

HEALTH PROMOTION MANAGEMENT: On-line Master of Science Degree

Mission Statement

The Master of Science in Health Promotion Management integrates the art and science of Wellness with leading-edge business practices in change management. In keeping with the mission and traditions of Nebraska Methodist College, the Health Promotion Management Program develops competent and ethical professionals who positively impact their personal and professional communities.

Description

The curriculum is aimed at the highest level competencies in the field of health promotion. Graduates are equipped with the most advanced technological, legal, financial, communication and management skills to institute and improve organizational wellness. Nebraska Methodist College prepares leaders who are educated in the design, implementation, and evaluation of wellness programs geared toward improved employee health, increased employee satisfaction, and dramatically reduced organizational health care costs.

Program Goals and Objectives

1. Health Promotion Management: Design, implement, and evaluate health promotion programs, policies, and procedures within the human, cultural, technological, legal and budgetary constraints of the organization.
 - i. Understand the value of holism as it relates to self and corporate culture identify
 - ii. Identify strategies to create/sustain a corporate culture that supports a holistic approach to work-life quality
 - iii. *Assess individual and community needs for health education
 - iv. *Plan health education strategies, interventions and programs
 - v. *Implement health education strategies, interventions and programs
 - vi. *Conduct evaluation and research related to health education
 - vii. *Administer health education strategies, interventions, and programs
 - viii. *Serve as a health education resource person
 - ix. *Communicate and advocate for health and health education
(*adapted from CHES competencies)
2. Change Management: Effectively implement change at the administrative level.
 - i. Identify best practices through critical analysis of research, statistical data, and literature
 - ii. Perform cost/benefit analysis of health promotion, health care utilization managements and benefits/compensation programs
 - iii. Create persuasive business case for change based on best practices
 - iv. Identify strategies to better understand and overcome resistance to change
 - v. Develop skills for effective collaboration to garner support and buy-in at all levels
 - vi. Employ communication strategies (written, electronic, individual consultation, group interactions, etc) to maximize organizational effectiveness
3. Ethical Leadership: Demonstrate integrity by being open, accountable, and accessible in interactions with others
 - i. Understand the value and impact of ethical decision-making processes
 - ii. Develop self awareness of strengths and weakness
 - iii. Ensure that decisions and actions are in compliance with federal, state, and local laws and regulations

Admission Criteria/ Prerequisites

- Bachelor of Science or Arts from a regionally accredited institution.
- Bachelor's degree GPA of a 2.50 or above.

Curriculum:

	Credit Hours
HPM 508 Theories and Principles of Health Promotion	3
HPM 505 Strategic Management	3
HPM 538 Critical Analysis of Research	3
HPM 515 Change Management	3
HPM 518 Organizational Diagnosis and Needs Assessment	3
HPM 528 Program Design and Evaluation	3
HPM 525 Human Resource Management	3
HPM 542 Human and Financial Return on Investment	3
HPM 535 Ethical Leadership and Conflict Management	3
HPM 590 Marketing Health Promotion	3
HPM 591 Capstone	3
Program Total Hours:	33