



University of North Texas  
College of Health and Public Service  
Department of Rehabilitation and Health Services  
Public Health management & Leadership

Welcome to the PUBH 4060 Public Health Management and Leadership Spring 2025 course. My name is Brinta Thomas. I will be your instructor for this class. I look forward to introducing you to the concepts and processes of management and leadership in public health.

### **COURSE INFORMATION**

Course Number and Title: PUBH 4060 Public Health Management and Leadership

Meets: TuTh, 2:30-3:50 at Wooten Hall 316

3 Credit Hours

### **INSTRUCTOR INFORMATION**

Instructor Name: Brinta Thomas

Phone Number: 405-875-9609

Email: [brinta.thomas@unt.edu](mailto:brinta.thomas@unt.edu)

Office Hours: MWF 12-3 PM by appointment

### **COURSE DESCRIPTION**

This course is an introduction to management and organizational leadership in public health. Several topics such as the US healthcare system, healthcare costs for individuals and populations, basic principles of health insurance, etc. will be covered. Also, leadership-related theories and concepts as well as ethics and professionalism in public health will be discussed. Students will study a wide variety of public health leadership roles and case studies.

### **PRE- REQUISITES**

Recommended prerequisite(s): PUBH 1010, PUBH 2010, PUBH 2015 (ONLY for Public Health Majors)

### **COURSE OBJECTIVES**

By the end of this course, students will be able to:

1. Understand the concept of leadership in public health
2. Describe and illustrate theoretical approaches to leadership
3. Explain key leadership competencies
4. Identify the political, ethical, and cultural forces at play in public health and their impact on leadership
5. Describe principles of effective leadership communication
6. Identify and discuss current and future challenges to public health leadership
7. Understand personal leadership strengths and opportunities for improvement
8. Understand the diversity of leadership positions in public health policy, management, research and entrepreneurship

**REQUIRED MATERIALS****Required Textbook:**

Rowitz, Louis (2018). Essentials of Leadership in Public Health. Jones & Barlett Publishers

Additional Required Readings: Readings will be posted in Canvas throughout the semester

**TECHNICAL SUPPORT**

UIT Help Desk: [UIT Student Help Desk](http://www.unt.edu/helpdesk/index.htm) site (<http://www.unt.edu/helpdesk/index.htm>)

Email: [helpdesk@unt.edu](mailto:helpdesk@unt.edu)

Sage Hall, Room 130

(940)565-2324

Walk-in Availability: 8 am–9 pm

**For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)**

**TECHNICAL REQUIREMENTS**

We will be using Canvas as our main platform for interaction this semester. You will need regular access to the internet, Canvas, and Zoom (including a webcam and microphone). We will be using programs in the Microsoft Office Suite including Word and PowerPoint. You will also need to have access to Adobe Acrobat Reader for pdf files. Finally, you will need to have the ability to upload and download files, send and receive emails with/without attachments, and communicate with fellow students in various electronic formats. Check the electronic resources available to students through the College of Health and Public Service as well as the library to see if they offer laptops for students to check out.

**COURSE REQUIREMENTS**

A student's performance in this course will be assessed in five different ways. See below for the points breakdown, details about the assignments, and late work policies. Additional information for each assignment will be posted in Canvas.

Assignment	Points Possible	Percentage of Final Grade
Participation	100 points	10%
Quizzes	15 @ 20 points each Total 300 points	30%
Public Speaking Presentation	Total 150 points	15%
Student Written Project	Total 250 points	25%
Final Exam	Total 200 points	20%
<b>Total Points Possible</b>	<b>1000 points</b>	<b>100%</b>

**COURSE REQUIREMENTS continued**

Participation:

Participation points are earned by participating in weekly assignments in class. If a student is not present in class, they are not able to make up participation points.

#### Quizzes:

Students are required to complete 15 weekly reflections in Canvas. Some of the reflections are straightforward from material in the text and lecture material. In some cases, the reflections expand the information learned and ask you to apply the information to situational situations and scenarios in a management and leadership situation. **In general, quizzes are due Fridays at 5:00 pm.** If a student does not complete the reflection for the week, they will not receive any points. The reflections cannot be made up unless a student contacts me **before** the due date or has a valid reason for not completing the week's requirement (illness, death in the family, etc.).

**AI IS NOT ACCEPTED IN THIS COURSE. IF THERE IS A DETECTION OF AI IN YOUR SUBMISSION, YOU WILL RECEIVE A ZERO.**

#### LATE WORK POLICY

Late work is not accepted in this class.

