

Georgia Southern University

Digital Commons@Georgia Southern

---

Public Health Syllabi

Public Health, Jiann-Ping Hsu College of

---

Spring 2018

## PUBH 6534 - Health Policy and Management

Bettye A. Apenteng

Georgia Southern University, Jiann-Ping Hsu College of Public Health, bapenteng@georgiasouthern.edu

Follow this and additional works at: <https://digitalcommons.georgiasouthern.edu/coph-syllabi>



Part of the [Public Health Commons](#)

---

### Recommended Citation

Apenteng, Bettye A., "PUBH 6534 - Health Policy and Management" (2018). *Public Health Syllabi*. 261.  
<https://digitalcommons.georgiasouthern.edu/coph-syllabi/261>

This other is brought to you for free and open access by the Public Health, Jiann-Ping Hsu College of at Digital Commons@Georgia Southern. It has been accepted for inclusion in Public Health Syllabi by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact [digitalcommons@georgiasouthern.edu](mailto:digitalcommons@georgiasouthern.edu).

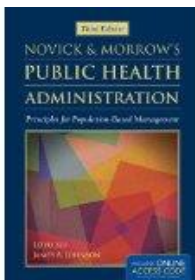
Georgia Southern University  
Jiann-Ping Hsu College of Public Health

**PUBH 6534: Health Policy and Management**  
Spring 2018

<b><u>Instructor:</u></b>	<b>Bettye Apenteng,</b>
<b><u>Ph.D. Office:</u></b>	Hendricks Hall 2010
<b><u>Phone:</u></b>	(912) 478-2416
<b><u>E-Mail Address:</u></b>	<a href="mailto:bapenteng@georgiasouthern.edu">bapenteng@georgiasouthern.edu</a>
<b><u>Office Hours:</u></b>	By appointment (email me to schedule)
<b><u>Folio Address:</u></b>	<a href="https://georgiasouthern.desire2learn.com/d2l/home">https://georgiasouthern.desire2learn.com/d2l/home</a>
<b><u>Class Meets:</u></b>	Online

**Prerequisites:** None

**Catalog Description:** The course provides a comprehensive introduction and overview to public health management and administration. The course context is based on managerial decision making and the practical knowledge, tools, processes, and strategies required by organizational management. This course overviews the basics of administration, including public health law, human resources management, budgeting and financing, health information management, performance measurement and improvement, ethics, leadership, communication, media relations, and legislative relations in public health; introduced as processes are strategic planning, program development and evaluation, budget preparation, and constituency building for collaboration. Emerging areas of public health policy and management are also discussed as contexts to apply practical knowledge, tools, and strategies.



**Required Texts:** *Novick & Morrow's Public Health Administration: Principles for Population-Based Management, 3<sup>rd</sup> Edition*, by Leiyu Shi and James A. Johnson. Publisher: Jones & Bartlett. 2014.

*Health Policymaking in the United States, 6th Edition*, by Beaufort Longest. Publisher: Health Administration Press. 2015

**Secondary Text:** Additional articles, supplemental materials, and URLs/website addresses will be supplied by the instructor during the course.

**Course Credit:** This is a three-credit hour course.

**Course Delivery Platform:** Online

**Important Dates:**

Class starts January 8th, 2018 and ends May 4th, 2018.

Spring Break: March 12th to 16th 2018

The last day to withdraw without Academic Penalty is March 5th, 2018.

**MPH Core Student Learning Outcomes (CORE)**

1. Demonstrate proficiency and effectiveness in the communication of core public health principles and practices, both oral and written.
2. Demonstrate proficiency in the integration of the core public health disciplines (Biostatistics, Epidemiology, Environmental Health, Health Policy/Management, and Social/Behavioral Science) in practice and research.
3. Demonstrate proficiency in problem-solving, critical thinking, and public health leadership.

