



# GRADUATE PROGRAMS

FACULTY OF PHARMACEUTICAL SCIENCES  
KHON KAEN UNIVERSITY



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Dean of Faculty of Pharmaceutical Sciences



# Master of Sciences Program Health Consumer Protection and Health Management













# Master of Sciences Program in Health Consumer Protection and Health Management

Faculty of Pharmaceutical Sciences

General information



- **Program**

Master of Science Program in Health Consumer Protection and Health Management



- **Degree**

Master of Science (Health Consumer Protection and Health Management)  
M.Sc. (Health Consumer Protection and Health Management)



- **Total credits**

≥ 36 credits (2 year program)



- **Study plan**

- 1) Type A1 Thesis only
- 2) Type A2 Course work and thesis



- **Language (Mode of teaching)**

Thai and English



- **Future career after graduation**

- (1) Health consumer protection officer in government office such as FDA, Provincial Health Office, etc. Working with NGOs focusing on health consumer protection, quality use of health products, health management, etc.
- (2) University lecturer



## ● Program structure

	Program structure	
	Type A1	Type A2
1) Compulsory	1*	15
2) Electives	-	9
3) Thesis	36	12
<b>Total credits</b>	<b>36</b>	<b>36</b>

\* PS347 891 Seminar in Health Consumer Protection and Health Management (audit)

## Compulsory for Type A2

Code	Course	Credit
PS347 710	Research Methodology in Health Consumer Protection and Health Management	2(2-0-4)
PS347 711	Statistical Methods for Health Consumer Protection and Health Management	2(2-0-4)
PS347 712	Strategy for Health Consumer Protection and Health Management	2(2-0-4)
PS347 713	Application of Social and Management Tools in Health Consumer Protection and Health Management	3(2-1-6)
PS347 714	Epidemiology for Health Consumer Protection	3(3-0-6)
PS347 891	Seminar in Health Consumer Protection and Health Management	1(1-0-2)
PS347 715	Evidence-based of health products	2(2-0-4)

## Electives for Type A2

Code	Course	Credit
PS337 734	Strategic Management and Personnel Competency in Health Organization	3(3-0-6)
PS347 730	Social Culture and Health Consumer Behaviour	3(3-0-6)
PS347 731	Health-Business and Marketing Development	2(2-0-4)
PS347 732	Risk Management in Health Products and Health Services for Health Management at Primary Care Level	2(2-0-4)
PS347 733	Health Consumer Behavior Analysis	3(3-0-6)

PS347 734	Quantitative Psychology and Behaviour for Health Consumer Protection and Health Management	3(3-0-6)
PS347 735	Principle of Consumer Protection and Health Management Law	3(3-0-6)
PS347 736	Law Administration in Health Consumer Protection	3(3-0-6)
PS347 737	Application of Sufficient Economy in Health Organization	3(3-0-6)
PS347 738	Globalization and World Trade	3(3-0-6)
PS347 739	Application of Toxicology in Analysis and Risk Assessment of Health Products	3(3-0-6)
PS347 740	Standards of Health Products and Services	2(2-0-4)
PS347 741	Basic Standard testing of Health Products	2(2-0-4)
PS347 742	Evaluation of Health Products	2(2-0-4)

## Thesis

Code	Course	Credit
PS347 898	Thesis (Type A1)	36 Credits
PS347 899	Thesis (Type A2)	12 Credits



## Example of study plan

Year 1, Semester 1		Credits	
		Type A1	Type A2
PS347 710	Research Methodology in Health Consumer Protection and Health Management	-	2(20-4)
PS347 711	Statistical Methods for Health Consumer Protection and Health Management	-	2(2-0-4)
PS347 712	Strategy for Health Consumer Protection and Health Management	-	2(2-0-4)
PS347 714	Epidemiology for Health Consumer Protection	-	3(3-0-3)
PS347 891	Seminar in Health Consumer Protection and Health Management	1(1-0-2)	1(1-0-2)
	Electives	-	2
PS347 898	Thesis	9	-
<b>Total credits</b>		<b>9</b>	<b>12</b>
<b>Accumulate credits</b>		<b>9</b>	<b>12</b>

Year 1, Semester 2		Credits	
		Type A1	Type A2
PS347 713	Application of Social and Management Tools in Health Consumer Protection and Health Management	-	3(2-1-6)
PS347 715	Evidence-based of health products	-	2(2-0-4)
	Elective courses	-	7
PS347 898	Thesis	9	-
<b>Total credits</b>		<b>9</b>	<b>12</b>
<b>Accumulate credits</b>		<b>18</b>	<b>24</b>



Year 2, Semester 1		Credits	
		Type A1	Type A2
PS347 899	Thesis	-	9
PS347 898	Thesis	9	-
<b>Total credits</b>		<b>9</b>	<b>9</b>
<b>Accumulate credits</b>		<b>27</b>	<b>33</b>

Year 2, Semester 2		Credits	
		Type A1	Type A2
PS347 899	Thesis	-	3
PS347 898	Thesis	9	-
<b>Total credits</b>		<b>9</b>	<b>3</b>
<b>Accumulate credits</b>		<b>36</b>	<b>36</b>



## Course description

<b>PS337 734</b>	<b>Strategic Management and Personnel Competency in Health Organization</b>	<b>3(3-0-6)</b>
Prerequisite : No		
Strategic direction, organization analysis, vision mission core value and goals determination, strategy indicators and balanced scorecard, strategy formulation, cascade strategy to departments and personnel, corporate strategy and personnel competency, evaluation and development personnel competency		
<b>PS347 710</b>	<b>Research Methodology in Health Consumer Protection and Health Management</b>	<b>2(2-0-4)</b>
Prerequisite : No		
Philosophy of research, research need assessment, selection of research topic in health consumer protection and health management, quantitative and qualitative research methodology, study designs, sample selection, development and assessment of validity and reliability of data collection tools, data collection, data analysis, research management, research proposal writing, research report writing, research ethics		
<b>PS347 711</b>	<b>Statistical Methods for Health Consumer Protection and Health Management</b>	<b>2(2-0-4)</b>
Prerequisite : No		
Basic concepts of statistical analysis, descriptive statistics, parametric statistics for comparison including chi-square, t test, analysis of variance, nonparametric statistics, factor analysis, multiple linear regression, multiple logistic regression, and guideline for selecting statistic methods		
<b>PS347 712</b>	<b>Strategies for Health Consumer Protection and Health Management</b>	<b>2(2-0-4)</b>
Prerequisite : No		
Production chain analysis of health products and services, lesson learned from consumers in the past, stake holder analysis, methods to develop group cluster and network, strategy building, planning, implementing, outcome evaluation, public communication and public policy movement		

<b>PS347 713</b>	<b>Application of Social and Management Tools in Health Consumer Protection and Health Management</b>	<b>3(2-1-6)</b>
Prerequisite : No		
Application of management tools in health consumer protection and health management, comprising tools of communication, social marketing, consumer behavior management, data information management, plan and project management, quality management for health consumer protection and health management		
<b>PS347 714</b>	<b>Epidemiology for Health Consumer Protection</b>	<b>3(3-0-6)</b>
Prerequisite : No		
Epidemiological methods used to describe pattern of distribution of unsafe health products and health services, factors effecting acceptance or rejection of unsafe health products and health services, surveillance of unsafe health products and health services, evaluation of effectiveness of interventions to minimize or eliminate unsafe health products and health services		
<b>PS347 715</b>	<b>Evidence-Based of Health Products</b>	<b>2(2-0-4)</b>
Prerequisite : No		
Comprehensive and systematically literature review, analysis and assessment of efficacy and safety of health products, dietary supplements, herbal products, traditional medicines, advice for appropriate use of health products		
<b>PS347 730</b>	<b>Social Culture and Health Consumer Behaviour</b>	<b>3(3-0-6)</b>
Prerequisite : No		
Sociology and anthropology concepts and theories in consumer behaviour, health care, health seeking behavior, health care provider behaviour; health related organizations; factors of social, politic, culture, economic and believes affecting to consumer behavior		
<b>PS347 731</b>	<b>Health-Business and Marketing Development</b>	<b>2(2-0-4)</b>
Prerequisite : No		
Concepts of productions and services in health-related business, key factors in health business decision making for investment, trade and marketing strategies of small and medium size business and industry, customer targeting and approaching, marketing channel, product promotion and advertising strategies		



<b>PS347 732</b>	<b>Risk Management in Health Products and Health Services for Health Management at Primary Care Level</b>	<b>2(2-0-4)</b>
Prerequisite : No		
Principle of surveillance of product and service potentially harmful to consumer health, history, principle, goal of risk management, application of concept of risk management in health consumer protection at primary care level, risk analysis and assessment, risk prioritization, risk communication, methods of risk management		
<b>PS347 733</b>	<b>Health Consumer Behavior Analysis</b>	<b>3(3-0-6)</b>
Prerequisite : No		
Concepts and theories of behavioural sciences related to analysing and describing consumer behavior, buying behaviour, decision making process and influencing factors, theories and application for behavioural change		
<b>PS347 734</b>	<b>Quantitative Psychology and Behaviour for Health Consumer Protection and Health Management</b>	<b>3(3-0-6)</b>
Prerequisite : No		
Development of mathematical model to measure and evaluate psychological factors and behaviour of health consumers, evaluation of the validity of the model, evaluation of the generalizability of the model to different subgroups of consumers		
<b>PS347 735</b>	<b>Principle of Consumer Protection and Health Management Law</b>	<b>3(3-0-6)</b>
Prerequisite : No		
Principle of law and regulations related to health consumer protection, laws related to product and health service management, including pharmaceuticals and narcotic substance used for medicines, food, cosmetics, medical instruments, housing hazardous substance, hospitals and clinics, health care facilities, health care service provided by health care profession, new laws related to health consumer protection and health management		

<b>PS347 736</b>	<b>Law Administration in Health Consumer Protection</b>	<b>3(3-0-6)</b>
Prerequisite : No		
Principle of health consumer protection, role and responsibility of government, entrepreneurs and consumers, law enforcement processes in health consumer protection, negotiation process in health consumer protection, health movement process or health assembly in health consumer protection, comparison of consumer protection law of Thailand and other countries, health consumer protection law and health management affected to government, entrepreneurs and consumers		
<b>PS347 737</b>	<b>Application of Sufficient Economy in Health Organization</b>	<b>3(3-0-6)</b>
Prerequisite : No		
Rationale and philosophy of sufficient economy, impact of consumerism to people health, health indicators and happiness indicators, application of knowledge and methods for planning and implementation in different health sectors		
<b>PS347 738</b>	<b>Globalization and World Trade</b>	<b>3(3-0-6)</b>
Prerequisite : No		
International trade, conditions and trade agreement, marketing strategies through Thailand, patents, legal enforcement, patent searching and information, impact of intellectual property right on health services and health products in Thailand		
<b>PS347 739</b>	<b>Application of Toxicology in Analysis and Risk Assessment for Health Products</b>	<b>3(3-0-6)</b>
Prerequisite : No		
Basic principles of toxicology, risk analysis and risk assessment of products on health such as medical and public health products, foods and food supplements, cosmetics, household products, and other consumer products, case studies		
<b>PS347 740</b>	<b>Standards of Health Products and Services</b>	<b>2(2-0-4)</b>
Prerequisite : No		
Concepts, principles and methods for establishing standards of health products and health care services, roles and functions of the related organizations responsible for controlling health products and health care services both at national and international level		

<b>PS347 741</b>	<b>Basic Standard testing of Health Products</b>	<b>2(2-0-4)</b>
Prerequisite : No		
Basic principles and standard testing of health products for health consumer protection, regulations and standard criteria for the quality control of health products, standard method used in laboratory for testing health products and various types of testkit		
<b>PS347 742</b>	<b>Evaluation of Health Products</b>	<b>2(2-0-4)</b>
Prerequisite : No		
Basic principle for evaluation of health products, types of health products available in the market,national and international standard guidelines and methods complied in the evaluation of health products		
<b>PS347 891</b>	<b>Seminar in Health Consumer Protection and Health Management</b>	<b>1(1-0-2)</b>
Prerequisite : No		
Current topics in health consumer protection and health management, trend of health problems, rights for safety health services and health product consumption, management to correct unfair practices		
<b>PS347 898</b>	<b>Thesis (Plan Type A1)</b>	<b>36 Credits</b>
Prerequisite : Permission from program committee		
Conducting research on a topic in the area related to health consumer protection and health management by proposing a research topic, reviewing literatures, collecting data, analysis data, reporting research findings, publishing research findings in a journal or presenting research findings in a national or international conference		
<b>PS347 899</b>	<b>Thesis (Plan Type A2)</b>	<b>12 Credits</b>
Prerequisite : Permission from program committee		
Conducting research on a topic in the area related to health consumer protection and healthmanagement by proposing a research topic, reviewing literatures, collecting data, analysis data, reporting research findings, publishing research findings in a journal or presenting research findings in a national or international conference		