



Miami Regional University
700 South Royal Poinciana Blvd, Miami Springs, FL 33166

Addendum
Master's in Applied Behavior Analysis & Bachelor of Business & Healthcare Management

Volume X
2025

Master's in Applied Behavior Analysis

PROGRAM DESCRIPTION: 12 Months – 33 Semester Credits – 495 Clock Hours

Program Mission

The Master's in Applied Behavior Analysis program prepares students to become ethical and skilled professionals who apply the science of behavior to improve lives and strengthen communities. Through comprehensive academic preparation, graduates are equipped to deliver evidence-based interventions across diverse settings and promote meaningful changes that enhance both individual well-being and society.

Program Objective

The Master's in Applied Behavior Analysis program aims to prepare skilled and ethical behavior analysts capable of addressing complex behavioral challenges. Through a blend of theoretical knowledge, practical application, and research, graduates will design effective interventions, promote positive behavior change, and lead in diverse settings while adhering to professional and ethical standards.

Program Description

The Master's in Applied Behavior Analysis is a comprehensive graduate program designed to prepare students for careers as skilled practitioners, researchers, and leaders in the field of applied behavior analysis (ABA). This program combines theoretical foundations with practical applications, focusing on the scientific study of human and animal behavior to solve real-world problems across diverse settings, including education, healthcare, business, and social services. The curriculum is aligned with the Board-Certified Behavior Analyst® (BCBA®) Task List (6th ed.), equipping students with the knowledge and skills required for certification.

Students will gain expertise in behavioral assessment, intervention, supervision, and performance management while adhering to ethical and professional standards.

Admission Requirements

In addition to the general admission requirements and procedures, applicants wishing consideration for admission to the Master's in Applied Behavior Analysis program must:

1. Meet all general MRU admission requirements.
2. Proof of Graduation: University transcript of coursework from a Bachelor's of Sciences, Arts, or a health-related field degree from an institution accredited by agencies recognized by the United States Department of Education.
3. Reside in Florida or a NC-SARA member state for the duration of the program.
4. For students whose Proof of Graduation (POG) from a Bachelor of Science or Bachelor of Arts Degree from a foreign country, but who are Board Certified Registered Behavior Technicians (RBTs), the English as a Second Language (ESL) proficiency exam requirement will be waived.
5. The student will complete an interview with one of the following: IEPOC program coordinator, MABA program coordinator, or Dean of Arts & Sciences, where college-level English language readiness must be demonstrated. If not demonstrated, the student must take the English proficiency exam.
6. Complete the application for the appropriate program.
7. Demonstrate an ability to meet applicable program-specific requirements.

Program-Specific Requirements – MABA Program

Applicants to the Master's in Applied Behavior Analysis (MABA) program whose undergraduate degree is not in behavior analysis, psychology, education, or a health care-related field must complete the following undergraduate-level prerequisites prior to admission:

- PSY2012 – General Psychology
- DEP1000 – Human Growth and Development

Applicants to the Master's in Applied Behavior Analysis (MABA) program whose undergraduate degree was earned in a country where English is not the native language must successfully complete the following undergraduate-level prerequisites prior to admission:

- ENC1101 - English Composition I
- ENC1102 - English Composition II
- An elective English course

This requirement applies regardless of whether the applicant currently holds certification as a Registered Behavior Technician (RBT).

Applicants must also submit:

- A Letter of Intention outlining professional goals and reasons for pursuing graduate study in Applied Behavior Analysis.
- Two (2) professional references attesting to the applicant's academic ability, professional competence, or potential for success in graduate study.

* In addition, students are responsible for securing a qualified supervisor to complete the total number of supervised fieldwork hours required by the BACB to qualify for the BCBA exam.

Beginning January 1, 2027, all fieldwork must comply with the 2027 BACB Supervised Fieldwork Requirements. Students must follow the official BACB forms and procedures,

including the 2027 Monthly and Final Fieldwork Verification Forms. Complete requirements and forms are available in the BACB Handbook and on the BACB website at www.bacb.com. The program chair will serve as a liaison to help through this process.

