





DEPARTMENT OF HEALTH CARE ADMINISTRATION AND POLICY Course Syllabus

EMHA 730 - Strategic Management of Health Services

Course Information:

This course will provide a framework for the development and application of strategic management and practice. One of the primary course outcomes will be the development of a comprehensive strategic plan for a healthcare organization that recommends either a repositioning of the organization's strategy or introduces a new strategic direction. To successfully complete the course will require integrating concepts from previous courses as well as experience in healthcare settings into a broad understanding of strategic management and planning. A multitude of tools will be discussed in detail as well as the various steps in the process that are required to successfully complete a strategic plan after a complete internal/external organizational analysis, review of recommended strategies and analysis of strategic and financial fit. 3 credit hours

EMHA Competencies:

- **A1**. Health care Issues and Trends (Demonstrate a broad knowledge of the health care industry and trends involved in provision, coverage, and access to care)
- **B1.** Effective written, oral and presentation skills (be able to communicate in a clear and logical manner within both formal and informal groups of all sizes).
- **B2.** Interpersonal Skills. Build collaborative relationships; create, participate in, and lead teams; Influence skills and Political Skills necessary to avoid dysfunction.)
- C1. Personal and Professional Ethics (Adhere to ethical personal and business principles; exhibit ethical behaviors; live and communicate organizational values)
- **C4.** Assess individual/peers' strengths and weaknesses (complete self-assessment each semester; evaluate course/project performance; evaluate personal and professional values; participate in continuing education and lifelong learning and encourage your team accordingly).
- **C5.** Systems Thinking (Broad systems connections -- potential impacts and consequences of decisions in a wide variety of situations, and demonstrate an ability to successfully manage in uncertain environments through effective Decision Making.
- **D3.** Problem Solving and Decision Making (Formulate questions and apply models to address issues and problems with stakeholder input.)

Course Objectives:

Upon completion of the course, it is expected that students will be able to:

• Demonstrate a full grasp of the strategic planning process.

- Evaluate an organization's strengths, weaknesses, opportunities and threats and recommend a strategic direction.
- Build a comprehensive strategic plan for the organization of their choice.

Required Text:

- Wayland, M.S. & McDonald W. G (2016). Strategic analysis for healthcare: Concepts and practical applications. Chicago: IL: Health Administration Press. ISBN # 978-1-56793-751-0
- Additional readings, videos, etc. are assigned to students throughout the course. Access will be provided to these resources via WebCampus.

Supplemental Optional Texts and Readings (suggested in preparation for the course):

• Porter, M. E. (1996). What is strategy? *Harvard Business Review*, Nov.-Dec, 61-78.

Grading Scale

Points in %	Letter Grade
93-100	A
90-92	A-
87-89	B+
83-86	В
80-82	В-
70-79	С
<70	F

Grading Components:

See course schedule for due dates for all assessments and other assignments.

Total Points available for the course: 100 pts.

Item	Number of Units	Points per Unit	Total
Discussion Boards	7	4	28
STRATEGIC PLAN ASSIGNMENTS:			
Part 1 and 2	2	12	24
Critique of Part 1, 2, & Final Strategic	Part 1 – 2x Part 2 – 2x	4 4	20
Plan	Final SP – 1x	4	20
Final Strategic Pan	1	28	28
Total			100

Assignment Overviews:

Detailed instructions for each assignment will be provided in WebCampus in the Assignments document.

Note: Each week, you must read all assigned readings (text and articles) and PowerPoints.

Additional Considerations:

Program Use of Student Work: Assignments completed for this course may be used as evidence of student learning in accreditation reports. Students who do not wish their work to be used for accreditation purposes must inform the course instructor in writing by the end of late registration. Your participation and cooperation are appreciated.

Other UNLV Policies: You are also responsible for reviewing and complying with the policies found within "Syllabi Appendix: General University Policies and Resources 2017-18", found on WebCampus.

