

**Peru State College**  
Proposal to Add Bachelor of Applied Science (BAS)  
in Healthcare Administration

**1. Descriptive Information**

A. Name of Institution: Peru State College

B. Name of Program: Bachelor of Applied Science

C. Degrees/credentials to be awarded graduates of the program:

Bachelor of Applied Science: Healthcare Administration

D. Other programs offered in this field by the institution:

BS: Business Administration with the following options: Accounting, Computer Management Information Systems, Management, Marketing, Human Resources and Risk Management, Public Administration, Business Finance, Healthcare Business

BAS: Management

Minors: Accounting, Computer Management Information Systems, Management, Marketing, Human Resources and Risk Management, Organizational Leadership and Management, and Organizational Leadership and Global Issues, Public Administration, Business Finance

E. CIP code: 52.0299 Business Administration, Management, and Operations, Other.

F. Administrative units for the program: School of Professional Studies

G. Proposed delivery site(s) and type(s) of delivery, if applicable: Online

H. Proposed date (term/year) the program will be initiated: Fall 2024

I. Description of Program:

The Bachelor of Applied Science degree in Healthcare Administration requires the completion of a technical Associate of Applied Science degree or the equivalent in prior course work and prior learning through life experience. The BAS degree is typically designed for those interested in developing skills in the field of healthcare administration to complement their technical background. This Healthcare Administration program is designed to provide a strong core of business and healthcare-focused courses. The focused healthcare courses provide the student with skills that help to navigate the unique challenges of healthcare organizations, including hospitals, outpatient offices, and ancillary services.

Thirty (30) semester hours of General Studies are required. A minimum of one course must be selected from each of the six General Studies topic areas listed below.

- Collegiate Skills - Effective Communications
- Collegiate Skills - Quantitative Reasoning - STATS 210 Required
- Technology and Its Applications
- Perspectives on Values, Thoughts, and Aesthetics
- Community, Regional, and Global Studies
- Methods of Inquiry and Explanatory Schema

A minimum cumulative grade point average of 2.0 (4.0 scale) is required for all coursework completed at Peru State College.

Students in The Bachelor of Applied Science degree in Healthcare Administration will be able to:

1. Communicate effectively within the healthcare environment
2. Demonstrate professional, ethical, and legal standards appropriate to healthcare business.
3. Apply financial tools to analyze data and make sound budget decisions.
4. Apply ethical and efficient management tools and problem-solving skills when making decisions.

**Bachelor of Applied Science: Healthcare Administration (30 credits)**

<b>BAS Required Courses (27 credit hours)</b>		
BUS	233	Medical Terminology for Healthcare Business
BUS	251	Legal Environment & Contract Law
BUS	253	Integrated Body Systems for Reimbursement
BUS	330	Healthcare Delivery Systems
BUS	333	Healthcare Management
BUS	343	Medical Sociology and Ethics
BUS	373	Organizational Behavior
BUS	423	Healthcare Law, Policy, and Compliance
BUS	433	Healthcare Classifications and Reimbursement
<b>BAS Elective Courses (select 3 credit hours)</b>		
BUS	441	Internship
BUS	496	Organizational Leadership
<b>Suggested Course: COLL 201</b>		
<b>Electives and/or Transfer Credit (60 credit hours)</b>		
<b>MAJOR TOTAL: 120 Credit Hours</b>		

## **Required Course Descriptions (no courses are new)**

### **BUS 233 Medical Terminology for Healthcare Business (3 credits)**

This course introduces students to medical terminology, using the building blocks of word methodologies. This will include the root words, prefixes, suffixes, and connectors to enable students to communicate, document, and analyze terminology used in billing, reimbursement, and documentation of patient records.

### **BUS 251 Legal Environment & Contract Law (3 credits)**

This course examines the sources and origins of law and the legal system, legal processes, and fundamental legal principles, with an emphasis on the obligations of parties to a contract.

