

EAST CAROLINA UNIVERSITY
UNC-GA Mission Review
Academic Program Development Form

COLLEGE/SCHOOL: SCHOOL OF BUSINESS

API DISCIPLINE SPECIALTY TITLE: BUS & MGT/HEALTH ADMIN

API DISCIPLINE SPECIALTY NUMBER: 0501/1288

LEVEL: Bachelor: _____ Master X 1st Professional _____ Doctoral _____

PROPOSED YEAR OF: Establishment 1993 Deletion _____ Redesign _____

Description of Program and Relationship to Institutional Mission and Unit Vision:

The School of Business proposes to work in conjunction with Pitt County Memorial Hospital and the School of Medicine to develop an MBA track in Health Care Administration. The present MBA program contains from 9 to 18 semester hours of electives. Our proposal would be that the student who chose this track would take courses focused specifically on health care administration instead of electives. These courses might be offered by the School of Business or cooperatively with other units on campus. It should be noted here that no conversations have been had with the School of Medicine or Pitt Memorial Hospital at this point. Detailed program development will occur in cooperation with these entities.

The university is committed to the provision of "specialized and multidisciplinary knowledge" which serves the "mid-Atlantic region". It is also committed to "solve human problems". The School of Business recognizes these missions and the progress the University has made in meeting its goals through the Medical School and the Schools of Allied Health and Nursing. However, we believe these goals can be further enhanced by recognizing that medical facilities need to be effectively managed so that the most can be made of the resources in place.

This program pursues the School of Business vision to provide an environment for the "acquisition of applied. . . knowledge relevant to the operation of profit and nonprofit organizations."

Rationale for Program Addition/Deletion/Redesign

For the past twenty years or more, the costs of health care have been rising substantially in excess of the rate of inflation. In addition, health care providers face pressure to deliver more services and deliver them more efficiently. As a result of these pressures, more and more health care providers have been turning to business school graduates to help manage these facilities. In addition, the graying of America will result in not only more health-care providers, but different types of health care providers. The

growth of nursing homes, respite care centers, and retirement homes for the elderly is all but assured for the next fifty years.

Given this scenario, opportunities will exist not only for entrepreneurs to establish new facilities, but also for those who prefer to work within large and small organizations. Any business that caters to the elderly is likely to have a health-care component. Consequently, we believe that the market for managers of health care facilities will grow in the future. Moreover, the growth of the "retirement industry" in Eastern North Carolina foreshadows the increasing need for facilities which cater to the elderly.

In summary, we believe that the demography of the next fifty years, coupled with the observed preferences for many individuals to retire in Eastern North Carolina and in the southeast generally, will result in a need for professional managers of health related facilities in excess of the national need. We believe that this program is a natural outgrowth of our position in medical and business education and will serve East Carolina University well in the future.

ENROLLMENT PROJECTIONS:

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Black			1	1						
White			8	8						
Other			1	1						
Total			10	10						

Percent non-resident: 15

ADDITIONAL FACULTY AND STAFF REQUIREMENTS:

	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000
Faculty			1							
Staff			0							
Total			1							

BUDGETARY IMPLICATIONS:

(A: Annual continuation dollars; B: One-time dollars)

YEAR: 1992

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel								
Operating								
Library					7,500	15,000	7,500	15,000
Computing								
Other								
Total					7,500	15,000	7,500	15,000

Revised 9/20/90

BUDGETARY IMPLICATIONS:

YEAR: 1993

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel					55,000		55,000	
Operating					6,500		6,500	
Library								
Computing						5,000		5,000
Other								
Total					61,500	5,000	61,500	5,000

YEAR: 1994

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel								
Operating								
Library								
Computing					1,000		1,000	
Other								
Total					1,000		1,000	

YEAR:

Category	Reallocation of Unit Resources		Self-supporting funds (grants and contracts)		Additional Allocations		Total	
	A	B	A	B	A	B	A	B
Personnel								
Operating								
Library								
Computing								
Other								
Total								