Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.
COURSE SYLLABUS

HLTH 635
HEALTH AGENCY MANAGEMENT

COURSE DESCRIPTION
This course prepares students for employment as Executive Directors, Program Directors and/or House Managers of 501(c) (3) organizations. Topics include but are not limited to fund-raising, staffing, liability, budgeting, human rights issues, service coordination, and emergency preparedness.

RATIONALE
Historically, nonprofit agencies have served as mechanisms for citizen participation, social responsibility, and collective action in the resolution of societal problems. From healthcare agencies, social service agencies, philanthropic foundations, and religious institutions to museums, universities, and professional associations, the nonprofit sector includes a diverse array of organizations, all chartered with a particular public or collective purpose.

In the last 30 years, the importance of the nonprofit agency in the development and delivery of public services has grown dramatically. This course introduces the nonprofit organizational forms and examines the complex social, political, legal, and economic environments in which nonprofits operate; the various roles they play on local, national, and international levels; and the structures, processes, and complexities of organizational governance shared by volunteer and professional staff decision-makers.

I. PREREQUISITE
For information regarding prerequisites for this course, please refer to the Academic Course Catalog.

II. REQUIRED RESOURCE PURCHASE
Click on the following link to view the required resource(s) for the term in which you are registered: http://bookstore.mbsdirect.net/liberty.htm
III. **ADDITIONAL MATERIALS FOR LEARNING**
A. Computer with basic audio/video output equipment
B. Internet access (broadband recommended)
C. Microsoft Office

IV. **MEASURABLE LEARNING OUTCOMES**
Upon successful completion of this course, the student will be able to:
A. Discuss acquisition and management of organizational resources.
B. Analyze the human aspects of maintaining a successful organization.
C. Recognize the scope and limits to the activities of public health organizations.
D. Develop systems for continual quality improvement of public health programming.
E. Manage traditional and social media for the furtherance of a public health agency.
F. Develop the framework for creating a 501(c) (3).

V. **COURSE REQUIREMENTS AND ASSIGNMENTS**
A. Textbook readings and lecture presentations
B. Course Requirements Checklist
   After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.
C. Discussion Board Forums (6)
   Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. The student will use each thread to create the elements of the Mock Proposal assignment that will be submitted at the end of the term. Each thread must be at least 600 words and demonstrate course-related knowledge. In addition to the thread, the student is required to reply to 2 other classmates’ threads. Each reply must be at least 300 words. For each thread, the student must support his/her assertions with at least 2 scholarly or biblical resources in current AMA format. Each reply must incorporate at least 1 scholarly or biblical resource as well.

D. Submission of Intent
Before beginning the Case Study and Mock Proposal assignments, the student will complete a Submission of Intent form for instructor approval. The Submission of Intent must include the name of the organization that will be used for the Case Study as well as a paragraph of at least 200 words identifying the name, mission, vision, and intent of the nonprofit organization the student will create to complete the Mock Proposal.
E. Case Study

The student will complete a Case Study consisting of 3 parts, culminating in a final 12-page paper. The Case Study will be a critical analysis of a real-life nonprofit organization using the concepts learned during the course regarding nonprofit development and management.

1. Referenced Outline

   The student will complete an outline of the Case Study across each section identified in the template: background, board members, volunteers, SWOT, performance measures, functions, fundraising, and fiscal analysis. The outline will include a numbered reference list of at least 8 scholarly sources, 2 biblical principles, and any additional relevant websites to the Case Study. The references will be cited, in-text, using current AMA formatting. The items on the list must be in the same order as they appear on the Case Study – Outline, and all references must be in current AMA format.

2. The student will submit a Draft & complete a Peer Review

   The student will submit a complete rough draft of the Case Study for peer-editing. Using the Group Discussion Board, the student will also complete a critique of 1 classmate’s rough draft.

3. Final Submission

   The student will write a research-based paper of at least 12 pages in current AMA format that focuses on a review and analysis of a nonprofit organization. The paper must include at least 8 scholarly references, 2 biblical principles, and all organizational materials (e.g. information on agency, mission, and background).

F. Mock Proposal

Using the Mock Proposal Template, the student will develop a business plan as if he/she was starting his/her own nonprofit organization.

1. Risk Assessment

   As part of the Mock Proposal assignment, the student will complete a Risk Assessment, identifying and describing at least 10 specific risks for his/her hypothetical nonprofit organization.

