Department: Health and Human Performance
Program Name: Health and Wellness Management
Program Level: Graduate
College: Education and Professional Studies
Program: M.S.
Submitted by: Paul Shirilla
Title: Professor
Contact: paul.shirilla@uwrf.edu
Submission Date: February 16, 2017

Program Outcomes

Outcome 1: Competency A: Demonstrate effective communication skills for diverse audiences
Upon completion of the program, students will be able to:

• Demonstrate professional interpersonal skills
• Compose and deliver diverse well-written communications and materials
• Deliver oral presentations addressing current wellness topic(s) for target audiences
• Deliver persuasive arguments based on research, trends, and data
• Demonstrate effective use of technology

Outcome 2: Competency B: Demonstrate effective organizational development upon completion of the program, students will be able to:

• Demonstrate ability to assess organizational culture.
• Use change management practices to shape organizational culture.
• Set a clear vision, mission, and strategy.
• Exhibit inclusive leadership skills.
• Develop and lead effective teams.
• Demonstrate conflict management strategies.

**Outcome 3**: Competency C: Utilize population health tools for wellness management. Upon completion of the program, students will be able to:

• Evaluate a variety of population health tools for application to diverse audiences.

• Apply behavioral economic principles to evaluate wellness promotion programs.

• Critically examine current industry programs and trends.

• Collect, manage, analyze, interpret and apply population health tools to program specific data.

• Utilize best practices in program planning, development and evaluation.

**Outcome 4**: Competency D: Apply appropriate management practices for organizational wellness. Upon completion of the program, students will be able to:

• Demonstrate the core management practices of planning, leading, organizing and controlling.

• Utilize health care economics principles to inform decision-making.

• Develop effective marketing campaigns.

• Demonstrate sound financial practices.

• Integrate human resource principles into management practices.

• Apply systems thinking strategies in wellness management.

**Outcome 5**: Competency E: Effectively navigate the legal and ethical environment of wellness management. Upon completion of the program, students will be able to:

• Analyze current federal and state laws as they impact wellness management.

• Assure organizational policies comply with regulations.

• Utilize effective negotiation skills regarding contracts, including RFPs.

• Apply principles of ethics in wellness management decisions.

• Promote corporate social responsibility.

**Outcome 6**: Competency F: Demonstrate knowledge in the scientific foundations of wellness. Upon completion of the program, students will be able to:

• Elucidate determinants of health.
• Apply specific or targeted interventions to effectively address identified population health issues.

• Model personal wellness.