PUBLIC ADMINISTRATION (PADM)

PADM 319 - STRATEGIC PLANNING FOR THE PUBLIC SECTOR
This course provides an opportunity for students to integrate lessons from the disciplines of the program in an experience of organizational strategy and planning. The curriculum will draw on an understanding of business, marketing, communication, persuasion, and project management as students examine the planning process through readings and a series of experiential projects. The class will consider strategic planning processes of visioning, market analysis, capacity assessment, data gathering, dialogue, synthesis and assessment.
Credits: 3

PADM 321 - NONPROFIT SECTOR IN U.S.
History and purpose of nonprofit organizations in the U.S. Scope and legal structure of nonprofit sector. Historical, political, economic, and sociological perspective on nonprofit organizations.
Credits: 3
Prerequisites: POS 301
Course Notes: Completion of 60 credit hours and consent of instructor.

PADM 323 - PROGRAM EVALUATION FOR NONPROFIT ORGANIZATIONS
Examines key concepts, methods, and approaches in the field of evaluation research. Students will be exposed to the theoretical and methodological diversity inherent in curent evalution practices across a number of substantive areas (e.g., social services, education, advocacy, and business practices).
Credits: 3
Prerequisites: POS 301
Course Notes: Completion of 60 credit hours and consent of instructor.

PADM 324 - RESOURCE DEVELOPMENT IN NONPROFIT ORGANIZATIONS
Fundraising, marketing, and strategic planning in the nonprofit context; identifying, serving, and communicating with key constituencies including funders, media, constituents, and the community.
Credits: 3
Attributes: Social Science
Prerequisites: POS 301
Course Notes: and completion of 60 credit hours or consent of instructor.

PADM 351 - INTRODUCTION TO HEALTH SERVICES
This course provides an overview of health care organizations, health care providers and on-going health care issues within the United States and other health care delivery systems. It uses a system framework that ties together the numerous components of these health care systems. An emphasis will be given to the ways in which the differing systems histories affect thier responses to change. The class will also focus on ways in which positive changes can be made in order to improve these systems and move them towards quality patient-centered care.
Credits: 3

PADM 355 - MANAGING AND MARKETING INTEGRATED SERVICE NETWORKS
This course will provide an overview to integrated delivery systems as they affect health care delivery and policy. It will also provide an understanding of how to manage and market these systems.
Credits: 3

PADM 358 - MARKETING HEALTH MANAGEMENT
Marketing process and strategy as they pertain to the current envioronment in health care. Application of concepts related to buyer behavior, marketing research, market segmentation, marketing mix, and sales.
Credits: 3
Attributes: Social Science
Prerequisites: ENG 102

PADM 370 - ECONOMICS OF PUBLIC POLICY
Seeking solutions to the problems of the world using basic economic principles and analysis. Exploring market interventions and shaping government actions to make society better off. Discussions, lectures, films, the Internet, and debates are utilized. Ideas of political candidates and policy pundits are examined. Topics can include Universal Health Care, Affordable Housing, Global Poverty, Pollution Control, Crime, Minimum Wage, the Maxwell Street Market, China, Alternatives Indicators, and Slavery.
Credits: 3

PADM 375 - PROBLEMS IN PUBLIC ADMINISTRATION
Major problem areas in public administration including ethical considerations and political aspects of policy implementation.
Credits: 3
Prerequisites: POS 101
Course Notes: or consent of instructor.