



جامعة حائل
University of Ha'il

رؤية
VISION 2030
المملكة العربية السعودية
KINGDOM OF SAUDI ARABIA



2022

PUBLIC HEALTH PROGRAM GUIDE



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Introduction

Public Health is an exciting rapidly developing field of study. It confronts to Challenge complex health issue such as improving access to health care, combating communicable, and non-communicable diseases, reducing environmental hazards, violence, substance abuse and injury.

Public Health is a diverse and dynamic field. The graduates of public health department work at local, regional, national and international communities. They are would be leaders who meet the many exciting challenges in protecting the public's health and wellbeing.

In general, Public Health is concerned with three broad areas:

- 1-Health Services System.
- 2-Health behavior and motivation.
- 3-Environmental Hazards.

More specifically, public health activities seemed to fall into the following four categories:

- 1- Activities that must be conducted in community.
- 2- Activities designed for health promotion, disease prevention, disability and premature death.
- 3- Activities related to comprehensive health care.
- 4- Scientific research.

Upon the completion of the B.Sc. program in public health, the graduates will be able to:

- 1- Monitor health status to identify community health problems.



- 2- Diagnose and investigate health problems and health hazards in the community.
- 3- Inform, educate and empower people about health issues.
- 4- Mobilize community partnership to identify and solve health related problems.
- 5- Develop policies and plans that support individual and community health efforts.
- 6- Enforce laws and regulations that protect health and ensure safety.
- 7- Apply broad spectrum of state-of-the-art quantitative and qualitative knowledge, skills and attitudes required for problem solving in health fields.

Program vision

Excellence locally and regionally to enhance community health and shifting from treatment to disease prevention

Program mission

Preparing specialized public health professionals for the community health labor market capable of promoting community health by providing an attractive academic environment that helps apply the latest developments in public health sciences. Providing distinguished health research to prevent disease and enhance the health and well-being of society.

