



The College at
BROCKPORT
STATE UNIVERSITY OF NEW YORK

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Resolution **2021-22 #34**
College Senate

Supersedes Res #: _____

TO: Dr. Heidi Macpherson, College President

FROM: The College Senate:

RE: → I. Formal Resolution (*Act of Determination*)
II. Recommendation (*Urging the Fitness of*)
III. Other, For Your Information (*Notice, Request, Report, etc.*)



SUBJ: **HCA Revised UG Curriculum (#45_21-22UC)**

Implementation Effective Date**: _____

Signed: Date: 5/2/22
(Dr. James Spiller, 2021-2022 College Senate President)

Signed: Date: 5/4/22
(Dr. Eileen Daniel, Vice Provost, The College at Brockport)

****Implementation of resolution requires final approval from SUNY- State Education Department.**
___ YES NO

Please fill out the bottom portion and follow the distribution instructions at the end of this page.

TO: Dr. James Spiller, College Senate President

FROM: Dr. Heidi Macpherson, College President

RE: → I. Decision and Action Taken on Formal Resolution (circle choice)
a. Accepted
b. Deferred for discussion with the Faculty Senate on ___/___/___
c. Unacceptable for the reasons contained in the attached explanation.
d. Comments:

Signed: Date: 5/16/22
(Dr. Heidi Macpherson, President, The College at Brockport)

DISTRIBUTION:

The College Senate will forward the resolution signed by the College Senate President to the Vice Provost for determination as to whether the implementation of the resolution requires final approval from SUNY-State Education Dept. The Vice Provost will then forward the resolution with that designation to the College President. Upon approval, the College President will forward copies of resolutions to his/her staff who will, in turn, forward copies to their staff and to the College Senate. The College Senate Office will post resolutions to the College Senate Web at <http://www.brockport.edu/collegesenate/resolutions>.



**COLLEGE SENATE RESOLUTION
PROPOSAL COVER PAGE**

DEADLINE FOR SUBMISSIONS: January 31

For full consideration during the academic year

- Your proposal will be made into an ADA compliant PDF, will receive page numbering and a routing number, and will be forwarded onto the appropriate committee chair(s).

Routing Number <i>Routing # assigned by Senate Office</i>	45_21-22UC
This Proposal Replaces Resolution	
Revision Date(s)	
Anticipated Effective Date:	

Title of Proposal in Title Style

Revised HCA UG Curriculum

Brief Description of Proposal

Three changes made to revise the undergraduate Healthcare Administration (HCA) curriculum will:

- strengthen skills needed by future Healthcare Administrators in contemporary healthcare practice;
- strengthen the learning experiences and learning success for students in Healthcare Administration; and,
- align the new minor in Long Term Care/Nursing Home Administration offered by HCA (approval pending) with the HCA curriculum.

Effect on Transfer Students if Applicable

No effect anticipated.

Proposer Information

Name: Kelly Cary, CMA, MHA
 Department: Program Coordinator, Healthcare Studies
 Email: kcary@brockport.edu

Senate Office Use Only

	Forwarded To	Dates Forwarded
<input type="checkbox"/> Executive Committee		
Standing Committee	Standing Committee	1/27/2022
<input type="checkbox"/> Equity, Diversity and Inclusion Committee		
<input type="checkbox"/> Engagement & Enrollment Planning & Policies	Executive Committee	
<input type="checkbox"/> Faculty & Professional Staff Policies	Senate	
<input type="checkbox"/> General Education & Curriculum Policies	Passed GED's go to Vice Provost	
<input type="checkbox"/> Graduate Curriculum & Policies	College President	
<input type="checkbox"/> Student Policies	OTHER	
<input checked="" type="checkbox"/> Undergraduate Curriculum & Policies	REJECTED -WITHDRAWN	
NOTES:		

College Senate Curriculum Proposal Form

Please check:

Undergraduate Graduate Combined Degree Program Accelerated Program

Department/Major:

Department of Healthcare Studies / Healthcare Administration (HCA)

Title of Proposal:

Revised HCA Undergraduate (UG) Curriculum

Rationale:

The job outlook for healthcare administrators has continued to grow due to the demand that COVID-19 has placed on the healthcare industry. Employment of medical and health services managers is projected to grow 32 percent from 2020 to 2030, much faster than the average for all occupations (U.S Bureau of Labor Statistics (BLS)). Over the decade, about 51,800 openings for medical and health services managers are projected each year, on average (BLS); many of these openings are expected to result from the need to replace workers who transfer to different occupations or exit the labor force (i.e. retirement).

Even though healthcare jobs are in high demand, they fundamentally are changing by the global pandemic. The global pandemic's long-term impact on the healthcare system will demand hospital administrators continue to adapt while attempting to alleviate COVID-19-related financial debt, improve outcomes, integrate telehealth technology and ease workforce shortages.

