Catalyst for Management and Health Badges: Online Inter-Professional Curriculum
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Why a Health-Management Certificate?
- Healthcare sector accounts for 16.4% of projected jobs through 2030 (Work BC, 2019)
- Many healthcare providers are thrust into managerial and organizational roles, either in private practice or within a department inside a larger institution (Allen, 2014)

Pathways through Program
Management students
- Will undertake health badges and health-specific management badge
Health and Exercise Science students
- Will undertake management badges and health badge specific to a management environment
Other students / Community members
- Will complete appropriate badges based on their background and interests

Certificate Content

**Health Badges**
1. **System – Anatomy and Physiology**
   - Overview of systems (eg. neural, muscular, circulatory)
   - Systems interactions and responses to stressors (eg. exercise)
2. **Application – Exercise prescription/Exercise as Medicine**
   - Designing an exercise program
   - Health benefits of different exercise types (eg. muscular, cardiorespiratory, metabolic)
   - Approaches to exercise prescription in clinical populations (eg. diabetes, obesity, frailty)
3. **Tactics – Psychosocial Approaches and Behavior Change**
   - Understanding the psychological aspects of health, wellbeing and physical activity/exercise (eg. stages of change)
   - Theories for instilling and maintaining healthy behaviors
   - Applying physical activity and exercise in the workplace

**Management Badges**
1. **System – Fundamental Concepts in Management**
   - Understanding organizational types and sectors
   - Overview of core concepts: accounting and finance, marketing, human resources, strategy, operations
2. **Application – Management in Practice: Healthcare Sector**
   - Managing in not-for-profit and health care organizations
   - The role of the government in healthcare
   - Financial systems and accounting practice
   - Operational logistics in healthcare (people, supplies)
3. **Tactics – Data Analytics, Technology, & Industry Analysis**
   - Data analytics and database management
   - Managing logistics in private practice
   - Healthcare technologies

Content Delivery
- Online, asynchronous delivery
- Mix of traditional & interactive learning material
- Periodic videos by instructors
- Automated quizzes
- Discussion forums
- Case studies (healthcare-specific)

Questions and Challenges
1. Marketing this program to potential students – how will we communicate the certificate’s values to different students?
2. How do we facilitate student progress in a timely manner within a pass/fail completion model?
   a. How do we apply minimum passing thresholds?
   b. How do we set completion dates or timelines?
   c. When do students engage with a tutor?

References

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