

**100% ONLINE**

# HEALTHCARE LEADERSHIP

## GRADUATE CERTIFICATE PLAN OF STUDY

Purdue University's 100% online graduate certificate in Healthcare Leadership is designed for business-minded leaders who wish to advance their skills in the best practices of economics, marketing, management and strategy for organizational success and optimal performance. The program reinforces the theory and application of healthcare management grounded in a business framework. You will have the opportunity to network with and learn from faculty with industry knowledge.

The online graduate certificate consists of nine credits over three courses. Credits can be applied to the MS of Health Administration degree.

### **CORE COURSES**

#### ***The Business of Healthcare***

This course is designed to help students keep pace with the rapidly changing world of health and health care. Students will explore the drivers of value creation, valuation approaches, and differences in capital structures between nonprofit and for-profit healthcare providers. Students will examine horizontal consolidation and integrations among nonprofit and for-profit providers.

#### ***Organizational Behavior and Management in Healthcare***

This course focuses on the full spectrum of human capital management concepts, including talent acquisition and retention, employee motivation, change management and organizational culture. Emphasis will be placed on performance



management, total rewards, learning and development, HR analytics, principal leadership, healthcare social responsibility, and anticipating the future of human resources. This course explores contemporary workforce issues and skills development in organizational design, performance measurement, teamwork, conflict resolution, leadership, matrix organization, and change management.

#### ***Strategic Planning and Marketing for Healthcare***

This course focuses on the entire healthcare enterprise — the industry and competitive environment in which it operates, its long-term direction and strategy, its resources and competitive capabilities, and its prospects for success. This course will provide students with a working knowledge of strategy by investigating the role of strategy in organizational success and exploring how and why some organizations consistently outperform other organizations.



Department of Public Health