

BIKANER TECHNICAL UNIVERSITY, BIKANER
बीकानेर तकनीकी विश्वविद्यालय, बीकानेर



PROGRAMME SYLLABUS

**MBA [HOSPITAL & HEALTH CARE
MANAGEMENT]**

MBA –Semester -1

HH-101 ORGANIZATIONAL BEHAVIOR

Objectives: To understand the core terminologies, principles and theories of organizational behavior and human resource management and learn how to apply them to enhance the performance and develop the culture of human systems, develop skills for analysing, understanding, managing and changing organizations, learn from each other's experience in organizations through participation in teamwork, joint problem solving, exercises, and discussions in class.

Unit 1. Introduction to Organizational behavior: concept, nature, characteristics, conceptual foundations, Emotional Intelligence in contemporary business organization, cross cultural dynamics.

Unit 2. Understanding human behavior in management I –Perception: concept, nature, process and importance, Management and behavioral applications of perception. Values and Attitude: Concept and managerial implication.

Unit 3: Understanding human behavior in management II: Personality: concept, nature, traits, theories of personality shaping, Learning: Learning in management and Behavior Modification: concept, theories and Managerial Implications.

Unit 4. Interpersonal Relationship Management –Analysis of Interpersonal Relationship, Developing Interpersonal Relationship, Rapport building techniques, Group dynamic: Definition of group, Stages of group development, group decision making.

Unit 5. Stress management –Concept and its potential sources, approaches for managing stress, Managerial Implication. **Conflict management:** –Concept, sources, types, functional and dysfunctional conflict, Classification and Resolution.

References:

1. shashi. k.gupta, Kalyani Publication
2. Robbins, S.P., Organisational Behaviour, Prentice Hall of India, New Delhi

Text Books:

1. Nelson, Debra L and James C Quick, Organisational Behaviour, Thomson Learning
2. Pareek, Udai, Understanding Organisational Behaviour, Oxford University Press, New Delhi
2. Hellgiegel, D & J.W. Slocum, Organisational Behaviour, Thomson Learning
3. McSchane, Organisation Behaviour, TMH, New Delhi
4. Luthans, Fred, Organisational Behaviour, McGraw Hill, New York
5. New Storm and Keith Davis, Organisation Behaviour, TMH, New Delhi

HH-202- Marketing Management

Objective: The objective of this course is to train participants to apply the basic concepts and techniques in marketing, so that they are acquainted with the duties of a marketing manager. More specifically, you will be exposed to the development, evaluation, and implementation of marketing management in a variety of business environments. Through cases and an in-depth semester-long project, students would be given opportunities to perform the role of a marketing manager.

UNIT-1 Introduction to Marketing: Meaning, Nature and Scope of Marketing; Marketing Philosophies; Marketing Management Process; Concept of Marketing Mix; Market Analysis: Understanding Marketing Environment;

UNIT-2 Consumer and Organization Buyer Behavior; Market Measurement; Marketing Vs Selling, MIS and Market Research. **Product Planning and Pricing:** Product Concept; Types of Products; Major Product Decisions; Product Life Cycle, New Product Development Process; Pricing Decisions; Determinants of Price; Pricing Process, Policies and Strategies.

UNIT-3 Tools of Product Differentiation, Product Mix, Branding and Packaging Decisions, Marketing Segmentation, Targeting and Positioning.

UNIT-4 Promotion and Distribution decisions: Communication Process; Promotion Tools- Advertising, Personal Selling, Publicity and Sales Promotion; Distribution Channel Decisions- Types and Functions of Intermediaries, Selection and Management of Intermediaries.

UNIT-5 Marketing Organization and Control: Emerging Trends and Issues in Marketing – Consumerism, Rural Marketing, Social Marketing; Direct and Online Marketing; Green Marketing. Integrated Marketing Communication, Reasons and Benefits for Going International.

