



## EDUCATIONAL PROGRAM

The code of the educational program: 7M10140  
Name of the educational program: Public Health  
The level of the educational program: Magistracy

Shymkent, 2024 y.

**The educational program has been developed:**

Head of the Department "Social Health Insurance and Public Health", Candidate of Medical Science, Associate Professor

Acting Associate Professor of the Department of Social Health Insurance and Public Health, Candidate of Medical Science

**Agreed with employers:**

Head of the Shymkent City Health Department

Deputy Head of the Department of Sanitary and Epidemiological Control of Shymkent

Deputy Chief Physician of the SME on the REM "Center of Mental Health" of Shymkent City Medical District

Head of the Association of Private Clinics of South Kazakhstan Region

Chairman of the EPC "Public Health"

Protocol № 902 31 05 2024 y.

Approved by the Scientific Council

First Vice-Rector

Protocol № 18 03 06 2024 y.

Approved by the Academic Council

Protocol № 15 04 06 2024 y.

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## Passport of the educational program

**1. Mission of the educational program:** To train scientific, scientific-pedagogical and managerial personnel under the educational program «Public Health», who have in-depth professional training, ready to adapt to the rapidly changing conditions of the medical industry through continuous improvement of competence and development of creative initiative.


**2. The purpose of the educational program:** To train highly qualified specialists in the field of public health with the skills of management, development of measures to preserve and promote the health of the population, their implementation in practice and evaluation of their effectiveness.

**3. Basis of the educational program:** Need in the labor market: the educational program is aimed at health professionals who are able to conduct scientific research and implement organizational and managerial technologies to solve complex problems of protecting public health and developing an effective healthcare system in Kazakhstan.

**4. Professional standard on the basis of which the educational program has been developed:**

*Regulatory documents for the development of an educational program*

- Order of the Minister of Science and Higher Education of the Republic of Kazakhstan «On Approval of State Compulsory Standards of Higher and Postgraduate Education» dated July 20, 2022 No. 2.
- Order of the Minister of Health of the Republic of Kazakhstan «On Approval of State Compulsory Standards for the Levels of Education in the Field of Healthcare» dated July 4, 2022 No. KR DSM-63.
- Order of the Minister of Education and Science of the Republic of Kazakhstan «On Approval of the Rules for the Organization of the Educational Process on Credit Technology of Training in Higher and (or) Postgraduate Education Organizations» dated April 20, 2011 No. 152.
- Law of the Republic of Kazakhstan «On Education» dated July 27, 2007 No. 319-III (as amended on 04.07.2022)
- Order of the Minister of Education and Science of the Republic of Kazakhstan «On Approval of the Model Rules for the Activities of Higher and Postgraduate Education Organizations» dated October 30, 2018 No. 595 (as amended on 29.12.2021)
- «Regulations on the Procedure and Procedures for the Development of Educational Programs» of JSC «SKMA» dated 29.05.2019.
- Internal regulatory documents of JSC «SKMA»

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**5. Field of professional activity:** Health care organizers; heads of state and non-state medical and non-medical institutions. Research activities in universities.


**6. Objects of professional activity:** Healthcare management organizations, healthcare and social security organizations, organizations of higher and postgraduate education; organizations of science.

**Types of professional activities:**

- organizational and managerial;
- scientific and research activities.

**General information**

№	Characteristics of the EP	Data
1	Registration Number	7M10100051
2	Code and classification of the field of education	7M10 Health care
3	Code and classification of the field of study	7M101 Health care
4	Group of Educational Programs	M140 Public Health
5	Code, name of the educational program	7M10140 Public Health
6	Type of EP	Current EP
7	ISCED level	7
8	NQF level	7
9	IQF Level	7
10	Distinctive features of the EP	No
	Partner University (JEP)	-
	Partner University (DDEP)	-
11	List of competencies	Key competencies of the graduate of the program:

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		<b>KC1</b> Public health methods. <b>KC2</b> Population health and its physical, radiological, chemical and biological-environmental determinants. <b>KC3</b> Health promotion: health education, health protection and disease prevention. <b>KC4</b> Ethics.
12	Learning Outcomes	<b>LO1</b> Plans professional activities in the field of public health, based on modern achievements of science and practice. <b>LO2</b> He is able to solve problems in the field of public health within the framework of his qualification on the basis of scientific approaches. <b>LO3</b> Uses scientific information to advance the field of public health and introduce new approaches as part of his qualifications. <b>LO4</b> He is able to acquire new knowledge and skills of applied nature in research, professional and pedagogical activities in the field of health organization. <b>LO5</b> Engaged in professional growth in the public health and healthcare system, demonstrates introspection skills, experience for teaching at the level of higher education. <b>LO6</b> Demonstrates knowledge and understanding of the interdisciplinary nature of public health research. <b>LO7</b> Clearly and unambiguously communicates information, ideas, conclusions, problems and solutions to both professionals and non-specialists in the field of public health.
13	Form of study	In-person
14	Language of instruction	Kazakh, Russian
15	Amount of loans	120
16	Degree Awarded	Master of Medical Sciences in 7M10140 «Public health»



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17	Duration of training	2 years
18	Availability of an appendix to the license for the direction of personnel training	KZ22BFA00167288
19	Availability of EP accreditation	Yes
	Availability of EP accreditation	Independent Agency for Accreditation and Rating (IAAR)
	Accreditation Certificate No., Accreditation Validity Period	№AB 4128, 09.06.2020y. – 08.06.2025y.
20	Information about disciplines	Annex 1.2

*Annex 1*

**Matrix of correlation of learning outcomes in the educational program as a whole  
with the competencies being formed**

	<b>LO1</b>	<b>LO2</b>	<b>LO3</b>	<b>LO4</b>	<b>LO5</b>	<b>PO6</b>	<b>PO7</b>
KC1							
KC2							
KC3							
KC4							

*Annex 1.2*

**Matrix of achievability of competencies/learning outcomes**

№	Name of the discipline	A brief description of the discipline	Cycle (BD, PD)	Component (UC, OC)	Number of credits	Generated LO (codes)
<b>The cycle of basic disciplines</b>					<b>35</b>	
<b>Mandatory / University component</b>					<b>20</b>	
1	History and philosophy of science	Philosophy and methodology of science as branch of philosophical knowledge. Structure of scientific knowledge. Scientific rationality. Features of the present stage of science development. Science as social institute. Natural sciences in structure of modern scientific knowledge. The history of formation of sciences about society, culture, history and person. Actual philosophical problems of specific sciences	BD	UC	5	LO4 LO6
2	Foreign language (professional)	Extension and development of skills for practical usage proficiency language of specialty, for active application of a foreign language both in daily, and in professional communication: lexicon, grammar, possession of oral speech, written skills, audition, translation.	BD	UC	5	LO5 LO6
3	Pedagogics of the higher school	Pedagogics of the higher education. The main directions and trends of development of the higher education in the modern world. New paradigm of education. The higher	BD	UC	5	LO5



		education in the Republic of Kazakhstan. The essence and structure of pedagogical activity. The theory of training at the higher school (didactics). Modern educational technologies. The organization of educational process on the basis of the credit system of training. Education quality management system.				
4	Psychology of management	The essence of administrative processes. Object of psychology management. Psychology of activity of the organization head and of his personality psychology. Functional and structural analysis of administrative activity. The psychological problems arising between the head and the staff of the organization. A clear idea of distribution on responsibility levels of the manager.	BD	UC	2	LO2 LO7
5	Teaching practice	Master's students are involved in conducting classes in the bachelor's degree in order to form practical skills, teaching and learning methods.	BD	UC	3	LO4 LO5
<b>Option Component (Module on the management of healthcare organizations)</b>					<b>15</b>	
6	Information technology in public health	Introduction to e-government. Conditions for the formation of e-government in Kazakhstan. The concept of creating a unified health information system. Automation of medical institutions. Electronic database of all patients, electronic queues. Automation of preparation of prescriptions, appointments, sick lists. Unified information networks are being created. KIIS. Medical systems of the organization of office work of doctors and processing of medical	BD	OC	5	LO1 LO3

