



**EXECUTIVE VICE PRESIDENT AND PROVOST**  
THE UNIVERSITY OF TEXAS AT AUSTIN

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December 9, 2015

Dr. Steven Leslie  
Executive Vice Chancellor for Academic Affairs  
The University of Texas System  
OHH 304 (P4300)

Dear Dr. Leslie:

Enclosed for your approval is the proposal to add a transcript-recognized Business of Healthcare Certificate in the McCombs School of Business chapter of the *Undergraduate Catalog 2016-2018* (D 13387-13392). The proposal was classified as being of *general* interest to more than one college or school and was approved by the Faculty Council on November 2, 2015. The proposal has been reviewed by public institutions within 50 miles of The University of Texas at Austin, with no objections. The authority to grant final approval on this change resides with UT System.

Sincerely,

A handwritten signature in blue ink, appearing to read "Judith H. Langlois".

Judith H. Langlois  
Executive Vice President and Provost, *ad interim*

JHL: lac

Enclosure

cc: Gregory L. Fenves, President of the University

ec: Hillary Hart, Secretary, Office of the General Faculty  
Carol Longoria, Assistant Deputy to the President  
David E. Platt, Associate Dean, McCombs School of Business  
Leah Miller, Director of Academic Services, McCombs School of Business  
Brenda Schumann, Associate Registrar  
Linda Dickens, Sr. Director, Institutional Accreditation and Effectiveness  
Cynthia Cruz, Administrative Manager, Provost's Office  
IRRIS Team  
Suzanne Revisore, Assistant to the EVCAA, UT System  
Debbie Roberts, Executive Assistant, Office of the General Faculty  
Victoria Cervantes, Sr. Administrative Associate, Office of the General Faculty



OFFICE OF THE FACULTY COUNCIL

THE UNIVERSITY OF TEXAS AT AUSTIN

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P. O. BOX 7816 • Austin, TX 78713-7816  
(512) 471-5934 • Fax: (512) 471-5984 • <http://www.utexas.edu/faculty/council>

November 3, 2015

Judith H. Langlois  
Interim Executive Vice President and Provost  
The University of Texas at Austin  
MAI 201  
Campus Mail Code: G1000

Dear Dr. Langlois:

Enclosed for your consideration and action is a proposal to add a transcript-recognized Business Healthcare Certificate (D 13387-13392) in the McCombs School of Business chapter in the *Undergraduate Catalog, 2016-2018*. The proposal was classified as being of *general* interest to more than one college or school and was approved by the Faculty Council on a no-protest basis on November 2, 2015. The authority to grant final approval on this legislation resides with UT System with formal notification to the Texas Higher Education Coordinating Board.

Please let me know if you have questions or if I can provide other information concerning these items.

Sincerely,

Hillary Hart, Secretary  
General Faculty and Faculty Council

HH:dlr

Enclosure

xc: Gregory L. Fenves, president  
Janet Dukerich, senior vice provost

ec (letter only): Carol Longoria, deputy to the president  
David E. Platt, associate dean, McCombs School of Business  
Leah Miller, director of academic services, McCombs School of Business  
Deana Sutliff, manager of reporting and analysis, IRRIS  
Allen Walser, manager of reporting and analysis, IRRIS  
Brenda Schumann, associate registrar  
Lydia Cornell, program coordinator, provost's office  
Michelle George, administrative manager for faculty affairs, provost's office

## DOCUMENTS OF THE GENERAL FACULTY

**PROPOSAL TO ADD A TRANSCRIPT-RECOGNIZED BUSINESS OF HEALTHCARE  
CERTIFICATE IN THE MCCOMBS SCHOOL OF BUSINESS CHAPTER IN *THE  
UNDERGRADUATE CATALOG, 2016-2018***

Dean Thomas W. Gilligan, in the Red McCombs School of Business has filed with the secretary of the Faculty Council the following changes to the *Undergraduate Catalog, 2016-2018*. On April 22, 2015, the Undergraduate Program Committee approved the proposal, and the faculty representatives from all of the school's departments and programs approved it on October 8, 2015. The secretary has classified this proposal as legislation of *general* interest to more than one college or school.

The Committee on Undergraduate Degree Program Review recommended approval of the changes on October 8, 2015, and forwarded them to the Office of the General Faculty. The Faculty Council has the authority to approve this legislation on behalf of the General Faculty. The authority to grant final approval on this legislation resides with UT System.