### **BUS 253 Integrated Human Body Systems for Reimbursement (3 credits)**

This course provides a basic overview of the human body systems and their functions. Along with medical terminology, this course serves as a foundation for the healthcare manager to recognize the integration of proper documentation, coding, and billing of patient records to ensure appropriate reimbursement to the organization. Prerequisite BUS 233.

### **BUS 330 Healthcare Delivery Systems (3 credits)**

This course provides an overview of American healthcare delivery systems and some foreign healthcare systems for comparison. It includes the study of the current state of healthcare services and its evolution. Included in the overview of systems are insurance, healthcare organizations, health professionals, health policies, and healthcare financing topics. Current socioeconomic issues impacting healthcare delivery and services will be discussed.

### **BUS 333 Healthcare Management (3 credits)**

This course provides students with an understanding of managing healthcare departments. Topics such as leadership skills, human resources for healthcare professionals, budgets, decision-making, change management, communication, and cultural diversity will be discussed.

### **BUS 343 / SOC 343 Medical Sociology and Ethics (3 credits)**

This course explores the branch of sociology dealing with the analysis of medical organizations and how social and cultural factors affect them. Through medical sociology, the condition of the patients and the education of individuals regarding various sociocultural factors, lifestyle, and social identities that may increase their vulnerability to diseases.

### **BUS 373 Organizational Behavior (3 credits)**

This course presents the foundations of the history, theory, and applications of organizational behavior in the areas of personality, stress, motivation, job design, goal setting, learning theory, behavior modification, group behavior, power, leadership, organizational structure, decision-making, and control.

### **BUS 423 Healthcare Law, Policy and Compliance (3 credits)**

This course covers the legal aspect of Healthcare and regulatory requirements. The security of data and patient information will be reviewed, including risks and privacy. External trends and regulations that affect healthcare systems will be discussed.

**BUS 433 Healthcare Classification and Reimbursement (3 credits)**

This course provides information regarding the different classification systems and their relationship with the healthcare reimbursement process. Components of the revenue cycle process will be explored and evaluated, along with how organizations manage and comply with reimbursement methodologies and regulatory requirements.

**Elective Option Descriptions (no courses are new)****BUS 441 Internship (1-12 credits)**

The internship course is a supervised on - or off-campus working and learning experience, which earns academic credit. Internships give students opportunities to apply and extend the theoretical knowledge acquired in the classroom to practical experiences while allowing them opportunities to view and evaluate careers to which their major may lead. Ideal internships establish positive contacts with prospective employers and are keys to building professional networks for students. Internships have been found to encourage personal growth and increase confidence in students. They can add meaning to academic study, aid in developing "going to work skills," and create a laboratory for skill development and knowledge relevant to employers and graduate programs.

**BUS 496 Organizational Leadership (3 credits)**

Seniors taking this capstone course for the Bachelor of Applied Science - Management program learn leadership theories and are required to demonstrate their analytical, communication, and solution development competencies through the preparation of business case reports covering a wide variety of organizational issues. Preparation of a final comprehensive report is also required. This course is open to other students interested in developing a detailed understanding of leadership principles and practices.

***Suggested Course*****COLL 201 Prior Learning/Life Experience Portfolio Development (1 credit)**

This is an online course designed for students interested in having their life experience evaluated for the purpose of determining credit if credit for prior learning should be granted. This involves a process of self-evaluation, analysis, personal reflection, and documentation. It is for individuals with appropriate learning experiences, allowing the student to identify the knowledge, skills, and abilities they have acquired or demonstrated in non-collegiate settings. The course will help students to identify transferable learning experiences and to prepare an adequate description and documentation of their prior learning. Students will examine and assess personal, educational, and occupational goals in the context of the changing world of work.