The first proposed change is to change **HCS 335 – Marketing in Healthcare** from an 'elective' course to a **required course** for HCA degree completion. Marketing management is a fundamental function required for effective management in Healthcare Administration. Before 2018, the HCS Major (concentration; 'Old Program') required students to complete BUS 335 Marketing; it was not deemed an elective course. Yet in 2018, the new HCA curriculum listed HCS 335 Marketing in Healthcare as an elective; it was not a required course. Therefore, this change to the current HCA curriculum is correcting a curricular oversight to reflect good business/management preparation by requiring students to have exposure to marketing practices specific to the healthcare industry. Marketing is also a required content area for [AUPHA \(Association of University Programs in Health Administration\) certification](#), which the program hopes to pursue in the future.

The second proposed change is to add **HCS 430/530 - Gerontology and Health Issues for Aging Populations** as an **elective course** offered in the HCA program. The population in the United States is ageing and will continue to age. Healthcare Administrators need to provide management expertise in many different healthcare practice settings and within organizations providing services associated with the Long Term Services and Support/Long

Term Care (LTSS/LTC) industry. Also, there is a definite need for Nursing Home Administrators. Worth noting, this new elective course will be required for those students interested in completing the new HCA - LTC Minor at Brockport (approval pending). Completing the LTC Minor at Brockport prepares students interested in taking the NYS Nursing Home Administrators (NHA) exam.

The third proposed change is to eliminate ACC 282 – Introduction to Managerial Accounting from the prerequisite course requirements for the program. Upon review, HCS faculty have determined that this second accounting prerequisite is not adding substantially to student preparation and that the essential material can be covered successfully with one accounting course (ACC 281) and the addition of some healthcare-specific accounting content in HCS 415 – Financial Management in Healthcare . Furthermore, a considerable number of HCA students are struggling to complete these two prerequisites (ACC 281 and ACC 282) and connect fundamental accounting principles to their future role as healthcare administrators. Therefore, this proposed change offers several advantages for HCA students:

1. accounting principles and practices will be applied within the realm of healthcare;
2. student success rate in completing the Accounting prerequisite (at Brockport) may improve; and,
3. reducing the ACC prerequisite credits from six credits to three credits gives room for HCS 335 to be added as a required course without adding credits for HCA degree completion.

The credits required for degree completion will not be impacted by the proposed changes. While three credits will be added to the departmental program requirements (HCS 335), the prerequisite coursework will also be reduced by three credits.

A Side-by-Side Comparison of the Current and New Program (credit hours must be included for each course and totaled in clear tabular form). Identification of Pre-Requisites as appropriate.

Current Program	New Program
General Education Requirements (44 credits)	General Education Requirements (44 credits)
Healthcare Administration Pre-Requisite Courses (9 credits)	Healthcare Administration Pre-Requisite Courses (6 credits)
○ Elementary Statistics (MTH 243 or equivalent)* (3 credits)	○ Elementary Statistics (MTH 243 or equivalent)* (3 credits)
○ Intro to Financial Accounting (ACC 281 or equivalent) (3 credits)	○ Intro to Financial Accounting (ACC 281 or equivalent) (3 credits)
○ Intro to Managerial Accounting (ACC 282 or equivalent) (3 credits)	
Major Departmental Requirements (55 credits)	Major Departmental Requirements (58 credits)
Required Healthcare Administration Core	Required Healthcare Administration Core
HCS 418 Statistics for Healthcare Professions (3 credits)	HCS 418 Statistics for Healthcare Professions (3 credits)
HCS 419 Managerial Epidemiology (3 credits)	HCS 419 Managerial Epidemiology (3 credits)
HCS 310 Healthcare Systems (3 credits)	HCS 310 Healthcare Systems (3 credits)
HCS 417 Law in Healthcare Practice (3 credits)	HCS 417 Law in Healthcare Practice (3 credits)
HCS 211 Professionalism for Healthcare (1 credit)	HCS 211 Professionalism for Healthcare (1 credit)
HCS 311 Technical Skills for Health Professionals (3 credits)	HCS 311 Technical Skills for Health Professionals (3 credits)
HCS 312 Organizational Behavior in Healthcare (3 credits)	HCS 312 Organizational Behavior in Healthcare (3 credits)
HCS 302 Survey Clinical & Administrative Information Systems (3 credits)	HCS 302 Survey Clinical & Administrative Information Systems (3 credits)
HCS 313 Quality Management in Healthcare (3 credits)	HCS 313 Quality Management in Healthcare (3 credits)
HCS 465 Human Resource Management for Healthcare (3 credits)	HCS 465 Human Resource Management for Healthcare (3 credits)
HCS 415 Financial Management in Healthcare (3 credits)	HCS 415 Financial Management in Healthcare (3 credits)
HCS 317 Healthcare Ethics (3 credits)	HCS 317 Healthcare Ethics (3 credits)
HCS 416 Insurance and Managed Care (3 credits)	HCS 416 Insurance and Managed Care (3 credits)