If no objection is filed with the Office of the General Faculty by the date specified below, the legislation will be held to have been approved by the Faculty Council. If an objection is filed within the prescribed period, the legislation will be presented to the Faculty Council at its next meeting. The objection, with reasons, must be signed by a member of the Faculty Council.

To be counted, a protest must be received in the Office of the General Faculty by November 2, 2015.



Hillary Hart, Secretary  
General Faculty and Faculty Council

**PROPOSAL TO ADD A TRANSCRIPT-RECOGNIZED BUSINESS OF HEALTHCARE  
CERTIFICATE IN THE MCCOMBS SCHOOL OF BUSINESS CHAPTER IN THE  
UNDERGRADUATE CATALOG, 2016-2018**

1. **Type of Proposal**     New Certificate Program (requiring THECB notification only)  
 Change an Existing Certificate Program  
 Delete a Program

**Proposed classification**     Exclusive     General     Major

2. **THIS PROPOSAL INVOLVES (Please check all that apply)**

- |  |  |  |
|--|--|--|
| <input checked="" type="checkbox"/> Courses in other colleges                    | <input checked="" type="checkbox"/> Courses in proposer's college that are frequently taken by students in other colleges                      | <input checked="" type="checkbox"/> Flags  |
| <input type="checkbox"/> Course in the core curriculum                           | <input type="checkbox"/> Change in course sequencing for an existing program   | <input checked="" type="checkbox"/> Courses that have to be added to the inventory |
| <input type="checkbox"/> Change in admission requirements (external or internal) | <input type="checkbox"/> Requirements not explicit in the catalog language (e.g., lists of acceptable courses maintained by department office) |  |

3. **SCOPE OF PROPOSED CHANGE**

- a. Does this proposal impact other colleges/schools?    Yes  No   
If yes, then how?    Four of the courses are from other colleges/schools; students from other colleges and schools are expected to be interested in pursuing this certificate.
- b. Do you anticipate a net change in the number of students in your college?    Yes  No   
If yes, how many more (or fewer) students do you expect?
- c. Do you anticipate a net increase (or decrease) in the number of students from outside of your college taking classes in your college?    Yes  No   
If yes, please indicate the number of students and/or class seats involved.  
Fifty-five per year in each of LEB 334M, MAN 334M and OM 334M; these are new classes specifically created for the certificate.
- d. Do you anticipate a net increase (or decrease) in the number of students from your college taking courses in other colleges?    Yes  No   
If yes, please indicate the number of students and/or class seats involved.  
Up to Fifty-five per year total in N 309, SOC 308S, H S 301, or PBH 317. It wouldn't be an increase of the full Fifty-five expected participants, since Nursing and Public Health majors will already be taking the class for their degree. Up to Fifty-five per year in ECO 330T.1 or HED 373.

**If 3 a, b, c, or d was answered with yes, please answer the following questions. If the proposal has potential budgetary impacts for another college/school, such as requiring new sections or a non-negligible increase in the number of seats offered, at least one contact must be at the college-level.**

How many students do you expect to be impacted? Twenty to fifty-five per year, depending on the class & certificate participants

Impacted schools must be contacted and their response(s) included:

Person communicated with: Linda Carpenter, assistant dean for undergraduate programs, School of Nursing

Date of communication: June 3, 2015

Response: No problems; would like to know how will this be communicated to advising staff.

Also Gayle Timmerman from nursing: I conferred with the dean. We can accommodate these students and would be happy to be a part of their certificate program. It will be a wonderful opportunity for all involved.

Person communicated with: Richard Flores, Richard Flores, senior associate dean for academic affairs and professor, College of Liberal Arts

Date of communication: October 8, 2015  
 Response: Seats in H S 301 approved.

Person communicated with: Thomas Fawcett, senior academic advisor, College of Liberal Arts

Date of communication: May 8, 2015

Response: You can coordinate directly with me on the specifics of reserving seats for H S 301. We can set aside seats for your students starting next spring. I'm happy to hear that the business courses will be open to students of all majors. I'll coordinate with H&S director Alex Weinreb and look into the possibility of adding those to our approved list of courses for the major. We can begin the process of getting the courses approved by the college. I look forward to working with you on this.

Person communicated with: David Vanden Bout, associate dean for undergraduate education, College of Natural Sciences

Date of communication: October 8, 2015

Response: Including PBH 317 into the Business of Healthcare Certificate should not be a problem.