		statistics. Hospital information systems.				
7	Management and management decision-making	Modern directions of management development. Modern trends in management development caused by scientific and technological progress, social changes and economic conditions. Quality management and quality management.	BD	OC	5	LO2 LO4
8	Public health and public health	The main criteria for assessing the health of the population and the activities of the health organization. Medical demography. Concept, purpose, objectives and principles of intersectoral cooperation in the field of health. Organization of outpatient care. Continuity in the work of polyclinic, hospital and emergency medical care.	BD	OC	5	LO5 LO7
9	Management in social health insurance	Payment of contributions to the Fund by the state. Package of medical services and options for addressing the issue of socially significant diseases within the CHI. Qualitative changes in the provision of medical care in the system of CHI in Kazakhstan. Remuneration of medical workers in the conditions of CHI. Motivation of medical workers. Planning of activities of medical organizations in the conditions of CHI. International experience of OSHI.	BD	OC	5	LO4 LO7
10	Organizational behavior	Official model of behavior. Personal business behavior. Group behavior of employees. Manageability of behavior in the organization. Controlling behavior of the Manager. Conflict management positions. Personnel management – planning, selection, placement, evaluation of personnel	BD	OC	5	LO7

		motivation.				
11	Economics in health care	Economic analysis as a way of considering the costs and results of medical activities. Economic analysis as an analytical method in making decisions about the allocation of resources. Creating conditions for the formation of a competitive environment in medicine as an effective tool for qualitative changes in industrial relations in the field of health. Management of medical costs. Pricing.	BD	OC	5	LO2 LO6
12	Features of financing of social actions in the conditions of Obligatory social health insurance	Type of insurance. Concept, goals. The new tariff policy and pricing in the conditions of OMS. Assessment of financial stability of the medical organization (PHC, hospital). Analysis of the medical organization. Assessment of the quality of medical services in CHI.	BD	OC	5	LO4 LO7
13	Financial management in healthcare	Problems of financial management Basic theories of financial management. Basic financial documents. Budget. The determination of cost and profit calculation. Preparation and management of the budget. The method of calculating the cost of hospital services and polyclinic services, the use of tariffication services frequency analysis of clinical and cost groups. Ensuring the financial security of the medical organization. Analysis of results. Financial model.	BD	OC	5	LO3 LO6
14	Statistical analysis in public health	Statistics as a science, Basic concepts and sections. Objects and types of research. Planning and organization of statistical research. Statistical methods for the analysis	BD	OC	5	LO 3 LO 4

		of demographic parameters. The main indicators of population statics. The main indicators of population dynamics. Migration. Types, reasons. Reproduction rates. Integral medical and demographic indicators. Main sources of statistical information. Variables of different types.				
15	Medical legislation in health care	The concept and subject of medical law. Sources of medical law. Rights and obligations of citizens in obtaining medical care. The rights of medical workers in the field of labor relations. Grounds and procedure for bringing to civil liability of medical workers and medical organizations. Administrative responsibility of medical workers, medical organizations and Executive authorities in the field of health.	BD	OC	5	LO1 LO2
16	Public health management and marketing	Definitions of the basic concepts of management. Functioning of management structures. Management decisions. Management and marketing in health care, school of management. Features of Kazakhstan management. Integration processes in management. The concept of the life cycle of the organization. Marketing information system. Classification of marketing research, methodological basis for their implementation.	BD	OC	5	LO2 LO4
17	Operational management in healthcare	The monitoring of the health status of the population. Management focused on the implementation of certain tasks. Quality management system in health care. The right of operational management. Operational	BD	OC	5	LO3 LO7

		management of the property. Economic management and operational management. Operational public administration. Operational financial management. Purpose, objectives, content, methods, functions, basics and features of operational management.				
18	Personnel management	Technology of management of personnel development of the organization. Evaluation of the effectiveness of the personnel management system of the organization. The marketing personnel. Business evaluation of personnel. Career guidance, socialization and labor adaptation of personnel. Management of social development of personnel.	BD	OC	5	LO2 LO5
<b>Cycle of profile disciplines</b>					<b>49</b>	
<b>University component (General professional module)</b>					<b>49</b>	
19	Biostatistics and epidemiology	The importance of biostatistics for public health. Select the type of statistical study. Formulation of goals and objectives of the study in accordance with the working hypothesis. Definition and selection of statistical population. Mapping of statistical research. Statistical processing of research and conclusions. Methodology of epidemiological studies and epidemiological diagnosis. Development of a set of preventive and antiepidemic measures based on epidemiological diagnosis.	PD	UC	10	LO1 LO2
20	Health problems of socially vulnerable population	Health problems of socially unprotected population. Social structure and public health among the socially vulnerable population. Study of the health of socially	PD	UC	7	LO1 LO7

