



TEXAS A&M UNIVERSITY
SAN ANTONIO

COLLEGE OF BUSINESS

Department of Management and Marketing
Fire and Emergency Services Administration Program
FESA 3302 – EMS Planning and Development
Fall 2026

A. MAJOR COURSE DESCRIPTION/REQUIREMENT

Presents an overview of emergency medical services (EMS) system design and development. A history of EMS in the areas of public and private services is examined, along with a comparison of service delivery, strategic planning, and model system development and implementation, as well as their impact on emergency healthcare delivery.

B. LEARNING OUTCOMES

1. Examine the history of prehospital emergency medical care.
2. Summarize emergency medical services (EMS) regulations.
3. Investigate current issues impacting emergency medical services (EMS) systems.
4. Determine costs associated with emergency medical services (EMS) systems business models.
5. Examine relationships between public and private emergency medical services (EMS).
6. Analyze legal requirements for the provision of the emergency medical services (EMS) model.
7. Prepare a business model for an emergency medical services (EMS) system.

C. LECTURE OR DISCUSSION TOPICS

Dynamics of Leadership and Org Structure
Managerial Leadership
Building the Team
Communication
Dynamics of Leadership and Org Structure
Creating a Culture of Quality
Customer Service
Strategic Planning
Managing a Crisis

D. REQUIRED OR RECOMMENDED READINGS

Foundations of EMS systems (Rev: 3rd ed.)

Publisher: Jones & Bartlett Learning (2017), Author: Walz, B., & Zigmont, J.