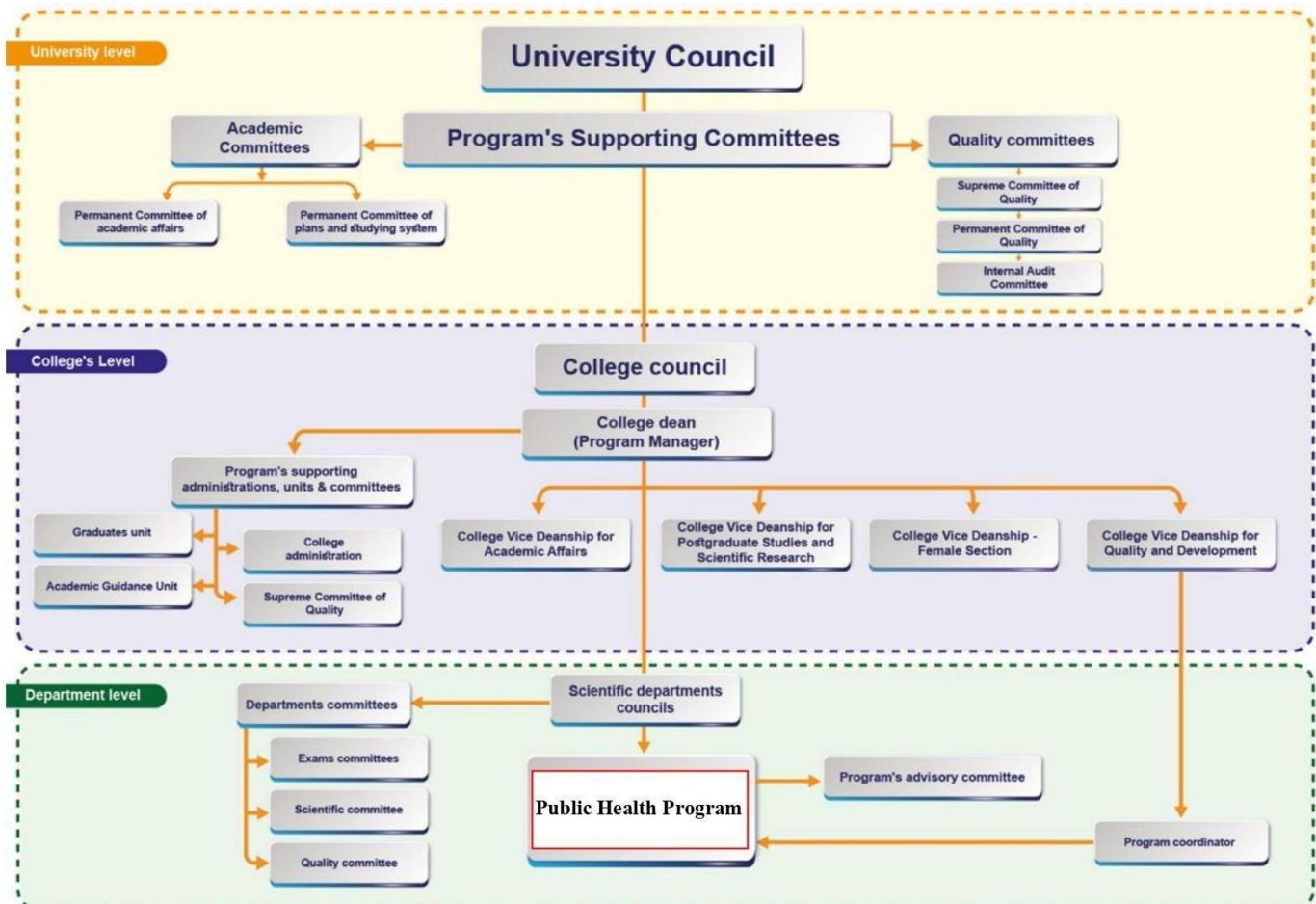


Program Goals

1. Preparing qualified graduates in the field of public health to meet the needs of the labor market.
2. Conducting scientific research in public health in accordance with local and national priorities.
3. Enhancing ethical and professional responsibility in the field of public health.
4. Raising awareness of health practices among members of the community.



Organization chart of program





Admission requirements

According to the KSA Universities Act and the recommendation of the colleges and other concerned bodies of the University, the University Council resolves the total number of newly accepted students each academic year.

The University of Hail newly applicant must satisfy the following requirements:

<http://www.uoh.edu.sa/en/Subgates/Admission/Pages/Requirements.aspx>

1. Students must be a Saudi National or born to a Saudi Mother.
2. Students must be a holder of a grade, 12th certificate or the equivalent.
3. All grades, 12th certificates must be valid for a max of five years only.
4. Students must be must maintain a good conduct.
5. Holds a high school diploma scientific section
6. Successfully pass the general abilities test and achievement test
7. Pass the preparatory year of the Health Colleges at a GPA of not less than 2 out of



Graduation requirements

The public health program requires regular study for four years over eight semesters and the accreditation of credit hours (134 program hours) focusing on theoretical and laboratory study and field training. This is followed by passing the concession period for 48 weeks according to the plan approved by the Department Council and the College Council, which is a period of practical field training in the relevant sectors.



Academic reference standards of program

- Have deep specialized knowledge and have theoretical and practical knowledge in the field of specialization.
- Educated with a general culture and responsible and have the ethics of the profession.
- Think systematically, learn from experience with their practices, and continue to develop professionally during their work
- Know and implement regulations and laws related to public health, develop health policies and develop plans that support the improvement of public health in communities.
- Work within the health cadres in hospitals, health centers and departments.
- Have the ability to study the health status of the community and know the health problems and risks, find scientific solutions and improve the overall health of the community.
- Assess the effectiveness, efficiency and quality of public health services provided to communities



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- Have the ability to conduct health surveillance and infection control procedures within health facilities and also to investigate water, air and food pollution issues and find appropriate solutions.
- Attention to health education and promotion and community participation and communication to raise health awareness.
- They have scientific research skills enabling them to conduct research and have analytical and critical abilities.
- Have skills in using information systems and techniques in public health.
- Provided communication, problem-solving, interaction and sharing skills.
- Assessing the health impacts of development projects in different regions and anticipating health emergencies and disasters.



Program intended learning outcomes (PLO's)

Knowledge and Understanding	
K1	Summarize the basic sciences related to normal body function and pathological process.
K2	Explain the social determinants of health factors influencing human health and opportunities for change.
K3	Describe human health sciences for maximizing population health and environment.
Skills	
S1	Clarify the impact of health, and socio-economic factors on population health.
S2	Utilize the basic methods processes of burden diseases investigation and environmental toxicology.
S3	Communicate effectively within the context of professional health care and environment.
S4	Employ core disciplines knowledge of public health for community health problems solving.
S5	Analyze qualitative and quantitative data related to laboratory work in the field of public health.
Values	
V1	Adhere to the ethical, professional, and legal responsibilities in public health domains and research.
V2	Demonstrate the ability for team work collaboration and leadership.



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Study plan of program



KINGDOM OF SAUDI ARABIA
 MINISTRY OF EDUCATION
 UNIVERSITY OF HAIL - COLLEGE OF PUBLIC HEALTH AND HEALTH INFORMATICS
 STUDY PLAN FOR **PUBLIC HEALTH PROGRAM** - **134** CREDIT HOURS

