1. BASIC INFORMATION

Course	Public health and healthcare management
Degree program	Bachelor's Degree in Physiotherapy
School	Physical Activity Sciences, Sport, and Physiotherapy
Year	2nd
ECTS	6
Credit type	Basic
Language(s)	Spanish, French, English
Delivery mode	In-person
Semester	S4
Academic year	2025-26
Coordinating professor	

2. PRESENTATION

3. LEARNING OUTCOMES

Knowledge:

CON5. Recognise the legal, ethical and humanistic framework underlying the profession.

- **Explore the key concepts related to public health.**
- **Identify the basic principles of managing public and private health centres.**
- **Identify the basic principles of analytical and budgetary economics.**

Abilities:

HAB3. Perform the role of physiotherapist as part of a multidisciplinary team.

- **Work cooperatively on health promotion/disease prevention programmes, with special emphasis on behavioural risk factors.**
- **Implement specific prevention measures against highly prevalent infectious diseases within the community.**
- **Implement marketing strategies and streamline human resource management.**

Skills:

COMP7. Intervening in the fields of health promotion, prevention, protection, and recovery.

COMP9. Incorporate the ethical and legal principles that govern the profession into professional practice, and include social and community considerations in decision making.

COMP13. Acquire clinical management skills, including the efficient use of healthcare resources. Carry out planning, management and control tasks in health facilities that offer physiotherapy and oversee its relationship with other health services.

COMP24. **Transmit messages (ideas, concepts, feelings, arguments), both orally and written, strategically aligning the interests of the different stakeholders involved in the communication, in the academic and profesional environment.**
COMP29. **Adapt to adverse, unexpected situations that cause stress, whether personal or professional, overcoming them and even turning them into opportunities for positive change.**
COMP30. **Show ethical behavior and social commitment in performance of professional activities, as well as sensitivity to inequality and diversity.**

4. CONTENT

1.   Basic concepts of health, epidemiology, and demographics. Prevention and levels of prevention, health education and health promotion
2.   Epidemiology and infectious disease prevention
3.   Epidemiology and highly prevalent chronic diseases
4.   Basic concepts of health management
5.   Marketing and human resource management
6.   Introduction to analytical and budgetary economics

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Lecture/Web Conference
- Cooperative Learning
- Problem-Based Learning
- Challenge-based learning

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Lectures	25
Practical Application Seminars	5
Problem solving	20
Oral presentations	2
Design of strategies and intervention plans	20
Independent Study	56

Debates and Colloquia	8
Tutoring	12
On-Campus Assessment Tests	2
TOTAL	**150**

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
On-Campus Assessment Tests	40-60%
Oral presentations	5-10%
Case/Problem	10-30%
Work on the design of strategies and intervention plans	10-35%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The main reference work for this subject is:

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The recommended Bibliography is:

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10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.