BBA (HOSPITAL & HEALTHCARE MANAGEMENT)

Curriculum & Syllabus
Effective from academic year (2015 – 16)

THE SANKARA NETHRALAYA ACADEMY
(Unit of Medical Research Foundation)
CHENNAI – 600 095.
Curriculum for BBA (Hospital and Healthcare Management)

FIRST YEAR

First Semester

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Second Semester

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## SECOND YEAR

### Third Semester

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THIRD YEAR

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- Examination for EVS will be conducted in Semester IV. EVS syllabus should be same for BBA and BBA HHC.

Sixth Semester

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BBA – Hospital & Healthcare Management
DETAILED CURRICULUM

First Year (Semester – I)

PAPER – 1: ENGLISH

UNIT – I: ESSENTIALS OF GRAMMAR:
Parts of Speech -Punctuation -Vocabulary Building-Phonetics

UNIT –II: LETTER & RESUME WRITING: Types of Letters-Formal / Informal-Importance and Function-Drafting the Applications-Elements of Structure-Preparing the Resume-Do’s & Don’ts of Resume-Helpful Hints


UNIT – IV: COMMUNICATION: Introduction to Communication-Development of Business Communication Skills-Preparing-Professional Dressing & Grooming -Negotiating Skills-Courtesy & Manners

REFERENCE BOOKS:

1. English Grammar & Composition, Wren and Martin
2. Practical English Grammar, Viva Book Publishers
PAPER – 2: ESSENTIALS OF MANAGEMENT

Course Objective:

1. The purpose of this course is to expose the student to the basic concepts of management
2. To aid the student in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today’s business firms.
3. To make the students knowledgeable on the historical, current, and future issues in management.


UNIT-II: PLANNING - Importance of planning – Types of planning – decision making process – Approaches to decision making – Factors considered for establishment of Organization – Organizational Hierarchy


REFERENCE BOOKS:

4. Management Principles and Practice, Sakthivel Murugan, New Age Publication
PAPER – 3: ACCOUNTING CONCEPTS IN HEALTHCARE

COURSE OBJECTIVE:

1. To acquire knowledge of internal accounting system, cost classification, cost behaviour, cost volume profit analysis, budget and variance analysis in decision making.
2. To make students to apply cost relationship for analysis, use costs in pricing and decision making.


UNIT-III: ANALYSIS OF FINANCIAL STATEMENTS - Analysis of financial statements – Financial ratio analysis, cash flow (as per Accounting Standard 3) and funds flow statement analysis.


UNIT-V: MANAGEMENT ACCOUNTING - Marginal costing including decision making- Budgetary Control & Variance Analysis - Standard cost system.

REFERENCE BOOKS:

PAPER – 4: HEALTH ECONOMICS

COURSE OBJECTIVE:

1. To enable the students to make sense of the array of economic data and events that are surrounded by and to place those into a logical and consistent framework
2. To make own judgments about the likely consequences of various economic events, including the likely policy response of decision makers
3. To identify the major economic problems that may affect an economy and to apply some practical problems


REFERENCE BOOKS:

PAPER -5: BASICS OF HEALTH CARE MANAGEMENT

UNIT-I: PERSONAL (SELF) HEALTH CARE  
Personal Hygiene - Personal Diet pattern - Self health maintenance by yoga and other spiritual practice - Drills

UNIT-II: FAMILY HEALTH CARE  
Family hygiene - group health care by vaccination - propitiation and prevention - Sanitation and diet patterns

UNIT-III: COMMUNAL HEALTH CARE  
Mass - Hygiene (Social Hygiene) - Environmental Hygiene - Communal health care centres - Hospitals - Statistical bodies - Government and Non government organizations (NGO) for propagation of nutritious diet patterns - maintained by voluntary health organizations and government schemes.

UNIT-IV: HEALTH AWARENESS  
Health awareness programme organized by governmental and non governmental agencies. Communal amenity programme.

UNIT-V: HEALTH DISASTER MANAGEMENT  
First Aid - Disaster management techniques like epidemic eruption control, management and eradication.

REFERENCE BOOKS:  
1. Social and preventive Medicine, K. Park, Brimnot publishers.

