

Faculty of Health Sciences
SHIATS
Master of Public Health
Course Structure

Core Courses				
Semester	Title of The course	Course Code	Credits	Credit Hours
I	Introduction to Public Health	PH-701	3	(2-0-2)
I	Basic Epidemiology	PH-702	2	(3-0-0)
I	Research Methods in Health	PH-703	2	(2-0-0)
I	Issues in Public Health I	PH-704	3	(2-0-2)
II	Issues in Public Health II	PH-711	3	(3-0-0)
II	Disease Epidemiology	PH-712	2	(2-0-0)
II	Reproductive & Child Health	PH-713	2	(2-0-0)
II	Information Education & Communication	PH-714	3	(2-0-2)
II	Quality in Health Care	PH-715	2	(2-0-0)
II	Field training	PH- 800	3	(0-0-6)
III	Seminar	PH- 780	2	(0-0-4)
IV	Thesis /Project Works	PH-899	15	(0-0-30)
IV	Comprehensive Viva	PH-897	5	

Basic Supporting				
Semester	Title of The course	Course Code	Credits	Credit Hours
I	Social and Behavioral Sciences	PH-705	3	(3-0-0)
I	Information Technology	COMP-631	3	(2-0-2)
I	Communication Skills & Personality Development	LNG701	3	(2-0-2)
I	Essentials of Management	PHM-753	3	(3-0-0)
II	Bio Statistics I	MAS-712	3	(2-0-2)
II	Essentials of Health Economics & Public Finance	PHM-716	3	(2-0-2)
II	Strategic Management	BAM-865	3	(3-0-0)
III	Bio Statistics II	MAS-716	3	(2-0-2)
III	Medical Anthropology	ANTH-656	2	(2-0-0)
III	Managerial Accounting	BAM-751	3	(3-0-0)

Specialization courses				
Semester	Title of course	Course code	Credit	Credit Hours
<u>Specialization I – Program Design and Management</u>				
III	Programme Planning & Evaluation	PH-802	3	(2-0-2)
III	Public Health Interventions	PH -803	3	(2-0-2)
<u>Specialization II- Reproductive Health</u>				
III	Reproductive Biology	PH-804	2	(2-0-0)
III	Safe Motherhood	PH-805	3	(3-0-0)
III	Child & Adolescent health	PH-806	3	(3-0-0)
<u>Specialization III- Communication And Training In Health</u>				
III	Programme Planning & Evaluation	PH-802	3	(2-0-2)
III	Training in Health	PH-807	3	(2-0-2)
III	Communication Intervention in Public Health	PH-808	3	(2-0-2)
<u>Specialization IV – Health System Management</u>				
III	Health System Operation Management	PH-809	3	(3-0-0)
III	Organizational behavior	BAM-754	3	(3-0-0)
III	Human Resource Management	BAM-767	3	(3-0-0)
<u>Specialization V – Community Dentistry</u>				
III	Introduction to community Dentistry	PH -813	2	(2-0-0)
III	Public Health Dentistry	PH-814	3	(3-0-0)

Deficiency Course				
Sem ester	Title of course	Course code	Credit	Credit Hours
I	*Human Biology & Medical terminology	PH-605	2	

* Only for the students of non- medical background.

DETAILED
SYLLABUS OF COURSES FOR MPH
1ST SEMESTER (ALL SPECIALIZATIONS)

Introduction to Public Health (PH-701) **Credits 3 (2-0-2)**

1. **Public Health:** Genesis and Development of the concept, Healthcare versus Medical Care, Approaches to Public Health, Primary Health care, Millennium developmental Goals
2. **Health and Disease:** Basic Concepts and Definition, Disease Control and Levels of Prevention, Determinants and Indicators of Health, Health situation and Trends in India.
3. **Health Policy** National Health Policy of India, Nepal, global Health policy
4. **Health Infrastructure & Health Care Delivery System:** India, Nepal, other developed and developing countries.
5. **Other Government Health Programs/ Systems:** ESI, Railways, Military, etc

PRACTICUM

1. Visit to village for family health study
2. Visit to understand Health system functioning
 - a) Rural – i) Government ii) Private iii) Others
 - b) Urban- i) Government ii) Private iii) Others
3. Visit to understand other systems of Health eg. Railway, Military