- University Requirements
- College Requirements
- Department Requirements

Preparatory Year						
I. First Semester (13 Cr. Hrs.)				II. Second Semester (14 Cr. Hrs.)		
Course No.	Course Title	Cr. Hrs.	Pre-requisite	Course No.	Course Title	Cr. Hrs.
PENG 001	Prep English 1	3		PENG 003	Prep English 3	3
PENG 002	Prep English 2	3		PENG 008	Prep English 4	3
PCHM 121	Preparatory Chemistry	3		PBIO 121	Preparatory Biology	3
PMDC 101	Medical Foundations	2		PHYS 121	Medical Physics	3
PCOS 001	Prep Computer Skills	2		PCSK 001	Communication Skills	2
Second Year						
III. First Semester (18 Cr. Hrs.)				IV. Second Semester (18 Cr. Hrs.)		
PH 201	Epidemiology	3		PH 202	Biostatistics	3
PHHA 211	Introduction to Health Management	3		PH 206	Anatomy & Physiology	2
PHPH 211	Foundations of Public Health	2		PHPH 224	Community Health	3
PHHP 204	Principles of Health Education	3		PHPH 225	General Microbiology	3
ENGL 110	Writing Skills	3		CHEM 270	Organic Chemistry	3
ARAB 101	Skills of Arabic Language	2		ARAB 102	Arabic Editing	2



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IC 101	Intro. to Islamic Culture	2		IC 102	Islam and Society Building	2
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Third Year

V. First Semester (17 Cr. Hrs.)			
PHPH 316	Applied Epidemiology	3	PH 201
PHPH 317	Fundamentals of Human Diseases	3	PHPH 203
PHPH 318	Water Quality	3	PHPH 225
CHEM 312	Biochemistry	2	CHEM 270
PHPH 315	Primary Health Care	3	PHPH 224
IC 103	Economic System in Islam	2	IC 102

VI. Second Semester (18 Cr. Hrs.)			
PHPH 327	Family Health	3	
PHPH 328	Parasitology	3	
PHPH 329	Solid and Liquid Waste management	3	
PHPH 330	Human Nutrition & dietetics	2	
PHPH 331	Public Health Ethics and Laws	2	
PHPH 332	Disaster Management	3	
IC 104	Basics of Political System in Islam	2	

Fourth Year

VII. First Semester (18 Cr. Hrs.)			
PHPH 417	Food Safety	3	PHPH 225
PHPH 412	Occupational Health and Safety	3	PHPH 225
PHPH 413	Global Health	2	PHPH 315
PHPH 414	Research Methodology in Health Sciences	3	PH 202
PHPH 415	Air Pollution	2	PHPH 225
PHPH 416	Insecticides Toxicity and Health	3	PHPH 328
PHPH ***	Elective Course 1	2	

VIII. Second Semester (18 Cr. Hrs.)			
PHPH 428	Issues in Public Health	2	
PHPH 429	Medical Entomology	3	
PHPH 430	Introduction to Mental Health	2	
PHPH 425	Infection Control	3	
PHPH 426	Graduation Project	3	
PHPH 427	Social Marketing In Public Health	3	
PHPH ***	Elective Course 2	2	

Elective courses (PHPH*)**

PHPH 418	Family and Community Violence	2	
PHPH 419	Principles of Pharmacology	2	

PHPH 431	Health Planning & Evaluation	2	
PHHE 445	Environmental Health & population	2	

Fifth Year - Internship Year



Courses Description

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Epidemiology	PH 201	---	2nd year/ 1st semester	3 credit hours

COURSE DESCRIPTION

The course covers applications of epidemiologic methods and procedures to the study of the distribution and determinants of health and diseases, morbidity, injuries, disability, and mortality in populations. Epidemiologic methods for the control of conditions such as infectious and chronic diseases, mental disorders, community and environmental health hazards, and unintentional injuries are discussed. Other topics include quantitative aspects of epidemiology, for example, data sources, measures of morbidity and mortality, evaluation of association and causality, and study design.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Biostatistics	PH 202	---	2nd year/ 1st semester	3 credit hours

COURSE DESCRIPTION

This course provides the basic knowledge and skills of biostatistics, designed to teach students how to use a broad base of statistical methods and concepts to organize, analyze, and interpret hypotheses developed in various applications. This course consists of three main parts:

1. Data analysis and description.
2. Probability and random variables.
3. Inferential statistics.

Main goal for this class is to familiarize students with the various techniques of statistical analyses that are utilized in different disciplines. Emphasis will be on the basic concepts and their meaning, as well as their application and interpretation.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Community Health	PHPH 224	PH201	2nd year/ 1st semester	3 credit hours

COURSE DESCRIPTION

This course is designed to help students use their understanding of public health to improve the health of communities. Theoretical concepts important to our understanding of community health, such as the meanings of health, the concept of community, and health problems are considered and framed. We will also consider how we study communities and the health issues they face.

