Health Services Management and Leadership, B.S.

Degree Offered
• Bachelor of Science

Nature of the Program
Health service managers are typically responsible for planning, coordinating and directing the delivery of quality service to those receiving services in hospitals, clinics, and other health-related organizations. This includes responsibility for many of the operational duties in these settings, including overseeing the training and recruitment of staff, following and maintaining budgetary and fiscal records, and managing daily operations.

This program aims to be certified by the Association of University Programs in Health Administration (AUPHA) in the future. Certified undergraduate programs are recognized for having withstood the rigors of peer review in which curricula, faculty, and educational outcomes are critically examined by peer review. External stakeholders look at certification as a way to distinguish a program from its peers.

PREPARING STUDENTS FOR FUTURE OPPORTUNITIES
Graduates of the Bachelor of Science in Health Services Management and Leadership program can expect to be employed in clinical/administrative healthcare, health services, and population health settings (like health departments) and to be strong candidates for Master of Public Health and Master of Health Administration programs.

Admissions
The WVU School of Public Health (SPH) admits students into the Bachelor of Science in Health Services Management and Leadership program for fall and spring semesters.

NEW FRESHMAN ADMISSIONS
Students are eligible for direct freshman admission into the Health Services Management and Leadership program if they meet these minimum guidelines:

• 2.75 Cumulative High School GPA
• 2.5 Cumulative High School GPA with ACT Composite of 21 or higher

Applicants who are admissible to the university, but do not meet the minimum guidelines for Health Services Management and Leadership, will be admitted into the Center for Learning, Advising, and Student Success and the Healthcare Guided Pathway until they are eligible for admission to the School of Public Health

EXTERNAL TRANSFER STUDENTS
Students who have completed undergraduate credits at another institution wishing to transfer into WVU and the Health Services Management and Leadership program who meet the transfer admission requirements of a minimum cumulative GPA of 2.75 should apply to WVU as transfer students and will be accepted directly into the program by WVU Admissions.

INTERNAL (WVU) STUDENTS WISHING TO CHANGE THEIR MAJOR
Students who have completed at least one semester of undergraduate coursework at WVU or another institution of higher education prior to seeking admission to the Health Services Management and Leadership program are eligible if they 1) meet the admission requirements of a minimum cumulative GPA of 2.75 and 2) meet with an SPH advisor or attend a public health information session.

ADMISSIONS REQUIREMENTS 2023-2024
The Admissions Requirements above will be the same for the 2023-2024 Academic Year.

Major Code: 8417

General Education Foundations
Please use this link to view a list of courses that meet each GEF requirement. (http://registrar.wvu.edu/gef/)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

General Education Foundations
F1 - Composition & Rhetoric
ENGL 101 & ENGL 102
or ENGL 103
F2A/F2B - Science & Technology
F3 - Math & Quantitative Reasoning
F4 - Society & Connections
F5 - Human Inquiry & the Past
F6 - The Arts & Creativity
F7 - Global Studies & Diversity
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)
Total Hours

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

Degree Requirements
A cumulative GPA of 3.0 is required for the degree.

University Requirements
College Core Requirements
Health Services Management and Leadership Major Requirements
Total Hours

University Requirements
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)
Outstanding GEF Requirements 1, 2, 3, 4, 5, 6, 7, and 8
PUBH 191 First-Year Seminar
General Electives
Total Hours

College Core Requirements
PUBH 101 Introduction to Public and Community Health
PUBH 200 Introduction to Public Health Careers and Information
PUBH 201 Global Perspectives of Public Health
PUBH 202 Social Determinants of Health
PUBH 205 Writing for Public Health Audiences
PUBH 211 Biostatistics for Population Health
PUBH 222 Epidemiology for Public Health
PUBH 233 The US Healthcare System: Structures and Incentives
PUBH 241 Biological Basis of Public Health
Total Hours