**2. Centrality to Role and Mission**

The mission of Peru State College is to provide students of all backgrounds access to engaging educational experiences to strengthen and enrich communities, Nebraska, and the world. The proposed BAS degree program will enhance the training of business students in their pursuit of careers in the healthcare industry and provide them with a pathway to obtain a bachelors degree to transition to administrative or supervisory positions.

While it is not required for a transfer student to have an AAS degree already completed, NSCS Board Policy 4430 allows those individuals who have completed an AAS degree to transfer in a total of up to 80 credits of coursework specifically toward a BAS degree program. For those who have completed an AAS in the areas of Healthcare Administration or a related field and have coursework that may meet some of the required curriculum of the program, the student may be able to complete the BAS degree requirements in as little as one year.

For students who have not completed an AAS but have some college credit, PSC will work them to develop a plan of study for the BAS, which may include credit for prior learning. As Policy 4430 states, transfer students without an Associate's degree can transfer up to 66 credits of coursework from two-year institutions or up to 90 credits from four-year institutions. Transfer students with some two-year college credit could also choose to first attend a community college to complete an AAS, then transfer to PSC to complete the BAS. Community Colleges that offer an AAS degree in Healthcare Administration or a related field include, but are not limited to, Central Community College (Health Information Mgmt Services), Metropolitan Community College (Health Data & Information Mgmt/Healthcare Information Mgmt Systems), Northeast Community College (Healthcare Information Mgmt Systems) and Southeast Community College (Healthcare Mgmt).

Because of the unique challenges of the healthcare field, this BAS degree program will provide the education they require to enter into the field and be productive leaders. The program supports the state's increasing need for healthcare workers, which is consistent with the College's mission, the NSCS mission, and the CCPE State Plan.

### **3. Evidence of Need and Demand**

#### Need for the program:

According to the Bureau of Labor Statistics (BLS), Medical and Health Services Managers earned a median salary of \$101,340 in 2021. A bachelor's degree is required for entry-level positions. The occupation is seeing 32% growth between 2020-2030, much faster than average. On May 23, 2022, there were 128 job openings in Nebraska, according to the Nebraska Department of Labor in this category. For those openings, there were only 82 candidates who had active resumes in the workforce system.

According to the BLS, "Medical and health services managers plan, direct, and coordinate the business activities of healthcare providers." They recruit, train, and supervise staff members of health care offices; develop and manage budgets; keep and organize records for the facility; and communicate with members of the medical staff.

Examples of jobs in this field include:

- Clinic Data Analyst
- Billing and Information Systems Manager
- Patient Access Representative
- Hospital or Nursing Home Administrator
- Healthcare Operations Manager
- Clinic Manager
- Practice Administrator
- Health Information Manager

#### Demand for the Program:

Given the number of individuals working in the industry, we anticipate that new students will find this degree enticing because this program will utilize prior learning, experience, and transfer credit toward the completion of this degree. This program will allow individuals, especially those who have completed an AAS degree, to complete a Bachelor's degree and meet the credentials to transition to management or supervisory positions within the healthcare field. This program also aligns with the MSOM focus area in Healthcare Administration offered at Peru State.

Promotional opportunities and administration positions in Healthcare are plentiful. According to a 2022 report from the University of Nebraska Medical Center, nearly every county in the State of Nebraska reported a shortage or partial shortage of staff. This degree offers a meaningful degree with the possibility of completion in one year for individuals with an AAS plus prior learning credit, through the completion of COLL 201.

#### **4. Adequacy of Resources**

##### Faculty and Staff Resources:

Courses required for this program are already being offered, with the exception of one existing course (BUS 496) being added back into rotation. For all other courses, there is capacity to accommodate more students in those courses. Current faculty have qualifications to teach these courses, and the College will be able to hire qualified adjuncts, as needed, due to the online modality of courses. An estimated five (5) new students are expected to be recruited to this new degree program annually, totaling twenty-five (25) new students over five years.

##### Physical Facilities:

This program will be offered entirely online, so there is no need for physical facilities upgrades or improvements.