Text Book:

1. Meenakshi.N, Arun K,-Vikas Publication
2. Sontaki CN

Reference Books:

2. Kotler and Armstrong (2004). Principles of Marketing Management. PHI, 2004
3. Bull Victor P., *Marketing Management: A Strategic Planning Approach*, McGraw Hill, New York.
4. Czinkota M.R., *Marketing Management*, Pearson Education Asia, New Delhi 2004.

HH-103 MANAGERIAL ECONOMICS

Objective: The paper seeks to equip the students with the analytical tools of Economics and apply the same to rational managerial decision-making. It further seeks to develop economic way of thinking in dealing with practical business problems and challenges.

Unit 1. Introduction: Nature and scope of Managerial Economics and its relationship with other disciplines, Role of managerial economics in business decisions. Incremental Principle, opportunity cost principle, discounting principle, equi marginal principle, cardinal utility theory, alternative objectives of business firm.

Unit 2: Demand Analysis and Consumer Behavior: Demand, Law of demand, determinants, elasticity of demand –meaning, importance. Demand forecasting –its significance and techniques, Demand Schedule, Income and substitution effect.

Unit 3: Production and Cost Analysis –Production Function: Meaning and Significance, short run and long run production analysis, empirical estimation of production functions, short run and long run cost functions, cost function and their nature, shape and inter relationship, Internal and External Diseconomies.

Unit 4: Theory and Behaviour of firm –Different market structure and their characteristics, short run and long run price output decisions under perfect competition, Monopolistic competition, Monopoly and Oligopoly.

Unit 5: Pricing Strategies –Methods, Transfer pricing, price skimming and penetration pricing. National Income concepts and methods. Inflation –causes, effects and control. business cycles, tariff analysis, operative aspects of macroeconomic policies.

Text Books

1. Dwivedi, D.N., Managerial Economics, Vikas publishing house pvt. ltd, New Delhi, Ed 2006
2. Jain T.R., Managerial Economics, Vikas Publication

Reference Books

1. Hirschey, Mark, Managerial Economics, Thomson Learning, Bangalore
2. Monroe, Kent B., Pricing-Making Profitable Decisions, MacGraw-Hill, New York
3. Keat, Paul B., and Philip K.Y. Young, Managerial Economics – Economic Tools for Today's Decision Makers, Pearson Education, Delhi
4. Salvatore, Dominick, Managerial Economics in a Global Economy, Thomson Learning, Hyderabad

HH-104 HEALTHCARE ENVIRONMENT AND MANAGEMENT

Objectives: -To familiarise with the healthcare environment → To understand the concepts of management with relevance to hospitals

UNIT-1 Introduction – Theoretical frame work - Environment - Internal and External – Environmental Scanning – Economic Environment – Competitive Environment – Natural Environment – Politico Legal Environment – Socio Cultural Environment - International and Technological Environment.

UNIT-2 A Conceptual Approach to Understanding the Health Care Systems – Evolution – Institutional Setting - Out Patient services – Medical Services – Surgical Services – Operating department – Paediatric services – Dental services – Psychiatric services – Casualty & Emergency services – Hospital Laboratory services – Anaesthesia services – Obstetrics and Gynaecology services – Neuro – Surgery service – Neurology services.

UNIT-3 Overview of Health Care Sector in India – Primary care – Secondary care – Tertiary care – Rural Medical care – urban medical care – curative care – Preventive care – General & special Hospitals.

UNIT-4 Understanding the Hospital Management – Role of Medical, Nursing Staff, Paramedical and Supporting Staff - Health Policy - Population Policy - Drug Policy – Medical Education Policy.

UNIT-5 Health Care Regulation – WHO, International Health regulations, IMA, MCI, State Medical Council Bodies, Health universities and Teaching Hospitals and other Health Care Delivery Systems. Epidemiology – Aims – Principles – Descriptive, Analytical and Experimental Epidemiology - Methods - Uses

Refrences

Seth,M.L. MACROECONOMICS, Lakshminarayana Agrawal, Edu, Pub. Agra. 2018
Peter,Z & Fredrick, B. HEALTH ECONOMICS, Oxford Pub., New York,
Shanmugansundaram, Y., HEALTH ECONOMICS, Oxford Pub. New York, 1999

HH-105 Legal Aspects in Healthcare

Objectives: - To get acquainted with the legal provision and issues related to health care and to familiarise with the medical terminologies along with understand the ethical issues in health care system.