PAPER -6: SOFT SKILLS

UNIT : I Recap of language skills - vocabulary, phrase, clause, sentence.
UNIT : II Fluency building.
UNIT : III Principles of Communication.
UNIT : IV Types of Communication.
UNIT : V LSRW in Communication.

REFERENCE BOOKS:  
Unit-I: Introduction to Adult Chain of Survival
Introduction - Immediate recognition of cardiac arrest - activation of the emergency response system - Early cardiopulmonary resuscitation (CPR) - emphasis on chest compressions - Rapid defibrillation - Effective advanced life support - Integrated post cardiac arrest care

Unit-II: CPR for Adults
Overview – Basics for Adults – Chest Compresssions – Chest Recoil – Opening the Airway and giving breaths - Rescuer Adult CPR sequence – Pulse check

Unit-III: CPR for Children

Unit-IV: CPR for Infants
Basics for Infants – Chest compressorions – Opening the air way and giving breaths – Infant Bas Mask techniques and rescue breathing

Unit-V: Relief of choking

REFERENCE BOOKS:
1. Critical Care for Nursing, Sanjeev Singh, Anmol Publishers
2. BLS for Healthcare Providers – Manual Americal Heart Association
First Year (Semester – II)

PAPER – 1: BUSINESS COMMUNICATION

Course Objective:

1. To understand how communication works and to manage the assumptions more effectively.
2. Helps students communicate effectively, appropriately and clearly in all situations.
3. To identify barriers to effective communication and how to overcome them.


UNIT-II: NON-VERBAL AND INTERCULTURAL COMMUNICATION - Importance of non-verbal communication - personal appearance - facial expressions-movement posture – gestures - eye contact -voice - beliefs and customs- worldview and attitude.

UNIT-III: ORAL COMMUNICATION - Listening - types and barriers to listening - speaking - planning and audience awareness - persuasion- goals - motivation and hierarchy of needs - attending and conducting interviews-participating in discussions, debates – and conferences - presentation skills- paralinguistic features -fluency development strategies


REFERENCE BOOKS:

2. Murphy, Herta, Herbert W Hildebrandt, and Jane P Thomas, Effective Business
PAPER – 2: HOSPITAL PLANNING, DESIGN AND MANAGEMENT

Course Objective:
1. To understand services in hospitals, Managing Front office operations in hospitals, Record Keeping, Waste disposal management, Pharmacy and ICU maintenance.
2. To have a clear view on Hospital Systems in India, Emergency Communication System in Hospitals, Maintenance of Patient Records, Laboratory Accreditation Procedure.

UNIT-I: INTRODUCTION - Functional areas in hospital services management – Difference types of hospital services – Human capital in hospitals- Specific characteristics of hospital services- Principles of hospital planning and execution- Government – Private – Corporate and public hospital systems in India.

UNIT-II: MANAGING FRONT OFFICE - Front office – Administration of outpatient and inpatient – Emergency services in hospital- Communication system – Admission and discharge procedures.


REFERENCE BOOKS:

2. Hospital Administration and Planning, Dr.A.G.Chandrokar, Paras Publishing, Hyderabad
PAPER – 3: PRINCIPLES OF PSYCHOLOGY

UNIT – I: INTRODUCTION
Definition of Psychology; Historical antecedents of Psychology and trends in the 21st century; Psychology and scientific methods; Psychology in relation to other social sciences and natural sciences; Application of Psychology to societal problems.

UNIT – II: DEVELOPMENT OF HUMAN BEHAVIOUR
Growth and development; Principles of development, Role of genetic and environmental factors in determining human behaviour; Influence of cultural factors in socialization; Life span development - Characteristics, development tasks, promoting psychological well-being across major stages of the life span.

UNIT – III: THINKING AND PROBLEM SOLVING
Piaget’s theory of cognitive development; Concept formation processes; Information processing. Reasoning and problem solving, Facilitating and hindering factors in problem solving, Methods of problem solving: Creative thinking and fostering creativity; Factors influencing decision making and judgment; Recent trends.

UNIT – IV: WORK PSYCHOLOGY AND ORGANISATIONAL BEHAVIOUR:
Personnel selection and training; Use of psychological tests in the industry; Training and human resource development; Theories of work motivation – Herzberg, Maslow, Adam Equity theory, Porter and Lawler, Vroom; Leadership and participatory management; Advertising and marketing; Stress and its management; Ergonomics; consumer psychology; Managerial effectiveness; Transformational leadership; Sensitivity training; Power and politics in organizations. Psychological principles underlying effective teaching-learning process.