Basic Epidemiology (PH-702)

Credits 3 (3-0-0)

1. Introduction
2. Data sources for Epidemiology
3. Epidemiological concept of disease
4. Measures of disease frequency
5. Epidemiological methods: Descriptive Epidemiology, Analytical Epidemiology, Experimental Epidemiology
6. Screening in health and disease: Principles underlying screening programme, Evaluating screening programmes
7. Errors in measurements
8. Epidemic Investigations
9. How to read Health Literature
10. Use of computers in Epidemiology and data management

Research Methods in Health (PH-703)

Credits 2 (2-0-0)

1. **Scientific research**: Nature and Scope, Basic Principles of scientific research, Steps involved in a scientific study/ investigation, Formulation of Hypothesis, sources, qualities of a workable hypothesis.
2. **Research Methods**: Social Surveys, Case Study, Experimental methods, Types-Trial and Error, Observational studies, Natural experiment, Ex-post facto experiment, Laboratory experiments, attitude analysis.
3. **Design of Sample Survey**: Basic Principles of sample survey, Biases in sampling, simple random sampling, Stratified random sampling, Multistage sampling, double sampling, systematic sampling, cluster sampling, Purposive sampling.

4. **Data Collection:** Methods-Schedule Mailed Questionnaire, Interview, Observation, Instruments & their test, Field Setting, Planning and Control, multicentric study, scaling techniques.
5. **Classification and Tabulation:** objects, characteristics, kinds and statistical series-array, discrete, continuous. Presentation of Data, Analysis of Data
6. **Report Writing:** Introduction, Objectives, Methodology, Major Findings, Discussion, Conclusion and Recommendations

Issues in Public Health I (PH-704)

Credit 3(2-0-2)

1. **Environment and Health:** Environmental degradation and human pathology, Examination of living/ working environment & its impact on human health; Laws on Environmental protection, the Right to a safe biosphere
2. **Nutrition and Health:** Classification and Nutritional profiles of various foods and drinks, Balanced diet, Diet survey, consumption unit, nutritional classification, Nutritional problems e.g. LBW, PEM, Xerophthalmia, IDD, etc. Nutritional factors in selected/ major diseases (Cardiovascular, Diabetes, Obesity, Cancer), Food toxicity, socio-ecology of nutrition
3. **Industrial and Occupational Health:** Industrial and Occupational hazards and accidents, Occupational diseases and their prevention, Measures for health protection of worker, Legislation and Acts

Practicum

1. Visit to sewage treatment Plant
2. Visit to water purification Plant
3. Visit to Biomedical waste treatment Plant
4. Visit to Magh Mela
5. Visit to Industry

Social and Behavioral Sciences (PH-705)

Credits 3 (3-0-0)

1. Introduction: i) Psychology and PH ii) Health psychology iii) Sociology & PH
2. Stress, well being & Quality of life
3. Sociometrics Introduction
4. Culture and health: i) rural/urban migrant ii) cross cultural differences
5. Social Pathology, therapies

Human Biology & Medical Terminology (PH-605) Credits 2 (2-0-0)

Human Biology –

- i. Introduction to human Biology
- ii. Definition & structure of cell, Tissue structure & its Type
- iii. Organ Systems (Basic Anatomy & Physiology)
 1. Digestive system
 2. Skeletal system
 3. Respiratory system
 4. Cardiovascular System
 5. Lymphoid & haemopoietic system
 6. Urinary system
 7. Nervous & the special senses
 8. Female Reproductive System
 9. Male Reproductive system

Medical Terminology-

1. Infection , Immunity& Sterilization
2. Introduction to Microbiology, classification of microorganisms
3. Genetic diseases/ genetics
4. Neoplasia
5. Inflammation & healing

Communication Skills & Personality Development LNG -701 3(2-0-2)

1. Grammar/Language
 - a) Vocabulary enhancement- synonyms, acronyms, homonyms, homophones, abbreviations
 - b) Word classes/part of speech
 - c) Tenses
 - d) Voices
2. Technical writing
 - a) Technical letters
 - b) Precise writing
 - c) Essay writing

Practical/spoken English

1. Spoken English
 - a) Conversation in different situations
 - b) Jam session
 - c) Group discussions
 - d) Etiquettes
2. Personality Development
 - a) self introduction
 - b) to develop presentation skills
 - c) dress and colour sense