*The maximum number of credits to be transferred is six credits.

End-of-Program Outcomes

Students completing the program will be able to:

1. Demonstrate the ability to apply ethical and professional standards in behavior analysis based on the BACB Ethics Code for Behavior Analysts.
2. Apply foundational concepts and principles of behavior analysis effectively in various contexts.
3. Use measurement techniques, including data collection and analysis, to interpret and evaluate behavioral data accurately.
4. Develop and implement experimental designs to assess behavioral interventions.
5. Conduct thorough problem identification and assessment to select appropriate behavioral intervention strategies.
6. Implement and evaluate fundamental behavior change procedures to achieve desired outcomes.
7. Design and implement behavior change systems that integrate best practices and promote sustainability.
8. Manage and supervise the implementation of behavior analysis programs, ensuring adherence to best practices and ethical standards.
9. Apply discretionary knowledge and skills to address unique or emerging challenges in behavior analysis.

TUITION AND FEES:

Program	Credit Hours	Tuition	Other Fees	Total
Program Title: Master's in Applied Behavior Analysis	33	\$19,800	\$1,604	\$21,404

*This is an estimated cost of tuition and fees based on information provided at the time of enrollment. Costs are subject to change. Students are responsible for buying or renting their required course textbooks.

Graduation Requirements

A Master's in Applied Behavior Analysis will be issued to each student who completes the program requirements and satisfies graduation requirements:

1. Students have a minimum cumulative GPA of 3.0.
2. Students are current with financial obligations to the University.
3. Students have met with the Office of Career Services to assist with job placement or provide employment documentation.
4. Students have completed an Exit Interview with the Office of Financial Aid
5. Students have completed the Graduation Clearance form and submitted it to the Office of the Registrar at least 60 days before the last day of class.

Accreditation

SACSCOC

Delivery Mode

This program is offered asynchronously.

PROGRAM OUTLINE:

MASTER'S IN APPLIED BEHAVIOR ANALYSIS			
	Semester I	Credits	Hours
EAB 5005	Basic Principles of Behavior	3	45
EAB 5140	Behaviorism and Philosophical Foundations of Applied Behavior Analysis	3	45
EAB 5317	Single Subject Research Methods	3	45
EAB 5599	Data Collection and Graphical Representation	3	45
<i>Semester I Total</i>		12	180
	Semester II		
EAB 5700	Behavioral Assessment	3	45
EAB 5760	Selecting and implementing Interventions	3	45
EAB 5767	Theories and Application of Behavioral Change	3	45
EAB 5770	Behavior-Change Procedures	3	45
<i>Semester II Total</i>		12	180
	Semester III		
EAB 5780	Ethical & Professional Issues in Applied Behavior Analysis	3	45
EAB 5790	Behavior Analysis in Performance Management and Supervision	3	45
EAB 5798	Capstone in Applied Behavior Analysis	3	45
<i>Semester III Total</i>		9	135
<i>Program Total</i>		33	495

Course Code, Course Name, and Course Description

EAB 5005: Basic Principles of Behavior

3 Semester credits

Course Description: This course will orient students to the concepts, processes, and scientific principles of behavior on which applied behavior analysis was founded. The study topics will include the history and defining features of applied behavior analysis, including respondent and

operant conditioning. Complex behavioral phenomena such as choice motivation and rule-governed behavior will also be covered. This course covers the Board-Certified Behavior Analyst® (BCBA®) Task List (6th ed.). (No prerequisite).

EAB 5140: Behaviorism and Philosophical Foundations of Applied Behavior Analysis

3 Semester credits

Course Description: In this course, students explore the philosophy and theory of behaviorism and how these undergird applied behavior analysis. They will use the theory and philosophy of behaviorism to apply behavioral principles and concepts in the context of applied behavior analysis to impact social change. This course covers the Board-Certified Behavior Analyst® (BCBA®) Task List (6th ed.). (No prerequisite).

