



BAPTIST HEALTH SYSTEM
SCHOOL OF
HEALTH PROFESSIONS
When Caring is Your Calling

Bachelor of Science in Healthcare Management Program

Leadership connections for your future!



Semester 2:

HM 4310 Healthcare Marketing (3 credit hours)

Required Textbook: Hillestad, S. & Berkowitz, Eric N. (2013). *Healthcare Market Strategy-From Planning to Action* (4th ed.). Burlington, MA: Jones & Bartlett. ISBN: 978-0-7637-8928-2

HM 4320 Community Health & Cultural Diversity (3 credit hours)

Required Textbook: Spector, R. E. (2013). *Cultural diversity in health and illness* (8th ed.). Boston, MA: Pearson. ISBN: 978-0-13-284006-4

HM 4330 Accounting Fundamentals for Healthcare Managers (3 credit hours)

Required Textbook: Young, David W. (2014). *Management accounting in healthcare organizations* (3rd ed.). San Francisco, CA: Jossey-Bass. ISBN: 978-1-118-65362-3

HM 4340 Information Systems in Healthcare (3 credit hours)

Required Textbook: Mastrain, Kathleen Garver & McGonigle, Dee. (2016). *Informatics for health professionals*. Burlington, MA: Jones & Bartlett. ISBN: 978-1-284-10263-5

HM 4150 Systems Case Study: (1 credit hour)

No Textbook Required