



College of Public Health, University of Nebraska Medical Center  
**Master of Public Health Program Competencies**  
 Concentration in Public Health Practice (Online)

*Upon graduation, a student with a MPH with a concentration in Public Health Practice (Online) should be able to...*

<b>Concentration Domains</b>
<b>1. Program and Intervention Planning</b>
A. Demonstrate skills needed to conduct health-related needs assessments in a variety of communities.
B. Apply community health and organizational theories, models, principles, and best practices in planning health promotion programs or interventions.
C. Identify, incorporate, and analyze contexts and key factors relevant to the implementation of health promotion programs or interventions.
<b>2. Evaluation of Programs and Interventions</b>
A. Identify and evaluate health-related data and instruments.
B. Utilize appropriate qualitative and quantitative evaluation methods.
C. Apply evaluation findings to programs and policies.
<b>3. Strategic Planning</b>
A. Evaluate and document internal and external strengths, weakness, opportunities, and threats to identify strategic issues.
B. Prepare strategic and operational plans that consider current and potential internal and external issues.
C. Demonstrate the skills to lead and facilitate planning activities.
D. Demonstrate the skills to implement operational and strategic plans, evaluating performance and adjusting implementation activities and/or plans.
<b>4. Health Care Finance</b>
A. Prepare operating and capital budgets, considering political, economic, and social contexts; using appropriate financial and statistical tools; and stating assumptions and justifications.
B. Demonstrate the skills to implement budgets, evaluating actual performance and taking appropriate actions to enhance performance and/or revise budgets.
C. Analyze risk as a basis for financial decision-making and implement appropriate risk mitigation strategies.
D. Demonstrate the application of financial management techniques to enhance performance of public health and health services organizations.

September 2012