		vulnerable population taking into account the factors of social structure. Social adaptation and health among the socially vulnerable population. The impact of social stress on the human body. Persons with disabilities: position in society, biosocial potential.				
21	Politics, Economics and health management	National health systems and reform issues. Policies and programmes of the who in the field of protection and strengthening of health. Subject and tasks of Economics and management in health care. Planning and analysis financing and health Economics. Private and public health sector. Improving the quality of medical services through the introduction of quality management system in health care and market relations.	PD	UC	8	LO2 LO6
22	Health promotion	Current state of public health. The population need for health. Specifics of the market of medical services and marketing activities in the field of health care. The study of the population need for medical care and the formation of the population need for health as the main directions of marketing activities in the promotion of health. Health education, advertising, PR — actions. Marketing complex and its development.	PD	UC	8	LO3 LO4
23	Introduction to public Health science	Public health as a science of organizational, economic and legal problems of medicine and health care. Introduction to the science of public health. Public health indicators. Factors that determine the health of the population. Medical statistics. Collection of statistical	PD	UC	8	LO4 LO6




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		data on public health, their analysis and management decisions based on the analysis.				
24	Research Practice	Familiarization with the latest theoretical, methodological and technological achievements of domestic and foreign science, modern methods of scientific research, processing and interpretation of experimental data and their application.	PD	UC	8	LO6
<b>Research work</b>					<b>24</b>	
25	Master's research work, including internship and master's thesis	Research Planning in Public Health. Literature review. Research in Public Health. Data collection and analysis. Methods of Scientific Research in Public Health. Evaluation of the results of the study.			24	LO1 LO2 LO3 LO4 LO5 LO6 LO7
<b>Final examination</b>					<b>12</b>	
26	Design and defense of a master's thesis	Assessment of core competencies and learning outcomes achieved after completion of the Master's degree program.			12	LO1 LO2 LO3 LO4 LO5 LO6 LO7
<b>TOTAL</b>					<b>120</b>	

### A matrix for achieving LO using various learning methods


LO	Teaching and learning methods	
LO1 Plans professional activities in the field of public health, based on modern achievements of science and practice.	Discussion of tasks for group work and case study	Solving situational problems
LO2 He is able to solve problems in the field of public health within the framework of his qualification on the basis of scientific approaches.	Development and conduct of scientific research	Practical implementation of the analysis of health research
LO3 Uses scientific information to advance the field of public health and introduce new approaches as part of his qualifications.	Conducting trainings and seminars	Additional materials, resources and tasks for studying a selected topic
LO4 He is able to acquire new knowledge and skills of applied nature in research, professional and pedagogical activities in the field of health organization.	Group work: Undergraduates are divided into small groups to solve problems, discuss material and work together on projects	Feedback
LO5 Engaged in professional growth in the public health and healthcare system, demonstrates introspection skills, experience for teaching at the level of higher education.	Conducting seminars and discussions, feedback from the undergraduate	Solving situational problems
LO6 Demonstrates knowledge and understanding of the interdisciplinary nature of public health research.	Publication in scientific publications	Writing theses, scientific articles Public appearances

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LO7 Clearly and unambiguously communicates information, ideas, conclusions, problems and solutions to both professionals and non-specialists in the field of public health.	Conducting seminars where students can discuss topics, solve problems in groups, analyze cases and exchange opinions, promotes active participation and independent thinking	Solving situational problems
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### The matrix of compliance of LO with assessment methods

