

HCB-HEALTH CARE BUSINESS

HCB 3440 Mentored Research Experience 3 Credit Hours

0 to 3 hours. Prerequisite: ENGL 1113 or equivalent, and permission of instructor; ACCT 2123 or concurrent enrollment; Math 1743 or Math 1823 or MATH 1914; May be repeated; maximum credit 12 hours. For the inquisitive student to apply the scholarly processes of the discipline to a research or creative project under the mentorship of a faculty member. Student and instructor should complete an Undergraduate Research & Creative Projects (URCP) Mentoring Agreement and file it with the URCP office. Not for honors credit. (F, Sp, Su)

HCB 3613 Healthcare Marketing and Administration 3 Credit Hours

(Crosslisted with MKT 3613) Prerequisite for Business Majors: Business Candidacy & MKT 3013 Prerequisite for Non-business Majors: MKT 2013 or 3013. Healthcare organizations must be prepared to shift their strategies in order to meet the increasing demands in this dynamic market. The purpose of this course is to apply the systems of marketing and administration to the problems of health care organizations and provide an insight to the business problems healthcare organizations are likely to encounter. (F, Sp)

HCB 3633 Healthcare Finance 3 Credit Hours

Prerequisite: HCB 3613, student must be approved for degree candidacy by Price College, sophomore standing, ACCT 2123 or concurrent enrollment, and MATH 1743 or MATH 1823 or MATH 1914. This course will be organized into four separate modules designed to provide students with a background in finance within the healthcare industry. Students will be impacted with the necessary knowledge of tools utilized in accounting and finance, financial management strategy and principles in the Healthcare industry. (F, Sp)

HCB 3643 Healthcare Planning, Budgeting & Accounting 3 Credit Hours

Prerequisite: HCB 3613; student must be approved for degree candidacy by Price College; ACCT 2123 or concurrent enrollment; MATH 1743 or MATH 1823 or MATH 1914. A budget is an organization's operating plan expressed in monetary terms. It defines goals, outlines how operations are conducted and sets performance standards. Budgets provide a framework to set and pursue goals and evaluate the organization's performances. This course is designed to give students knowledge of different types of budgeting procedures and how to apply them to the healthcare industry. (F, Sp)

HCB 3653 Decision Modeling for Healthcare 3 Credit Hours

Prerequisite: HCB 3613; student must be approved for degree candidacy by Price College; ACCT 2123 or concurrent enrollment; MATH 1743 or MATH 1823 or MATH 1914. This course will provide an overview of analytical techniques used to model complex healthcare problems to address strategic, tactical, and operational issues. We will address how decisions relating to forecasting, resource allocation, project management, healthcare supply chain can be improved through the use of analytical models. (F, Sp)

HCB 3703 Applied Project in the Business of Healthcare 3 Credit Hours

Prerequisite: HCB 3613; student must be approved for degree candidacy by Price College; ACCT 2123 or concurrent enrollment; MATH 1743 or MATH 1823 or MATH 1914. The purpose of this course is to introduce the student to the various nuances of health care organizations and provide an insight to the business problems healthcare organizations are likely to encounter. (F, Sp)

HCB 3980 Honors Research 1-3 Credit Hours

1 to 3 hours. Prerequisite: admission to Honors Program. May be repeated; maximum credit six hours. Provides an opportunity for the gifted Honors candidate to work at a special project in the student's field. (F, Sp, Su)

HCB 3990 Independent Study 1-3 Credit Hours

1 to 3 hours. Prerequisite: permission of instructor and junior standing. May be repeated once with change of content. Independent study may be arranged to study a subject not available through regular course offerings. (F, Sp, Su)

HCB 4613 Ethical and Regulatory Issues in Healthcare 3 Credit Hours

(Crosslisted with MKT 4613) Prerequisite: MKT 3013, HCB 3613 or MKT 3613, LS 3323 prerequisite or concurrent enrollment; student must be approved for degree candidacy by Price College. This course explores the complex moral, ethical and legal issues that continue to arise within the healthcare profession, providing an opportunity to apply concepts learned in previous course studies. Case studies and supplemental readings will augment the text in guiding the student to a better understanding of healthcare economics. (F, Sp)

HCB 4623 Competitive and Economic Environment of Healthcare 3 Credit Hours

(Crosslisted with MKT 4623) Prerequisite: for Business Majors: Business Candidacy, MKT/HCB 3613; for Non-business Majors: ECON 1123 and MKT/HCB 3613. A range of new governmental regulatory interventions in the healthcare arena and changes to the economic environment are linked to uncertainty in the structure of health insurance; the contractual arrangements and relationships that exist between patients, doctors, and hospitals. Explore these issues in detail and case studies that will guide the student to a better understanding of healthcare economics. (F, Sp)

HCB G4633 Healthcare Supply Chain Management 3 Credit Hours

(Crosslisted with SCM 4633) Prerequisite: MKT 3613 or HCB 3613; student must be approved for degree candidacy by Price College; ACCT 2123 or concurrent enrollment; MATH 1743 or MATH 1823 or MATH 1914. The healthcare supply chain is a critical core business component of the healthcare delivery system. The purpose of this course is to bring an overview of the healthcare supply chain through the elements of the supply chain, the operational aspects and the strategic aspects of the integration of the supply chain with the clinical delivery of care. (F, Sp)

HCB 4970 Special Topics/Seminar 1-3 Credit Hours

1 to 3 hours. Prerequisite: Senior standing or permission of instructor. May be repeated; maximum credit nine hours. Special topics or seminar course for content not currently offered in regularly scheduled courses. May include library and/or laboratory research and field projects. (Irreg.)