



HEALTH STUDIES PROGRAM CURRICULUM

Students in the BSHS Program complete specific courses in the Pre-Professional Health Studies or Healthcare Management/Marketing option according to a planned and structured program of study. Students fulfill both core degree requirements and major/professional curriculum requirements in a logical sequence. The sequence is intended to facilitate success in the overall degree requirements.

The core curriculum in the first two years is designed to provide students with a foundation in the humanities, mathematics, and sciences. Students will develop their ability to acquire and evaluate new knowledge and to effectively communicate their ideas to others. The core curriculum will enable students to learn about cultural and social groups other than their own. During the second two years, the Pre-Professional Health Studies and Healthcare Management/Marketing options provide for a broad focus on business basics, healthcare delivery system, cultural diversity, ethics and leadership in healthcare.



CONTACT

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ULM

UNIVERSITY OF LOUISIANA MONROE



HEALTH STUDIES

- PRE-PROFESSIONAL HEALTH STUDIES OPTION
- HEALTHCARE MANAGEMENT/MARKETING OPTION

A DEGREE IN HEALTH STUDIES

COLLEGE OF HEALTH SCIENCES

The US Department of Labor projects that health services will be the fastest growth industry in the country, accounting for 4.3 million new jobs. Employment of health services administrators, healthcare marketing personnel, healthcare managers, health professionals is expected to see faster than average growth as the healthcare industry expands. The Louisiana Health Works Commission indicates that an adequate healthcare system is essential for economic growth. In addition, many undergraduate students desire broad options regarding careers in healthcare. The Bachelor of Science in Health Studies (BSHS) at the University of Louisiana at Monroe is designed to meet this healthcare and student need by providing an innovative, exciting curriculum for undergraduates.



THE HEALTH STUDIES (HS) MAJOR

The Health Studies major is an exciting commitment by ULM and the faculty of the Department of Health Studies to produce graduates to work in the health industry. Getting an education in HS prepares you to enter the challenging healthcare industry. Students will graduate with comprehensive knowledge and skills in health science, coupled with a strong foundation in basic sciences, skills for scientific investigation and ethical practice. Students will also demonstrate vital knowledge of health in the community and personal/professional development. The senior level healthcare practicum helps maintain a high degree of connection with the health industry.

An undergraduate degree in healthcare management can serve students in a variety of ways. For the student who desires an administrative career, the undergraduate program can provide the basic knowledge, skills and applied studies needed for certain entry-level positions. It can also be a springboard to a graduate program for those seeking higher-level positions in healthcare management. For clinicians, the undergraduate program can provide a course of study that prepares them for leadership positions within their clinical specialty. For students who desire a healthcare professional degree, such as occupational therapy, this undergraduate program provides foundation learning needed to transition to graduate school.

DEPARTMENT OF HEALTH STUDIES

The Department of Health Studies (DHS), in the College of Health Sciences, offers a Bachelor of Science degree in Health Studies. The undergraduate program offers two options:

- **Pre-Professional Health Studies Option:** This option is for those students who plan to seek admission to post-baccalaureate graduate programs such as occupational therapy. The Pre-Professional Health Studies option can be customized to include necessary requirements for admission to health professions' graduate programs.
- **Healthcare Management/Marketing Option:** This option is for those students who desire a terminal undergraduate degree for mid-level managerial employment in healthcare. This option incorporates the same core health studies courses as the Pre-Professional Health Studies Option and includes management and marketing courses.
- **Both options have adequate elective credits** to allow students to design a course of study in an area of their interest (e.g. a minor in Psychology, Gerontology, Biology, Finance, Business Administration, etc.). Hence, students can focus their degree in a specialized field of study, still keeping healthcare marketing/management or pre-professional health studies as the major concentration.

EMPLOYMENT OUTLOOK

Healthcare is changing more rapidly than almost any other field. The field is changing in terms of how and where care is delivered, who is providing those services and how that care is financed. Hence, healthcare is requiring talented people to manage the changes taking place. Students with this degree may find jobs as mid-level management positions with healthcare associations, hospitals, human resource departments, marketing departments, public health departments, outpatient rehabilitation units, nursing facilities, physicians' practices, information systems and planning and development.