UNIT – V: COMMUNITY PSYCHOLOGY
Definition and concept of community psychology; Use of small groups in social action; Arousing community consciousness and action for handling social problems; Group decision making and leadership for social change; Effective strategies for social change. Psychology of Gender: Issues of discrimination, Management of diversity; Glass ceiling effect, Self fulfilling prophesy, Women and Indian society.

UNIT – VI: APPLICATION OF PSYCHOLOGY IN OTHER FIELDS:

REFERENCE BOOKS:
PAPER – 4: HOSPITAL RECORDS MANAGEMENT


UNIT-III: ORGANISATION & STAFFING – Role of hospital administration - role of Medical records Dept. in Medical Audit and Legal systems.. Records processing application of data analysis & computer technologies. Legal potentialities of Medical research in our city.

UNIT-IV: CLASSIFICATION & APPLICATION: International classification of diseases, Bar coding & its application in medicine & Hospital Services

Unit-V: LEGAL ASPECTS: Role of Medical record department in Medical Audit & legal system (consumer protection Act) Medico legal cases.

REFERENCE BOOKS:
1. Medical Record Management by Edna K. Huffman Published August 1994 by Physicians’ Record Company
2. Organization and Management of Medical Records, T.Keshava Rao, Jaypee Bros Publishers

PAPER – 5: HOSPITAL DIETARY SERVICES MANAGEMENT

Objective
To understand about human nutrition and good dietary practices

UNIT – 1: Food & Nutrition. Role of Antioxidants - Overview of Metabolism & Balance Diet for patients

UNIT – 2: Diet for Patient – Selection of food, Cooking methods, Tasty Food, Food to be avoid / Added in diet, Need of complementary food.

UNIT – 3: Steps to prevent food adulteration and Food Adulteration Act - Overview of Clinical Dietetics. Quality control of Food

UNIT – 4: Hygiene and special precautions in Hospital Kitchen - Management of Hospital diet / Catering service- Role of dietitian in hospital diet service

REFERENCE BOOKS:
1. Text Book of Social and Preventive Medicine – K Park
2. Preventive and Social Medicine – Prabhakar Rao
PAPER - 6: FUNDAMENTALS OF DISASTER MANAGEMENT

Objectives:
- To develop an understanding of the process of Disaster Management
- To understand the mitigation programmes of Disaster Management
- To develop an understanding of the Disaster Management Policing and Legislation.

UNIT-I: Meaning - Definition - Basic Aspects and Types of Disasters.

UNIT-II: Stages in Disaster - Pre, During and Post Disaster

UNIT-III: Disaster Mitigation - Guiding Principles of Mitigation. Formulation and implementation of Mitigation Programmes.


UNIT-V: Disaster Management policy and Legislation; Disaster Management - Strategy in India.

REFERENCE BOOKS:
3. Natural Disaster Management, Destruction, Safety and Precautions, S.Prasad, Mangalam

PAPER – 7: BASICS OF BUSINESS INSURANCE

UNIT: I Introduction to Insurance - Type of Insurance - Principles of Insurance.

UNIT: II Salient Features of IRDA Act- Administration of IRDA Act - Regulatory Measures of IRDA.


UNIT: IV Introduction to General Insurance - Fire, Marine and Motor Insurance.

UNIT: V Government and insurance companies - LIC India - Private players in Insurance in India.

REFERENCE BOOKS:
1. Dr.N.Premavathy - Elements of Insurance, Sri Vishnu Publications.
2. Dr.A.Murthy - Elements of Insurance, Margham Publications, Chennai.
Second Year (Semester – III)

PAPER – 1: PRINCIPLES OF HOSPITAL ADMINISTRATION – I

Objective: To provide the students a basic insight into the main features of Indian health care delivery system and how it compares with the other systems of the world.


UNIT-II: PUBLIC AND PRIVATE HEALTH CARE SERVICES IN INDIA
Evolution of public health systems in India (ancient, colonial & post independence), Health Planning in India (Committees, Planning commission, Five year plans, National Health Policies), Public health systems in India (Center, State, District & Village level), Rural development, Corporate philosophy, Evolution and organisation of private health systems in India and Current trends in private health care in India.


