COURSE NUMBER: MARK 5375.701

COURSE TITLE: Special Topics in Health

INSTRUCTOR: Dr. Barbara Ross Wooldridge

REQUIRED TEXT: If Disney Ran Your Hospital- 9 ½ Things You Would Do Differently
(2004) by Fred Lee, Second River Healthcare Press,
ISBN: 978-0-9743860-1-0 (soft cover) or
ISBN: 978-0-9743860-0-3 (hard cover) or
ISBN: 978-1-9364060-6-7 (e-book)

COURSE
DESCRIPTION: An exploration of current health management topics that are not covered in other courses. May be repeated twice for credit when the topics vary.

PREREQUISITE: none

COURSE OBJECTIVES:
1. KNOWLEDGE OBJECTIVES OF THIS COURSE INCLUDE:
   By the end of this course, the student should understand and apply knowledge with regard to:
       1. increasing patient satisfaction and loyalty

CLASS MEETING: Asynchronous online class format, assignments and exams will have defined due dates and time frames.

TEACHING METHOD: Video, course materials, projects, assignments, and discussion board

OFFICE HOURS: emails will be answer within 24 hours Monday – Thursday. Emails received before 12:00 pm on Friday will be answered before 5:00 pm Friday. Emails received after 12:00 pm Friday will be answered the following Monday. **Be sure to put MARK 5375 in the subject line.**

OFFICE & TELEPHONE NUMBER: Soules College COB 350.023, 903.566.7246,
brosswoo@uttyler.edu

E-MAIL COMMUNICATION: To protect the privacy of students the university requires that all e-mail communication with students be conducted through the University Patriot e-mail system. It is the responsibility of the student to regularly check their Patriot e-mail address.

Acceptance of Late Work:
Assignments are due *prior* to the hour (ex. due by 11:59 p.m. Central Standard Time) on the date specified. Therefore, work will be considered late if it is received at any point after 11:59 p.m. Central. **No late work is accepted.**

EVALUATION:

Assignment	Value	Penalty if not completed
Week 1 Discussion Board	50	-50
Week 2 Discussion Board	50	-50
Week 3 Discussion Board	50	-50
Week 5 Discussion Board	50	-50
Individual Project	100	-100
Group Project	200	-200
Quizzes 1-10	500 (10x50)	-50 for each not completed
Getting Started Quiz	Bonus 10 points	-50 if not completed
Evaluations	0	-25 if not completed
TOTAL POINTS	1000	

IMPORTANT – no late assignments are accepted in this class. No extra credit work is given. Work that is not completed on time or is not complete will receive a negative penalty. A team member evaluation will be used in calculating an individual's group project grade. Each person must evaluate all members in their group including themselves. <u>YOU MUST HAVE AN 80% AVERAGE ON ALL INDIVIDUAL WORK TO RECEIVE A B OR BETTER IN THIS CLASS.</u>

Final Letter Grades
Final letter grades will be assigned as follows – no grades will be rounded up. You must have an 80% average on individual work to be eligible for a B or above in this course.

Final LETTER grades will then be assigned as follows:

FINAL POINTS	GRADE
1000 to 900	A
899.9 to 800	B
799.9 to 700	C
699.9 to 600	D
599.9 and below	F

grades will not be rounded up

COURSE SCHEDULE:

This syllabus provides a general plan/schedule for this course. Based on the discretion of the instructor, deviations from the course schedule may be necessary. You will be notified of all changes via an announcement on CANVAS. **Please note except for week 1 and week 7, the class week begins Sunday at 12:00 a.m. Central time and ends Saturday at 11:50 p.m. Central time.**

Date/Week	Topics	Assignments
Week 1 May 11 to 16 Monday to Saturday	Getting Started	• Introduction • Discussion Board 1 • Do the Getting Started Section and complete the Getting Started/Syllabus Quiz • Buy the book-you will need the book starting May 17th.
Week 2 May 17 to 23 Sunday to Saturday	Why Disney? (video) Mini Lectures on Expectations	• Chapters Introduction and 1 • Article 1- What We Can Learn From… • Discussion Board 2 • Quiz: Chapter 1 • Sign up for Individual Topic and Group. Start work individual topic
Week 3 May 24-30 Sunday to Saturday	HCAHPS survey (video) Mini Lectures Listening Lecture on Perceptions	• Chapters 2 and 3 • Article 2-Double Down • Discussion Board 3 • Quizzes Chapters 2 and 3
Week 4 May 31 -June 6 Sunday to Saturday	Instructor will form teams this week for Group Project Lecture on Team Work	• Chapters 4 and 5 • Individual Assignment Due • Article 3-Health Care's Service Fanatics • Quizzes Chapters 4 and 5
Week 5 June 7 to 13 Sunday to Saturday	Lecture on Scripts	• Chapters 6, 7, and 8 • Articles 4 Creating a Culture of Performance • Discussion Board 4 • Quizzes Chapters 6, 7, and 8
Week 6 June 14-20 Sun day to Saturday	Lecture on the Role of Employees	• Chapters 9, 10, and Conclusion • Quizzes Chapters 9 and 10

Week 7 June 21 -22 Sunday to Monday	No Topic – Team Time	• Group Project due on Monday June 22 at 12 pm (noon) central time

ACADEMIC DISHONESTY STATEMENT
The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one's own work of material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

University regulations require the instructor to report all suspected cases of academic dishonesty to the Dean of Students for disciplinary action. In the event disciplinary measures are imposed on the student, it becomes part of the students' official school records. Also, please note that the handbook obligates you to report all observed cases of academic dishonesty to the instructor.

UNIVERSITY POLICIES

The link below takes you to the university policies on Students Rights and Responsibilities', Grade Replacement/Forgiveness and Census Date Policies, State-Mandated Course Drop Policy, Disability Services, and the Social Security and FERPA Statement.

http://www.uttyler.edu/academicaffairs/files/syllabuspolicy.pdf

TECHNICAL INFORMATION

This is an online class you are expected to have a stable internet connection. Not having a good connection is not an accepted excuse for late or incomplete work.

Technical Support

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttyler.edu or call 903-565-5555, or on the left-hand menu bar is a question mark (with the word Help underneath it). If you click the question mark you will be able to directly access Canvas Support via live chat or phone.

TECHNICAL INFORMATION

1. It is recommended that you use the internet browsers **Google Chrome** or **Mozilla Firefox** when using Canvas. If you do not have one of those browsers, you may want to download one or both to your computer.

2. If you already have one of the recommended internet browsers on your computer, you may need to update plug-ins that are needed to use all features of Canvas. These plug-ins include:

   o **Adobe Reader**
   o **Adobe Flash Player**
   o **Java**

3. Please review the **UT Tyler Student Resource for Blended and Online Courses**.

Please Note: The videos for this course are hosted in YouTube. To view at the highest quality, please adjust each video to HD quality. You can also turn on Closed Captioning and/or view the transcript.

Quick Canvas Tips

- Use the **Previous** and **Next** buttons at the bottom of the page to move through pages of the Modules.

- Some links may be followed by a **"Preview the Document"** icon which, when selected, will open the in-line preview to allow you to view the document on the page without downloading. If you click the text link, the document will download to your computer or device.

- Links that will open an external website or page will show the **"Links to an External Site"** icon following the link.

Netiquette Guide

"Netiquette" is network etiquette, the do's and don'ts of online communication. Netiquette covers both common courtesy online and informal "rules of the road" of cyberspace. Review and familiarize yourself with the guidelines provided.
http://www.learnthenet.com/learn-about/netiquette/index.php

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