**MPH Health Policy & Management Student Learning Outcomes**

1. Illustrate the ability to apply a “systems thinking” approach to solving public health problems associated with organizations
2. Interpret trends in resource allocation on communities.
3. Conduct and interpret relevant policy-based research using appropriate research designs and analytic techniques.
4. Communicate health policy and management concepts to lay and professional audiences through both oral and written communication.

**M.P.H. Health Policy and Management Core Competencies:** Upon graduation, a student with an MPH in Health Policy and Management should be able to:

1. Define the main components and issues of the organization, financing, and delivery of public health systems in the US.
2. Describe the legal, values and ethical dilemmas in public health that are inherent in efforts to control cost, while assuring access and quality of services for the public.
3. Define the methods of ensuring community health safety and preparedness.
4. Compare the policy development, assessment, and evaluation process for improving the health status of populations.
5. Describe the principles of program development, management, budget preparation with justification and evaluation as related to public health initiatives.
6. Define principles of strategic planning, quality improvement, and marketing in public health practice.
7. Define quality, cost-benefit and performance improvement concepts to address organizational performance issues in public health.
8. Define how "systems thinking" can contribute to solving public health organizational problems.
9. Demonstrate health policy and management effectiveness using

- appropriate channels and technologies.
- 10. Compare leadership skills for building partnerships in public health.
- 11. Define trends in planning, resources allocation, and financing and their effects on consumers, providers, and payers in public health.
- 12. Compare the economic, professional, social and legislative influences on public health systems in the US.
- 13. Define population and individual ethical considerations in relation to benefit, cost and burden of public health programs.
- 14. Compare the potential impacts of policy and management on the conduct of public health research and practice.

**Course Objectives:** Upon completion of the course students should be able to:

- 1. Define the main components and issues of the organization, financing, and delivery of public health systems in the US. (1, 11)
- 2. Describe the legal principles, values and ethical dilemmas in public health. (2)
- 3. Describe health policymaking process, including policy formulation, implementation, modification, and assessment. (4)
- 4. Describe the principles of performance and evidence-based management as related to public health initiatives. (7, 12)
- 5. Define principles of strategic planning and marketing to public health. (6)
- 6. Define how "systems thinking" can contribute to the solving public health organizational problems. (8)
- 7. Demonstrate leadership skills for building partnerships in public health. (10)
- 8. Define principal concepts and the core functions of public health and how these concepts and functions interact and made operational at different governmental and non-governmental levels. (1, 8)
- 9. Demonstrate an understanding of core concepts related to healthcare quality and safety and their impact on cost and delivery of services. (4, 7)

**Academic Integrity:**

Students are expected to follow guidelines outlined in the *Student Conduct Code 2013-2014* policy regarding academic dishonesty. Any student found in violation of academic honesty will receive a grade of 'F' for the course. It is the student's responsibility to familiarize him/herself with the student policies and expectations set forth in the *GSU Student Conduct Code 2013-14*. The handbook can be found at <http://deanofstudents.georgiasouthern.edu/conduct/wp-content/uploads/sites/3/2013-2014-SCC-8.19.13.pdf>. You are also expected to follow guidelines set forth in the entire JPHCOPH Student handbook: <https://docs.google.com/file/d/0B2ms15eoGveqOHIEUW53X0ZSWVE/edit>

**Academic Misconduct:**

Academic Misconduct according to GSU's policy includes (but is not limited to):

### ***Cheating***

- a) submitting material that is not yours as part of your course performance;
- b) using information or devices that are not allowed by the faculty;
- c) obtaining and/or using unauthorized materials;
- d) fabricating information, research, and/or results;
- e) violating procedures prescribed to protect the integrity of an assignment, test, or other evaluation;
- f) collaborating with others on assignments without the faculty's consent;
- g) cooperating with and/or helping another student to cheat;
- h) demonstrating any other forms of dishonest behavior.