UNIT-IV: POPULATION HEALTH : Introduction to population studies, Issues of Indian society & culture, Nuptiality & Fertility, Reproductive health, Population and Development (policies, programs & evaluation), introduction to epidemiology (concept, terms, aims & uses), epidemiological methods, Epidemiology of communicable diseases (chicken pox, measles, diphtheria, TB, polio & HIV/AIDS) and Epidemiology of Non communicable diseases (CHD, Cancer, Diabetes & Obesity).

UNIT-V: CONTEMPORARY ISSUES IN HEALTH SERVICES MANAGEMENT
Medical technology, Health care work force, Learning management, Intersectoral collaboration, Risk Management, Equity in health care and Innovating for the future

REFERENCE BOOKS:
PAPER – 2 ORGANISATIONAL BEHAVIOUR

UNIT-I: Need and scope of organizational behaviour - Theories of organization - Individual differences Vs Group intelligence test - Measurement of intelligence - Personality Tests - Nature - Types and uses of perception

UNIT-II: Motivation - Financial and non- Financial motivational techniques - job satisfaction - meaning - factors - Theories - Measurement - Morale - Importance - Employee attitudes and behaviour and their significance to employee productivity

UNIT-III:
Work environment - Good housekeeping practices - Design of work place - Fatigue - Causes and prevention and their importance - Leadership –

UNIT-IV
Group dynamics - Cohesiveness - Co-operation - Competition - Resolution - Sociometry - Group norms - Role position status

UNIT - V
Organizational culture and climate – Organizational development

REFERENCE BOOKS:

1. Uma sekaran, organisational behaviour text & cases , 2nd edition, tata mcgraw hill publishing co., ltd.
4. S.s.khanka, organizational behaviou, s.chand & co, new delhi
5. J.jayasankar, organizational behaviour, margham publications, chennai - 3.
UNIT – I: EPIDEMIOLOGY: History; definition; Epidemiological approach. Investigation of an epidemic out break of disease. Basic measures in epidemiology; measurement of mortality, morbidity, disability, natality; characteristics of diseases and Health care facilities of an epidemic out

UNIT – II: SOCIETY AND HEALTH: Community and Health, Concept of health, definition & concepts, Determinants of health, Sociology of health Health in developing countries, Health transition & Health seeking Behaviour, Health information & Communication, Health and environment: Sanitation and Pollution, Health economics “ways of measuring health”;

UNIT-III: HEALTH CARE DELIVERY SYSTEM: At National and State levels; comprehensive health care models of community health; Mental hygiene movement; Assessing community Health needs; Health Delivery system, Primary Health Care

UNIT – IV: STRUCTURE OF HEALTH SERVICE: Evolution of health care system – five year plans - recommendation of committees (Bhore, Mudaliar, Chadah, Mukerjee, Kartar Singh, Tungalwala Committee) – development of rural health service in India – Administration of health care service In India – Administration of health care service at central, state and municipal level – decentralized block level institutes - Primary health centers – Changing concepts and phases in health care.

UNIT – V: NATIONAL HEALTH PROGRAMMES: Organisation and function of various National Health Programmes – Health planning in India- Introduction – Development planning in India - National Health Services

REFERENCE BOOKS:
PAPER – 4: FINANCIAL MANAGEMENT FOR HOSPITALS

Course Objective:
1. To understand the foundations of Finance and financing decisions, Working Capital and Long term sources of finance.
2. To make familiar with all financial terms used in Hospitals


UNIT-II: INVESTMENT DECISIONS - Capital Budgeting: Principles and techniques – Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index - Comparison of DCF techniques - Project selection under capital rationing – Inflation and capital budgeting - Concept and measurement of cost of capital - Specific cost and overall cost of capital


UNIT- V: LONG TERM SOURCES OF FINANCE - Indian capital and stock market, New issues market Long term finance: Shares, debentures and term loans, lease, hire purchase, venture capital financing, Private Equity.

REFERENCE BOOKS:
PAPER – 5: MARKETING MANAGEMENT

UNIT-I: Fundamentals of marketing - Role of marketing - Relationship of marketing will other functional areas - concept of marketing mix - Marketing approaches - Various Environmental factors affecting the marketing functions.