UNIT-1 Laws relating to Hospital formation: Promotion-Forming society-The Companies Act-Law of Partnership-A Sample Constitution for the Hospital-The Tamil Nadu Clinics Act – Medical Ethics

UNIT-2 Laws relating Purchases and funding: Law of Contracts-Law of Insurance-Export Import Policy- FEMA-Exemption of Income Tax for Donations-Tax Obligations: Filing Returns and Deductions at Source. Laws pertaining to Health: Central Births and Deaths Registration Act, 1969- Recent amendments – Medical Termination of Pregnancy Act, 1971 – Infant Milk Substitutes, Feeding Bottles and Infant Food Act, 1992.

UNIT-3 Laws pertaining to Hospitals: Transplantation of Human Organs Act, 1994 – Pre-natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994 – Medical Negligence – Medico Legal Case – Dying Declaration-MCI act on medical education. The Biomedical Waste (Management and Handling) Rules-Radiation Safety System.

UNIT –4 Medical Terminology- Glossary of medical terms: major Diseases and medical Specialties-Roots, Prefixes, Suffixes, Abbreviations and Symbols-Common roots: element referring to, usage and Definition-Common prefixes and Suffixes-Common abbreviations: departments, time, general healthcare, routes of medication and Laboratory-Symbols.

UNIT-5 Illness- Classification and description of Diseases-Infection Control- Medical asepsis, Nosocomial infection and communicable diseases, Reservoir, carrier and mode of transmission- Overview of Hospital Services -Intensive care unit – Coronary care Unit – Burns, paraplegic & Malignant disease treatment. **Hospital welfare services** – Hospital standing services – Indian red cross society – Nursing services- Pharmacy – Medical Stores – Housekeeping – Ward Management – Central sterile supply Department-Medical Records – Fatal documents – Medical Registers – Statutory records.

REFERENCES

BM Sakharkar, PRINCIPLES OF HOSPITAL ADMINISTRATION AND PLANNING – Jaypee brothers Publications.

Francis CM, Mario C de Souza ; HOSPITAL ADMINISTRATION – Jaypee brothers Medical Publishers.

HH-106 Healthcare Services and its Application

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-1 Health and Disease Concept, Definitions & Dimensions of health, Wellbeing, Determinants of health, Evolution of medicine, Public Health, Health indicators, Health service philosophies, Disease & causation, Natural history of disease, Disease control & prevention, Changing patterns of disease. Medical sociology –Introduction Sociological perspective of health, illness and healing. Institutional perspective and Organizational perspective.

Unit- 2 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 3: WHO- Objective, functions, UNICEF- objective and functions. Different Model of Healthcare- The Beveridge Model, The Bismarck Model, The National Health Insurance Model, The Out of Pocket Model. Brief Introduction of Health System of different countries: USA, UK, Canada, Australia, Sweden, and Germany.

Unit 4 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), definition of epidemic, endemic, pandemic, sporadic.

Unit-5 Prevalence and Incidence. Epidemiological methods- basic idea of Cohort study, Case Control study and RCT. Epidemiology of communicable diseases (TB, STDs, Diarrhoea & HIV/AIDS) and Epidemiology of Non communicable diseases (CHD, Cancer, Diabetes, Hypertension & Obesity). *Contemporary Issues* in Health Services Management National Health Policy; Reproductive, Maternal, Newborn, Child, and Adolescent Health (RMNCH+A); National Vector Borne Disease Control Programme (NVBDCP)

References:

Park K: 2005. Text Book of Preventive and Social Medicine. Banarsidas Bhanot Publishers: Jabalpur. 18th Ed.

Beaglehole R & Bonita R. 1997. Public Health at the Crossroads: Achievements and Prospects. Cambridge University Press: United Kingdom

Gupta M C, Chen L C & Krishnan T N. 1996. Health Poverty and Development in India. Oxford University Press: Bombay White K. 2006.