EAB 5317: Single Subject Research Methods

3 Semester credits

Course Description: This course thoroughly examines single-subject research designs, which are fundamental in applied behavior analysis. Students will learn to design, implement, and interpret various single-subject experimental designs, including A-B, reversal (A-B-A-B), multiple baselines, alternating treatments, and changing criterion designs. Emphasis is placed on data collection methods, visual analysis of data, and the ethical considerations inherent in conducting single-subject research. This course covers the Board-Certified Behavior Analyst® (BCBA®) Task List (6th ed.). (Prerequisite: EAB5005).

EAB 5599: Data Collection and Graphical Representation

3 Semester credits

Course Description: This course teaches methods of measuring behavior and developing measurement procedures. Students learn to create and interpret visual data displays. They

develop knowledge and skills in experimental design to evaluate the effectiveness of interventions and analyze articles from behavior-analytic literature. This course covers the Board-Certified Behavior Analyst® (BCBA®) Task List (6th ed.). (Prerequisite: EAB5005).

EAB 5700: Behavioral Assessment

3 Semester credits

Course Description: This course introduces key concepts, methods, and ethical considerations associated with behavioral assessment. Objectives include teaching students to distinguish between idiographic and norm-referenced assessment approaches, conduct preference assessments, functional analyses, and skills assessments, and incorporate assessment outcomes into treatment design. The course emphasizes integration of client-specific cultural, contextual, and personal variables when selecting assessment methods and interventions, consistent with the 2027 BACB requirements. This course covers the Board-Certified Behavior Analyst® (BCBA®) Task List (6th ed.). (Prerequisite: EAB5005, EAB5599).

EAB 5760: Selecting and Implementing Interventions

3 Semester credits

Course Description: This course focuses on selecting and implementing evidence-based interventions to promote behavior change. Students learn to design, apply, and evaluate behavior change procedures tailored to individual needs across diverse populations and settings. Emphasis is placed on ethical considerations, data-driven decision-making, and adherence to best practices in applied behavior analysis. This course covers the Board-Certified Behavior Analyst® (BCBA®) Task List (6th ed.). (Prerequisite: EAB5005, EAB5599).

EAB 5767: Theories and Application of Behavioral Change

3 Semester credits

Course Description: This course focuses on philosophy, theories, science, concepts, and practical applications of behavior change procedures for individuals with exceptionalities, mainly uniquely abled clients and those seeking behavioral changes. Students will apply Applied Behavior Analysis (ABA) methods to identify and measure behavior and develop behavioral intervention plans based on function. This course covers the Board-Certified Behavior Analyst® (BCBA®) Task List (6th ed.). (Prerequisite: EAB5005, EAB5760).

EAB 5770: Behavior-Change Procedures

3 Semester credits

Course Description: This course offers an in-depth study of learning principles and behavior change methods, including complex learning processes and Skinner's analysis of verbal behavior. This course covers the Board-Certified Behavior Analyst® (BCBA®) Task List (6th ed.). (Prerequisite: EAB5005, EAB5700).

EAB 5780: Ethical & Professional Issues in Applied Behavior Analysis

3 Semester credits

Course Description: This course focuses on professional, legal, and ethical guidelines for applied behavior analysts, preparing students to be ethical providers of behavior analytic services. Content includes informed consent, protection of confidentiality, selection of the least intrusive and restrictive behavior change procedures, ethical decision-making, and legal issues. This course covers the Board-Certified Behavior Analyst® (BCBA®) Task List (6th ed.). (No prerequisite).

EAB 5790: Behavior Analysis in Performance Management and Supervision

3 Semester credits

Course Description: This course offers training in behavior-analytic approaches to personnel supervision and management. Key topics include competency-based models of supervision, evidence-based staff training, and performance management strategies. The course emphasizes ethical supervision practices and the integration of cultural, contextual, and personal variables into supervisory and organizational practices, in alignment with 2027 BACB requirements. This course covers the Board-Certified Behavior Analyst® (BCBA®) Task List (6th ed.).

