



Asian Institute of Public Health

*action through innovation and alliance*

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# PROSPECTUS

CERTIFICATE IN PUBLIC HEALTH MANAGEMENT - 2012

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# ABOUT AIPH

## THE BEGINNING

AIPH emerged from the needs felt and the enormous insights gained by the physicians and public health researchers from the U.S. and India working in India over the last decade. Further collaboration and support offered by the State Government of Orissa and major US universities made a project of this magnitude feasible and AIPH came into being. Honorable Chief Minister of Orissa, Mr. Naveen Patnaik, formally inaugurated the institute in 2008 when it opened its door with specialized courses and skilled research platforms. AIPH is now poised to provide the much needed public health education and service to Orissa, other Indian states, foundations and organizations having similar mission in India and Asia.

## VISION

Health systems of developing countries like India have been facing adverse health indicators for a long period. Gross variations also exist among regions and within these countries. There is almost a total lack of recent data on major causes of morbidity and mortality in the community, while tertiary care centers mushroom around big cities. Even the changes in the clinical spectrum of many diseases go unnoticed with greater focus on curative care. Inadequate or sub-optimally used infrastructure and resources, and lack of skilled human resources have resulted in the current status. Epidemiological transition and the threat of emerging and reemerging diseases are further escalating the disease burden. However, such countries are in the process of drastic health systems development, and a number of initiatives have evolved both within and outside the government. But, the effective planning and implementation of such initiatives require skilled human resources in different domains of public health. Also, the real challenges of health systems have to be identified through scientific research. AIPH will be the first of its kind to meet such needs via multiple centers of excellence under its umbrella and through capacity building, advocacy and research in public health.

## COURSE OFFERED

### COMPETENCY BASED

### CERTIFICATE IN PUBLIC HEALTH MANAGEMENT COURSE (CPHM)

### DURATION

1. Regular- 24 working days & 15 days for dissertation work at the candidate's work place (Submission of dissertation within 3Months from date of admission)
2. Flexi learning- 24 working days & 15 days for dissertation work spread over a period of one year. Three days in a month at the Institute.

### ELIGIBILITY

Medical doctors (MBBS, BDS,BAMS, BHMS), graduates of nursing, pharmacy, physiotherapy, social scientists, corporate social managers dealing with health projects, NGO professionals, any other graduate who wants to build a career in public health management and research. Preference would be given to candidates having experience of working in health or related sector.

## DESIRED LEVEL OF COMPETENCY

1. Understand & apply the principle of management, management tools & techniques in the day to day public health work.
2. Ability to perform a situation analysis , problem identification and their prioritization
3. Ability to plan(Program/project) and development of strategy
4. Ability to improve performance by using the knowledge & skills of management
5. Ability to provide management leadership & use of data for decision making
6. Ability for team building, supportive supervision ,monitoring & evaluation of the health program/projects

## TEACHING METHODS

Class room lecture-Discussion  
Practical  
Use of computers  
Group work  
Field/community expose, Case studies

## TEACHING TOOLS

Handouts  
Power point presentation & other audio, video aids  
Study Material  
Problem solving excercises

## PROGRAM STRUCTURE

Sl. No.	Module Code	Course Name	Credit Units
1.	IPHM	Introduction to Public Health Management	1
2.	BERM	Basic epidemiology & research methods and its application in public health management	4
3.	GSRH	Gender, Sexual & reproductive health- Issues & response	3
4.	HEPS	Health economics, policy and systems	2
5.	PHLP	Public Health Practice	6
6.	DISR	Dissertation	4
		<b>Total</b>	<b>20</b>

## COURSE OUTLINE

### 1. Introduction to Public Health Management (IPHM)

Introduction to public health & public health management, Public health challenges in 21<sup>st</sup> century, Basic concepts of public health in a developing country with special reference to India & Orissa State, National Health Programmes, National Rural Health Mission issues & challenges in the context of Orissa State, Accessibility, equity issues, quality issues in health care delivery system.

### 2. Basic epidemiology and research methods and its application in Public Health Management (BERM)

Basic epidemiology and biostatistics, use of epidemiological knowledge and skill, Disease surveillance, measuring health and disease, epidemiology and survey methods, study design, sampling, sample size estimation, investigation of an outbreak, Hands-on-training on statistical analysis of public health information using SPSS software, Use of epidemiology to evaluate health services & screening program, assessing the efficacy of intervention measures.

