

## CRITERIA FOR UNDERGRADUATE PROGRAM CERTIFICATION

### ELIGIBILITY (all seven requirements must be met in order to stand for Certification)

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- A. Programs in the United States must be located in a college or university accredited by a regional agency recognized by the Council for Higher Education Accreditation. Programs outside of the United States and its territories must be located in a college or university that is accredited by the appropriate accrediting body for that country.
- B. The program must be officially approved by the governing body of its college/university and be listed in the college catalog as a course of study leading to a baccalaureate degree.
- C. The program must have graduated its first cohort of students prior to the self-study year.
- D. Programs with 150 or less students enrolled (inclusion of both full-time and part-time) must have a minimum of two full-time terminally degreed faculty members whose primary appointments are in the health services management program and who hold academic rank (at the level of assistant, associate, or full professor). Programs with more than 150 students enrolled must have an additional faculty member meeting the above criteria for every 100 additional students over 150.
- E. All students enrolled in the program must receive not less than 25% of the instruction within the program from full-time university faculty.
- F. The program must require each student to complete a faculty-supervised internship of at least 120 hours.
- G. The program may not unlawfully discriminate based upon race, ethnic origin, creed, gender or disability in any of its activities and must be in full compliance with relevant laws as well as university policies regarding affirmative action and equal opportunity. Institutions with religious affiliations may adopt policies related to such affiliations provided adequate notice of such policies is given to all applicants, students, faculty, and employees.

### PROGRAM STRUCTURE, FACULTY, AND RESOURCES

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- 1. The program will have statements of mission, vision, and values that are reflected in the program's focus, structure, curriculum, faculty, and student composition.
- 2. The Program will have established goals, objectives, and outcomes that are action-based, observable, and measurable.
- 3. The program must have a designated leader (Chair, Director, Coordinator, etc.) who is responsible for the organization, administration, continuous program review, planning, development, and general effectiveness of the program. The program director must be given adequate release time to devote to curriculum development and evaluation, counseling of students, program management and administrative duties within the institution.

4. Program Directors must demonstrate continuing professional development related to their role and responsibilities, and the healthcare management profession.
5. Teaching loads and student/faculty ratios must be consistent with the program's mission, goals and objectives as well as the college/university's standards for promotion and tenure.
6. Full-time faculty must have primary roles in the governance and organization of the program including academic planning, curriculum development and review, advising, and program improvement.
7. Full-time employed faculty must have demonstrated scholarly and/or professional activity in health care management / administration consistent with the mission of the program and scholarship expectations of the University.
8. If the program uses adjunct faculty then the program must have established procedures for selection, orientation, and evaluation of practitioners and must demonstrate how it involves adjunct faculty in the academic program.
9. Given the mission & goals of the program, the program must demonstrate the adequacy of the financial base.
10. Given the mission & goals of the program, the program must demonstrate the adequacy of the facilities and equipment.
11. Given the mission & goals of the program, the program must demonstrate the adequacy of the both traditional and non-traditional academic and teaching resources.

#### STUDENT SUPPORT SYSTEMS

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12. In programs where admission is selective, the program must demonstrate that the procedures for admitting students to the program are compatible with the mission, goals and objectives of the program.
13. Students must have access to adequate academic advising and career placement support.
14. Students must have access to peer networks and means to communicate.
15. Programs must provide students with an appropriate process to address concerns or complaints regarding academic or other issues.

#### PROFESSIONAL AND ALUMNI LINKAGES

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16. The program must have a committed community advisory board that meets at least once per year.

17. The program must have established relationships with appropriate professional communities in order to provide students with opportunities for professional socialization and leadership development.
18. The program must show good faith efforts/have a plan in place to have established linkages to alumni. This includes, but is not limited to, alumni involvement in an alumni association, mentoring, internships, educational activities and program support.

## CURRICULUM AND TEACHING

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19. The program must utilize teaching methodologies and modalities appropriate to the curriculum of the program and needs of the student and must demonstrate that various teaching modalities utilized achieve learning objectives of the student and are appropriate for the educational content being delivered.
20. The program must require a prerequisite course of study that ensures that the student has the following minimum competencies:
  - a. Communication (written and oral)
  - b. Computational Skills (mathematics and quantification)
  - c. Critical Thinking (ability to analyze problems)
  - d. Societal and Cultural Context (historical, philosophical, social, cultural, economic, political and scientific foundations)
21. The program will develop or adopt a set of competencies to serve as the foundation of its curriculum that will relate to the program's mission and the market that it serves.
22. The program will ensure that course syllabi are uniform and include course content, assignments, readings, teaching and assessment methods, and learning objectives.
23. The program will have adequate coverage of the following content areas in its curriculum:
  - a. The US Healthcare System
  - b. Population/community health
  - c. Cultural competence/diversity
  - d. Organizational development/organizational behavior theory
  - e. Management of healthcare organizations
  - f. Operations assessment and improvement
  - g. Management of human resources and health professionals
  - h. Information systems management and assessment
  - i. Healthcare Law
  - j. Governance
  - k. Health policy

- l. Leadership
- m. Statistical analysis and application to decision making
- n. Healthcare Economics
- o. Healthcare Marketing
- p. Financial analysis and management
- q. Ethics in business and healthcare decision-making
- r. Strategy formulation and implementation
- s. Quality assessment for patient care improvement
- t. Managerial Epidemiology
- u. Research Methodology

#### EXPERIENTIAL AND APPLIED LEARNING

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- 24. The program must ensure that an internship experience of at least 120 hours meets the stated goals and objectives of the program.
- 25. The program must have established procedures for selection, orientation, and evaluation of practicum/internship sites and preceptors.
- 26. The program must demonstrate how it provides integrative experiences that allow students to apply the skills and knowledge obtained in the liberal arts foundation, conceptual and technical competencies in healthcare management/administration.

#### PROGRAM EVALUATION AND IMPROVEMENT

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- 27. The program must have a process and method to assess, and be able to demonstrate the accomplishment of, student learning outcomes and conduct that assessment at least annually.
- 28. The program must have a process and method to assess programmatic outcomes and conduct that assessment at least annually.
- 29. The program must provide evidence that the outcome assessments are the basis for program revision and improvement through an action plan.