

# 456: MASTER OF HEALTH ADMINISTRATION

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## In Workflow

1. Registrar (mpowell7@una.edu; ajbedard@una.edu; cnichols1@una.edu)
2. MGMK Chair (jostafford@una.edu)
3. BN Executive Assistant (jrtittle@una.edu)
4. BN Curriculum Committee Chair (jbeaver@una.edu; jrtittle@una.edu)
5. BN Dean (jbeaver@una.edu)
6. COAD (rpvandiver@una.edu; mpowell7@una.edu)
7. SACS Liaison (ljohnson15@una.edu; mpowell7@una.edu)
8. GC Agenda (carnold3@una.edu)
9. GC (none)
10. GC Chair (none)
11. Board of Trustees (rpvandiver@una.edu)
12. ACHE Response Communicated by VPAA Office (ljohnson15@una.edu; mpowell7@una.edu)
13. Registrar (mpowell7@una.edu; ajbedard@una.edu; cnichols1@una.edu)

## Approval Path

1. Mon, 21 Feb 2022 12:14:58 GMT  
Mitch Powell (mpowell7): Approved for Registrar
2. Mon, 21 Feb 2022 13:49:03 GMT  
Jeremy Stafford (jostafford): Approved for MGMK Chair
3. Mon, 21 Feb 2022 14:13:00 GMT  
Jana Beaver (jbeaver): Approved for BN Executive Assistant
4. Mon, 21 Feb 2022 14:13:20 GMT  
Jana Beaver (jbeaver): Approved for BN Curriculum Committee Chair
5. Mon, 21 Feb 2022 14:13:30 GMT  
Jana Beaver (jbeaver): Approved for BN Dean
6. Mon, 21 Feb 2022 18:44:54 GMT  
Renee Vandiver (rpvandiver): Approved for COAD
7. Mon, 28 Feb 2022 05:00:18 GMT  
Lorie Johnson (ljohnson15): Approved for SACS Liaison

## New Program Proposal

Date Submitted: Fri, 18 Feb 2022 21:34:59 GMT

**Viewing: 456 : Master of Health Administration**

**Last edit: Mon, 28 Feb 2022 20:04:12 GMT**

Changes proposed by: jbeaver

### Program Title

Master of Health Administration

### Department Name

Management and Marketing

### College Name

College of Business and Technology

### Academic Level

Graduate

### Program Type

Major

### Degree Type

MHA

### CIP Code

51.0701 - 51.0701

**The proposed change(s) will be effective for the following catalog edition:**

2022-2023

**Is this program only available online?**

Yes

**Is this program offered on campus and online?**

No

**Brief Description and Rationale for Proposal:**

One of the top three concentrations, in both inquiries and enrollments, for UNA's MBA program in the last couple of years has been Health Care Management. Even before the pandemic, this concentration had been steadily growing for several years. The COBT recruiters state that many prospective students are looking for a full health care management or administration program instead of the more limited MBA concentration. University administration requested that we conduct research starting a specialized degree in this area. Dr. Kyrel Buchanan used her vast network of contacts and affiliation with professional organizations to survey individuals about curriculum and learning opportunities. She researched peer and aspirational schools on our lists for both SACS and AACSB to compare degree offerings, price points, modalities, etc. We propose starting a Master of Health Administration (MHA) which will be fully online with 8 week sessions. The starting semester will be Spring 2023.

**Include relevant information concerning UNA's mission and goals (strategic plan)**

The proposal of this new Master of Health Administration (MHA) supports UNA's Strategic Plan 2019-2024 for:

\*Theme Two: Academic Excellence and Innovation, Goal - Promote and support an innovative, student-centered academic experiences; and

\*Theme Five: Institutional Identity, Goal - Develop prominent academic programs with national and international recognition at the graduate and undergraduate levels, in all modalities.

**Include relevant information concerning UNA's student learning opportunities**

Students will be taught by experienced professionals in healthcare administration who will share a wealth of knowledge and provide applied learning opportunities. Also, a capstone course will require a comprehensive culminating project that allows students to integrate knowledge and skills gained throughout graduate program coursework. Student teams will function as "independent consultants" to define, analyze and recommend solutions to a healthcare business problem as articulated by a client preceptor.

**Include relevant information concerning UNA's impact on existing programs**

One of the top three concentrations, in both inquiries and enrollments, for UNA's MBA program in the last couple of years has been Health Care Management. The COBT recruiters state that many prospective students are looking for a full health care management or administration program instead of the more limited MBA concentration. We anticipate that the number of students interested in this concentration will drop dramatically as most will likely choose the new MHA program. However, with this new curriculum, we will make improvements to the course options in both the MBA Concentration in Health Care Management and the Micro-credential in Health Care Management and still provide these as options for those seeking entry or promotion into the health care administration field.

