

SEMESTER-II

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Program		MBA		Branch/Spec.		MBA (Healthcare & Hospital Management)			
Semester		II				Version		1.0.0.0	
Effective from Academic Year				2025-26		Effective for the batch Admitted in			June 2025
Subject code		IIA02PHC		Subject Name		Certificate course on Public Health			
Teaching scheme									
(Per week)	Lecture(DT)		Practical(Lab.)		Total				
	L	TU	P	TW					
Credit	4	0	0		4				
Hours	4	0	0		4				
Objective:									
To equip students with a strategic framework to analyze public health systems, lead impactful health initiatives, and manage the business challenges and opportunities in the global health landscape.									
Course Outcome:									
CO 1: The students will be able to analyze the core functions of public health and the strategic interplay between health systems, social determinants, and the business ecosystem.									
CO 2: The students will be able to apply principles of epidemiology and health surveillance from a managerial perspective to interpret health trends and inform business decisions.									
CO 3: The students will be able to evaluate the impact of health policy and economic principles on healthcare financing, access, and the strategic planning of health organizations.									
CO 4: The students will be able to formulate a strategic plan for a public health program and demonstrate leadership in navigating global health challenges, crisis management, and emerging digital health trends.									
Theory syllabus									
Unit	Content								Hrs
1	Foundations of Public Health Management, Defining Public Health: A Strategic Management Perspective, Core Functions: Assessment, Policy Development, Assurance, The Public Health System: Public, Private & NGO Players, The Social Determinants of Health (SDOH): A Business Imperative, Introduction to Public Health Ethics & Law, The Economic Burden of Disease & The Case for Prevention, The Link between Public Health & Hospital Strategy.								12
2	Epidemiology & Health Surveillance for Managers, Epidemiology for Managers: Using Data for Decision-Making, Key Metrics (Conceptual): Incidence, Prevalence, Mortality Rates, Understanding Study Designs: Cohort, Case-Control, RCTs, Public Health Surveillance Systems: From Local to Global, Outbreak Investigation Management: The Manager's Role, Interpreting Health Data: Identifying Trends, Clusters & Disparities, Communicating Risk to the Public & Stakeholders.								12
3	Health Policy, Economics, and Financing, The Health Policy-Making Process & Stakeholder Influence, Core Principles of Health Economics: Scarcity, Opportunity Cost, Healthcare Financing Models: Beveridge, Bismarck, National Health Insurance, The Role of Public & Private Health Insurance, Health								12

	Technology Assessment (HTA) & Reimbursement Decisions, Economic Evaluation: Cost-Benefit & Cost-Effectiveness Analysis, Health Advocacy & Building Coalitions for Policy Change.	
4	Public Health Program Planning & Management, Needs Assessment & Prioritizing Health Problems, Program Planning Models (e.g., Logic Model), Developing SMART Objectives for Health Initiatives, Implementation Strategies & Resource Allocation, Monitoring & Evaluation (M&E) Frameworks for Managers, Health Communication & Social Marketing Campaigns, Community Engagement & Building Sustainable Partnerships, Grant Writing & Fund Management (Overview).	12
5	Global Health, Leadership & Future Trends, Introduction to Global Health: Key Challenges & Disparities, Major Global Health Organizations: WHO, World Bank, Gates Foundation, Pandemic Preparedness & Crisis Leadership, The "One Health" Concept: Human, Animal, Environmental Health, Leadership & Governance in Public Health Organizations, The Impact of Digital Health & Health Informatics on Public Health, Future Challenges: Climate Change, NCDs, Antimicrobial Resistance.	12
Practical content		
Reference Books		
1.	Turnock, Bernard J. Public Health: What It Is and How It Works. 7th Edition, Jones & Bartlett Learning, 2020.	
2.	Jacobsen, Kathryn H. Introduction to Global Health. 3rd Edition, Jones & Bartlett Learning, 2019.	
3.	Bodenheimer, T., & Grumbach, K. Understanding Health Policy: A Clinical Approach. 8th Edition, McGraw-Hill, 2020.	
4.	Gordis, Leon. Epidemiology. 6th Edition, Elsevier, 2018. (For conceptual reference).	
5.	McKenzie, J. F., Pinger, R. R., & Seabert, D. M. An Introduction to Community & Public Health. 9th Edition, Jones & Bartlett Learning, 2018.	
6.	Shi, Leiyu, and Singh, Douglas A. Delivering Health Care in America: A Systems Approach. 7th Edition, Jones & Bartlett Learning, 2018.	
7.	Heath, C., & Heath, D. Made to Stick: Why Some Ideas Survive and Others Die. Random House, 2007.	
8.	Spatz, M. (Ed.). The Health Care Manager's Guide to Continuous Quality Improvement. 3rd Edition, Health Administration Press, 2020.	
9.	Lewis, Michael. The Premonition: A Pandemic Story. W. W. Norton & Company, 2021.	
10.	Porter, Michael E., and Teisberg, Elizabeth O. Redefining Health Care: Creating Value-Based Competition on Results. Harvard Business Review Press, 2006.	
11.	Edelman, C. L., & Mandle, C. L. Health Promotion Throughout the Life Span. 9th Edition, Mosby, 2018.	