

Executive Master of Business Administration (EMBA) for UT Health San Antonio (UTHSA) Long School of Medicine Faculty

Taught by award-winning faculty at The University of Texas at San Antonio (UTSA), the UTSA Executive MBA (EMBA) for Health Professionals program extends the standard EMBA curriculum into the healthcare industry, with the goal of complementing specialized healthcare expertise with general business knowledge and leadership skills. Participants will take general business courses with the full EMBA cohort and break out into smaller groups for healthcare specific courses.

Designed for senior health professionals, the EMBA weaves quantitative, analytical and managerial learning threads throughout the program.

Participants will engage in an integrative team-based project, which in consultation with the Long School of Medicine Vice Dean for Clinical Affairs, will focus on an aspect of UT Health and reinforce classroom learning. They will also take part in an international field experience to gain exposure to the growing role of globalization in healthcare. Also included in the EMBA experience is executive coaching, with the goal of helping participants define their career vision and develop a personal plan to make their vision a reality.

Format

The UTSA EMBA for Health Professionals is a 21-month (five-semester) master's degree program and includes 14 required courses (43 credit hours).

Delivered using a cohort model, the same group of participants will start and finish the program together. A new cohort begins every August. Classes will typically meet every other week on Saturday from 8 a.m.–5 p.m. Each semester also includes three or four Friday afternoons from 12:30–5:45 p.m.

EMBA for Health Professionals participants join cohorts of general management EMBA students. Each cohort is unique and designed to facilitate team learning, helping each participant build their professional network and foster lifelong friendships. The program offers a dynamic experience focused on developing advanced skills and knowledge that are immediately applicable to personal career objectives and growth.

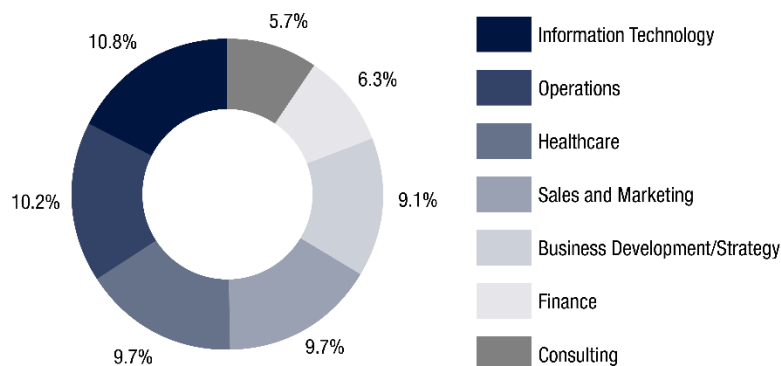
EMBA Program at a Glance

Class size: 30–45 professionals

Composition of cohort: Each class consists of a diverse group of individuals from the for-profit and not-for-profit sectors, large and small companies, entrepreneurs and corporate professionals. A maximum of 20 seats are available for EMBA for Health Professionals, this includes five seats reserved for UT Health San Antonio Long School of Medicine participants.

Class preparation: Participants should plan on 1.5 hours of preparation to complete self-paced materials including online modules, media, readings and practice problems for each 2.5 hour class. In addition, faculty may assign additional readings, projects, online discussions, or exams – requiring approximately 10-20 additional hours per week.

Participants by Job Function



Other: Engineering, Healthcare Administration, Human Resources, Owner, Project Management, Professional Services

Program Curriculum

Our EMBA program weaves three learning threads through the curriculum, and integrates team projects and professional development into the experience.

Learning Threads				
Analytical Thread	Managerial Thread	Quantitative Thread		
YEAR 1			YEAR 2	
FALL SEMESTER (9 credit hours)	SPRING SEMESTER (9 credit hours)	SUMMER SEMESTER (6 credit hours)	FALL SEMESTER (9 credit hours)	SPRING SEMESTER (10 credit hours)
Business Analytics	Data Analytics and Cybersecurity	Executive Coaching	Financial Management	Effective Negotiating
Executive Coaching	Marketing Management	Corporate Governance	Innovation and Entrepreneurship	Executive Coaching
Financial Accounting	Strategic Analysis	Data Visualization and Communication	International Business Strategy	Leadership
Organizational Behavior	Accounting for Healthcare Organizations	Legal, Ethical and Social Issues in Healthcare	Strategic Planning	Strategy Implementation
			Healthcare Economics and Policy	Organizational & Managerial Issues in Healthcare
			International Seminar	

Integrative Projects

As part of the program curriculum, participants will engage in an integrative learning project that, in consultation with the Vice Dean for Clinical Affairs, will focus on a mutually agreed upon aspect of UT Health. The project is designed to combine knowledge across learning threads. The final strategic management project will result in a business plan that combines learning across the entire EMBA for Health Professionals program.