LO	Assessment methods	
LO1 Plans professional activities in the field of public health, based on modern achievements of science and practice.	Rating	Publications
LO2 He is able to solve problems in the field of public health within the framework of his qualification on the basis of scientific approaches.	Summary/presentation	Evaluation of the execution process Evaluation of scientific research
LO3 Uses scientific information to advance the field of public health and introduce new approaches as part of his qualifications.	Testing Oral interview	Observation
LO4 He is able to acquire new knowledge and skills of applied nature in research, professional and pedagogical activities in the field of health organization.	Oral interview	Feedback
LO5 Engaged in professional growth in the public health and healthcare system, demonstrates introspection skills, experience for teaching at the level of higher education.	Portfolio creation of a portfolio of works, including various types of projects, written works	Monitoring
LO6 Demonstrates knowledge and understanding of the interdisciplinary nature of public health research.	Testing	Self-assessment
LO7 Clearly and unambiguously communicates information, ideas, conclusions, problems and solutions to both professionals and non-specialists in the field of public health.	Analysis of the received data	Essay (short and long) The short answer

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### Work plan for the entire period of study

The cycle of disciplines		Discipline code	Name of the discipline	Amount of credits	General hours	Practical lesson	IWM		1 year of study	2 year of study	Form of control
1	2	3	4	5	6	7	IWMT	IWM	10	11	12
<b>BD</b>	<b>UC/OC</b>	<b>BASIC DISCIPLINES</b>		<b>35</b>	<b>1050</b>	<b>350</b>	<b>210</b>	<b>490</b>	<b>35</b>		
BD	UC	<b>University component (Interdisciplinary module)</b>		<b>20</b>	<b>600</b>	<b>200</b>	<b>120</b>	<b>280</b>	<b>20</b>		
		M-HPS	History and philosophy of science	5	150	50	30	70	5		Exam
		M-FL	Foreign language (professional)	5	150	50	30	70	5		Exam
		M-HSP	Higher School Pedagogy	5	150	50	30	70	5		Exam
		M-PsM	Psychology of management	2	60	20	12	28	2		Exam
		<b>TP</b>	<b>Teaching practice</b>	<b>3</b>	<b>90</b>	<b>30</b>	<b>18</b>	<b>42</b>	<b>3</b>		<b>Report</b>
	OC	<b>1) Option Component (Module on Management of healthcare organizations)</b>		<b>15</b>	<b>450</b>	<b>150</b>	<b>90</b>	<b>210</b>	<b>15</b>		
		M-ITPH	Information Technology in Public Health	5	150	50	30	70	5		Exam
		M-MMDM	Management and management decision-making	5	150	50	30	70	5		Exam
		M-PHPH	Public health and public health	5	150	50	30	70	5		Exam
		M-MSHI	Management in social health insurance	5	150	50	30	70	5		Exam
		M-OBh	Organizational behavior	5	150	50	30	70	5		Exam
		M-EHC	Economics in health care	5	150	50	30	70	5		Exam
		M-FFSACOSH	Features of financing of social actions in the conditions of Obligatory social health insurance	5	150	50	30	70	5		Exam



		M-FMH	Financial management in healthcare	5	150	50	30	70	5		Exam
		M-SAPH	Statistical analysis in public health	5	150	50	30	70	5		Exam
		M-MLHC	Medical legislation in health care	5	150	50	30	70	5		Exam
		M-PHMM	Public health management and marketing	5	150	50	30	70	5		Exam
		M-OMH	Operational management in healthcare	5	150	50	30	70	5		Exam
		M-PMan	Personnel management								Exam
PD	UC/OC	PROFILE DISCIPLINES		49	1470	490	294	686	17	32	
		University component (General professional module)		49	1470	490	294	686	17	32	
		M-BAE	Biostatistics and epidemiology	10	300	100	60	140	10		Exam
		M-HPSVP	Health problems of socially vulnerable population	7	210	70	42	98	7		Exam
		M-PEHM	Politics, Economics and health management	8	240	80	48	112		8	Exam
		M-HP	Health promotion	8	240	80	48	112		8	Exam
		M-IPHS	Introduction to public Health science	8	240	80	48	112		8	Exam
		RP	Research practice	8	240	80	48	112		8	Report
RW		RESEARCH WORK		24	720	240	480		8	16	
MRWI		Master's research work, including internship and master's thesis		3	90	30	60		3		Report
				5	150	50	100		5		
				14	420	140	280			14	
				2	60	20	40			2	
FE		FINAL EXAMINATION		12	360	120	240			12	
DDMT		Design and defense of a master's thesis		12	360	120	240			12	
TOTAL				120	3600	1200	2400		60	60	