
BU5410.OL **CRN: 20425** **HUMAN RESOURCES IN HEALTH CARE ADMINISTRATION**
NEW Online Course Diane Holmes deholmes@plymouth.edu
3 Credits [Syllabus](#)
This is an online course using Blackboard. Online sessions begin 11/30/09 and end 2/19/10.

This course will address managing organizational behavior issues and techniques with a specific focus on Human Resource management issues unique to the Healthcare industry.

BU5420.AU2 **CRN: 20428** **HEALTHCARE LAW AND ETHICS**
NEW Online, American University of Antigua Constance Morrison camorrison@plymouth.edu
3 Credits
This is an online course using Blackboard. Online sessions begin 11/30/09 and end 2/19/10. Please note that this course is for MBA students that have been admitted into the American University of Antigua (AUA) partnership program ONLY!

This course is specifically designed for graduate students enrolled in the proposed Healthcare Administration Certificate Program and/or an MBA with a health administration specialty. This course will focus on: The principles and theories of law as it relates to health care delivery; healthcare management and administration; examination of the applications of laws in relation to healthcare liability prevention and risks facing administrators, managers and practitioners.

BU5430.AU3 **CRN: 20426** **HEALTHCARE ADMINISTRATION AND FINANCIAL MANAGEMENT**
NEW Online, American University of Antigua Diane Maheux dmaheux@plymouth.edu
3 Credits [Syllabus](#)
This is an online course using Blackboard. Online sessions begin 11/30/09 and end 2/19/10. Please note that this course is for MBA students that have been admitted into the American University of Antigua (AUA) partnership program ONLY!

This course presents an in-depth review of the financial management of healthcare organizations. This includes but is not limited to: budget formulation process specific to healthcare delivery systems, funding sources and payment methodology, managing working capital and capital budgeting, the unique characteristics of non-profit organizations, and financial analysis of such organizations. Students will also do case study analysis in the previously mentioned topics.

BU5500.MVS **CRN: 20435** **SMALL BUSINESS PROBLEMS & STRATEGY: SBI PART I**
NEW Meredith Village Savings Bank, Plymouth Craig Zamzow czamzow@plymouth.edu
3 Credits
Please contact instructor (czamzow@plymouth.edu) to arrange meeting dates and times.

Student teams examine, research and present case findings and recommendations orally and in writing. Constant attention is given to those problems unique to small businesses. Students will go out into the field with the instructor as a team. Students will act as business consultants to a business in the area under the Small Business Institute Program at Plymouth State University.

BU5501.MVS **CRN: 20436** **SMALL BUSINESS ANALYSIS: SBI PART II**
NEW Meredith Village Savings Bank, Plymouth Craig Zamzow czamzow@plymouth.edu
3 Credits
Please contact instructor (czamzow@plymouth.edu) to arrange meeting dates and times.

Required for a six-credit Small Business Institute project which includes primary and secondary research, complex financial analysis and a comprehensive plan including specific recommendations for improvements in business operations. Final report preparation of findings and recommendations to the small business client are requirements of this course.

BU5510.KE **CRN: 20309** **OPERATIONS MANAGEMENT**
Keene State College Duncan McDougall duncanm@plymouth.edu
3 Credits
Please note this course meets in Science 302.
Tuesday 6PM – 9:30PM 12/1, 12/8, 12/15, 1/5, 1/12, 1/19, 1/26, 2/2, 2/9, 2/16

BU5510.OL **CRN: 20429** **OPERATIONS MANAGEMENT**
NEW Online Course Roxana Wright rwright01@plymouth.edu
3 Credits [Syllabus](#)
This is an online course using Blackboard. Online sessions begin 11/30/09 and end 2/19/10.

Examination of the nature and structure of decision-making in the midst of uncertainty. Formal techniques for measurement of risks and rewards are applied to case studies based chiefly on production systems. Concludes with a survey of current techniques for operations analysis, planning and control.

