

**LEHMAN COLLEGE
OF THE
CITY UNIVERSITY OF NEW YORK**

DEPARTMENT OF HEALTH PROMOTION AND NUTRITION SCIENCES

CURRICULUM CHANGE

1. **Type of change:** New Course

2.

Department(s)	Health Promotion and Nutrition Sciences
Career	☒ Undergraduate ☐ Graduate
Academic Level	☒ Regular ☐ Compensatory ☐ Developmental ☐ Remedial
Subject Area	HEA
Course Prefix & Number	HEA 371
Course Title	Entrepreneurial Leadership in the Healthcare Industry
Description	Prepares students for entrepreneurial leadership in the health field. Emphasis is on innovation, opportunity, recognition, and sustainable impact.
Pre/ Co Requisites	
Credits	3
Hours	3
Liberal Arts	☐ Yes ☒ No
Course Attribute (e.g. Writing Intensive, WAC, etc)	Writing Intensive
General Education Component	☒ Not Applicable ☐ Required ☐ English Composition ☐ Mathematics ☐ Science ☐ Flexible ☐ World Cultures ☐ US Experience in its Diversity ☐ Creative Expression ☐ Individual and Society ☐ Scientific World

3. **Rationale:**

This course fills a gap in the HEA curriculum and will contribute to growing the program by appealing to new students from across the college. It promotes the college's mission to prepare students for leadership in diverse urban communities and for gainful employment. By providing students with real-life skills, the course prepares them to become proactive and socially responsible leaders in service to advancing health equity, improving healthcare delivery, and promoting wellness.

4. Learning Outcomes (By the end of the course, students will be expected to):

Students will be able to:

- Identify service and business opportunities in the healthcare sector using an entrepreneurial mindset.
- Develop an individualized business plan grounded in personal interest and market need.
- Evaluate funding options for launching and sustaining a business venture.
- Define a clear vision and mission statement.
- Design marketing strategies to compete effectively in the healthcare marketplace.
- Demonstrate understanding of legal and financial requirements for starting a business in New York State.
- Examine ethical responsibilities in business leadership.
- Assess personal leadership style and apply it to a sustainable business model.

5. Date of Departmental Approval: 8/27/2025