

7735-HC

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Curriculum Proposal Form #1

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MAY 13 1997
GRADUATE OFFICE

Assigned by John Bodensteiner

DEGREE/PROGRAM TITLE Health Care Emphasis

James W. Peltier / JWP
Proposal Sponsor

3/19/97
Date of Submission

Lair Smith
Chair of Sponsoring Department

Marketing
Department

3/19/97
Approval Date

Ronald K. Galun
Chair, College Curriculum Committee

3/19/97
Approval Date

J. Donley
Dean of College

B+B
College

4-3-97
Approval Date

FOR UNDERGRADUATE ACTIONS:

Chair, University Curriculum Committee

Approved
 Not Approved

Date

Chair, Faculty Senate

Approved
 Not Approved

Date

FOR GRADUATE ACTIONS:

[Signature]
Chair, Graduate Council

Approved
 Not Approved

4-18-97
Date

[Signature]
Vice Chancellor ~~and Dean of Faculties~~

5/19/97
Date Received

RECORD OF OTHER ACADEMIC UNITS CONSULTED

ACADEMIC UNIT

SIGNATURE

DATE

*ACTION

ACADEMIC UNIT	SIGNATURE	DATE	*ACTION

(* Indicate Approve, No Contest, or Disapprove, for graduate programs only)

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DEGREE/PROGRAM TITLE Health Care Emphasis

James W. Peltier / JWP 3/19/97
Proposal Sponsor Date of Submission

Luis Smith Marketing 3/19/97
Chair of Sponsoring Department Department Approval Date

Donald K. Rubin 3/19/97
Chair, College Curriculum Committee Approval Date

J. Donny B+B 4-3-97
Dean of College College Approval Date

FOR UNDERGRADUATE ACTIONS:

Chair, University Curriculum Committee Approved Not Approved _____ Date

Chair, Faculty Senate Approved Not Approved _____ Date

FOR GRADUATE ACTIONS:

[Signature] Approved Not Approved 4-18-97
Chair, Graduate Council Date

Vice Chancellor and Dean of Faculties _____ Date Received

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_____	_____	_____	_____
_____	_____	_____	_____

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CURRICULUM PROPOSAL FORM #1
University of Wisconsin-Whitewater

NEW DEGREE, MAJOR, MINOR, OR SUBMAJOR

DEGREE/PROGRAM TITLE: Health Care

SPONSOR(S): James Peltier

DEPARTMENT(S): Marketing

COLLEGE(S): College of Business and Economics

EFFECTIVE TERM: Fall 1997

CHECK IF:

- New Degree: Prepare in ACIS-1, Format B
- New Major: Prepare in ACIS-1, Format B
- New Minor: Prepare in ACIS-1, Format C
- New Submajor: Prepare in ACIS-1, Format C

ATTACH THE FOLLOWING:

- I. The proposal (In Format B or C).
- II. A proposed APR system, if a new graduate program.
- III. A 5-year plan of course offerings, if a new graduate program.

NOTE: YOU MUST FIRST RECIEVE APPROVAL FROM SYSTEM FOR A PRELIMINARY ENTITLEMENT TO PLAN A NEW DEGREE/MAJOR. SEE ACIS-1.

CURRICULUM PROPOSAL FORM #1 ATTACHMENT

NEW SUBMAJOR/EMPHASIS: MBA--Health Care

I. Description

The health care industry has been changing at an ever increasing rate. Many health care institutions have experienced a shortage of qualified internal decision makers. As a consequence, the objective of the MBA emphasis in Health Care is to provide students with the opportunity to develop the knowledge, skills and abilities for upper-level managerial positions in health care institutions.

II. Relationship to the Mission of the Institution

The College of Business and Economics offers an MBA Extension Program at UW-Waukesha. A primary objective of this Program is to serve students in the Milwaukee area. Given the vast number of health care organizations located in or near Milwaukee, the proposed emphasis is well suited for accomplishing the overall objectives of our MBA Program. Moreover, the proposed emphasis is designed to attract and serve full-time on campus students pursuing a career in health care.

III. List of Courses

- I. Common Body of Knowledge--Same as MBA
- II. Breadth Requirement--Same as MBA
- III. Emphasis--9 Credits from the following list of 3 credit courses:

230-745: Economics of Health Care

240-745: Legal Aspects of and Ethical Issues in Health Care Administration

250-744: Managing Health Service Organizations

260-776: Marketing of Health Care Delivery Systems

IV. Cost Implications: None (no new faculty needed)

V. Rationale

Health Care is a major and growing sector of our economy, accounting for nearly fifteen percent of our gross domestic product. The increasing importance of health career has placed a great demand for students trained for administrative positions in all types of health care institutions. This demand is especially high for individuals working in or near Milwaukee and Madison. The proposed MBA emphasis in Health Care is designed to train students to accept leadership positions in this dynamic and increasingly important economic growth sector.