Different Community Health topics will be reviewed including mental/emotional health, dietary practices, physical fitness, prevention, reduced risk and control of diseases. The use of alcohol, tobacco, and other drugs, with an emphasis on prevention strategies.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Introduction to Health Management	PHHA 211	----	2nd year/ 1st semester	3 credit hours

COURSE DESCRIPTION

It is the belief of the Faculty of Health Sciences/ Public Health Department at the University of Hail that the baccalaureate prepared graduate is expected to assume a leadership role in the maintenance and improvement of the health care services. Consequently, this course provides an overview of the concepts and principles of administration and leadership essentials to the management of the health care rendered to clients. It seeks to promote student's growth as future health care provider leaders able to affect quality of patient, family and community care, direct and evaluate health care providers, and introduce change where necessary to ensure better quality care. The content of this course is an introduction to other specific management courses which is integrated with different Public Health and Health Informatics Specialties.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Foundation of Public Health	PHPH211	----	2nd year/ 1st semester	2 credit hours

COURSE DESCRIPTION

Public Health is a multidisciplinary field encompassing the theory and methods of the five core disciplines: biostatistics, environmental health, epidemiology, health management and policy, and social and behavioral sciences. Public health research and practice utilize and integrate across these disciplines to understand and respond to health issues and challenges at the population and societal level.

Through a series of lectures, readings, discussions, and historical documentaries, this course presents an introduction to the core disciplines and the history and philosophy of public health. Historical examples of important public health challenges will be used to illustrate the nature, role, and organization of the public health response

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Applied Epidemiology	PHPH316	PH 201	2nd year/ 2nd semester	3 credit hours

COURSE DESCRIPTION

This course presents an overview of the methods used in epidemiologic field investigations. It provides students with a comprehensive review of the basic components of an outbreak investigation, an introduction to public health surveillance, and an overview of specific types of investigations in which a field epidemiologist might become involved, including trace back studies, environmental health assessments, noninfectious health event investigations, contact tracing, and forensic epidemiology. In addition, resources that often come into play in outbreak investigations are presented, such as public health laboratories, the incident command system, and geographic information systems.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Health Education	PHPH212	---	2nd year/ 2nd semester	3 credit hours
COURSE DESCRIPTION				
This course intends to equip participants with Principles, Strategies, and Scope of health education in community settings. The role of health education and its impact on human behavior will also be envisaged. Theories and Models that have been used in understanding, predicting, and modifying human behavior will be discussed, and conditions for applying the foresaid theories & models will be conceptualized. Relevant teaching methods will be employed.				

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Organic Chemistry	CHEM 295	---	2nd year/ 2nd semester	3 credit hours
COURSE DESCRIPTION				
The course deals with the study of fundamentals of organic chemistry: structural theories, chemical bonds representation of structural formulas, molecular orbital theory, bond breaking, classification of reagents, electronic mechanism, synthesis, reactivity and mechanism of reactions of different classes of aliphatic and alicyclic and aromatic organic compounds: alkanes, cycloalkanes, alkenes, alkynes, alcohols, ethers, phenols, thiols , epoxides carboxylic acids and amines. This course also involves stereochemistry including both conformational and configurational isomerisms: optical and geometrical isomers.				

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Family Health	PHPH327	PHPH 224	3rd year/ 1st semester	3 credit hours
COURSE DESCRIPTION				
This course provides the basic knowledge and skills of family health, designed to teach students how to use a broad base of family planning methods and concepts to organize, analyze, and interpret knowledge developed in various applications. This course consists of five main parts:				
<ul style="list-style-type: none"> • family health • Maternal Health Care • Family Planning Services • Child Health Care • Adolescent Reproductive Health Services. 				
Each of these topics will be taught in a two to three hours per week; depending on the magnitude of the sections to be covered in the topic.				

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Introduction to Mental Health	PHPH430	PHPH330	4th year/ 1st semester	2 credit hours
COURSE DESCRIPTION				
This course provides the basic knowledge and skills of mental health, designed to teach students how to use a broad base of mental health problems and concepts to organize, analyze, and interpret this knowledge to solve problems in various applications. This course consists of four main parts:				
Introduction and Overview of the Course, what is mental and emotional health.				
Biological foundations of mental health & illness .Diagnosis and classification of mental illness and emotional problems. Social sciences and mental health				

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Air Pollution	PHPH415	PHPH225	3rd year/ 1st semester	2 credit hours
COURSE DESCRIPTION				
Air Pollution in the atmosphere is everywhere. Air pollutants have different effects on the atmosphere, vegetation, animals, and materials and human being. This course is aimed to provide detailed information on many topics including: structure, composition, and physical characteristics of the atmosphere and its various layers; pollutant behavior in the atmosphere; global, regional, and community air pollutants; human health effects of exposure to air pollutants; standards and regulations pertaining to air pollution; and control of particulate matter and gaseous air pollutants.				

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Fundamental of Human Diseases	PHPH317	PH206	3rd year/ 1st semester	3 credit hours
COURSE DESCRIPTION				
The purpose of this course is to provide public health students with knowledge, attitudes, and skills pertinent to human diseases. Provision of strategies, and procedures of controlling these diseases will be the focus of this course, and prevailing factors, and conditions related to these diseases will be envisaged as well.				
Principles of communicable and non communicable diseases will be discussed as well as transmission, and screening surveys related to the discussed diseases with special reference to the immunity and immune response.				

