

# Health & Wellness Management (HWM)

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## 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 710, HWM 720, HWM 730

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

Fall and Spring.