Undergraduate Degree Program

Health Services Administration - BHSA

Mission Statement
The Bachelor of Health Services Administration’s mission at Florida International University is to prepare diverse students to become health services managers and leaders in the delivery of high quality, accessible, culturally competent, evidence-based management of healthcare organizations within an ever changing, highly technological and global environment. This program focuses on a balance of evidence- and value-based approaches to healthcare management and policies that promote globally ethical community health and healthcare services with a special emphasis on interprofessional collaboration within our local and global multicultural populations.

Student Learning Outcomes

FIU Health Services Administration - BHSA graduates should be able to achieve the following:

<table>
<thead>
<tr>
<th>Content/Discipline Knowledge Skills</th>
<th>Direct Measures</th>
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<tbody>
<tr>
<td>Students will apply problem-solving and critical thinking skills in resolving management and organizational challenges in healthcare setting.</td>
<td><strong>Procedure:</strong> Two Health Services Administration faculty members will randomly select and review papers which apply problem-solving methodologies to management and organizational issues using a scoring rubric. Papers will be randomly selected from an integrative course, HSA 4192 Health Management Systems Engineering. Students will score a minimum of 4 on a 5 point rubric: 1 = A main idea is not evident. Organization of thought is insufficient. Appropriate research and sources are not incorporated. No information is carefully examined. 2 = exhibits most characteristics of &quot;1&quot; and some of &quot;3&quot;; reasoning/logic is weak in support of the main idea. Use of research and relevant sources are insufficient. Little information and/or data are carefully examined. 3 = A main idea may be vaguely presented and support is inconsistent. Reasoning/logic is weak in support of the main idea. Use of research and relevant sources are insufficient. Little information and/or data are carefully examined. 4 = A main idea is presented and generally supported. Reasoning/logic is somewhat inconsistent in support of the main idea. Use of research and relevant sources is generally evident. Some information and/or data are carefully examined. 5 = A main idea is consistently and clearly supported. The organization of reasoning/logic clearly supports the main idea. Use of substantial and relevant sources is demonstrated. Evidence of research is clearly present and well supported. Information and/or data are carefully examined as indicated by the assignment.</td>
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</tbody>
</table>
Sampling:
10 percent of graduating students or minimum of 10 students.

Minimum Criteria for Success:
Students will score a minimum of 4 on a 5 point rubric.

Areas assessed:
Develops a clearly articulated and original thesis and/or main idea that are consistent with expectations of content and purpose.
Organizes ideas in clear and sequential paragraphs that logically reinforce the main idea.
Incorporates sufficient use of appropriate research, supporting evidence, and relevant sources.
Critically evaluates information and/or data within boundaries established by the main idea.

2 = exhibits most characteristics of “1” and some of “3”
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5 = A main idea is consistently and clearly supported. The organization of reasoning/logic clearly supports the main idea. Use of substantial and relevant sources is demonstrated. Evidence of research is clearly present and well supported. Information and/or data are carefully examined as indicated by the assignment.

Sampling:
10 percent of graduating students or minimum of 10 students.

Minimum Criteria for Success:
Students will score a minimum of 4 on a 5 point rubric.
**Technology Integration:**

Students will develop a general level of computer proficiency and technology.

<table>
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<tr>
<td>Two Health Services Administration faculty members will randomly select and review webpage designs using a scoring rubric. Webpages will be selected from a core course, HSA4190, Communication and Information Technology for Healthcare Professionals.</td>
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Students will score a minimum of 4 on a 5 point rubric:
1 = web page is too busy (people reading it cannot find what they want quickly, excessive use of graphic element, background, text format, and color usage are randomly chosen; pages seem unrelated, little thought went into the choice of colors, choice of colors and combinations are negative, content is confusing and difficult to follow, site is difficult to navigate, not intuitive, large images that take long to load, none of the resources used are documented).
2 = exhibits most characteristics of “1” and some of “3”
3 = web page is somewhat busy (people reading it will have difficulty finding what they want quickly, excessive use of graphic elements, background, text format, and color usage are randomly chosen with few consistent elements throughout, little though went into the choice of colors, colors do not match the character of the site, content is somewhat confusing and difficult to follow, site is somewhat difficult to navigate, too much textual information, content is somewhat confusing and difficult to follow, site is somewhat difficult to navigate, too much textual information).
4 = content is simple and to the point, appealing graphic elements are included appropriately, differences in type size and/or color are used well, background, text format, and color usage are somewhat consistent with little inappropriate variation, color is used somewhat appropriately to produce, an atmosphere that expresses the character of the Web site, content is presented in a clear manner that is easy to follow, navigation is difficult, not intuitive, documentation is mostly complete with one or two errors.
5 = content is simple and to the point, design is easy to understand in many ways, background, text format, and color usage are carefully chosen to produce a consistent screen layout for all pages, color is appropriately used to produce an atmosphere that expresses the
Characteristics:

- Simplicity: terms of Web design, simplicity refers to an approach to express something in a complete and efficient way.
- Consistency: The design must be consistent and look similar to each of the other pages in color, text, format and/or some familiar layout.
- Color Scheme: Color scheme refers to a set of colors you use on your Web components including text, background, link, visited link, active link, and/or some familiar layout.
- Text: text must never run into the reader; it must be easy to read, and the typography must be appropriate.
- Navigation: Navigation should never be difficult to understand, the user knows where they are and how to find their way.
- Structure: Structure must be appropriate and allow the user to access the information they need.
- Format: Format, to be easy to follow, readers can get around the website with ease, there are no blind links, all text, graphics sounds and multimedia resources are documented, correctly organized in alphabetical order.
- Resources: Resources are appropriately used and cited correctly.
- Block of text and Images: Blocks of text and images must be of appropriate size.
- Resource Documentation: You must always document all the resources used on your site. This means you must give credit to any websites, books, and/or other resources used.
- Consistency: Consistency must be maintained throughout the entire website.
- Simplicity: Simplicity must be maintained throughout the entire website.
- Accessibility: Accessibility must be maintained throughout the entire website.
- Navigation: Navigation must be easy to follow, readers can get around the website with ease, there are no blind links, all text, graphics sounds and multimedia resources are documented, correctly organized in alphabetical order.

Indicators:

- Level 5 = see #1 above.
- Level 4 = exhibits most characteristics of "3" and some of "5".
- Level 3 = see #1 above.
- Level 2 = exhibits most characteristics of "1" and some of "3".
- Level 1 = exhibits most characteristics of "1" and some of "3".

Students will score a minimum of 4 on a 5 point rubric with one or two errors.

Your site must be easy to navigate, with no blind links, all text, graphics sounds and multimedia resources are documented, correctly organized in alphabetical order.

Character of the Website: Content is presented in a clear manner that is easy to follow, readers can get around the website with ease, there are no blind links, all text, graphics sounds and multimedia resources are documented, correctly organized in alphabetical order.

Documenting:

- Blocks of text and Images: Blocks of text and images must be of appropriate size.
- Resource Documentation: You must always document all the resources used on your site. This means you must give credit to any websites, books, and/or other resources used.
- Consistency: Consistency must be maintained throughout the entire website.
- Simplicity: Simplicity must be maintained throughout the entire website.
- Navigation: Navigation must be easy to follow, readers can get around the website with ease, there are no blind links, all text, graphics sounds and multimedia resources are documented, correctly organized in alphabetical order.
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<td>Students will be proficient in information communication technology within the healthcare industry.</td>
<td>Two Health Services Administration faculty members will randomly select and review paper using a scoring rubric in HSA4190, Communication and Information Technology for Healthcare Professionals. Students will perform an internet search on software and hardware programs used to protect data integrity within healthcare. They will prepare a 2-3 page paper on based on their findings. Rubric Indicators: Content and Development: ideas, evidence Organization: focus, coherence, thesis developed Language: word choice and sentence variety Conventions: grammar, punctuation, spelling, paraphrasing, format</td>
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<td>Sample will be whichever is larger: 10 percent of graduating students or minimum of 10 students.</td>
<td>Students will score a minimum of 4 on a 5 point rubric 1 = Topic is poorly developed, support is only vague or general; ideas are trite; wording is unclear, simplistic; reflects lack of understanding of topic and audience; minimally accomplishes goals of the assignment re Characteristic #1, content and development. 2 = exhibits most characteristics of &quot;1&quot; and some of &quot;3&quot; 3 = see #1 above 4 = exhibits most characteristics of &quot;3&quot; and some of &quot;5&quot; 5 = see #1 above.</td>
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### Critical Thinking

Students will be proficient in integrating and applying newly-learned concepts to real situations and make decisions/judgments on issues impacting the delivery of healthcare services.

### Direct Measures

#### Procedure:

Two Health Services Administration faculty members will randomly select and review presentations using a scoring rubric. Presentations will be selected from the capstone course, HSA 4113, Global Issues and Trends in Healthcare.

Students will score a minimum of 4 on a 5 point rubric.

