

**Madison University – Distance Education**  
**College of Social and Human Behavior**  
**Degree Program: Master**  
**Concentration: Public Health**



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**PSM 50502 Public Service Management II**

The study on techniques for managing urban development to further objectives specified in comprehensive development plans and to conserve environmental resources. Participation in an on-going public service project as an unpaid volunteer to learn about service work.

**Textbook:** Total Quality Management in Government: A Practical Guide for the Real World

**ISBN#: 1-55542-539-9**

**PSM 50503 Public Service Development**

This course covers human resource development methods in the public sector. Subject matter includes the analysis of development needs, the designs, evaluation and implementation of training programs, and various instructional techniques.

**Textbook:** Human Resource Management in Public Service: Paradoxes, Processes, and Problems

**ISBN#: 0-76191-753-5**

**PSM 50571 Community Hospitals**

Overview of continuum components, oncology services, discharge planning, etc.

**Textbook:** Marketing the Continuum of Care: Strategies for Developing Community Services

**ISBN#: 0-7863-1154-1**

**PSM 50572 Cost Management in Health Care**

Applications of economic principles to contemporary issues in health system organization and policy. Topics include determinants of demand and utilization with emphasis on the role of the physician and methods of rationing scarce lifesaving resources.

**Textbook:** Cost-Effectiveness in the Nonprofit Sector: Methods and Examples from Leading Organizations

**ISBN#: 0-8993-0627-6**

**PSM 50573 Beyond Medicare**

In-depth exploration of demographic and related issues facing American society as it anticipates the retirement of the so-called "baby boomers".

**Textbook:** Demography & Retirement in the 21st Century

**ISBN#: 0-275-94248-1**

**PSM 50574 Patient-Centered Health Care**

Examination of patient-centered health promotion interventions and the design, evaluation, and implementation issues as they arise.

**Textbook:** Restructuring Health Care: The Patient-Focused Paradigm

**ISBN#: 1-55542-594-1**

**MS 600 Master's Thesis**

Master's Thesis.