Essentials of Management (PHM-753)

Credits 3 (3-0-0)

1. **Concept and Evolution of Management:** Nature and Functions of Management, Theories and Approaches to Management
2. **Planning:** Nature and Purpose, Types of plans and Planning process, Strategies Policies and Planning process
3. **Decision Making:** Importance and Limitations of Rational Decision Making, Steps of Rational Decision, Decision making environment, and Techniques of decision making
4. **Organizing:** Nature and purpose, Process of Organising, Span of management, Organisational structure, Levels of organisation, Line and Staff authority, Authority delegation and decentralization, Organizational culture.
5. **Staffing:** Recruitment, selection ; performance appraisal
6. **Leading:** Approaches to Leadership, Leadership behaviour and styles
7. **Motivation:** Motivators, Theories of motivation
8. **Communication:** Process, Media, Barriers to communication, Formal and Informal Communication
9. **Controlling:** Basic control process, Control techniques
10. **Coordination:** Importance and principles, External and Internal coordination

Information Technology (COMP 631)

Credits 3(2-0-2)

1. Information, concepts and processing.
2. Data concepts.
3. Elements of E.D.P.
4. Special applications: Medical transcription, e-health
5. Elements of computer system.
6. Concept of hardware and software devices.
7. Concept of operating systems.
8. Computer and communications.
9. Programming languages and classification.
10. Computer management and virus protection.
11. I.T. applications.

PRACTICAL:

1. Window and GUI.
2. Ms Word- full working & practice
3. MS Excel- how to operate, developing a work sheet, simple calculations
4. MS power Point- how to make a presentation
5. Use of internet- access, e-mail, search engine and health related websites, how to search for literature
6. Statistical package- SPSS, epi info, M-stat

II SEMESTER (ALL BRANCHES)

Disease Epidemiology (PH-712)

Credits 2(2-0-0)

- 1. Respiratory Infections:** Chicken Pox, Measles, Tuberculosis and ARI, SARS
- 2. Intestinal Infections:** Poliomyelitis, Hepatitis, Cholera, Typhoid, Food Poisoning, Diarrhoeal Diseases,
- 3. Arthropod-borne infections:** Malaria, Dengue, JE
- 4. Zoonoses:** Rabies, Plague
- 5. Surface Infections:** Tetanus, Leprosy, STD, HIV-AIDS
- 6. National Health Programs:** An Overview of major National Programs, for control of diseases e.g. Tuberculosis, Malaria, National AIDS control programs,
- 7. Epidemiology of Chronic Non-communicable diseases/ conditions:** CHD, Hypertension, Stroke, Cancer, Diabetes, Obesity, Blindness, Accidents.

Issues in Public Health II (PH-711)

Credits 3 (3-0-0)

- 1. Gender and Health:** Status of women in society, Equity and Equality, Role of women in family decision making, life cycle approach, gender analysis framework, gender issues in different disease conditions.
- 2. Ethical issues:** Ethics and Medical experimentation, general ethical principles, ethical committee, Nuremberg code, Helsinki declaration, International Ethical Guidelines
- 3. Healthcare Legislation in India:** Legal aspects of healthcare, the Medical Termination of Pregnancy Act, The maternity benefit act, The immoral traffic (prevention) act, The transplantation of human organs act, PNDT Act, The registration of birth and Death act, The child labour (prohibition and regulation) act, Biomedical waste Rules, COPRA Act, Indian factories act, ESI act

4. International Health: Disease patterns around the world, Regions of the world according to WHO and their overall health status, effect of climate, politics and society on health, International bodies in health promotion and protection

Reproductive & Child Health (PH-713)

Credits 2 (2-0-0)

- 1. RCH:** Definition, Concepts.
- 2. History of family planning.** Importance of ICPD and Alma Ata conferences, ICPD+5 and beyond
- 3. FP Policy:** Voluntarism versus Coercion, Current trends and status of FP in India,
- 4. Services under RCH package: RCH I, RCH II**
- 5. Contraceptive Technology:** Overview of various methods Surveillance and control Benefits of family planning, Peoples perceptions regarding FP
- 6. Immunization:** Basic concepts, schedule of Immunization, cold chain.