UNIT-V: A brief overview of :Advertising - Publicity - Public Relations - Personal selling - Direct selling and Sales promotion.

REFERENCE BOOKS:

3. Crainfield ,Marketing management, Palgrave Macmillan.
4. Sontakki C.N. Marketing Management, Kalyani publishers, Ludiana
PAPER – 4: FUNDAMENTALS OF COMPUTER APPLICATION

Course Objective:
1. To understand about Information Technology and Information systems used in business
2. To better understand the data base management to make effectiveness to the service


UNIT-III: DATABASE MANAGEMENT SYSTEMS - DBMS – HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management, Data warehousing and Data Mart


UNIT-V: NEW IT INITIATIVES - Role of information management in ERP, e-business, egovernance, Data Mining, Business Intelligence, Pervasive Computing, Cloud computing, CMM.

REFERENCE BOOKS:
Second Year (Semester – IV)

PAPER – 1: PRINCIPLES OF HOSPITAL ADMINISTRATION – II

Objective:
To expose the students to planning and operation of hospitals in a detailed manner which will include all facets of hospital planning activities covering every department that is involved both in clinical care as well as supportive services.

Unit 1
Introduction to hospital planning - Conception of idea, formation of hospital planning team, market survey, feasibility study, selection of location, Financial planning of hospitals, Macro level planning Conception to commissioning-site development, architects brief working drawings and specifications, engineering drawing, equipment planning, bed distribution, space allocation, interior designing and constuction of building-commissioning, shake down period

Unit 2
Planning for the out patient services, accident and emergency services, and day care services - Planning for patient care units – Inpatient services and intensive care units Planning for surgical suites - Planning for labour and delivery suites-LDRP suites

Unit 3
Planning for laboratory service and blood banking Planning for imageological services - X-rays, ultra sonography, MRI, CT-scan PET scan and other advances in imageological services

Unit 4
Planning for advanced facilities- Cardiac catheterization laboratory, various endoscopy units, Extra corporeal shock wave lithotripsy, radiotherapy unit, IVF unit, Dialysis unit

Unit 5
Planning for supportive services-medical gases, HVAC, house keeping, CSSD, Food and beverages,

REFERENCE BOOKS:
1. Shakti gupta sunil kant, chandra sekhar and sidharth satpathy, Modern trends in planning and design of hospitals, Jaypee brothers New delhi
5. Srinivasan A. V. (ed), Managing a modern hospital, Chapter 2, Response Books New Delhi, 2000
PAPER – 2: BASICS OF BIO-STATISTICS

Course Objective:
1. To understand and communicate statistical findings, to learn to apply statistical tools to solve managerial questions
2. To learn to critically assess statistical designs and methods
3. To think critically about the data arising in management environments

UNIT I PROBABILITY - Basic definitions and rules for probability, conditional probability, independent of events, Baye’s Theorem, random variables, Probability distributions: Binomial, Poisson, Uniform and Normal Distributions.

UNIT II SAMPLING DISTRIBUTION AND ESTIMATION - Introduction to sampling distributions, sampling techniques, sampling distribution of mean and proportion, application of central limit theorem. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.

UNIT III TESTING OF HYPOTHESIS - Hypothesis testing: one sample and two samples tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations.


UNIT V CORRELATION, REGRESSION AND TIME SERIES ANALYSIS – Correlation analysis, estimation of regression line. Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations and irregular variations.

REFERENCE BOOKS:
PAPER – 3: LEGAL FRAMEWORK FOR HOSPITALS

Course Objective:
1. To Understand Laws relating to Health services, Nurse licensure, Legal reports, and Risk Management
2. To understand the ethical issues in Health care, Labour rights, Privileges of medical staffs, Licensing Healthcare Professionals.


