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PHLD 9334 - Financial Management of Public Health

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Georgia Southern University
Jiann-Ping Hsu College of Public Health
PHLD 9334: Financial Management of Public Health
Fall 2017

<u>Instructor:</u>	Samuel Tawiah Opoku
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<u>Office Hours:</u>	Tuesday and Thursday 8:00am to 12:00 pm Other times by appointment
<u>Class Meets:</u>	1:00 pm – 4:00 pm on Friday 09/01, 09/29, 10/27, and 12/01 Hendricks Hall Room 3001

-- Course schedules can be found at: <http://www.collegesource.org/displayinfo/catalink.asp> --

Prerequisites: Enrollment into the DrPH Leadership Program or permission of the instructor.

Catalog Description: This course examines the structure and functioning of the finance components of the Public Health System using Federal Basis Generally Accepted Accounting Principles (FGAAP). It will provide Dr.P.H. students with the theory, concepts, and tools necessary to make better decisions regarding the acquisition and deployment of resources, and promote the financial well being of public health organizations. The course will discuss the following topics: financial goals; time value analysis; financial risk and return; debt and equity financing; capital decisions; cost of capital; capital investment decisions; business valuation; and leasing decisions. Students will apply the material learned in real world (case) settings and, in the process, gain an appreciation of the value of spreadsheets in financial decisions.

Required Textbook: Financial Management for Public, Health, and Not-for-Profit Organizations, 5th Edition; by Steven A. Finkler; Robert M. Purtell; Thad D. Calabrese; Daniel L. Smith. ISBN: 978-1-5063-2684-9

JPHCOPH College Level:

Learning Outcomes:

1. Demonstrate their readiness to work with communities to address public health problems.
2. Select and apply theoretically based interventions to address public health problems.
3. Apply appropriate research methods to address community health problems, particularly among rural and underserved populations.

Competencies

1. Apply evidence-based practice, generation of practice-based evidence, and leadership positions that apply and synthesize translational and implementation science findings in governmental, non-profit, and private-sector settings as well as teaching, research, and service in academic roles at the undergraduate or graduate level.
2. Demonstrate the ability to generate products that discover, apply, and synthesize evidence from a broad range of disciplines and health-related data sources, in order to advance programs, policies, or systems addressing population health. Learning products may be created in a range of formats.
3. Demonstrate leadership in increasingly interdisciplinary, inter-professional, and cross-sectoral roles and settings.
4. Develop innovative, current, and proactive approaches to adapt to the ever-changing public health systems and health care landscape.
5. Explain a core, interdisciplinary orientation toward evidence-based public health practice, leadership, policy analysis and development, evaluation methods, and translational and implementation research to generate practice-based evidence.
6. Demonstrate an ability to work in a global context, recognizing the relationships among domestic and global issues.

Public Health Leadership Concentration Level:

Learning Outcomes:

1. Interpret and formulate a “systems thinking” approach to solving public health problems associated with organizations.
2. Appropriately utilize leadership skills to plan, design, implement, and assess public health intervention programs.
3. Critique and respond to the many internal and external conditions that can influence resource allocation on communities, with an emphasis in rural and underserved areas.
4. Formulate and conduct relevant policy-based research using appropriate research designs and analytic techniques.
5. Communicate public health leadership principles and concepts to lay and professional audiences through both oral and written communication.

Competencies:

1. Evaluate the economic, professional, social and legislative influences as well as values and ethical dilemmas in public health that are inherent in efforts to control cost, while assuring access and quality of services, safety and preparedness, for the public.
2. Analyze the trends in planning, resource allocation, and financing and their effects on consumers, providers, and payers in public health; evaluate the main components and issues of the organization, financing and delivery of public health systems in the US.
3. Evaluate the application and role of policy and management on the conduct of public health research and practice through the application of qualitative and quantitative research methods for public health problem solving; evaluate grants, proposals or cooperative agreements for funding from external sources.
4. Assess the ability to manage programs within budget constraints through analysis of budget preparation with justification and evaluation as related to public health initiatives; apply prevention effectiveness models to prevention strategies through cost effectiveness, cost-benefit, and cost-utility analysis.
5. Analyze leadership skills for building partnerships in public health; analyze health policy and management effectiveness using appropriate channels and technologies.
6. Evaluate the process for strategic planning and marketing for public health through the analysis of quality, cost benefit, and performance improvement concepts and develop a plan to implement a policy or program, including goals, outcomes and process objectives, staffing plans, budget and implementation steps.
7. Analyze the policy development, assessment, and evaluation process for improving the health status of populations including urban rural differences while applying population and individual ethical considerations in relation to benefit, cost and burden of public health programs. Use this knowledge to advocate for programs and resources that advance the health of the population
8. Analyze information from various sources to resource and program decision making and evaluate how “systems thinking” can contribute to solving public health organizational issues and problems while being mindful of the principles of health equity for public health problem solving.