BU5630.AU4 NEW	CRN: 20430	PT:INFORMATION TECHNOLOGY IN HEALTHCARE Online, American University of Antigua 3 Credits Syllabus	Robert Dullea	rgdullea@plymouth.edu									
<p>This is an online course using Blackboard. Online sessions begin 11/30/09 and end 2/19/10. Please note that this course is for MBA students that have been admitted into the American University of Antigua (AUA) partnership program ONLY!</p> <p>This course takes a comprehensive look at a broad range of technologies used throughout the healthcare industries and continuum of care. This includes and not limited to, Medical Informatics, Administrative Applications, Medical Office Automation, Telemedicine and Electronic Medical Record. The course will also cover technology in Surgery and informational resources access and use.</p>													
BU5630.WV	CRN: 20389	ST:BUILDING RELATIONS THAT LAST A LIFETIME Silver Fox Inn, Waterville Valley, NH 3 Credits	Dianne Durkin	dmdurkin@plymouth.edu									
<p>Students must register by 12/24/2009. Mandatory pre-reading assignments are available in Blackboard which is accessible through the myPlymouth portal. This is a residential course packaged with an additional meals & room fee of \$360.</p> <table border="0"> <tr> <td>Friday</td> <td>9AM – 9PM</td> <td>1/8</td> </tr> <tr> <td>Saturday</td> <td>9AM – 9PM</td> <td>1/9</td> </tr> <tr> <td>Sunday</td> <td>9AM – 3PM</td> <td>1/10</td> </tr> </table>					Friday	9AM – 9PM	1/8	Saturday	9AM – 9PM	1/9	Sunday	9AM – 3PM	1/10
Friday	9AM – 9PM	1/8											
Saturday	9AM – 9PM	1/9											
Sunday	9AM – 3PM	1/10											
BU5630.WV1	CRN: 20392	ST:BUILDING RELATIONS THAT LAST A LIFETIME Silver Fox Inn, Waterville Valley, NH 3 Credits	Dianne Durkin	dmdurkin@plymouth.edu									
<p>Students must register by 12/24/2009. Mandatory pre-reading assignments are available in Blackboard which is accessible through the myPlymouth portal. This is a commuter package with an additional meal fee of \$105.</p> <table border="0"> <tr> <td>Friday</td> <td>9AM – 9PM</td> <td>1/8</td> </tr> <tr> <td>Saturday</td> <td>9AM – 9PM</td> <td>1/9</td> </tr> <tr> <td>Sunday</td> <td>9AM – 3PM</td> <td>1/10</td> </tr> </table> <p>The ability to relate and build rapport with others is essential in the business environment. When individuals are in rapport, they feel safe, comfortable and understood, leading to trust and respect. This course expands an individual's knowledge of establishing rapport by incorporating styles, Neuro Linguistic Programming, conscious empathetic listening and questioning techniques. Students will come away understanding how certain words, phrases, gestures, language patterns and voice elements unconsciously create shared perceptions resulting in strong communications with another person.</p>					Friday	9AM – 9PM	1/8	Saturday	9AM – 9PM	1/9	Sunday	9AM – 3PM	1/10
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Saturday	9AM – 9PM	1/9											
Sunday	9AM – 3PM	1/10											
BU5700.WV UPDATED	CRN: 20310	MARKETING TECHNIQUES Silver Fox Inn, Waterville Valley, NH 3 Credits Syllabus	Craig Zamzow	czamzow@plymouth.edu									
<p>Students must register by 12/04/09. Mandatory pre-reading assignments are available in Blackboard which is accessible through the myPlymouth portal. This is a residential course packaged with an additional meals & room fee of \$270.</p> <table border="0"> <tr> <td>Friday</td> <td>9AM – 9PM</td> <td>12/18</td> </tr> <tr> <td>Saturday</td> <td>9AM – 9PM</td> <td>12/19</td> </tr> <tr> <td>Sunday</td> <td>9AM – 3PM</td> <td>12/20</td> </tr> </table>					Friday	9AM – 9PM	12/18	Saturday	9AM – 9PM	12/19	Sunday	9AM – 3PM	12/20
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Saturday	9AM – 9PM	12/19											
Sunday	9AM – 3PM	12/20											
BU5700.WV1	CRN: 20311	MARKETING TECHNIQUES Silver Fox Inn, Waterville Valley, NH 3 Credits Syllabus	Craig Zamzow	czamzow@plymouth.edu									
<p>Students must register by 12/04/2009. Mandatory pre-reading assignments are available in Blackboard which is accessible through the myPlymouth portal. This is a commuter package with an additional meal fee of \$105.</p> <table border="0"> <tr> <td>Friday</td> <td>9AM – 9PM</td> <td>12/18</td> </tr> <tr> <td>Saturday</td> <td>9AM – 9PM</td> <td>12/19</td> </tr> <tr> <td>Sunday</td> <td>9AM – 3PM</td> <td>12/20</td> </tr> </table>					Friday	9AM – 9PM	12/18	Saturday	9AM – 9PM	12/19	Sunday	9AM – 3PM	12/20
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Saturday	9AM – 9PM	12/19											
Sunday	9AM – 3PM	12/20											
BU5700.IB1	CRN: 20312	MARKETING TECHNIQUES Online, International Business 3 Credits	Charles Allen	callen@plymouth.edu									
<p>This is an online course using Blackboard. Online sessions begin 11/30/09 and end 2/19/10. This course is designed for United States MBA students that have been admitted into the Babes-Bolyai University (UBB) partnership program and requires permission of the UBB program coordinator, Roxana Wright (rwright01@plymouth.edu) prior to registration. Students must register by 11/30/09.</p>													
BU5700.IB2	CRN: 20313	MARKETING TECHNIQUES Online, International Business 3 Credits	Charles Allen	callen@plymouth.edu									
<p>This is an online course using Blackboard. Online sessions begin 11/30/09 and end 2/19/10. This course is designed for Romanian/International MBA students that have been admitted into the Babes-Bolyai University (UBB) partnership program and requires permission of the UBB program coordinator, Roxana Wright (rwright01@plymouth.edu) prior to registration. Students must register by 11/30/09.</p>													

