

EMORY UNIVERSITY

CONCENTRATION IN HEALTH INNOVATION



EMORY
UNIVERSITY

Center for the Study of
Human Health

Emory College of Arts and Sciences



EMORY

GOIZUETA
BUSINESS
SCHOOL

APPLICATION 2021-22

Concentration in Health Innovation

The concentration in health innovation is a collaborative effort between the Center for the Study of Human Health (CSHH) BA Program in Human Health in Emory College and the Goizueta Business School BBA Program. This concentration provides knowledge, competencies and experiences for BA and BBA students interested in pursuing careers in a wide array of fields related to the business of health with a focus on innovation.

The concentration in health innovation is open by application to Business School and Emory College students majoring in human health. During the junior and senior year, in addition to pursuing their own majors, students admitted to the concentration complete two core courses in the non-major program, two electives from a list of relevant choices, and one senior capstone. Additional seminars, industry speakers, internships and field projects augment the resources available to concentration students.

Requirements for Concentration

CORE (Junior Year)

Human Health Core for BBA students

HLTH 210 Predictive Health and Society

HLTH 310 Defining Health: Biocultural Perspectives

BBA Core for Human Health students (choose 2)

FIN 220 Finance for Non-business Students

MKT 340 Marketing Management

OAM 330 Organization and Management

ELECTIVES (Junior or Senior Year)

2 Electives from a list including, but not limited to, the following. At least one of these electives must be in the program that is not the student's own and students may not count core classes in their own program as electives towards the concentration. Note that many courses require core classes or other courses as prerequisites. Consult advisors or the course catalog for complete information.

- ISOM 351 Process and Systems Management
- ISOM 354 Strategic Models and Social Dynamics
- ISOM 450 Foundations of Digital Enterprises and Markets
- ISOM 451 Making Effective Decisions
- ISOM 452 Healthcare Operations & Technology Management
- ISOM 455 Forecasting and Predictive Analytics
- ISOM 459 Process Analysis & Six Sigma
- MKT 342 Market Intelligence and Customer Insights (must have completed a statistics class)
- MKT 343 Digital Marketing and Social Media Strategy
- MKT 346 Consumer Behavior
- MKT 441 Ideation
- MKT 446 Advertising & Marketing Communications
- MKT 499R Content Marketing in the Digital Age
- OAM 331 Strategic Management
- OAM 332 Business & Society
- OAM 336 Catalyzing Social Impact
- OAM 431 Social Entrepreneurship and Impact Investing
- OAM 432 Negotiations
- OAM 433 Leading & Managing Change
- OAM 436 Entrepreneurship
- OAM 439 Ethics for Leaders
- OAM 471 Applied Entrepreneurship

- HLTH 207 Epidemiology
 - HLTH 250 Foundations of Global Health
 - HLTH 312 Predicting Lifespan Health
 - HLTH 314 The Science of Sleep
 - HLTH 320 Nutrition and Chronic Disease OR HLTH 321 Nutrition Across the Life Cycle
 - HLTH 331/385 Disability and Bioethics OR HLTH 385 Health Ethics
 - HLTH 332/385 Health and Human Rights
 - HLTH 350: Core issues in Global Health (variable topics)
 - HLTH 351/385 Exporting Mental Health
 - HLTH 340 Food, Health and Society OR HLTH 440 Botanical Medicine and Health
 - HLTH 360/361/385 Human Health in Paris summer study abroad course
 - HLTH 370 Health Policy
 - HLTH 373 Delivering Health
 - HLTH 411 Many Diseases, Few Causes
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CAPSTONE CORE

SENIOR YEAR

HLTH 415 Future Health

CO-CURRICULAR ACTIVITIES (optional)

- Speakers and seminars
- Internships
- Field projects

Application Checklist

- A completed application.
- A short (250- 400 word) statement of purpose as requested below
- A resume or other one page document listing your college, extracurricular and/or professional activities related to your interests in health innovation
- One completed recommendation form from someone in a capacity to provide insights with respect to your fit for this concentration (this is optional but highly encouraged)

Transcripts

By completing this application, you are granting us the right to access your Emory transcript. **You do not need to submit this material.**

Short Statement of Purpose

On a separate sheet of paper, provide a statement of purpose as outlined below. Please limit your typed response to 250-400 words

Explain how you believe that completion of the health innovation concentration will assist you in achieving your intellectual and professional goals. In your response, please describe the particular skills and talents you will be bringing to the concentration and those you hope to acquire.

Resume

Please include a resume or other one page document listing your college, extracurricular and/or professional activities related to your interests in health innovation. In the case of extracurricular and community activities, include years involved and offices held.

Deadline

Applications will be considered each semester. Students should apply no later than the first semester of the junior year but are highly encouraged to apply in the semester preceding the junior year. Capacity in the concentration is limited by both qualifications and space availability.

