

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Programme	MBA				Branch/Spec.	Innovation, Entrepreneurship and Venture Development (Minor Specialization - Healthcare Operations Management)			
Semester	IV				Version	2.0.0.0			
Effective from Academic Year			2026-27		Effective for the Batch admitted in			January 2026	
Course Code	IVA14PHM	Course Name			Public Health Policy and Management				
Teaching Scheme					Examination Scheme (Marks)				
(Per week)	Lecture (DT)		Practical (Lab.)		Total	CE	SEE	Total	
	L	TU	P	TW					
Credit	4	0	0		4	Theory	60	40	100
Hours	4	0	0		4	Practical			
Pre-requisites									
Course Outcomes									
On successful completion of the course, the students will be able to:									
CO1	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.								
CO2	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.								
CO3	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.								
CO4	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. Global Health Governance and Policy Frameworks – Overview of WHO, CDC, and national health agencies; global collaborations and policy implications for public health management. Public Health Infrastructure and Capacity Building – Strengthening human resources, data systems, and institutional capabilities for effective public health delivery. Public–Private Partnerships (PPP) in Public Health – Models, challenges, and success stories in healthcare delivery, vaccination, and disease control programs.								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. Digital Epidemiology & Real-Time Health Monitoring –								12

	Leveraging AI, IoT, and mobile health tools for disease tracking and early warning systems. Health Information Systems (HIS) Integration – Linking epidemiological data with hospital management systems for informed policy and operational decisions. Data Quality, Ethics, and Privacy in Health Surveillance – Ensuring accuracy, confidentiality, and responsible use of health data in decision-making.	
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. Technology Assessment (HTA) & Reimbursement Decisions, Economic Evaluation: Cost-Benefit & Cost-Effectiveness Analysis, Health Advocacy & Building Coalitions for Policy Change. Global Health Policy Frameworks & Comparative Systems – Studying WHO, World Bank, and OECD approaches to policy and financing across nations. Public–Private Partnerships (PPPs) in Healthcare Delivery – Models, challenges, and best practices for sustainable healthcare infrastructure and services. Financing Innovations in Healthcare – Exploring social health insurance, value-based care, and outcome-linked payment mechanisms.	12
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). Project Management Tools in Public Health Programs – Application of Gantt charts, PERT, and Logical Framework Approach (LFA) in planning and execution. Performance Measurement & Outcome Evaluation – Setting indicators and assessing program effectiveness and impact. Scaling & Sustainability of Health Programs – Strategies for replication, institutionalization, and long-term viability of public health initiatives.	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. Global Health Diplomacy & International Collaboration – Understanding cross-border cooperation, treaties, and negotiations in global health initiatives. Ethics and Equity in Global Health Interventions – Addressing access, fairness, and cultural sensitivity in international health programs. Innovation & Emerging Technologies in Global Health – Role of AI, genomics, and digital surveillance in tackling global health challenges.	12

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Practical, assignments and tutorials are based on above syllabus.

Text Books

1	Turnock, Bernard J. Public Health: What It Is and How It Works. 7th Edition, Jones & Bartlett Learning, 2020.
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Reference Books

1	Jacobsen, Kathryn H. Introduction to Global Health. 3rd Edition, Jones & Bartlett Learning, 2019.
2	Bodenheimer, T., & Grumbach, K. Understanding Health Policy: A Clinical Approach. 8th Edition, McGraw-Hill, 2020.
3	Gordis, Leon. Epidemiology. 6th Edition, Elsevier, 2018. (For conceptual reference).
4	McKenzie, J. F., Pinger, R. R., & Seabert, D. M. An Introduction to Community & Public Health. 9th Edition,

	Jones & Bartlett Learning, 2018.
5	Shi, Leiyu, and Singh, Douglas A. Delivering Health Care in America: A Systems Approach. 7th Edition, Jones & Bartlett Learning, 2018.
6	Heath, C., & Heath, D. Made to Stick: Why Some Ideas Survive and Others Die. Random House, 2007.
7	Spatz, M. (Ed.). The Health Care Manager's Guide to Continuous Quality Improvement. 3rd Edition, Health Administration Press, 2020.
8	Lewis, Michael. The Premonition: A Pandemic Story. W. W. Norton & Company, 2021.
9	Porter, Michael E., and Teisberg, Elizabeth O. Redefining Health Care: Creating Value-Based Competition on Results. Harvard Business Review Press, 2006.
10	Edelman, C. L., & Mandle, C. L. Health Promotion Throughout the Life Span. 9th Edition, Mosby, 2018.
ICT/MOOCs Reference	
1	Coursera: Global Health Policy – University of Tokyo
2	Udemy: Public Health and Healthcare Policy Management

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	P S O 1	P S O 2	P S O 3	P S O 4
CO1	3	3	2	–	–	2	2	2	2	2	3	3	3
CO2	3	3	2	–	–	2	2	2	2	2	3	3	2
CO3	3	3	2	–	–	3	2	2	2	2	3	3	3
CO4	3	3	3	2	2	3	3	3	3	3	3	3	3