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 in 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:** Materials provided via MyCourses are copyrighted and for personal and educational use only during the course.

**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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### HSA 4140

**Strategic Health Management and Planning**

<table>
<thead>
<tr>
<th>Module Topic</th>
<th>Open/Close Dates</th>
<th>Discussion Posting Forums (points)</th>
<th>Assignments (points)/Readings</th>
</tr>
</thead>
</table>
| Module 1     | May 14, 2018 – May 20, 2018 | Strategic Planning (5) | 1. Review Syllabus, Snapshot, and Course Materials  
2. See Assignment Readings in MyCourses (Course Content Link).  
3. Strategic Planning Assignment (20)  
4. Module 1 Quiz (10)  
5. Group Project: Team members assigned to groups – see Module 6 Group Project SWOT Analysis for more information |
| Module 2     | May 21, 2018 – May 27, 2018 | Critical Issues Facing Health Care Organizations (5)  
Creative Data Gathering (5) | 1. See Assignment Readings in MyCourses (Course Content Link).  
2. View Video: Strategic Planning; SWOT and TOWS Analysis  
3. Strategic Planning Assignment (20) |
| Module 3     | May 28, 2018 – June 3, 2018 | Goals, Mission and Values (5) | 1. See Assignment Readings in MyCourses (Course Content Link).  
2. Strategic Planning Assignment (20) |
| Module 4     | June 4, 2018 – June 10, 2018 | Broad Involvement of Internal Constituents (5)  
Goals versus Objectives (5) | 1. See Assignment Readings in MyCourses (Course Content Link).  
2. Strategic Planning Assignment (20) |
| Module 5     | June 11, 2018 – June 17, 2018 | Transitioning to Implementation (5) | 1. See Assignment Readings in MyCourses (Course Content Link).  
2. Module 5 Quiz (10)  
3. Strategic Planning Assignment (20) |
<table>
<thead>
<tr>
<th>Module 6</th>
<th>Facilitator (5)</th>
<th>Benefits from Strategic Planning (5)</th>
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<tbody>
<tr>
<td>June 18, 2018 – June 24, 2018</td>
<td>1. See Assignment Readings in MyCourses (Course Content Link).</td>
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<td>2. Module 6 Quiz (20)</td>
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<td>3. Final Group Project Due (40)</td>
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<td>4. Self, Peer Evaluation Form (plus Instructor Evaluation) (20)</td>
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<tr>
<th>Module 7</th>
<th>Failure in Transition from Planning to Implementation (5)</th>
<th>Annual Strategic Planning Retreat (5)</th>
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<tbody>
<tr>
<td>June 25, 2018 – July 1, 2018</td>
<td>1. See Assignment Readings in MyCourses (Course Content Link).</td>
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<td>2. Strategic Planning Assignment (20)</td>
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| *Check Week 8 Closing Dates – Week 8 is Short* |

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<thead>
<tr>
<th>Module 8</th>
<th>Strategic Thinking (5)</th>
<th>Future External Challenge to Health Care Organizations (5)</th>
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<tbody>
<tr>
<td>June 29, 2018 – July 4, 2018</td>
<td>1. See Assignment Readings in MyCourses (Course Content Link).</td>
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| *Short Week – Check Closing Dates* |

| Total Points 285 | Discussion Forum 65 | Individual Plan Components 120 Quizzes 40 Group Project 60 |

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- All first original discussion postings are due before 11:59 p.m. Thursday, EST.