Course Schedule:

XX 1 -C	т	Readings
Week of	Topics & Assignments (due	reducings -
	by midnight)	
Module 1	Introduction to	See Assignment and Rubric documents for details.
1VIOGUIC I	Health Care	See Hassignment and reastre documents for details.
	Strategy	
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		input.)
WEEK 0 8/23/2017	Immersion Week	Please review the syllabus and this article prior to meeting:
0/23/2017	Course Introduction	Porter, M. E. (1996). What is strategy? <i>Harvard Business Review</i> ,
	& Intro to Strategy	NovDec, 61-78. (located in the Let's Get Started tab on
	Vision, Execution and Innovation	WebCampus).
WEEK 1	and innovation	□Γext:
08/28/2017		Chapter 1 – Introduction to Business Strategy Chapter 2 –Team Techniques for Strategy Development
		□Resources: Week 1 PowerPoint Collins, J.C., & J. Porras. (1996). Building your company's vision. <i>Harvard Business Review</i> , Sep-Oct, 65-77. Valentine, S. & Fleishman, G. (2008). Ethics programs, perceived corporate social responsibility and job satisfaction. <i>Journal of Business Ethics</i> , 77(2), 159-172. Dyer, J.H., Gregerson, H.B. & Christensen, C.M. (2009). The innovator's DNA. <i>Harvard Business Review</i> , 61-67. https://hbr.org/2009/12/the-innovators-dna

	T	,
		Martin, R. L. (2016). Strategy and Execution are the Same Thing.
		Harvard Business Review https://hbr.org/2016/01/strategy-
		and-execution-are-the-same-thing
		□Videos:
		What healthcare will look like in 2020: TED Talk
		https://www.youtube.com/watch?v=esugL07XANg
		Difference between Vision and Mission
		https://www.youtube.com/watch?v=b2MyaR0gMo0
WEEK 2	Competitive	□Γext:
09/04/2017	Analysis and	Chapter 3: Research and Competitive Analysis
	Mission	Chapter 4: Corporate Mission
	Statements/Core	Chapter Corporate minoren
	Values	Resources:
		Week 2 PowerPoint
		Azaddin, S.K. (2012). Mission, purpose and ambition: Redefining
		the mission statement. Journal of Strategy and
		Management, 14(4), 237-247.
		Sattari, S. (2011). How readable are mission statements? An
		exploratory study. Corporate Communications, 16(4),
		282-292.
		L0L-L7L.
		□Videos:
		TED Talk: Atul Gawande: How do we heal medicine?
		https://www.ted.com/talks/atul_gawande_how_do_we_heal_medi
		cine What's the Difference Petryson Mission and Vision?
		What's the Difference Between Mission and Vision?
		https://www.youtube.com/watch?v=b2MyaR0gMo0) The Benefits of Core Values
0/6/2017	Д1 DD D 4	https://www.youtube.com/watch?v=XB0hkNmcFxU
9/6/2017	#1 DB Post	Initial Post
9/10/2017	#1 DB Reply	Respond to another peer on their DB post
WEEK 3	Strategic Industry	□\text:
09/11/2017	Map and Five	Chapter 5: Strategic Industry Map
	Forces	Chapter 6: Five Forces in an Industry
		Resources:
		Week 3 PowerPoint
		Niemiec. A. (2016). Strategic map for hospital management:
		Perspectives and priorities. <i>Economics and Sociology</i> , 9(3),
		63-75.
		Porter, M.E. (2008). The five competitive forces that shape
		strategy. Harvard Business Review, January, 78-93.
WEEK 4	Pest Analysis,	□Text:
09/18/2017		Chapter 7: PEST Analysis of the Environment
	•	

