



DOANE UNIVERSITY SYLLABUS

Course Title	Public Health Leadership
Course Number	BUS 647
Number of Credits	3
Course Dates	5/20/19 through 7/20/19
Instructor	Kara Meisinger, MPH, MCHES
Email Address	Kara.meisinger@doane.edu
Office Hours/Availability	Weekends and weekdays prior to 9:00pm and by appointment.
Phone Number	402-320-4475 (Call or text)
Textbook Information: (e.g. title, edition, publisher, ISBN)	There is no required textbook for this course. All materials will be provided within course modules on Blackboard.
Additional Course Materials	All materials will be provided within course modules on Blackboard.
Course Description	In this course, learners will be introduced to the role of patient and policy advocacy in the U.S. healthcare industry within the construct of business. Learners will explore elements of advocacy to include improving quality of care, mental health services, community based care, patients' ethical rights, cultural competency, and preventative care within a variety of healthcare settings. These concepts will be investigated through the lens of local, regional, and national platforms with consideration to the legislative process.
Program Outcomes	<ul style="list-style-type: none">• Graduates will be able to communicate and critique, verbally and in writing, complex business strategies.• Graduates will be able to use research-based quantitative and qualitative information as well as critical thinking skills to solve problems and make sound decision
Course Learning Outcomes/Objectives	At the completion of this course students will be able to: <ol style="list-style-type: none">1. Apply evidence-based methods to promote advocacy at the local, state and federal level.2. Propose a health policy change that promotes quality, advocacy and system change.3. Formulate a plan to advocate and address a patient or population health issue.

BUS 647 Course Objectives Map

Course Objectives	Module Number/ Topic	Module Objectives	Activity	Technology
1	1/ Introduction to Advocacy	Examine the role of advocacy on health policy, quality care and business.(CO 1)	Self Introductions Discussion The Role of Advocacy Discussion Advocacy and Initiatives in the Community Paper	Flipgrid Bb Discussion Tool Bb Assignment Tool
1, 2, 3	2/ Advocacy at the Individual and System Level	Identify opportunities for health policy and advocacy within the business setting at the individual and systems level.	Policy Focus Discussion	Bb Discussion Tool
1, 2	3/ Mental Health Advocacy	Evaluate mental health services at the local, regional and national level to provide recommendations for health policy changes and/or advocacy and consider patient rights and ethical practices.	Case Report Mental Health Discussion Mental Health Gap Analysis	Bb Discussion Tool Bb Assignment Tool
1, 2, 3	4/ Cultural Competence	Identify culturally competent strategies to support community and population health interventions that support individuals, populations and groups.	Cultural Competence Discussion Cultural Competence Assessment Paper	Bb Assignment Tool
1, 2, 3	5/ Health Policy and Disease	Recommend health policy changes for chronic disease management across the healthcare continuum.	Proclamation Discussion Board	Bb Discussion Tool Bb Assignment Tool

	Management		Advocation Strategy Paper	
1, 2, 3	6/ Preventative Health	Examine preventative health interventions at the local, regional and national level to identify evidence based to adopt and implement.	Preventative Health Plan or Infographic Health Plan	Bb Assignment Tool Infographic Creation Tool
1, 2, 3	7/ Health Policy and Advocacy Change Management	Construct a health policy change or patient advocacy intervention to disseminate to leadership within a health system, or member of a legislative body, or population/community based organization.	Health Policy or Advocacy Intervention Change Proposal	Bb Assignment Tool
1, 2, 3	8/ Putting It All Together	A Create an executive summary of a health policy or patient advocacy intervention for dissemination to the public. B Critique the experience of leading a health policy change or patient advocacy intervention in order to to develop a plan for continued professional development.	Change Proposal Executive Summary Presentation and Discussion	Voice-over Power Point Bb Discussion Board

Grading Assessments

Assignment of letter grades is based on a percentage of points earned. The letter grade will correspond with the following percentages achieved. All course requirements must be completed before a grade is assigned.

- A 100–90
- B 89–80
- C 79–70
- D 69–60
- E 59 and below

See the requirements for the specific assignments on Blackboard.

Online Courses ONLY

Online Course

This is an online course and therefore there will not be any face-to-face class sessions. All assignments and course interactions will utilize internet technologies.

Communicating with the Instructor

I am happy to answer your questions throughout this course and strive to get back to you within 24 hours of your communication. Please also remember to check these three sources for an answer first:

1. Course syllabus
2. Announcements in Blackboard
3. The “Question Center” discussion board

This will help you in potentially identifying answers before I can get back to you and it also keeps me from answering similar questions or concerns multiple times.

If you cannot find an answer to your question, please first post your question to the “Question Center” discussion board. Here your question can be answered to the benefit of all students by either your fellow students who know the answer to your question or the instructor. You are encouraged to answer questions from other students in the discussion forum when you know the answer to a question in order to help provide timely assistance.

If you have questions of a personal nature such as relating a personal emergency, questioning a grade on an assignment, or something else that needs to be communicated privately, contact me via email or phone. My preference is that you will try to email me first. Please allow 24 hours for me to respond to emails Monday-Friday and 48 hours on the weekend.