(Prerequisite: EAB5317, EAB 5760).

EAB 5798: Capstone in Applied Behavior Analysis

3 Semester credits

Course Description: This course involves developing and completing a capstone project that demonstrates the integration and application of behavior analytic principles and practices. Under faculty supervision, students will design, implement, and evaluate behavior interventions or research projects. This course covers the Board-Certified Behavior Analyst® (BCBA®) Task List (6th ed.). (Prerequisite: All courses completed).

Graduate Courses for Specializations in Health Care Management and International

Business Management

MKT5310 Marketing in the Healthcare Industry (3 credits)

A study of the rapidly evolving U.S. Healthcare market and its impact on the structure and functions of healthcare organizations. The focus is on market principles and strategies as they apply to the healthcare industry and the unique constraints of federal healthcare regulations. included are the marketing process, understanding the consumer, pricing, distribution,

advertising, sale of health care products and services, and developing and measuring customer satisfaction and loyalty. Prerequisite: None

MKT6240 Global MARKETING (3 credits)

An advanced study of the process and problems associated with establishing and maintaining global marketing operations. Analytical tools available to global marketing managers will be emphasized to assess competitive alternatives to include justification of international trade, and the formulation of global marketing strategies. Cross-cultural, legal, political, ethical and environmental factors are examined to enhance global marketing decision-making. Prerequisites: MKT5300

MAN6230 Int'l Logistics & Supply Chain Management (3 credits)

This course will be a project and case study-based course that will discuss the management perspective of distribution, global logistics, sustainable logistics, and global delivery/distribution channels, coordinating, production/delivery operations in international markets, optimizing the use of transportation networks, and designing information/communications systems that span the supply chain. Strategic issues in managing international supply chains, managing exchange rate, and operating risks in global supply chains. Prerequisites: None

Note: The current MBA admission and graduation requirements, delivery mode, tuition fees, transfer of credit policies, and program courses remain applicable to all students pursuing a specialization. Students may pursue a specialization by selecting designated elective courses within the program. All policies and academic standards outlined for the MBA apply equally to students pursuing a specialization.

Bachelor of Business & Healthcare Management

PROGRAM DESCRIPTION: 32 Months – 120 Semester Credits – 1800 Clock Hours

Program Description

The Bachelor of Science degree in Business and Healthcare Management is designed to provide students with a comprehensive foundation of the principles and practices required within the dynamic and evolving business enterprise. Closer attention is given to one of the fastest-growing segments of business, which is the healthcare industry. Students will develop their business acumen and improve leadership, decision-making, critical-thinking, and problem-solving skills needed in business at large and particularly, in the healthcare industry.

Admission Requirements

1. Interview with an admission representative
2. Provide Proof of Graduation (POG) from high school or its equivalent
3. Provide proof of age (applicant must be seventeen or older at the start of the first class)
4. Complete the application for the appropriate program
5. For transferability of credits, please refer to the policy below

End-of-Program Outcomes

Upon completion of the program, students will be able to:

1. Integrate knowledge of the core business concepts of accounting, finance, statistics, economics, management, and marketing to navigate challenges within the healthcare industry.
2. Evaluate potential ethical and legal issues impacting the healthcare industry and make recommendations for appropriate course(s) of action.

3. Demonstrate knowledge and understanding of information technology applications within the healthcare industry.
4. Provide effective educational experiences leading to marketable graduates in the field of Healthcare specialization.
5. Provide life-long experience to pursue opportunities for professional growth and development.

Transferability of Credits for the Bachelor of Science in Business and Healthcare

Management Degree

Policy on Accepting - Military Credits, institutional Transfer Credits (TCs), & Prior Learning Assessment (PLA)

Accelerated Process	Bachelor of Business & Healthcare Mgt.	
	Semester Credits	% of Program Requirements
Institutional Transfer and Military Credits	up to 90	up to 75%
Prior Learning Assessment (PLA) Credits	up to 30	up to 25%
Combination of Institutional Transfer, Military, and PLA Credits	no more than 90	no more than 75%
In Residence (must be completed at MRU)	at least 30	at least 25%
Total Program Credits	120	100%

- Transfer in up to 75% of the qualifying credits needed for your bachelor's degree.

