THE PROGRAM-AT-A-GLANCE

PROGRAM OBJECTIVES: The public health program prepares students for professional positions in public health and health services organizations. Students who complete the program will be able to:

1. Identify, measure, and prioritize the specific health needs of populations
2. Plan, implement, and evaluate public health programs in a culturally competent manner
3. Synthesize and critique the findings of public health research
4. Analyze the social, economic, political, and professional forces that shape the delivery of public and community health services
5. Identify the principal factors contributing to health and disease and the appropriate public health interventions, including changes in policy
6. Demonstrate a mastery of information technology, which underpins the planning, monitoring, and evaluation responsibilities of those in public health positions
7. Identify the principles of effective implementation and management of health-related programs and services
8. Demonstrate the values and ethical behaviors associated with the practice of public health

NON-THESIS OPTION
A total of 46 semester hours of graduate credit are required for the degree with the non-thesis option.

PUBLIC HEALTH REQUIREMENTS (31 semester hours)
Core Courses (25 credit hrs.)
PHHE 601 Introduction to Health Systems in the U.S. (3)
PHHE 603 Behavioral and Social Aspects of Public Health (3)
PHHE 605 Biostatistics in Public Health (4)
PHHE 607 Health Services Management (3)
PHHE 609 Problems and Issues in Environmental Health (3)
PHHE 611 Applied Research Methods in Public Health (3)
PHHE 613 Principles and Methods of Epidemiology (3)
PHHE 669 Community Health Planning (3)

Additional Course Work (6 semester hours)
PHHE 695 Internship in Public Health and Health Education (5)
PHHE 698 Master's Comprehensive Examination (1)

Specialization in Health Promotion (15 semester hours)
PHHE 621 Theories and Principles in Health Promotion (3)
PHHE 631 Community Health Promotion Programs (3)
Additional course work with adviser's approval (9)

Graduates of the health promotion specialization will be able to:
1. Apply theories and principles of health promotion
   1.1 Demonstrate knowledge of cultural, social, economic, and political factors that affect health behaviors
   1.2 Identify health promotion practices and theories consistent with current research and knowledge in the field
2. Assess individual and community needs for health promotion/disease prevention programs
   2.1 Identify, integrate, and interpret appropriate sources of data regarding health needs and resources
   2.2 Utilize information technology in health promotion
   2.3 Determine priority areas of need for health promotion
3. Plan effective health promotion/disease prevention programs for individuals and communities
   3.1 Involve key personnel and agencies in the planning of health promotion programs
   3.2 Develop measurable goals and objectives in health promotion programming
   3.3 Demonstrate a wide range of health promotion strategies for diverse populations
   3.4 Develop an operational plan for health promotion programs
4. Implement appropriate community-based health promotion/disease prevention programs to meet the needs of diverse populations
   4.1 Utilize effective health promotion strategies
   4.2 Incorporate technology and other educational media into the health promotion process
5. Evaluate the effectiveness of health promotion/disease prevention programs
   5.1 Design or select appropriate program evaluation techniques
   5.2 Employ valid and reliable tests, survey instruments, and evaluation methods pertinent to health promotion programming
   5.3 Analyze and interpret results of program evaluation
   5.4 Suggest appropriate program improvements based on program evaluation results
6. Coordinate health promotion/disease prevention services in the community
   6.1 Apply knowledge and skills necessary to build community coalitions in health promotion programming
   6.2 Consider the social and cultural forces influencing public perception and acceptance of health programs
   6.3 Choose effective conflict resolution techniques and apply them when working with community constituents
7. Communicate health promotion/disease prevention needs to the public, media, and policymakers
   7.1 Apply health theories and concepts in selecting effective communication techniques
   7.2 Demonstrate proficiency in communicating health education needs, concerns, and resources
8. Demonstrate the values and ethical behaviors associated with the practice of the health promotion profession
   8.1 Apply the code of ethics of the health promotion profession in specific health promotion situations

Specialization in Health Services Management (15 semester hours)
PHHE 651    Health Economics for Health Services Managers (3)
PHHE 653    Financial Decision-Making for Health Services Managers (3)
PHHE 655    Human Resource Management in the Health Care Setting (3)
Additional course work with adviser's approval (6)

Graduates of the health services management specialization will be able to:
1. Identify the complex structures, roles, and functions of health service organizations
   1.1 Apply systems analysis to the health care sector
   1.2 Analyze stakeholder interest in health care delivery
   1.3 Identify goals for health care delivery that are realistic and politically feasible
2. Employ conceptual and analytical skills to understand and respond appropriately to an evolving health sector
   2.1 Identify and access valid sources of information about the health sector
   2.2 Utilize information technology to analyze health sector data
   2.3 Develop/modify managerial policies in response to changes in the health sector
3. Identify the influence of the external environment; social, cultural, political, economic, and regulatory on managerial decision-making
   3.1 Formulate strategies for health services organizations that anticipate and respond to changes in the external environment
   3.2 Apply economic theory to formulate health care delivery solutions
4. Demonstrate leadership skills in planning, organizing, directing and controlling material and financial resources
   4.1 Apply strategies for utilizing information technology in the health care management process
   4.2 Apply financial analytic techniques in managerial decision-making
5. Demonstrate leadership skills in planning, organizing, and directing human resources
   5.1 Analyze the major external environment factors that influence human resources management
   5.2 Analyze the major organizational factors that influence personnel management
   5.3 Formulate or modify personnel policies that reflect changes in the external and organizational environments
6. Evaluate the effectiveness of managerial policies and practices in health service organizations
   6.1 Design or select appropriate program evaluation techniques
   6.2 Analyze and interpret results of program evaluation
   6.3 Suggest improvements in managerial processes based upon program evaluation results
7. Communicate effectively with a variety of constituencies internal and external to health services organizations
   7.1 Identify key stakeholders in management decisions
   7.2 Demonstrate proficiency in managerial communication in oral and written formats
8. Demonstrate the values and ethical behaviors associated with the practice of health services management
   8.1 Apply the code of ethics of the health services management profession in specific health services delivery situations.

THESIS OPTION
Same requirements as the non-thesis option, except that 6 additional semester hours of PHHE 699, Master’s Thesis, are required.