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Water Quality	PHPH318	PHPH225	3rd year/ 1st semester	3 credit hours (2T + 1P)
COURSE DESCRIPTION				
The course involves the concept of water resources, water pollution and its sources, in addition the hydrologic cycle. It presents the basic concepts concerning evaluation of water Quality, and implementation of pertinent water quality management issues. Topics of focus include: water quality standards and criteria; principles of water quality management; regulatory considerations; diffuse pollution and global aspects of sustainable water quality control strategies. The laboratory portion of the course includes wet chemistry for water quality analyses pertinent to public health sciences, such as Turbidity, Total Dissolved Salts and conductivity, Hardness, Calcium, magnesium, chloride, biochemical oxygen demand, chemical oxygen demand, total organic carbon, ...etc.				

Course title	Course code	Course Prerequisite	Course level	Credit Hours
General Microbiology	PHPH225	---	3rd year/ 1st semester	3 credit hours (2T + 1P)
COURSE DESCRIPTION				
This course provides the students with the background they need in different aspects of microbiology for their future career in public health. It also provides them with necessary knowledge in microbiology for other courses such as infectious and communicable diseases, medical entomology and Parasitology, and food safety. This course covers the basic principles of microbiology, detailed information on major microbes (viruses, bacteria, fungi, and protozoa) regarding their properties, mode of transmission, pathogenesis, clinical findings, laboratory diagnosis, treatment and prevention.				

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Graduation Project	PHPH426	PHPH414	4th year/ 1st semester	3 credit hours

COURSE DESCRIPTION

This course is designed to assist students in the completion of their research paper or graduate project. The expectation is that all students begin this course having already developed a proposal for the research in WED 561. Therefore, this course is designed to provide guidance in the final completion of the research paper/graduate project and to prepare students for the oral defense. All assignments must be received by the instructor on or prior to the due date. For those students who reside some distance from the campus, assignments may be sent via email attachment, postal service, or by fax.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Human Anatomy	PH 206	---	2nd year/ 1st semester	2 credit hours

COURSE DESCRIPTION

This course is designed as an introduction course in Human Anatomy and Physiology. It is geared to students in the health-oriented, medical and biological programs. However, it may also be useful to premedical

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Research Methodology in health sciences	PHPH 414	PH202	4th year/ 1st semester	3 credit hours

COURSE DESCRIPTION

This course aims to help our graduates learn the basic concepts, and principles of the scientific method, particularly research design, and the different applications of research types. The course will not only provides useful information of research on the field of health sciences, but will also help those using it to become more efficient and productive.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Research Methodology in health sciences	PHPH 414	PH202	4th year/ 1st semester	3 credit hours

COURSE DESCRIPTION

This course aims to help our graduates learn the basic concepts, and principles of the scientific method, particularly research design, and the different applications of research types. The course will not only provides useful information of research on the field of health sciences, but will also help those using it to become more efficient and productive.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Infection control	PHPH 425	PHPH225	4th year/ 1st semester	3 credit hours
COURSE DESCRIPTION				
This course provides students with an opportunity to advance knowledge and skills in infection prevention and control in contemporary healthcare practice. Students will be encouraged to explore aspects of clinical governance, prevention of infection and outbreak/exposure management, with particular relevance to the student's specialist clinical practice				

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Primary health care	PHPH 315	PHPH224	3rd year/ 2nd semester	3 credit hours
COURSE DESCRIPTION				
This course intends to provide participants with the required knowledge, skills, and attitudes to carry out all related and essential health care at the first level of contact of the individual or family with the national health system. Students will come to know the conditions of health care services preceded Almaatta conference in 1978; where the need arises for primary health care accessible to all, and meet the objectives of health for all by the year 2000. Students also will be introduced to another traditional medicine system widely practiced for cure of illnesses known in the medical literature as alternative medicine as opposed to the western modern medicine.				

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Medical Entomology	PHPH428	PHPH328	4th year/ 2nd semester	3 credit hours
COURSE DESCRIPTION				
This course intends to introduce public health students to the many types of insects of medical importance. Numerous insects live close to man, acts as vector or carriers of diseases. A study of the arthropods of medical importance is known as medical entomology, which is an important branch of public health and preventive medicine. In this course, students will study the distinctive characters of arthropods of medical importance, and their classifications; important diseases conveyed by them will be discussed, highlighting the causative organism whether its bacterial, viral, parasitic, or arbovirus, related to the carrier vector.				

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Solid and Liquid Waste Management	PHPH329	PHPH318	3rd year/ 2nd semester	3 credit hours
COURSE DESCRIPTION				
The course is concerned with the importance, theory and operation of wastewater treatment processes, and fundamentals of municipal and industrial wastewater treatment. This is in addition to introducing the concepts of wastewater recycle and reuse.				