- Prior Learning Assessment (PLA) is a process that allows students to earn academic credit for knowledge and skills they've gained outside of traditional classroom settings.

The following are examples of what qualify for PLA:

1. Military service and training
2. Certifications and licenses
3. Work experience and professional training/Life experiences that demonstrate college-level learning through Portfolio assessment. Students compile documentation and write reflective essays that demonstrate their learning. Meeting with the dean of the school of business to identify potential credit opportunities and map life experiences to specific course learning outcomes
4. Challenge exams - Standardized tests like CLEP, DSST, or institution-specific exams

Benefits: Faster degree completion, Reduced tuition costs, Recognition of valuable real-world learning, and increased motivation and confidence.

TUITION AND FEES:

Program	Credit Hours	Tuition	Other Fees	Total
Program Title: Bachelor of Business & Healthcare Management	120	\$66,120	\$2,675	\$68,795

*This is an estimated cost of tuition and fees based on information provided at the time of enrollment. Costs are subject to change.

Graduation Requirements

A Bachelor of Business & Healthcare Management will be issued to each student who successfully completes the program requirements and satisfies graduation requirements:

1. Students have a minimum cumulative GPA of 2.5.

2. The student is currently in good financial standing with the University.
3. Students have met with the Office of Career Services to assist with job placement or provide employment documentation.
4. Student has completed an Exit Interview with the Office of Financial Aid
5. Students have completed the Graduation Clearance form and submitted it to the Office of the Registrar at least 60 days before the last day of class.

Accreditation

SACSCOC

Delivery Mode

This program is offered online and on campus.

PROGRAM OUTLINE:

BACHELOR OF BUSINESS & HEALTHCARE MANAGEMENT			
Course Code	Course Title	Credits	Hours
ENC1101	English Composition I	3	45
ENC1102	English Composition II	3	45
SPC2324	Speech and Debate	3	45
PSY2012	General Psychology	3	45
SOC1201	Principles of Sociology	3	45
ECO2013	Principles of Macroeconomics	3	45
ECO2023	Principles of Microeconomics	3	45
MAC1105	College Algebra	3	45
STA2023	Introduction to Statistics	3	45
	OR		
MAC2205	Application for Statistical Methods	3	45
CGS 2100	Introduction to Information Technology	3	45

COM1201	Introduction to Communication	3	45
SLS1001	Academic Success	1.5	22.5
SLS2012	Career & Professional Planning	1.5	22.5
	OR		
-----	Science Elective	3	45
-----	Humanities Elective	3	45
Total General Education Courses		39	585
	Foundation Courses	Credits	Hours
BUS1011	Introduction to Business	3	45
ACG1001	Principles of Accounting I	3	45
ACG2100	Principles of Accounting II	3	45
FIN2001	Introduction to Finance	3	45
BUL2101	Business Law I	3	45
BUL2242	Business Law II	3	45
MAN2345	Principles of Supervision & Management	3	45
MKT1011	Principles of Marketing	3	45
MKT2322	Integrated Marketing Communication	3	45
HCM1100	Survey of Healthcare Management	3	45
HCM2300	Ethical & Legal Issues in Healthcare	3	45
Total Foundation Courses		33	495
	Advanced Business & Healthcare Courses	Credits	Hours
ISM 3011	Information Systems in Healthcare	3	45
MAN3600	Management of International Business	3	45
MAN3151	Leadership & Organizational Behavior	3	45
HCM3340	Healthcare Human Resources	3	45
GEB3213	Business Communications	3	45
MAN3113	Entrepreneurship	3	45
	OR		
HCM3100	Elective (Current Issues in Healthcare)	3	45
QMB3600	Quantitative Methods for Decision Making	3	45
FIN4000	Financial Management	3	45