Health Services Management and Leadership Major Requirements
A minimum GPA of 3.0 is required in Health Services Management and Leadership Major Requirements.
PUBH 230 Introduction to Health Administration (minimum grade of B-)
PUBH 258 Terminology and Communication for Health Professionals
PUBH 311 Health Research Data Management and Reporting
PUBH 331 Introduction to Health Policy
PUBH 338 Public Health Project Management
PUBH 438 Managing Quality Improvement in Healthcare
PUBH 439 Financial Tools for Health Administration
PUBH 440 Health Systems Leadership
PUBH 464 Ethical, Legal and Financial Issues in Healthcare
Select one of the following:

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
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<tbody>
<tr>
<td>PUBH 260</td>
<td>Principles of Patient Navigation</td>
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<tr>
<td>PUBH 325</td>
<td>Introduction to Injury Prevention</td>
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<tr>
<td>PUBH 334</td>
<td>Emergency Preparedness for Public Health</td>
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<td>PUBH 337</td>
<td>Climate Change and Public Health</td>
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<tr>
<td>PUBH 427</td>
<td>Introduction to Outbreak Investigation</td>
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**Required Field Experience and Capstone Courses**

Minimum grade of C- is required.

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<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>PUBH 400</td>
<td>Field Placement Preparation Seminar</td>
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</tr>
<tr>
<td>PUBH 482</td>
<td>Health Management Internship</td>
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</tr>
<tr>
<td>PUBH 489</td>
<td>School of Public Health Undergraduate Capstone</td>
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Total Hours: 39

**Suggested Plan of Study**

**First Year**

<table>
<thead>
<tr>
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<th>Fall Hours</th>
<th>Spring Hours</th>
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<tr>
<td>PUBH 191</td>
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<td>1</td>
<td>PUBH 201</td>
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<tr>
<td>PUBH 101</td>
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<td>3</td>
<td>PUBH 202</td>
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<td>ENGL 101 (GEF 1)</td>
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<td>GEF 3</td>
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Total: 16

**Second Year**

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<td>PUBH 211</td>
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<td>PUBH 222</td>
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<td>PUBH 233</td>
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<td>ENGL 102</td>
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Total: 16

**Third Year**

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<td>PUBH 230</td>
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<td>PUBH 258</td>
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<td>PUBH 241</td>
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<td>PUBH 311</td>
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<td>PUBH 331</td>
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<td>PUBH 338</td>
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<td>PUBH Elective</td>
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Total: 15

**Fourth Year**

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<td>PUBH 400</td>
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<td>PUBH 440</td>
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<td>PUBH 438</td>
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<td>PUBH 439</td>
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<td>PUBH 489</td>
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<td>PUBH 464</td>
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<td>General Education/Minor/General Electives</td>
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Total: 14

Total credit hours: 120

**Major Learning Outcomes**

**HEALTH SERVICES MANAGEMENT AND LEADERSHIP**

Graduates of the Health Services Management and Leadership program will:

1. Demonstrate a strong foundational knowledge of the history, principles, theories, frameworks, and current issues in public health.
2. Describe health and health care dynamics, including the structures, policies, processes and institutions that make up the U.S. healthcare system.
3. Manage the basic human, fiscal, and physical resources needed for accomplishing organizational goals.
4. Articulate a personal management philosophy that integrates health services management and leadership concepts, knowledge, and skills.
5. Apply principles and practices of health services management and leadership to identify and solve organizational problems.

COURSES

PUBH 101. Introduction to Public and Community Health. 3 Hours.
This course will provide students with an overview of the principles and practice of public and community health. Students will learn about the history, core function and essential services of public health, as well as engage in discussions about current public health events and issues.

PUBH 191. First-Year Seminar. 1-3 Hours.
Engages students in active learning strategies that enable effective transition to college life at WVU. Students will explore school, college and university programs, policies and services relevant to academic success. Provides active learning activities that enable effective transition to the academic environment. Students examine school, college and university programs, policies and services.

