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.

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.

Prerequisite
None

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:
Each element in the lesson assignments is intended to build on the previous work done and provides additional perspectives along the way. The individual assignments provide opportunities to apply the skills and knowledge to your current or most recent organization. NOTE The emphasis in this course is on learning and all papers submitted are considered drafts and may be rewritten as many times as necessary to achieve the desired learning outcome. Check for feedback on assignments, and refer to the Course Calendar for all due dates.

Discussion Activities:
Your instructor strives to foster an inclusive, comfortable environment where students are encouraged to engage with the material. Students bring with them a rich diversity of
experiences and perspectives. Sharing your views and ideas in class is encouraged as it often adds to the richness of the learning environment and in some cases may spark thoughtful discussion or debate. Differences of opinion are to be expected, but students must be respectful of their fellow students (and instructor) regardless of how you may view their opinions.

**Personal Strategy Development Project:**
The core learning piece for this course comes in the form of a personal strategy development project. This plan is an opportunity for you to take your learning and apply it directly to something that matters to you - your driving purpose, if you will. The project mirrors the baseline logic for strategic thinking.

**Grading Policy**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Individual Assignments</td>
<td></td>
</tr>
<tr>
<td>Small Group Discussions</td>
<td></td>
</tr>
<tr>
<td>Class Discussions</td>
<td></td>
</tr>
<tr>
<td>Personal Strategy development Project</td>
<td></td>
</tr>
<tr>
<td>Reflection and Takeaways</td>
<td></td>
</tr>
</tbody>
</table>

A 90-100%
B 80-89%
C 70-79%
D 60-69%
F 59 or less %