	Competitive	Chapter 8: Competitive Benchmark Analysis
	Benchmarking and	Chapter 6. Competitive Benchmark Amarysis
	Blue Ocean	Resources:
	Strategy	Week 4 PowerPoint
		Kim, W.C. & Mauborgne, R. (2004). Blue ocean strategy.
		Harvard Business Review, October, 76-84.
		Sheehan, N.T. & Ganesh, V. (2009). Using a value creation
		compass to discover 'blue oceans'. Strategy and Leadership,
		37(2), 13-20.
		□Videos:
		Environmental Scanning, what is it and how to do it:
		https://www.youtube.com/watch?v=q8hrsYHEXJo
		What is Environmental Scanning? What does Environmental
		Scanning mean?
		https://www.youtube.com/watch?v=BVPagd58dcY
		Shell Energy Scenarios 2050:
		https://www.youtube.com/watch?v=jQ2uIPeiEYQ&list=PL36882
		<u>7CDB2A3B871</u>
		Blue Ocean Strategy, Create New Markets and Leave the
		Competition Behind Renée Mauborgne WOBI:
		https://www.youtube.com/watch?v=clp-IMpuwaQ
9/20/1017	#2 DB Post	☐nitial Post
9/20/101/	112 DD 1 03t	
9/24/2017		
9/24/2017	#2 DB Reply	Respond to another peer on their DB post
	#2 DB Reply Analyses and	
9/24/2017	#2 DB Reply Analyses and Models Used in	Respond to another peer on their DB post
9/24/2017	#2 DB Reply Analyses and	Respond to another peer on their DB post
9/24/2017	#2 DB Reply Analyses and Models Used in Strategic Planning	Respond to another peer on their DB post See Assignment and Rubric documents for details.
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WEEK 5 09/25/2017	External Analysis and Evaluation	C5. Systems Thinking (Broad systems connections potential impacts and consequences of decisions in a wide variety of situations, and demonstrate an ability to successfully manage in uncertain environments through effective Decision Making. D3. Problem Solving and Decision Making (Formulate questions and apply models to address issues and problems with stakeholder input.) □ Text: Chapter 9: SWOT: External Opportunities and Threat Chapter 10: External Factor Evaluation □ Resources: Week 5 PowerPoint
		Helms, M.M. & Nixon, J. (2010). Exploring SWOT analysis – where are we now? A review of academic research from the last decade. <i>Journal of Strategy and Management</i> , <i>3</i> (3), 215-251. Helms, M.M., Moore, R. & Mohammed, A. (2008). Information technology (IT) and the healthcare industry: A SWOT
		 analysis. <i>International Journal of Healthcare Information Systems and Informatics</i>, <i>3</i>(1), 75-92. □Video: The Five Competitive Forces That Shape Strategy (Michael Porter
		Interview – Harvard Business Publishing) https://www.youtube.com/watch?v=mYF2 FBCvXw
10/1/2017	Part 1 due	Submit via Assignment Tab and post a copy on the Discussion Board for your peers to critique
WEEK 6	Financial Ratio	□ Fext: Chapters
10/2/2017	Analysis, BCG	Chapter 11: Financial Statement Ratio Analysis
	Matrix, Balanced Scorecard	Chapter 12: Boston Consulting Group Matrix
		Resources:
		Week 6 PowerPoint Kaplan, R.S. & Norton, D.P. (2016). Linking the balanced
		scorecard to strategy. <i>California Management Review</i> , 39(1), 53-79.
		Conner, B. (2016). Healthcare not-for-profits: FASB exposure draft highlights flexibility in financial statement presentation. <i>Healthcare Financial Management</i> , 7(3), 34-37.
10/4/2017	#3 DB Post	Initial Post
10/08/2017	#3 DB Reply	Respond to another peer on their DB post
10/08/2017	Part 1 Critique due	Critiques are due for 2 of your classmate's Part 1 assignments
WEEK 7	GE Model and	☐Fext: Chapters
10/9/2017	McKinsey's 7S	Chapter 13: General Electric Matrix

	Model	Chapter 14: McKinsey 7S Model
		Resources:
		Week 7 PowerPoint
		Burns, D.J. (2014). Succeeding at new businesses: A matrix to
		measure flexibility. <i>The Journal of Business Strategy</i> , 35(5), 23-
		30.
		GE Mckinsey Matrix. Strategic Management Insight (2014). Retrieved from:
		https://www.strategicmanagementinsight.com/tools/ge-
		mckinsey-matrix.html
		□Video:
		McKinsey 7S Model
		https://www.youtube.com/watch?v=mkLzsuahSAY
WEEK 8	Life Cycle Analysis,	□ Fext: Chapters
10/16/2017	Organizational	Chapter 15: Life Cycle Analysis
	Culture and	Chapter 16: Organizational Culture Analysis
	Leading Change	_
		Resources:
		Week 8 PowerPoint
		Editor's Notebook: Does culture eat strategy? (2008). The Journal
		for Quality and Participation, 31(2), 3.
		Kotter, John. (1995). Leading change: Why transformation efforts fail. <i>Harvard Business Review</i> , March-April, 96-103.
		□Videos:
		Ted Talk: Jim Hemerling: 5 Ways to Lead in an Era of constant
		change:
		https://www.ted.com/talks/jim hemerling 5 ways to lead in
10/10/2017	"	an era of constant change
10/18/2017	#4 DB Post	Initial Post
10/22/2017	#4 DB Reply	Respond to another peer on their DB post
WEEK 9	Internal Analysis,	□ Fext: Chapters
10/23/2017	Internal Factor	Chapter 17: SWOT: Internal Strengths and Weaknesses
	Analysis, Value	Chapter 18: Internal Factor Evaluation
	Chain and Three	
	Circle Analysis	Resources:
		Week 9 PowerPoint Gortner M. L. (2012). The value chain and value creation
		Gertner, M. I. (2013). The value chain and value creation. <i>Advances in Management</i> . 6(10), 1-4.
		Urbany, J.E. & Davis, J.H. (2007). Strategic insight in three
		circles. Harvard Business Review, Nov. 28-30.
		□Videos:

		Value Chain: http://economictimes.indiatimes.com/definition/value-chain Internal Factor Evaluation: https://www.youtube.com/watch?v=QymM8EN0z8 Three Circles Analysis:
		https://www.youtube.com/watch?v=LmvNMuVlGBQ
Module 3	Internal-External Analysis and Strategy Selection	See Assignment and Rubric documents for details.
	EMHA Competencies	A1. Health care Issues and Trends (Demonstrate a broad knowledge of the health care industry and trends involved in provision, coverage, and access to care) B1. Effective written, oral and presentation skills (be able to communicate in a clear and logical manner within both formal and informal groups of all sizes). B2. Interpersonal Skills. Build collaborative relationships; create, participate in, and lead teams; Influence skills and Political Skills necessary to avoid dysfunction.) C1. Personal and Professional Ethics (Adhere to ethical personal and business principles; exhibit ethical behaviors; live and communicate organizational values) C4. Assess individual/peers' strengths and weaknesses (complete self-assessment each semester; evaluate course/project performance; evaluate personal and professional values; participate in continuing education and lifelong learning and encourage your team accordingly). C5. Systems Thinking (Broad systems connections potential impacts and consequences of decisions in a wide variety of situations, and demonstrate an ability to successfully manage in uncertain environments through effective Decision Making. D3. Problem Solving and Decision Making (Formulate questions and apply models to address issues and problems with stakeholder
WEEK 10 10/30/2017	Internal-External Matrix	input.) □Γext: Chapters Chapter 19: Internal-External Matrix
		□Resources: Week 10 PowerPoint Capps, C.J., III, & Cassidy, C.M. (2016). Expanding the competitive profile matrix (CPM): Introducing the financial competitive profile matrix (FCPM). Academy of Strategic Management Journal, 15(2), 9-14. Scattenkirk, D. (2012). Building sustainable internal capacity for quality within a healthcare environment. The TQM Journal, 24(4), 374-382.

		Internal/External factor analysis explanation
		https://www.strategicmanagementinsight.com/tools/ife-efe-
		matrix.html
11/1/2017	#5 DB Post	☐nitial Post
11/05/2017	#5 DB Reply	Respond to another peer on their DB post
WEEK 11	Grand Strategy	Text: Chapters
11/06/2017	Matrix	Chapter 20: Grand Strategy Matrix
		Resources:
		Week 11 PowerPoint
		Parnell, J.A. (2010). Strategic clarity, business strategy and
		performance. <i>Journal of Strategy and Management</i> , <i>3</i> (4), 304-324.
		Pearce, J.A. III. (1982). Selecting among alternative grand
		strategies. California Management Review, 24(3), 23-32.
		strategies. Cattyornia management Review, 27(3), 23-32.
		□Video:
		Grand Strategy Matrix:
		https://www.youtube.com/watch?v=fYWHaOjWnN8
11/06/2017	Part 2 due	Submit via Assignment Tab and post a copy on the Discussion
	- W W.	Board for your peers to critique
Module 4	Strategic Fit and	See Assignment and Rubric documents for details.
	Financial Analysis	
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	EMHA	A1. Health care Issues and Trends (Demonstrate a broad
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		D3. Problem Solving and Decision Making (Formulate questions and apply models to address issues and problems with stakeholder input.)
WEEK 12 11/13/2017	Space Matrix	□ Text: Chapters Chapter 21: Space Matrix
		□Resources: Week 12 PowerPoint SPACE matrix of Coca Cola. MBA Lectures, Nov. 16, 2010. Retrieved from http://mba-lectures.com/management/strategic-management/1102/space-matrix-of-coca-cola-company.html □Videos: Space Matrix:
		https://www.youtube.com/watch?v=sP2vpJP6EmE
11/15/2016	#6 DB Post	☐nitial Post
11/19/2016	#6 DB Reply	Respond to another peer on their DB post
11/19/2017	Part 2 Critique due	Critiques are due for 2 of your classmate's Part 2 assignments
WEEK 13 11/20/2017	Generic Strategies, Ansoff Matrix and TOWS	□Text: Chapters Chapter 22: Generic Strategies Chapter 23: Ansoff Matrix Chapter 24: TOWS Strategy Development
		 □Resources: Week 13 PowerPoint Eonsoo, K., Nam, D., & Stimpert, J.L. (2004). The applicability of Porter's generic strategies in the digital age: Assumptions, conjectures, and suggestions. <i>Journal of Management</i>, 30(5), 569-588. Obasi, A., Allen, R.S., Helms, M.M. & Spralles, S.A, III. (2006). Critical tactics for implementing Porter's generic strategies. <i>Journal of Business Strategy</i>, 27(1), 43-53.
		□Videos: TOWS Matrix: https://www.youtube.com/watch?v=RBmRhx7ZQZw Ansoff Matrix: https://www.youtube.com/watch?v=4dKliWrCywM Porter's Generic Strategies: https://www.youtube.com/watch?v=HiBRviA3lnI
WEEK 14 11/27/2017	Strategic Fit and Quantitative Strategic Planning	□ Fext: Chapters Chapter 25: Strategic Fit and the Quantitative Strategic Planning Matrix.