We have met with ACONHP administration and they are excited about this graduate pathway for their BS in Applied Health Science (AHS) students. We also have plans to include several classes as part of the Accelerated Master's Program (AMP) for UNA undergraduate students in BS - AHS or any other students on campus who want to go straight into this MHA program.

**Include relevant information concerning UNA's financial implications at the department and college level. Will this involve new equipment, facilities, new faculty, etc?**

This new degree program will require a new full-time faculty member for the 2023-2024 academic year (to be posted in Fall 2022 or early Spring 2023).

We will also need a few more adjuncts for this program who will bring valuable full-time healthcare administration experience to the curriculum in specialized courses. Dr. Buchanan has a vast network of contacts in the field and will begin to seek out interest of those who could be part of an adjunct applicant pool.

No equipment or additional facilities will be needed.

**List the departments or programs on campus consulted on the issues of duplication and overlap.**

Anderson College of Nursing and Health Professions

**Admission to Program Requirements (if different from University Standard)**

*Dr. Buchanan is still working to determine what differences there might need to be in the admission requirements for the MHA compared to the MBA program. We will update this box before it goes to Graduate Council in April and in our ACHE and SACS documents.*

**Degree Requirements****Curriculum Requirements**

<b>Code</b>	<b>Title</b>	<b>Hours</b>
MHA 608 HEALTH ECONOMICS	Course MHA 608 HEALTH ECONOMICS Not Found	3
MHA 610 HEALTHCARE LAW	Course MHA 610 HEALTHCARE LAW Not Found	3
MHA 613 DIVERSITY, EQUITY, AND INCLUSION IN HEALTHCARE	Course MHA 613 DIVERSITY, EQUITY, AND INCLUSION IN HEALTHCARE Not Found	2
MHA 621 HEALTH POLICY, POLITICS, AND ANALYSIS	Course MHA 621 HEALTH POLICY, POLITICS, AND ANALYSIS Not Found	2
MHA 625 HEALTHCARE FINANCE	Course MHA 625 HEALTHCARE FINANCE Not Found	3
MHA 630 HEALTHCARE ANALYTICS	Course MHA 630 HEALTHCARE ANALYTICS Not Found	3
MHA 638 LEADERSHIP IN HEALTHCARE ORGANIZATIONS	Course MHA 638 LEADERSHIP IN HEALTHCARE ORGANIZATIONS Not Found	2
MHA 642 QUALITY IMPROVEMENT IN HEALTHCARE OPERATIONS	Course MHA 642 QUALITY IMPROVEMENT IN HEALTHCARE OPERATIONS Not Found	3
MHA 646 MANAGEMENT AND ORGANIZATIONAL BEHAVIOR	Course MHA 646 MANAGEMENT AND ORGANIZATIONAL BEHAVIOR Not Found	2
MHA 657 HUMAN RESOURCES IN HEALTHCARE	Course MHA 657 HUMAN RESOURCES IN HEALTHCARE Not Found	2
MHA 665 U.S. HEALTH CARE SYSTEM	Course MHA 665 U.S. HEALTH CARE SYSTEM Not Found	1
MHA 671 HEALTHCARE MARKETING	Course MHA 671 HEALTHCARE MARKETING Not Found	2
MHA 682 HEALTH INFORMATICS	Course MHA 682 HEALTH INFORMATICS Not Found	2
MHA 695 STRATEGIC PLANNING FOR HEALTHCARE	Course MHA 695 STRATEGIC PLANNING FOR HEALTHCARE Not Found	2
MHA 699 CAPSTONE EXPERIENCE	Course MHA 699 CAPSTONE EXPERIENCE Not Found	2
<b>Total Hours</b>		<b>34</b>

**Reviewer Comments**

**Renee Vandiver (rpvandiver) (Mon, 21 Feb 2022 18:44:41 GMT):** Approved by COAD on 2-21-22. Please upload the ACHE forms, SACSCOC forms, and Board of Trustees Resolution to this proposal.

**Lorie Johnson (ljohnson15) (Mon, 28 Feb 2022 04:59:58 GMT):** Dr. Beaver met with SACSCOC liaisons on February 22, 2022 to define a timeline for submitting ACHE/SACSCOC notifications for this substantive change.

Key: 456

\*This form is intended to be used as a “soft copy” to gather requisite information related to new degree program applications. For programs to be included on Commission agendas from March 2022 onward, applications should be submitted through the Academic Program Review Portal ([apr.ache.edu](http://apr.ache.edu)).

