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JUN 14 2012

APPROVED

The University of Toledo

New Graduate Course Proposal

COLLEGE OF GRADUATE STUDIES

Contact Person Phone (XXX-XXXX)

Email

College If Other

Dept/Academic Unit

Alpha/Numeric Code (Subject area - number)

Proposed title Proposed Effective Term

Is the course cross-listed with another academic unit?

Approval of other Academic unit (Signature and title)

Is the course offered at more than one level?

If yes, an undergraduate course proposal form must also be submitted. If the undergraduate course is new, complete the New Undergraduate Course Proposal; if the undergraduate course is existing, submit an Undergraduate Course Modification Proposal.

Credit hours: Fixed: or Variable: to

Delivery mode:	Primary	Secondary	Tertiary
Activity Type	<input type="text" value="Online"/>	<input type="text" value="Lecture"/>	<input type="text" value="Seminar"/>
Minimum Credit Hours	<input type="text" value="1.5"/>	<input type="text" value="1.25"/>	<input type="text" value="1.25"/>
Maximum Credit Hours	<input type="text" value="1.5"/>	<input type="text" value="1.25"/>	<input type="text" value="1.25"/>
Weekly Contact Hours	<input type="text" value="1.5"/>	<input type="text" value="1.25"/>	<input type="text" value="1.25"/>

Terms Offered Fall Spring Summer Years offered

May the courses be repeated for credit? Maximum hours:

Are students permitted to register for more than one section during a term? Grading system:

Prerequisites (must be taken **before**): e.g., C or higher in BIOE 4500 or BIOE 5500 and C or higher in MATH 4200, etc.

Permission

Co-requisites (must be taken **together**):

The following courses must be taken prior to or at the same time as this course

SHBE 5001
SHBE 5002
SHBE 5003
SHBE 5004
SHBE 5005

Catalog Description (75 Words Maximum)

This is a capstone course in entrepreneurial strategic management in the rapidly changing healthcare sector. It is becoming increasingly important for leaders to recognize the opportunities facing their organization and act on them to position their organizations for survival and growth in the long run. The course is designed to help you integrate what you have learned in your separate functional areas to analyze complex strategic problems to turn them into opportunities for your healthcare organization.

Attach a syllabus and an electronic copy of a complete outline of the major topics covered. [Click here for the template.](#)

Course Approval

Department Curriculum Authority	<input type="text" value="NA"/>	Date	<input type="text"/>
Director School Department Chairperson	<input type="text" value="DJ DeLong"/>	Date	<input type="text" value="6/13/2012"/>
College Curriculum Authority or Chair	<input type="text" value="Thyong Le"/>	Date	<input type="text" value="6/13/2012"/>
College Dean	<input type="text" value="And Stark"/>	Date	<input type="text" value="6/13/2012"/>
Graduate Council	<input type="text" value="Steve Piazza"/>	Date	<input type="text" value="7.16.12"/>
Dean of Graduate Studies	<input type="text" value="John Paul"/>	Date	<input type="text" value="07/16/12"/>
Office of the Provost	<input type="text"/>	Date	<input type="text"/>

For Administrative Use Only

Effective Date	<input type="text"/>
CIP Code	<input type="text"/>
Subsidy Taxonomy	<input type="text"/>
Program Code	<input type="text"/>
Instruction Level	<input type="text"/>

University of Toledo
SHBE 5006: Entrepreneurial Strategic Management in Healthcare
Spring 2013

Instructor: Dr. Sonny Ariss
Faculty Office: ST 2044
Phone: 419-530-4060
E-Mail: Sonny.Ariss@utoledo.edu
Class Meetings Location: Stranahan Hall

Course Description: This is a capstone course in entrepreneurial strategic management in the rapidly changing healthcare sector. It is becoming increasingly important for leaders to recognize the opportunities facing their organization and act on them to position their organizations for survival and growth in the long run. The course is designed to help you integrate what you have learned in your separate functional areas to analyze complex strategic problems to turn them into opportunities for your healthcare organization.

Reading Material: No Textbook are suitable -- Reading List to be determined

Grading Criteria: Standard grading scale to apply with 93% of total points and higher is an A, 90 up to 93% is and A-, 87 up to 90 is a B+, 83 up to 87 is a B, 80 up to 83 is a B- and so on. \

Assessment of Learning: Students will be evaluated based on written examinations and quizzes, projects, and analytical papers.

Learning Objectives:

Able to do the following:

1. Think and act like an entrepreneur within an established healthcare organization
2. Understand the approaches to recognizing and assessing emerging internal and external opportunities due to constant changes in the environment
3. Formulate and present a feasibility study to take advantage of emerging opportunities
4. Lead the successful implementation of the feasibility study using your available resources.

Tentative Topics:

1. Entrepreneurship/Intrapreneurship
2. The External environment
3. The Internal environment
4. Recognizing emergent opportunities
5. Feasibility Analysis
 - a. Service/Product feasibility
 - b. Market feasibility
 - c. Organizational feasibility
 - d. Financial feasibility
6. Types of strategies

7. Strategic analysis and choice
8. Long term goals and short term goals
9. Strategic implementation mechanisms
 - a. Leadership
 - b. Structure
 - c. Culture
 - d. Compensation
10. Strategic Implementation by functions
 - a. Accounting and Finance
 - b. Marketing
 - c. Operations
 - d. information system