

Full-time MBA

Health care management concentration

Embark on a career in one of the world's most vibrant and vital sectors. A concentration in health care management can open doors to a variety of industries and put you on the forefront of innovation. Combine your concentration with courses in finance, business analytics, information systems, marketing, or supply chain management to more closely align with your goals, and build on your quantitative and analytical skills to immediately add value to any organization.

The MBA curriculum is augmented through course offerings from other ASU colleges and departments, including the College of Nursing and Health Innovation, the Department of Biomedical Informatics, and the Mayo Clinic partnership program in health care delivery.

Required courses

Take nine credit hours (three courses) from the following for completion of the concentration in health care management. Please note that these courses are only offered in the evenings.

HSM 502: Business of Health Care

Evaluates the various organizations and actors across the value chain of health care. Assess provider, supplier, payor, and IT perspectives. Learn the major business and clinical concepts needed to understand the global health sector and gain the skills to contribute to conversations about a health care company or problem.

HSM 506: Managing Health Care Orgs

Examines the dynamics within health care organizations. Employing concepts from organizational behavior and systems theory, you will discover best practices and key considerations for health care managers as they seek to operate within and modify their organizations. Develop a framework to define and resolve operational challenges associated with the management of a health care organization and learn to think as senior manager or consultant in proposing evidence-based solutions.

HSM 512: Health Care Economics

Applies economic principles to understand individuals' and firms' behavior within the U.S. health care system. Economics will be used to analyze decisions made by patients and consumers, insurers, providers, policy makers, and pharmaceutical companies, with an emphasis on the influence of incentives and information on decisions.

HSM 552: Supply Chains in Health Care

Analyzes the variety of organizations along the health sector value chain with an emphasis on suppliers, distributors, IT intermediaries, group purchasing organizations, regulatory bodies, and payers. Reviews the design of stakeholder relationships along the value chain

and the considerations that drive decision-making and influence outcomes. Topics include strategic sourcing and contracting, stakeholder incentives and risk across the value chain, physician/professional perspectives, and the management of the value chain relationships.

HSM 550: Health Care Marketing

Explores the changing roles in health care organizations' approaches to patient-centricity, patient empowerment, responsibilities, and experience from a customer-centric viewpoint. Patient metrics – such as engagement, customer effort, net promotion, and satisfaction measures – will be considered. You will study marketing from the perspectives of the patient/provider, the organizational and network/system, and the organizational buying and selling processes.

HSM 575: Strategy in Health Care

Focuses on the creation of global business innovations in health care that can better meet these needs arising from quality, access, and costs. Craft business models that align an entrepreneurial health care venture and the six factors that shape this sector: financing, structure, public policy, consumers, technology, and accountability. These six factors are viewed across multiple fields, including insurance, services, IT, medical devices, biotechnology, diagnostics, and pharmaceuticals.

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Electives from other specializations or colleges

In addition to the nine required hours of courses, you can choose six credits from the following list to enhance your health care management concentration and add greater focus toward your professional goals. All courses are three credit hours except where otherwise noted.

SCM 520: Strategic Procurement

SCM 521: Supplier Management & Negotiations
(Prerequisite: SCM 520)

SCM 515: Decision Models for Supply Chain

SCM 551: Operations Planning and Execution
(Prerequisite: SCM 515) (1.5 hours)

SCM 591: Services in Supply Chain
(Prerequisite: SCM 515) (1.5 hours)

SCM 587: Project Management (1.5 hours)

MGT 591: IAP Consulting Project

MGT 594: Venture Capital Experience

MKT 520: Co-Creating Value and Innovating Through Services

MKT 540: Branding and Customer Markets

MKT 591: Customer Centric Research & Analytics

MKT 550: Creating the Future: Product Service Innovation
(1.5 hours)

MKT 555: B2B Capturing Value Through Products, Services
and Customer Solutions

MKT 591: Creating Digital Experiences: Interruption to
Engagement (1.5 hours)

FIN 520: Valuation Techniques
(Prerequisite for other FIN courses) (2.5 hours)

FIN 540: Advanced Financial Management (2.5 hours)

FIN 560: International Financial Management (2.5 hours)

ACC 591: Financial Statement Analysis

CIS 545: Managing Enterprise Systems

CIS 575: Emerging Technologies in IT

Career paths

- Health care and benefits sourcing manager
- Global account executive
- Hospital fellowship
- Health care designer
- Clinical demand and supply lead

Notable employers

- Genentech Inc.
- Ensign Services
- TriWest Healthcare Alliance
- CVS Health
- Dignity Health

Course list subject to change without notice. Some courses have prerequisites and/or an application process. Please contact your program coordinator for information.