HCS 464 Operations Management in Healthcare (3 credits) HCS 420 Research Methods in Healthcare (3 credits) HCS 496 Management Internship** (6 credits)	HCS 464 Operations Management in Healthcare (3 credits) HCS 420 Research Methods in Healthcare (3 credits) HCS 335 Marketing in Healthcare (3 credits) HCS 496 Management Internship** (6 credits)
Healthcare Electives (6 credits) • Choose two from the list below	Healthcare Electives (6 credits) • Choose two from the list below
HCS 230 Medical Terminology for Health Professionals (3 credits) HCS 335 Healthcare Marketing (3 credits) HCS 337 Healthcare Policy (3 credits) HCS 338 Group Practice Management (3 credits) HCS 340 Healthcare Leadership (3 credits) HCS 425 Long Term Care/Nursing Home Management (3 credits) HCS 426 Legal & Regulatory Issues for Long Term Care (3 credits) HCS 436 Economics for Healthcare Managers (3 credits)	HCS 230 Medical Terminology for Health Professionals (3 credits) HCS 337 Healthcare Policy (3 credits) HCS 338 Group Practice Management (3 credits) HCS 340 Healthcare Leadership (3 credits) HCS 425/525 Long Term Care (LTC) and Nursing Home Management (3 credits) HCS 426 Legal & Regulatory Issues for Long Term Care (3 credits) HCS 436 Economics for Healthcare Managers (3 credits) HCS 430/530 Gerontology and Health Issues for Aging Populations (3 credits)
Total Credits (120 credits)	Total Credits (120 credits)

*denotes courses that meet both major and general education requirements

**Internship Pre-Requisites: All three pre-requisite courses completed, all required HCS course work with a grade of "C" or higher must be completed, and an overall GPA of 2.5.

Admission Requirements & Exit Requirements if applicable – if not applicable write NA:

N/A

Program Requirements if applicable – if not applicable write NA:

N/A

Course Revision(s): Please describe changes for each course as well as methods for assessment if applicable

HCS 335 Marketing in Healthcare – change in status only - from elective course to required/core course; no change to course itself

HCS 430/530 Gerontology and Health Issues for Aging Populations – course added to list of electives offered by HCA program; no change to course itself with this proposal

ACC 282 – course would no longer be pre-requisite.

Resource Implications and Estimated Costs: (Personnel, Supplies, Labs, Technology...):

HCS 335 – none. This course is currently an elective in the program and is part of FT faculty teaching load.

HCS 430/530 – none.

Other Supporting Information: (if applicable)

Attach Course Description Form for New Courses

Attach Letters of Support from Chair; Dean; Cooperating or Affected Departments or Offices (if applicable); Dissenting letters if applicable



**SUNY
BROCKPORT**

January 24, 2022

To Whom It May Concern:

I fully support the Healthcare Administration program's proposed revisions to their curriculum. Specifically, they intend to change HCS 335 (Marketing in Healthcare) to a required course (currently an elective option), add HCS 430/530 (Gerontology and Health Issues for Aging Populations) as an elective course, and eliminate ACC 282 (Introduction to Managerial Accounting) as a program prerequisite. The proposed changes will add three credits to the core curriculum and decrease prerequisite course requirements by three credits, so that the overall program credits remain intact.

I believe that the proposed changes are in the best interest of the program and its students.

Sincerely,

A handwritten signature in black ink, appearing to read 'Jessica L. Sniatecki', with a stylized flourish at the end.

Jessica L. Sniatecki, Ph.D., C.R.C.
Associate Professor and Department Chair
Department of Healthcare Studies
SUNY Brockport



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and Human Services**
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January 21, 2022

To Whom It May Concern:

I offer my support for the Healthcare Studies Department's proposal to make three changes to their curriculum. First, I support changing HCS 335 (Marketing in Healthcare) from an elective to a required course. Second, I support adding HCS 430/530 (Gerontology and Health Issues for Aging Populations) as an elective. Finally, I support eliminating ACC 282 (Introduction to Managerial Accounting) as a program prerequisite. The department will continue to require ACC 281 (Introduction to Financial Accounting) and will embed healthcare specific accounting content in HCS 415 (Financial Management in Healthcare)

Although the proposal is adding three credits (HCS 335) to the required core, the department will be reducing the major prerequisites by three credits (eliminating ACC 282). As a result, there is no change in total credits for the program. I fully endorse the proposed changes and do not foresee any additional faculty resources necessary to implement this change.

Sincerely,

Thomas J. Hernández, EdD, LMHC
Dean, School of Education, Health & Human Services



**SUNY
BROCKPORT**

To: College Senate

From: James Cordeiro, Ph.D.

Chair, Department of Accounting

Date: March 1, 2022

Re: Healthcare Administration Undergraduate Program Revisions

A handwritten signature in cursive script, which appears to read 'James Cordeiro', is written over the printed name and title.

I am writing in support of the proposed revisions to the Healthcare Administration program in the Department of Healthcare Studies. As identified in the proposal, ACC 282 – Introduction to Managerial Accounting will be eliminated as a required course for HCA majors. The Accounting department is supportive of this change to the HCA curriculum.

Thank you for your consideration of this proposal.

