

Appendix H

Request for Authorization to Establish a Bachelor of Science in Health Care Management at Winston-Salem State University

Introduction

Winston-Salem State University requests authorization to establish a BS in Health Care Management degree (CIP 51.0701) effective August 2008.

Program Description

The proposed BS in Health Care Management, guided by the standards of the Association of University Programs in Health Administration, will teach the fundamental principles of management and managerial functions as a framework for organizing knowledge and techniques in the health care field. The program is designed to address increasing community, regional and state demand for job applicants to fill entry-level health care support and management positions who are sensitive to the needs of the underserved and patients experiencing health care disparities. The program will offer concentrations in health care communication and relationship management, leadership, professionalism, business knowledge and environmental understanding and will include field work experiences and a focused internship to immerse students in health organizational behavior, service, and problem solving projects. The program will effectively complement the recently established Health Care Administration program, which focuses on the business and economics aspects of health care.

Program Need

There is substantial student and employer demand for the proposed program. Both rising juniors at WSSU and community college transfer students have indicated an interest in the major. The program's Health Care Employer Advisory Committee, representing the largest health insurance, hospital, medical practice, and nursing home employers has affirmed the need for graduates of this program. The US Department of Labor projects rapid employment growth in medical practice offices, general medical and surgical hospitals, home health agencies, and outpatient care centers. The employment of medical and health services managers is expected to grow faster than average (18 to 26 percent) through 2014. Likewise, ambulatory health care services top the list of NC's fastest growing industries. Health care is the largest and fastest growing industry in the Piedmont Triad Region.

Resources

Current facilities, technology, library holdings, and faculty positions are adequate to begin the program. Additional needs will be addressed in the future from enrollment growth funding.

Recommendation

It is recommended that the Board of Governors approve the WSSU request to establish a BS in Health Care Management degree (CIP 51.0701) effective August 2008.