Professional Development

In addition to the learning tracks and integrative projects described above, we incorporate professional development and executive coaching into the EMBA for Health Professionals experience. Participants will have professional development courses in the first, third and fifth semester, and access to one-on-one sessions with an executive coach. The goal is to support participants in defining a career vision, developing specific goals that align with personal professional trajectory, and enhance the skills required to bring the vision to life.

Course Descriptions

Semester 1, Fall 2020

Business Analytics

This course introduces business analytics and emphasizes understanding the role of evidence-based data in decision-making. Participants will leverage data as a strategic asset, and consider solutions to problems in finance, economics, operations and marketing.

Financial Accounting

This course introduces financial accounting as a tool. Participants will learn how to interpret and communicate financial information for planning, analyzing and controlling business enterprises.

Organizational Behavior

This course introduces concepts in organizational behavior. Participants will examine how motivation, perception, job attitudes, job design and leadership can affect individual and group behavior in organizations.

Semester 2, Spring 2021

Accounting for Healthcare Organizations

This course covers financial and managerial accounting for healthcare organizations using actual healthcare case materials to examine accounting issues related to strategic decision-making in health service production, financing and investment. Participants will explore the financial implications of third-party payment systems, and accounting analyses for physician practices.

Data Analytics and Cybersecurity

This is an advanced course on business analytics and includes topics in cybersecurity. Key concepts include statistical and quantitative analysis, explanatory and predictive modeling, and the study of big data methods. Participants will study how to use fact-based insights and business performance analysis to influence decision-making, strategy and operations.

Marketing Management

This course analyzes the marketing management processes within organizations. Participants will use strategic planning and analysis to design marketing programs.

Semester 3, Summer 2021

Corporate Governance

Sessions will provide foundational knowledge of the corporate governance structure. Participants will discuss the role of the Board of Directors and best practices for accountability including risk management, succession planning and crisis management.

Data Visualization and Communication

This course introduces the principles of data visualization and provides an overview of best practices for communicating data visually. Participants will practice with Tableau, one of the most popular visualization software applications among practitioners.

Legal, Ethical and Social Issues in Healthcare

This course examines legal, ethical and social issues in healthcare delivery. Participants will consider and apply ethical theories and principles to decision-making in the context of leading healthcare organizations and providing care to patients.

Semester 4, Fall 2021

Financial Management

This course introduces concepts related to the financial management of the firm. Topics include asset and liability management, capital investment analysis and valuation, risk and uncertainty, sources and costs of financial alternatives, corporate financial policy and other corporate financial management topics.

Healthcare Economics and Policy

This course examines health economics and policy from a practical perspective. Key topics include health expenditures, health insurance, markets and competition for health services, and the role of government and comparative health systems. Participants will review basic economic theories and their relationships to the structure and function of the U.S. healthcare system.

Innovation & Entrepreneurship

This course introduces key concepts of innovation and entrepreneurship and provides an overview of how innovative ideas can effectively turn into action. Participants will engage in experiential activities focused on the process of driving successful innovation within an organization (existing or new).

International Business Strategy

This course explores how firms create global bases of sustainable competitive advantage. Participants will examine the strategic problems unique to global business competition, including dimensions of perceived environment uncertainty, international entry-mode choices, global sourcing and creating entry barriers to defensible product markets.

Semester 5, Spring 2022

International Seminar

During the international seminar, participants will apply the lessons learned from the healthcare-related and strategy seminars in an effort to gain a deeper understanding of the opportunities and challenges facing the global community.

Effective Negotiating

This is an advanced course on the current theory and processes of negotiation in a variety of settings. Participants will consider a broad spectrum of negotiation problems that face managers and professionals.

Leadership

This integrative course focuses on the process of leadership development and the skills that support the effective exercise of leadership. Participants will have the opportunity to practice leadership skills, consider different perspectives on leadership and reflect on their own development as a leader.

Organizational and Managerial Issues in Healthcare

This course addresses organizational and managerial issues in healthcare service delivery. Key topics include understanding systems of care, managing service operations, implementing value-based improvements, and capitalizing on health information technology. Participants will examine both quantitative and qualitative issues related to patient care and the management of healthcare organizations.

Strategic Management (Integrative Projects Capstone)

This course integrates material taken in the EMBA for Health Professionals program. Topics include strategic analysis, strategic planning and strategy implementation. Participants will engage in integrative projects to broaden their horizons beyond the focus of the firm.

Program Calendar*

Class of 2022 Tentative Calendar*

2/18/2020

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-  Opening Reception (evening)
-  Full-Day Class Meeting (8-10:30 am; 10:45 am-1:15 pm; 2:30-5 pm)
-  Off-site Orientation
-  International Trip
-  Half-Day Class Meeting (12:30-3 pm; 3:15-6 pm)
-  Holiday/Break

*** Program calendar is subject to change.**

Eligibility

This program is available to all **UT Health San Antonio (UTHSA) Long School of Medicine faculty**, with 10 years of professional experience, who currently serve in leadership positions. A maximum of five Long School of Medicine candidates will be accepted.