### ***Plagiarism***

Plagiarism is defined as, “*appropriating and putting forth as one’s own the ideas, language or designs of another*” (The Living Webster, 1975), and it is strictly forbidden. Written and oral presentations must be a student’s own work. Students plagiarizing or cheating in any form will face disciplinary action which could result in failure of this course, or suspension or expulsion from the University. Copying from written materials, presentations, websites, etc. without source acknowledgment and reference is plagiarism. *Read it, appreciate it, learn from it, and make sure you source it – and then reflect it with your own thoughts and words!*

Plagiarism according to GSU’s policy includes (but is not limited to):

- a) directly quoting the words of others without using quotation marks or indented format to identify them;
- b) using sources of information (published or unpublished) without identifying them;
- c) paraphrasing materials or ideas without identifying the source;
- d) unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic material.

If you are uncertain about what constitutes plagiarism, please contact the Instructor. If you are accused of either cheating or plagiarism by a JPHCOPH faculty, the policy, as per the Student Affairs website

(<http://deanofstudents.georgiasouthern.edu/conduct/resources/faculty/academic-dishonesty/>) will be enforced.

### **Students with Special Needs and Disabilities:**

If you have needs that require assistance from the instructor, please contact the instructor during the first week of class so your needs can be met. Students with disabilities and special needs should contact the Student Disabilities Resource Center (SDRC) as soon as possible:

*Student Disabilities Resource Center (SDRC):*  
<http://studentsupport.georgiasouthern.edu/sdrc/>

**Class Participation & Attendance Policy:** Class participation is an integral part of the learning process. Students will be expected to remain current with the readings,

contribute to the discussion of the week's topics, have completed the current week's assignments, ask questions, make comments, and agree/disagree with the professor and peers. You are responsible for any material covered or distributed online, including any announcements, so please check the course folio page regularly. Federal regulations require attendance be verified prior to distribution of financial aid allotments.

### **Course Requirements**

This course assumes substantial and informed student participation. General discussion of theory and practice is encouraged and expected of all students. *At a minimum*, being informed requires class engagement, completion of assigned readings and projects, and attention to health care news and world events. Thoughtful participation is important and will be reflected in part in the final grade. Failing to participate meaningfully in class discussions or project presentations will result in a lower grade.

### **Course Requirements:**

- **Quizzes:** Students will also complete one course orientation quiz and 3 content quizzes. Content quizzes will assess whether the student completed all the assigned readings for that week. There **will be no make-up quizzes** if a student fails to complete a quiz.
- **Discussion Posts:** Discussion is an integral component of this course. Students will be asked to lead one to 4 discussion questions over the course of the semester. Additionally, **for each discussion question**, they are also required to respond to the posts of at **least one** other colleague. Initial posts are due on the Thursday of the week in which discussion is due. Responses to peers' posts are due on the Sunday of the week in which discussion is due.
- **Assignments:** Students will complete 2 graded assignments. Instructions for each assignment as well as grading rubric will be provided in Folio.
- **Policy Brief.** Students will complete a **policy brief**. Topics will be chosen by the student with instructor approval. The brief must **be no more than 2 pages, single-spaced, and include at least 5 peer-reviewed reference citations**. Full instructions and guidance on content and format will be provided in Folio.
- **Midterm and Final Examinations:** The first midterm examination will cover material assigned and/or discussed in class through the first half of the semester. The final examination will cover material assigned and/or discussed in class through the semester
- **Class Participation:** Students are also encouraged to interact and engage in discussions on course content with the instructor and peers, using discussion assignments as well as the "General Discussion Section" in Folio. Class participation will be evaluated based on the quality and frequency of such interactions.

### **Instructor Response Times:**

- Email: Within 48 hours

- Discussion posts: Within 72 hours
- Assignment grades: Within a week of submission date.
- Midterm and Final Examination grades: Within a week of submission date.
- Policy Paper grades: Within 2 weeks of submission date.
- Exceptions: Response times on weekends may vary.

<b><u>Grading:</u></b>	Discussion Posts & Class Participation	20%
	Quizzes	15%
	Assignments	10%
	Midterm	20%
	Final Exam	25%
	Policy Brief	10%
	Total	100%

<b><u>Grading Scale:</u></b>	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.