REFERENCE BOOKS:
PAPER – 4: MEDICAL EQUIPMENT MANAGEMENT

Course Objective:
1. Subject is intended to cover the Operations and Maintenance aspects with reference to minimum Utilization of resources in a hospital.
2. To provide clear understanding on advanced technology in diagnostics and Therapeutics, Quality control applications in Hospital

UNIT I INTRODUCTION TO MEDICAL EQUIPMENT - List of common medical equipments, Justification of purchase proposal, hospital need assessment, Equipment selection guideline, estimation of cost and planning, purchase, installation, commissioning, Replacement and buy back policy, International and indigenous standards

UNIT II OPERATIONS STRATEGY - Operations strategy a competitive tool, elements, technology selection and process: development, developing operations strategy. Operations of clinical services, supportive services, and administrative services general introduction to the various specialties, super specialties and other subspecialties

UNIT III VALUE MANAGEMENT - Value engineering, value analysis, quality control, applications in hospital.

UNIT IV TECHNOLOGY MANAGEMENT IN HOSPITALS - Evolution of technology in hospitals, advanced technology in diagnostics and therapeutics, telemedicine concepts and applications, artificial intelligence and robotics in Healthcare.

UNIT V MAINTENANCE MANAGEMENT - Objectives, types of maintenance systems, equipment maintenance, quality and reliability, equipment history and documents, maintenance planning, maintenance information system, maintenance and monitoring of biomedical equipments, predictive maintenance, equipment availability, spares management, replacement policy, depreciation and loss of value, economic life, costing, cost of standby, maintenance in hospital. Bio-Medical Technology, application in hospital environment, calibration tests, maintenance features, hazards.

REFERENCE BOOKS:
2. Medical Technology, application in hospital environment, calibration tests, maintenance of hazards Srinivasan A.V. (ed), Managing a modern hospital, Chapters 12, Response Books, New Delhi,
PAPER – 5: HOSPITAL MANAGEMENT INFORMATION SYSTEM

Objectives:
To understand the importance and application of Information Technology in Industries to learn the modern method of promoting business through internet, to emphasis on current Commerce trends, to study and understand the importance of data resources for organization to explore the information needs of hospitals and understand the importance of computerization of medical data.

UNIT – I INTRODUCTION TO INFORMATUION SYSTEMS IN BUSINESS
The need for Information systems – the Increasing Value of Information Technology – the Networking of computing – Business Process Re engineering – IT as a tool for competitive advantage.

UNIT – II MANAGERIAL OVERVIEW – HARDWARE / SOFTWARE

UNIT – III THE INTERNET AND ELECTRONIC COMMERCE

UNIT – IV MEDICAL RECORDS
Role of Medical Records in Health Care Delivery – General Medical Records Standards and Policies – Legal Aspects of Medical Records –Medical Audit Computerization of Medical Records – Information Needs in the Hospital – sources of Health Information – User of Health and Hospital Data.

UNIT – V HOSPITAL INFORMATION SYSTEMS

REFERENCE BOOKS:
2. Managing a Modern Hospital, A.V.Srinivasan, Response Books
UNIT I
THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES:
Definition, Scope and Importance Need for Public Awareness.

UNIT II
NATURAL RESOURCES: Renewable and non-renewable resources: Natural resources and associated problems-
Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on
forests and tribal people. Water resources: Use and over-utilization of surface and
ground water, floods, drought, conflicts over water, dams benefits and problems.
Mineral resources: Use and exploitation, environmental effects of extracting and using
mineral resources, case studies.

UNIT III
Food resources: World food problems - changes caused by agriculture and
overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water
logging, salinity, case studies. Energy resources: Growing energy needs, renewable
and non-renewable energy sources, use of alternate energy sources, case studies. Land
resources: Land as a resource, land degradation, man induced landslides, soil erosion and
desertification.

UNIT IV
ECOSYSTEMS
Concepts of an ecosystem - Structure and function of an ecosystem - Producers,
consumers and decomposers - Energy flow in the ecosystem - Ecological succession -
Food chains food webs and ecological pyramids

UNIT V:
Introduction, types, characteristic features, structure and function of the following
ecosystem: - a) Forest ecosystem -b) Grassland ecosystem -c) Desert ecosystem -d)
Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries).

REFERENCE BOOKS:
   Edition
2. Environmental Studies, Dr.B.S.Chauhan, University Sciences Press, 2008
   Edition
Third Year (Semester – V)

PAPER – 1: HUMAN RESOURCES MANAGEMENT

Course Objective:
1. To understand the organizations and HR practices in today’s set-up
2. To develop people with various training skills
3. To make understand the employee working conditions


UNIT III TRAINING AND EXECUTIVE DEVELOPMENT - Types of training methods purpose benefits resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management.