Information, Education & Communication (PH-714)

Credits 3(2-0-2)

- 1. Communication/ IEC:** Basic Concepts, Meaning, and scope, Theories of communication; Interpersonal, Intrapersonal and Mass Communication, their characteristic; Formal and informal communication;
- 2. Barriers to Communication;** Fidelity in communication and associated factors affecting it.
- 3. Tools and Techniques of communication:** Role play, FGD, Fish bowl technique, PLA techniques, Mass communication strategies, Counseling. Persuasive communication, techniques of ingratiation.
- 4. Health Communication:** Interpersonal Communication (personal contact, home visit), intrapersonal communication (lecture, demonstration, Group discussion, panel discussion, symposium, workshop, conference, seminars, Role play) and mass

communication (print, electronic media and folk method) P-Process, Principles and Methods of Health Education, Different types of Audio-Visuals Aids and Equipment. Health Promotions, Social Marketing, Advocacy

5. Organizational communication: Superior-Subordinate and Peer Communication, Communication Flow and patterns, Communication network in organization.

6. Transactional analysis, skill for conduction of meeting & fact presentation.

PRACTICUM

1. Writing of Health Messages
2. Handling of Communication Aids
3. Developing Communication Campaigns – PLA, FGD, Counseling
4. Microteaching
5. Video and computer systems and their handling,

Bio-Statistics I (MAS-712)

Credits 3 (2-0-2)

1. **Data and Data Presentation:** Types of data, simple, compound, percentage, bar chart, Histogram, Frequency Polygon, Frequency curve, Normal curves, Skewed diagram.
2. **Numerical Description of Data:** Measures of central tendency, Mean Median, Mode, Geometric mean, Harmonic mean, Measures of dispersion: range, Mean Deviation, Standard Deviation, quartile deviation, Co-efficient of variation, Standard Error
3. **Probability and Probability distribution :** events, Probability, sampling, Conditional probability, Addition and multiplication rules of Probability, Bays theorem, random variable, Probability distribution function, Exponential distribution, binomial Distribution, Poisson distribution, Normal Distribution.

Quality in Health Care Delivery (PH-715)

Credits 2 (2-0-0)

1. The Concept of Quality,
2. Indicators of Quality and Measurement of quality
3. Quality Control Mechanisms and Frameworks with special reference to Quality of Family Planning and MCH Services.
4. Continuous Quality Improvement: Quality Circles Approach, Other concepts and frameworks.
5. Quality enhancement and control in health service delivery
6. The COPE approach.
7. ISO certification of health systems.

Essentials of Health Economics and Public Finance (PHM-716)

Credits 3(2-0-2)

1. Basic concepts of economics: principles of macroeconomics and microeconomics
2. Relationship between economics: economic development, economic aspect of health care.
3. Basic concept of demand and supply : law of demand and supply
4. Health care market, market failure-externalities and public goods
5. Cost concept- short term and long term costs, economies of scale, ABC costing and VED analysis (Vital, Essential & discernible)
6. Production: production function, laws of production, production in health care
7. Public finance: nature and concept, public expenditure and public revenue
8. five year plans: national outlays on health on health/ public health, budgets of central and state government
9. Financing health intervention

Practical:

1. Demand and supply graphs
2. Cost curves

Strategic Management (BAM-865)

Credits 3(3-0-0)

1. Introduction to strategic Management-importance-scope-concepts and characteristics
2. Strategic formulation: vision, mission and purpose- Environmental analysis and scanning- types of strategies- market entry strategy, social marketing, competitive strategy
3. Strategic analysis and choice: Environmental threat and opportunity profile (ETOP)- Strategic advantage profile- SWOT analysis-GAP analysis-McKinsey's 7S Framework-distinctive competitiveness
4. Strategic implementation-resource allocation-organization structure- Functions plans and policies
5. Strategy Evaluation-Symptoms of malfunctioning strategies- criteria for evaluation
6. strategic Control: Process of control
7. Case Study

Field Training (PH-800)

Credits 3 (0-0-6)

Purpose of the summer placement

To expose the student to various programmes/activities in health sector and develop a comprehensive understanding of programme design, strategies and planned intervention

