



Hudson Graduate Centers of Long Island University
735 Anderson Hill Road
Purchase, NY 10577
914-831-2700

LIU Hudson's Online MBA with Specialization in Healthcare Sector Management

LIU Hudson

A regional campus of Long Island University, LIU Hudson is offering Montefiore Nyack Hospital employees a fully online, 39-credit MBA with a concentration in Healthcare Sector Management.

Cohort Model

The program runs as a cohort in which students to take all courses together as a group, The model promotes teamwork, fosters students' mutual support, and enriches the learning experience.

The Program

- **Begins:** September, 2024
- **Degree conferral:** End of Fall 2026 semester
- **Courseload:** 2 courses per semester, a capstone course in the final semester
- **Academic year:** Classes meet year-round: Fall, Spring, and Summer with breaks
- **Instruction method:** Courses are taught using a combination of live Zoom sessions and asynchronous instruction on LIU's Brightspace online learning platform:
 - Each course meets on Zoom one night every other week, from 6:45 - 8:45 pm.
 - In the intervening week, students complete assignments or study on their own.
 - Once per semester, each course meets on a Saturday from 9:00am - 1:00 pm

Plan of Study

- Five core courses
- Three advanced courses
- Four healthcare sector management concentration courses
- Capstone course



MBA with Specialization in Health Care Management

Course #	Course title	Credits
GBA 512	Principles of Management and Leadership	3
GBA 515	Managerial communications	3
GBA 517	Fundamentals of Management Information Systems	3
GBA 518	Contemporary Financial Management	3
GBA 519	Data Analytics for Operational Decision Making	3
MBA 624	Financial Services in Global Capital Markets	3
MBA 632	Marketing Management and Strategy	3
MBA 633	Organizational Behavior in a Global Society	3
HCM 710	Health Care Sector Organization	3
HCM 720	Health Care Sector Finance	3
HCM 730	Health Care Sector Information Management	3
HCM 750	Advanced Seminar in Health Care Sector Management	3
HCM 810	Health Care Sector Management Capstone	3

Schedule Example

Course #	Course Title	Schedule
GBA 512	Principles of Management and Leadership	<p><u>Starts:</u> Wednesday, September 4, 2024 with a Zoom session 6:45 - 8:45 pm</p> <p>Weekly sessions of Zoom alternating with asynchronous classes on LIU's Brightspace learning platform.</p> <p>One Saturday class: November 23, 9:00am - 1:00 pm.</p> <p><u>Final class:</u> December 4, 2024</p>
GBA 515	Managerial Communication	<p><u>Starts:</u> Wednesday, September 11, 2024 with a Zoom session 6:45 - 8:45 pm</p> <p>Weekly Zoom sessions then alternate with weekly asynchronous classes on LIU's Brightspace learning platform.</p> <p>One Saturday class: December 7, 9:00am - 1:00 pm.</p> <p><u>Final class:</u> December 11, 2024</p>



Admissions

Requirements include:

- Bachelor's degree from an accredited institution
- Undergraduate GPA of at least 3.0
- Minimum two years of full-time work experience
- Official transcripts from all colleges and universities previously attended. (Foreign documents must be assessed by a certified agency that evaluates international transcripts.)
- Written statement outlining the applicant's objective for seeking admission to the MBA program
- GMAT is waived

Applications should be received by LIU Hudson no later than July 26, 2024. **Late applicants will be accommodated to the degree possible.**

Tuition Schedule

Cohort tuition is significantly discounted and fixed for the duration of the program (i.e., no, annual tuition increases) and there are no additional fees. Regular tuition and fees in the 2024-2025 academic year would result in a total tuition of \$57,344.

Semester	Tuition
Fall 2024	\$5,500
Spring 2025	\$5,500
Summer 2025	\$5,500
Fall 2025	\$5,500
Spring 2026	\$5,500
Summer 2026	\$5,500
Fall 2026	\$5,500
TOTAL	\$38,500

