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# Health Services Management Bachelor of Business Administration Degree (B.B.A.)

## Course Requirements

**MAJOR COURSES** Qtr. hrs. credit

**HEA101 Introduction to Health Services** 4

Students study the American healthcare system, its structure and operations, the forces responsible for shaping it, and the policies influencing its current and future performance.

**HEA200 Medical Terminology I** 4

Provides a solid foundation and understanding of the medical language used by healthcare professionals. This is accomplished through the introduction, reinforcement, and combining of medical word parts including prefixes, suffixes, and combining forms. Emphases are on word building, analysis of parts of the word, abbreviations, spelling, and correct pronunciation of various body systems including the musculoskeletal, digestive, nervous, and integumentary, as well as the senses.

**HEA201 Medical Terminology II** 4

Students continue to develop their understanding of the medical terms that are used regarding various body systems. There is an emphasis on combining word parts (prefixes, suffixes, and combining forms) to create full medical terms including the cardiovascular, respiratory, urinary, endocrine, lymphatic, and reproductive systems.

Prerequisite: HEA200

**HEA203 Ethical and Legal Aspects of Health Services** 4

An introduction to the principles of law as applied to the healthcare field. Students learn ethical standards and issues as related to healthcare.

**HEA215 Health Communications** 4

Provides the effective health communication skills that are necessary for employment and success in health services, including writing accurate and concise health reports, familiarization with vocabulary of terms commonly used, and verbal communication.

**HEA220 Health Services Management I** 4

Course provides an introduction to various managerial approaches to the delivery of healthcare services. Students learn how to manage the issues of consumers, providers, and insurers, and explore the organization and structure of the current healthcare system with a view toward options for its future direction.

Prerequisite: HEA101

**HEA255 Computer Applications in Health Services** 2

Explores current and emerging uses of technology in the health services industry. Students learn how to use industry software for medical office management, billing, and coding.

Prerequisites: CIS115, HEA101

**HEA310 Health Services Management II** 4

Students examine and apply the most recent theories and current practices in the healthcare industry. Emphasis is on encouraging students to develop the vision, problem-solving, and analytical skills essential for leadership in the healthcare environment.

Prerequisite: HEA220

**HEA409 Health Services Finance** 4

An introduction to the foundations of financing health services in a dynamically changing environment. Topics include healthcare costs, reimbursement systems, insurance issues, the roles of budgeting and accounts, the multifunctionality of financial services within the health services industry, and trends in health services financing.

Prerequisites: FIN301, HEA101

**HEA410 Research Methods for Health Services** 4

Students gain an awareness of the various frameworks for technical writing and research in the health services field. Emphasizes effective written communication and analytical skills in health services.

Prerequisites: ENG105, HEA101

**HEA470 Special Topics in Health Services Management** 4

Involves reading and discussions organized around selected topics in health. Topics will vary each quarter and may include health policy, health services risk management, the politics of health, and professional ethics.

Prerequisite: HEA101

**HEA483 Internship** 4

Allows students to work in a position related to their course of study. Students integrate the skills and knowledge learned through their academic experiences and participate in focused online discussions and special online projects.

Prerequisites: BUS226 and departmental prior approval

Health Services Electives 12

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**BUSINESS COURSES**

**ACC110 Fundamentals of Accounting for Managers** 4

Covers basic financial accounting elements, definitions, and statements. Students learn how to read and understand financial statements and how to use them in making financial business decisions.

**ACC113 Managerial Accounting** 4

An introduction to the use of accounting information for management planning, control in budget preparation, and the evaluation of cost behavior. Students learn how to prepare and interpret cash flow statements and make managerial decisions based on financial statement analyses.

**BUS100 Business Organization and Management** 4

Explores the nature and scope of business, examines its component parts, and describes how businesses are organized and managed. Students will learn about the various internal and external forces that comprise our business and economic system.

**BUS226 Career Management Seminar** 2

Explores career development opportunities and strategies. Stresses entry-level job requirements and upward career paths. Covers resume writing skills, interviewing techniques, and the importance of professionalism. Continues the student's orientation to Berkeley College's computer framework, which includes content collection and compiling a professional ePortfolio.

**CIS115 Computer Applications** 4

An introduction to computer technology with an emphasis on applications. Students learn how to use software packages, such as Microsoft Windows, Word, PowerPoint, and Excel. Includes an orientation to Berkeley College's computer framework, which includes Blackboard, content collection, and portfolio development.

**FIN301 Principles of Finance I** 4

Provides an overview of the fundamental principles of financial theory and practice. Students become familiar with the financial organization and operation of a business. Topics include financial analysis, planning and control, budgeting and forecasting, and short- and long-term financing.

Prerequisites: ACC113, MAT212

**MGT220 Principles of Management** 4

Examines operational theories of management under the functions of planning, organizing, staffing, directing, and controlling. Emphasizes the manager's role in creating and maintaining an internal environment for performance. Students discuss cases in detail.

