

# Graduate Certificate in Healthcare Management

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The purpose of the Graduate Certificate is to provide healthcare professionals or graduate students aspiring to pursue careers in healthcare organizations with an array of business knowledge in Marketing, Organizational Behavior, Leadership, and Operations Management in the context of healthcare organizations. Besides these core competencies, students of this certificate will understand the healthcare environment, its regulatory framework and relevant public health issues.

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

1. Understand the history, evolution and the basic concepts central to the healthcare industry and healthcare environment.
2. Design and manage healthcare operations and processes.
3. Apply motivational methods and techniques required to successfully manage healthcare teams.
4. Apply marketing methods and techniques to understand consumers of healthcare services in order to create and deliver customer value.

## Course Prerequisites

Students enrolled in courses for the Online Graduate Accelerated Programs (GAP) must be registered and pay all tuition, fees, and assessments by the program's deadline each semester.

## Grading Policy

Candidates for the certificate will be expected to complete course requirements with a cumulative GPA of 3.0 or better.

## Requirements

### Required Courses

BUS 537	Survey of U.S. Healthcare System	3
BUS 538	Managing Healthcare Operations	3
<b>Choose one of the following:</b>		<b>3</b>
BUS 539	Leadership and Consumer Insights	
HCI 558	Project Management in Healthcare	
<b>Total Hours</b>		<b>9</b>