

Guest Lecturers

The following guide is meant to help teachers figure out the type of guest lecturer who could provide insights into each of the twenty chapters covered in the book, *Concepts in Health Care Entrepreneurship*.

Chapter 1, Principles of Marketing: A person with a graduate degree or PhD in marketing or economics, an MBA or PhD with a marketing specialization, or if need be, an MBA or PhD in an unrelated business field.

Chapter 2, Territory Management: A sales professional that has received extensive sales training. A specific certification or degree related to sales is preferred, but not essential.

Chapter 3, Professional Sales: A sales professional that has received extensive sales training. A specific certification or degree related to sales is preferred, but not essential.

Chapter 4, Patient Experience: A health care provider with extensive experience managing a successful health care organization.

Chapter 5, Market Planning: A person with a graduate degree or PhD in marketing, an MBA or PhD with a marketing specialization, or if need be, an MBA or PhD in an unrelated business field.

Chapter 6, General Accounting: A Certified Public Accountant, or a person with a graduate degree or PhD in accounting, an MBA or PhD with an accounting specialization, or an experienced bookkeeper.

Chapter 7, Accounting Treatment: A Certified Public Accountant, or a person with a graduate degree or PhD in accounting, an MBA or PhD with an accounting specialization, or an experienced bookkeeper.

Chapter 8, Business Analysis: An experienced Budget Analyst or Cost Accountant. A Certified Public Accountant with relevant budget analyst or cost accounting experience is preferred, but not essential.

Chapter 9, Taxation: A Certified Public Accountant with extensive tax experience or an experienced attorney with an LLM in taxation.

Chapter 10, Accounting System: An experienced bookkeeper, a Certified Public Accountant or a person with a graduate degree or PhD in accounting, or an MBA or PhD with an accounting specialization.

Chapter 11, Mathematical Finance: An experienced Financial Analyst or a person with a graduate degree or PhD in finance, or an MBA or PhD with a finance specialization.

Chapter 12, Corporate Finance: An experienced Financial Analyst or a person with a graduate degree or PhD in finance or an MBA or PhD with a finance specialization.

Chapter 13, Business Valuations: A Certified Valuation Analyst (CVA), or a person Accredited in Business Valuation (ABV) or with a graduate degree or PhD in finance. An Industry Analyst or Financial Analyst may have proper experience if they value an entire business and not just internal processes.

Chapter 14, Funding Sources: An experienced lending specialist or other official with the Small Business Administration that has extensive lending experience, or an experienced bank loan officer, preferably from the bank's corporate lending division.

Chapter 15, Financial Planning: A Certified Financial Planner (CFP) or experienced financial advisor with life/health insurance licenses and a Series 7.

Chapter 16, Entrepreneurship: A person with a graduate degree or PhD in management or entrepreneurship, an MBA or PhD with a management or entrepreneurship specialization, or if need be, an MBA or PhD in an unrelated business field.

Chapter 17, Care Management: A health care provider with extensive experience managing a successful health care organization.

Chapter 18, Human Resources: A person holding a Professional in Human Resources (PHR) certification, or a person with a graduate degree or PhD in human resources that has extensive work experience, or an MBA or PhD with a human resources specialization that has extensive work experience.

Chapter 19, Practice Management: A health care provider or office manager with extensive experience managing a successful health care organization.

Chapter 20, Management Systems: An IT specialist or representative from a company that sells practice management software.