

Syllabus for HWM 705 Strategic Management for Wellness Managers

Important 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 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:

The assignments provide opportunities to apply the skills and knowledge required for successful completion of the course. Assignments must be well organized, use scholarly tone, follow APA style, be consistent with graduate-level writing/communication style, and be turned in on time. All individual assignments should be uploaded via the Dropbox. Check your grades in D2L for feedback on assignments, and refer to the Course Calendar for all due dates.

Case 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.

Project:

During the semester, you will complete a project in which you are to develop a Business Level

Strategy Plan. Throughout the semester, you will prepare two progress reports (draft submissions) and receive feedback from your peers. After you have received a grade on each of the progress reports, you can modify and rework each, and then put them together for the final submission of the complete Business Level Strategy Plan.

Exams:

You will complete three exams throughout the course. During each exam, you will be presented with several essay questions and will be required to provide a substantive response to each question. Essay exams are closed book. Refer to the course calendar to determine which chapters are covered in each exam.

Grading Policy

Exams (3 x 50 points each)	150
Assignment 1: Introduction	20
Assignment 2: Mission Statements	50
Assignment 3: Primary Data Collection	100
Progress Reports (2 x 100 points each)	200
Business Level Strategy Plan	100
Case Discussion Activities (3 x 110 points each)	330
Total	950 Points

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