MAN4280	Managing Organizational Change	3	45
RES4812	Business Research Methods	3	45
MKT4803	Marketing Management	3	45
FIN3170	Financial Management of Health Services	3	45
MKT4712	Marketing in Healthcare Industry	3	45
MAN4160	Risk Management in Healthcare Industry	3	45
HCM4530	Healthcare Resource Allocation & Policy Making	3	45
HCM4890	Capstone – Healthcare Project	3	45
Total Program		120	1800

New General Education Courses and Course Descriptions

SLS1001 Academic Success (1.5 credits)

This course is designed to help the student transition into a college environment. It helps the student to develop successful academic and personal strategies to succeed both in and out of the classroom. Prerequisites: None.

SLS2012 Career and Professional Planning (1.5 credits)

This course involves self-assessment activities, career decision-making, career exploration, and introducing the necessary employability skills (i.e. resume writing, networking, interviewing, and job search) to obtain and keep a job once a choice has been made. The basic purpose of this course is to provide an opportunity for students to develop the necessary skills in all areas of career development. Prerequisites: None.

CGS 2100 Introduction to Information Technology (3 credits)

This course is designed to present a combined approach to computer concepts and Microsoft Office applications. Students will gain an understanding of word processing, spreadsheets and electronic presentations. Also included in the course are the internet, basic hardware components

and functions and utility and other non-business application software (15 hrs. required Lab).

Prerequisites: None.

COM1201 Introduction to Communication (3 credits)

This course introduces students to the study of human communication and includes surveys of communication theories, perspectives, processes, concepts, roles and contexts. students will improve basic and practical communications skills and increase active awareness and best practices for effective and ethical communication. Prerequisites: None.

SPC 2324 Speech and Debate (3 credits)

This course prepares students to develop advanced oral communication skills and compete against each other in debate forums. Develop advanced speech writing, oral communication, and delivery skills. Prerequisite: COM1201.

ECO2013 Principles of Microeconomics (3 credits)

An introductory course stressing microeconomic theories. Topics studied include the theory and application of supply and demand elasticity; theory of consumer demand, utility; production and cost theory including law of diminishing returns; the firm's profit-maximizing behaviors under market models ranging from pure competition to pure monopoly; the theory of income distribution; comparative advantage, trade policies exchange rates, balance of payments, and other international issues. Prerequisites: None.

ECO2023 Principles of Macroeconomics (3credits)

The nature of economics, economic concepts and institutions; supply and demand, elasticity; unemployment and inflation; money and banking; economic stabilization policies; basic utility theory, discounting, and risk aversion; policies affecting long-run economic growth such as

incentives for innovation, climate change, income distribution, medical insurance, and medical spending; exchange rates and the international financial system. Prerequisites: None.

STA2023 Introduction to Statistics (3 credits)

This course includes an introduction to various statistical applications for business and non-business enterprises. The course introduces descriptive and inferential statistics through such topics as measures of central tendency and dispersion, discrete and continuous probability distributions, sample designs and sampling distributions, statistical estimation, correlation, regression, chi-square analysis, hypothesis testing, t-test, anova, and analysis of various statistical concepts. Prerequisites: None.

SOC1201 Principles of Sociology (3 credits)

This course provides an understanding of the basic sociological concepts and vocabulary. The student will be introduced to the methods and procedures used by social scientists in collecting data and conducting research. topics generally covered include society and culture, personality and socialization, social control, social groups, institutions, family, social class and mobility, race and ethnic status, and population. Prerequisites: None.

Foundation Business and Healthcare Course Descriptions

BUS 1011 Introduction to Business (3 credits)

This comprehensive introductory business class provides complete insight into business concepts and skills needed in today's competitive business environment. This course introduces the functions of business organizations, different forms of business structures. Students are exposed to the concepts of productivity and quality improvement, employee hiring, employee training, and performance evaluations. Students will gain valuable information and skills for the workplace, as well as preparation for success. Prerequisites: None.

