

Syllabus for HWM 705 Strategic Management for Wellness Managers

Important Note: The course site does not offer a way to compile pages and print them out. The information under the Syllabus heading in your course is all on separate pages. This document provides the syllabus information in one single document, but with one caveat: For the majority of the courses in this program, **all** of the information on those separate pages is repeated in this compiled document. However, lengthy guidelines, detailed rubrics and policies, and other very detailed information are not included in this document. **Please always check the course pages to make sure you have all of the information you need.**

Instructor Information

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Course Description

This course introduces students to management concepts to create strategic direction and the role of leadership in setting strategy capable of meeting competitive challenges within the wellness industry. Topics include key management theories, role of stakeholders, issue identification, program evaluation, and business plan development.

Course Learning Outcomes

At the end of the course, students should be able to:

1. Demonstrate the core management practices of planning, leading, organizing, and controlling.
2. Set a clear vision, mission, and strategy.
3. Develop and lead effective teams.
4. Demonstrate sound financial practices.
5. Integrate HR principles into management practices.
6. Apply systems thinking strategies in wellness management.

Course Requirements

Course Assignments:

During the semester, you will complete four class assignments. These assignments are considered large projects/papers and are worth a significant portion of your grade. The description and grading criteria for each assignment appear in the lesson in which it is due. However, links are provided below so that you can get a head start on thinking about these assignments throughout the duration of this course. **You should read the instructions for each assignment during the first week of class. Then, complete your own, personal plan for how**

you will manage the completion of each project by its due date.

Assignment 1: Why Is Strategy Important in Health and Wellness? (due in Lesson 6) TAKE NOTE: Activity 3 is a peer review of Assignment 1. To satisfy the requirements of Activity 3, you will need to submit a complete draft of your Assignment 1 paper during Lesson 4 to gather feedback from your peers.

Assignment 2: The Finances behind Health and Wellness Management (due in Lesson 8)

Assignment 3: Developing and Leading Effective Teams in Health and Wellness (due in Lesson 11)

Assignment 4: Case in Health and Wellness Management (due in Lesson 15)

Course Activities:

During the semester, you will complete six class activities. These activities will cover a variety of topics you will learn about during the semester and simulate a class assignment. Each of these online activities is worth 20 points; 10 points for your first participation to the prompt and 10 points for a substantive response to a classmate’s original post. Please read the activity descriptions carefully as each one is different. Information covered in activities complement the learning objectives of the course and are fair game for exams. The class activities are important interactive learning assignments and are worth a total 120 points.

Activities in this course will be submitted through D2L's Discussions tool and must be completed by 11:59 pm on the due date specified on the course calendar. Please do not copy your responses from the readings or from each other – you need to put your responses into your own words. Make sure that your comments add value to the discussion with your peers – in other words, you will not receive credit if you merely "like" the original post. Your participation should demonstrate reasoning and add value to the discussion the same way it would if you were participating in person.

Quizzes:

You will complete six quizzes during this course. Quizzes are open book and are intended to provide you with another opportunity to learn and retain what you've read in the required readings. Refer to the course calendar to determine which chapters are covered in each quiz.

Exams:

You will complete three exams throughout the course. During each exam, you will be presented with several essay questions and will be required to provide a substantive response to each question. Essay exams are closed book. Refer to the course calendar to determine which chapters are covered in each exam.

Grading Policy

Exams (3 x 50 points each)	150
Assignments (4 x 100 points each)	400
Activities (6 x 20 points each)	120

Quizzes (6 x 20 points each)	120
Total	790 Points

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- A 90-100%

 - B 80-89%

 - C 70-79%

 - D 60-69%

 - F 59 or less %