

# Department of Continuing Studies

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## College of Education and Human Studies

### Program Leadership

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### Mission Statement

The Department seeks to serve the social and economic needs of the West Tennessee community in the context of the university's goals of being excellence-driven, people-focused, Christ-centered, and future-directed. It is the administrative unit for a multi-disciplinary, university-wide effort aimed at stimulation of a variety of thriving adult programs of high quality. The Department serves all undergraduate non-traditional adult students in degree-completion programs, undergraduate and graduate certificate programs, and continuing education initiatives at the university except those of the School of Nursing. It focuses, as well, on community continuing education efforts.

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The McAfee School of Business Administration offers the Leadership for Adult Undergraduate Cohorts, *LAUNCH*, degree completion program designed to meet the needs of working adults. The program allows the completion of the Bachelor of Science in Organizational Leadership, BSOL, degree in as little as 18 months. The program is for adults with 2 or more years of college credit and at least 2 years of relevant work experience. Each student becomes a member of a cohort that remains together for the 14 courses of the major. The BSOL is designed to enable adult students to become more effective managers and leaders. The mission of the *LAUNCH* program is to deliver contemporary business education within a Christian context for adult learners.

The BSOL major may be completed with either of two emphases: General or Allied Health. On occasion, the BSOL major may be modified for a cohort to focus on an particular profession or field of interest. Check with the *LAUNCH* Office for details.

### Program Admission

In addition to university admission requirements the BSOL applicant must provide official transcripts documenting completion of a minimum of 60 semester hours of acceptable college credit including ENG 111 and 18 additional hours applicable to the

General Core. All coursework attempted must document a CUM GPA of 2.0 or higher. The applicant must be at least 24 years for age and provide documentation of at least two years of relevant work experience.

### Program Specific Policies

Pre-BSOL Program Admission allows transfer students who have not met Program Admission Requirements to take General Core and Electives by meeting only University Admission requirements. Courses will be offered in the evenings in both full semester and accelerated formats.

Credit for Prior Learning, CPL, may be awarded for experiential learning using portfolio-style documentation of learning. Students must be fully accepted and registered in the BSOL Program before submitting the portfolio. A maximum of 15 hours may be awarded towards the BSOL through CPL. Check with the CPL Director for application and full details.

Union University participates in several credit by examination programs following the guidelines of the American Council on Education, ACE. A maximum of 32 semester hours of credit by examination, including the maximum of 15 CPL hours, may be applied toward the BSOL degree. See the "Admissions" section of the *Catalogue* for additional information.

Union University awards credit for non-collegiate sponsored education in accordance with ACE guidelines. Transcription of this credit is available to matriculated students. It includes credit for learning experiences in all branches of the military and through participating industry education programs.

### Degree Requirements

#### I. General Education Requirements

- A. General Core and transfer policies specific to Adult Studies Programs are detailed in the "Adult Studies" section of the *Catalogue*.
- B. Must include MAT 111 or higher

#### II. BSOL Major Requirements—40 hours

- A. BSOL Core: BSOL 401, 402, 415, 418, 421, 432 and 435—20 hours
- B. Emphasis, select one:
  1. General: BSOL 350, 355, 365, 425, 450, 455—20 hours
  2. Allied Health: BSOL 319, 322, 325, 341, 356, 403, 456—20 hours

#### III. Electives to meet 128 minimum hours

- IV. Minor: No minor is required but may be met according to requirements stated by the department awarding the minor.

### Academic Calendars

The academic calendars for the *LAUNCH* cohort groups, the major courses, do not parallel those shown in the *Catalogue*. The *LAUNCH* students will follow the traditional calendars if needing General Core or elective courses. *LAUNCH* calendars, specific to each cohort, are available for the 18-month program as it begins. Due to the accelerated nature of the cohort program, students must spend 4 hours / week outside class in group study at a site approved by the university.

### Assessment of Majors

Students will be tested to determine if program learning outcomes have been met. The ability to analyze data, solve problems, think critically and communicate effectively in oral and written form will be evaluated in BSOL 418 and 455.

## Course Offerings

### 319. Management of Healthcare Information Systems (2)

Introduction to information systems and their impact on the healthcare industry toward basic understandings of hardware, software, networking and the Internet.

### 322. Medical Legal Concepts (3)

Overview of legal issues confronting healthcare administrators, designed to examine laws, rules, regulations, statutes and legal liabilities faced on a day-to-day basis.

