

| Course ID  | Course Description  | Course Objectives  |
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| HSMG 7170<br><b>Strategic Management of Health Care Organization</b> | <p>Strategic Management of Health Care Organizations will introduce you to the concepts of strategic thinking, strategic planning and strategic management, which are vital to successful health care organizations. This course integrates your knowledge of management, marketing, organizational behavior, human resources, finance, accounting, health policy, and economics. The course also incorporates your grasp of the health care environment in the United States and its effects on the development of a strategic plan.</p> <p>Integration is accomplished through the use of cases and the performance of a strategic assessment and plan for a health care delivery organization.</p> | <ol style="list-style-type: none"> <li>1. Define strategic management in the context of a health care organization.</li> <li>2. Explain the strategic analysis and planning process for a health care organization.</li> <li>3. Examine the demographic assessment process for the service area of a health care organization.</li> <li>4. Exhibit use of the internal and external analytic tools for strategic assessment purposes.</li> <li>5. Examine the implementation of strategy from the context of managing change in an organization.</li> <li>6. Analyze the importance of strategic control measures to align organizational strategy and performance.</li> </ol> |