PUBH 199. Orientation to Public Health. 1,2 Hour.
Orientation to degree programs and requirements, departmental resources, curriculum options, student responsibilities, and opportunities.

PUBH 200. Introduction to Public Health Careers and Information. 1 Hour.
Students will explore public health careers and popular public health websites, identify and present public health data, and develop information literacy skills.

PUBH 201. Global Perspectives of Public Health. 3 Hours.
This introduction to global public health will strengthen students’ perspectives and understanding of disease prevention and treatment issues in westernized and developing/underdeveloped countries. Topics include health disparities, economic/political structures/systems impacting health, maternal and child health (including family planning), socio-cultural factors affecting health care delivery and the global burden of infectious and chronic diseases, injuries and disasters.

PUBH 202. Social Determinants of Health. 3 Hours.
The purpose of this course is to provide an introduction to the social factors/determinants that influence health. Theoretical and methodological approaches to the study of social determinants will be discussed from a social ecological perspective. The course is designed to help students develop basic literacy regarding social concepts and processes that influence health status and health disparities.

PUBH 205. Writing for Public Health Audiences. 3 Hours.
PR: PUBH 101 and PUBH 202. Students will develop original written materials pertaining to current public health issues that target specific populations. They will also gain a basic understanding of health, information and functional literacy; and evaluate existing materials for literacy levels and readability.

PUBH 211. Biostatistics for Population Health. 3 Hours.
PR: MATH 121 or higher and PUBH 101. This course provides students with an introduction to statistical concepts that are important for solving real-world public health problems. This course will present statistical principles and associated scientific reasoning underlying public health practice and health policy decision-making. Topics include data visualization, summary statistics, statistical inference, and strategies for articulating and evaluating claims using statistical constructs.

PUBH 222. Epidemiology for Public Health. 3 Hours.
PR or CONC: PUBH 211 or STAT 211. This introductory course explores the historical roots of the practice of epidemiology. The course will provide students with a foundation in the study of the distributions of health-related states or events (including injury and disease) in human populations and the control of these health-related problems.

PUBH 230. Introduction to Health Administration. 3 Hours.
Introduces core concepts in health administration, addressing the organization of health services, administrative theories and applications, performance improvement, decision-making, managing change, and professionalism/communication in healthcare and public health administration.

PUBH 231. The US Healthcare System: Structures and Incentives. 3 Hours.
Exploration of the multifaceted US healthcare system, including its structure, delivery, and financing. Students will learn about key stakeholders within the healthcare system and how they interact with each other. Further, they will gain insight into how these interactions can inform health policy, within the state of WV and beyond.

PUBH 241. Biological Basis of Public Health. 3 Hours.
PR: PUBH 101 and (BIOL 101 and BIOL 103) or (BIOL 102 and BIOL 104) or higher). Provides a basic understanding of human changes associated with or resulting from those chronic or infectious diseases or injuries that are of public health importance in the US and globally. Students will: 1) understand core concepts of health and disease, 2) recognize common infectious diseases and their influence on public health, and 3) identify chronic disease burden.

PUBH 243. Issues in Environmental Health. 3 Hours.
PR: PUBH 101. Provides an overview of environmental and occupational issues relating to air, water, and solid waste as they relate to human health. Basic environmental health concepts, technologies and underlying data will be examined to better understand local, national and global solutions to environmental health problems.
PUBH 258. Terminology and Communication for Health Professionals. 3 Hours.
Reviews essential skills needed for communicating with a variety of health-related professionals and lay persons, and applies these in professional, clinical, and administrative settings. The student will also become familiar with the basics of medical terminology and the fundamentals of pronunciation, and the structure of medical language and medical terms.

PUBH 260. Principles of Patient Navigation. 3 Hours.
Reviews roles and responsibilities of Patient Navigators. Provides overview of Patient Navigator competencies, comprising: the basics of health services delivery and health insurance; health of the individual; accessing and analyzing health information; approaches to communication, including motivational interviewing and group dynamics; and healthcare ethics. Includes required shadowing experience.