Objectives of the training----

1. To collect the information about organization
2. To learn about the different projects run by the organization
3. To be familiar with communication procedure between health workers and community
4. To identify practical things about project planning and implementation
5. To discover the problems faced in implementing the project
6. To learn about working of the information system
7. To know about method and source of evaluation

Format for report writing -----

1. Title of the project
2. About the organization
3. Introduction and objectives of the project/programme / organization
4. Funding agency—
 1. ----about the agency
 - a. ---how to get funding
 - b. --- Nature of funding agency
5. Staffing pattern of the project with their functions
6. Major activities going under project
7. Results achieved so far (target Vs achievement)
8. Role of the candidate in the project/programme / organization
9. Evaluation by the candidate

The type written report should have seven to ten printed pages.

Guidelines for presentation-

1. Power point presentation
2. Time for presentation= 20 minutes
3. Time for discussion= 10 minutes

Field training PH-800: 2(0-0-2)

Rural /community dental health: 1. collection of statistics using indices

2. Preparation of IEC material for oral health

3. Preventive dentistry including assessment of water

fluoride **School health:** visit to schools to assess oral health status of children, emergency treatment and health education

Total Oral health care approach

III SEMESTER

COMMON COURSES TO ALL BRANCHES

Managerial Accounting (BAM-751)

Credits 3 (3-0-0)

1. Basics of Accounting, Different types of Accounts, Journal and Ledgers entries
2. Concept of Managerial Accounting
3. Understanding Financial Statements –income statement, balance sheet
4. Funds Flows and related Concepts
5. Cost-Volume-Profit Analysis
6. Standard Costing
7. Budgeting and Budgetary Control –concept of Zero-based budgeting
8. Responsibility Accounting
9. Human Resource Accounting

Medical Anthropology (ANTH-656)

Credits 2 (2-0-0)

1. Medical Anthropology for Public Health research
2. The anthropological approach
3. Focused Health Ethnographies including anthropological approaches to the study of selected issues: Communicable diseases, Non-communicable diseases, reproductive health and health systems.

Bio- Statistics II (MAS-716)

Credits 3(2-0-2)

1. **Testing of Hypothesis:** Hypothesis, Types of error, Critical Region, level of significance, t-test, Chi² test, Z-test and F-test, estimation of sample size, non parametric tests: sign test, median, Size of sample
2. **Regression:** Regression, Linear Regression Model, Multiple Regression, estimation of Coefficient in simple & Multiple regression, estimation, test for linearity of regression, Sequential Method of Model Selection, Study of Residuals and Violation of Assumptions, Application of Analysis of variance in multiple Regression
3. **Vital Statistics Methods:** Rates of Events , Measures of morbidity, Crude death Rates, Specific death Rates, Standardized death rates, Life tables construction and

use of life table, measurement of population growth crude rate of natural increase, Vital Index, Gross reproduction rate, Net reproduction rate.

(SPECIALIZATION -I: PROGRAMME DESIGN AND MANAGEMENT)

Programme Planning and Evaluation (PH-802) **Credits 3(2-0-2)**

1. Concept, principles and theories of programme planning;
2. Health Planning & planning Cycle, management
3. Public Health administration
4. Components of Planning Health Activities
5. Classification & understanding of various qualitative & quantitative health management technologies
6. National Health policy & NRHM
7. Concept of health economics in health planning & management
8. . Evaluation techniques and their applications; PERT and CPM: meaning, nature, scope, importance and methods of monitoring and evaluation; types, procedures, steps, techniques and principles of evaluation Concept scope & method of Health Audit
9. Role of Planning Commission & five year plan in development of health sector
10. Various health Committees of Govt. of India & their important recommendation

PRACTICAL:

Evaluation of any national health Programme

Public Health Interventions: (PH-803) **Credits 3 (2-0-2)**

1. **Major Public Health Problems:** A Critical Review and analysis, Identification of Major areas of public health requiring interventions

- 2. Health Services:** Community Health Needs Assessment
- 3. Public Health System:** A Re-appraisal and SWOT analysis, A Critique on the Healthcare delivery system; Discussion on problems related to structural, Functional, management of public health interventions and delivery of healthcare services
- 4. On-going Public Health Interventions:** A critical analysis of Operational, Organizational and management processes.
- 5. Sustainability of Public Health Interventions:** Concept and mechanism of sustainability, models and examples of sustainability, Community ownership (Role of Panchayats), etc.
- 6. Designing of project and writing project proposal**