Prerequisite: BUS100 or prior approval

**MGT231 Organizational Behavior** 4

Examines organizational theory and development, corporate culture, factors facilitating or inhibiting organizational change, power, and politics. Students develop an understanding of how these components of organizational behavior may be directed in order to maximize organizational effectiveness.

Prerequisite: MGT220

**MGT249 Human Resources Management** 4

Introduction to the strategic planning and implementation of human resources management. Topics include staffing, development, appraisal, and rewards.

Prerequisite: MGT220

**MKT220 Principles of Marketing** 4

Provides an introduction to the fundamental principles and practices in the marketing process. Provides a detailed study of each marketing mix tool (product, price, place, promotion) along with an introduction to marketing research and consumer behavior.

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**LIBERAL ARTS COURSES\***

**ENG105 Expository Writing**

4

An introduction to expository writing through a comprehensive survey of forms of composition. Students are taught to use words with precision, and strengthen their understanding and application of grammatical and rhetorical principles. Students are encouraged to appreciate and incorporate the principles of academic and professional writing.

**ENG106 Writing Through Literature**

4

Strengthens the writing, reading, and interpretive abilities introduced in ENG105. Encourages students to develop an appreciation and understanding of various works of literature, and utilize literature to enhance critical thinking and writing.

Prerequisite: ENG105

**ENG115 Public Speaking**

4

Designed to help students improve oral communication skills. Emphasis is placed on identifying good and poor speech habits, techniques for improving speech, oral interpretation, effective speech planning and delivery, and interpersonal communication.

Prerequisite: ENG106

**ENG315 Writing for the Workplace**

4

Explores a wide variety of professional and creative writing modes, from personal profiles to blogging and beyond. Students will build their reading, writing, and researching skills, while reinforcing the fundamental concepts and current developments associated with the areas of their respective majors.

Prerequisite: ENG106

**GEC123 Introduction to Applied Psychology**

4

A required course for first-quarter students that examines basic psychological concepts which can be helpful in adjusting to the college experience. Some of the subtopics covered include stress management, academic challenges, communication skills, time management, healthy relationships, positive thinking, conflict management, and balancing home/college/work.

**MAT211 College Algebra**

4

Introduces students to solving problems by using geometric and algebraic approaches and appropriate technology. Topics include the Cartesian coordinate system, linear equations, absolute value, rational and exponential functions, systems of linear equations, and linear inequalities.

Prerequisite: CSK099 or placement

**MAT212 Mathematics with Business Applications**

4

Introduces students to the personal use of mathematics and the applications for various business disciplines including

accounting, fashion marketing and management, financial services, and marketing. Explores the business applications of linear functions, quadratics functions, and systems of linear equations. Emphasis will be placed on the use of Excel to solve real-world business problems.

Prerequisite: CSK099 or placement

**MAT215 Statistics I** 4

An introduction to statistical methods and procedures. Students become acquainted with the collection, analysis, and presentation of quantitative data. Topics include basic concepts of probability, frequency distributions, binomial distributions, sampling theory, hypothesis testing, and regression and correlation.

Prerequisite: MAT211

**SOC201 Macroeconomics** 4

An introduction to the study of macroeconomics. Provides a brief history of economics, from Adam Smith to the present. Students will learn the theories of contemporary macroeconomics, as well as their application and impact in today's world.

**SOC202 Microeconomics** 4

An introduction to the study of microeconomics. Focuses on individual markets and the personal choices concerning those markets. Students gain an understanding of what determines the prices of particular goods and services, as well as what determines the output and profits of individual firms, and wages of individual workers.

Prerequisite: SOC201

**SOC231 Human Relations in the Workforce** 4

Students will develop the interpersonal skills known to be key ingredients for successful everyday interactions with coworkers, supervisors, and customers/clients at any work environment. Some major skill areas covered in the course include making a good impression with your employer, managing conflict with difficult coworkers, working on a team with diverse groups of people, providing exceptional service for customers/clients, and managing on-the-job stressors.

Humanities Electives 8

Mathematics/Science Elective 4

Social Science Electives 8

General Education Core Humanities Elective 4

General Education Core Mathematics/Science Elective 4

FREE ELECTIVES 12

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**180 QUARTER CREDIT HOURS REQUIRED FOR GRADUATION**

In the final quarter most on-site courses are offered only during the late afternoon and early evening so as not to interfere with internships.

\*16 Liberal Arts credits must be at the 300/400 level.

Eligibility for internships required to obtain a Berkeley College degree and employment opportunities in the healthcare field may be contingent upon the results of a post-

offer medical examination, which may include drug and alcohol testing, and receipt of satisfactory references. Applicants for whom such requirements may be matters of concern are strongly advised to contact an Admissions counselor prior to enrolling in a healthcare-related program.

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#### **SAMPLE PROGRAM SEQUENCE**

- 1 **B.B.A., Health Services Management New Jersey Program Statistics**
- 1 **B.B.A., Health Services Management New York Program Statistics**