

Faculty of Physical Therapy
SRINAKHARINWIROT UNIVERSITY

Bachelor of Science Program in Health Promotion

Faculty of Physical Therapy

Srinakharinwirot University





Program Specification

Bachelor of Science Program in Health Promotion

1. Program Name

: Bachelor of Science (B.Sc.) in Health Promotion

2. Final Award

: Bachelor of Science (Health Promotion)

3. Program Code

: 25520091100841

4. Awarding Institute

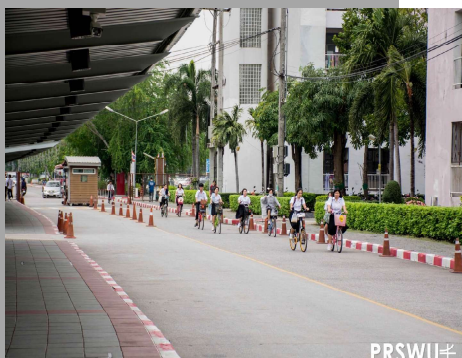
: Srinakharinwirot University

5. Teaching Institute

: Faculty of Physical Therapy

6. Mode/type of study

: Full time, campus based (Ongkharuk, Nakhonnayok)





Program Specification

Bachelor of Science Program in Health Promotion

7. Language

- : Thai (speaking)
- : English (speaking, learning and reading materials)

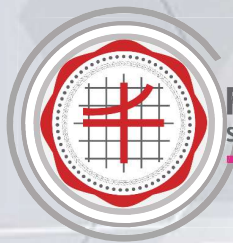
8. Study duration

Minimum: 4 years(8 semesters)
Maximum: 8 years

9. Entry requirement

- : Completion of grade 12 with at least 20 credits of science and 10 credits of mathematics.





Program Specification

Bachelor of Science Program in Health Promotion

10. Program philosophy

The Bachelor of Science Program in Health Promotion aims to graduates students who demonstrates morals and ethical character, knowledge, ability, skills of health promorion, skills communication and health planning and management according to academic and professional standards, leadership, work with multidisciplinary team, able to continually develop oneself for good health and the quality of life of the people and the nation.



Program Specification

Bachelor of Science Program in Health Promotion

11. Program objectives

The objectives of Bachelor of Science (Program in Health Promotion) are to generate graduates with qualities according to below.:

There are knowledges which are comprehensive, correspondent and systematic in health promotion program, and understanding in relevant theories and principles.

01

02

There are ability to morally and ethically practice in health promotion corresponding with culture variation.

There are ability to critically and creatively think in health promotion and to create innovation in health promotion for developing people health.

03

04

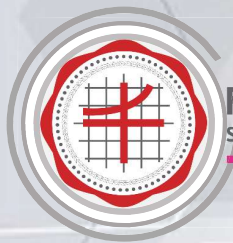
There are skills in communication and application of information technology in health promotion.

There are ability to be a health-promoting leader with teamwork skills and learning responsibility to continually develop oneself and health promotion works.

05

06

There are ability to administrate and manage health promotion works in corresponding with public health policy, economics, socials, and cultures.



Program Specification

Bachelor of Science Program in Health Promotion

12. Reference points used to inform the program specification

- Srinakharinwirot University, Academic Office (<https://www.swu.ac.th/>)
- Faculty of Physical Therapy, Srinakharinwirot University (<https://physicaltherapy.swu.ac.th>)

13. Graduation Requirements

- Completion of 133 credits required in the program
- Average GPA equals 2.00 (in the 4.00 system) and average grade of 2.00 in the Health Promotion courses.
- Completion of the extracurriculum activities required by the university
- Completion of 1,015 hours of Health Promotion practice

14. Total credits

General	30	credits
Program core	97	credits
Electives	6	credits
Total	135	credits



YEAR 1 SEMESTER 1			YEAR 1 SEMESTER 2		
CODE		CREDIT	CODE		CREDIT
PY100	GENERAL PHYSICS	3(3-0-6)	SWU111	THAI FOR COMMUNICATION	3(3-0-6)
SWU121	ENGLISH FOR EFFECTIVE COMMUNICATION 1	3(2-2-5)	SWU122	ENGLISH FOR EFFECTIVE COMMUNICATION 2	3(2-2-5)
SWU141	LIFE IN A DIGITAL WORLD	3(3-0-6)	SWU132	PERSONAL FITNESS	1(0-2-1)
SWU151	GENERAL EDUCATION FOR HUMAN DEVELOPMENT	3(3-0-6)	SWU133	JOGGING FOR HEALTH	1(0-2-1)
HP141	MULTIMEDIA FOR HEALTH PROMOTION	2(1-2-3)	SWU161	HUMAN IN LEARNING SOCIETY	2(2-0-4)
HPX113	HUMAN BODY SYSTEM 2	2(2-0-4)	HP122	ALTERNATIVE MEDICINE AND COMPLIMENTARY MEDICINE	2(1-2-3)
HPX114	PRIMARY HEALTH CARE SYSTEM AND PUBLIC HEALTH	2(2-0-4)	HPX110	BASIC STATISTICS	2(2-0-4)
			HPX111	MICROBIOLOGY AND PARASITOLOGY FOR HEALTH PROMOTION	3(2-2-5)
			HPX112	HUMAN BODY SYSTEM 1	3(2-2-5)
TOTAL CREDITS		18	TOTAL CREDITS		20

