

**II Year II Semester**

Code	Course	Marks	L	T	P	C
24BB4C05	<b>Public Health Management</b>	<b>100</b>	<b>2</b>	<b>0</b>	<b>0</b>	<b>2</b>

**Course Outcomes:**

After completion of the course student will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identify environmental health hazards and explain strategies to prevent their impact on public health.	Understanding
CO2	Examine health policy frameworks and apply management principles to strengthen healthcare systems.	Analyzing
CO3	Analyze social and behavioral factors that influence individual and community health outcomes.	Analyzing
CO4	Compare communicable and non-communicable diseases and interpret their effects on public health.	Understanding
CO5	Develop strategies for health promotion and design educational programs to encourage healthy lifestyles.	Applying

**Course Content:**

**Unit I: Environmental Health Sciences:**

Concept and scope of environmental health. Types of environmental health hazards: physical, chemical, biological, and social/environmental determinants. Air, water, and soil pollution: causes, consequences, and prevention strategies. Occupational health hazards and safety measures. Preventive strategies and policies to reduce environmental health risks.

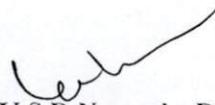
**Unit -II: Health Policy and Management:**

Concepts and objectives of health policy and health care systems. Overview of Indian healthcare system – public and private sector. Key national health policies and programs (e.g., National Health Policy, Ayushman Bharat). Role of WHO in health policy and management- Principles of health management – planning, organizing, staffing, directing, and controlling in healthcare.

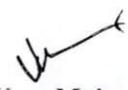
**Unit III: Social and Behavioral Sciences:**

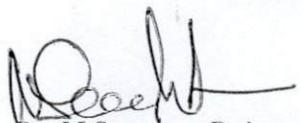
Influence of social, cultural, and economic factors on health behavior. Behavioral and lifestyle factors affecting health outcomes: nutrition, addiction, physical activity, and stress. Theories and

Signed by:

  
Dr. G P S V S D NagendraRao  
(Chairman)

  
Dr. A KrishnaMohan  
(University Nominee)

  
Dr. P Uma Maheswari Devi  
( Subject Expert -1 )

  
Dr. M SreeramaRaju  
( Subject Expert -2 )

  
**Head**  
**Dept of Management Studies**  
**BVCITS - BHATLAPALEM**

models of health behavior change (Health Belief Model, Social Cognitive Theory, etc.). Role of community participation in health programs.

**Unit IV: Communicable and Non-Communicable Diseases:**

Definition, causes, and prevention of communicable diseases (tuberculosis, malaria, HIV/AIDS, COVID-19). Epidemiology and control measures for major communicable diseases in India. Non-communicable diseases (NCD): causes, risk factors, and management - and lifestyle interventions for NCD prevention. National and global programs for communicable and non-communicable disease control.

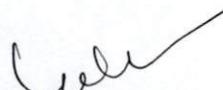
**Unit V: Health Promotion and Education:**

Concept and importance of health promotion, Principles and approaches of health education, Designing effective health communication strategies, Role of mass media, social media, and ICT in health promotion. School and workplace health promotion programs. Monitoring and evaluation of health promotion programs.

**References:**

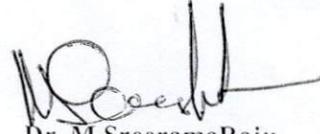
- Public Health Management Principles and Practice by sunder Lal & Vikas, CBS Publishers and Distributors Pvt. Ltd.
- Public Health: Principles and Practices by Dr. Neelam Kumari, Cengage Learning
- Park's Textbook of Preventive and Social Medicine by Author K Park, Banarsidas Bhanot Publishers

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