Person communicated with: Leanne Field, program director/distinguished senior lecturer, Biology Instructional Office, College of Natural Sciences

Date of communication: May 22, 2016

Response: It is approved for certificate participants to take PBH 317; non-PBH majors should take the non-majors section. Proposal looks good. There was some back and forth to fine-tune language.

Person communicated with: Jason Abrevaya, Chair, Department of Economics, College of Liberal Arts

Date of communication: September 28, 2015

Response: I'm supportive of including ECO 330T (Economics of Health) in this certificate program. And, I do think that we will have students interested in the certificate. It looks like a valuable addition. ECO 350K (Health Economics) should also be an option accepted with ECO 330T.

Person communicated with: Helen Schneider, lecturer, Department of Economics, College of Liberal Arts

Date of communication: April 17, 2015

Response: (re: ECO 330T) This class is open to all majors who took Intro to microeconomics. I used to have students from nursing school, health professions and pharmacy school in the past. I will be happy to have business healthcare students in the class.

Person communicated with: Richard Hogeda, assistant dean for student affairs, College of Education

Date of communication: October 8, 2015

Response: Use of HED 373 approved.

Person communicated with: Mary A. Steinhardt, professor, Department of Kinesiology and Health Education, College of Education

Date of communication: April 20, 2015

Response: Thanks for your email and for the opportunity. I would be happy for my class (HED 373) to be added.

4. **Official Certificate Name:** Undergraduate Certificate: The Business of Healthcare
5. **Proposed Implementation Date:** Fall 2016
6. **CIP Code (administrative unit awarding the certificate):** 52.0101 Business/Commerce, General

**7. Statement of Objective:**

The Business of Healthcare Certificate is meant to give an overview of the business aspects of healthcare, and to equip students with an understanding of the concepts, issues and relationships of the complex and unique healthcare system.

The certificate is designed for two groups of students: business majors and non-business majors. Business majors from the McCombs School will be students who plan to pursue an entry-level job in Supply Chain, Marketing, MIS, or other business function in healthcare industry companies in the areas of pharmaceuticals, medical devices, and healthcare informatics. Non-business majors from other schools, will be students in a healthcare-related major, including pre-med, pharmacy, nursing, public health and so on, that want to understand the business aspects of the industry that they will enter upon graduation.

**8. Number of Students Expected to Receive the Certificate Each Semester: Fifty-five****9. Number of Hours Required for Completion:<sup>1</sup> Eighteen (18) hours.****10. List Faculty on the Certificate Program Faculty Committee.**

Name of Faculty Member	College/Department	Title at UT Austin	Highest Degree and Awarding Institution
Edward Anderson (chair)*	Business / Information, Risk & Operations Management	Professor	Ph.D., Massachusetts Institute of Technology
David Platt	Business / Accounting	Associate Dean, Senior Lecturer	Ph.D., Cornell University
Linda Yoder*	School of Nursing	Associate Professor	Ph.D., University of Pennsylvania
Kristie Loescher	Business / Management	Senior Lecturer	Ph.D., Nova Southeastern University
Michael Mackert*	Communications / Advertising & Public Relations	Associate Professor	Ph.D., Michigan State University
Todd Olmstead*	LBJ School of Public Affairs	Associate Professor	Ph.D., Harvard University
Douglas Morrice*	Business / Information, Risk & Operations Management	Professor	Ph.D., Cornell University

**11. Academic Course Requirements:** Use this table to identify the courses that qualify for this certificate program.

Course Abbreviation and Number	Course Title	SCH
N 309 or SOC 308S or H S 301 or PBH 317	<i>Global Health</i> or <i>Introduction to Health and Society</i> or <i>Introduction to Health and Society</i> or <i>Introduction to Public Health</i>	3
ACC 310F	<i>Foundations of Accounting</i> (for non-business students participating in the certificate)	3

or #ACC 311	or <i>Fundamentals of Financial Accounting</i> (#prerequisite: Twenty-four semester hours of college credit.) (for business students participating in the certificate)	
or #ACC 311H	or <i>Fundamentals of Financial Accounting – Honors</i> (#prerequisite: Twenty-four semester hours of college credit, Management Information Systems 301 or its equivalent, and credit or registration for Business Administration 324 or 324H.) (for business honors students participating in the certificate)	
*#O M 334M	<i>Healthcare Operations Management</i> (#prerequisite: ACC 310F for non-business majors; ACC 311 or 311H for business majors; and credit or registration for one of the following: ECO 329, EDP 371, M 316, 358K, STA 309, 309H, SDS 302, 304, 306, 328M)	3
*#LEB 334M	<i>Healthcare Law and Policy</i> (#prerequisite: Upper-division standing)	3
*#MAN 334M	<i>Healthcare System Management</i> (#prerequisite: ACC 310F for non-business majors; ACC 311 or 311H for business majors.)	3
#ECO 330T.1 or #ECO 350K.9 or #HED 373	<i>Economics of Health</i> (#prerequisite: Economics 304K with a grade of at least C-.) or <i>Health Economics</i> (#prerequisite: Economics 420K with a grade of at least C-.) or <i>Evaluation and Research Design</i> (#prerequisite: Upper-division standing.)	3

