

CURRICULUM

Legal and Ethical Framework of Senior Living (3 credit hours)

- Business communication skills
- Federal and state regulations and licensing standards
- Business law and ethics

Quality in Resident Care and Services (3 credit hours)

- The aging process and senior wellness
- Dementia care principles
- Providing excellent customer service

Financial and Human Resource Management of Senior Living Facilities (3 credit hours)

- Basic finance and accounting principles
- Budgeting
- Hiring and retaining quality employees

Senior Living Marketing, Management and Leadership (3 credit hours)

- Principles of marketing
- Management techniques
- Leading successful teams

Total: 12 college level credits

SENIOR LIVING MANAGEMENT CERTIFICATE



Brianne Michalski - Senior Living Program Coordinator

(817) 202-6773 | seniorliving@swau.edu | swau.edu/seniorliving

100 W. Hillcrest, Keene, Texas 76059



SOUTHWESTERN ADVENTIST UNIVERSITY

Knowledge. Faith. Service.



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ADVENTIST UNIVERSITY**

Knowledge. Faith. Service.

WHY SHOULD I CHOOSE A CERTIFICATE IN SENIOR LIVING AT SOUTHWESTERN NOW?

This program will equip the aspiring manager in the senior living industry with managerial knowledge in the essential areas of business as well as specific knowledge related to senior living facility operations and healthy aging.

Finish in
ONE YEAR!

TAUGHT BY
INDUSTRY
PROFESSIONALS

COMPLETELY
ONLINE

“Civitas Senior Living is excited to include the Southwestern Adventist University Senior Living Management Certificate in our professional development program. We feel this certificate will help to develop a more invested manager for our organization.”

-Wayne Powell, President, Civitas Senior Living

PROGRAM STARTS SEPTEMBER 2018

swau.edu/seniorliving

WHAT WILL I LEARN?

Students will learn from both academics and field experts, preparing them effectively for:

- Fundamental business applications including management and leadership, marketing, basic accounting and finance, human resource principles and much more
- Specific operations and management principles of senior living communities (Independent Living, Assisted Living, and Memory Care)
- Essentials of wellness and care for maintaining senior living residents' quality of life