**Make-up Exams and Late Assignments:** Make-up exams are not provided, except in hardship cases which should be discussed in advance with the Instructor. Any assignment turned in late will be lowered one letter grade for each day the assignment is late. There will be no scheduled make-up times for exams or paper presentations. If a student cannot take an exam or complete an assignment within the scheduled time, they must consult with the Instructor prior to the scheduled due date.

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 complete any course requirement satisfactorily, please consult with the professor within a reasonable amount of time. *Nota Bene:* Extensions are not guaranteed and will be granted solely at the discretion of the professor. **NO EXTRA CREDIT PROJECTS WILL BE ASSIGNED!**

## **Syllabus**

The course syllabus and schedule of topics provide a general plan for the course; deviations may be made by the Instructor as necessary. Refer to Folio for specific reading requirements for each week. Any changes to the syllabus will be announced in advance. Additional reading materials may be required and made available to students via Folio or other means. In addition, as noted in the “Course Requirements” section above, students are expected to independently access and be familiar with healthcare issues and topics as presented in various media

## Course Schedule, Topics, and Assignments

<b>Week</b>	<b>Dates</b>	<b>Topic</b>	<b>Readings &amp; Activities</b>	<b>Assignment</b>
<b>1</b> <b>Online</b>	1/8 – 1/14	Course Orientation	Folio Course Orientation Module	1. Course Orientation Quiz. 2. Introduce Yourself
<b>2</b> <b>Online</b>	1/15 – 1/21	Introduction to Health and Health Policy	Folio Module 1	1. Discussion 1
<b>3</b> <b>Online</b>	1/22 – 1/28	The Context and Process of Health Policymaking Policy Formulation	Folio Module 2 Folio Module 3	1. Discussion 2
<b>4</b> <b>Online</b>	1/29 – 2/4	Policy Implementation Policy Modification	Folio Module 4 Folio Module 5	1. Assignment 1
<b>5</b> <b>Online</b>	2/5 – 2/11	MIDTERM WEEK	NO MODULE	1. <b>Midterm 1</b>
<b>6</b> <b>Online</b>	2/12 – 2/18	Public Health Management Overview	Folio Module 6	1. <b>Quiz 1</b>
<b>7</b> <b>Online</b>	2/19– 2/25	Public Health Financial Management	Folio Module 7	1. <b>Quiz 2</b> 2. Policy brief topics
<b>8</b> <b>Online</b>	2/26– 3/4	Public Health Law and Ethics	Folio Module 8	1. Discussion 3
<b>9</b> <b>Online</b>	3/5 – 3/11	Leadership and Strategic Planning	Folio Module 9	1. Assignment 2
<b>10</b> <b>Online</b>	3/12 – 3/18	<b>Spring Break</b>	<b>No Class</b>	<b>No Assignment</b>
<b>11</b> <b>Online</b>	3/19 – 3/25	Public Health Human Resource Management	Folio Module 10	1. Draft of Policy Paper
<b>12</b> <b>Online</b>	3/26– 4/1	Public Health Performance and Evidence-based Management	Folio Module 11	1. Discussion 4
<b>13</b> <b>Online</b>	4/2– 4/8	Public Health Marketing	Folio Module 12	
<b>14</b> <b>Online</b>	4/9 – 4/15	Communication & Constituency Building in Public Health	Folio Module 13	1. <b>Quiz 3</b>
<b>15</b> <b>Online</b>	4/16 – 4/22	Health Quality & Safety	Folio Module 14	
<b>16</b> <b>Online</b>	4/23 – 4/29	Public Health Systems Research and the Future of Public Health	Folio Module 15	Policy Brief Due
<b>17</b> <b>Online</b>	4/30 – 5/4	FINALS WEEK	NO MODULE	<b>FINAL Wed 5/2/18</b>

**Disclaimer:** The contents of this syllabus are as complete and accurate as possible. The



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