



# BUSINESS OF HEALTHCARE CERTIFICATE

**JANUARY 31 - APRIL 12, 2025**



EMORY

GOIZUETA  
BUSINESS  
SCHOOL

Emory Executive Education

# BUSINESS OF HEALTHCARE CERTIFICATE

January 31 - April 12, 2025

The **Business of Healthcare Certificate** is designed for experienced healthcare professionals and professionals seeking to enter the healthcare sector, who are looking to leverage business knowledge and tools to innovate and impact change in the healthcare industry. Emory Executive Education is providing for-credit Business of Healthcare courses and a Healthcare Certificate upon completion of all 4 courses in collaboration with Goizueta's EMBA program. You will focus on some of the most important issues facing U.S. healthcare including: strategic agility, leading and managing change, cost and quality management, and value-based delivery.

## This program will help you to:

- Expand your capacity as a leader to strategize, innovate, and transform
- Build your network by learning alongside professionals and leaders from a range of industries including health care related fields
- Immerse yourself in a rigorous executive-level academic environment from a world-class business school at the forefront of healthcare
- Take the first step towards an Executive MBA, by earning up to 6-degree credits. If you choose to apply to Goizueta's Executive MBA program at a later date and are admitted into the program, these credits will apply towards your degree

## ADMISSION AND APPLICATION DETAILS

### Admission Criteria

- 7+ years of professional experience (10+ years preferred)
- Mid- to senior-level professionals ready to move into a more strategic role
- Managerial or project management experience preferred
- Ready for a rigorous academic experience
- Understand the value of a room full of different perspectives
- Prepared to make valuable contributions in the classroom
- Bachelor's degree required
- Please note that meeting the minimum application criteria as stated above is not a guarantee of admission into the Business of Healthcare courses

### Application Process

- Review admissions criteria for participation in these for credit course offerings
- Review deadlines for certificate and individual courses
- Submit an application for an individual course or for all four courses by the indicated application deadline(s)
- Expect notification of admission decision within 1 week of submitting application

## COURSE OVERVIEW

Participants may take 1 or more courses for credit, including all 4 courses to complete the Business of Healthcare Certificate, earning up to 6-degree credits. If you choose to apply to Goizueta's Executive MBA program at a later date and are admitted into the program, these credits will apply towards your degree

## IN-PERSON & VIRTUAL SCHEDULE

Each course will be delivered on a Friday/Saturday schedule.

8:00 a.m. - 6:00 p.m.

Faculty will give a lunch break each day.

## BUSINESS OF HEALTHCARE CERTIFICATE (6 CREDITS TOTAL)

**BUS 504 Business of Healthcare: Moving from Volume to Value Based Healthcare Delivery** 1.5 credits  
**January 31 - February 1, 2025**

Introduces the framework of a value-based health care delivery system, organized around four key components: (1) what is a value base framework for a delivery system, (2) the need for integrated care delivery at the practice unit, (3) creating system for outcome measurement and monitoring, and (4) the role of payers in encouraging value-based healthcare delivery.

**ISOM 503 Healthcare Operations: Continuous Operations Improvement in Healthcare Org's** 1.5 credits  
**February 28 - March 1, 2025**

Using the health care value chain as an organizing framework, the module is organized around four key modules: (1) designing health care delivery systems, (2) capacity planning and decision making under uncertainty, (3) process failure, learning and quality improvement, and (4) new business models and innovations in health care.

**ACT 597 Cost Concepts in Healthcare** 1.5 credits  
**March 28 - 29, 2025**

This course will apply some of the basic concepts and techniques learned in an introductory management accounting course to the unique setting of healthcare. In this course, we will revisit topics related to resource planning, understanding cost behavior and cost drives, costing of services (including the application of time-driven activity-based-costing), and the assessment of performance relative to a budget. The case-based course will provide a deeper dive into these topics using examples from healthcare organizations (e.g., hospitals, clinics, and/or healthcare service providers). The aim of the course is to prepare students working in the healthcare industry to apply modern costing concepts and techniques in their workplace.

**BUS 508 (2200) Healthcare Strategy: Strategically Leading Health Care Organizations** 1.5 credits  
**April 11 - 12, 2025**

Gain an understanding of tomorrow's competitive landscape in health care characterized by regulatory uncertainty, confounded consumers, and the ever-shifting balance of power amongst payers, providers and pharma/devices. All these demand that our health care leaders be clear in their organization's strategy and simultaneously excel at leading organizational change.