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Food Safety	PHPH417	PHPH225	4th year/ 1st semester	3 credit hours

COURSE DESCRIPTION

This course covers conditions and practices that cause food-borne illnesses, organisms responsible, elements of a food safety control system, worker sanitation, and the best practices for processing, retail and the home kitchen. More emphasis will be on microbial, chemical, and physical hazards in food, genetically modified food, food additives, hormones and antibiotics. Controlling strategies of these hazards in food will be covered.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Disaster Management	PHPH332	PHPH224	3rd year/ 2 nd semester	3 credit hours

COURSE DESCRIPTION

This course is intended for students to require an introductory level understanding of the concepts underpinning, and practical processes involved in the management of disasters. It will also prepare the students for taking a role in facing any type of disaster that he may encounter.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Human Nutrition & Dietetics	PHPH330	PHPH317	3rd year/ 2 nd semester	2 credit hours

COURSE DESCRIPTION

Food and Nutrition gives candidates the chance to develop their knowledge and skills in an area that is relevant to their own lives and also through understanding where food and nutrition fits in the modern, changing, multi-cultural society. Candidates must apply knowledge gained from the Food and Nutrition syllabus and use practical skills in a way that keeps in mind factors such as personal/family needs and lifestyles, available money and foodstuffs, and how diet relates to health.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Public Health Ethics and Laws	PHPH331	PHPH211	3rd year/ 2 nd semester	2 credit hours

COURSE DESCRIPTION

Health Care Law is a rapidly growing field of study in the Health Care system and health care law field. Health Care and human services professionals working in hospital settings as well as community based care facilities should benefit out of this course. This course provides an understanding of legal system relevant to clinical practice and policy making. The building blocks of legal analysis are essential to getting the most from this course. Health law is a field that touches most people's life. This course is designed as a survey of key contemporary issues in health law. It emphasizes case study learning. Its objective is to teach you to think just enough like a lawyer to work through problems with legal aspects.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Occupational Health and Safety	PHPH412	PHPH225	4th year/ 1st semester	3 credit hours

COURSE DESCRIPTION

This course will address the most important health disorders affecting people as a result of their work: respiratory diseases, musculoskeletal disorders such as those caused by overexertion or repeated exertion, cancer, hearing loss, skin disorders and occupational stress. Focusing on identifying and preventing work-related diseases, the course will commence with an introduction to scientific method, and the application of scientific method, particularly epidemiology, to the critical evaluation of the relationship between work exposures and the occurrence of disease. General principles of toxicology will also be studied. Major occupational disorders will be introduced as examples following the scientific method section.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Issues in Public Health	PHPH429	PHPH417	4th year/ 2 nd semester	2 credit hours

COURSE DESCRIPTION

This course intends to provide public health students with knowledge, attitudes, and skills in diverse important issues related to public health that was not part of any of the courses currently taught in this program. The course covers the following topics:-
 Social determinants of disease Smoking: Health effects and control
 Alcohol-related health problems Prison health Injuries and the public health.
 Each of these topics will be taught in a two to three hours per week; depending on the magnitude of the sections to be covered in the topic.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Issues in Public Health	PHPH429	PHPH417	4th year/ 2 nd semester	2 credit hours

COURSE DESCRIPTION

This course intends to provide public health students with knowledge, attitudes, and skills in diverse important issues related to public health that was not part of any of the courses currently taught in this program. The course covers the following topics:-
 Social determinants of disease Smoking: Health effects and control
 Alcohol-related health problems Prison health Injuries and the public health.
 Each of these topics will be taught in a two to three hours per week; depending on the magnitude of the sections to be covered in the topic.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Social Marketing in Public Health	PHPH427	PHPH315	4th year/ 2 nd semester	3 credit hours

COURSE DESCRIPTION

This course introduces public health students to a new strategy indicating the grand influence of using marketing procedures to sell public health to influence target population behaviors that benefit society as well as the target population.
 It relies on the principles and techniques developed by commercial marketing especially the marketing mix strategies, conventionally called the 4Ps- Product, Price, Place, and promotion. The use of marketing to design and implement programs to promote public health has grown in popularity, and usage within the public health community. Recently it is widely used to promote breast feeding, decrease fat consumption, and promote physical activity. There are four major arenas that are going to be focused on in this course. Public health promotion, injury prevention, environmental protection, and community mobilization.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Global Health	PHPH413	PHPH315	4th year/ 1st semester	2 credit hours

COURSE DESCRIPTION

This course is a clear, concise, and user-friendly introduction to the most critical issues in global health. It illustrates key themes with an extensive set of case studies, examples, and the latest evidence. While the book offers a global perspective, particular attention is given to the health-development link, to developing countries, and to the health needs of poor and disadvantaged people. Global Health 101 builds on the success of an introductory global health course taught by the author at the George Washington School of Public Health and Health Services and is ideally suited for the [Association of American Colleges and Universities recommended course by the same name](#). The text is accompanied by a wealth of instructor's resources, as well as a robust companion website with videos, presentations, and references intended to help both teachers and students.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Public Health planning and Evaluation	PHPH 444	----	Elective	2 credit hours

COURSE DESCRIPTION

This course aims at providing public health students with knowledge, skills and successful practices in health planning processes. Participants will study purposes, principles, and types of health planning; as well as methods of program evaluation, formative and summative types. Purposes of planning as cost containment; the iterative nature of planning and its distinct nature that has put it in opposition to the principles of laissez fair. All these topics will be discussed in the class room with participants; as well as problems that known to be inherent in public health planning.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Family and Community Violence in Public Health	PHPH 418	----	Elective	2 credit hours

COURSE DESCRIPTION

The objective of this course will be to identify and to focus on the most serious policy and research issues which are specific to the field of family violence. The course will cover theory, research, and applied programs in community settings.

