



University of North Texas
College of Health and Public Service
Department of Rehabilitation and Health Services
PUBH 4060
Public Health Management and Leadership

Welcome to PUBH 4060 Public Health Management and Leadership Spring 2024 course. My name is Professor 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
Meets: Tuesdays and Thursdays at 2:30 PM – 3:50 PM
Location: Business Leadership Building (BLB) Room 065
3 Credit Hours

INSTRUCTOR INFORMATION

Brinta Thomas, M.H.Sc., B.S., ACUE-EOTP

Phone number: (405) 875-9609

Office hours:

In-person after class

Virtual office hours MWF 2:00pm – 3:00pm

OR by appointment

Email: Brinta.Thomas@unt.edu

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 SKILL REQUIREMENTS

Students will need access to Canvas, have the ability to download and upload files, send and receive emails, and communicate with fellow students in various electronic formats, including video conferencing.

TECHNICAL SUPPORT

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UIT Help Desk: [UIT Student Help Desk site \(http://www.unt.edu/helpdesk/index.html\)](http://www.unt.edu/helpdesk/index.html)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 130

Walk-In-Availability: 8am-9pm

Telephone Availability:

- Sunday: noon-midnight
- Monday-Thursday: 8am-midnight
- Friday: 8am-8pm
- Saturday: 9am-5pm

Laptop Checkout: 8am-7pm

For additional support Visit: [Canvas Student Guide \(Student Guide - Canvas Community \(canvaslms.com\)\)](#)

COURSE REQUIREMENTS

Here are the five major ways I will assess a student's performance in this course. Students are required to attend class and complete the reading assigned in the textbook and the supplemental readings. Students are required to complete weekly reflections to assess their understanding of the material.

The reflections center on the material presented the same week. A final exam will be held at the end of the semester. It will cover all material discussed during the semester and will be taken in Canvas. Finally, students will be given a chance to assess their work in the course.

Assignment	Points Possible	Percentage of Final Grade
Participation	100 points	10%
Reflections	300 points (15 reflections worth 20 points each)	30%
Public Speaking Presentation	150 points	15%
Student Written Project	250 points total	25%
Final Exam	200 points	20%
Total Points Possible	1000 points	100%

GRADING

All of the components of a student's grade will have a point value system, based on A being equivalent to a 4.0. Points will be given based on a student's performance, such as the number of correct answers for each quiz, writing skills, research skills, and ability to illustrate comprehension of all course topics.

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

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

Weekly Reflections:

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, reflections 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.).

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 26th: 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.

Final Exam:

The exam will be available from May 2nd to May 8th at 5:00pm.

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.

The instructor and students will share responsibility for each other's learning. Much of the class time will focus on application and discussion of information in the assigned readings. **Therefore, students are expected to critically read and think about the assigned reading material, and be ready to raise questions and discuss issues relevant to the readings in class.** Required reading should be completed before class on the assigned day (*please bring your text and/or pertinent readings to class with you*).

ATTENDANCE POLICY AND CLASS PARTICIPATION

Students are required to attend classes. Attendance will be taken throughout the semester. If a student does not attend class, they will potentially lose the ability to get credit for the course. They will also miss important information related to the course material, assignments, quizzes and the final exam. Students are encouraged to participate in class discussions and group work. If group participation cannot be shown, the student could lose points on the group work project.

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 accommodation for students with disabilities. Students seeking accommodation must first 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. Students are strongly encouraged to deliver letters of reasonable accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. 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](tel:940.565.4323).

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 Blackboard for contingency plans for covering course materials.

Important Notice for F-1 Students

To read detailed Immigration and Customs Enforcement regulations for F-1 students, please go to the Electronic Code of Federal Regulations website at <http://www.ecfr.gov/>. Please contact me if you have further questions.

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

CALENDAR

Tentative calendar for the course, including information for each class date, each week's topics, required reading for each class, and the due dates for quizzes, assignments, projects and the final exam. Remember, supplemental readings are not listed here. It is your responsibility to go to Canvas to find the posted readings for classes. Readings will be posted throughout the semester. These dates and topics are subject to change.

	Module	Readings	Assignments
Week 1	Introductions Review Syllabus/ Foundations of Public Health	N/A	Quiz #1 Due 1/19 at 5 PM
Week 2	Management and Leadership	Chapters 1 & 15	Quiz #2 Due 1/26 at 5 PM
Week 3	Defining Leadership	N/A	Quiz #3 Due 2/2 at 5 PM
Week 4	Adaptive Leadership	Chapter 2	Quiz #4 Due 2/9 at 5 PM
Week 5	Six Levels of Leadership	Chapter 3	Quiz #5 Due 2/16 at 5 PM
Week 6	Leadership at the Personal Level	Chapters 4 & 5	Quiz #6 Due 2/23 at 5 PM
Week 7	Leadership at the Team Level	Chapters 6 & 7	Quiz #7 Due 3/1 at 5 PM
Week 8	Leadership at the Organizational Level	Chapters 8 & 9	Quiz #8 Due 3/8 at 5 PM
Week 9	SPRING BREAK, NO CLASS!	SPRING BREAK!	SPRING BREAK!
Week 10	Professional Leadership	N/A	Quiz #9 Due 3/22 at 5 PM
Week 11	Public Speaking Presentation Groups 1 & 2	N/A	Quiz #10 Due 3/29 at 5 PM
Week 12	Public Speaking Presentation Groups 3 & 4	N/A	Quiz #11 Due 4/5 at 5 PM
Week 13	Leadership at the Community Level	Chapters 10 & 11	Quiz #12 Due 4/12 at 5 PM
Week 14	Leadership at the Global Level	Chapter 12	Quiz #13 Due 4/19 at 5 PM
Week 15	Group Project	N/A	Quiz #14 Due 4/26 at 5 PM Group Project Due 4/26 at 5 PM
Week 16	Final Exam	Chapters 1-15	Quiz #15 Due 5/3 at 5 PM Final Exam Due 5/8 at 5 PM