PRACTICUM

Step I- Survey of area and resource mapping
Presentation

Step II- Identify major Health Problems

Step III-Analyse problems

Step IV- Find resources

Step V- Plan specific, short term, small & effective intervention

Step VI- Implementation

Step VII- Analyze the result & write the report

(SPECIALIZATION -II: REPRODUCTIVE HEALTH)

Reproductive Biology (PH-804)

Credits 2 (2-0-0)

- 1. Reproductive Tract:** Anatomy
- 2. Physiology of Menstrual cycle and pregnancy**
- 3. Demography and fertility indicators**
- 4. Infertility and assisted reproduction**

5. **Family Planning**- Unmet need, F .P. Methods: Temporary / Spacing methods:
Oral Pills: hormonal, non-hormonal; Intra-uterine contraceptive devices (IUCDs); Injectable and Implants Hormonal methods F .P. Methods: Permanent Methods, Emerging methods of Family Planning, Traditional methods, LAM, Counseling informed choice in Family Planning, Pearl Index.
6. **Aging**: Problems of menopause, cardiovascular disease risk factors, postmenopausal osteoporosis and related risk factors,
7. **Cancers** screening of breast cancer & Cancer cervix

Safe Motherhood (PH-805)

Credits 3 (3-0-0)

1. **Maternal Health**-Antenatal Care, Intra-Natal care Identification of High Risk pregnancy and seeking help, and Post-natal care, Maternal and perinatal mortality causes significance and prevention, MCH problems; triad of problem in developing countries
2. **Abortion** and Post-abortion care, Prevention of unsafe abortion, MTP act
3. Problem of reproductive tract related to **harmful practices**
4. **Overview of RTIs I**: Infection and Patho-physiology, screening and diagnosis
5. **Overview of RTIs II**: Social aspects: high risk behavior, economic costs of RTIs, STDs, HIV-AIDS, counseling, Syndromic approach, Infection Prevention Practices
6. **Sexually Transmitted Diseases**: infections and pathology
7. **Patho-physiology of HIV-AIDS**, prognosis and treatment
8. Interventions in HIV-AIDS: Worldwide perspectives; the Indian scene; Surveillance and control

Child and Adolescent Health (PH-806)

Credits 3 (3 -0- 0)

1. **Growth and development**: Determinants
2. **Anthropometrical measurements**
3. **Normal growth**; reference value, growth curve, growth chart
4. **Behavioral development**; milestones in infancy and childhood

5. **Essential newborn care**
6. **Infant mortality** causes, factors affecting, preventive and social measures
7. **Child Health Care** Under five clinic, National policy for children, Rights of child, Social welfare program
8. **Problems in RCH:** An introduction to Different Problems
9. **Nutrition in MCH**
10. **Immunization** Active and passive Immunity, immunizing Agents, Cold Chain, Adverse reactions and precautions, vaccines given under immunization programme and hepatitis B hepatitis A, Chicken pox, Rabies.
11. **Family Life Education (FLE):** Adolescence: Definition-adolescence, pubescence, WHO definition, Stages of development and their disorders; Nutrition in adolescence, Prevention and care in illness, adolescent sexual and reproductive health, adolescent boys, adolescence friendly health services Physical, mental and social, School health, FLE Act.

(SPECIALIZATION -III: COMMUNICATION AND TRAINING IN HEALTH)

Training in Health (PH-807)

Credits 3 (2-0-2)

1. Training: Basic Concepts, Principles and Theories of Training
2. Training Needs Assessment (TNA), Training Design and Trainers Skills
3. Training processes: Pre-training, training and post-training; Different types of training interventions, Training strategies: external and internal
4. Importance of monitoring and evaluation in training;
5. Built in systems of monitoring in evaluation;
7. Important issues in evaluation of training
9. Appraisal of the monitoring and evaluation systems of different health training institutes and programmes.

