

HEALTHCARE SALES - BA, BS

St. Kate's is the only university in the country with a sales program that integrates the critical-thinking and problem-solving focus of a broad-based liberal arts education with professional sales preparation. Our innovative healthcare sales major stands as one of only a handful in the country. The program combines St. Kate's long-time strengths in healthcare, business and science with an outstanding liberal arts education to prepare students for careers in pharmaceutical, medical product, medical device and other healthcare-related sales. St. Catherine University partnered with industry-leading companies to design the healthcare sales curriculum. The program introduces students to the dynamics of the healthcare marketplace and provides them with sales and leadership strategies, enabling them to effectively transfer knowledge from the lab to physicians and their patients. As a healthcare sales professional, students will help healthcare providers improve the quality of life for their patients, introduce new products, technologies and applications and often help push the treatment envelope to include more effective options.

Students can capitalize on the many emerging opportunities for women in the sales profession. The healthcare sales program will prepare students to become knowledgeable, ethical professionals in a rewarding career. Starting salaries in the low to mid five-figure range are common, and experienced sales people often reach incomes in the low six figures, depending on their experience level and the types of products they sell. Studies show that more CEOs of U.S. corporations come from sales, marketing and finance than from any other areas of the company.

In addition to the healthcare sales baccalaureate degree, St. Kate's offers a healthcare sales certificate in the College for Adult and Applied Learning, which allows men and women an opportunity to develop credentials in the field of healthcare sales. The certificate requires completion of 16-18 credits. The certificate is an excellent start on the path to becoming a healthcare sales professional or a helpful career transition tool.

This major is available to students in the College for Women only.

Common Aspects of All Business Majors

St. Kate's offers a values-based business education built upon a foundation of liberal arts and guided by the following mission: *Grounded in Catholic social teaching, the Department of Business Administration at St. Catherine University delivers a transformative business education, providing students with the confidence, adaptability, and performance-ready expertise to become ethical and effective leaders in their chosen field.*

In the classroom, students work to successfully master business fundamentals and gain an appreciation for the interrelated nature of business functions—tools necessary for navigating a global, competitive business environment. By conducting online research and preparing computer-based presentations, students learn to incorporate technology into solutions for business problems and become prepared for careers in worldwide, decentralized organizations. Examples of this type of essential, highly-relevant coursework are collected in each student's business portfolio, serving as a showcase of academic accomplishments required for graduation.

St. Kate's business majors benefit from abundant resources as they move through the program towards their career goals. Exceptional instructors, both full-time professors and practicing professionals with a broad range of experience, provide a balanced theoretical and applied

business curriculum. Outstanding women role models and accomplished executives participate on-campus as guest speakers, mentors, and recruiters. Many of them are St. Kate's alumnae and employees of the 60+ companies attending St. Kate's annual on-campus job fair—the largest of any Minnesota private college or university.

St. Kate's business administration department, part of the School of Business and Professional Studies, offers a bachelor of arts or a bachelor of science in one of the following fields:

Majors*:

- Accounting
- Business Administration
- Business Management
- Business-to-Business Sales
- Healthcare Sales
- Healthcare Management
- International Business and Economics

Minors:

- Accounting
- Business Administration
- Financial Economics
- Finance
- Healthcare Sales
- Integrated Marketing Communications and Design
- Sales

*See individual major descriptions or the Programs of Study section of this catalog for information about which college offers the program (the College for Women or the College for Adults).

See also: **Accounting**, (<http://catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/accounting-ba-bs>) **Business Administration** (<http://catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/bus-admin>), **Business Management**, (<http://catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/business-management-ba-bs>) **Healthcare Management** (<http://catalog.stkate.edu/undergraduate/business-professional-studies/business-administration/healthcare-management-ba-bs>)

This major is offered in the College for Women only.

Curriculum

| Code | Title | Credits |
|-----------|-------------------------------|---------|
| ACCT 3202 | Business Finance | 2 |
| BUSI 2012 | Business Analytics | 2 |
| BUSI 2502 | Global Business | 2 |
| BUSI 2652 | Legal Environment of Business | 2 |
| BUSI 3652 | Business Law - Contracts | 2 |
| BUSI 4752 | Business Practicum | 2 |
| BUSI 4800 | Business Portfolio | 0 |
| MGMT 3850 | Healthcare Policy | 4 |
| MKTG 2302 | Introduction to Marketing | 2 |
| SALE 2332 | Introduction to Selling | 2 |
| SALE 3212 | Finance for Sales | 2 |

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|---------------|---|----|
| SALE 3330 | Professional Sales: Customer Centered Selling | 4 |
| SALE 3432 | Customer Intelligence | 2 |
| SALE 3530 | Selling in Healthcare | 4 |
| SALE 3632 | Ethics and Integrity in Selling | 2 |
| SALE 4430 | Advanced Sales: Strategic Account Management | 4 |
| Total Credits | | 38 |

| Code | Title | Credits |
|---|--|---------|
| Required Supporting Courses (minimum grade of C- required) | | |
| ACCT 2112 | Financial Accounting I | 2 |
| ACCT 2130 | Managerial Accounting | 4 |
| BIOL 1120 | Biology of Women with Lab | 4 |
| or BIOL 2610 | Human Anatomy and Physiology I with Lab | |
| BIOL 2650 | Understanding Medical Research: Drugs, Devices and Complementary Therapies | 4 |
| ECON 2610 | Principles of Microeconomics | 4 |
| INDI 2220 | Medical Terminology | 2 |
| MGMT 2400 | Principles of Management | 4 |
| Select one of the following: | | 4 |
| ECON 1080 | Statistical Analysis for the Social Sciences | |
| ECON 1090 | Statistical Analysis for Decision Making | |
| HLTH 1090 | Biostatistics | |
| PSYC 1090 | Statistical Methods in Psychology | |
| STAT 1089 | Statistical Analysis with Corequisite | |
| STAT 1090 | Statistical Analysis | |
| Total Credits | | 28 |

Business Portfolio

All majors are required to complete a business portfolio. The portfolio is the vehicle that enables students to integrate the life skills and knowledge they bring with them and the knowledge, skills and values learned within the courses and field experiences throughout the program. This portfolio allows students to validate their experiences at St. Catherine University.

The portfolio is cumulative in nature; most aspects are completed as part of course work. Students must present the portfolio to their advisor no later than September 30 for December graduation or February 15 for May graduation.

For specific portfolio (BUSI 4800 Business Portfolio) requirements, please refer to the Professional Portfolio Handbook.

Healthcare sales majors satisfy the Writing Requirement for Majors by completing SALE 4430W - Advanced Sales: Strategic Account Management (which will be offered as writing intensive in Fall 2018). They complete the Liberal Arts and Sciences Core Writing Requirement with three other writing-intensive courses (CORE 1000W The Reflective Woman or CORE 2000W The Reflective Woman, CORE 3990W Global Search for Justice and another writing-intensive course offered in this or another department.