



**Zarqa University**

**Faculty of Nursing**

**Curriculum / Study Plan for  
Master Degree in  
“Public Health Management”**

**October 2016**

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**Overview:**

Research evidence has shown that primary health care helps prevent illness and death. Thus, there has been a call in the scientific literature to shift care toward primary health care than secondary and tertiary health care services. Public health management master program is a multidisciplinary field concerned with the delivery, quality and costs of health care for individuals' families and populations. The significance of the program emerged from the crucial need in public health care sectors in Jordan to develop public health care providers' performance to improve the quality of care for individual, family and community. Additionally, due to the current scarce human resources in this specialty, the program aims to provide Jordanian community with professional academic staff, researchers, and practitioners in the field of Public health management.

**Mission:**

Prepare pioneered Public health management staff in clinical and academic fields who are capable of developing public health care services to make a positive change in the quality of care rendered for patients and ultimately improve the total quality of health care.

**Major components:**

Public health management is one of the sciences that rely heavily on the principles of public health and management sciences. Thus, communication and health education, , biostatistics, epidemiology, environmental and occupational health, strategic planning, and public health care organizations' management are the major components of the program. Other complementary courses such as scientific evidence in public health, health economics, and psychological, behavioral and social issues in public health, public health care program planning and evaluation will also be emphasized.

**Reasons for launching the program:**

A number of justifications appeared to rationalize the establishment of the program:

- 1) The scarcity of postgraduate public health programs in Jordanian Universities. The proposed program will meet the needs of Jordan and Middle East region for clinical and academic public health care professionals.
- 2) The increasing numbers of various health graduates who intend to pursue their postgraduate studies in public health management. Because the scarcity of this program from health sciences' Faculties; students enroll in master programs which offered by business and administration departments. Those programs have different perspectives that may not positively impact health as required.
- 3) A body of scientific evidence confirmed the importance of increasing managerial competencies among Jordanian health care managers as the current managerial positions in health care systems are based on the length of job placement rather than the managerial competencies.
- 4) The need for well prepared researchers in public health management to fill the gap of public health research in Jordan.

**Goals:**

This program is designated to meet the following goals:

- 1) Develop professionals in public health management to fulfill vacancies in the academic and clinical fields to satisfy the community needs.
- 2) Provide specialized public health management program offered by multidisciplinary perspectives for candidates who desire to pursue their master degree in this specialty.
- 3) Improve the quality of health care through preparing qualified public health managers to lead the career based on scientific background rather than the traditional criteria of length of job placement.

- 4) Expand area of research in public health management through graduating novice researchers in this specialty to solve public health problems based on rigorous scientific methodologies.

**Teaching learning methodology:**

The master program in public health management is built on various teaching learning methods including: lectures, field work, self directed studies, seminars, and group work and discussions.

**Career Prospects:**

Graduates of the public health management master degree will be able to work in any of the followings:

- 1) Academic staff members teaching candidates of public health care management.
- 2) Public health care managers in the national, regional, and international public health care organizations.
- 3) Public health care campaigns' managers and evaluators.
- 4) Researchers in the field of public health care related issues.

**Eligibility requirements**

Applicants to the public health management master program should meet the following criteria for admission:

1. Hold a bachelor degree in one of the health related fields (i.e. medicine, nursing, allied health sciences, or pharmacy) or in business management.
2. Pass the National English Proficiency exam.
3. Have at least one year experience in a health organization after graduation from the undergraduate program.

The study plan of master in Public Health Management contains (33) credit hours and it is offered in two tracks as follows:

**A. Thesis Track**

**1- Compulsory Courses (16) credit hours**

Courses	Credit	Pre-
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	<b>hours</b>	<b>requisite</b>
Principles of epidemiology	3 hours	
Research methodology for public health	3 hours	
Statistical methods for health sciences	3 hours	
Financial management in public health care institutions	3 hours	
environmental and occupational health	2 hours	
communication and health education	2 hours	

## **2- Elective Courses (8) credit hours**

<b>Courses</b>	<b>Credit hours</b>	<b>Pre-requisite</b>
Strategic planning for public health	3 hours	
Evidence based practices in public health	3 hours	
Human resource management	2 hours	
Health care system and health policy in Jordan	3 hours	
Population demography and dynamics	3 hours	
Global health	2 hours	
Patient centered care	2 hours	
Ethics in public health management	2 hours	

## **3- Master Thesis (9) credit hours**

After passing 18 mandatory credits with GPA of least 84%

<b>Course</b>	<b>Credit hours</b>	<b>Pre-requisite</b>
Master Thesis	9 hours	

## **B. Comprehensive Exam Track**

### **1- Compulsory Courses (22) credit hours**

<b>Courses</b>	<b>Credit hours</b>	<b>Pre-requisite</b>
Principles of epidemiology	3 hours	
Communication and health education	3 hours	
Financial management in public health care institutions	3 hours	
Research methodology for public health	3 hours	
Environmental and occupational health	3 hours	
Public health care organizations' management	3 hours	
Statistical methods for health sciences	3 hours	

Seminar in contemporary public health issues	1 hours	
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## 2- Elective requirements (11) credit hours

Courses	Credit hours	Pre-requisite
Strategic planning for public health	3 hours	
Evidence based practices in public health	3 hours	
Human resource management	2 hours	
Health care system and health policy in Jordan	3 hours	
Population demography and dynamics	3 hours	
Global health	2 hours	
Patient centered care	2 hours	
Ethics in public health management	2 hours	

## 3- Comprehensive Exam

After successfully passing all courses

Courses	Credit hours	Pre-requisite
Comprehensive Exam		

## Courses Descriptions

### **Principles of epidemiology (3 credits)**

In this course, students are introduced to the basic concepts of epidemiology and its application in public health. Epidemiological practices are illustrated to promote the health of the population. We will engage the students in team activities to apply the epidemiological concepts to promote the health of the population.