10. PRA and training

PRACTICUM:

1. Planning strategies for various types of training for field functionaries and rural people;
2. Designing training programmes in Health;
3. PRA practice in the Community Health Needs Assessment

Programme Planning and Evaluation (PH: 609) Credits 3(2-0-2)

As in branch I

Communication Interventions in Public Health (PH-808) Credits 3(2-0-2)

- 1. Public Health and Communication:** Conceptual framework, Importance of Values. Communication Needs Assessment in various areas of health.
- 2. Strategic Communication:** Meaning, Nature and concept, P-Process as an example of strategic communication
- 3. Health Communication:** Concept and Meaning, an emerging field of inquiry/discipline?
- 4. Public Health Communication Interventions:** Meaning, Nature and Philosophies of health intervention, Level of Interventions in health, facets of interventions, Intervention Strategies,
- 5. Communication Campaigns:** Meaning and scope, Types of campaigns and goals, developing and designing campaigns.

PRACTICAL:

Undertaking Communication Needs Assessment (CNA) studies, Developing and designing of specific campaigns for

(SPECIALIZATION -IV: HEALTH SYSTEMS MANAGEMENT)

Health Systems Operational Management (PH-809) Credits 3 (3-0-0)

- 1. Health Systems Management:** introduction
- 2. Approaches to Health Systems Management:** System's approach, Functional approach, Structural approaches.
- 3. Institutional Management:** (i) Primary health care management;
(ii) Hospital management as an Organization, Principles and Methods of Organizing services for different types of health facilities, functions of hospital administrator, Equipping and staffing different types of health facilities, Types of Clinical, supportive services required, inventory management, Queuing theory (waiting lines), Rogi Kalyan Samiti /Hospital Management society
5. Biomedical Waste management
6. Disaster management
7. HMIS

1. Materials Management: Basic concepts, Objectives, Principles and Philosophy

2. Logistics: Meaning, Definition and importance, Market segmentation, Logistics Cycle and its components, Demand Forecasting, Transportation, Warehousing and Inventory management.

3. Purchase and Supply Chain Management: Roles and Objectives, Procedure and Information flows, Purchase description and specification, supplier selection, Outsourcing and Contracting, Supply chain management and TQM, Legal aspects of purchasing, Strategic Planning in Purchase and Supply Management, Supplier selection .

Organizational Behaviour (BAM-754)

Credits 3 (3-0-0)

1. Organisational Behaviour: Meaning and Nature,

2. Theories of Organisational Behaviour, Organisational setting,
3. Group Dynamics and Organisational Behaviour,
4. Conflict Resolution and inter-group behaviour,
5. Motivation and Organisational Behaviour,
6. Communication and Group decision making,
7. Leadership
8. Management of Change,
9. Organisational Development Process,
10. Team Building,
11. Organisational Climate and culture, and Socialization

Human Resource Management (BAM-767)

Credits 3 (3-0-0)

1. Nature and scope of HRM
2. Manpower Planning
3. Job analysis; Job evaluation
4. Recruitment, selection, placement
5. Training & development
6. Performance appraisal
7. Promotion, transfer & demotion
8. Wages & salary; rewards & incentives
9. Human resource audit and accounting
10. Job satisfaction, job enrichment, job empowerment
11. Disputes & their resolution
12. Trade union

Specialization V – Community Dentistry

Introduction to community Dentistry PH-813: 2(2-0-0)

1. **Introduction:** Definition of dentistry, scope, aims and objectives of dentistry,
2. **Epidemiological aspect of community dental health-** dental carries periodontal diseases, malocclusion, dental fluorosis and oral cancer, otolaryngeal disorders related to dentistry
3. Sociocultural pattern of Dental Health in Rural areas
4. Nutrition in oral diseases
5. Place of community dentistry in primary health care system
6. Programmes for dental and oral health

Public Health Dentistry PH-814: 3(3-0-0)

1. **Survey procedures:** planning, implementation and evaluation, WHO oral health survey methods 1997, indices for dental diseases.
2. **Preventive dentistry:** role of individual, community and profession, fluorides in dentistry, plaque control program
3. **Delivery of dental care:** dental auxiliaries, operational and non operational, incremental and comprehensive health care, school dental health
4. **Payments of dental care:** methods of payments and dental insurance, govt. plans
5. **Functions of Public Health dentist:**
6. **Laws and acts related to dentistry:** Private practice administration, ethics, Dentist act 1948 with amendment ,Dental Council of India and Sate dental council, Composition and responsibilities ,Indian dental association, Head office, state, local and branches