2. Final Submission

   The student will write a multi-section research-based proposal in current AMA format in which he/she will complete a business plan for creating a hypothetical nonprofit organization. The student will use material developed in the Discussion Board Forums and the Risk Assessment form to complete the sections of the Mock Proposal Template. The Final Submission must include at least 10 scholarly references in addition to the course textbooks and the Bible.
G. Midterm and Final Exams (2)

Each exam will cover the Reading & Study material for the assigned modules/weeks. Each exam will be open-book/open-notes, contain 40 multiple-choice questions, and have a 1-hour and 30-minute time limit. The student will have 2 attempts for each exam.

VI. **COURSE GRADING AND POLICIES**

A. Points

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Requirements Checklist</td>
<td>10</td>
</tr>
<tr>
<td>Discussion Board Forums (6 at 40 pts ea)</td>
<td>240</td>
</tr>
<tr>
<td>Submission of Intent</td>
<td>10</td>
</tr>
<tr>
<td>Case Study</td>
<td></td>
</tr>
<tr>
<td>Outline</td>
<td>75</td>
</tr>
<tr>
<td>Draft &amp; Peer Review</td>
<td>100</td>
</tr>
<tr>
<td>Final Submission</td>
<td>150</td>
</tr>
<tr>
<td>Mock Proposal</td>
<td></td>
</tr>
<tr>
<td>Risk Assessment</td>
<td>75</td>
</tr>
<tr>
<td>Final Submission</td>
<td>150</td>
</tr>
<tr>
<td>Midterm Exam (Modules 1–4)</td>
<td>100</td>
</tr>
<tr>
<td>Final Exam (Modules 4–8)</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1010</td>
</tr>
</tbody>
</table>

B. Scale

- A = 940–1010
- A- = 920–939
- B+ = 900–919
- B = 860–899
- B- = 840–859
- C+ = 820–839
- C = 780–819
- C- = 760–779
- D+ = 740–759
- D = 700–739
- D- = 680–699
- F = 0–679

C. Writing Style

For this course, all papers and written assignments must be completed in the American Medical Association style (AMA).

D. Confidentiality and Limits of Confidentiality

Because many of our students are already actively involved in a career in Health Promotion, the student may have experiences that will naturally lend themselves to the curriculum of this course. To respect the privacy of others, it is imperative that students do not use the names of individuals that they have worked with and/or treated.

In the event of a student’s disclosure, either verbally or in writing, of threat of serious or foreseeable harm to self or others, abuse or neglect of a minor, elderly or disabled person, or current involvement in criminal activity, the faculty, staff, administrator, or supervisor will take immediate action. This action may include, but is not limited to, immediate notification of appropriate state law enforcement or social services personnel, emergency contacts, and notification of the appropriate program chair or online dean. The incident and action taken will become part of the student’s permanent record.
E. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.
**COURSE SCHEDULE**

**HLTH 635**  
**HEALTH AGENCY MANAGEMENT**


<table>
<thead>
<tr>
<th>Module/Week</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Points</th>
</tr>
</thead>
</table>
| 1           | McConnell: chs. 1–3  
Hopkins: chs 1-2  
1 presentation, 1 website | Course Requirements Checklist  
Class Introductions  
DB Forum 1  
Guidestar Account Setup | 10  
0  
40  
0 |
| 2           | McConnell: chs. 5–6, 11, 13  
Hopkins: chs 4, 8  
1 presentation, 1 website | DB Forum 2  
Submission of Intent | 40  
10 |
| 3           | McConnell: chs. 8–10, 14–15  
1 presentation, 3 websites | DB Forum 3  
Case Study – Referenced Outline | 40  
75 |
| 4           | McConnell: chs. 17–20, 24  
1 presentation | Midterm Exam | 100 |
| 5           | McConnell: chs. 7, 21–22  
Hopkins: chs 16, 18  
1 presentation, 1 website | DB Forum 4  
Case Study – Draft & Peer Review | 40  
100 |
| 6           | McConnell: chs. 30-31, 33  
Hopkins: chs 21, 22  
1 presentation, 2 websites | DB Forum 5  
Mock Proposal – Risk Assessment | 40  
75 |
| 7           | McConnell: chs. 26–29  
Hopkins: chs 11,12  
1 presentation, 1 website | DB Forum 6  
Case Study – Final Submission | 40  
150 |
| 8           | McConnell: ch. 36-37  
2 presentations | Mock Proposal – Final Submission  
Final Exam | 150  
100 |

**DB** = Discussion Board

**NOTE**: Each course module/week begins on Monday morning at 12:00 a.m. (ET) and ends on Sunday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on Friday.