

TEXAS A & M UNIVERSITY - COMMERCE
DEPARTMENT OF HEALTH & HUMAN PERFORMANCE
COURSE SYLLABUS

COURSE TITLE: HHPH 544: Health Promotion Administration & Management
COURSE VALUE: Three (3) credit hours
COURSE TIME: Online
PROFESSOR: Dr. Spencer Willis, CHES
OFFICE: Field House 100K
OFFICE HOURS: By appointment
PHONE: (903) 886-5573
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E-MAIL: spencer.willis@tamuc.edu

REQUIRED TEXT: Longest, B. (2014). **Health Program Management: From Development through Evaluation** Jossey-Bass Public Health Publishers.

Course Description:

This course explores the managing of health/fitness programs at the workplace and in other agencies. Includes budgeting, revenue, personnel, emergency procedures and safety, legal liability, facility management staff development, marketing record keeping, policies and procedures, and various management strategies.

Course Objectives:

At the end of this course the students should learn about:

1. Analyze and apply organizational and administrative processes as they apply to health promotion settings.
2. Compare and contrast delivery strategies and educational mechanisms in health promotion and education.
3. Present health promotion & health education programs to a variety of audiences utilizing a variety of resources & strategies.
4. Describe organizational culture.
5. Identify resources and effective health education strategies for special population groups.

Course Requirements:

A. Orientation Quiz (10 points)

Print out the syllabus the first day of the semester, listen to the online orientation, and complete the quiz.

B. Participation in Discussions (100 points / 10 points per discussion)

Students must respond to all discussion forums. You can earn a maximum of 100 points by completing the following:

- Your initial post must be minimum of 100 words
- Responding to one other post with minimum of 75 words
- Initial post and responding post must be on two different days

Despite this being a web-based course, students are still required to interact with each other through cyberspace. Interpersonal communication serves an important educational purpose. You will learn more

as you engage each other and discuss the material together. **Please refrain from using, “yes I agree with him/her.” This will not count!** Discussion points will be posted in “My Grades” approximately 24 hours after the close of the discussion period.

C. Assignments (90 points)

The student will be responsible for obtaining all materials presented online and assigned readings from the textbook. You are responsible for making sure your assignments are in on time. Use the appropriate DropBox to submit assignments. Nine assignments will be given during the course. Please see calendar for assignment due dates.

D. Exams (200 points)

A mid term and final exam will be administered, covering all information in the book. Test will consist of objective questions (T/F and multiple choice) and application questions. Although exams are open book and open note, the time limit is 3 hours. **No make-up exam will be given, unless arrangements are made prior to the exam or a verifiable medical excuse is provided.*

E. Leader Evaluation (100 points)

Interview a manager at a health-related organization of your choice and find out what kind of management challenges he/she is facing (i.e., organizational and structural problems). It should be 3-5 pages, double spaced, and is due on the last day of class (12/2). The evaluation should consist of a series of questions and your own assessment of the leader. Specifically:

- What is the public health issue your leader addresses?
- What is one of the management challenges presented to your leader, or if your leader does not have any challenges, what is one of the management challenges your leader has previously faced?
- How did your leader address this challenge?
- What leadership traits are apparent in your leader?
- What leadership traits are lacking?
- Provide evidence within your leader’s work of (or lack thereof):
 - Innovation,
 - Established record of achievement,
 - Respect for community values,
 - Collaboration with others, and
 - Significant influence on the field of health promotion.

More detailed information on the final paper will be forthcoming.

Grading:

Orientation Quiz	10 pts
Participation in Discussions (10 @ 10 pts/each)	100 pts
Assignments (9 x 10 pts/each)	90 pts
Leader Evaluation	100 pts
Mid-Term Examination	100 pts
Final Examination	100 pts
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TOTAL	500 pts

Grade Scale:

448-500 points = A 398-447 = B 348-397 = C 298-347 = D 0-297 = F

HHPH 544: Health Promotion Administration and Management
COURSE OUTLINE
 Summer 2015

DATE	Topics to Cover	Assignments Due (Day listed by noon)
7/13	Course Introduction Chapter 1	Orientation Quiz Page 31 (q. 2, 5-8)
7/14 7/15	Chapter 2	Page 77 (q. 2-4, 9 & 10)
7/16 7/20	Chapter 3	Page 115 (q. 2, 5, 7-9)
7/21 7/22	Chapter 4	Page 156 (q. 1-3, 5,8)
7/23 7/27	Chapter 5	Page 200 (q. 1-5)
7/28 7/29	Mid-Term Examination	
7/30 8/3	Chapter 6	Page 234 (q. 3-7)
8/4 8/5	Chapter 7	Page 263 (q. 2-5 &10)
8/6 8/10	Chapter 8	Page 299 (q. 1, 2, 4, 7, 8) Leader Evaluation Report
8/11 8/12	Chapter 9	Page 338 (q. 1, 2, 4, 8, 10)
8/13	Final Examination	

ACCEPTABLE BEHAVIOR CONDUCIVE TO A POSITIVE LEARNING ENVIRONMENT. (SEE STUDENT'S GUIDE BOOK.). STUDENTS REQUESTING ACCOMMODATIONS FOR DISABILITIES MUST GO THROUGH THE ACADEMIC SUPPORT COMMITTEE. FOR MORE INFORMATION, PLEASE CONTACT THE DIRECTOR OF DISABILITY RESOURCES AND SERVICES, (903) 886-5835.