Please attach three separate PDF documents: your completed application, your statement of purpose and your resume.

Please email to: concentration.applications@emory.edu

Application for Concentration in Health Innovation

Full Legal Name: _____
Last First Middle Suffix (Jr., III, etc.)

Preferred Name: _____ Emory ID Number: _____

Expected Graduation: _____ E-mail address: _____ Cell #: _____

Address Information

Temporary Address (Oxford P.O. Box)

Street City State Zip

Permanent Home Address:

Street City State Zip

Enrollment

Current Human Health major

Pending declaration of Human Health major

Current BBA student

BBA applicant

Students accepted to the concentration must be admitted to the BBA Program or declare a Human Health major. Participation is strictly limited to BBA students or Emory College students who are Human Health majors. The human health concentration will be awarded only to those participants who successfully complete a major in Human Health or the requirements for the BBA degree. Continuation in the concentration is contingent upon acceptable standards of academic and professional performance in a team-based and applied setting.

Personal Information

The information requested below is voluntary and refusal to provide it will not subject you to any adverse treatment. It will be kept confidential and will be used only in accordance with Title IV of the Civil Rights Act of 1964.

Sex: Male Female

Race/Ethnic Category:

American Indian or Alaskan Native

Asian or Pacific Islander

Black, not of Hispanic Origin

Hispanic

White, not of Hispanic Origin

Other _____

Citizenship: _____
Country

Conduct Issues

Check here if you have any court convictions other than parking violations.*

Check here if you have ever been subject to any school-related disciplinary action for violation of school rules, misconduct, conduct infraction, academic dishonesty or otherwise. *

**Please attach a separate sheet to explain.*

PREFERRED (NOT REQUIRED) RECOMMENDATION FORM

Concentration in Health Innovation

Please email to: concentration.applications@emory.edu

TO BE COMPLETED BY STUDENT

Please fill in your name and address below, sign electronically, and email this form to the individual you have chosen to write on your behalf. The recommender should complete this form and return it via email to: concentration.applications@emory.edu

APPLICANT'S WAIVER OF RIGHT TO ACCESS TO CONFIDENTIAL STATEMENT

Name of Applicant: _____
Last First Middle

Address:

Street City State Zip

I hereby freely and voluntarily waive my right to any information contained in this recommendation and agree that the statement shall remain confidential.

Date Signature of Applicant

TO THE RECOMMENDER

The Concentration in Human Health is a collaboration between the Center for the Study of Human Health in Emory College and the Goizueta Business School BBA Program. Participation is limited to BBA students and students who are human health majors.

This concentration provides knowledge, competencies and experiences for BA and BBA students interested in pursuing careers in a wide array of fields related to the business of health with a focus on innovation. BBA students who complete this concentration will gain an understanding of the cutting edge science of health with a focus on Emory areas of strength, including innovations in personalized medicine and health, applications and translations involved in global health, the science of nutrition and current challenges in changing dynamics within the medical system and health policy. Human health students who complete this concentration will acquire grounding in the basic principles of business including management, marketing and operations and will develop foundational business practices that will help them be better stewards of limited financial, human, and organizational resources.

Recommendations are used for selection purposes only and do not become part of any record file upon a student's inclusion in the program. Therefore, recommendations are not subject to the provisions of the Family Educational Rights and Privacy Act of 1974.

After completing this form, please sign it electronically and attach it to an email. Please send email to: concentration.applications@emory.edu

How long have you known the applicant and in what capacity?

Please give us your appraisal of the applicant relative to his or her peer group across the following criteria

Passion for human health	Exceptional	Above Average	Average	Below Average	Unable to Assess
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Comments

Creativity or capacity for innovative problem-solving	Exceptional	Above Average	Average	Below Average	Unable to Assess
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Comments

Ability to accomplish self-directed tasks	Exceptional	Above Average	Average	Below Average	Unable to Assess
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Comments

Degree to which applicant displays capacity to make meaningful contributions to projects	Exceptional	Above Average	Average	Below Average	Unable to Assess
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Comments

Communication skills	Exceptional	Above Average	Average	Below Average	Unable to Assess
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Comments

Maturity	Exceptional	Above Average	Average	Below Average	Unable to Assess
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Comments

Motivation and enthusiasm	Exceptional	Above Average	Average	Below Average	Unable to Assess
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Comments

Overall assessment of candidate's fit for and ability to gain value from a concentration in Health Innovation

Strongly recommend Recommend Recommend with reservations Do not recommend

Name and title of recommender _____

Institution _____ Email _____

Signature _____ Date _____

Thank you for your time.

Emory University is committed to a policy of nondiscrimination on the basis of race, color, national origin, religion, sex, sexual orientation, age, handicap, or veteran status.