PUBH 293. 1-6 Hours.
Investigation of topics not covered in regularly scheduled courses.

PUBH 311. Health Research Data Management and Reporting. 3 Hours.
PR: PUBH 211. This course will provide an introduction to data management and reporting principles, and the associated tools that are instrumental in public health research. Topics include data documentation, data structure, relational database theory, data manipulation, basic logic for programming, literate programming, and reporting.

PUBH 325. Introduction to Injury Prevention. 3 Hours.
Students gain understanding of overarching topics in injury including assessing the public health impact of injuries, their causes and risk factors, and the development and assessment of appropriate interventions. Topics covered include falls, pedestrian safety, motor vehicles accidents, drug overdose, suicide, intimate partner violence, and adverse childhood experiences, all relevant to the key public health challenges affecting the United States.

PUBH 331. Introduction to Health Policy. 3 Hours.
PR: PUBH 101. This course provides an overview of the inner workings of health care policy making, from the legislative process to socioeconomic impacts, with both historical and modern perspectives. Students will explore factors that shape the United States health care system and policy, such as values, models, and stakeholders, and compare them to other countries for international context.

PUBH 333. Comparative Health Systems and Policy. 3 Hours.
PR: PUBH 331. In this course, students will examine the structure of healthcare systems in selected countries worldwide. Specific attention is paid to the developmental history of the national healthcare systems, financing, and delivery infrastructure. The impact of international relations is also examined.

PUBH 334. Emergency Preparedness for Public Health. 3 Hours.
This course provides an overview of the dimensions of disasters and emergencies through the lens of Public Health professionals with special focus on the rural environment and uses the Homeland Security Exercise Evaluation Program (HSEEP) model for the final exercise. Students completing this course will also complete several FEMA certifications during the course.

PUBH 337. Climate Change and Public Health. 3 Hours.
Anticipated changes from biodiversity loss, ozone depletion, the incidence of infectious diseases, extreme weather and climate events, ocean acidification, and sea level rise, among other concerns, will all have impacts on a wide range of human systems that affect health. Also addresses policies and technologies to reduce greenhouse gas emissions and the need for strategies for mitigation and adaptation.

PUBH 338. Public Health Project Management. 3 Hours.
Introduces students to the basics of project management: the process of initiating, planning, executing, controlling and closing out a project. Project leadership is explored in the context of building effective project teams and maintaining stakeholder relationships. Concepts include developing and monitoring budgets, developing Gantt charts, reporting, working with stakeholders, flow charts and more.

PUBH 352. Introduction to Social and Behavioral Science and Practice. 3 Hours.
PR: PUBH 101 and PUBH 202. Introduces the historical and philosophical background of the social and behavioral sciences, covering theories of behavioral science applied to health behaviors; socio-cultural factors of disease etiology, prevention and population health; individual, group, community, and technology-based strategies for health behavior change; and current issues in behavioral sciences for health promotion including its application to achieving the Healthy People 2020 goals.

PUBH 353. Mastering Health and Wellness. 3 Hours.
This course will provide students with information about current health and wellness issues, diseases and disorders across the lifespan and how to prevent them and improve their health outcomes. Students will examine biological, psychological, and social aspects that affect and can assist in achievement of optimal health. Lecture, discussion, films, and experimental learning activities will be utilized.

PUBH 356. Worksite Wellness. 3 Hours.
Designed to be a comprehensive introduction to the field, integrating health promotion with a primary focus on population health management in a worksite setting. Covers topics such as rationale statements, programmatic models, program components addressing specific wellness topical areas, effectiveness design, implementation, reporting, and evaluation, as well as strategies to maximize employer support.