1 = Content confusing or contains more than one factual error. Content confusing or contains more than one factual error. Project is lacking several key elements and has inaccuracies. Speaker demonstrated having paid little attention to rate, volume or grammar.

2 = exhibits most characteristics of “1” and some of “3”

3 = The content is generally accurate, but one piece of information is clearly inaccurate. Some information is logically sequenced. Project is missing more than two key elements. Speaker spoke at a good rate and volume, but used poor grammar.

4 = Most of the content is accurate but there is one piece of information that seems inaccurate. Most information is organized in a clear, logical way. Project is lacking one or two key elements. Speaker spoke a little faster or slower than necessary, or too quietly or loudly. They used acceptable grammar. They maintained eye-contact, but relied too much on their notes.

5 = All content throughout the presentation is accurate. Information is organized in a clear, logical way. Project includes all material needed to give a good understanding of the topic. Speaker spoke at a good rate, volume and with good grammar. They maintained eye-contact while using, but not reading their notes.

#### Sampling:

10 percent of graduating students or minimum of 10 students.

#### Minimum Criteria for Success:

Students will score a minimum of 4 on a 5 point rubric.
### Communication Skills

Students will be proficient in oral communication and presentation.

### Direct Measures

#### Procedure:

Two Health Services Administration faculty members will randomly select and review presentations using a scoring rubric. Presentations will be selected from the capstone course, HSA 4113, Global Issues and Trends in Healthcare.

Students will score a minimum of 4 on a 5 point rubric.

- **1** = Content confusing or contains more than one factual error. Project is lacking several key elements and has inaccuracies. Speaker demonstrated having paid little attention to rate, volume or grammar.
- **2** = Exhibits most characteristics of “1” and some of “3”
- **3** = The content is generally accurate, but one piece of information is clearly inaccurate. Some information is logically sequenced. Project is missing more than two key elements. Speaker spoke at a good rate and volume, but used poor grammar.
- **4** = Most of the content is accurate but there is one piece of information that seems inaccurate. Most information is organized in a clear, logical way. Project is lacking one or two key elements. Speaker spoke a little faster or slower than necessary, or too quietly or loudly. They used acceptable grammar. They maintained eye-contact, but relied too much on their notes.
- **5** = All content throughout the presentation is accurate. Information is organized in a clear, logical way. Project includes all material needed to give a good understanding of the topic. Speaker spoke at a good rate, volume and with good grammar. They maintained eye-contact while using, but not reading their notes.

#### Indicators:

- **Content:** Accurate content throughout the presentation.
- **Sequencing of Information:** Organized in a clear, logical way.
- **Effectiveness:** Contains all materials needed to give good understanding of the topic.
- **Delivery:** Speaker spoke at a good rate, volume and with good grammar. They maintained eye-contact while using, but not reading their notes.
**Sampling:**
Sample will be whichever is larger: 10 percent of graduating students or minimum of 10 students.

**Minimum Criteria for Success:**
Students will score a minimum of 4 on a 5 point rubric.

**Procedure:**
Two Health Services Administration faculty members will randomly select and review business plans using a scoring rubric. Business plans will be selected from a core course, HSA 4170, Healthcare Financial Management.

Students will score a minimum of 4 on a 5 point rubric:
1 = Provides irrelevant or no support; Some components are omitted.
2 = exhibits most characteristics of “1” and some of “3”
3 = Introductory elements were included but contained errors. An overview of the company is provided but is lacking components
4 = elements were included and completed correctly, including an executive summary.
5 = elements are included and completed correctly; including a detailed executive summary that thoroughly summarizes the business.

Indicators:
- Introductory Elements: Table of Contents, Executive Summary.
- Business Description: Brief description of the Business (or Idea).
- Industry Analysis: Provides complete information regarding the overall industry.
- Mission Statement: Mission statement is clear, concise, and describes the purpose of the business.
- Product and or Services: Identify and describe all products/Services, explain how your products will be competitive.
- Marketing: Who are your customers, where are they, what do they want? What is your marketing mix (4 p’s).
- Financial Management: Financing strategies and concepts were discussed.
- Writing Skills: No errors and writing style is easy for reader to follow.
**Sampling:**
Sample will be whichever is larger: 10 percent of graduating students or minimum of 10 students.

**Minimum Criteria for Success:**
Students will score a minimum of 4 on a 5 point rubric.

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<td>Mission Statement</td>
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<td>Management Plan</td>
<td>Partnership, corporation ownership, Qualifications of Management team. How things will be done.</td>
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