



Health Policy and Management Certificate

These are the required courses for the Certificate

Health Policy and Management Certificate *9 required hours*

Required 6 hours

MANA 72410 - Health Care in the U.S. (1.5 hours) Spring 8W1

BUSI 72460 - Healthcare Markets (1.5 hours) Summer 6W1

INSC 72470 - Healthcare Improvement Science (1.5 hours) Fall 8W1

MANA 72480 - Challenges in Healthcare Leadership (1.5 hours) Spring 8W1 (second year)

Optional 3 hours if student chooses not to take MANA 72423

*MANA 72423 - U.S. Health Policy (3 hours) *one-week domestic travel intensive (Intersession)*

OR

MARK 70710 - Design Thinking (1.5 hours)

MANA 70970 - Healthcare Finance (1.5 hours)

INSC 60050 - Business Analytics (1.5 hours)

MARK 70200 - Customer Relationship Marketing (1.5 hours)

MARK 70210 - Analytics for Innovation (1.5 hours)

MARK 70390 - Digital Marketing Analytics (1.5 hours)

MARK 70770 - Marketing Research (1.5 hours)

***Note that MANA 72423 may, by student choice, be replaced with two other courses from among the approved Neeley Graduate courses offered for this program.**