

COLLEGE OF PUBLIC HEALTH AND HEALTH PROFESSIONS HEALTH SCIENCE PROGRAM COURSE SYLLABUS

PHC 4117: Public Health Management (3 credits)

Meeting Times:

Tuesday: 2 – 3 period (8:30 – 10:25 am) Room G114 HPNP Building
Thursday: 3 period (9:35 – 10:25 am) Room G312 HPNP Building

Course Instructor: Daniel Estrada, PhD, MBA, MHA
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Purpose of Course: Public Health Management is designed to prepare future managers and leaders in the public health arena. This course will provide students with knowledge relevant to managing public health organizations while leading and motivating employees. The course will rely on organizational behavior and organizational theories to examine management topics such as management functions, activities and skills in the creation and delivery of public health programs; the organizational contexts of public health; understanding and applying management skills.

Objectives: Through participation in this course, you will

1. Demonstrate understanding of the managerial function
2. Apply managerial decision making and implementation processes
3. Understand managerial techniques to motivate others in the pursuit of public health objectives.

Course Materials: Journal articles and other materials will be assigned relevant to discussion of each topic. In addition, readings from the following textbook will be assigned:

- Buchbinder and Shanks, *Introduction to Health Care Management*

Supplemental textbooks that may also be of interest, but not necessary:

- Burke and Friedman, *Essentials of Management and Leadership in Public Health*

Other Resources: Health Science Center Library Search engines (e.g. CINAHL)

Course Grading: Several different modalities will be used to evaluate students' understanding of information presented. **THE INSTRUCTOR RESERVES THE RIGHT, WITH ADVANCE NOTICE, TO MODIFY THE GRADING SCHEME TO ADDRESS COURSE PROGRESS.**

Exams (30%)

A mid-term and a final exam will be administered during the semester. Both exams will be a combination of multiple choice, short answer and fill-in-the-blank questions.

Case Studies (30%)

Students will be assigned teams to complete case studies that will be discussed and reviewed in class. Specifics of case study requirements will be listed below as well as reviewed in class.

Final Project (30%)

A final project encompassing a managerial analysis will be assigned and due at the end of the semester. The final project should be 8 to 10 pages in length. Specifics of the assignment will be discussed in class and posted on Sakai.

Attendance (10%)

Attendance will be taken at every class. Students will be provided 2 unexcused absences. Absences will also be excused WITH PRIOR NOTICE for documented illness or official UF academic conflicts. Other absences may be excused at the instructor's discretion.

Tentative Grading Scale

Total Points (of 100)	Letter Grade
>93	A
90 – 92	A-
87 – 89	B+
83 – 86	B
80 – 82	B-
Etc., etc.	

Tentative Course Outline

Class	Date	Topic of Week
1	Tuesday, January 8, 13 Thursday, January 10, 13	The Public Health Organization
2	Tuesday, January 15, 13 Thursday, January 17, 13	Management Leadership and Motivation
3	Tuesday, January 22, 13 Thursday, January 24, 13	Organizational Behavior
4	Tuesday, January 29, 13 Thursday, January 31, 13	Strategic Management
5	Tuesday, February 5, 13 Thursday, February 7, 13	Financial Management
6	Tuesday, February 12, 13 Thursday, February 14, 13	Information Technology
7	Tuesday, February 19, 13 Thursday, February 21, 13	Human Resources
8	Tuesday, February 26, 13 Thursday, February 28, 13	Mid-Term Exam
9	Tuesday, March 5, 13 Thursday, March 7, 13	SPRING BREAK

Class	Date	Topic of Week
10	Tuesday, March 12, 13	Fundraising and Grants
	Thursday, March 14, 13	
11	Tuesday, March 19, 13	The Politics of Management
	Thursday, March 21, 13	
12	Tuesday, March 26, 13	Negotiation and Conflict Resolution
	Thursday, March 28, 13	
13	Tuesday, April 2, 13	Cultural Competency and Changing Environments
	Thursday, April 4, 13	
14	Tuesday, April 9, 13	Ethics and Law
	Thursday, April 11, 13	
15	Tuesday, April 16, 13	Communication Styles and Skills
	Thursday, April 18, 13	
16	Tuesday, April 23, 13	Final Exam

Policy on Make-Up Work/Exams: You are allowed to make up work ONLY if missed as the result of illness or other unanticipated circumstances warranting a medical excuse, consistent with College policy. Documentation from a health care provider is required. Examinations missed for any other reason will receive a grade of zero. Paper extensions requested for medical reasons must be negotiated at the time of illness, not afterward.

Academic Integrity: Each student is bound by the academic honesty guidelines of the University and the Code of Student Conduct, printed in the Student Guide, published on the University web site, and summarized in the Undergraduate Catalog. The website can be found here: <http://www.dso.ufl.edu/sccr/honorcodes/conductcode.php> The Honor Code states: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity." Cheating, plagiarism, other academic dishonesty or conduct violations in any form is unacceptable and inexcusable behavior and can result in dismissal from the College and/or University.

Professionalism: The majority of students in the program are completing this degree as the first step in pursuit of advanced degrees. As such, it is expected that students act in an appropriate manner during lectures. The use of cell phones, texting and other distracting activities during class is **STRONGLY** discouraged. The instructor reserves the right to address excessive violation of this policy.

Accommodations for Students with Disabilities:

If you require academic accommodations, you must first register with the Dean of Students' Office. The Dean of Students' Office will provide you with documentation that you must then provide to me as the faculty member for this course at the time you request the accommodation. The College of Health Professions is committed to providing reasonable accommodations to assist you in your coursework.

Communication:

I cannot stress enough the importance of communication for both this class and how you progress through your respective careers. As an instructor, it is much easier to address

issues and concerns before the fact, rather than after. If you see a potential issue arising or need assistance please do not hesitate to contact me.

In addition, students may occasionally have personal issues that arise in the course of pursuing higher education or that may interfere with their academic performance. If you find yourself facing problems affecting your coursework, you are encouraged to talk with the instructor and/or seek confidential assistance at the University of Florida Counseling Center, at 352-392-1575 or through their website at <http://www.counseling.ufl.edu/cwc/Default.aspx>