

# Integrated Business and Health (IBH)

## Program Directors:

Han Ye, PhD (<https://business.lehigh.edu/directory/han-ye/>)  
College of Business

Eduardo J. Gómez, PhD, MA (<https://health.lehigh.edu/faculty/gomez-eduardo/>)  
College of Health

## Contact information:

inibh@lehigh.edu  
website: <https://ibh.lehigh.edu/>

## 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 <sup>1</sup>

|  |                                 |   |
|--|---------------------------------|---|
| WRT 001                                    | Academic and Analytical Writing | 3 |
| POPH 319                                   | Population Health Bioethics     | 3 |
| Diversity, Equity & Inclusion <sup>2</sup> |                                 | 3 |
| Sustainability <sup>2</sup>                |                                 | 3 |

## Business Core

|         |                         |   |
|---------|-------------------------|---|
| ECO 001 | Principles of Economics | 4 |
|---------|-------------------------|---|

|                                      |   |     |
|--------------------------------------|---|-----|
| BUS 003                              | Business Communication I  | 1.5 |
| MATH 081<br>or MATH 021              | Calculus with Business Applications I<br>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<br>& BSTA 102<br>or ECO 045 | Population Health Data Science I<br>and Population Health Data Science I<br>Algorithms Lab<br>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<br>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<br>Environment Capstone  | 3   |

## Foundational Courses

|          |   |   |
|----------|---|---|
| POPH 001 | Introduction to Population and Public<br>Health     | 4 |
| POPH 002 | Population Health Research Methods<br>& Application | 4 |
| BUHE 001 | Integrated Seminar                                  | 3 |

## Methods Courses

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

## Health Policy & Politics Core

|  |   |   |
|--|---|---|
| CGH 004  | Introduction to Global Health                       | 3 |
| CGH 104  | Sociocultural & Political Determinants<br>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 <sup>3</sup> |   | 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 |
|----------|---------------------|---|

## Free Electives <sup>4</sup>

|                                   |  |               |
|-----------------------------------|--|---------------|
| <b>Total Credits <sup>5</sup></b> |  | <b>122-24</b> |
|-----------------------------------|--|---------------|

1

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](mailto:cohadvicing@lehigh.edu) ( [cohadvicing@lehigh.edu](mailto: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