

HWM 496
Health and Wellness Management Capstone
3 credits

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COURSE DESCRIPTION:

This course requires the application of knowledge and skills acquired through successful completion of all HWM courses taken prior to or concurrent with this course. Using a case study, students demonstrate competence in health and wellness management by completing assignments and participating in discussion that results in the logical, sequential building of a strategic plan for a comprehensive corporate wellness program. Students demonstrate interviewing, professional networking and resume writing skills along with formally presenting their final strategic plan.

Prerequisite(s): HWM 460, 470 and 480

COURSE RESOURCES

There is no textbook required for this course. Resource or review information is provided for each unit in the Content section of D2L.

WRITING RESOURCES

College level writing skills and proper formatting and citation are required in this course. The following resources are helpful for APA format and technical writing skills.

- HWM Online Writing Lab: <http://hwm.wisconsin.edu/current-students/online-writing-lab/>
- The Online Writing Lab (OWL) at Purdue University: <http://owl.english.purdue.edu/owl/>
- APA Style Website: <http://www.apastyle.org/apa-style-help.aspx>

STUDENT LEARNING OUTCOMES:

At the conclusion of HWM 496 and completion of the case study (3 credits), students will:

1. Write a needs assessment survey
2. Interpret needs assessment data
3. Provide sustainable programming recommendations to address identified needs
4. Create a one year budget
5. Develop a comprehensive marketing and communication plan
6. Evaluate the pros and cons of incentive use
7. Create a program evaluation plan
8. Describe the importance of establishing a culture of wellness across diverse constituencies at the workplace
9. Develop, organize and present all components of a comprehensive strategic plan for a workplace wellness program
10. Engage in professional networking
11. Demonstrate effective interviewing skills
12. Develop a professional resume

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The Board of Regents, administrators, faculty, academic staff and students of the University of Wisconsin system believe that academic honesty and integrity are fundamental to the mission of higher education and of the University of Wisconsin system. The university has a responsibility to promote academic honesty and integrity and to develop procedures to deal effectively with instances of academic dishonesty. Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions.

For more information on academic misconduct and disciplinary sanctions for academic misconduct, see http://docs.legis.wisconsin.gov/code/admin_code/uws/14

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COURSE REQUIREMENTS

1. ASSIGNMENTS –Each lesson in the Content section of D2L has a correlating assignment that is submitted to the Dropbox. The final project is a power point presentation of a comprehensive strategic plan that students will present virtually to a defined target audience. Assignment descriptions and requirements are posted in the Content module in D2L for this course.

- Assignment Due Dates: See the course calendar that is part of this syllabus for assignment due dates.
- Late Policy for Assignments – Late work will not be accepted unless extenuating circumstances prevent you from being able to turn the assignment in by the due date. This should be communicated with the instructor on or prior to the due date.

2. DISCUSSION PARTICIPATION - For optimal learning to occur in this course students need to participate in each Discussion as described in the corresponding lesson in D2L. Please be prepared to submit thoughtful, insightful responses to the Discussion

questions/items and reply to your classmate’s posts. Participate with an open mind and challenge yourself to fully engage in the Discussion. Refer to the document *Guidelines for Discussion Assignments in D2L* for details on active participation in Discussion and grading of Discussion items.

- **Discussion Due Dates:** See the course calendar that is part of this syllabus for due dates for each Discussion posting. Recognizing that work schedules and family obligations vary, and that some may be able to get online sooner and more often than others, your initial post must be submitted by **Wednesday of each week** so an engaging discussion can follow by the designated due date.
- **Late Policy for Discussion Postings:** Late work will not be accepted unless extenuating circumstances prevent you from being able to participate in the discussion and you communicate this with the instructor on or prior to the due date.

This syllabus is tentative and subject to change at the discretion of the instructor. Students will be notified of changes if they occur.

HWM 496 GRADING:

Discussion Postings: 9 @ 10 points each	90 points
Assignment: Cover Letter and Resume	20 points
Assignment: Mock Interview for Case Study Company Position	20 points
Assignment: Intro to Case Study	10 points
Assignment: Needs Assessment Survey	25 points
Assignment: Programming Mix Report	25 points
Assignment: Case Study Year One Budget	25 points
Assignment: Communication Strategy	25 points
Assignment: Marketing Plan	25 points
Assignment: Incentive Use	25 points
Assignment: Strategies for Culture Change	25 points
Assignment: Evaluation Plan	25 points
Assignment: Wellness Team Member Job Description	20 points
Assignment: Mock Interview	20 points
Assignment: LinkedIn Connections	20 points
Power Point Presentation	100 points
TOTAL	500 points

HWM 496 GRADING SCALE:

- 90-100% - A
- 80-89% - B
- 70-79% - C
- 60-69% - D
- <60% - F

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Course Outline

- Lesson 1: Writing a needs assessment survey
- Lesson 2: Interpreting needs assessment data
- Lesson 3: Providing sustainable programming recommendations to address identified needs
- Lesson 4: Creating a one year budget
- Lesson 5: Developing a comprehensive marketing and communication plan
- Lesson 6: Evaluating the pros and cons of incentive use
- Lesson 7: Creating a program evaluation plan
- Lesson 8: Describing the importance of establishing a culture of wellness across diverse constituencies at the workplace
- Lesson 9: Developing, organizing and presenting all components of a comprehensive strategic plan for a workplace wellness program
- Lesson 10: Engaging in professional networking
- Lesson 11: Demonstrating effective interviewing skills
- Lesson 12: Developing a professional resume