### 3. Gender, sexual and reproductive health -issues & response (GSRH)

Demography, population dynamics and indicators, concepts and tools for gender analysis in public health, sexual and reproductive health, adolescent health, maternal and child health, international and national reproductive health and population policies, incorporating social and gender dimensions in health program planning and how to address equity in public health programs.

### 4. Public Health Practice (PHLP)

Developing an understanding about the basics of health management, personal efficiency, organizational development, health planning/designing program implementation plan (PIP), logical frame work, health management information system (HMIS), health communication, advocacy/community mobilization and grant writing for public health projects, Team building, Managerial leadership, Partnership, Program tools for ensuring quality, System approach in health care, Community engagement, Involving private sector in health program, Resource mobilization, Prioritization, Group decision, Conflict management, Making Plan, management of an outbreak and other public health emergency

### 5. Health economics, policy and systems (HEPS)

Health care delivery system with a special focus to those of the developing countries, health systems analysis, National Rural Health Mission (NRHM), Principles of health economics, health insurance and various health care financing models, financial management and budgeting, accounting, audit, SOE, public private partnership, health policy analysis and health sector reforms.

## 6. Dissertation (DISR)

Dissertation would be based on a topic of public health importance. The in-service working executive would have the option to choose an area, which may be related to kind of the job they are involved with. Each scholar would be mentored by an AIPH faculty for dissertation.

## EVALUATION

The evaluation system of the program is based on five components:

a) End-module evaluation (EME: Weightage 60%)

There will be one EME per module. The EME will consist of written papers on analytical and conceptual comprehension, problem solving exercises and presentations of the given case scenarios by the scholars pertinent to practical aspects of Public Health.

b) Dissertation (Weightage 30%)

c) In-Class participation (Weightage 5%)

d) Attendance (Weightage 5%)

## COURSE FEE

Total course fee: Rs.20,000

This includes course fee for CPHM: Rs. 20, 000(Twenty thousand rupees) .It includes study material, examination fee, access to computer lab with software and internet, faculty support for writing the dissertation & two times tea, for 24days

## SELECTION PROCEDURE

Stage 1 : Completed application with Statement of Purpose

Stage 2 : Personal interview for short listed candidates

Stage 3 : Admission after payment of the course fee

## HOW TO APPLY ?

The application form is attached to this prospectus. The Prospectus along with the Application Form can also be downloaded from the Institute's Website: [www.aiph.ac.in](http://www.aiph.ac.in)

The duly completed Application Form along with Statement of Purpose and a passport size photograph should be sent to the following address so as to reach on or before 25<sup>th</sup> December, 2010.

Asian Institute of Public Health  
1037, Shriram Nagar, Samantarapur, Bhubaneswar -  
751002, Tel.: +94-674-6754656, Email :  
[contact@aiph.ac.in](mailto:contact@aiph.ac.in) Website : [www.aiph.ac.in](http://www.aiph.ac.in)

The statement of purpose by the applicant should be limited to one page (0.5 inch margins all around, single spaced lines with font size of 11) and address the following:

1. Describe your professional goals and how the course will help you achieve them
2. Indicate what aspect of public health is of interest to you and areas you would like to focus on during the course
3. Explain how the course will complement your previous training and experience
4. Describe your anticipated career plans after completing the course

All applicants will receive equal consideration regardless of their social class, race, religion, national origin, gender, political affiliation, age, sexual orientation, disease or disability status.

### CHECKLIST

1. Completed Application Form
2. Attached Statement of Purpose
3. Affixed Photograph

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## APPLICATION FORM

1. Name :
2. Name of Parent/ Guardian/ Spouse :
3. Date of Birth: \_\_\_/\_\_\_/\_\_\_ (DD/MM/YY) 4. Sex :
5. Contact Address
6. Contact Number :
7. Email ID :
8. Educational Qualifications : (In reverse order, with the most recent one first) :

Name of Examination	Name of Institute/ University/ Board	Year of Completion	Percentage of aggregate marks	Grade/ Division

9. Employment Details :

Name of Institution/ Organization	Position	Duration (From-To)

10. Name of the Course applying for :
11. Stream : Regular  FlexiLearning
12. Do you want to be considered for "Shri Bhagabat Behera Memorial Scholarship"? Yes  No

Date : \_\_\_/\_\_\_/\_\_\_

Place : \_\_\_\_\_

(Signature of the applicant)

