

**Syllabus: Strategic Planning in Health Organizations**  
**Spring 2017**

Indiana University School of Public and Environmental Affairs, Bloomington, Indiana

**Instructor** Jean W. Scallon, MA FACHE  
CEO, Bloomington Meadows Hospital

**Office Hours** By Appointment at any time that is convenient for the student.  
H401, Strategic Planning in Health Org., TR, 545-700 WH 004 (Woodburn Hall)

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**COURSE OBJECTIVES**

- To develop an understanding of the essential strategic tasks of leading and managing health care organizations.
- To understand the importance of strategic thinking, strategic planning and managing strategic momentum.
- To develop a thorough understanding of analytic strategic management processes and through case analysis gain experience in developing intuition, perspective, and insight.

**REQUIRED READINGS**

**Text**: Healthcare Strategic Planning; Zuckerman, Alan M.; Third Edition; Health Administration Press

Additional readings will be assigned and posted on Canvas.

**COURSE REQUIREMENTS AND BASIS FOR FINAL GRADE**

- **Attendance & Participation**  
Attendance and participation at class is essential. Attendance tracking for credit will begin during the second week of the semester on. A total of three absences, for any reason, will be permitted without deducting attendance points. **It is your responsibility to sign the attendance sheet each class session.** The instructor does not evaluate if an absence is considered excusable or not. Points are awarded simply based on the percentage of classes attended.
- **Quizzes and Assignments**  
Quizzes will be given on the assigned reading material to assure students' readiness to apply content in the classroom, team based learning environment. .
- **Capstone Case Analysis and Peer Evaluation**  
A final case analysis will be assigned to your group. The group will submit one final written analysis and present the final report to the instructor. All group members will receive the same grade. Any variance in member contribution should be reflected in the peer evaluations.

**Basis for Final Grade**

1000 points total

Attendance and Participation	380
(every class missed after 3 will be a 20 point deduction)	
Quizzes and Assignments	270
Case and Peer Evaluation	350

**Letter Grade Minimum Percent**

A+	97
A	93
A-	90
B+	87
B	83
B-	80
C+	77
C	73
C-	70
D+	67
D	63
D-	60
F	0

**GENERAL EXPECTATIONS:**

1. Attendance and participation at class is essential. Experience shows that students who do not attend class regularly tend to do poorly. Handouts will be available only on the day originally provided and may not be available on Canvas.
2. Anyone attending class is expected to conduct him or herself appropriately. Academic and personal misconduct by students in this class are defined and dealt with according to the procedures in the Code of Students Ethics. You are responsible for being familiar with this code and all other relevant SPEA and University policies.
3. Please make sure you are familiar with the emergency planning <https://protect.iu.edu/emergency-planning/procedures/index.html>
4. In addition to attending class there is an expectation that you will spend several hours a week reading and doing assignments.
5. **Turn off cell phones and electronic devices pagers while in class** unless other wise instructed.
6. If you have a learning disability it is your responsibility to inform the instructor at the beginning of the course. Official supporting documents are required.
7. Along with information given in class, Canvas will be an important source of information for the course, including any class cancellation notices and exam date changes.
8. If you have questions about your grade you must inquire in person or in writing.
9. There will be extra credit if you so choose to participate in outside healthcare related events/activities. Those will be posted on Canvas or handed out in class.