### **Communication and health education (3 credits)**

This course is designed to help students to utilize communications skills to promoting the population health and achievement of public health goals. Students will develop the necessary communication strategies and skills to promote public health and social change. The course focuses on designing, implementation and evaluation of health education programs implemented to promote public health goals. The course examines health education theories with respect to its utilization to promote wellbeing, and using media-based health communication campaign.

### **Financial management in public health care institutions (3 credits)**

The course focuses on basic concepts of financing of health care organizations. The course will provide the basic theoretical foundations of the financial demands and problems in health care organizations in addition to health care markets and health care financing. The course also describes marketing of health care organizations and health insurance. It also provides students with information about industrial organization of pharmaceuticals and economic evaluation.

### **Research methodology for public health (3 credit hours)**

This course provides students with the needed information and skills to conduct epidemiological, and health services research using both quantitative and qualitative methods of research. The course covers the whole research process including identifying research problems and formulating research hypothesis, sampling strategies, research designs, instrumentation, measurement types, data collection and analysis, discussion of the study findings dissemination of the results.

### **Environmental and occupational health (3 credits)**

This course provides students with background information about principles and strategies concerning with environment. Study pollution and diseases resulted from environment and ways to control those diseases. It is also intended to introduce students to the basic core concepts of occupational health. Work-related health resulted from working environment will be presented. Recent approaches in occupational health to improve productivity and workers' health and well-being are discussed. Students are informed about occupational health related diseases and

accidents. Overall, this course is intended to help students to understand how to improve and workplace.

### **Public health care organizations' management (3 credits)**

The course aims at examining the administration structure of health care organizations. Different organizational models and hospital governance are examined. Moreover, evaluation of the performance of health organizations, process and capacity analyses are examined. Risk management and strategic development of hospitals are discussed. Different hospitals in Jordan will be studied with regard to their organizations' management and administration.

### **Statistical methods for health sciences (3 credit hours)**

Statistical methods are essential to ensuring that findings in public health are supported by reliable evidence. Basic descriptive statistics and inferential statistics are described as basic tools for analysis of data. The impact of chance is emphasized. The students are provided with the needed skills for interpretation of research findings and subsequent recommendations for public health practice. The major statistical tests are descriptive statistics, chi-square test of independence, t-test, ANOVA, correlation, and regression.

### **Seminar in contemporary public health issues (1 credit hour)**

In this course, students are provided with a chance to discuss a variety of public health issues and topics. Seminars should focus on contemporary issues in public health with suggested solutions for public health care problems.

### **Strategic planning for public health (3 credit hours)**

This course introduces students to the basic concepts regarding strategic planning in health care organizations. An application of strategic planning theories in different organizational environments is emphasized. Students are provided with information about methods and processes of strategic planning.

### **Evidence based practices in public health (3 credit hours)**

This course encourages students to apply the principles of evidence-based approaches in public health issues to resolve the major contemporary public health problems. This course will emphasize the principles of scientific and rigorous approaches to inform evidence-based public health interventions. Students will be able to examine the contemporary public health issues and suggest different solutions to a given public health problem.

### **Health care system and health policy in Jordan (3 credit hours)**

This course explores health policy in Jordan and its development. The course considers and compares institutional, local, regional, national, and international approaches to public health, health systems, and determination of research and development priorities. The processes and challenges for making policy at national and international levels are described.

### **Human resource management (2 credit hours)**

This course is designed to examine the multiple issues involved in human resources management in health-care organizations. It offers students an opportunity to obtain the needed knowledge and skills regarding recruiting, hiring interview, motivational strategies and performance appraisals. It seeks to provide the students with theories and best practices regarding management of people in health-care organizations.

### **Population demography and dynamics (3 credit hours)**

This course introduces students with background information about the impact of population growth and societal changes on the public health. Factors influence human population growth and the most critical environmental health challenge facing the human population is described.

### **Global health (2 credit hours)**

This course introduces the students to the major global health policies, challenges, and programs and determinants of health and disease. Students will analyze many emerging global health problems such as communicable diseases, emergencies, and major global initiatives for health promotion and disease prevention.

**Patient centered care (2 credit hours)**

This course highlights the importance of focusing on specific patients' needs which leads to greater patient satisfaction and improve clinical outcomes. Students are educated about the role of patient centered care in improving health service efficiency and health-related outcomes.

**Ethics in public health management (2 credit hours)**

This course discusses ethics in public health and in health care institutions. The course includes an introduction to ethical principles s and explores the ethical challenges. It is interested in application of ethical principles when balancing the interests of individuals and society. Students are given opportunities to examine ethical issues in public health organizations.