Health care is the largest sector of the US economy and it is rapidly growing. The industry is entering an era of significant change as organizations respond to health care reform. Performance-based payments, population health management, and the establishment of accountable care organizations will require new organizational models and practices. Organizations will need leaders who have an in-depth understanding of the industry and the management expertise to effect change.

Who Will Benefit?
The MS in Health Care Management (HCM) is a perfect fit for individuals seeking an education that prepares them for their entire career. Our program begins with understanding the underlying economics which drive industry evolution. This knowledge allows MS HCM graduates to evaluate their organizations and optimize care delivery, while preparing for the next round of fundamental industry change.

A typical class will comprise a broad range of experienced clinicians, including physicians, nurses, and allied health professionals, as well as administrators, IT professionals, and researchers. A diverse student cohort enriches classroom discussion and prepares students to lead the multidisciplinary teams needed to solve the complex challenges facing their organizations.

Program Design
Students begin with an orientation week focusing on the structure and financing of the health care industry. In subsequent modules, six core courses provide a solid foundation in economics, accounting, and finance, and are complemented by six health care courses covering key topics including: industry structure and reform, financing, insurance, operations, information technology, investments, and entrepreneurship in medical services and devices. The combination of a solid management education and a robust understanding of the health care industry will prepare program graduates to be effective decision-makers and influence the future of their organizations.
MASTER’S IN

HEALTH CARE MANAGEMENT

FOR WORKING PROFESSIONALS IN NEW YORK CITY

CORE COURSES

GBA 461
Core Economics for MS Students
Covering the fundamentals of economic theory, course topics include understanding supply and demand, elasticity, marginal revenue, key cost concepts, and profit maximization.

GBA 462
Core Statistics for MS Students
Designed to equip students with the statistical tools required to analyze critical data, this course emphasizes problem solving and hypothesis testing.

FIN 402
Capital Budgeting and Corporate Objectives
This course offers an introduction to financial analysis with an emphasis on the valuation of investment projects. Topics include capital budgeting, portfolio theory, and the valuation of assets.

ACC 401
Corporate Financial Accounting
This course develops the skills required to interpret and analyze financial information and explores how financial accounting information is used to evaluate a firm’s performance.

STR 403
Organization and Strategy
This course provides an intensive analysis of the effects of various corporate policy decisions on the success of the firm.

STR 421
Competitive Strategy
Dealing with the most significant decisions that leaders can make, this course explores market entry, product and service positioning, investments, technology, acquisitions, and affiliations.

SPECIALIZED COURSES

HSM 420
Business Economics for the Health Care Industry
In-depth discussion and analysis of the issues facing key sectors of the industry, including hospitals, physicians, long-term care, pharma/biotech, and medical devices.

HSM 431
Corporate Finance for Health Care Organizations
Students will gain a thorough knowledge of insurance and third-party payments and explore key trends e.g., capitation, shared savings, value-based purchasing (P4P), and population health management.

HSM 425
Managerial Accounting for Health Care Organizations
Students will explore the use of health care costs for decision-making and will study cost allocation, cost-volume-pricing analysis, budgeting and variance analysis, and activity-based costing.

HSM 464
Creating and Using Information to Manage Health Care
This course will focus on state-of-the-art methodologies for creating “big data” sets and turning them into usable business information specifically for health care.

HSM 437
Managing Health Care Operations
This course will familiarize students with the operations management tools and information technology most commonly used in the health care industry.

ENT 441
Medical Entrepreneurship
Aimed at educating medical innovators, this course involves a field project focusing on the entrepreneurial implementation of innovative ideas in the medical domain.

To learn more, contact:
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2015 APPLICATION DEADLINE
The deadline for July 2015 admission consideration is June 1, 2015.
For more information about Simon Business School, visit:
www.simon.rochester.edu/nycprograms