PUBH 360. Health Navigation: Prevention and Community Health. 3 Hours.
PR: PUBH 260. Students will explore the relationship between psychosocial, behavioral and biological risk factors as they affect chronic conditions; learn about screening, prevention, diagnosis and treatment for the most common chronic diseases, and discuss proven methods and strategies (including immunizations, health screenings, educational programs, behavior change programs and health policies) to promote prevention among targeted communities.
PUBH 361. Health Insurance for Patient Navigators. 3 Hours.
PR: PUBH 260. Covers basic concepts, terminology and processes pertaining to Medicaid, Medicare, worker’s compensation, major insurers, and disability insurance, including eligibility, billing, claims and reimbursement. Provides the skills needed to communicate sometimes complex health insurance information to patients and facilitate patient decision making.

PUBH 393. Special Topics. 1-6 Hours.
Investigation of topics not covered in regularly scheduled courses.

PUBH 400. Field Placement Preparation Seminar. 1 Hour.
Students will coordinate plans for their field placement assignments by completing all on-boarding requirements, developing an up-to-date resume and preparing materials for field practice agencies, job searches and/or graduate school application.

PUBH 423. Introduction to Modern Epidemiologic Research. 3 Hours.
PR: PUBH 222. This intermediate course will provide students with a foundation in the research tools utilized to explore the determinants of health-related states or events (including injury and disease) in human populations.

PUBH 427. Introduction to Outbreak Investigation. 3 Hours.
Introduces the investigation of outbreaks and issues related to epidemiologic methods, surveillance, detection, and risk communication. Covers basic epidemiologic methods used to quantify and monitor potential outbreaks, data collection and management, coordination with community partners and communication to health service providers and members of the general community as part of a coordinated response.

PUBH 438. Managing Quality Improvement in Healthcare. 3 Hours.
Introduces students to the latest healthcare quality and patient safety improvement thinking through didactic sessions, interactive exercises and case studies with direct relevance for public health practitioners, healthcare administrators or clinicians. Examines healthcare quality and patient safety from a strategic viewpoint to make healthcare administrators effective decision makers.

PUBH 439. Financials Tools for Health Administration. 3 Hours.
This course introduces core concepts and tools for the financial management of healthcare organizations, including: financial management, operating revenue, working capital, and resource allocation. The critical context of health systems and health reform provides the guiding lens for the course.

PUBH 440. Health Systems Leadership. 3 Hours.
This course addresses the foundational principles of leadership, management, and collaboration for public health and healthcare settings. Topics addressed include situational and transformational leadership, leadership ethics, team leadership and self-leadership. Prepares students for entry-level leadership roles in health services and public health organizations.

PUBH 442. Public Health in the Workplace. 3 Hours.
PR: PUBH 222 and PUBH 243. Overview of workplace health issues as they affect human health, including exposure to chemical, physical, biological and mechanical hazards. Basic occupational safety and health concepts, technologies and underlying data will be examined to better understand the potential solutions for workplace safety and human health issues.

PUBH 451. Program Evaluation in Public Health. 3 Hours.
Covers program evaluation in public health including needs assessments, formative research, process or implementation evaluation, outcomes, and impact assessments. Students will complete exercises involving the design of a logic model and an evaluation plan. The course will cover experimental, quasi-experimental, and non-experimental study designs and the use of interviews, focus groups, and survey assessments.

PUBH 454. Introduction to Public Health Research Methods. 3 Hours.
PR: PUBH 222 and PUBH 352. This course provides an overview of public and community health research methods. Content includes the purpose and foundations of research, identifying and framing topic of interest and formulating research questions, ethical standards and reviews, study populations and samples, study designs, question construction and questionnaire development, data collection and analyses approaches, and the reporting and dissemination of findings.

PUBH 458. Public Mental Health. 3 Hours.
Students apply principles and methods of general epidemiology to the study of mental disorders. Provides updated scientific information regarding the epidemiology and risk factors of major psychiatric disorders such as anxiety, mood, psychotic, personality, drug and alcohol use disorders and the increased prevalence of mental disorders, cost of mental health care, and its burden on society. (co-list with 658).

