

HEALTH AND WELLNESS MANAGEMENT (MS)

Department website (<https://www.uwp.edu/learn/programs/masterofhealthandwellnessmanagement.cfm>)

The Master of Science in Health and Wellness Management is a fully online degree program offered collaboratively by UW-Parkside, UW-Green Bay, UW-River Falls, UW-Stevens Point, UW-Superior, and UW-Extension. This online M.S. in Health and Wellness Management program focuses primarily on adult and nontraditional students who hold an undergraduate degree and have the desire to continue their education to achieve a graduate degree.

In addition, the courses in the Health and Wellness Management program are structured into three distinct stackable graduate certificates on Foundations of Health and Wellness, Improving Health with Data and Policy, and Leadership in Health and Wellness. These certificates can be completed independently of each other, providing students with the flexibility to choose the path that best aligns with their career goals.

Program Learning Outcomes

1. Demonstrate effective professional communication skills for diverse audiences.
2. Demonstrate effective leadership skills in a variety of settings.
3. Apply appropriate management practices to advance a culture of well-being.
4. Evaluate the impact of the social, legal, and ethical environment on health and wellness programs.
5. Utilize evidence-based practices to design holistic wellness initiatives.

Requirements for the Master of Science in Health and Wellness Management

Code	Title	Credits
Required Courses		
HWM 700	Contemporary Health and Wellness Perspectives	3
HWM 705	Strategic Management For Wellness Managers	3
HWM 710	Research and Data Analysis for Wellness Managers	3
HWM 715	Professional Communications for Wellness Managers	3
HWM 725	Evidence-based Practices in Health and Wellness	3
HWM 730	Holistic Aspects of Health	3
HWM 750	Planning and Evaluation for Wellness Managers	3
HWM 755	Health Policy and Action	3
HWM 770	Human and Group Behavior	3
HWM 787	Health and Wellness Management Capstone Preparation	1
HWM 790	Health and Wellness Management Capstone	3
Total Credits		31

University Requirements for Master's Degree Programs

To receive a master's degree from UW-Parkside, students must meet the following minimum requirements (note that individual programs may impose more stringent requirements):

1. Complete at least 30 graduate credits, of which no more than 12 may be transferred from another institution.
2. Have an overall GPA of at least 3.00 for all graduate work taken at UW-Parkside that is applicable to the degree program.
3. Satisfy all requirements of the graduate degree program.

Students may take no more than seven years to complete a degree, beginning with the semester in which they complete their first course as a UW-Parkside degree-seeking graduate student, unless they apply for and receive an extension through the appropriate graduate program. Some programs may impose a shorter time limit. To graduate, students must file a request for graduation. The request form, signed by the student's advisor and filed in the appropriate graduate program office, initiates the final review of the candidate's records. Students also need to apply to graduate with the Office of the Registrar.

Students seeking admission to the M.S. in Health and Wellness management program require:

- A bachelor's degree from a regionally or nationally accredited university, (in any discipline), and a minimum cumulative grade point average (GPA) of 3.0/4.0. Students with a GPA less than a 3.0 may be considered for a provisional admission. The Academic Director has the discretion to waive a prerequisite that will allow a student to take a HWM course. Please contact the Academic Director for more information.
- A personal statement of not more than 1,000 words describing your reasons for pursuing a Master of Science in Health Wellness and Management, your short and long term career goals, and what value you would add to the learning experience of your fellow students. Space for the personal statement is included in the online application.
- Resume
- Two letters of recommendation

Writing samples or recommendations may be requested and used toward an admission decision if warranted. Admissions will occur on a rolling basis with new applicants able to start the program during each of the academic terms: fall, spring, and summer.

Courses in Health and Wellness Management

HWM 700 | Contemporary Health and Wellness Perspectives | 3 cr
Explores the determinants of health, health equity, and best practices in fostering holistic well-being. Includes evidence-informed approaches to effectively promote individual and organizational well-being culture through multiple communication modalities. Covers the expectations and development of wellness professionals as agents of change.

Prerequisites: None.

Offered: Yearly.

HWM 705 | Strategic Management For Wellness Managers | 3 cr

Examines the development of an organization's strategic direction by evaluating the external environment and stakeholder needs and taking inventory of what internal resources and capabilities are necessary. Includes using this information to establish specific actions, create organizational structure and systems, and consider ethical implications and the inclusive culture needed to achieve organizational goals.

Prerequisites: None.

Offered: Yearly.

HWM 710 | Research and Data Analysis for Wellness Managers | 3 cr

Covers research methods and designs relevant to wellness program managers. Introduces various research designs including experimental and non-experimental, as well as qualitative and quantitative methods. Focuses on providing a practical understanding of several statistical tools used in wellness-related research.

Prerequisites: Elementary statistics or equivalent.

Offered: Yearly.

HWM 715 | Professional Communications for Wellness Managers | 3 cr

Addresses the role of effective communication in health and wellness management. Includes application of multiple communication skills and tools tailored to a target audience to bring about change in an organizational or community context.

Prerequisites: None.

Offered: Yearly.

HWM 725 | Evidence-based Practices in Health and Wellness | 3 cr

Explores evidence-based practice and its significance for health and wellness professionals. Covers procedures and tools to explore reliable information about health determinants and intervention approaches (physical, mental, and social well-being). Includes practical application of the stages of evidence-based practice.

Prerequisites: None.

Offered: Yearly.

HWM 730 | Holistic Aspects of Health | 3 cr

Examines current population health issues by analyzing their biological, psychological, and social-environmental determinants. Focuses on applying holistic, evidence-based approaches in health psychology. Provides opportunity to create and deliver effective evidence-informed messaging to address these issues and positively impact health outcomes.

Prerequisites: None.

Offered: Yearly.

HWM 750 | Planning and Evaluation for Wellness Managers | 3 cr

Examines planning, implementation, and evaluation of wellness programs as inter-related, cyclical activities. Provides opportunity to implement the major strategic activities and processes involved in planning and evaluating wellness programs, aiming to foster a culture of well-being within diverse environments.

Prerequisites: None.

Offered: Yearly.

HWM 755 | Health Policy and Action | 3 cr

Examines the role of government agencies in shaping health policy and health equity. Investigates current federal, state, and local regulations and impacts on health outcomes. Covers healthcare systems and insurance, including potential providers and contracts. Emphasizes ethical principles; social responsibility; and diversity, equity, and inclusion (DEI).

Prerequisites: None.

Offered: Yearly.

HWM 770 | Human and Group Behavior | 3 cr

Explores evidence from research studies to investigate the integration of health and wellness initiatives. Includes consideration of ethical practices. Examines organizational design (micro-, mid-, and macro-level) and human behavior to more effectively engage stakeholders and promote a culture of well-being.

Prerequisites: None.

Offered: Yearly.

HWM 787 | Health and Wellness Management Capstone Preparation | 1 cr

Provides the opportunity for students to prepare for their semester-long capstone project, identify a partner organization, develop a project proposal, and obtain approval from their home campus Institutional Review Board.

Prerequisites: MSHWM students must complete at least 18 credits or Academic Director Consent.

Offered: Yearly.

HWM 790 | Health and Wellness Management Capstone | 3 cr

Provides opportunity to complete an individual capstone experience (internship/special project) that demonstrates through understanding of the knowledge, skills and disposition necessary to be a successful health and wellness manager.

Prerequisites: HWM 787.

Offered: Yearly.