LIU Hudson Academic Contact

Associate Dean, Dr. Lea Rutmanowitz

lea.rutmanowitz@liu.edu

(914) 831-2728



Course Descriptions

Core Courses: 15 credits

Number	Course Title	Credits
GBA 512	Principles of Management and Leadership This course emphasizes the leadership dimensions of business management. Conceptually, it exposes the student to a range of perspectives on management and leadership. It covers the various research approaches to leadership, the roles played by business managers, and the competencies required for effectiveness. Experientially, it helps in assessing one's own leadership abilities, offers practical training in skills critical to business success, and provides the opportunity to create one's own Leadership Development Plan.	3
GBA 515	Managerial Communications This course is concerned with improving the way people within organizations communicate. It includes the interpretation and application of organizational communication theory for the working or aspiring manager. Topics include personal communication styles, media and tools for the manager/communicator, organizational communications climate, one-to-one communications, meetings and conferences, speaking before groups, written managerial communications, planning and producing business reports, and advertising managerial communications.	3
GBA 517	Fundamentals of Management Information Systems A survey course that delves into the role of Information Systems in business strategy, and in our daily lives as future business drivers of competitive advantage and organizational change and as consumers of marketing. It covers issues, and challenges that will be faced by students in the Information Age, including an assessment of the current state of communications, data and databases, cloud computing, the internet, corporate computing, data security, emerging trends and emphasizes the social component of data and communications in our digital age.	3
GBA 518	Contemporary Financial Management A study of basic accounting concepts and methods and their significance to management and to the financial analyst. Topics include an introduction to financial statement analysis, the measurement of income and capital, accounting for fixed assets, inventory costing and price level changes, measuring and accounting for corporate debt, corporate investment in securities, and computer applications in accounting. This course does not require previous training in accounting.	3
GBA 519	Data Analytics for Operational Decision Making An examination of the fundamental principles, concepts and techniques involved in application of probability and statistics to business research and managerial decisions. The range of applications covers such various functional areas such as finance, marketing, accounting, management, economics and production. Topics include descriptive statistics, probability concepts and techniques applicable in risk assessment and decision theory, and statistical inference (estimation and hypothesis testing).	3



Advanced Courses: 9 credits

MBA 624	Financial Services in Global Capital Markets This course is a survey of money markets, the banking function, investments, and new corporate financing techniques in relation to global macroeconomic activity. Emphasis will be given to understanding the principal forces that shape U.S. and global money and capital markets. Money creation, the demand for money, and the relation of money to inflation and financial flows will be reviewed in a national and international context. Interest rates and their behavior will be examined carefully within the context of offering a broad-based introduction to the financial world, the changing role of competitive financial institutions and the effects of these changes on fiscal and monetary policy.	3
MBA 632	Marketing Management and Strategy This course focuses on strategic planning, problem solving, and management of the marketing function. The principal components of marketing operations, including product development, promotion, pricing and distribution will be discussed, as well as the processes, concepts, and methods of marketing strategy at both the product level and the corporate level. The marketing strategies and management practices of contemporary firms will be examined as they relate to industrial and consumer products and services. The relation between marketing and other business functions will be reviewed as well.	3
MBA 633	Organizational Behavior in a Global Society This course analyzes both the formal and informal aspects of organizational behavior as well as the ethical demands on the business organization for social responsibility. Topics cover issues of human behavior in an organizational context, such as individual patterns of motivation and behavior, norms and values, ethical dilemmas, communication, teamwork, collaboration versus conflict, and group dynamics. Organization-wide issues such as leadership, superior/subordinate relationships, and organizational change are also explored. The moral, legal, and political challenges which arise as a result of conducting business in a global society are discussed.	3

Concentration: Healthcare Sector Management 12 credits

HCM 710	Health Care Sector Organization This course provides a comprehensive examination of healthcare organizations and systems. Students examine the healthcare sector from the standpoints of payers, providers and suppliers. New developments in the biotechnology, medical device, and pharmaceutical, genomic, and healthcare information technology industries are reviewed, along with an introduction to the major healthcare legal issues and policy challenges that face managers in this sector, including adaptation to new federal policy initiatives in such areas as Medicare and Medicaid.	3
----------------	--	----------



Concentration: Healthcare Sector Management 12 credits

HCM 720	Health Care Sector Finance This course focuses on the application of financial analysis to decision-making in the healthcare sector. The course will cover a range of topics reflecting the complexity of healthcare finance, such as revenue generation for healthcare institutions, departmental budgeting and monitoring, managed care contracting issues, collective bargaining agreements, financial reimbursement and fee-for-services methodologies, cash flow projections, cost accounting and financial reporting.	3
HCM 730	Health Care Sector Information Management This course dissects the dynamic and evolving field of Healthcare IT. Students will explore the integration of information technology within healthcare systems, focusing on its impact on patient care, operational efficiency, and overall healthcare management. The course covers key topics such as electronic health records (EHR), health information exchange (HIE), telemedicine, data analytics, informatics, cybersecurity, and emerging technologies in healthcare. Participants will engage in critical discussions, case analyses, and practical exercises to develop a deep understanding of the challenges and opportunities in Healthcare IT.	3
HCM 750	Advanced Seminar in Health Care Sector Management The goal of this course is to deepen the managerial and analytical competencies needed to assess current regulatory, legal, organizational, and financial issues and to ensure that quality healthcare services are delivered to patients and other stakeholders. Based upon an understanding of contemporary healthcare organizations and the dynamic forces in the healthcare industry environment, this course emphasizes the healthcare executive's role in setting management strategy, building a strong management team, and empowering the employee workforce.	3

Capstone: 3 credits

HCM 810	Health Care Sector Management Capstone This course, taken in the final semester of the MBA Program, constitutes a practical application of principles learned in the Advanced Seminar (HSM 750). It involves completion of an individual study project in healthcare management based on a real-world problem in healthcare. Under faculty supervision and supervisor approval, each student will select a current problem in healthcare to examine in detail. Students will be expected to research the issue; draw upon previous coursework in management, organizational behavior, and financial analysis; produce practical strategies to resolve the problem and to implement workable solutions. Students will share progress on their respective projects in class meetings and a written report (in three parts) will be submitted by each as a final requirement for graduation.	3
----------------	---	----------