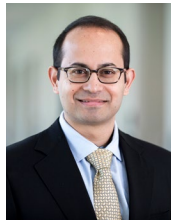
## FOR-CREDIT COURSES WITHDRAWAL POLICY

These courses are only offered for university credit. You will receive an Emory University transcript as a result of completing one or more courses. To withdraw from a course, you must meet designated university deadlines to avoid receiving a W on your transcript for the for-credit course. No refunds will be extended once the course begins.

### Add/Drop Deadlines

COURSE DATES	COURSE	APPLICATION DEADLINE
January 31 - February 1, 2025	Value Based Healthcare Delivery	December 16, 2024
February 28 - March 1, 2025	Operations Improvement in Healthcare Organizations	January 24, 2025
March 28 - 29, 2025	Cost Concepts in Healthcare	February 21, 2025
April 11 - 12, 2025	Strategically Leading Healthcare Organizations	March 7, 2025

## FACULTY EXPERTISE



### Diwas KC, PhD

*Associate Professor of Information Systems & Operations Management, Goizueta School of Business*

Diwas KC teaches and conducts research at the intersection of data analytics, operations, and healthcare. His research is focused on generating data-driven insights to enhance medical decision making and to improve the organization and design of healthcare delivery. More recent work has examined the interplay between government policy and healthcare delivery. His research has been published in leading journals including Management Science, Manufacturing and Service Operations Management, Marketing Science, and Production and Operations Management.



### Steven Culler, PhD

*Associate Professor of Health Policy and Management, Emory Rollins School of Public Health*

Steven D. Culler has authored or co-authored more than 100 empirically-based research articles related to healthcare. In addition to his academic experience, Culler has financial management, health service research, and health policy work experience. He worked as a commercial lending officer specializing in health care clients at First National Bank of Chicago and has also held health service research and policy making positions at both the American Medical Association and the Blue Cross and Blue Shield Association.



### Karen Sedatole

*Asa Griggs Candler Professor of Accounting*

A three-time recipient of the American Accounting Association's Notable Contributions to Management Accounting Research Award and a winner of the 2020 Management Accounting Research David Solomons Prize, Sedatole brings a synthesis of business acumen and academic expertise to her role as Asa Griggs Candler Professor of Accounting. She previously served as the Interim John H. Harland Dean of Goizueta Business School from May 2020 through June 2022.



### John Kim

*Senior Lecturer in Organization & Management*

John Kim completed his MBA at Goizueta Business School in 2005 and a BA in Economics from University of Southern California. He is a management consultant with 20+ years of experience working with executives to make difficult decisions and implement sustainable change. He has leveraged his experience at Deloitte consulting and Fortune 500 companies as an internal consultant to scope projects, lead teams and develop competitive advantages. Kim has used his extensive experience with B2B equipment manufacturers - Applied Materials, AGCO, Philips - to improve profitability through strategic planning, channel marketing, pricing optimization, and cost-reduction.

## PRICING



**Business of Healthcare Certificate**



**Individual Courses**

### Special Pricing

As many professionals face shrinking organizational resources, Emory Executive Education wants to ensure broad access to new knowledge and skills to prepare professionals for the 'next normal'. We are pleased to offer the following discounts for those interested in pursuing the Business of Healthcare Certificate:

DISCOUNT TYPE	DISCOUNT AMOUNT	INDIVIDUAL COURSE RATE	BUNDLE RATE
Group (3+)	15%	\$2,550	\$10,200
Emory University Alumni/Faculty/Staff	25%	\$2,250	\$9,000
Goizueta Business School Alumni/Faculty/Staff	40%	\$1,800	\$7,200

We also offer special pricing for select constituents.

- Government and Nonprofit
- Veterans

Email [heather.dufault@emory.edu](mailto:heather.dufault@emory.edu) for more information.

## LEARN MORE AND APPLY

Contact learning advisor, Heather Dufault, at [heather.dufault@emory.edu](mailto:heather.dufault@emory.edu) or 404-544-9103 to learn more about the program.

Limited Spots Available – Business of Healthcare Certificate and first course deadline: December 16, 2024.

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