The Sage Dictionary of Health and Society. Sage Publications: New Delhi Kumar R. 1998. Medicine and the Raj: British Medical Policy in India (1835-1911). Sage Publications: New Delhi

Goel S L. 2001. Health Care System and Management: Primary Health Care management. Deep & Deep Publications: New Delhi. Vol 4 Harris M G & Assoc. 2003.

Managing Health Service: Concepts & Practices. Maclennan + Petty: Sydney Beaglehole R, Bonita R & Kjellstrom T. 1993.

HP-107 Computer Lab -1

Course Objectives 1. To provide knowledge about the functioning of computers and its uses for managers 2. To provide hands on learning on Internet and its applications 3. To provide hands on learning on Word processing software 4. To provide hands on learning of applications on Spreadsheet software 5. To provide hands on learning on Presentation software

UNIT -1 Conceptual Framework Hardware: (a) Input devices - keyboard, printing devices, voice speech devices, scanner, MICR, OMR, Bar code reader, digital camera etc. (b) Output devices - Visual Display ,printers, plotters (c) Storage Devices – Magnetic storage devices, Optical storage devices, Flash Memory. Software: Types of software with examples; Introduction to languages, compiler, interpreter and Assembler, Operating System Functions, Types and Classification, Elements of GUI based operating system.

UNIT -2 Network and Internet: Types of computer networks (LAN, WAN and MAN), Netiquettes, Basic services over Internet like WWW, FTP, Telnet, Gopher, URL, Domain names, Web Browsers, Multimedia and its applications: Concepts of Text, Graphics, Animation, Audio, Images, Video. Multimedia Application in Education, Entertainment, Marketing. Names of common multimedia file formats,

UNIT-3 : Windows and Users Interface (Lab Work)- 4 hours Windows operating System: Introduction and characteristics, Elements of GUI. Using Mouse, My Computer Icon, The Recycle Bin, Status Bar, Start and Menu & Menu-selection, Running an Application, Windows Explorer:

UNIT-4: Word Processor Software (Lab Work) – 4 hours Word processing concepts: Opening, Saving, Closing the file, opening an existing document, selecting text, editing text, Finding and replacing text, printing documents, Creating and Printing Merged Documents, Character and Paragraph Formatting, Page Design and Layout. Editing and Profiling Tools:

Spreadsheet Software (Lab Work) – 3 hours Spreadsheet Package Spreadsheet: Concept and Working Interface, Creating, Saving and Editing a Workbook, Inserting, Deleting Work Sheets, entering data in a cell / formula Copying and Moving from selected cells, handling operators in Formulae. Functions in Spreadsheet: Mathematical, Logical, statistical, text, financial, Date and Time functions,

UNIT-5: Presentation Software (lab Work) Interface of the Presentation Package: Creating, Opening and Saving Presentations. Professional Look of the Presentation: Working in different Design & Views, Working with Slides. Formatting and Editing: Text, Image and Paragraph formatting, Checking Spelling and Correcting Typing Mistakes, Making Notes Pages and Handouts, Drawing and Working with Objects, Adding Clip Art and other pictures, Designing Slide Shows, Running and Controlling a Slide Show, Printing Presentations.

Text Book

1. Nasib Singh Gill – Handbook of Computer Fundamentals, Khanna Publishing House, Delhi
2. Shrivastava-Fundamental of Computer& Information Systems (Wiley Dreamtech)
3. Leon A and Leon M - Introduction to Computers (Vikas, 1st Edition).
4. ITL ESL – Introduction to Information Technology (Pearson, 2nd Edition).
5. Introduction to Computers, Norton P. (TATA McGraw Hill)
6. Leon - Fundamentals of Information Technology, (Vikas)

HP-108 Communication Skill Lab

Course Objectives 1. To develop reading, writing, listening and speaking abilities. 2. To develop and strengthen the professional skills like presentations, debate and business writing 3. To develop the public speaking skills 4. To ensure smooth transition from campus to corporate.

