

Integrative Health & Herbal Medicines

MS in Integrative Health & Herbal Medicines – International Master's Program

An innovative educational initiative that bridges traditional medicine and ethnobotanical knowledge with contemporary biomedical sciences, offering the unique opportunity to earn two international master's degrees.

A growing global shift toward preventive healthcare, personalized medicine, and natural therapies has become increasingly evident, as more patients and healthcare providers seek solutions that combine evidence-based scientific research with holistic, alternative, and economically sustainable treatments. This trend underscores a widening skills gap within the healthcare sector and a rising demand for qualified professionals capable of understanding both the biological foundations of health and the practices associated with herbal (botanical) and integrative medicine.



The program is delivered through a partnership between the **Agricultural University of Athens**, acting as coordinator, and **Purdue University**, one of the leading research universities in the United States, bringing together European and American academic expertise.

At the heart of the program lies the integration of traditional medicine and ethnobotanical knowledge with contemporary biomedical sciences. Students have the opportunity to study systems of traditional medicine and phytotherapy through the lens of modern scientific evidence, highlighting the role of natural products in contemporary health and wellness.

Structure & Methodology

DURATION

3 Semesters

Full-time (1.5 years)

FORMAT

Hybrid

On-site & distance learning

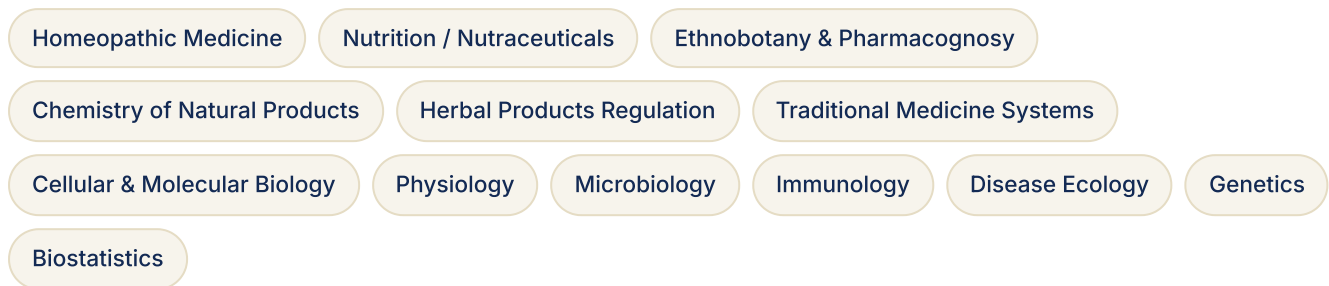
LABORATORIES

Innovation Hub

Pilot facilities in Spata

The program's international dimension is strengthened through the participation of faculty from Europe, the United States, and Asia, as well as joint research initiatives and lectures delivered by Purdue University. Students gain access to advanced research infrastructure and contemporary approaches in the fields of pharmaceutical science and phytomedicine.

Course Subjects



In parallel, the program also offers the option of attending individual courses as certified professional training, enhancing flexibility and supporting lifelong learning.

Program Objectives

The Master's Program is closely aligned with national, European, and international objectives for innovation in healthcare, improvement of public health, and the advancement of sustainable healthcare solutions, preparing graduates to:

- 01** Respond to the growing consumer demand for natural and herbal health products, a market that has experienced substantial growth both domestically and internationally.
- 02** Support the development of sustainable health models, particularly those focused on prevention and the use of natural resources in health management.
- 03** Contribute to Public Health and Wellness by training professionals capable of addressing chronic diseases, autoimmune disorders, and environmental health challenges through evidence-based botanical and integrative medicine.
- 04** Advance Regulatory Knowledge and Compliance by providing expertise in the legal frameworks governing herbal agents and natural health products across different countries.

Graduate Profile

Graduates of the Master's Program in Integrative Health and Herbal Medicines will possess a comprehensive skill set that enables them to:

- ◆ Pioneer integrative health practices by combining evidence-based science with botanical medicine to deliver personalized care and preventive health measures.
- ◆ Work in research and development roles and in executive positions across dynamic, growing sectors, including the pharmaceutical industry, natural products biotechnology, phytotherapy research, public health, as well as the wellness and nutraceuticals sectors.
- ◆ Navigate the complex regulatory landscapes governing herbal agents and natural health products, ensuring compliance and advancing consumer safety.

- ◆ Play a leading role in public health initiatives focused on chronic disease management, immune health, and sustainable healthcare solutions.

Overall, the international Master's Program in Integrative Health and Herbal Medicines is a contemporary, globally oriented educational initiative that combines scientific excellence, innovation, and practical application, preparing students to play an active role in one of the fastest-growing sectors of global health.

Agricultural University of Athens · Purdue University

MS in Integrative Health & Herbal Medicines