HMGT 6321 - Strategic Leadership of Healthcare Organizations

HMG 6321 Strategic Leadership of Healthcare Organizations (3 semester credit hours) Explores how healthcare organizations can create sustainable competitive advantage in a volatile, reimbursement driven industry. Topics include external and internal environmental analysis, strategy formulation, organizational design and control, and the impact of mergers and alliances on industry performance. Healthcare case studies are used to illustrate key concepts. Prerequisite: HMG 6320 or program director consent required. (3-0) S