

**University of North Carolina at Greensboro**  
**Bryan School of Business and Economics**  
**Department of Information Systems and Operations Management**

**Course Number:** ISM291 / ENT291

**Course Title:** Entrepreneurship and Technology in Health Care

**Credits:** 3 hours

**Prerequisites/corequisites:** Pr. junior standing; admission to an approved program

**For whom planned:** This lecture course is planned for undergraduate students in the Bryan School of Business and Economics

**Instructor information:** Tim Jacks, 441 Bryan Building, 336-334-4547 (office), 276-206-7067 (cell), [tfjacks@uncg.edu](mailto:tfjacks@uncg.edu). Please note that my office phone does not have voicemail, so the best way to contact me is typically through email, instant message, or for urgent issues, cell phone. Office hours will be posted on Blackboard.

**Catalog Description:** Introduces how technology helps create new business ventures in the health care industry. Health care delivery processes and mechanisms relevant to turning ideas into profitable opportunities will be addressed.

**Student Learning Outcomes:** Upon successful completion of this course, students will be able to:

- a. Describe and explain basic Health Care information issues, problems, and concerns
- b. Integrate Health Care issues with Information Technology issues, Business Process issues, and Entrepreneurship issues
- c. Analyze and evaluate core Information Technology solutions for Electronic Health Records including both hardware and software
- d. Identify differences between Electronic Health Records (EHR), Electronic Medical Records (EMR), and Personal Health Records (PHR)
- e. Demonstrate understanding of the entrepreneurial process
- f. Write a business plan appropriate for entrepreneurial endeavors

**Teaching Strategies:**

- a. Lectures for introducing concepts; Videos; Class discussion and interaction
- b. Textbook readings and online articles for general background
- c. Demonstrations of software packages
- d. Guest lectures and demonstrations by regional healthcare experts
- e. Homework assignments to reinforce learning of concepts
- f. Individual meetings with students as needed

## Evaluation Methods and Guidelines for Assignments

20% - Homework assignments  
20% - Final Project  
15% - 1<sup>st</sup> Exam  
15% - 2<sup>nd</sup> Exam  
15% - 3<sup>rd</sup> Exam  
15% - Class participation (includes attendance and discussion)

Specific guidelines for the assignments and criteria will be posted on the Course Blackboard site and discussed during the first class period.

## Grading Scale

98 – 100%	= A+	74 – 77%	= C
94 – 97%	= A	71 – 73%	= C-
91 – 93%	= A-	68 – 70%	= D+
88 – 90%	= B+	64 – 67%	= D
84 – 87%	= B	61 – 63%	= D-
81 – 83%	= B-	60% or below	= F
78 – 80%	= C+		

## Required Texts

- Wager, K., Lee, F., and Glaser, J. *Health Care Information Systems*. 2<sup>nd</sup> edition. Jossey-Bass: San Francisco, 2009. ISBN: 9780470387801
- *Please note that you are required to obtain this edition of this textbook.*
- In addition to the textbook, supplemental readings will be posted on Blackboard as pdf files.

## Topical Outline

The topics to be covered include:

1. Types of Health Care Information
2. Data Quality
3. Regulations, Laws, and Standards
4. History of Health Care IS
5. Systems Acquisition, Implementation, and Support
6. Technologies That Support Health Care IS
7. Health Care IS Standards
8. Security
9. Entrepreneurship in Health Care IS
10. Writing the Business Plan

**Academic Integrity Code:** Students are expected to adhere to the UNCG Academic Integrity Policy. See <http://studentconduct.uncg.edu>. Note especially that **plagiarism** is a violation of academic integrity.

**Attendance Policy:** The student is expected to attend all classes. Students are expected to notify the instructor ahead of time if there is a planned absence. Otherwise it will count as unplanned and will impact the class participation grade. Students must notify the instructor ahead of time if an exam will be missed. Missing an exam without prior notification will result in an F for that exam. Extreme circumstances are considered at the sole discretion of the instructor.

UNCG rarely closes for inclement weather. The radio and TV stations will have the closing notification by 6:30 am. You may also call 334-5000 for a message related to weather closings. These messages are updated hourly.

### **Disability Services**

If you have any type of learning or physical disability, please contact the UNCG Office of Disability Services in Suite 208 EUC. You must register/petition with them first. The Disability office will contact us once your request is approved.

### **Additional Requirements:**

Students will need computer and Internet access to complete some assignments either through their own laptop or using one of the Computer Labs available in the Bryan building. Students are not required to bring a laptop to class, but if a laptop is used, please fully charge the battery prior to class since there may not be enough power outlets available.

### **Personal note:**

*Health care is an exciting area in IT that has experienced rapid technological change! We will be exploring these changes together. Just as I will be sharing my professional experiences in implementing EHR systems and managing an EHR data center, I will expect you to share your experiences and observations as health care consumers. We will teach each other and learn from each other in this class. My commitment to you is to make this class as “real-world” as possible and to have some fun along the way.*

*Welcome!!!*

- Tim Jacks