

Course Details	
Course Code: HSA581	Professor:
Course Title: Public Health Administration	E-Mail:
Program: Master in Healthcare Management	Term:
Credits: 3	Schedule:
Contact Hours: 48	Delivery:
Prerequisites: HSA520	Campus: AU Sunnybrook Road
Course General Information	
Course Description:	

This course examines the organization, administration, governance, and performance of public health systems, with emphasis on the responsibilities of public health leaders in improving population and community health outcomes. Students analyze the historical, legal, ethical, policy, epidemiological, financial, organizational, and social foundations that influence public health practice. The course explores public health governance across federal, state, local, tribal, territorial, and global contexts; workforce and resource management; community health assessment; evidence-based decision-making; program planning and evaluation; performance measurement; emergency preparedness; health equity; and interorganizational collaboration. Through case analyses, data-informed assessments, simulations, and the development of a public health intervention proposal, students formulate strategic and ethically responsible responses to contemporary and emerging public health challenges.

Course Learning Outcomes

Upon successful completion of this course, students will be able to:

- **CLO 1.** Analyze the structure, governance, workforce, and organizational responsibilities of public health systems and their influence on population and community health outcomes.
- **CLO 2.** Design evidence-based public health initiatives that integrate strategic planning, workforce and resource management, project implementation, and performance expectations.
- **CLO 3.** Communicate public health information effectively and collaborate with multidisciplinary teams, community representatives, and organizational stakeholders to address population health priorities.
- **CLO 4.** Evaluate epidemiological evidence, community health data, program performance, and organizational processes to support accountable decision-making and continuous improvement in public health services.
- **CLO 5.** Assess public health policies, programs, and administrative decisions using legal, ethical, health equity, and professional and social responsibility principles.
- **CLO 6.** Formulate innovative and strategically sustainable recommendations for addressing emerging public health challenges, strengthening workforce capacity, and improving program implementation.

CLO - Competency - PLO Alignment Matrix.

The following matrix demonstrates the alignment among the Course Learning Outcomes (CLOs), the MSHM program competencies, and the corresponding Program Learning Outcomes (PLOs). It illustrates how each course outcome contributes to the progressive development of the knowledge, skills, and professional behaviors expected of MSHM students.

Course Learning Outcome	Competencies	PLO Alignment
CLO 1	Organizational Awareness; Human Resource Management; Analytical Thinking	PLO1, PLO2
CLO 2	Human Resource Management; Strategic Orientation; Performance Measurement; Project Management	PLO1, PLO6
CLO 3	Communication Skills; Interpersonal Understanding; Team Leadership	PLO1, PLO3
CLO 4	Analytical Thinking; Accountability; Performance Measurement; Organizational Awareness	PLO1, PLO2, PLO6
CLO 5	Professional & Social Responsibility; Accountability	PLO4
CLO 6	Strategic Orientation; Innovation; Human Resource Management; Project Management	PLO1, PLO2, PLO6

Course Mapping by Module

The following table identifies the principal assessed evidence used in each module to demonstrate achievement of the aligned course learning outcomes and program competencies. Simulations are included as applied evidence and are complemented by analytical papers, case studies, discussions, debates, and the cumulative intervention project.

Module	Topic	Primary Assessment Evidence	CLO Alignment
1	The Basis of the Public Health System	ACA individual analysis; SDOH scenario and policy comparison brief	CLO 1, CLO 4, CLO 5
2	The Settings of Public Health Practice	ACA critical analysis; two governance response plans and jurisdiction brief; intervention proposal topic	CLO 1, CLO 4, CLO 5
3	The Tools of Public Health Practice (Part I)	Community action plan; epidemiology calculations and outbreak comparison memo; intervention goals and evidence	CLO 2, CLO 4
4	The Tools of Public Health Practice (Part II)	H1N1 Harvard Case Analysis; PDSA Discussion Board; program evaluation component	CLO 2, CLO 3, CLO 4, CLO 5

5	Provision of Public Health Services (Part I)	Outbreak discussion; case decision log and workforce allocation memo; intervention resource component	CLO 1, CLO 2, CLO 4, CLO 5, CLO 6
6	Provision of Public Health Services (Part II)	Chronic Disease Discussion; Community Health and Primary Care Policy Debate; health-promotion strategy component	CLO 2, CLO 3, CLO 4, CLO 5
7	Provision of Public Health Services (Part III)	Preparedness discussion; Philadelphia behavioral health case; surge comparison and preparedness brief	CLO 1, CLO 2, CLO 4, CLO 5, CLO 6
8	Public Health Practice in a New Era	Final Public Health Intervention Proposal; narrated presentation; final examination/group presentation	CLO 1– CLO 6

In this course, students will develop core competencies essential for the administration, planning, and evaluation of public health systems and services. Emphasis will be placed on public health foundations, governance, social determinants of health, epidemiology, policy analysis, program evaluation, workforce management, and emergency preparedness. Students will examine strategies for disease prevention, health promotion, and equitable service delivery in diverse communities.

Through simulations, analytical papers, case studies, discussions, debates, and a cumulative intervention project, students will apply evidence-based decision-making, leadership, and collaborative problem-solving to public health challenges. Upon completion, students will be equipped to design and evaluate public health interventions, allocate resources, and recommend policies and strategies that strengthen public health practice and improve population health outcomes.

Course materials/learning resources:

• **Main Textbook:** Paul C. Erwin and Ross C. Brownson. Scruchfield and Keck's Principles of Public Health Practice, 4 th Edition. Boston, Mass: Cengage. 2019.

Textbook: Health Professional Leadership Training Course Book by KENNETH M. HEKMAN, Carson F. Dye. ISBN: 978156798463

•**Textbook:** Organizational Behavior in Health Care 4th Edition by Nancy Borkowski, Katherine A. Meese. 2020. ISBN-13 : 978-1284183245

Assessment Methods Classification

The following table identifies the planned distribution of graded assessment methods in HSA581. The classification is based on the cognitive demand of the evaluated student work and its weight in the final course grade.

Assessment	Weight	CLO	Competency	Level	Classification rationale
Knowledge quizzes	20%	CLO 1–2	Organizational Awareness	Lower	Primarily verifies understanding of foundational public health concepts
Foundational discussions and reading responses	10%	CLO 1–3	Communication Skills	Lower	Assesses comprehension and accurate explanation of assigned concepts
Applied case analysis	15%	CLO 2–4	Analytical Thinking	Higher	Requires evidence analysis, comparison of alternatives and recommendation
Interactive simulations and decision briefs	20%	CLO 2–5	Strategic Orientation; Accountability	Higher	Requires consequential decisions, interpretation and justification
Team-based applied project	15%	CLO 4–5	Team Leadership; Project Management	Higher	Requires collaborative development of an applied product and individual accountability
Final public health intervention project and presentation	20%	CLO 1–6	Multiple competencies	Higher	Requires integration, creation, presentation and defense

GRADING SCALE POLICY

Performance Level	Grade	Percentage
Exceeds Expectations	A	90-100%
Meets Expectations	B	80-89%
Minimally Meets Expectations	C	70-79%
Does Not Meet Expectations	D/F	Below 70%

This format is consistent with a graduate-level rubric, where the minimum acceptable performance is a C (70–79%), and any score below 70% is classified as Does Not Meet Expectations.