#### GRADING

**All the components of a student's grade will have a point value system, based on an A being equivalent to a 4.0. Points will be given based on a student's performance, such as the quality of information posted in the weekly discussions, writing skills, research skills, and ability to illustrate comprehension of all course topics. Each assignment will include a rubric for specific details on grading criteria.**

**Total Points Possible for Semester/Grading Scale = 1,000**

<b>1000 – 900 = A</b>
<b>899 – 800 = B</b>
<b>799 – 700 = C</b>
<b>699 – 600 = D</b>
<b>599 – 500 = F</b>

#### **STUDENT WRITTEN PROJECT:**

Case Study Project: Prepare a Case Study

NOTE: All of the information below can be entirely fictional. You can invent everything but do make your description and any data you might include realistic.

You are to select one of the following characters. For instance, if you select to be State health director, you will answer all of the following questions below that is related to this individual:

- Rural county public health officer

- Director of a major city health department
- State health director
- CEO of a hospital
- CEO of a group of primary care centers
- CEO of a health insurance company
- State legislator
- Propose a different choice

By April 25th: Finish writing your 8+/- page case study according to the following criteria. (There are no extensions to this deadline):

1) The issue your case study addresses: Your character is concerned about a population health issue in your community or state (e.g., obesity rates; texting while driving, etc). You need to lead an effort to deal with the issue. You and your organization cannot do it alone. Others must be involved.

2) Your case study should include:

- a. A description of your organization and any issues it might be facing.
- b. A description of the community: Demographics, geography, any relevant health status indicators.
- c. Identification of the key stakeholder's pros and con. Describe them well enough so the reader knows how powerful or influential each of them is and how strongly they feel about the issue. Also describe your relationship with each stakeholder going into the effort (e.g., long-standing, strong friendship; hardly know each other; history of being on opposite sides).
- d. What your goal is. What is the outcome you want?
- e. What are you doing to achieve this outcome? You should include any long-term strategies that you and your organization have for advocacy, communications, playing politics, etc. Also, include any shorter-term tactics you are using to deal with certain stakeholders or certain issues.

3) What will happen: We will select approximately 2 case studies to serve as the basis for discussion in one of our last classes of this semester. We will critique the strategies and tactics identified in the case. We will also see if other methods (not mentioned in the case) could be used to reach the goal.

a. NOTE: Do not try for perfection in your case. That is, do not try to include every possible strategy and tactic, and do not feel that you must always describe the best strategies and tactics. In terms of generating a useful class discussion, case studies that do not have all of the right answers are the most useful.

## COURSE EXPECTATIONS

As the instructor in this course, I am responsible for:

1. Providing course materials that will assist and enhance your achievement of the stated course goals
2. Providing timely and helpful feedback within the stated guidelines
3. Assisting in maintaining a positive learning environment for everyone

As a student in this course, you are responsible for:

1. Reading and completing all requirements of the course in a timely manner
2. Working to remain attentive and engaged in the course and interact with your fellow students
3. Assisting in maintaining a positive learning environment for everyone

## UNT POLICIES

### Academic Integrity Policy

Academic Integrity Standards and Consequences. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University. *Work submitted may be analyzed by software for academic integrity.*

### ADA Policy

UNT makes reasonable academic accommodations for students with disabilities. I aim to make success in this course attainable for all students. Please reach out to me about accommodation options. Students seeking accommodation should register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the Office of Disability Accommodation website at <http://disability.unt.edu/>. You may also contact them by phone at 940.565.4323.

### Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

### Emergency Notification & Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

## UNT POLICIES Continued

### Acceptable Student Behavior

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the

student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classrooms, labs, discussion groups, field trips, etc. Visit UNT's [Code of Student Conduct](#) to learn more.

### **Sexual Assault Prevention**

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off-campus. The Survivor Advocates can be reached at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at [oeo@unt.edu](mailto:oeo@unt.edu) or at (940) 565 2759.

### **Transmission and Recording of Student Images in Electronically-Delivered Courses**

This course employs lecture capture technology to record class sessions. Students may occasionally appear on video. The lecture recordings will be available to you for study purposes and may also be reused in future course offerings. I will provide accommodations for students who do not wish to appear in class recordings. No notification is needed if only audio and slide capture is used or if the video only records the instructor's image. However, the instructor is encouraged to let students know the recordings will be available to them for study purposes.

### **Class Recordings & Student Likenesses**

Synchronous (live) sessions in this course will be recorded for students enrolled in this course to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

### **Copyright Notice**

Some or all of the materials on the course website may be protected by copyright. Federal copyright law prohibits the reproduction, distribution, public performance, or public display of copyrighted materials without the express and written permission of the copyright owner, unless fair use or another exemption under copyright law applies. Additional copyright information may be located on the UNT website.

### **UNT POLICIES Continued**

### **Important Notice for F-1 Students taking Distance Education Courses**

#### **Federal Regulation**

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](#). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken online or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to the completion of the class. An online or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no online or distance education classes may be considered to count toward a student's full course of study requirement.