Course title	Course code	Course Prerequisite	Course level	Credit Hours
Environmental, Health and Population	PHPH 445	----	Elective	2 credit hours

COURSE DESCRIPTION

The course is a study of the human population and the relationship between environmental conditions and changing human population dynamics. Students are introduced to recent patterns of human population dynamics, their consequences to ecological and global environmental systems, and subsequent uneven effects on the quality of life of diverse populations. Also provides students with a basic understanding of the science of demography and health implications of major population issues in the contemporary world. Students explore population changes over time; elements of demography; child survival and mortality; family and households and demographic change; the demography of social and economic inequality, role of women, urbanization, migration and fertility. Finally, students examine world demographic patterns, synthesizing the data and issues surrounding the importance of population to public health.



Program key performance indicator (KPI's)

The ongoing institution's regular planning system is a continuous cycle where the program quality improvement is integrated. The system involves specific evidence monitoring and independent analyses of a preselected and measurable set of indicators, ensuring that the overall performance is consistent with well-known national benchmarks. A performance internal evaluation is conducted annually and at least once every five years for comprehensive program review at the national level.

Health program has selected 21 numbers of KPI as listed in Table 4, which shows the measured values of the KPI consistently used over the last two academic years.

Table 4: Key Performance Indicators of Health Services Management

Standard	Code	Key performance indicators	Description
1 Mission and Goals	KPI -P-01	Percentage of achieve indicators of the program operational plan objectives(i8)	Percentage of performance indicators of the operational plan objectives of the program that achieved the targeted annual level to the total number of indicators targeted for these objectives in the same year
	KPI-P-02	The awareness and support of the teaching staff and administrators of the mission of the program/institution (i2)	Percentage of faculty and program staff who are aware of the program/ institutions mission using a questionnaire / interview to the total number of faculty and staff.
3. Teaching	KPI-P-03	Students' evaluation of quality of learning	Average of overall rating of final year students for the quality of learning



and Learning		experience in the program (i10)	experience in the program on a five point scale in an annual survey
	KPI-P-04	Students' evaluation of the quality of the courses (i6)	Average students overall rating for the quality of courses on a five point scale in an annual survey
	KPI-P-05	Completion rate (i12)	Proportion of undergraduate students who completed the program in minimum time in each cohort
	KPI-P-06	First year students retention rate (i1)	Percentage of first year undergraduate students who continue at the program the next year to the total number of first year students in the same year
	KPI-P-07	Student's performance in the professional and /or national examinations	Percentage of students or graduates who were successful in the professional and/or national examinations, or their score average and median (if any)
	KPI-P-08	Graduates' employability and enrolment in postgraduate programs (i14, 19)	Percentage of graduates from the program who within a year of graduation were: <ul style="list-style-type: none"> a. Employed b. Enrolled in postgraduate programs during the first year of their graduation to the total number of graduates in the same year
	KPI-P-09	Average number of students in the class	Average number of students per class (in each teaching session/ activity: lecture, small group, tutorial, laboratory or clinical session)



	KPI-P-10	Employers' evaluation of the program graduates proficiency (i26)	Average of overall rating of employers for the proficiency of the program graduates on a five-point scale in an annual survey
	KPI-P-11	Student evaluation of the value and quality of Field activities (i15)	Percentage of students satisfaction with the presence and quality of field activities during the semester and the academic year at the program/college/university
4. Students	KPI-P-12	Students' satisfaction with the offered services (i18,28)	Average of students' satisfaction rate with the various services offered by the program (restaurants, transportation, sports facilities, academic advising...) on a five point scale in an annual survey
5. Teaching staff	KPI-P-13	Ratio of students to teaching staff (i9)	Ratio of the total number of students to the total number of full time and full time equivalent teaching staff in the program
	KPI-P-14	Percentage of teaching staff distribution	Percentage of teaching staff distribution based on: <ul style="list-style-type: none"> a. Gender b. B. Branches c. Academic Ranking
	KPI-P-15	Proportion of teaching staff leaving the program (I 37)	Proportion of teaching staff leaving the program annually for reasons other than age retirement to the total number of teaching staff
	KPI-P-16	Percentage of Faculty members publications of (i 36)	Percentage of full-time faculty members who published at least one research during the year to total faculty members in the program ²³