ACG 1001 Principles of Accounting I (3 credits)

This course introduces students to the basic principles of accounting. It includes analyzing, journalizing, posting entries, adjusting and closing entries, straight line depreciation, and payroll.

Knowledge of business mathematics proceedings is essential.

Prerequisites. None.

ACG 2011 Principles of Accounting II (3 credits)

This course is a continuation of Principles of Accounting I with additional concern with financial statement analysis for partnerships and corporations. The course will emphasize valuing assets, including property plant equipment, inventory, and accounts receivable, and will address the classification of accounts, notes, payroll liabilities, and monthly adjustments. Other topics include plant assets, intangible assets, current and long-term liabilities. Prerequisites: ACG 1001.

FIN 2001 Introduction to Finance (3 credits)

This course is an introduction to the theory and practice of finance. The focus is on the practitioner with particular emphasis for the small to medium-size business owner. The course prepares students to gain basic understanding of the complex world of finance. Prerequisites.

None.

2101 Business Law I (3 credits)

This course presents common law, contract law and article II of the Uniform Commercial Code, which deals with the sale of goods. Through study of content and cases, the course teaches the fundamentals of preventive law, tort law, criminal law, the court system, and legal terminology.

Prerequisites. None.

BUL 2242 Business Law II (3 credits)

This course covers commercial paper, agency, partnerships, corporations, secured transactions, bankruptcy, securities regulations, real and personal property, trusts, wills and associated legal problems. Prerequisite. BUL 2101.

MAN 2345 Principles of Supervision and Management (3 credits)

Introduction to the principles of supervision and the world of management. Students will receive introductory instructions in modern concepts and practices that define the role of supervision and management within organizations. Prerequisites: None.

MKT 1011 Principles of Marketing (3 credits)

This course provides an introductory overview of the principles and functions of marketing as it exists in our economy today. The concepts, terminology, product distribution channels and structures explored in this course. Prerequisites: None.

MKT 2322 Integrated Marketing Communication (3 credits)

The course introduces the student to the field of integrated marketing communication and its role in the marketing mix. emphasis is placed on understanding the role of advertising, sales promotion, public relations, direct marketing, social media, and personal selling tools in the integrated marketing communication program of an organization to achieve effective marketing campaigns. Prerequisites: MKT 1011.

HCM 1100 Survey of Healthcare Management (3 credits)

This course introduces students to the healthcare profession, delivery systems, and trends. Topics include communication, professionalism, customer service, lifestyle management, OSHA and standards of infection control. Prerequisites: None.

HCM 2300 Ethical and Legal Issues in Healthcare (3 credits)

This course teaches the ethical and legal rights and responsibilities of healthcare professionals in a changing health environment. The emphasis of this course is to determine healthcare professional individual accountability within the legal scope of practice. Prerequisites: None.

Advanced Business and Healthcare Course Descriptions

ISM 3011 Information Systems in Healthcare (3 credits)

In this course, students will review and evaluate various technologies used in the healthcare industry. Special attention will be given to information on security issues and the effectiveness and value of it to a healthcare organization. Course covers data information, data structures, data storage and warehousing, data management, data redundancy, and systems operations.

Prerequisites: None.

MAN 3600 Management of International Business (3 credits)

It is a study of the complexities of conducting business on a global scale. focuses on the necessary adaptations of business practices for success in global markets and why and how companies engage in international business. Prerequisites: None.

MAN 3151 Leadership and Organizational Behavior (3 credits)

This course examines the elements of management and leadership as they apply to modern organizations. Special emphasis is placed on organizational change, the role of managers, and cultural differences, and modification of organizational behavior. Prerequisites: None.

HCM3340 Healthcare Human Resources (3 credits)

This course introduces students to the management and development of personnel within numerous public and private healthcare settings. The course will introduce students to the key functions of human resources, the legal and regulatory aspects of human resources management

and the current human resources challenges faced by healthcare organizations. Prerequisites: None.