**12. Other Certificate Requirements:** Students must satisfy the courses used to fulfill certificate requirements on the letter-grade basis, and maintain a grade point average of at least 2.00 in these courses.

**13. Give a Detailed Rationale for Change(s):** Healthcare in the U.S. accounts for 17% of the nation's gross domestic product (more than manufacturing). It is also one of the fastest growing sources of employment; over twelve million Americans work in the industry. The Business Healthcare Certificate provides a student interested in a clinical, academic, or business career in this industry an overview and opportunity to understand the complexities of the US healthcare system as well as the goals and barriers for reform.

**14. College/School Approval Process:**

Approver: Undergraduate Program Committee  
Title: Faculty representatives from each McCombs Department, and student representatives

Date: April 22, 2015

Approver: Faculty of the McCombs School of Business  
Title: Faculty for all McCombs Departments and Programs

Date: May 27, 2015

**PROPOSED NEW CATALOG TEXT:**

*Will go in the Undergraduate Catalog Red McCombs School of Business > Degrees and Programs immediately after Business & Public Policy Certificate*

Business of Healthcare Certificate

Healthcare in the U.S. accounts for 17% of the nation's gross domestic product (more than manufacturing). It is also one of the fastest growing sources of employment; over twelve million Americans work in the industry. The Business Healthcare Certificate provides a student interested in a clinical, academic, or business career in this industry an overview and opportunity to understand the complexities of the US healthcare system as well as the goals and barriers for reform.

The Business of Healthcare Certificate is designed for two groups of students: business majors and non-business majors. Business majors from the McCombs school will be students who plan to pursue an entry-level job in supply chain, marketing, management information systems, or other business function in healthcare industry companies in the areas of pharmaceuticals, medical devices, and healthcare informatics. Non-business majors from other schools, will be students in a healthcare-related major, including pre-med, pharmacy, nursing, public health and so on, that want to understand the business aspects of the industry that they will enter upon graduation.

Admission to the program is based on students' overall academic record, including but not limited to hours and rigor of courses taken in residence, demonstrated interest, and UT grade point average. To gain admission the following semester, students must apply by March 1 for fall and by October 1 for spring.

At least half of the required certificate coursework must be completed in residence at The University of Texas at Austin. Students must contact the certificate office to request the certificate the semester they will complete the program; by November 1 for fall, by April 1 for spring, or by August 1 for summer. Students have up to one year after graduation to complete the certificate program for transcript purposes. A maximum of nine hours of certificate coursework may be taken after the student has earned the undergraduate degree.

The certificate requirements are:

**Required courses:**

1. Nursing 309 *Global Health*, or Sociology 308S *Introduction to Health and Society*, or Health and Society 301 *Introduction to Health and Society*, or Public Health 317 *Introduction to Public Health (non-public healthcare majors section)*
2. Accounting 310F *Foundations of Accounting (for non-business students)*; or Accounting 311 *Fundamentals of Financial Accounting*, or 311H *Fundamentals of Financial Accounting- Honors (for business students)*
3. Operations Management 334M *Healthcare Operations Management*
  1. Special note: this class satisfies the O M 335 degree requirement for business students
  2. Special note: Business Honors Program students must take O M 335H, which will satisfy the O M 334M requirement for this Certificate.
4. Legal Environment of Business 334M *Healthcare Law and Policy*
5. Management 334M *Healthcare System Management*
6. Economics 330T.1 *Economics of Health*, or 350K.9 *Health Economics*, or Health Education 373 *Evaluation and Research Design*

Other courses may be considered for substitution, as approved by the Business of Healthcare Certificate Committee.

**Other Certificate Requirements:**

The student must satisfy the courses used to fulfill certificate requirements on the letter-grade basis. He or she must earn a combined grade point average of at least 2.00 in these courses.

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<sup>1</sup> See footnote 1b above: 18-24 hours are required.