

Master of Science in Health & Wellness Management

The Master of Science degree in Health and Wellness Management program will equip students with the competencies required to successfully promote and advance the health and well-being of defined groups of people, to effectively lead wellness programs and to conduct research in the discipline. The degree is designed to prepare professionals to assume senior leadership positions in the wellness management field and is unique from other programs in that it has an increased emphasis on management and leadership competency development and focuses on all dimensions of personal and organizational wellness. Over the past 30 years, wellness has developed into a primary business strategy as these programs, when managed effectively, have documented successes in addressing key business issues such as health care cost containment, productivity, absenteeism, and risk management. The program features a multidisciplinary curriculum that draws on psychology, health, nursing/healthcare, communication and management sciences.

Admission Requirements

Each applicant's prior academic work and experience will be evaluated prior to admission. Applicants are expected to have college-level writing, oral communication and computer skills. Students who show exceptional promise but lack the minimal prerequisites may be admitted provisionally. Applicants are not required to take the GRE for admission.

The application process requires completion of a UW-Green Bay Graduate Application form; resume; personal statement describing the applicant's interest in the degree (see below); names and contact information of two references (see below); and official transcripts (undergraduate and graduate).

Prerequisites

Minimum admission requirements are:

- A baccalaureate degree from an accredited institution.
- A minimum of a 3.0 grade point average (GPA).
- Prerequisite coursework in:
 - Personal Health or equivalent
 - Anatomy & Physiology or Human Biology or equivalent
 - Intro to Psychology or equivalent
 - Elementary Statistics or equivalent
- Two (2) letters of recommendation (can be professional or academic)
- Resume
- Up to 1,000 word statement of personal intent describing decision to pursue this degree and what you believe you will bring to the health and wellness management field.
- No required aptitude tests (GRE, GMAT, e.g.)

Code	Title	Credits
HWM 700	Contemporary Health and Wellness Perspectives	3
HWM 705	Strategic Management for Wellness Managers	3
HWM 710	Research Methods for Wellness Programs	3
HWM 715	Persuasion Skills for Wellness Managers	3
HWM 720	Exercise and Nutrition in Health and Disease	3
HWM 730	Biopsychosocial Aspects of Health	3
HWM 740	Health Systems and Policy for Wellness Managers	3
HWM 750	Planning and Evaluation for Wellness Managers	3
HWM 760	Wellness Law	3
HWM 770	Behavior and Development in Organizations	3
HWM 780	Best Practices and Emerging Issues in Wellness	3
HWM 790	Health and Wellness Management Capstone Course	3
Total Credits		36

Dr. Christine Vandenhouten PhD, RN, APHN-BC, CPH, Associate Professor and Academic Director of the Master of Science in Health and Wellness Management program. BSN (1986) Marian University, Fond du Lac, WI; MSN (1991) University of Wisconsin- Oshkosh; Ph.D. (2008) Marquette University, Milwaukee, WI.

Fields of interest: Health Policy, Healthcare Finance, Program Assessment and Evaluation, Emotional intelligence/leadership styles, Community/public health, global health, Interprofessional healthcare, Leadership on Boards of Directors.

Dr. T. Heather Herdman PhD, RN, Associate Professor, Nursing. B.S.N. (1988), University of South Carolina, Columbia; M.S.N. (1991), and Ph.D. (1995), Boston College

Fields of interest: clinical reasoning, nursing diagnosis, patient safety and outcomes, leadership, integrative health care, cultural competence

Courses

HWM 700. Contemporary Health and Wellness Perspectives. 3 Credits.

In this course, students will examine health and wellness concepts and probe foundational thinking associated with the contemporary health and wellness field. Expectations and development of the wellness professional will be explored.

Fall and Spring.

HWM 705. Strategic Management for Wellness Managers. 3 Credits.

This course introduces students to management concepts to create strategic direction and the role of leadership in setting strategy capable of meeting competitive challenges within the wellness industry. Topics include key management theories; role of stakeholders; issue identification; program evaluation; and business plan development.

Fall and Spring.

HWM 710. Research Methods for Wellness Programs. 3 Credits.

This course covers research methods and designs relevant to wellness program managers. Students will be introduced to various research designs including experimental and nonexperimental, as well as qualitative and quantitative methods. The course will focus on providing a practical understanding of several statistical tools used in wellness-related research.

Fall and Spring.

HWM 715. Persuasion Skills for Wellness Managers. 3 Credits.

In this course, students will develop communication and persuasion skills, which are essential for wellness managers. Utilizing a variety of media and techniques, students will hone their communication skills. Students will apply key marketing concepts to mount effective marketing campaigns for their organization.

Fall and Spring.

HWM 720. Exercise and Nutrition in Health and Disease. 3 Credits.

This course introduces students to the roles that physical activity and nutritional practices play in the prevention, management, and treatment of chronic diseases and conditions such as obesity, cardiovascular disease, cancer, diabetes, COPD, arthritis, depression and anxiety.

Fall and Spring.

HWM 730. Biopsychosocial Aspects of Health. 3 Credits.

This course is a survey of biological, psychological and social-environmental aspects of wellness. Taking an applied focus, students will learn current theoretical and evidenced-based approaches in psychology, integrative medicine, and behavioral economics that impact wellness.

Fall and Spring.

HWM 740. Health Systems and Policy for Wellness Managers. 3 Credits.

This course provides information pertaining to the US Health Care System with special emphasis on health and wellness. It provides an overview of the major public and private stakeholders including public health, insurance, and health care providers. Participants will examine how health policy impacts the design and financing of wellness programs.

Fall and Spring.

HWM 750. Planning and Evaluation for Wellness Managers. 3 Credits.

The purpose of this course is to examine planning and evaluation as inter-related, cyclical activities. Students will examine major activities and processes involved in planning and evaluating wellness programs.

P: HWM 705, HWM 710

Fall and Spring.

HWM 760. Wellness Law. 3 Credits.

This course introduces students to the legal and ethical environment of wellness management. Topics include the Affordable Care Act, Americans with Disabilities Act and HIPAA. Students will learn effective negotiation skills that can be used when dealing with contracts and vendors.

Fall and Spring.

HWM 770. Behavior and Development in Organizations. 3 Credits.

In this course, students will study organizations, their members and why people and groups behave as they do. Processes and methods that improve behavior, effectiveness, and efficiency in organizational settings will be examined. The course will also cover various methods for assessing organizational behavior and change.

Fall and Spring.

HWM 780. Best Practices and Emerging Issues in Wellness. 3 Credits.

In this course, students will study emerging trends, innovations, and best practices in the health and wellness industry with emphasis on preventative health care. Students will investigate major health challenges, programs, and policies to determine the influence of social, economic, multicultural, and global pressures on successful wellness practices.

P: HWM 700, HWM 705, HWM 715, HWM 720, HWM 730, HWM 740

Fall and Spring.

HWM 790. Health and Wellness Management Capstone Course. 3 Credits.

This course provides a cohesive experience designed to synthesize and apply information from the MS HWM curricula. Students complete an individual capstone experience (internship/special project) that demonstrates thorough understanding of the knowledge, skills and disposition necessary to be a successful health and wellness manager.

P: HWM 780 and consent of instructor

Fall and Spring.