Session 1: Communication at Workplace

Understanding the cues and clues of Business Communication (Instructor may design a game and play in the class room) Role Play on developing understanding on Communication Barriers at work place. Good Communication Gateways: The 7 Cs of Communication Exercise on Making Communication Effective.

Session 2: Interpersonal Communication

Understanding Listening Skills through a game Developing Listening Skills by using audio in Lab Giving and Receiving Feedback through an exercise Handling Conflict.

Session 3: Designing and Delivering Oral Presentations 7 Steps process of making Professional Presentations Process of Making Effective Power Point Presentations Art of making group & Online Presentations Play a game / exercise between students.

Session 4: Fundamentals of Business Writing Memos, Notices & Business Letters writing (Three Types of Letters) through exercises. Drafting Business Messages for broadcasting & E - mail writing ,Types and Process of Report writing through exercise. Making an effective business proposal

Session 5: Employment Communication Resume Writing Exercise on Extempore & Debate GD Skills & Exercise on Group Discussion (Mock GD) Interview skills and Mock Interviews Drafting Post-Interview Employment Messages

References

1. Business Communication: A Practical Oriented Approach by Shalini Kalia & Shailja Aggarwal, by Wiley
2. Practical Business Communication by Emma Sue Prince

HP-109 Practice School -1

Objective - A management graduate needs to have exposure of the industrial working and understanding of application part of management concepts and also know his responsibility towards the society. Therefore, a new concept of practice school has been introduced in the curriculum.

This practice school in first semester will have two parts -

UNIT-1 Industry Interaction In this, students will start his industry interaction in the very first semester of the MBA program. He/ She has to visit an organization for 3 hours /week in any industry finalized/selected by competent authority. This interaction will give him feel and insight to the real time working.

A. This 3 hour /work will be after the classroom studies **B.** Selection criteria of organisation-
1. Have turnover more than 20 lakhs 2. Have more than 20 employees

C. During these hours, student will observe following points in the organisation: 1. Organisational structure and hierarchy 2. Different kind of jobs/works done by the employees at all levels in the company 3. Working of different departments 4. Types of skills require to work in an organisation 5. Ways of internal and external communication 6. Formal dressing and attitude 7. Coordination and team work

UNIT-2. Social Responsibility to make students understand their role and responsibility in society & nature and co-existence as whole, each student has to take an initiative towards contribution in any relevant social and environmental issue.

A. This work will be performed after the time of regular classes

B. Student will perform one or more of the following activities after the approval of mentor and HOD: 1. Making contribution in increasing the income of any street vender or any needy person from under privileged section 2. Cleanliness Campaign 3. Donation of his/her belongings which is of no use to him/her to needy ones 4. Plantation and care for nature (soil, natural resources, plants and animals) 5. Girl child and women safety, education and empowerment. 6. Blood donations and help of needy people at hospitals 7. Helping the under – privileged section of the society 8. Educating the street children or in schools when and where needed. 9. Nukkad Natak on any topic of social or environmental concern. 10. Any other relevant activities.

MBA –Semester - 2

HH-201 Human Resources Management

Objectives -To understand and appreciate the importance of the human resources vis-a-vis other resources of the organisation, this will familiarize the students with methods and techniques of HRM and equip them with the application of the HRM tools in real world business situations

UNIT-1 - Human Resources Management - Context and Concept of People Management in a Systems Perspective - Organisation and Functions of the HR and Personnel Department - HR Structure and Strategy; Role of Government and Personnel Environment including MNCs.

UNIT-2 Job Analysis and HR Forecasting: Meaning and definition, job analysis process, techniques of job analysis, methods and practice of job analysis, competency based approach, - Performance and Potential Appraisal Coaching and Mentoring - HRM issues and practices in the context of Outsourcing as a strategy

UNIT-3 Recruitment and Selection - Human Resource Information System [HRIS] - Manpower Planning - Selection – Induction & Orientation - Performance and Potential Appraisal Coaching and Mentoring - HRM issues and practices in the context of Outsourcing as a strategy.