YEAR 2 SEMESTER 1			YEAR 2 SEMESTER 2		
CODE		CREDIT	CODE		CREDIT
SWU258	ARTS OF SPEAKING AND PRESENTATION	2(2-0-4)	SWU261	ACTIVE CITIZENS	3(3-0-6)
HPX210	ENGLISH FOR HEALTH COMMUNICATION 1	3(1-4-4)	HP321	HEALTH PROMOTION FOR ELDERLY AND PEOPLE WITH DISABILITY	3(1-4-4)
HPX212	BIOCHEMISTRY FOR HEALTH PROMOTION	3(2-2-5)	HPX211	ENGLISH FOR HEALTH COMMUNICATION 2	3(1-4-4)
HPX213	HUMAN BODY SYSTEM 3	2(2-0-4)	HPX215	NUTRITION FOR HEALTH PROMOTION	3(2-2-5)
HPX220	HEALTH BEHAVIOR	3(2-2-5)	HPX221	FIRST AID CARE AND FUNDAMENTAL HEALTH CARE	3(2-2-5)
HPX230	HEALTH PROMOTION	3(2-2-5)	HPX222	PREVENTION AND CONTROL OF DISEASES	3(2-2-5)
HPX331	COMMUNICATION SKILLS FOR HEALTH PROMOTION	3(1-4-4)	HPX231	HEALTH PROMOTION FOR ALL AGE GROUPS	3(2-2-5)
TOTAL CREDITS		19	TOTAL CREDITS		21



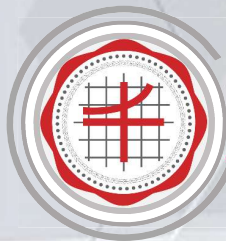


15. Program structure

YEAR 3 SEMESTER 1			YEAR 3 SEMESTER 2		
CODE		CREDIT	CODE		CREDIT
SWU351	PERSONALITY DEVELOPMENT	3(2-2-5)	HPX 214	MENTAL HEALTH PROMOTION	2(1-2-3)
SWU354	CREATIVITY AND INNOVATION	3(2-2-5)	HPX 324	EPIDEMIOLOGY	3(2-2-5)
HPX320	HEALTH ADMINISTRATION	3(2-2-5)	HPX 332	HEALTH PROMOTION PLANNING AND EVALUATION	3(2-2-5)
HPX321	ENVIRONMENTAL HEALTH	3(2-2-5)	HPX 333	HOLISTIC COMMUNITY HEALTH DEVELOPMENT	3(1-4-4)
HPX322	OCCUPATIONAL HEALTH AND SAFETY	3(2-2-5)	HPX 420	ETHIC AND LEGAL ASPECTS RELATES TO HEALTH PROMOTION	3(3-0-6)
HPX323	BIostatISTICS FOR HEALTH SCIENCE	3(2-2-5)			
HPX330	HEALTH INFORMATION TECHNOLOGY	2(1-2-3)			
HPX334	SOCIAL HEALTH MARKETING	2(2-0-4)			
TOTAL CREDITS		22	TOTAL CREDITS		14

YEAR 4 SEMESTER 1			YEAR 4 SEMESTER 2		
CODE		CREDIT	CODE		CREDIT
HPX430	HEALTH PROMOTION IN CHALLENGING CONTEXTS	2(1-2-3)	HPX325	HEALTH PROMOTION PRACTICE 1	3(0-21-0)
HPX431	EVIDENCE BASED HEALTH PROMOTION	2(1-2-3)	HPX432	PUBLIC HEALTH ECONOMICS FOR HEALTH PROMOTION	2(1-2-3)
HPX434	HEALTH RESEARCH	3(1-4-4)	HPX433	HEALTH PROMOTION SEMINAR	2(1-2-3)
HPX435	HEALTH PROMOTION PRACTICE 2	3(0-21-0)			
HPX 436	HEALTH PROMOTION PRACTICE 3	3(0-21-0)			
TOTAL CREDITS		13	TOTAL CREDITS		7





16. Course Descriptions BSc (Health Promotion)

1. General Education

1.1 Languages

SWU 111 THAI FOR COMMUNICATION

A study of communication models and strategies. A practice in descriptive writing, summarizing, modifying and synthesizing and using language for communication in different situations, utilizing various learning processes.