Learning Objectives: At the completion of this course the student will be able to:

- 1) Analyze the main components and issues of the organization, financing and delivery of the public health system of the U.S.
- 2) Analyze the trends in resources allocation and financing and evaluate their effects on consumers, providers, and payers in public health
- 3) Understand the differences in financial accounting practices between government, not-for-profit, and private organizations
- 4) Evaluate an organization’s budget, to include how well it supports the strategic plan
- 5) Be familiar with the budget process, including how to manage within budget constraints
- 6) Analyze quality, cost benefit, and performance improvement issues and initiatives to address organizational performance in public health
- 7) Utilize information from various sources to assist with both resource and program decision-making
- 8) Discern the economic analysis technique (cost effectiveness, cost-benefit, and cost-utility

- analysis, e.g.) that is most appropriate for a given situation and understand how to apply it
- 9) Apply financial management concepts, including the time value of money, to problems at multiple levels of an organization
 - 10) Interpret financial statements to assess an organization's financial strength

Content to be Covered During the Semester:

Week	Topic	Text Readings
14 th -20 th Aug	Introduction to Financial Mgt	Ch1
21 st – 27 th Aug	Planning for Success	Ch 2
28 th Aug – 3 rd Sept	Additional Budgeting Concepts	Ch 3
4 th – 10 th Sept	Understanding Costs	Ch 4
11 th -17 th Sept	Capital Budgeting	Ch 5
18 th – 24 th Sept	Long-Term Financing	Ch 6
25 th – 1 st Oct	Managing Short-Term Resources and Obligations	Ch 7
2 nd – 8 th Oct	Accountability and Control	Ch 8
	Taking Stock of Where You Are	Ch 9
9 th -15 th Oct	Mid-Term Exam	
16 th – 22 nd Oct	Reporting the Results of Operations	Ch 10
23 rd – 29 th Oct	Unique Aspects of Accounting for Not-for-Profit and Healthcare Organization	Ch 11
30 th Oct – 5 th Nov	Unique aspects of Governmental Organizations I	Ch12
6 th -12 th Nov	Unique aspects of Governmental Organizations II	Ch 13
13 th – 19 th Nov	Financial Statement Analysis	Ch 14
20 th – 26 th Nov	Thanksgiving Week	
27 th Nov – 3 rd Dec	Financial Condition Analysis	Ch 15
4 th – 10 th Dec	Final Exam	

Instructional Methods:

This doctoral course is offered in a hybrid format: it will meet 4 times during the semester (please see aforementioned times), while the rest of the course will be delivered online using the Folio system. Students are expected to make use of instructor's office hours and in-class meetings to discuss concepts or difficulties they may have. Class meetings will be a combination of lecture, class discussion, simulation, in-class problems, case studies/homework, and possibly guest lecturers. Written homework assignments, individual blogs, case presentations, and online quizzes/exams constitute the basis of student evaluation.

Quizzes:

There will be weekly online quizzes during the semester to test comprehension of basic financial management concepts in public health. These will be primarily objective in nature. We will focus on problem solving in class.

Class Participation: In a hybrid class, participation during F2F sessions is an integral part of the learning process. Students will be expected to remain current with the coursework, contribute to discussion of the week's topics, work collaboratively on assigned problems, ask questions, make comments, and agree/disagree with the professor. You must come to class prepared (read chapter and other readings for the week before class and do assignments) to discuss issues and to review assignments. **Students are expected to bring laptops to class. We will be working through problems.**

Discussion Post: Each week you will post one thing you learnt from the assigned chapter and / or readings. Your post should be unique. Please review what your colleagues have posted before you post. Your post should be no less than 250 words.

Student Assessment: Weighting of assignments is as follows:

Discussion Posts	30%
Class Participation	20%
Quizzes	20%
Mid-term Exam	15%
Final Exam	15%

Grading Scale:

90-100%	=	A
80-89%	=	B
70-79%	=	C
60-69%	=	D
0-59%	=	F

For calculation of your final grade, all grades above will be included.

All exams and assignments will be graded and returned promptly so that students may accurately calculate their grades at any point in time during the semester.

There are times when extraordinary circumstances occur (e.g., serious illness, death in the family, etc.). In such circumstances, and/or if you need additional time to satisfactorily complete any course requirement, please consult with the professor within a reasonable amount of time. ** Extensions are not guaranteed and will be granted solely at the discretion of the professor.

NO EXTRA CREDIT PROJECTS WILL BE ASSIGNED!

Academic Misconduct: As a student registered at this University, it is expected that you will adhere to only the strictest standards of conduct. It is recommended that

you review the latest edition of the *Student Conduct Code* book, as well as the latest *Undergraduate & Graduate Catalog* to familiarize yourself with the University's policies in this regard. Your continued enrollment in this course is an implied contract between you and the professor on this issue; from this point forward, it is assumed that you will conduct yourself appropriately.

Academic integrity relates to the appropriate use of intellectual property. The syllabus, lecture notes, and all materials presented and/or distributed during this course are protected by copyright law. Students are authorized to take notes in class, but that authorization extends only to making one set of notes for personal (and no other) use. As such, students are not authorized to sell, license, commercially publish, distribute, transmit, display, or record notes in or from class without the express written permission of the instructor.

Academic Handbook: Students are expected to abide by the Academic Handbook, located at <http://students.georgiasouthern.edu/sta/guide/>. Your failure to comply with any part of this Handbook may be a violation and thus, you may receive an F in the course and/or be referred for disciplinary action.

University Calendar for the Semester:

The University Calendar is located with the semester schedule, and can be found at: <http://www.collegesource.org/displayinfo/catalink.asp>.

Attendance Policy:

Federal regulations require attendance be verified prior to distribution of financial aid allotments. Attendance will be recorded for each class. Chronic attendance problems (missing two or more classes may lead to a reduction in your grade). Attendance is required and students are expected to attend every class.

One Final Note:

The contents of this syllabus are as complete and accurate as possible. The professor reserves the right to make any changes necessary to the syllabus and course material. The professor will make every effort to inform students of changes as they occur. It is the responsibility of the student to know what changes have been made in order to successfully complete the requirements of the course.

ALL COURSE INFORMATION AND MATERIAL REMAIN THE PROPERTY OF THIS COURSE AND CANNOT BE UTILISED IN ANY FORM WITHOUT THE EXPRESS WRITTEN PERMISSON OF THE COURSE INSTRUCTOR.