

HEALTH SERVICES ADMINISTRATION, BBA

The Bachelor's Degree program in Health Services Administration provides students with the comprehensive knowledge and skills necessary to seek entry-level management positions in the field of healthcare. The program focuses on health policy formulation and analysis, finance, business and operations management, economics of health care, marketing, human resources management, and ethical issues critical to the delivery of health services in the public and private sectors.

Upon completion, graduates with a BBA degree in Health Services Administration will be able to:

1. Use technological and communication competencies to collaborate with various constituencies across diverse healthcare environments.
2. Apply legal and ethical principles, policies, and professional standards to promote quality across the healthcare continuum.
3. Leverage data and technology designed to improve overall healthcare system performance.
4. Evaluate risk and quality management practices to improve patient outcomes.
5. Effectively apply methodologies and techniques related to management processes including (a) program planning, implementation, and evaluation; (b) development, management, and evaluation of human resources; and (c) financial management processes.
6. Function within the governing structure of healthcare organizations, including the role of the governing board, administrators, risk management and committees.

Requirements

Code	Title	Credits
Major-Related Courses		
HA-101	Introduction to Health Care ¹	3
HA-295	Concepts of Managed Care	3
HA-301	Management in Healthcare I	3
HA-310	The Continuum of Care	3
HA-315	Cultural Competency in Health Care	3
HA-330	Ethical and Legal Issues in Health Care	3
HA-390	Health Services Administration Internship I	3
HA-435	Performance Improvement in Health Care	3
HA-440	Health Care Finance	3
HA-470	Research Methodologies in Health Care	3
HC-126	Medical Terminology	3
AC-161	Principles of Financial Accounting	3
Business Management Electives		9
Major Area Electives		15
Major-Related Courses Subtotal		60
General Education and Related Courses		
English Credits ²		12
Information Technology Credits		6
LA-122	Fundamentals of Communication	3
LA-ELE	Liberal Arts Elective	12
Math Credits		3

MA-135	Statistical Applications	3
or MA-235	Statistics for Business Decisions I	
Open Electives		21
Subtotal		60
Total Credits		120

¹ The following courses may be substituted for HA-101: HA-106 Introduction to Contemporary Health Issues, HC-101 Introduction to Medical Assisting or DS-101 Introduction to Patient Care and Sonography.

² May substitute one English course with LA-205 Professional Communication

BBA Health Services Administration: Medical Coding Specialization

Health information coders, medical record coders, coder/abstractors, and coding specialists assign a code to each diagnosis and procedure, relying on their knowledge of disease processes. They may use classification systems software to assign patients to Diagnosis Related Groups (DRGs). In addition to the DRG system, coders use other systems, such as those required for ambulatory care settings, physicians' offices, or long-term care facilities. The Medical Coding specialization applies to the BBA in Health Services Administration and requires 15 credits in Medical Coding related courses that serve as major-area or open electives. Students who satisfactorily complete the specialization are eligible to sit for the national certification examination.

Code	Title	Credits
Required Courses		
HA-280	Intermediate Medical Coding	3
HA-290	Medical Administration Internship I	3
or HA-390	Health Services Administration Internship I	
HA-320	Advanced Medical Coding	3
HC-208	Pathophysiology	3
HC-220	Pharmacology	3
Total Credits		15

Recommended Sequence

Course	Title	Credits
Semester 1		
HA-101	Introduction to Health Care	3
or HA-106	or Introduction to Contemporary Health Issues	
HC-126	Medical Terminology	3
EN-111	College Writing and Critical Analysis	3
IT-115	Electronic Spreadsheet Applications	3
LA-122	Fundamentals of Communication	3
Credits		15
Semester 2		
HA-ELE	Health Administration Elective	3
AC-161	Principles of Financial Accounting	3
EN-121	Analytical Thinking, Writing & Research	3
LA-ELE	Liberal Arts Elective (recommend LA-101)	3
MA-115	Quantitative Reasoning	3
Credits		15
Semester 3		
HA-295	Concepts of Managed Care	3
HA-ELE	Health Administration Elective	3

EN-206	Professional Writing and Presentation	3
MG-ELE	Business Elective	3
Open Elective		3
Credits		15
Semester 4		
HA-301	Management in Healthcare I	3
HA-ELE	Health Administration Elective	3
LA-ELE	Liberal Arts Elective	3
MA-135 or MA-235	Statistical Applications or Statistics for Business Decisions I	3
Open Elective		3
Credits		15
Semester 5		
HA-310	The Continuum of Care	3
HA-315	Cultural Competency in Health Care	3
HA-ELE	Health Administration Elective	3
MG-ELE	Business Elective	3
MG-ELE	Business Elective	3
Credits		15
Semester 6		
HA-330	Ethical and Legal Issues in Health Care	3
HA-440	Health Care Finance	3
LA-ELE	Liberal Arts Elective	3
Open Electives		6
Credits		15
Semester 7		
HA-435	Performance Improvement in Health Care	3
HA-ELE	Health Administration Elective	3
EN-ELE	English Elective (recommend LA-205)	3
IT-ELE	IT Elective	3
LA-ELE	Liberal Arts Elective	3
Credits		15
Semester 8		
HA-390	Health Services Administration Internship I	3
HA-470	Research Methodologies in Health Care	3
Open Electives		9
Credits		15
Total Credits		120

¹ Major Area and Open Elective should be chosen based on advisement and area of concentration.