

Syllabus for HWM496

Health and Wellness Capstone

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 requires the application of knowledge and skills acquired through successful completion of all HWM courses taken prior to or concurrent with this course. Using a case study, students demonstrate competence in health and wellness management by completing assignments and participating in discussion that results in the logical, sequential building of a strategic plan for a comprehensive corporate wellness program. Students demonstrate interviewing, professional networking and resume writing skills along with formally presenting their final strategic plan.

Prerequisite(s)

H WM 460 Leadership and Change Management in Health, HWM 470 Assessment and Evaluation for Wellness Managers, and HWM 480 Employee Benefits for Wellness Managers

Course Outcomes

Upon completing this course, you will be able to do the following:

- Write a needs assessment survey.
- Interpret needs assessment data.
- Provide sustainable programming recommendations to address identified needs.
- Create a one year budget.
- Develop a comprehensive marketing and communication plan.
- Evaluate the pros and cons of incentive use.
- Create a program evaluation plan.
- Describe the importance of establishing a culture of wellness across diverse constituencies at the workplace.
- Develop, organize and present all components of a comprehensive strategic plan for a workplace wellness program.
- Demonstrate effective interviewing skills.
- Develop a professional resume.

Course Requirements/Components

Discussion:

For optimal learning to occur in this course students need to participate in each

Discussion as described in the corresponding lesson. Please be prepared to submit thoughtful, insightful responses to the Discussion questions/items and reply to your classmate's posts. Participate with an open mind and challenge yourself to fully engage in the Discussion. Refer to the document *Guidelines for Discussion Assignments* for details on active participation in Discussion and grading of Discussion items.

Assignments:

Each lesson in the Home has a correlating assignment that is submitted to the assignment. The final project is a power point presentation of a comprehensive strategic plan that students will present virtually to a defined target audience. Assignment descriptions and requirements are posted in course Home for this course.

Final Presentation:

The final project is a PowerPoint presentation of a comprehensive strategic plan that students will present live (virtually) to a defined target audience. Along with the strategic plan, you must include a summary of your fieldwork experience in your PowerPoint presentation.

Grading

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

Activity	Possible Points
Discussion Postings: 8 @ 10 pts. each	80 points
Lesson 2 Assignment: Cover Letter and Resume	25 points
Lesson 2 Assignment: Mock Interview	25 points
Lesson 3 Assignment: Case Study	25 points
Lesson 4 Assignment: Needs Assessment Survey	25 points
Lesson 5 Assignment: Programming Design	35 points
Lesson 6 Assignment: Budget	25 points
Lesson 7 Assignment: Marketing Plan	25 points
Lesson 8 Assignment: Communication Strategy	25 points
Lesson 9 Assignment: Incentive Use	25 points
Lesson 10 Assignment: Making the Healthy Choice the Easy Choice	25 points
Lesson 11 Assignment: Evaluation Plan	25 points
Lesson 12 Assignment: Mock Interview	35 points
Powerpoint Presentation	100 points
Total:	500 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%