



HEALTHCARE MANAGEMENT

LUNDY-FETTERMAN SCHOOL OF BUSINESS
HEALTHCARE MANAGEMENT
1-800-334-4111 • WWW.CAMPBELL.EDU

For more information about the program contact:
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THE CAMPBELL PROGRAM

According to the Bureau of Labor Statistics (BLS), a typical person considering a career in healthcare management is an individual with a strong desire to help others, has a genuine concern for the welfare of his/her clients and an ability to deal with people of diverse backgrounds in a challenging and rapidly evolving industry.

The Healthcare Management program is designed to provide students with the strong academic skills, professional training and work experience necessary for a purposeful life and a rewarding career in the healthcare industry. Our program also equips students with the tools needed to pursue their graduate studies in related fields.

Rapidly changing demographics in North Carolina and the United States coupled with new advancements in information and medical technologies and the latest public attitude toward wellness are many healthcare industry key drivers. These demanding issues call for an increasing number of healthcare management professionals that can simultaneously improve quality and efficiency of healthcare organizations nationwide.

THE CAMPBELL APPROACH

Students majoring in the BBA degree in Healthcare Management will demonstrate the following competencies upon graduation:

1. Knowledge of the Healthcare Industry as demonstrated by completion of the approved curriculum (including a required internship).
2. The written and oral presentation skills necessary to communicate well with others.
3. A personal framework for ethical decision making.
4. A work ethic which includes social networking and collaboration skills (teamwork).
5. The preparation to obtain employment or to advance in a healthcare-related career.

THE CAMPBELL FACULTY

Students are taught by competent and experienced faculty members who have earned the highest degrees in their teaching field. Faculty who teach courses in Healthcare Management are available to work with students outside the classroom.

Small class sizes in the Lundy-Fetterman School of Business allow dedicated and caring faculty to provide students with excellent instruction and counseling inside and outside the classroom setting.

THE CAMPBELL RESOURCES

The 76,000-square-foot Lundy-Fetterman School of Business building is equipped with 12 tiered and conventional classrooms, an auditorium, student lounge, business library, computer center, museum, board room, faculty offices, and breakout rooms. This environment provides excellent program support the Healthcare Management Program.

Each student will work in a supervised internship as part of the major requirements. Not only will each student receive excellent classroom preparation, but work will also be a major learning tool. Internships are often excellent inroads to a permanent position within an organization.

THE CAMPBELL STUDENT

Upon graduation, Healthcare Management majors can look forward to abundant employment opportunities and above-average earnings growth in the foreseeable future. According to the Bureau of Labor Statistics (BLS), seven of the 20 fastest growing occupations are healthcare-related. Although the job outlook differs in each segment of the healthcare industry, employment statistics from BLS, North Carolina Employment Security Commission (NC ESC) and the Association of University Programs in Health Administration (AUPHA) indicate that employment opportunities in the medical and health services managers subsector looks even more promising. Graduates of Healthcare Management programs should enjoy a double digit employment increase from 2006 to 2016.



HEALTHCARE MANAGEMENT: BACHELOR OF BUSINESS ADMINISTRATION

Requirements for a Major in Healthcare Management (BBA)

ACCT 213, 214; BADM 100, 125, 221, 222, 300, 313, 314, 331, 332, 336, 345; ECON 201, 202, HCM 310, 311, 330, 350, 410, 440 and 490

CURRICULUM OUTLINE

Healthcare Management

FRESHMAN YEAR

SEMESTER 1			SEMESTER 2		
		HRS			HRS
ENGLISH COMP I	ENGL 101	3	ENGLISH COMP II	ENGL 102	3
WESTERN CIV I	HIST 111	3	WESTERN CIV II	HIST 112	3
SCIENCE (W/LAB) ELECTIVE		4	STATISTICS	MATH 160	3
COLLEGE ALGEBRA	MATH 111	3	SCIENCE (W/LAB) ELECTIVE		4
LIFETIME WELLNESS	PE 185	2	ART/MUSIC/THEATRE	131	3
NEW STUDENT FORUM	BADM 100	1	PE ACTIVITY	PE 111	1
CU WORSHIP	CUW 100	0.5	CU WORSHIP	CUW 100	0.5

SOPHOMORE YEAR

SEMESTER 3			SEMESTER 4		
		HRS			HRS
PRIN OF ACCOUNTING I	ACCT 213	3	PRIN OF ACCOUNTING II	ACCT 214	3
BUS INFO TECH	BADM 125	3	BUSINESS LAW II	BADM 222	3
BUSINESS LAW I	BADM 221	3	RELIGION ELECTIVE	RELG 3	3
INTRO TO CHRISTIANITY	RELG 125	3	ENGLISH LITERATURE	ENGL LIT	3
MICRO ECONOMICS	ECON 201	3	MACRO ECONOMICS	ECON 202	3
ENGLISH LITERATURE	ENGL LIT	3	CU WORSHIP	CUW 200	0.5
CU WORSHIP	CUW 200	0.5			

JUNIOR YEAR

SEMESTER 5			SEMESTER 6		
		HRS			HRS
HEALTHCARE ORGANIZATION	HCM 310	3	HEALTHCARE MANAGEMENT	HCM 311	3
PHIL OF BUSINESS	BADM 300	3	PRIN OF MARKETING	BADM 313	3
CORPORATE FINANCE	BADM 314	3	HR MANAGEMENT	BADM 332	3
PRIN OF MANAGEMENT	BADM 331	3	QUANTITATIVE METHODS	BADM 345	3
BUSINESS COMM	BADM 336	3	GENERAL PSYCHOLOGY	PSYC 222	3

SENIOR YEAR

SEMESTER 7			SEMESTER 8		
		HRS			HRS
HEALTHCARE LAW	HCM 330	3	HEALTHCARE FINANCE	HCM 410	3
HEALTHCARE QUALITY	HCM 350	3	HEALTHCARE POLICY	HCM 440	3
NATIONAL GOVT	POLS 229	3	HEALTHCARE INTERNSHIP	HCM 490	3
ELECTIVE		3	ELECTIVE		3
ELECTIVE		3	ELECTIVE		3

TOTAL HOURS 128

The Campbell Advantage

Some universities offer the Healthcare Management major, but Campbell offers you a program that is exceptionally strong and unique, because...

- You will enjoy small-classroom settings and personal attention.
- You will have a thorough understanding of the healthcare industry.
- Campbell provides a distinctive dedication to a quality liberal arts education, free enterprise and our Christain Mission.
- You may elect to enter the 3/2 program leading to both BBA and MBA degrees in just five years.
- You are given practical internships as part of the program.

English Comp – Students with an SAT verbal score below 450 will be enrolled in ENGL 100; 450-699 students will be enrolled in ENGL 101; 700 and above with at least a "B" average in high school students will be enrolled in ENGL 102.

English Literature – The ENGL LIT requirement may be satisfied by completing any two of the following literature courses: ENGL 201, 202, 203, 204 or 205, or with a 300-level Foreign LANG LIT.

Science Elective – Can be chosen from any 4-hour science courses with a lab.

Electives – Any course can be used for an elective; however, Lundy-Fetterman School of Business students should consider a minor when planning course work.

The major requirements outlined within this brochure are intended as a guideline, and the curriculum outlines are only a sample. The most recent copy of the University's Undergraduate Studies Bulletin is the official source related to curriculum guidelines. It is the student's responsibility to consult with his/her academic adviser.