SWU 112 THAI LITERARY REVIEW

A study of thinking and teaching processes of knowledge and wisdom of the Thai language and Thai identity in literature through selected classic and contemporary Thai literature, prose and poetry, utilizing various learning processes.

SWU 121 ENGLISH FOR EFFECTIVE COMMUNICATION I

Practice of English for effective communication in a changing world, including listening, speaking, reading, writing and vocabulary for daily use, utilizing various learning processes both inside and outside the classroom; training students to become independent learners, being able to communicate in different situations and to use language as a springboard for their further language study.

SWU 122 ENGLISH FOR EFFECTIVE COMMUNICATION II

Practice of English for effective communication in changing world, including listening, speaking, reading, writing and vocabulary for daily use through various information technologies; training students to become independent learners, being able to use language to develop cooperation in learning, for the benefit of society and themselves.

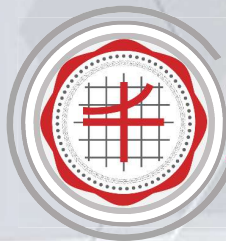
SWU 123 ENGLISH FOR INTERNATIONAL COMMUNICATION I

Practice of basic English skills, listening, speaking, reading and writing and critical thinking, emphasizing English as an international language, utilizing various learning processes, both inside and outside the classroom. Includes application in daily life and for lifelong learning, resulting in students becoming valuable members of Thai and world communities.

SWU 124 ENGLISH FOR INTERNATIONAL COMMUNICATION II

Practice of basic English skills, listening, speaking, reading and writing and critical thinking to enhance communication skills and experience of English as an international language, including skills in presentation, utilizing various learning processes, both inside and outside the classroom, equipping students with language skills and learning skills to become lifelong learners.





16. Course Descriptions BSc (Health Promotion)

1. General Education

1.1 Languages

SWU 131 FRENCH FOR COMMUNICATION I

Practice of French for communication including listening, speaking, reading, writing and vocabulary for daily use, utilizing various learning processes, both inside and outside the classroom, and for further French study.

SWU 132 FRENCH FOR COMMUNICATION II

Continuation of SWU 131 French for Communication I.

SWU 133 GERMAN FOR COMMUNICATION I

Practice of German for communication including listening, speaking, reading, writing and vocabulary for daily use, utilizing various learning processes, both inside and outside the classroom, and for further German study.

SWU 134 GERMAN FOR COMMUNICATION II

Continuation of SWU 133 German for Communication I

SWU 135 CHINESE FOR COMMUNICATION I

Practice of Chinese for communication including listening, speaking, reading, writing and vocabulary for daily use, utilizing various learning processes, both inside and outside the classroom, and for further Chinese study.

SWU 136 CHINESE FOR COMMUNICATION II

Continuation of SWU 135 Chinese for Communication I

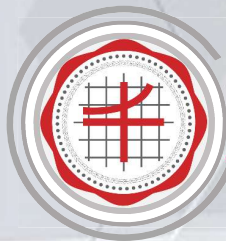
SWU 137 JAPANESE FOR COMMUNICATION I

Practice of Japanese for communication including listening, speaking, reading, writing and vocabulary for daily use, utilizing various learning processes, both inside and outside the classroom, and for further Japanese study.

SWU 138 JAPANESE FOR COMMUNICATION II

Continuation of SWU 137 Japanese for Communication I





16. Course Descriptions BSc (Health Promotion)

1. General Education

1.2 Science, Mathematics and Technology

SWU 141 INFORMATION LITERACY SKILLS

A study of communication systems and processes. Developing skills in research and referencing with various software, and internet knowledge management, for lifelong study. Including practicing presentations using IT with the realization of ethics at the individual and community level, and a study of relevant laws.

SWU 142 SCIENCE FOR LIFE QUALITY DEVELOPMENT AND ENVIRONMENT

A study of concepts in science, applied science and technology and ecosystem for better understanding of the importance of harmonious cohabitation. Including the effects of the advancement of science and technology on the environment, society, and the economy, in order to instill the realization of the significance of the environment for better life quality and sustainable peace.

SWU 143 ALTERNATIVE ENERGY

A study of the effects of energy consumption, issues of greenhouse effects and non-sustainable economy, the meaning and significance of alternative energy, the paradigm shift of energy management towards environment-friendliness, and for the sustainability of the community rather than economic goals.

SWU 144 MATHEMATICS IN DAILY LIFE

A study of mathematics and statistics necessary for consumers, the art of mathematics and problem solving in daily life as a basis for reasoning in studying and living in societies.