### 325. Medical Ethics (3)

Theories, principles and relevant case studies giving application of Christian ethical principles to values clarification and decision-making in the medical field.

### 341. Healthcare Finance (3)

Introduction to fundamental financial concepts and skills necessary to success as managers in an increasingly competitive healthcare environment.

### 350. Personal and Managerial Finance (2)

Financial planning and management techniques, procedures, laws and assessment tools principally relating to one's personal finances but with significant overlap with corporate financial matters. Topics include personal accounting and budgeting, time value of money, credit and housing decisions, insurance products, investment vehicles, and retirement and estate planning.

### 355. Quality Management (3)

The concepts of Total Quality as they relate to the manufacturing and service environment. The uniqueness of quality is analyzed in relation to a systematic management process that improves customer satisfaction. The principles of quality management are integrated with the phases of a continuous improvement process. An assessment tool is presented to evaluate how well a company is doing in pursuing a quality improvement process.

### 356. Quality Improvement in Health Care Settings (3)

History and theory of quality management as well as TQM principles applied to physician services, hospitals, medical staffs and the utilization management function. Interpretation and analysis of data as it relates to improving organization performance is examined and practiced.

### 365. Systems Supporting Quality Service (3)

An examination of organizational systems that are critical to quality service. Participants evaluate conditions necessary for change and techniques for promoting and managing change. Emphasis is placed on application of theoretical concepts to the participant's work environment in such areas as quality service opportunities, the role of manager, total employee involvement, customer identification and customer report cards. Participants design a training program and a recognition system that foster quality and customer service.

### 401. Principles of Self-Management (2)

Group interaction skills and the management of individual and professional priorities. Includes behavioral style analysis, communication processes within groups, versatility in dealing with supervisors and subordinates, goal setting, setting priorities and time management.

### 402. Management and Leadership (3)

Techniques of management and leadership and their application to the development of improved managerial effectiveness.

**403. Healthcare Management and Leadership (3)**

Overview of healthcare management and administration toward an understanding of the basics of day-to-day management in the public and private sector.

**415. Accounting for Managers (3)**

Financial and managerial accounting related to business and non-profit entities. This user-oriented, rather than accountant-oriented, course will focus on the accounting process, financial statements, reports and control techniques to give perspective and skill necessary to read, analyze and interpret reports created by accountants. The course is aimed at understanding control techniques, and operational budgeting, used by firms to assess and improve efficiency in the firm's operations and use of assets.

**418. Management of Communication & Information Systems (3)**

Drawing on communication theory, students will learn to develop effective organization communication systems. Emphasis on diagnosing information needs and communication patterns. Students will learn the positive and negative aspects of all types of information storage, retrieval, manipulation and transmission methods.

**421. Principles of Marketing (3)**

An integrated analysis of the role of marketing within an organization. An examination will be made of the factors affecting consumer behavior, the development of marketing strategies, and the cognition of marketing variables.

**425. Issues in Ethics (3)**

A study of representative ethical theories as they relate to various contemporary problems in management. Special consideration will be given to the application of Christian ethical principles to values clarification and decision-making in the business world.

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**432. Organizational Behavior (3)**

A study of organizational theory and application. The managerial functions of planning, controlling, staffing, directing and motivating are explored in the contexts of both individual and group behavior.

**435. Human Resource Management (3)**

The development of policies and techniques necessary to ensure effective management within complex organizations. Civil Service regulations, unions in the public and private sectors, and organizational training and development will be examined.

**450. Negotiation and Conflict Resolution (3)**

Using simulation, case studies and field work assignments, this course focuses on the development of the communication and management skills essential for successfully resolving conflict situations involving both labor and management practices and the structural dysfunctions of organizations.

**448. Strategic Planning (3)**

Develop or improve skills in the critical areas of applied organizational research and managing the planning process with a focus on strategic and operational planning.

**455. Seminar in Business (3)**

This capstone course in business administration is designed to integrate the content of the core courses into an applied management framework. Elements of this course include decision-making in a wide variety of areas on advanced level case analyses. Substantial reading of various managerial perspectives and applications of those perspectives to the student's work setting is required.

**456. Current Topics in Healthcare Leadership (3)**

Comprehensive course to allow synthesis and application of concepts to a variety of healthcare topics related to organization and administration in health services.

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**195-6-7. Special Studies (1-4) On Demand**

Lower-level group studies which do not appear in the regular departmental offerings.

**395-6-7. Special Studies (1-4) On Demand**

Upper-level group studies which do not appear in the regular departmental offerings.