*Alabama Commission on Higher Education*

**NOTIFICATION OF INTENT TO SUBMIT A PROPOSAL (NISP)  
FOR A NEW PROGRAM OF INSTRUCTION**

**1. Institution:** University of North Alabama

**2. Date of NISP Submission:** April 1, 2022

**3. Contact Person and Title:** Dr. Ross C. Alexander  
Provost and Executive Vice President  
for Academic Affairs

Telephone: (256) 765-4258

E-mail: ralexander3@una.edu

**4. Program Identification:**

Award Level: Master’s Degree

Title: Master of Health Administration

Degree nomenclature (e.g., MBA, BS): MHA

6-digit CIP: 51.0701

**5. Program Administration and Implementation:**

Name of College/ School: College of Business and Technology

Name of Dean: Dr. Gregory Carnes

Name of Department: Management and Marketing

Name of Chairperson: Dr. Jeremy Stafford

Proposed program implementation date: Spring 2023

Anticipated ACHE meeting to vote on proposal: September 2022

Anticipated date of approval from institutional governing board:

Graduate Council – April 2022

Board of Trustees Meeting – June 2022

Other considerations for timing and approval (e.g., upcoming SACSCOC review):

SACSCOC prospectus submission – July 1, 2022

## 6. Program Design:

Brief Description of Program and Objectives:

**The proposed online Master of Health Administration program will equip students to become healthcare leaders in an ever-changing global healthcare environment. The COVID-19 pandemic underscored the already apparent need for prepared healthcare leaders who are poised to confront healthcare's most pressing challenges.**

**Objectives include, but are not limited to, the following.**

**Students will be able to:**

- **Analyze the U.S. healthcare system, including critical healthcare policy and legal issues.**
- **Compare the U.S. healthcare system to systems in other developed countries, while articulating the implications for stakeholders.**
- **Acquire and advance knowledge, skills, and abilities to effectively manage the operations of a healthcare organization, particularly in areas related to strategic management, fiscal management, economic, and human resources practices.**
- **Explore healthcare management in the context of changing demographics within the United States.**
- **Examine leadership models, while developing and refining one's own leadership and management style.**

Proposed delivery format (100% in-person, 100% online, hybrid, multiple formats):

**The proposed delivery format for the Master of Health Administration program is 100% online.**

If hybrid, what % of program will be delivered online?

If multiple formats, which ones?

Total Credit Hours required to complete the program (if range, enter minimum):

**34 credit hours**

Please identify any specialized accreditation agency that may apply to this program and explain why your institution does or does not intend to seek specialized accreditation.

**UNA's College of Business and Technology is accredited by the Association to Advance Collegiate Schools of Business (AACSB). The Master of Health Administration degree will follow the current curricula guidelines provided by the AACSB and also seek to satisfy accreditation requirements of the Commission on Accreditation of Healthcare Management Accreditation (CAHME).**

Will the curriculum require work-based or experiential learning (internship, practicum, etc.)? If yes, please explain. Definitions and examples of different types of work-based learning are available at <https://www.alapprentice.org/>.

**A Capstone course will be required as a part of the curriculum. This course will feature a comprehensive culminating project that will allow students to integrate knowledge and skills gained throughout graduate program coursework. Student teams will function as "independent consultants" to define, analyze and recommend solutions to a healthcare business problem as articulated by a client preceptor.**

Will the program be designed to meet educational requirements licensure and/or certification required for entry-level employment? If yes, please list license and/or certification(s).

**No**

## **7. Employment Occupational Alignment**

Using the federal Standard Occupational Code (SOC) System, please indicate the top three occupational codes related to post-graduation employment from the program. A full list of SOCs can be found at <https://www.onetcodeconnector.org/find/family/title#17>. A list of Alabama's "In-Demand Occupations" is available at <https://ache.edu/Instruction.aspx>

**SOC 1 (required): 11-9111, Medical and Health Services Managers**

**SOC 2 (optional): 11-0000, Management Occupations**

**SOC 3 (optional): 13-0000, Business and Financial Operations Occupations**

**8. Relationship to other programs within the institution:**

Is the proposed program associated with any existing offerings, including options within current degree programs? If yes, please explain. If this is a graduate program, please list any existing undergraduate programs which are directly or indirectly related. If this is a doctoral program, also list related master's programs.

***College of Business and Technology offerings.*** The College of Business and Technology (COBT) currently offers an MBA Concentration in Healthcare Management and a Graduate Micro-credential in Healthcare Management. This proposed MHA curriculum will provide an opportunity to improve the course options within the concentration and micro-credential, while continuing to provide these options for those seeking entry or promotion into the health care administration field.

