



MASTER OF SCIENCE IN BUSINESS COMMUNICATION (33 Hours)

HEALTHCARE MANAGEMENT CONCENTRATION

2020-2021

The concentration in Healthcare Management provides talented healthcare professionals with vital leadership skills and business expertise to sustain optimal performance in a complex and dynamic healthcare landscape. Graduates of this concentration are skilled in:

- Utilizing best practices and industry standards relating to leadership in a healthcare setting.
- Applying strong critical thinking, decision-making, presentation, and writing skills.
- Complying with healthcare policy in state and federal levels in both public and private sectors.
- Articulating an ethical personal leadership philosophy for a diverse and multicultural workforce.
- Managing human resources, including staffing and talent development, within healthcare organizations.

CURRICULUM

Required Core Courses (24 Hours):

- MSBC 614 Data Visualization & Storytelling (3)
- MSBC 618 Integrated Marketing Communication (3)
- MSBC 623 Organizational Leadership (3)
- MSBC 628 Purpose Driven Business in the Global Economy (3)
- MSBC 638 Interpersonal Communication in the Workplace (3)
- MSBC 655 Organizational Development and Change (3)
- MSBC 664 Strategic Planning and Implementation (3)
- MSBC 700 MSBC Capstone Course (3)

Required Concentration Courses (9 Hours):

- MSBC 673 Healthcare Policy and Regulation (3)
- MSBC 674 Healthcare and Human Resource Management (3)
- MSBC 663 Communicating Essential Financial Information (3)