

Leadership and Administration Tracks

Possible Elective Courses

Comm 611, Intercultural Communication

This course examines communication and the changing dynamics of the global workplace. Students learn how cultural values affect all aspects of corporate communication, from negotiation and conflict strategies to advertising, public relations, and marketing communication. Intercultural communication issues faced in the workplace are also addressed, as in perception, nonverbal communication, religious issues, and conflict.

Comm 613, Studies in digital media

This course examines digital media, focusing on communication theories and issues relevant to the study of emerging technologies. Issues considered may include the personal and business implications of social media use, the effects of digital image manipulation, the changing nature of media authorship/spectatorship, and the role of digital media in debates about copyright, privacy, and politics.

Comm 615, Intro to Media Studies

This course provides a fundamental understanding of media. It analyzes media institutions, their history, technological capabilities, and effects. It is designed to offer an overview of theories, methods, contemporary debates and lasting issues in media studies.

Comm 630, Crisis Communication

This course is designed to improve students' ability to prepare for, cope with, and recover from organizational crises. It will include case studies of how organizations have dealt with crises and an evaluation of the short and long term effects of those strategies. The case studies will cover profit and not-for-profit organizations as well as public institutions.

Comm 633, Aging and Communication

This course examines communication as related to older adulthood, including ethical, interpersonal, intercultural, intergenerational, and psychosocial issues as well as media portrayals of older adults. The course will examine contexts of gerontological communication and implications for those areas of business and society that serve older adults.

Comm 634, Health Communication

This class provides a comprehensive introduction to current issues, theories, and special topics in health communication.

HLTH 602 Communication and Technology in Health

This course examines the social and behavioral issues impacting communication and the successful use of information technologies to support health and health care. Current issues relative to the use and management of "big data" via health care information systems will be explored – including the efficiency and usability of various technologies and datasets, the accuracy and quality of information provided, and the privacy and security of the data shared. This course will also discuss various technologies which are aimed at promoting health, preventing, diagnosing, and treating diseases, and/or improving rehabilitation and long-term care.

HLTH 604 Current Trends and Issues in Health

This course explores emerging trends and issues in global health from an epidemiological perspective with a focus on non-communicable diseases. Relevant research will be examined and discussed to understand the incidence and prevalence of various chronic conditions, recognize risk factors, explore the cultural and socioeconomic impact of such conditions, and identify the strengths and weaknesses of current preventative strategies and advocacy efforts aimed at informing the policy making process.

Nurs 629, Pathophysiologic Concepts

This course presents pathophysiologic concepts essential for critical thinking and clinical decision making. The emphasis is pathophysiology applied to health promotion, disease prevention, and disease management.

Nurs 630, Patho/Pharm for Advanced Nursing Practice

This course explores the scientific complexity and integration of pathophysiologic and pharmacologic interventions for selected acute and chronic health conditions. Application of content to health promotion, disease prevention, and disease management is emphasized.

Nurs 861, Advanced Leadership and Management of Organizations and Systems This course examines organization and systems theory related to decision-making to establish efficient work processes and safe clinical care. Students will explore leadership qualities necessary to envision, facilitate, and sustain organization-wide changes that promote excellence in complex health care organizations. Leadership strategies that promote inter and intra-professional dynamics needed to create innovative and adaptable care delivery models will be examined. (Prerequisite: NURS 639 or equivalent)

Nurs 863, Advanced Healthcare Economics and Finance

This course will present basic economic concepts, principles, and theories that drive health policy and the health care system in the public and private sectors. A basic economic framework will be used to analyze the structure, conduct, and performance of the markets for consumers, insurers, physicians, hospitals, pharmaceutical companies, and long term care services. In addition, the course will introduce the student to managerial aspects of financial analysis. Basic financial concepts and tools will be used in a variety of health care settings. (Seminar and clinical; 20 hours clinical). (Prerequisite: NURS 625 or equivalent).

MBA 601, Organizational Behavior

This course focuses on the differences between management and leadership and the environment in which leaders make decisions. Particular emphasis is given to human behavior in organizations, including how the individual and the group influence the policies, goals, objectives, and priorities of the organization. Students enhance basic written/oral communication and basic computer usage skills through case analysis/projects both as individuals and groups

MBA 602, Business Analytics for Decision Making

This course expands the role of the leader by examining and utilizing quantitative techniques and computer applications to analyze firm operations.

MBA 603, Financial and Managerial Accounting

This course introduces the leader to basic financial reporting and analysis techniques through understanding, interpreting and analyzing financial information, and the development of strategic managerial decision making tools.

MBA 604, Global Economy

This course exposes the leader to the domestic and global economic environments facing organizations.

MBA 692, Project Management

This course is designed to introduce and explore concepts and practices of project management. Students will be able to apply the skills and tools taught in the class not only to in-class assignments but to projects in other courses and in the workplace. The course will cover a broad range of topics ranging from the knowledge necessary to execute a project to the management and leadership of numerous project activities within an organization.