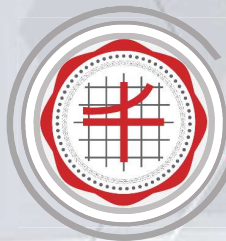
SWU 145 WELLNESS AND HEALTHY LIFESTYLE

A study of principles and concepts of wellness and health, the integration of the principles and lifestyle, with an emphasis on the enhancement of students' potential in physical development, life quality and proper lifestyle.

SWU 341 PHYSICAL SCIENCE, LAWS OF NATURE, ENERGY AND SPIRIT

A study of theories of the physics of nature, for example, Galileo, Newton, Einstein, quantum physics, the laws of thermodynamics, among others, to understand the power of nature and mind





16. Course Descriptions BSc (Health Promotion)

1. General Education

1.3 Liberal Arts

SWU 151 GENERAL EDUCATION FOR HUMAN DEVELOPMENT

A study of the significant meanings and values of general education in humanities, social science, science, and arts, with a focus on the development in awareness and communication, emotion and intellect, in order to become quality graduates who are able to analyze, synthesize and solve problems.

SWU 251 MAN AND SOCIETY

A study of fundamental knowledge of mankind and societies, both local and world societies, with a focus on the understanding of human behavior as models for self-improvement; better understanding of societies; developing responsibility, creativity, and morals; the appreciations of culture, art and civilization; developing common sense and consciousness in environmentally-friendly living in society; and the realization of the roles and responsibilities of citizens of the local and the world communities.

SWU 252 AESTHETICS FOR LIFE

A study of aesthetics theories, providing experiences in aesthetics leading to the realization of the value of beauty necessary for life; and a study of various aspects of aesthetics including performing arts, music, and nature, with a focus on various learning processes, media and circumstances.

SWU 351 PERSONALITY DEVELOPMENT

Personality development for ethical and balanced individual and social life, fostering Thai cultures in the globalized world, utilizing various learning processes.

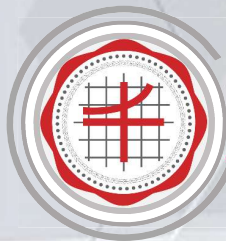
SWU 352 PHILOSOPHY AND THINKING

Process A study of principles and theories of both western and oriental philosophy, the development of philosophy involving life, society, nature and environment, towards a decent way of living.

SWU 353 MAN, REASONING AND ETHICS

A study of reasoning and ethics to enhance truth-seeking, reasoning, and good behavior, with a focus on oneself, others and their context, utilizing various learning processes.





16. Course Descriptions BSc (Health Promotion)

1. General Education

1.3 Liberal Arts

SWU 354 MAN AND PEACE

A study of principles of peace and conflict management in families, communities, and societies; concepts of peace in various religions, philosophies, beliefs, and cultures; ideas and practices of major intellectuals who are working for peace and world peace.

SWU 355 BUDDHISM

A study of wisdom and thinking processes in Buddhist teaching on the issues of ways of living and development, in their scientific, philosophical and religious aspects, as a guideline for moderate living.

SWU 356 LITERATURE FOR INTELLECTUAL POWERS

A critical study of notion, value and esthetics of literature in various genres for intellectual and imaginative power, and life force, leading to moderate living.

SWU 357 ART AND CREATIVITY

A study of imaginative and creative power, the basis of esthetics in various kinds of arts, resulting in creative lifestyle, through various learning methodologies and tools.

SWU 358 MUSIC AND HUMAN SPIRIT

An exploration of a wide range of music from the early ages to the contemporary, in western and non-western cultures, including Thai folk music, through various media and learning processes.

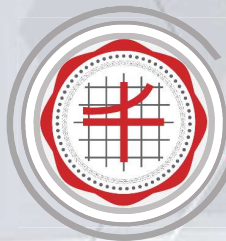
SWU 361 HISTORY AND EFFECTS ON SOCIETY

A study of Thai and world histories, which develop from human perception, histories which propel societies, including histories of politics, economics, and culture.

SWU 362 MAN AND CIVILIZATION

A study of the civilizations of eastern and western cultures in the early ages to the present, including the spreading, transferring and exchanging of civilization in various regions, resulting in the political, social, economic and cultural conditions of the present societies; and Thai culture as part of world culture.





16. Course Descriptions BSc (Health Promotion)

1. General Education

1.3 Liberal Arts

SWU 363 MAN AND POLITICS

A study of the nature of human societies and politics, social organization, governmental organizations, political parties, political processes, political behaviors and dynamics, government administration, focusing on political systems and important laws, towards moderate daily living.

