

Integrated Business and Health (IBH)

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INTEGRATED DEGREE IN BUSINESS AND HEALTH

The inter-college interdisciplinary BS in Business and Health, Integrated Business and Health (IBH), trains students to become leaders in the health industry by developing an understanding of the core principles of business alongside an in-depth knowledge of health economics and policy. The program prepares future leaders of the health industry to better understand and address the vital conditions that shape community health and promote health equity.

Integrated Business and Health offers undergraduate students interested in the health and healthcare industries the opportunity to combine knowledge and skills gained through the core curriculum offered by the College of Business with in-depth, interdisciplinary training in health economics, health policy and community health offered by the College of Health. The program will also train students to understand the social determinants of health and how to work with communities to develop and implement solutions to community health challenges.

The program incorporates an integrated seminar in the freshman year and a senior year capstone experience. These two seminars will provide students the opportunity to reflect on the connections between the business aspects of healthcare and insurance and society's commitment to promoting the health of its members through both government and community-based initiatives.

BUSINESS AND HEALTH CAREER OPPORTUNITIES

Health is a large and growing dimension of the U.S. economy and offers a range of career opportunities to students who understand core business principles and have the substantive knowledge to apply these principles within the health sector.

Graduates of the program will have the unique ability to effectively lead their organizations and navigate them through the complex institutional structures and policies of the healthcare sector, and by doing so, devise solutions to one of society's most pressing challenges; the equitable promotion of population health in a resource-constrained environment.

BS Integrated Business & Health

The BS in Business and Health trains students to apply knowledge about the social determinants of health, and the ability to work with communities, to develop and implement solutions in the health industry. This interdisciplinary program provides students with knowledge and skills from the core curriculum in business and health economics offered by the College of Business and training in health policy and community health from the College of Health.

The program follows a cohort-based structure, which ensures that students progress through the curriculum together as a group. Consequently, transferring into the program from other programs at Lehigh or external institutions is not allowed. Students must indicate their intention to enroll in the IC program when they apply for admission to Lehigh.

Distribution Requirements ¹

WRT 001	Academic and Analytical Writing	3
POPH 319	Population Health Bioethics	3
Diversity, Equity & Inclusion ²		3
Sustainability ²		3

Business Core

ECO 001	Principles of Economics	4
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BUS 003	Business Communication I	1.5
MATH 081 or MATH 021	Calculus with Business Applications I Calculus I	4
BUAN 044	Business Analytics I	1.5
MGT 043	Organizational Behavior	3
ACCT 151	Introduction to Financial Accounting	3
ACCT 152	Introduction to Managerial Accounting	3
BSTA 101 & BSTA 102 or ECO 045	Population Health Data Science I and Population Health Data Science I Algorithms Lab Statistical Methods	4
BIS 111	Introduction to Information Systems	3
ECO 146	Intermediate Microeconomic Analysis	3
FIN 125	Introduction to Finance	3
MKT 111	Principles of Marketing	3
SCM 186	Supply Chain Operations Management	3
BUS 203	Business Communication II	1.5
LAW 201	Legal Environment of Business	3
BUAN 244	Business Analytics II	1.5
MGT 243	Leadership in Organizations	3
MGT 301	Strategic Management in a Global Environment Capstone	3

Foundational Courses

POPH 001	Introduction to Population and Public Health	4
POPH 002	Population Health Research Methods & Application	4
BUHE 001	Integrated Seminar	3

Methods Courses

BSTA 103 & BSTA 104 or ECO 157	Population Health Data Science II and Population Health Data Science II Algorithms Lab Statistical Methods II	4
EPI 104	Fundamentals of Epidemiology	3
ECO 357 or EPI 305	Econometrics Intermediate Epidemiology	3

Health Policy & Politics Core

CGH 004	Introduction to Global Health	3
CGH 104	Sociocultural & Political Determinants of Health	4
CGH 105	Commercial Determinants of Health	4
CGH 313	Health Policy and Politics	3
One Health Policy Elective at the 300-level ³		3

Health Care Business & Economics Core

MGT 233	Managing the Health Care Workforce	3
SCM 240	Health Care Operations Management	3
ECO 368	Health Economics	3
ECO 369	Analysis of Health Care Markets	3

Integrated Capstone

BUHE 301	Integrated Capstone	3
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Free Electives ⁴

Total Credits ⁵		122-24
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Distribution courses should be chosen in consultation with the advisor. Courses taken within the major department to satisfy a major may not satisfy distribution requirements in more than one area. The student (with the advisor's assistance) is responsible for seeing that courses used in the major are not used to complete the distribution requirements in more than one area. If a distribution requirement is applied to the major requirement, students may take any additional course(s) as long as 122 - 124 total credits are completed.

2

Courses that meet the Diversity, Equity and Inclusion and Sustainability requirements are labeled with the attributes DEIN and SUST. Additional information on courses that meet these requirements is also available by contacting the College of Health advising office at cohadvicing@lehigh.edu (cohadvicing@lehigh.edu).

3

Chosen in consultation with an advisor.

4

Electives must be taken outside of the College of Business and the College of Health.

5

Total credits may vary depending on the student's course selection for the following requirements: BSTA 101 Population Health Data Science I & BSTA 102 Population Health Data Science I Algorithms Lab (4 credits total) or ECO 045 Statistical Methods (3 credits), and BSTA 103 Population Health Data Science II & BSTA 104 Population Health Data Science II Algorithms Lab (4 credits total) or ECO 157 Statistical Methods II (3 credits).

Courses

BUHE 001 Integrated Seminar 3 Credits

This course will explain how the core principles of business apply to organizations in the health setting. It will apply knowledge and skills from business, health economics, and health policy to complex and ambiguous real world problems encountered by health and health care organizations. Topics include, for example, how to address potential conflicts between population health goals and the financial goals of health organizations.

BUHE 301 Integrated Capstone 3 Credits

The capstone project course immerses students in projects on how business, economic, and policy analysis skills can be applied ethically in an organization to improve population health. Students will work in cross-disciplinary teams of 5 to 6 business and health majors with a faculty mentor on the projects focused on public health and health care policies and community health initiatives.

Prerequisites: BUHE 001