***Related undergraduate program.*** The Anderson College of Nursing and Health Professions (ACONHP) currently offers a Bachelor of Science degree in Applied Health Sciences (AHS). The AHS program is specifically designed for students who want to pursue a non-nursing healthcare career. The AHS program currently has a health administration track.

As a critical part of the MHA development process, the MHA program director and COBT Associate Dean met with the ACONHP Dean, Associate Dean, and numerous faculty members. Based on this conversation, it was clear that the proposed MHA program is complementary to the AHS program. ACONHP administration and faculty were excited about this potential graduate pathway program for their students. As a further testament to the collaborative relationship, the MHA program director has already met with several applied health sciences majors (referred by the ACONHP faculty) to discuss the impending MHA program. We also have plans to include several classes as part of the Accelerated Master's Program (AMP) for UNA undergraduate students in BS - AHS or any other students on campus who want to go straight into the MHA program.

Will this program replace any existing programs or specializations, options, or concentrations within existing programs? If yes, please explain.

**The proposed MHA program will not replace any existing programs, specializations, options, or concentrations. The MBA Concentration in Healthcare Management and a Graduate Micro-credential in Healthcare Management will still exist and offer options for students who want exposure to the field but not the full MHA degree.**

**9. Relationship to programs at other Alabama public institutions:**

List programs at the same degree level that use the same or similar CIP codes. If no similar programs exist within Alabama, please list similar programs offered within the 16 SREB states.

Institution	Degree	CIP	Program Name
UAB	MSHA	510701	Health Administration
AUM	MHA	510701	Healthcare Administration
ATSU	MS	510701	Strategic Healthcare Management & Administration

If the proposed program duplicates, closely resembles, or is similar to any other offerings in the state, please provide justification for any potential duplication.

**The need for a healthcare system designed to respond to the most pressing challenges, such as a global pandemic, is apparent. Integral to these systems is ensuring prepared, quality leadership that can successfully navigate the often difficult and complex terrain of healthcare. There is currently only one other program in north Alabama (Athens State University), and they offer a Master of Science degree, whereas we will offer a Master of Health Administration. Any overlap in curriculum will be an effect of ensuring that students complete course work that is central to competencies in health administration. Our program will feature mainstays of health administration such as healthcare finance, economics, strategic planning, healthcare law and policy, while also incorporating emerging needs such as Data Analytics and Diversity, Equity, and Inclusion. Our curriculum will challenge students to explore broader public health concepts, such as health disparities and health equity, and how they fit into the delivery of healthcare.**

**As with Athens State University, there will inevitably be some overlap in our curriculum (when compared to UAB and AUM) due to essential health administration competencies. However, there will be courses that differ from the current curriculum at AUM, including those in Diversity, Equity, and Inclusion, health informatics, and capstone (among others). Unlike UAB programs, our program will be offered in a 100% online modality without a face-to-face requirement. Geographically, our program is situated in the northwest corridor of the state while AUM and UAB’s programs are positioned in the middle to lower half of the state.**



**Traditionally, UNA's student demographic is comprised primarily of individuals from Alabama, Mississippi, and Tennessee. While we continue recruiting students from these geographical areas, the 100% online modality affords the opportunity to expand our footprint throughout the southeast region and United States. In alignment with the ever-growing demand for online degree programs, we feel that the 100% online format is essential to accommodate working professionals who want to continue their education. The proposed MHA program will be well-supported within UNA's already robust online infrastructure.**

If you plan to explore program collaboration with other institutions, please explain.

**No collaborations with other institutions have been identified, but such collaboration will be explored if a need or opportunity arises.**

#### **10. Projected program demand**

What is the primary methodology you will use to determine the level of student demand for this program? (Survey of current or former students, enrollments in existing programs or courses)

**Prior to the COVID-19 pandemic, institutional data indicated a steady growth in healthcare management interest among students. One of the top three concentrations, in both inquiries and enrollments, for UNA's MBA program in the last couple of years has been the Health Care Management concentration. According to College of Business and Technology (COBT) recruiters, many prospective students are looking for a full health care management or administration program instead of the more limited MBA concentration.**

**To confirm demand for this degree, we will continue interviews and discussions with the University and COBT's graduate program recruiters, current undergraduate students, current graduate students, recent graduates, and employers. In addition, enrollment projections will be gathered from a survey of current UNA students. Institutional and peer enrollment numbers will also be collected and analyzed, which will allow us to determine enrollment trends and how we compare with peers.**

What is the primary methodology you will use to determine state need for this program? (Labor market information, expert market analysis, state or regional economic development strategy)

**We will use applicable labor market information (e.g., U.S. Department of Labor, etc.) and confer with state and regional data sources, personnel, and potential employers to continuously assess the need for this program. Our program is designed to augment the educational and career opportunities for Alabama residents, not detract from them.**