SWU 364 ECONOMY IN GLOBALIZATION

A study of background knowledge in economics, the philosophy of sufficiency economics, the present state of economics in Thailand and across the world, trends that impact people's lives, and the roles of and relationships to economic organizations that have an effect on daily life. SWU

SWU 365 PRINCIPLES OF MODERN MANAGEMENT

A study of ideas and principles of management, theories of modern management, ideas relating to management of organizations, management of organization resources, issues of interest relating to trends in modern management, management of human resources, leadership, organizational development, and developing society to step forwards into peace and happiness.

SWU 366 SOCIAL PSYCHOLOGY

A study of foundational psychology relating to the biological basis of human behavior, societal behavior, underlying societal variables that influence the behavior and psychological state of humans, societal structure and processes, attitudes, societal perceptions, relationships between people, aggression, sexual behavior and gender roles, communication, propaganda, and methods to solve problems of conflict in society.

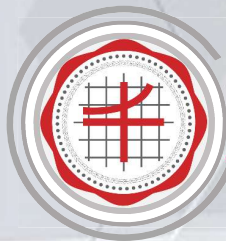
SWU 367 LEGAL STUDIES

A study of the evolution of law, the characteristics of law, and the relationship between law, morality and customs. Also the categorization, ranking and classification of law, and important laws that are essential to know for leading your life. This course emphasizes diversity in learning and communication.

SWU 371 CREATIVITY, INNOVATION AND TECHNOLOGY

Study, research and practice of the processes of developing creative ideas using various methods. The management of local wisdom for innovating community technologies that are relevant to agriculture, engineering, handicrafts, community business, community relations, and the environment. This course emphasizes diversity in learning and communication.





16. Course Descriptions BSc (Health Promotion)

1. General Education

1.3 Liberal Arts

SWU 372 LOCAL WISDOM

Study and research of local and community wisdom, wisdom that comes from processes of thinking and studying, development through action and interaction in the community, wisdom in living life with others and with the natural environment, and wisdom in finding value and true selfhood as a human. This course emphasizes diversity in learning and communication.

SWU 373 MAN AND COMMUNITY

Study and research to develop the physical geography of the community, locality reflected in geography, specific characteristics and the merging of community relations in the context of geography, culture and ethnicity, on the basis of virtue, ethics and goodness. This course emphasizes diversity in learning and communication.

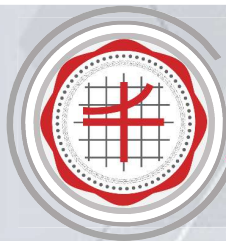
SWU 374 ETHICAL CAREERS FOR COMMUNITY

Study, research and development of ethical careers in the community with the purpose of building robust ethical careers, establishing appreciation of the dignity of the community, ethical careers that honor the natural environment, peace, goodness, the arts, culture and the philosophy of sufficiency economics. This course emphasizes diversity in learning and communication.

SWU 375 GOOD GOVERNANCE IN COMMUNITY MANAGEMENT

Study and research of the establishment and execution of good governance and management of the community on a foundation of correctness and the rule of law, transparency, trustworthiness, accountability, participation, and responsibility to role and duty, in order to develop the individual, family and community to enduring strength. This course emphasizes diversity in learning and communication.





16. Course Descriptions BSc (Health Promotion)

2. Specialized Education of Health Promotion

2.1 Basic Profession

PY100 PHYSICS FOR EVERYDAY LIFE

Basic principles of mechanics, electricity and magnetism. Electronics electromagnetic wave light and optical devices, sound, thermodynamics, modern physics related to everyday life and apply.

HPX110 BASIC STATISTICS

Meaning and scope of statistics, data and measurement, procedures for collecting and presentation data, measure of central tendency and dispersion, probability, random variable and probability distribution and sampling distribution.

HPX 111 MICROBIOLOGY AND PARASITOLOGY FOR HEALTH PROMOTION

Basic biology and physiology of microbiology, genetics of microorganisms and classification of microorganisms, microbial culture, control of microorganism, disease caused by microorganisms, applied microbiology in management environmental and medical of microbiology, laboratory basic biology of medically. Important parasites relationship between host and parasite, transmission, outbreak, geographic distribution. pathogenesis of parasitic infections. symptoms. immunity to parasitic diseases. prevention and control of the spread of parasitic infections preliminary laboratory diagnosis of parasites.

HPX112 HUMAN BODY SYSTEM 1

Anatomy and physiology of the the nervous system cardiovascular system, respiratory system, musculoskeletal system and digestive system. The organization of structures and basic mechanisms for regulating the functions of the human body and presentation of information on the structure and function of various systems.

HPX113 HUMAN BODY SYSTEM 2

Anatomy and physiology of the urinary system, reproductive system, endocrine system and integumentary system. The organization of structures and basic mechanisms for regulating the functions of the human body and presentation of information on the structure and function of various systems.

HPX114 PRIMARY HEALTH CARE SYSTEM AND PUBLIC HEALTH

Definitions, concept, evolution, and principles of public health practice. Public health service system, Primary health care, Primary health care system Problems and solutions related to public health in Thailand.





16. Course Descriptions BSc (Health Promotion)

2. Specialized Education of Health Promotion

2.1 Basic Profession

HPX210 English for Health Communication 1

The skill of English for health communication, medical terminology, and sentence structures for work health communication. Public speak skills and answering English questions about health promotion.

HPX211 ENGLISH FOR HEALTH COMMUNICATION 2

The skill of English for reading, and health academic articles writing. Reading practice to textbook, article, and health research.

HPX212 BIOCHEMISTRY FOR HEALTH PROMOTION

Basic principles of biochemistry, compounds, solutions and buffers, functional groups of organic compound, biomolecules, metabolism of biomolecules, Bioenergetics, metabolic regulation, biochemistry of body fluids and immune system, basic analysis of biomolecules, DNA technology and application of biochemistry for health promotion.

HPX213 HUMAN BODY SYSTEM 3

Fundamental science in health sciences concerning about disease and disease mechanisms. Various system changes inside the body in a pathological state, pathology from infectious and non-infectious diseases, immune system disorders, genetic disorder, abnormal cell changes in organs, tumor cells and cancer, characteristics of cell death, decomposition, post-death transformation, electrolytes, and acid-base imbalance.

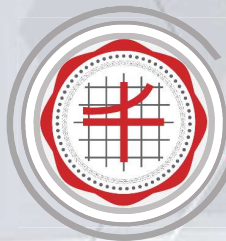
HPX214 MENTAL HEALTH PROMOTION

Meaning, concepts and importance of mental health Personality Theory Emotional, psychological, social development, mental health assessment and promoting mental health in situations.

HPX215 NUTRITION FOR HEALTH PROMOTION

Principle of nutrients consumption and concepts and factors related to consumption. Nutrition for life cycle and nutrition for disease. The role of nutrition in health promotion and nutritional assessment. Practice in food safety analysis, nutrition labels and nutritional counseling.





16. Course Descriptions BSc (Health Promotion)

2. Specialized Education of Health Promotion

2.2 Public Health Professions

HPX220 HEALTH BEHAVIOR

The concept and theory of behavior, the factors affecting people's healthy behavior, and changing healthy behavior. The impact of social and cultural changes on health behavior, communication and information management in the social context. The healthy development of counseling, the application of behavior theory in various situations.

HPX221 FIRST AID CARE AND FUNDAMENTAL HEALTH CARE

Principles and methods of first aid, health assessment and preliminary treatment, helping patients in emergencies, mass casualty incident and public disasters, data recording, screening for health problem and refer and rehabilitation. Practicing first aid and preliminary treatment within the scope prescribed by the Ministry of Public Health under the supervision of a professional practitioner.

HPX222 PREVENTION AND CONTROL OF DISEASES

Principles and methods of prevention and control of communicable diseases, non-communicable diseases, accidents and injuries, immunization, communicable disease act, application of principles and methods of disease prevention and control in social and environmental contexts.

HPX 320 HEALTH ADMINISTRATION

Principles and concepts of health administration including participation in prioritization of health problems, planning, organizing, directing, coordinating, monitoring and evaluating health service system health insurance and management of health resources.

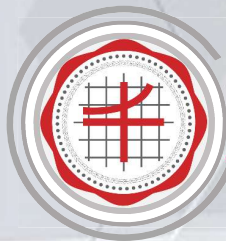
HPX321 ENVIRONMENTAL HEALTH

Concept of environmental health, environmental situation and problem, management and control of water pollution, air pollution, noise pollution, nuisance, solid waste, hazardous and radioactive waste. Water and food sanitation, housing and health establishments sanitation, control of disease vectors such as rodents and insects. Application of environmental health management concepts.

HPX322 OCCUPATIONAL HEALTH AND SAFETY

Concept and scope of occupational health and safety Factors that cause health hazards Principles of prevention and control of occupational diseases Accidents and safety principles at work Occupational Health and Safety Laws application of occupational health and safety knowledge





16. Course Descriptions BSc (Health Promotion)

2. Specialized Education of Health Promotion

2.2 Public Health Professions

HPX 323 Biostatistics for Health Science

Biostatistical principle, sample size determination, vital statistics, health indicators, regression analysis, correlation analysis, survival analysis, assessment of questionnaire reliability and result interpretation, estimation, hypothesis test, chi-squared test, analysis of variance, skill practice for selecting statistical methods and using statistical programs corresponding with hypothesis and research design.

HPX324 EPIDEMIOLOGY

Incidences of disease, natural history of epidemic disease, distribution of disease, disease surveillance, screening tests, measure in epidemiology, rate adjustment, study design in epidemiology, community diagnosis, and application of epidemiology in research

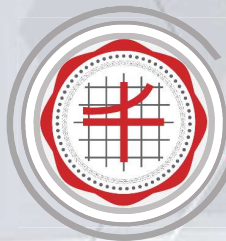
HPX325 HEALTH PROMOTION PRACTICE 1

Community Education Practice Situational Analysis and Community Health Diagnosis prioritizing health problems preparation of health promotion projects Implementation by engaging with the community, controlling, supervising and evaluating performance. Practicing basic therapeutic skills within the scope specified by the Ministry of Public Health. under the supervision of a professional practitioner Health promotion and disease prevention Providing services in various fields according to the role in health promotion

HPX420 ETHIC AND LEGAL ASPECTS RELATES TO HEALTH PROMOTION

Ethic, morality and laws related to health promotion viz patient rights, social security act, national health security act, health establishment act, act on town planning and community environment, consumer protection act and human's rights, seminar about how to apply for health promotion.





16. Course Descriptions BSc (Health Promotion)

2. Specialized Education of Health Promotion

2.3 Profession Course

HPX230 HEALTH PROMOTION

Concept of health promotion and development of health promotion, determinants of health that affect to health promotion models, health literacy and health promotion activities to the individual group and community level. Knowledge and skills in health promotion work and ability to as a physiotherapist be able to contribute to a sustainable development by working health promotion in various contexts.

HPX231 HEALTH PROMOTION FOR ALL AGE GROUPS

Periods of human development, Health conditions, Health problems, Health behaviors, Risk behaviors and factors affecting health of childhood, adolescence, adulthood and old age. Principles and methods of health promotion and carrying on that proper for each age. Seminar on planning health promotion by using health promotion methods and applying the knowledge to practice appropriately in each age.

HPX330 HEALTH INFORMATION TECHNOLOGY

Data sources and health database systems, various form of health data collection and data storage, health information research methods, necessary data retrieved and used for healthcare, capabilities and limitations in the use of information technology, information technology application in health promotion management, health network creation and collaboration, and practice following the above contents.

HPX331 COMMUNICATION SKILLS FOR HEALTH PROMOTION

Meaning, importance, types of systems and methods of communication to reach the general public. Groups of people with communication disabilities and fostering good interpersonal relationships for teamwork, having skills in using health communication systems and methods appropriate to the community by using various types of media effectively on the basic of psychology and sociology.

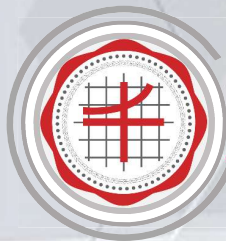
HPX332 HEALTH PROMOTION PLANNING AND EVALUATION

Principles, methods, forms and concepts of health promotion planning, assessment methods. Health promotion results and efficiency of applying health promotion concepts in health operations, Practice in health promotion planning and evaluation.

HPX333 HOLISTIC COMMUNITY HEALTH DEVELOPMENT

Community health system, community diagnosis; culture and health care and community work in various contexts. Principles and approaches, community engagement, Community participation and healthy development. Planning, implementation and evaluation of holistic community health development.





16. Course Descriptions BSc (Health Promotion)

2. Specialized Education of Health Promotion

2.3 Profession Course

HPX334 SOCIAL HEALTH MARKETING

Meaning and importance of social marketing, the concept and philosophy of social marketing, objectives and elements of marketing management. marketing communication, planning process, marketing decisions, social marketing process to change health behaviors. application of social marketing in health promotion

HPX430 HEALTH PROMOTION IN CHALLENGING CONTEXTS

Principles, methods and applications of health promotion strategies in challenging and changing situations according to the social context. The AIDS problem, mental health problems, drug addicts or psychoactive substances users or people affected by domestic or social violence.

HPX330 HEALTH INFORMATION TECHNOLOGY

Data sources and health database systems, various form of health data collection and data storage, health information research methods, necessary data retrieved and used for healthcare, capabilities and limitations in the use of information technology, information technology application in health promotion management, health network creation and collaboration, and practice following the above contents.

HPX431 EVIDENCE BASED HEALTH PROMOTION

Evidence-based health promotion concepts, asking the question, acquire and appraise the evidence. Analysis to determine best practice for health promotion practice.

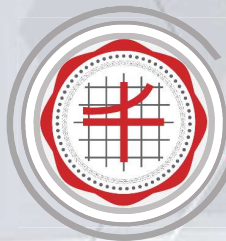
HPX432 PUBLIC HEALTH ECONOMICS FOR HEALTH PROMOTION

Principles of economics, economics and public health, economic methods for health promotion service assessment, demand and Supply in health, health care financing, health care cost, health equity, economic evaluation methods, tools of economic evaluation and universal health coverage service.

HPX433 HEALTH PROMOTION SEMINAR

The meaning of the seminar Format and elements of the seminar topic selection data retrieval Searching for research results in health promotion Writing projects and seminar summaries Organizing a seminar on health promotion.





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HPX434 HEALTH RESEARCH

Research design, health research methodology, research question, objective, hypothesis forming, literature review, variable definition, conceptual framework, population and sample, data collection and research instrument, data management and analysis, proposal writing, research practice, research report writing and presentation.

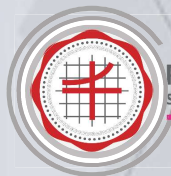
HPX435 HEALTH PROMOTION PRACTICE 2

Practice health care management skills by applying all subjects in the course and practice training in workplace related to health promotion management in government or private sectors in the section that covered the policy formulation, planning and administration. Bringing knowledge of health promotion from experience to exchange and analyze information about health problems with the experts to find health promotion strategies that are suitable for individuals, families and communities.

HPX436 HEALTH PROMOTION PRACTICE 3

Application of content in health behavior theory communication skills consulting and other related sciences for health promotion in challenging contexts. Practice in depth personal context analysis skills by prioritization of problems health promotion planning to create or develop tools for implementing health promotion at the individual, family and community levels. Evaluation of the success of the implementation from real situations and sharing experiences and analyzing health problems with experts to create and/or develop communication formats and tools suitable for health promotion in various contexts.





17. Expected learning outcomes(ELO)

1.



Learners are able to assess determinants in biology, environments, economics, cultures, ethics and laws which effect on people health.

6.



Learners are able to use knowledges about concept and theory of health, and skills in situation analysis for implementation plan and health promotion evaluation.

2.



Learners are able to apply scientific principles to control and protect factors leading to disease, and to reduce health risks and illness of person and family.

7.



Learners are able to demonstrate ability in learning promotion, counseling in disease prevention and control, primary therapy, rehabilitation and health promotion by applying relevant knowledge.

3.



Learners are able to select data and use the data in communication with health care team, health care institutes and people.

8.



Learners are able to demonstrate work capacity in team by communication methods, coordination and consulting with health care team.

4.



Learners are able to use information technology and health promotion for data searching, data analysis and communication.

9.



Learners are able to apply action concept by using evidence-based practice to design health promotion program.

5.



Learners are able to use management skills for health performance.

10.

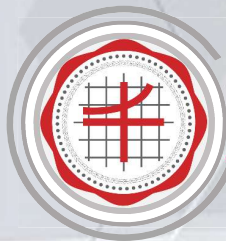


Learners are able to demonstrate capacity to evaluate research, to use research principle for research design, and to perform health research for developing health promotion work and innovations.

11.



Learners participate in developing or designing activities, innovation programs for people health promotion.



18. Career path

Be able to work in health related field both government authorities and private sectors

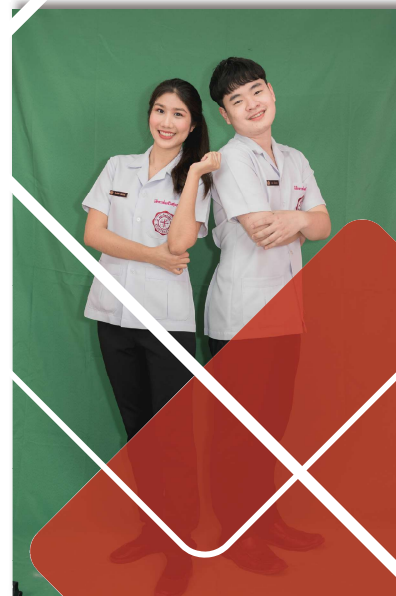
- Health Promotion Technical Officer
- Assistant Health Promotion Officer
- Public Health Technical Officer
- Health Research Assistant
- Health Policy Analyst
- Public health freelance

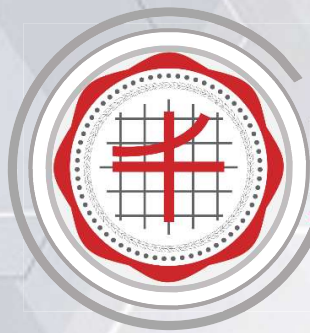


19. Study path

Attain postgraduate studies in a variety of health science and health-related fields

- Health Science
- Public Health Management
- Medical and Health Social Science
- Mental health
- Others related to Interdisciplinary fields.





Faculty of Physical Therapy
SRINAKHARINWIROT UNIVERSITY

Bachelor of Science Program in Health Promotion

Faculty of Physical Therapy
Srinakharinwirot *U*niversity



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