### **University of North Texas Compliance**

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

- (1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.
- (2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, they should contact the UNT International Student and Scholar Services Office (telephone 940-565-2195 or email [internationaladvising@unt.edu](mailto:internationaladvising@unt.edu)) to get clarification before the one-week deadline.

### **Rules of Engagement**

Rules of engagement refer to the way students are expected to interact with each other and with their instructors. Here are some general guidelines:

- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Ask for and use the correct name and pronouns for your instructor and classmates.

- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Avoid using “text-talk” unless explicitly permitted by your instructor.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think first before you type.

See these [Engagement Guidelines](#) for more information

**For all other UNT Policies, please go to the Student Handbook.**

### **Student Programs/Services/Organizations**

#### **Academic Support Services**

[Academic Resource Center](#)

[Academic Success Center](#)

[UNT Libraries](#)

[Writing Center](#)

[Math Lab](#)

#### **Library Resources**

[UNT Libraries](#)

[UNT Library Research Support](#)

Subject Librarian - Jennifer Rowe

Phone: 940-369-7815

Email: [jennifer.rowe@unt.edu](mailto:jennifer.rowe@unt.edu)

[PUBH Subject Library Resources Page](#)

[PUBH 1010 Introduction to Public Health](#)

#### **Student Support Services**

[Registrar](#)

[Financial Aid](#)

[Student Legal Services](#)

[Career Center](#)

[Multicultural Center](#)

[UNT Care Team](#)

[Counseling and Testing Services](#)

[CARE Team](#)

[Student Health and Wellness Center](#)

[Pride Alliance](#)

[UNT Food Pantry](#)

[ALL Programs and Services](#)

#### **UNT Student Organizations Related to Public Health**



For a full list of public health-related Student Organizations, go to the Student Organization page and search “public health”

[Public Health Alliance](#)

[Future Without Poverty](#)

[UNT Rotaract Club](#)

[Global Medical Brigades](#)

[Student Health Advisory Committee](#)

[Alternative Breaks](#)

[Health Occupation Students of America](#)

[Pre-Physician Assistant Club](#)

[Collaborative Urban Planning Association](#)

[Delta Sigma Theta Sorority, Inc.](#)

[Public Administration Student Association](#)

[Alpha Epsilon Delta Health Pre-Professional Honor Society](#)

## CALENDAR (

The semester calendar is posted below. It includes information for each week's topic, required weekly readings, and due dates for assignments. Be aware, weekly supplemental material is not listed in this calendar. It is your responsibility to go to Canvas to find the posted material for the week. Canvas is where you will find the weekly instructions, supplemental materials, weekly participation assignments, quizzes, case study instructions, the Midterm and Final exams, grades, and more. The material will be posted throughout the semester. These dates and topics are subject to change.

Week Dates	Module Topic	Materials to Review	Participation and Assignments
Week 1	Introductions Review Syllabus/Foundations of Public Health	N/A	Quiz #1 Due 1/17 at 5 PM
Week 2	Management and Leadership	Chapters 1 & 15	Quiz #2 Due 1/24 at 5 PM
Week 3	Defining Leadership	N/A	Quiz #3 Due 1/31 at 5 PM
Week 4	Adaptive Leadership	Chapter 2	Quiz #4 Due 2/7 at 5 PM
Week 5	Professional Leadership	N/A	Quiz #5 Due 2/14 at 5 PM
Week 6	Public Speaking Presentation Groups 1 & 2	N/A	Quiz #6 Due 2/21 at 5 PM
Week 7	Public Speaking Presentation Groups 3 & 4	N/A	Quiz #7 Due 2/28 at 5 PM
Week 8	Leadership at the Organizational Level	Chapters 8 & 9	Quiz #8 Due 3/7 at 5 PM
Week 9	SPRING BREAK, NO CLASS!	SPRING BREAK!	SPRING BREAK!
Week 10	Six Levels of Leadership	Chapter 3	Quiz #9 Due 3/21 at 5 PM
Week 11	Leadership at the Personal Level	Chapters 4 & 5	Quiz #10 Due 3/28 at 5 PM
Week 12	Leadership at the Team Level	Chapters 6 & 7	Quiz #11 Due 4/4 at 5 PM
Week 13	Leadership at the Community Level	Chapters 10 & 11	Quiz #12 Due 4/11 at 5 PM
Week 14	Leadership at the Global Level	Chapter 12	Quiz #13 Due 4/18 at 5 PM
Week 15	Group Project: Case Study	N/A	Quiz #14 & Group Project Due 4/25 at 5 PM
Week 16	Finals Week	Chapters 1-15	Quiz #15 and Final Exam Due 5/2 at 5 PM