



South Central Public Health Partnership

TRAINING PROFESSIONALS TO PROTECT THE PUBLIC

<http://lms.southcentralpartnership.org/scphp>

Managing and Motivating Effective Public Health Performance

Instructor: M. Jack Duncan Ph.D.

Course Description

This course is designed to provide knowledge of management and leadership. These two components of administration are important to the task of motivation. The understanding of the relationship among the topics will enable managers to effectively coordinate individual actions toward the accomplishment of organizational goals.

Learning Objectives

Module I - What Management is and What Managers do

- Define what is meant by the term “management.”
- Discuss what is meant by the process or functional approach to management.
- Discuss what is meant by the “universality of management functions.”
- Discuss what is meant by the “transferability of management skills.”
- Describe how the skills required of managers changes as one moves up the organizational hierarchy.
- Discuss an approach to management that is based on the roles managers perform.
- Describe four “myths” of management.

Module II - The Mystical Reality of Leadership

- Provide a definition of leadership.
- Discuss the trait and situational views of leadership.
- Describe why leadership is so critical to effective change management.
- Discuss the differences between leadership and management.
- Illustrate the essential aspects of the language of leadership.

Module III - The Mystical Reality of Leadership II

- Describe the trust cycle in leadership.
- Define authority, power, accountability, and responsibility.
- Explain why it is important for authority, power, accountability, and responsibility to be equal.
- Describe the formal theory of authority.
- Describe the acceptance theory of authority.

Module IV - Theories of Motivation

- Compare the needs theories of Maslow, Alderfer, and McClelland.
- Discuss the Two-Factor theory of motivation and explain why it involves job enrichment.
- Differentiate between horizontal and vertical loading in job enrichment.
- Describe why equity is important in considering human motivation.
- Discuss Operant Conditioning as a theory of motivation.
- Compare and contrast continuous and partial reinforcement schedules.

Core Competencies for Public Health Professionals *Council on Linkages between Academia and Public Health Practice

- 7B11: Applies basic human relations skills to the management of organizations, motivation of personnel, and resolution of conflicts



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MCH Competencies *Maternal and Child Health Competencies developed by the Association of Teachers in Maternal and Child Health (ATMCH)

- C1: Organizational and management theories and practices, and their administration in both public and private agencies.
- C7: Apply knowledge of management and organizational theories and practices to the development, planning, staffing, administration, and evaluation of public health programs, including the implementation of strategies promoting integrated service systems for MCH populations.

To register for this course visit us at
<http://lms.southcentralpartnership.org>