REFERENCE BOOKS:
PAPER – 2: HOSPITAL ORGANIZATION AND HEALTHCARE UNITS

Course Objectives:
1. Understand the structure and functions of different departments of a hospital and health care organization.
2. Developing skills in planning, building and managing hospitals and health care.
3. Application of the concepts and techniques of Modern Management in different health care units.

UNIT I – INTRODUCTION : Concept of Hospitals - Planning and Design of a Hospital (Building & Physical Layout) - space Required for Separate Functions - Different types of Hospitals - Problems and constrains in different type of Hospitals - History of Hospital Development - Departmentation and organization structure of different types of hospitals.

UNIT II - DEPARTMENTATION IN HOSPITAL : Organization - Structure - Vertical & Horizontal - Clinical & Non - clinical - supportive & Ancillary Service Departments.

UNIT III - MANAGEMENT AND ORGANIZATION OF CLINICAL SERVICES : Organization and Administration of various clinical services - Outpatient service - Inpatient Services - Emergency Services - Operation Theater - ICUs - super Specialty Service including their utilization study - Nursing Care and Ward Management.


REFERENCE BOOKS:
1. Hospital Planning & Administration, B.M.Shakarhar, Jaypee Brothers
2. Health Sector Reform in Developing Countries - Peter Berman, Harvard University Press, 1995.
PAPER – 3: OPERATIONS RESEARCH FOR HOSPITALS

UNIT – 1:

UNIT – 2:
Requirements of L.P. Applications of L.P. - Graphical methods and Simplex methods of solving optimization problems –

UNIT – 3:
Duality and Sensitivity Analysis - Technical issues in Simplex method - SPECIAL PURPOSE ALGORITHMS

UNIT – 4:
Transportation model - Balanced and Unbalanced Problems - North - West Corner rule - Vogel's Approximation method - Assignment model - Hungarian model.

REFERENCE BOOKS:
1. Business Statistics and Operation Research, P.R.Vittal, Margham Publication
3. Introduction to Statistics – Levin – Prentice Hall
PAPER – 4: MATERIALS MANAGEMENT FOR HOSPITALS

Course Objective:

1. To explain various, purchase procedures, methods of inventory control and other inventory systems.
2. To make students to manage inventories in Hospitals


REFERENCE BOOKS:
4. PAPER – 5: SERVICE QUALITY MANAGEMENT

Course Objective:
1. To learn the quality philosophies and tools in the services perspective
2. To apply quality philosophies and tools in health services


REFERENCES BOOKS:
2. Valarie A Zeithmal and Parasuraman, Service Quality, Marketing Science Institute, Massachusetts.
UNIT I: BIODIVERSITY AND ITS CONSERVATION
Introduction - Definition Genetic species and ecosystem diversity. Biogeographically classification of India. Value of biodiversity: consumptive use, productive use, social ethical, aesthetic and option values.

UNIT II:

UNIT III: ENVIRONMENTAL POLLUTION
Definition - Causes, effects and control measures of: - Air pollution - Water pollution - Soil pollution - Marine pollution - Noise pollution - Thermal pollution - Nuclear hazards - Solid waste management: Causes, effects and control measures of urban and industrial wastes - Role of an individual in prevention of pollution - Pollution case studies - Disaster management: Floods, earthquake, cyclone and landslides.

UNIT IV: SOCIAL ISSUES AND THE ENVIRONMENT
From unsustainable to sustainable development -Urban problems related to energy Water conservation, rain water harvesting, watershed management. - Resettlement and rehabilitation of people, its problems and concerns, case studies

UNIT V:

REFERENCE BOOKS:
4. Environmental Studies, Dr.B.S.Chauhan, University Sciences Press, 2008 Edition
Third Year (Semester – VI)

PAPER – 1: FUNDAMENTALS OF QUANTITATIVE RESEARCH

Course Objective:
2. To make students inn developing own skills on research projects


REFERENCE BOOKS:
1. C.R.Kothari, Research Methodology & Quantitative Techniques
2. Ravilocharna, Research Methodology, Margham Publishers
PAPER – 2: MARKETING FOR HEALTHCARE SERVICES

Course Objective:
1. To familiarize the students about the environment of market, consumer behavior and to develop the ability to design the best marketing strategy by analyzing the factors influencing the purchase decision
2. To inculcate application of Marketing for service businesses from a managerial perspective
3. To provide a managerial frame work of service marketing

UNIT – 1: INTRODUCTION
Introduction to concepts of marketing in a medical care organization - Needs wants, demands products, value, satisfaction and quality - Exchange transactions and relationships - medical marketing and marketers - Evolution of Marketing - Relationship Marketing.

