

Program Matrix

Bachelor of Business Administration in Healthcare Administration

The Bachelor of Business Administration in Healthcare Administration (BBA-HCA) program is designed to provide students with knowledge and skills to apply business principles and management practices with specialization in healthcare administration. The program covers current business practices in modern business organizations with knowledge of the current practice.

Program Learning Outcomes

Upon successful completion of this program, students will be able to:

- Demonstrate the use of effective oral and written communication and professional presentations
- Explain the importance of leadership, organizational culture, and human relationships in a healthcare organization, and the importance of integrity and professional ethics in a healthcare setting
- Identify and analyze managerial and organizational information needs using qualitative tools, quantitative tools, and information technologies to assist in business organization decision making
- Apply the four management principles of planning, organizing, leading, and controlling healthcare operations
- Describe the design, development, and implement strategies that enhance the marketing of products and services

Curricular Requirements (120 Credits)

The Bachelor of Business Administration in Healthcare Administration degree requires completion of 120-semester credits of coursework, which includes 30 credits of General Education courses, 69 credits of Business Administration courses, 6 credits of General Elective courses and 15 credits of Healthcare Administration Specialization courses.

1. General Education Courses: 30 Credits/10 Courses

- ACE 100 – Accelerate, Connect, Equip
- BUS 225 – Fundamentals of Business Ethics
- GEN 101 – English Composition I
- GEN 102 – United States History
- GEN 103 – United States Government
- GEN 104 – Mathematics
- GEN 105 – Algebra
- GEN 201 – English Composition II
- GEN 212 – Introduction to Philosophy
- IST 221 – Fundamentals of Computing

2. Business Administration Courses: 69 Credits/23 Courses

- ACC 222 – Financial Accounting
- ACC 421 – Managerial Accounting
- BUS 201 – Business and Society
- BUS 214 – Business Statistics
- BUS 215 – Business Communication

- BUS 314 – Business Law
- BUS 416 – Business Negotiations
- BUS 425 – Business Ethics
- BUS 426 – Quantitative Methods in Business
- ECO 215 – Survey of Economics
- ECO 220 – Macroeconomics
- ECO 418 – Microeconomics
- FIN 224 – Principles of Financial Management
- IST 227 – Information Technology in Business
- IST 235 – Legal Issues in Information Technology
- MGT 228 – Introduction to the Process of Management
- MGT 251 – Organizational Behavior
- MGT 440 – Operations Management
- MGT 445 – Strategic Management
- MGT 448 – Human Resource Management
- MGT 456 – International Management
- MGT 460 – Leadership in Organizations
- MKT 226 – Principles of Marketing

3. General Elective Courses: 6 Credits/2 Courses

- General Elective
- General Elective

4. Healthcare Administration Specialization Courses: 15 Credits/5 Courses

- HCA 301 – Fundamentals of Healthcare Systems
- HCA 315 – Medical Assisting
- HCA 337 – Statistics for Health Policy and Administration
- HCA 425 – Healthcare Management, Organization, and Behavior
- HCS 430 – Information Technology for the Healthcare Professional

General Elective Courses

Select 2 courses from the list below:

- GEN 213 – World Religions
- GEN 223 – Political Science
- MGT 462 – Small Business Entrepreneurs
- MKT 450 – Global Marketing
- MKT 452 – Advertising
- MKT 456 – Consumer Behavior