##### Instructional Equipment and Informational Resources:

No additional instructional equipment is needed. The library has sufficient resources.

##### Budget Projections for the first five years of the program:

Newly enrolled BAS degree-seeking students with an Associate of Applied Science (AAS) can receive up to 80 credit hours upon entry. Students with 80 credit hours can complete the remainder of their 120 credit hour degree requirements within a single academic year, unless they wish to move at a slower pace. To achieve this, students can enroll in sixteen (16) credit hours in the Fall semester, fifteen (15) credit hours in the Spring semester, and nine (9) credit hours in the Summer semester.

While PSC would certainly work with students to develop a plan of study for whatever amount of time is desired, the revenue table is built upon the expectation that students will complete the remaining 40 credits of coursework within a single academic year, as that has been the usual plan of study for PSC's current BAS program. The courses associated with the BAS degree are eight-week courses, which offer students five (5) academic sessions across which courses can be scheduled each year – two (2) academic sessions each Fall and Spring term, and one Summer session.

With the exception of the BUS 496 discussed above, all courses are already being offered with room to accommodate new students in current course sections. BUS 496 will be added back into the course rotation, with instruction to be covered as an overload by a full-time faculty member.

The estimated gross revenue for the program is attributed to the additional tuition and fees that will be generated by new students. Peru State anticipates a **gross revenue of \$309,000** across the program's first five years, with an estimated five (5) new students recruited to the BAS program each year, for a total of twenty-five (25) new students across the first five years of the program. With each student completing forty (40) credit hours of undergraduate coursework per year, at an online undergraduate tuition rate of \$309 per credit hour, the annual tuition revenue is \$61,800. No other revenue is expected for this program.

Program expenses include the cost of overload instruction (2.5% per credit hour of the faculty member's contractual salary) for one full-time faculty member to annually teach one section of the 3 credit hour course being brought back into rotation (BUS 496) for five years. Based upon an average faculty salary of \$70,000, this overload instruction expense would be \$5,250 per year, for a total of \$26,250 across the five years. In addition, \$1200 would be required to contract with a faculty member to update and revise the course during the first year of program implementation. Total expenses for the first five years would be **\$27,450**.

Based upon these estimated revenues and expenses, Peru State anticipates a total **net revenue of \$281,550** across the first five years of the BAS program.

## **5. Avoidance of Unnecessary Duplication**

This program is unique in that it will be offered online, which is not the case for other institutions across Nebraska, including Wayne State or Chadron State colleges or the University System. The institutions that offer healthcare degree programs in the region primarily focus on their healthcare business curriculum coding, reimbursement, and data analytics; they do not deliberately build upon completing an Associate of Applied Science degree program and related experience.

## **6. Consistency with the Comprehensive Statewide Plan for Postsecondary Education**

Adding a BAS in Healthcare Administration at Peru State College is consistent with the Coordinating Commission for Postsecondary Education's Comprehensive Statewide Plan for Postsecondary Education and helps the state advance three major goals: meeting the educational needs of students, meeting the needs of the state, and meeting the needs through exemplary institutions.

This program meets the educational needs of students by providing instruction in a growing area of interest for students. The online delivery of the program will accommodate place-bound students. The program also helps to meet the needs of the state by creating a knowledgeable, trained, and skilled workforce in Healthcare. As evidenced by the high demand for positions in this field, this program will prepare students to fill these positions, serving in critical workforce areas and preparing the state to meet the needs to support the healthcare industry.

Finally, the addition of the BAS degree in Healthcare Administration will help Peru State College fulfill its role in an exemplary manner. The inclusion of the BAS provides a unique program that is not readily available at the state's public institutions online. Given that the option can be created with no additional new resources, it is an efficient way to provide additional access to students served by the College's mission. It can also be a foundation program for students wanting to further their careers with the MSOM focus area of Healthcare Administration at Peru State.