	KPI-P-17	Rate of published research per Faculty member (i 42)	The average number of refereed and / or published research per each faculty member during the year (total number of refereed and/ or published research to the total number of full time or equivalent Faculty members during the year
	KPI-P-18	Citations rate in refereed journals per Faculty member (i 44)	The average number of citations in refereed journals from published research per faculty member in the program (total number of citations in refereed journals from published research for full time or equivalent faculty members to the total research published)
	KPI-P-19	Relevance of the qualifications and experience of faculty members to the courses they teach (i 17)	Percentage of faculty members with qualifications and experience of the courses they are studying compared to the total number of courses offered during the academic year
	KPI-P-20	The percentage of full time teaching staff members and the others of administrative staff that participate in community services activities (i 49)	Number of full time faculty, other staff and administrators engaged in a community service activity during the academic year compared to the total number of faculty, other staff and administrators.
6. learning resources, Facilities	KPI-P-21	Satisfaction of beneficiaries with the learning resources (i 13, 27, 33)	Average of beneficiaries' satisfaction rate with the adequacy and diversity of learning resources (references, journals, databases etc.) on a five point scale in an annual survey



and Equipment			
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Facilities (Classrooms – Laboratories - Specialized equipment -etc)

Classrooms:

With the support of University, the Department of Public Health, College of Public Health and Health Informatics equipped by good facilities with significant technological advancement to support faculty and students in the rapid changes of learning and teaching methodologies. The total classrooms in the College are 12 supplied with smart platforms and two equipped laboratories, which are also utilized by the Department of Public Health.



Computer lab:

The college has a dedicated computer lab with 32 PCs with all the facilities. The Deanship of Information Technology and E-learning Maintains a continuous supply of both software and data, and maintaining these systems function.



In addition, there are two other laboratories:

1. Biology Laboratory
2. Chemistry laboratory

Electronic learning facilities:

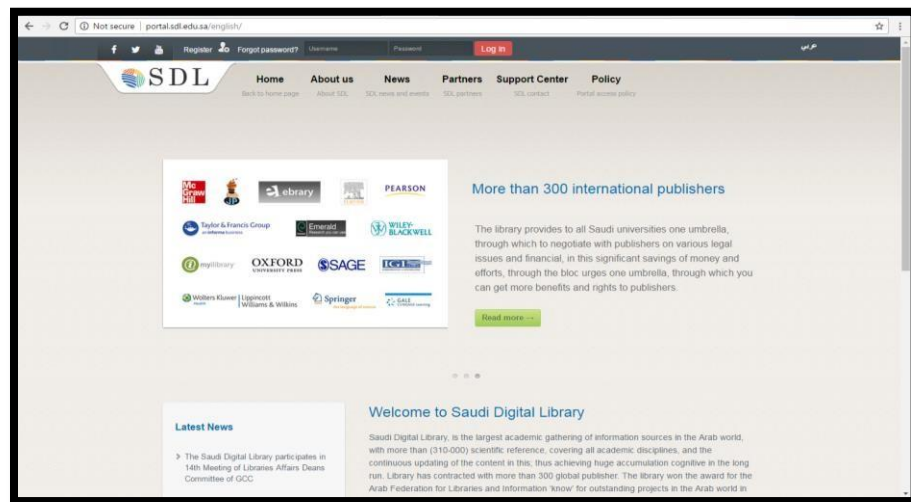
The University offers WLAN services for students to access to their teaching and learning modules, respectively, and for students to access their academic registration, status, credit points achieved etc., through the portal <https://login.uoh.edu.sa>. A specialized portal website for course information, learning materials, assignments, and electronic exams are accessed through the Blackboard system; <https://uoh.blackboard.com>.



Library:

The College of Public Health and Health Informatics, Central Library lies on the second floor on an approximately 280 m². The library is the student's gateway to a wealth of resources of around 3000 book titles, 10 desktop computer workstations connected to the internet for online study and research, photocopy machine and a meeting room. The library provides the internal reading service, access to the Saudi Digital Library (SDL), photography and automatic search in the library indices. The library opens on working days for staff and students; Sun-Thu 8:00-2:00. The daily entries to the library are approximately 7 and the approximate number of students connected to the SDL is 22 students/day. The college library is managed through a coding system, which facilitates indexing and different services offered to the students such as, internal reading and borrowing.

The Saudi Digital Library (SDL), established by the Saudi Ministry of Education supporting the University education system and serving the students and employees of Saudi Universities by providing information resources and services on its Digital Library portal.



Graduates employment opportunities

The graduates' students will be able to work in the following settings as public health specialists:

- 1) Public and private hospitals.
- 2) Public and private health centers.
- 3) Water treatment plants and management of environmental pollution.
- 4) Food industry companies and factories monitoring.
- 5) Disaster, occupational health and public safety departments.
- 6) Voluntary and international organizations



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Signature:

