Texas Tech University Health Sciences Center: First-of-Its-Kind Bachelor of Science in Public Health and Commerce

ABILENE, TX, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- Texas Tech University Health Sciences Center (TTUHSC) announced the launch of an innovative new degree program designed to bridge the gap between commercial enterprise and public health. The Julia Jones Matthews School of Population and Public Health at TTUHSC in Abilene is currently accepting applications for its first cohort for the Bachelor of Science in Public Health and Commerce (BSPHC). Classes will begin in the Fall 2027 term.



New degree program was created for those interested in public health and commerce.

"Whether you're looking to advance your career, expand your expertise or increase your impact, this program prepares you for opportunities across a wide range of industries, including agriculture, energy and manufacturing," Jerry Carrino, Ph.D., dean of the Julia Jones Matthews School of Population and Public Health, said.

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> *Jerry Carrino, Ph.D.*

The program is the first of its kind and addresses critical regional needs by preparing graduates to explore how business practices and commerce function to influence population health. Of the 121 counties in TTUHSC's service area, only 17 have county or local health departments covering just 21 of those counties.

According to the Development Corporation of Abilene, 17.7% of Abilene residents have a bachelor's degree, while 9.1% have an associate degree.



First-of-its kind degree will be offered in Abilene.

“These students will pursue careers as business-prepared, commerce-competent public health specialists in the predominant industries of rural Texas and the state — a degree path and a program unique not only in the state of Texas, but also in the nation,” Carrino added.

Students will have the opportunity to leverage business operations, products and services to promote healthier communities. Topics include an overview of commercial systems, the role of industries, employers, and markets in shaping health behaviors and outcomes, and the commercial determinants of health.

The program will also explore win-win solutions for population health and profitability (dual benefit business models), the role of technological innovation in redefining the markets for public good, including the privatization of public health services, business disruption response and infrastructure retooling.

Potential careers for graduates include opportunities in healthcare organizations, government agencies, nonprofit organizations, corporate and workplace health and community health initiatives.

This upper-level program is designed specifically as a workforce-ready degree with additional pathways to graduate and professional training. Area community college transfer students seeking a high-value and affordable option for business training enhanced by public health expertise will complete the last 63 hours of college credit toward the 120-hour degree from TTUHSC.

Ideal transfer students are interested in public health and healthcare careers outside traditional clinical roles; business, leadership and community impact; improving health in workplaces, organizations and communities; and a workforce-focused bachelor’s degree completion pathway.

All applicants to the BSPHC program must submit an online application through the school’s admissions website. Applicants must meet the minimum requirements to be considered for admission.

The small cohort model allows for personalized mentorship and engagement with community

and state leaders in business and government.

“Mentorship will be a foundational aspect of the BSPHC learning experience,” Jeff Dennis, Ph.D., a TTUHSC associate professor, Department of Public Health, said. “Students will learn public health and business concepts in the classroom and then apply those ideas through real-world experiential opportunities with community businesses and organizations.”

The admissions committee will review applicants using an individualized, holistic process and recommend them to the dean of the School of Population and Public Health. The number of applicants admitted depends on the program’s capacity, instructional resources and operational considerations. Applicants are expected to have completed the Texas Core Curriculum of 42 semester credit hours or an equivalent general education curriculum prior to enrollment.

The holistic review process will take academic records into consideration alongside non-academic factors such as first-generation college student status, Big Country regional residence, community volunteer experience and prior military experience. Admitted students may be considered for competitive scholarships offered by the school that may cover up to one-half, and in some cases, the full cost of tuition and fees, based on academic preparation, leadership and a commitment to rural community health.

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