Public Health Management
Concentration Guidelines

Master of Public Health Program

I. Concentration Description

II. Listing of Concentration Competencies

III. Concentration Course Requirements

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I. Public Health Management Concentration

The Public Health Management (PHM) concentration will provide students with depth of knowledge in issues impacting the management and administration in applied public health and associated work settings. Those who complete course work in this concentration will have advanced competencies in strategy, leadership, personnel, finance, health-related systems, and human resources.

II. Public Health Management Competencies

Upon completion of the program, all PHM concentrators should:

1) Have a knowledge of strategy and management principles related to public health and health care settings
2) Be capable of applying communication and group dynamic strategies to individual and group interaction
3) Know effective communication strategies used by health service organizations
4) Have an understanding of organizational theory and how it can be utilized to enhance organizational effectiveness
5) Have a knowledge of leadership principles
6) Know change management principles
7) Have a knowledge of successful program implementation principles
8) Have a knowledge of strategies used for monitoring, evaluating, and continuously improving program performance
9) Be capable of applying decision-making processes
10) Have a knowledge of systems thinking principles
11) Have an awareness of strategies for working with stakeholders to determine common and key values to achieve organizational and community goals
12) Have a knowledge of human resource principles to enhance organizational management, motivate personnel and resolve conflict
13) Know strategies for promoting teamwork for enhanced efficiency
14) Have an understanding of effective mentoring methods
15) Be able to assess and resolve internal and external organizational conflicts
16) Be able to use negotiation techniques
17) Be able to determine how public health challenges can be addressed by applying strategic principles and management-based solutions

PHM concentrators may also have some of the following competencies depending upon the courses they select to satisfy PHM course requirements:

1) A knowledge of the finance and accounting skills needed for operational management, performance assessment, and forecasting
2) The ability to develop a departmental budget
3) An understanding of marketing principles and strategies

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4) A knowledge of ethical principals relative to data collection, usage, and reporting results
5) An awareness of ethical standards related to management
6) A knowledge of ethical standards for program development
7) Detailed knowledge of public health laws and regulations
8) The ability to write grants to secure external funding

III. Public Health Management Course Requirements

All PHM concentrators are:

1) Required to take *Strategic Leadership in Health Care (CMH 7510)*

2) Must choose one course from two different management subject areas for a total of two courses. The six management subject areas and approved list of courses are:

**Communications**
CMH 7430: Health Awareness and Advocacy Communications
LDR 7070: Teaming, Communication & Collaboration in a Global Society

**Ethics**
CMH 7310: Public Health Ethics and Policy
MBA 7500: Leadership and Ethics
URS 6210: Public Leadership and Change
URS 6230: Ethics and Leadership in Public Service

**Finance & Budgeting**
FIN 7500: Financial Management of Health Service Organizations
URS 7010: Public Budgeting & Financial Management

**Grantwriting**
URS 6340: Fundraising and Grant Writing

**Management**
CMH 7420: Health Program Planning and Evaluation
CMH 7520: Problems in Public Health
CMH 7640: Principles of Emergency Management
MGT 7710: Fundamentals of Project Management
URS 6200: Public Management Strategies
URS 7020: Strategic Planning and Program Evaluation
URS 7040: Managing Human Resources in Public Service

**Marketing**
MBA 7600: Marketing Strategy

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3) Must choose one of the following analysis courses:

CMH 7110: Applied Public Health Research Design and Analysis
CMH 7120: Qualitative Methods in Public Health
CMH 7130: Using Geospatial Technologies in Public Health
CMH 7140: Social Networks and Health
CMH 7150: Applied Epidemiology
CMH 7160: Advanced Statistical & Epidemiology Methods Using SPSS
CMH 7410: Community Assessment
LDR 7300: Research Methods for Leadership

Other University courses may be considered for substitution of the above listed courses. Any substitution, however, requires the permission of the PHM Concentration Director. Note that a major criterion for determining substitutability is whether the course’s learning objectives strongly support PHM competencies.

Also, be aware that some courses are not offered regularly and others may be subject to capacity constraints and prerequisite conditions.