The objective of this course is to help students develop a broad understanding of marketing techniques, strategies and tactics employed by the marketing manager. This course will cover the use of the 'marketing mix' elements as they pertain to the planning and implementation of the marketing plan.

BU5720.01 **CRN: 20314** **SEMINAR IN EXECUTIVE MANAGEMENT**
UPDATED Plymouth – Hyde Hall 127 Ross Humer rhumer@plymouth.edu
3 Credits [Syllabus](#)
Thursday 6PM – 9:30PM 12/3, 12/10, 12/17, 1/7, 1/14, 1/21, 1/28, 2/4, 2/11, 2/18

From a decision-makers point of view, students will participate in a seminar involving middle and upper-level managerial responsibilities, as well as discussions concerning 'state-of-the-art' methodologies appropriate to all levels of management. Case studies and group projects will be combined with informal lectures and discussions involving such areas as strategic planning, action planning techniques, policy-making, managerial ethics, decision-making methods, control systems and the integration of all resources for optimum performance. Prerequisite: Basic Management core courses (BU 5190, BU 5120 and BU 5210) and/or commensurate work experience.

BU5810.WV **CRN: 20399** **SEMINAR IN CORPORATE PUBLIC RELATIONS**
Silver Fox Inn, Waterville Valley, NH Warren Mason wmason@plymouth.edu
3 Credits [Syllabus](#)
Students must register by 01/12/2010. Mandatory pre-reading assignments are available in Blackboard which is accessible through the myPlymouth portal. This is a residential course packaged with an additional meals & room fee of \$360.
Friday 9AM – 9PM 1/22
Saturday 9AM – 9PM 1/23
Sunday 9AM – 3PM 1/24

BU5810.WV1 **CRN: 20400** **SEMINAR IN CORPORATE PUBLIC RELATIONS**
Silver Fox Inn, Waterville Valley, NH
3 Credits [Syllabus](#)
Students must register by 01/12/2010. Mandatory pre-reading assignments are available in Blackboard which is accessible through the myPlymouth portal. This is a commuter package with an additional meal fee of \$105.
Friday 9AM – 9PM 1/22
Saturday 9AM – 9PM 1/23
Sunday 9AM – 3PM 1/24

This course combines the theoretical knowledge and applied skills needed for effective organizational public relations. Emphasis is on communication strategies for both profit and non-profit organizations. Additional emphasis is placed on writing skills, understanding media channels, and developing a major media project for your organization by utilizing the public relations theory and practices studied in this course. Specific topics include an understanding of models of communication; corporate communication decision making; methods of persuasion; targeting publics; communication channels; effective writing; mass media; and business-media relations. Specific objectives include emphasizing the importance of effective writing skills in public relations; understanding the function of public relations in organizations; public relations practices; and providing students with an opportunity to develop public relations strategies and produce supporting promotional materials for their own organization.