PUBH 461. Legal and Ethical Issues for Patient Navigators. 3 Hours.
PR: PUBH 360 and PUBH 361. Covers the rights, responsibilities and concerns of patient navigators in the context of their roles with healthcare consumers and healthcare providers. Focuses on the social, legal, and ethical issues when interacting with patients and how to promote patient-healthcare team partnerships via improved communication and problem solving techniques. Prepares students for Patient Navigator Experiential Agency Rotations.

PUBH 462. Clinical Research Methods and Practice. 3 Hours.
Students learn research methods and techniques for application to a wide variety of cardiovascular, neurological, trauma and social services emergency care topics. Students also participate in real-time clinical research and interact with patients/potential study subjects. Also listed as PUBH 662; only one of which can be counted toward degree requirements.
PUBH 464. Ethical, Legal and Financial Issues in Healthcare. 3 Hours.
Covers the rights, responsibilities and concerns of professionals working in the healthcare arena who are not providing direct patient care but who interact with both patients and other healthcare professionals. Focuses on the social, legal, ethical, and financial issues from the patient context. Includes basic information on concepts, terminology and processes pertaining to major forms of insurance.

PUBH 465. Patient Navigation Strategies: Case Planning. 3 Hours.
PR: PUBH 360. This interactive course is designed to enable students to translate theoretical knowledge about patient navigation into practical strategies. The course is centered on modules that emphasize specific functional domains of patient navigation using a case-based approach and case scenarios. This course is intended for students with previous patient navigation courses work or experience.

PUBH 481. Public Health Field Experience. 4 Hours.
PR: PUBH 400. Students complete a 75 hour prearranged experiential learning placement that is planned, supervised, and evaluated for credit with a local public or community health agency. Students will develop and complete outcomes and an output or product that is detailed in an affiliation agreement. Reflective journal essays and meetings to discuss observations, successes and challenges are scheduled at strategic times.

PUBH 482. Health Management Internship. 6 Hours.
PR: PUBH 400. Students complete a 125 hour prearranged internship that is planned, supervised, and evaluated for credit with a health-related agency or office. Students will develop and complete outcomes that are detailed in an affiliation agreement. Reflective journal essays and meetings to discuss observations, successes and challenges are scheduled at strategic times during the semester.

PUBH 486. Patient Navigation Agency Rotation. 4 Hours.
PR: PUBH 400. Students complete a 75 hour prearranged placement that is planned, supervised, and evaluated for credit with a clinical or health-related agency or office. Students will develop and complete outcomes that are detailed in an affiliation agreement. Reflective journal essays and meetings to discuss observations, successes and challenges are scheduled at strategic times during the semester.

PUBH 489. School of Public Health Undergraduate Capstone. 2 Hours.
PR or CONC: (PUBH 481 or PUBH 482 or PUBH 486) with a minimum grade of C-. Students demonstrate attainment of knowledge and skills in their major and area of emphasis (where applicable) through the development, practice and presentation of a poster comprising their field experience, outcomes and outputs, and reflective journal essays. The poster is presented to and evaluated by SPH stakeholders.

PUBH 490. Teaching Practicum. 1-3 Hours.
PR: Consent. Teaching practice such as a tutor or assistant.

PUBH 491. Professional Field Experience. 1-18 Hours.
PR: Consent. (May be repeated up to a maximum of 18 hours.) Prearranged experiential learning program to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

PUBH 493. Special Topics. 1-6 Hours.
PR: Consent. Investigation of topics not covered in regularly scheduled courses.

PUBH 495. Independent Study. 1-6 Hours.
Faculty supervised study of topics not available through regular course offerings.

PUBH 496. Senior Thesis. 1-3 Hours.
PR: Consent.

PUBH 497. Research. 1-6 Hours.
Independent research projects.