		□Resources: Week 14 PowerPoint Agnihotri, A. (2013). How much is strategic fit important? **Business Strategy Series*, 14(4), 99-105. Coull, A. (2004). Preparing for uncertainty. **Contact*, 46(9), 100-101.
11/29/2017	#7 DB Post	□nitial Post
12/3/2017	#7 DB Reply	Respond to another peer on their DB post
WEEK 15	Financial	□ Fext: Chapters
12/4/2017	Assessment, Risk, and Execution	Chapter 26: Financial Fit Assessment and Projection
		□Resources: Week 15 PowerPoint Cooper, T. & Faseruk, A. (2011). Strategic risk, risk perception and risk behavior: MetaAnalysis. <i>Journal of Financial Management & Analysis</i> , 24(2). 20-29. Sull, D., Holmes R. & Stull C. (2015). Why strategy execution unravels and what to do about it. <i>Harvard Business Review</i> , 58- 66. Focus on your final strategic plan preparation.
12/10/2017	Draft of Final Strategic Plan due	□Post to Discussion Board
WEEK 16	Preparing the Final	Resources:
12/12/2017	Strategic Plan	Week 16 PowerPoint
	Final Strategic Plan Critique due	□ Critique is due for 1 of your classmate's Final Strategic Plan.
12/14/2017	Final Strategic Plan due	□Submit via Assignment Tab

Academic Misconduct—Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility, and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling at UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: https://www.unlv.edu/studentconduct/student-conduct.

Copyright—The University requires all members of the University Community to familiarize themselves with and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you, nor assume any UNLV's School of Community Health Sciences

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responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: http://www.unlv.edu/provost/copyright.

Disability Resource Center (DRC)—The UNLV Disability Resource Center (SSC-A 143, http://drc.unlv.edu/, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Final Examinations—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: http://www.unlv.edu/registrar/calendars.

Incomplete Grades—The grade of I—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student's control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving "I" grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Library Resources—Students may consult with a librarian on research needs. Subject librarians for various classes can be found here: https://www.library.unlv.edu/contact/librarians-by-subject. UNLV Libraries provides resources to support students' access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at https://www.library.unlv.edu/.

Rebelmail—By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. **Emailing within WebCampus is acceptable.**

Religious Holidays Policy—Any student missing class quizzes, examinations, or any other class or lab UNLV's School of Community Health Sciences

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work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor within the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or within the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state additional information. holidavs or periods of class recess. For please visit: http://catalog.unlv.edu/content.php?catoid=6&navoid=531.

Transparency in Learning and Teaching—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information: https://www.unlv.edu/provost/teachingandlearning

https://www.unlv.edu/provost/transparency

Tutoring and Coaching—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit http://www.unlv.edu/asc or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of SSC A (ASC Coaching Spot). Dropin tutoring is located on the second floor of the Lied Library and College of Engineering TBE second floor.

UNLV Writing Center—One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: http://writingcenter.unlv.edu/.