GEB 3213 Business Communications (3 credits)

This course is designed to help business students learn the basics of communicating in the workplace: from working in teams to being a good listener, to understanding business etiquette. Emphasis on practicing the skills and activities involved in presenting positive, persuasive messages versus negative, ineffective ones. It includes the preparation of formal reports and proposals as well as informal business reports. Prerequisites: None.

MAN 3113 Entrepreneurship (3 credits)

In this course students will examine the concepts and issues of creating new ventures and the challenges of managing their growth through assigned readings, case analyses of business ventures. Students will research a business opportunity and develop and present a business plan for the new venture. Prerequisites: None.

HCM 3100 Current Issues in Healthcare (3 credits)

This course is designed to cover current issues within the healthcare industry. Emphasis will be placed on the environment, medical care, lifestyle factors, and communicable disease and other diverse areas of health issues affecting societies. Prerequisites: None.

QMB 3600 Quantitative Methods for Decision Making (3 credits)

In this course students will be presented with the fundamentals of statistics and the impact of statistics on business decision making. Students will practice using probabilities, hypothesis testing, and data reporting that support decision makers. Core statistical concepts are combined with practical business examples and exercises. Prerequisites: STA2023 or MAC2205.

FIN 4000 Financial Management (3 credits)

An in-depth study of how management uses accounting to facilitate financial decision-making and internal control of operations. Topics include cost control, budgetary control, and performance evaluation of personnel. This course emphasizes the analysis and evaluation of accounting information as part of the managerial processes of planning, decision-making, and control. Prerequisites: FIN 2001.

MAN 4280 Managing Organizational Change (3 credits)

This course focuses on organizational changes and crises and their impact on employees and their ability to be motivated and productive in volatile corporate environments. Knowledge and methods from the behavioral sciences and contemporary organizational change literature are examined. Special emphasis will be placed on managing and developing members of organizations particularly, during periods of transition, change, and conflict resolution.

Prerequisites: None.

RES 4812 Business Research Methods (3 credits)

This course utilizes essential theories along with their practical applications to provide students with an understanding of business research needs, the design and preparation of quantitative and qualitative research projects. Prerequisites: None.

MKT 4803 Marketing Management (3 credits)

This course explores the application of management principles to the marketing function. Emphasis is placed on the application of planning, implementation, controlling, and evaluation of marketing strategies as the means for achieving an organization's objectives. Prerequisites: MKT 1011.

FIN 3170 Financial Management of Health Services (3 credits)

This course is an exploration of the fundamentals of healthcare finances, assets, cost concepts, capital budgeting, and general principles of accounting applied in the healthcare environment.

The development and management of department budgets are discussed and applied. sources of revenues and expenses commonly found in health care will also be explored. Prerequisites: FIN 2001.

MKT 4712 Marketing in Healthcare Industry (3 credits)

This course provides an in-depth analysis of the health care marketing arena. It explores different environments within which marketing can be beneficial to the delivery of health care services. Students will gain an understanding of the function that marketing serves in today's health care environment. The focus is on market principles and strategies as they apply to the health care industry and the unique constraints of federal health care regulations. Prerequisites: None.

MAN 4160 Risk Management in Healthcare Industry (3 credits)

This course addresses issues associated with quality improvement and risk management. Forces that drive decision making related to quality improvement, efficiency, patient safety and healthcare outcomes while managing risks are integrated into this course. Prerequisites: None.

HCM 4530 Healthcare Resource Allocation and Policy Making (3 credits)

This course will provide the student with an overview of healthcare markets using methods of economic analysis. The course will examine healthcare markets from demand and supply side perspectives, resource allocation, as well as examining public policy issues pertaining to the delivery of healthcare services. Additional topics include competitive vs. non-competitive

markets, health insurance markets, pharmaceutical markets, the overall healthcare labor market, and a comparative analysis of healthcare systems in the United States.

Prerequisites: None.

HCM 4890 Capstone – Healthcare Project (3 credits)

The culminating experience of program, this course bridges academic study and professional practice, applying the skills gained from the student's understanding of theoretical principles to real-world healthcare management and research. Prerequisite: Last semester.