Applications from UT Health San Antonio faculty outside of the Long School of Medicine will be accepted, but approval for funding from the applicant's respective school must be obtained prior to submitting the application.

Cost

UTHSA Long School of Medicine will cover the costs of tuition, textbooks, online course materials, individual session with an executive coach, and parking at UTSA. An eight-to 10-day sponsored international seminar is also included between the fourth and fifth semester.

Location

Center for Professional Excellence, College of Business
Business Building (BB) 1.01.20, One UTSA Circle, San Antonio, TX 78249



The UTSA EMBA is a phenomenal experience that is taught by a world-class faculty. It is full of critical information for anyone in a position of leadership.

Daniel A. Johnson, M.D.,
EMBA Class of 2020
Professor and Chair
Herbert F. Mueller Chair in Ophthalmology
Department of Ophthalmology



Application Requirements

Deadline for complete submissions is **midnight on Monday, March 30, 2020**; a maximum of five spaces are available for **UTHSA Long School of Medicine** applicants. You must satisfy UTSA's university-wide graduate requirements and complete the online application form, available at **graduateschool.utsa.edu/admissions/graduate-application**. Select "Executive Master of Business Admin (EMBA)" as the program and provide the following:

- A current CV
- A 1000 word (or less), personal statement describing personal and professional goals, as well as reasons for pursuing the UTSA EMBA for Health Professionals program
- The names and email addresses for two letters of recommendation, including one from a supervisor. Letter of recommendation from supervisor must also include departmental or divisional support indicating guaranteed release time during scheduled sessions.
- Submit official transcripts from all colleges and universities attended
- Request the application fee memo from Debbie Schwartz (**schwartz@uthscsa.edu**) and upload it to your application to waive the application fee

You must click the "submit" button to finalize your application. The EMBA Admissions Committee will review all applications and select candidates for an in-person interview prior to acceptance into the program. Decisions announced **May 2020**.

Cohort Directors:

UT Health San Antonio

Ramon F. Cestero, MD, MBA, FACS, FCCM

Professor / Clinical; Director, UT Health San Antonio SOM Leadership Programs

UTSA

Jonathan Clark, Ph.D.

Department Chair and Associate Professor of Management

Cohort Coordinator:

For questions and additional information, please contact:

Debbie Schwartz

schwartz@uthscsa.edu | 210.743.4155

EMBA Faculty

The UTSA EMBA Program features top faculty in the UTSA's College of Business, who are skilled in academic research and classroom facilitation. The program combines theory with real-world application to give participants new knowledge they can put into practice immediately.



Jonathan Clark, Ph.D., Department Chair and Associate Professor of Management

Clark is department chair and an associate professor of management. He joined UTSA in 2015 after spending five years on the faculty at Penn State University. He holds a Ph.D. in Health Policy/Management from Harvard Business School, and a master's degree from the Harvard School of Public Health.



Kathryn E. Keeton, Ph.D., Senior Executive Director of the Center for Professional Excellence, Associate Professor in Practice of Management

Keeton is a licensed psychologist in the state of Texas and her specialties include executive coaching, leadership, team development and entrepreneurship. Recognized in 2017 with a San Antonio Business Journal Women Leadership Award, Keeton is both a successful entrepreneur and associate professor.



Max Kilger, Ph.D., Director of Data Analytics Program and Associate Professor in Practice

Kilger has extensive experience teaching and researching in the areas of big data, new research methodologies, relationship of people to digital technology, cybersecurity, social structure of the hacking community, and cyberterrorism. Kilger is a frequent national and international speaker in the intelligence community.



Consuelo Ramirez, Ph.D., Assistant Department Chair and Professor in Practice of Management

Ramirez joined UTSA in 2001 and is an assistant department chair and associate professor in management. Prior to UTSA, Ramirez was at USAA for 15 years as a consultant, advisor and instructor in leadership and organization development. Her areas of interest include business ethics, social responsibility and organizational behavior.



Bruce C. Rudy, Ph.D., Associate Professor

Rudy joined the UTSA faculty in 2011 and has taught strategic management over the last six years at the undergraduate, graduate and executive MBA level. Rudy received the University of Texas System Regents' Outstanding Teaching Award and the College of Business Faculty Teaching Excellence Award.



Pamela Smith, Ph.D., Associate Dean of Administration and Faculty and Professor of Accounting

Smith earned her Ph.D. and M.S. in accounting from Virginia Tech. She joined the accounting faculty at UTSA in 2001 and teaches federal income tax at both the undergraduate and graduate level. Her research focuses on how tax policy impacts decision-making within the nonprofit healthcare field. Smith has published numerous articles in tax and specialized healthcare journals.