If you have a question about the technology being used in the course, please contact the Doane University Help Desk for assistance.

Phone: 402-826-8411

Email: helpdesk@doane.edu

Web: <http://www.doane.edu>

Email and Internet

You must have an active Doane University e-mail account and access to the Internet. *All instructor correspondence will be sent to your Doane University e-mail account.* Please plan on checking your Doane Gmail account regularly for course related messages.

This course uses Blackboard for the facilitation of communications between faculty and students, submission of assignments, and posting of grades. The Blackboard Course Site can be accessed at <http://bb2.doane.edu>

Tips to Succeed in this Course

- Check your Doane email regularly
- Log in to the course web site daily
- Communicate with your instructor
- Create a study schedule

Campus Network or Blackboard Outage

When access to Blackboard is not available for an extended period of time (greater than one entire evening - 6pm till 11pm) you can reasonably expect that the due date for assignments will be changed to the next day (assignment still due by midnight).

Grade Scale

A+ = 97-100% A = 94-96% A- = 90-93% B+ = 87-89% B = 84-86% B- = 80-83%
C+ = 77-79% C = 74-76% C- = 70-73% D+ = 67-69% D = 64-66% D- = 60-63%
F= 59% or below

Participation Policy	You should plan to work on this course everyday. This means that you must have a reliable and consistent internet connection throughout the duration of the course. It is strongly recommended that you not take any vacations during this course. This is a condensed, fast- paced course and it would be extremely difficult to catch up after a prolonged absence.
Study Time	<p>The course requires you to spend time preparing and completing assignments. A three- credit course requires 144 hours of student work. Therefore expect to spend approximately 18 hours a week preparing for and actively participating in this 8-week course.</p> <p><i>Preparation</i> for class means reading the assigned readings & reviewing all information required for that week. <i>Attendance</i> in an online course means logging into the Blackboard and on a regular basis and <i>participating</i> in the all of activities that are posted in the course.</p>
Late Work	ALL assignments must be finished and turned in to complete the course. Initial discussion board post need to be posted by Thursday. Initial discussion board posts after this date will receive a zero in the gradebook. Written assignments, presentations etc will receive a 25% point reduction in addition to any additional points taken off during the grading process. Student should notify the instructor BEFORE the assignment is due if there is a situation that prevents the student from submitting the assignment by the due date.
Submitting Assignments	All assignments, unless otherwise announced by the instructor, must be submitted via Blackboard. Each assignment will have a designated place for submission.
Communication Policy including Assignment Feedback	I will do my best to respond to your specific email/text questions within 24 hrs (Mon-Fri) and 48 hours or less on weekends. I strive to grade assignments in a timely manner so that you may have the feedback from one week's assignments in order to improve your submissions for the next week. Usually, grading will occur within 3-4 days of due dates.
Academic Integrity Policy	Doane University expects and requires all its students to act with honesty and integrity and respect the rights of others in carrying out all academic assignments. Academic dishonesty, the act of knowingly and willingly attempting or assisting others to gain academic success by dishonest means, is defined in four categories:

	<ol style="list-style-type: none"> 1. Cheating - "Intentionally using or attempting to use unauthorized information or study aids in an academic exercise." 2. Fabrication - "Intentional and unauthorized falsification of invention or any information or citation in an academic exercise." 3. Facilitating Academic Dishonesty - "Intentionally or knowingly helping or attempting to help another to commit an act of dishonesty," and/or coercing others to do the same. 4. Plagiarism - "Intentionally or knowingly representing the words or ideas of another as one's own in any academic exercise," in both oral and written projects. <p><i>Gehring, D., Nuss, E.M., & Pavela, G. (1986). Issues and perspectives on academic integrity. Columbus, OH: National Association of Student Personnel Administrators</i></p> <p>For more information on the sanctions for academic dishonesty, please visit the website: https://catalog.doane.edu/content.php?catoid=16&navoid=1333</p>
Academic Support	<p>Please contact academicsupport@doane.edu https://www.doane.edu/graduate-and-adult/academic-support</p>
Disability Services	<p>https://www.doane.edu/disability-services Doane University supports reasonable accommodations to allow participation by individuals with disabilities. Any request for accommodation must be initiated by the student as soon as possible. Each student receiving accommodations is responsible for his or her educational and personal needs while enrolled at Doane University.</p>
Military Services	<p>https://www.doane.edu/graduate-and-adult/military</p>
Anti-Harassment Policy	<p>http://catalog.doane.edu/content.php?catoid=5&navoid=452</p>
Grade Appeal Process	<p>http://catalog.doane.edu/content.php?catoid=5&navoid=238</p>
Credit Hour Definition	<p>Doane University follows the federal guideline defining a credit hour as one hour (50 minutes) of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for approximately fifteen weeks (one semester), or the equivalent amount of work over a different time period (e.g., an 8-week term). This definition applies to courses regardless of delivery format, and thus includes in-person, online, and hybrid courses (combination of in-person and online). It also applies to internship, laboratory, performance, practicum, research, student teaching, and studio courses, among other contexts.</p>
Syllabus Changes	<p>Circumstances may occur which require adjustments to the syllabus. Changes will be made public at the earliest possible time.</p>