UNIT – 2: MARKETING SPECIAL SERVICES IN HOSPITALS
Women’s Health Care and Maternity Services – Marketing Birthing Rooms – Geriatric Services Educational Programme for Marketing to the elderly – Psychiatric Care Referral sources Special clinics – Pediatric Service – Dental service – Cardiac Services – Trauma Care – Neurology Service – Preventive Medicine – Promotion Mix – Public Standing of a Hospital – employees firs line of PR – function of Public Relations – Promotional tools.

UNIT – 3: HOSPITAL MEDIA RELATIONS & MARKETING NON – PROFIT ORGANIZATIONS
Establishment of media relations policy – Developing an effective media Relations Programme – Handling news media during disaster – Service Scope in Hospital – employees communicate real spirit – Public relations marketing tools – Clean and Hygienic Hospital – Food Service – Linen service

UNIT – 4:
What makes patients select a Hospital – Economic Imperatives – Non – Profit organizations are different – Need for marketing Non – Profit Organizations – to market or notices market – six Alternatives – Understanding the marketing mix.

UNIT – 5: MARKETING FOR ORGANIZED SECTOR

REFERENCES BOOKS:
1. Fundamentals of Marketing – William J. Stanton and Charles Futrell
4. G.D.Kunders, “How to Market your Hospital without Selling your Philosophy” Prism Publication
COMPREHENSIVE VIVA-VOCE:

Objective

To evaluate the overall performance of students in all subjects of Hospital Management course.

Evaluation

Comprehensive Viva will be in all subjects of each semester and will be taken by a team consisting of one member from School of Management, one expert from healthcare industry and other from outside institute with approval as per university norms. Total marks for Comprehensive Viva-voce is 50 marks by assessing the following criteria of students.

1. Communication Skills
2. Subject knowledge
3. Content & Concepts
4. Attitude
5. Body Language
6. Query Handling
7. Personality
8. Problem solving
9. Decision-making
10. Composing skills

HOSPITAL HANDS-ON LEARNING:

Objective

To have a practical exposure of various departments of a hospital. It is included in the curriculum to make the students aware of the functioning and operations of different departments of hospital.

Pedagogy

It will consist of different departments in own hospital or outside during the course of ‘Hospital Hands-on Learning’ in Third and fourth Semester during second year of study.

Evaluation

Evaluation of Practical session will be made at the end of Third and Fourth Semester through the submission of Hands-on Report by students.
FINAL SEMESTER PROJECT DISSERTATION:

Objective

To impart the practical knowledge through research methods, help formulate a rigorous research problem related to hospital on the basis of their observation from hospital and it helps to do an independent study, and encourage working in a team

Pedagogy

Writing a proposal / synopsis and making a presentation to the Dissertation faculty advisory committee. Reporting to the project guide on the progress of research work periodically. Making use of a variety of research methods.

Contents

Every student will do a detailed study on the topic selected for the dissertation, and is expected to prepare the Dissertation. Faculty will examine this and decide on the topic of dissertation.

The Process involves:

1. Formulation of objectives and hypothesis
2. Review of literature
3. Designing the tool for data collection
4. Data collection
5. Coding, classifying and analysis of data
6. Inferences, conclusions and recommendations
7. Preparing a bibliography
8. Writing the dissertation and submission

The process will commence in semester-III and continue in semester-IV.

Evaluation

A three member panel consisting of an expert from Healthcare industry, one from other Hospital Management Institute approved by University and the project guide will conduct the viva voce examination.

The allocation of marks is as follows:

75 marks for the content and approach to the dissertation
25 marks for defending the dissertation in the Viva Voce examination
50 marks for presentation
50 marks as Internal Assessment

Total **200** marks