Syllabus for HWM335
Worksite Health Environment

NOTE: This syllabus document contains the basic information of this course. The most current syllabus is available in the full course.

Course Description

This course examines the workplace environment's influence on daily health decisions and focuses on practical, contextual levers of behavioral change. Novel insights from the fields of behavioral economics and consumer marketing will be reviewed to help students understand the cognitive barriers to health behavior change and the environmental "nudges" that can be leveraged to overcome these barriers at work. Students will explore environmental assessment tools, active design principles, workplace policies, supportive research and real-world examples.

Prerequisite(s)

None

Course Outcomes

Upon completing this course, you will be able to do the following:
- Maximize health behavior change efforts with intentional environmental design - an oftentimes missing piece of an employer's health management strategy.
- Apply behavioral economics and consumer marketing principles to re-frame behavioral obstacles
- Assess and modify workplace environments to make healthy choices, the path of least resistance.
- Identify workplace "moments of truth" - places where employees make health decisions.
- Assess and create a healthy workplace environment.
- Leverage research, tools, and employer case studies to highlight the practical application of course insights.

Course Requirements/Components

Lectures:
A lecture in a PowerPoint format corresponds with the content focus of each week. Most PowerPoints are made up of about 15 - 30 slides. Attentively listening to lectures will aid your success in this class - recordings were designed to be 'bite-sized' typically lasting between 15 and 30 minutes. I recommend you take notes during the lectures to solidify key concepts, this will aid in your ability to contribute fully to the discussion posts. Make note of any questions you have

from the lecture and post them through the discussion board - it is likely others have that same question and I will respond via the discussion board so everyone can benefit. There is a downloadable transcript available with each lecture.

Readings/Viewings:
Reading completion is needed to successfully tackle the discussion board posts, assignments, quizzes, and the Final Project in this class. The readings for this class include:

Articles/Papers are relevant to the specific lecture topic and/or overall course objectives. Articles are meant to dig deeper into a particular topic covered in the lecture. Because the field of behavioral economics is constantly expanding with new research and insights, I will do my best to append additional "optional reading" articles to our class page as I encounter them.

Videos:
Like articles, videos are meant to dig deeper into a particular topic in the lecture. They also complement the teachings in this course by bringing a new "voice" to the e-learning experience. Short "Textbook Talk" videos were specifically designed to complement your textbook readings.

Discussions:
Discussion board posts are a critical component of the e-learning experience. For successful completion, students must participate in online discussions. It is my expectation that readings/lectures will be completed prior to posting.

Discussion board activity will generally include the following types of actions:

- Reflections (your thoughts related to the lecture and readings for a particular lesson)
- Opinions (sharing your opinion on a particular question that I'll pose)
- Activity (examples include loading health environment photos, finding a case study/research, idea sharing etc.)
- Book club question of the week (a question will be posted each week of our book club that corresponds to that week's reading)

NOTE: You will need a camera to complete some of the discussion board activities - your smartphone camera will do just fine (photos do not need to be professional quality). If you do not have access to a camera, please connect with me immediately.

Book Club:
A key part of this course is our book club. You will be expected to read certain chapters of this book and then participate in a book club community discussion which will be focused on a weekly book club question that I will post the week prior. Like the textbook, you will not be required to read the full book (but you

certainly may!) My goal is to focus on chapters that best support our course objectives.

Each one of you will have the opportunity to facilitate one week of the book club discussion board. This will be a graded activity (this is how you will earn your 10 points for book club that week). You will likely be paired with at least one other student. You will be expected to work with your facilitator partners to seed follow up posts and replies that encourage continued conversation. I will post the book club question for the week, however if you have a question you'd like to pose, email me the Sunday before it's your turn to facilitate.

Quizzes:
There are three quizzes in this class. One is for introductory purposes. A second quiz tests your foundational learning of behavioral economics. A third quiz will allow you to demonstrate your understanding of the 4P framework for behavior change. The quizzes are meant to be open book but they are graded.

Final Project:
The Final Project is worth roughly thirty percent of your final grade. It is intentionally designed to help you apply your learnings from week one through week eleven to a professional scenario in a fictional workplace setting. The final deliverable will be a PowerPoint-based strategic document that you could present to an employer client.

There are two key milestone deliverables leading up to the project. These milestones will keep you from procrastinating and will also help you submit a stellar final project. I will provide detailed feedback for each of your milestone submissions. Simply submitting the milestone will earn you the full points - please take advantage of this opportunity to gain feedback before your final submission. My expectation is that you will use the feedback to improve the milestone content before submitting your final project, which will be graded conservatively according to a defined rubric.

For detailed instructions/rubric on the final project, refer to the Final Project page in the course information section.

Grading

The following grading scale will be used to evaluate all course requirements and to determine your final grade:

Activity	Possible Points
Discussion-original post (not including book club) (7 total)	6 posts worth 10 points each 1 post worth 20 points (80 points total)
Discussion Replies (5 total)	5 points each (25 points total)
Book Club Discussions (4 total)	10 points each (40 points total)
Course Overview Quiz	10 points

Open Book Quiz	25 points
4P Framework Application Matching Quiz	20 points
Final Project Milestones (2 total)	10 points each (20 points total)
Final Project	80 points (worth approximately 26% of grade)
Total	300 points

** If you turn in assignments or participate in discussion late during the week, points will be deducted.

Grading Scale:

A   90-100%

B   80-89%

C   70-79%

D   60-69%

F   At or below 59%