UNIT-4 Human Resources Development –Training and Development Methods - Design & Evaluation of T&D Programmes - Career Development - Promotions and Transfers - Personnel Empowerment including Delegation - Retirement and Other Separation Processes.

UNIT-5 Financial Compensation- -Productivity and Morale - Principal Compensation Issues & Management - Job Evaluation - Productivity, Employee Morale and Motivation - Stress Management - Quality of Work Life. **Building Relationships – Facilitating Legislative Framework - Trade Unions - Managing Conflicts - Disciplinary Process - Collective Bargaining - Workers Participation in Management - Concept, Mechanisms and Experiences.**

REFERENCES

Venkata Ratnam C. S. & Srivatsava B. K., PERSONNEL MANAGEMENT AND HUMAN RESOURCES, Tata Mc-Graw Hill, NewDelhi,,

Aswathappa, HUMAN RESOURCE MANGEMENT, Tata McGraw Hill, NewDelhi, 2010

Garry Dessler & Varkkey, HUMAN RESOURCE MANAGEMENT, Pearson, New Delhi, 2009
HUMAN RESOURCE MANAGEMENT, Cengage Learning, NewDelhi, 2007

Pravin Durai, HUMAN RESOURCE MANGEMENT, Pearson, New Delhi, 2010

Snell, Bohlander & Vohra, HUMAN RESOURCES MANAGEMENT, Cengage, New Delhi,

HH-202 Financial Accounting & Analysis

Course Objectives: To understand the fundamentals, basic theory and concepts of financial accounting and knowledge about various Accounting Standards used in preparation of financial statements in Hospital industry. Student will learn preparation and presentation of financial statements and acquire knowledge about various techniques used for analysing financial statements with its application. This will enable students acquaint with current trends and social responsibility accounting.

UNIT-1 Meaning and Scope of Accounting: Evolution and Users of Accounting, Basic Accounting terminologies, Principles of Accounting, Accounting Concepts & Conventions, Accounting Equation, Depreciation Accounting.

UNIT-2 Mechanics of Accounting in Hospital Industry: Accounting Standards and IFRS: International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards, Double entry system of Accounting, journalizing of transactions; Ledger posting and Trial Balance.

UNIT-3 Presentation of Financial Statement: Preparation of final accounts (Profit & Loss Account and Balance Sheet) according to companies act 2013 (vertical format), Excel Application to make Balance sheet, Case studies and Workshops, Preparation of Cash Flow Statement and its analysis.

UNIT- 4 Analysis of financial statement: Ratio Analysis- Solvency ratios, Profitability ratios, activity ratios, liquidity ratios, Market capitalization ratios; leverage Ratio, Detailed Analysis using excel application.

UNIT- 5 Financial Statement Analysis and Recent Types of Accounting: Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service & banking organizations, Case Study and Workshops in analysing Balance sheet. Human Resource Accounting, Forensic Accounting, Accounting for corporate social responsibility.

References

1. Maheshwari S.N &Maheshwari S K – A text book of Accounting for Management (Vikas, 10th Edition)
2. Essentials of Financial Accounting (based on IFRS), Bhattacharya (PHI,3rd Ed)
3. Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
4. PC Tulsian- Financial Accounting (Pearson, 2019)
5. Dhamija - Financial Accounting for managers: (Prentice Hall, 2nd Edition).
6. Narayan swami - Financial Accounting: A Managerial Perspective (PHI,5th Ed)
7. Dhanesh k Khatri- Financial Accounting (TMH,2018)

HH-203 Disaster Management

Course Objectives: - To learn, identify and assess disasters in the community. - To set-forth policies and procedures for disaster preparedness and to prepare hospital disaster plan. This will enable ability to illustrate disaster risk reduction and humanitarian response policy and practice from multiple perspectives.

UNIT- 1: Basics of Disaster Management Definitions, determining risk of disaster, Classification of disaster on the basis of origin, source, onset & anticipated response; Disaster process, Effects of Disasters – Health issues, characteristics and geography of disasters, Impact of Disasters on the Hospitals.

UNIT- 2: Disaster Management Process Phases of disaster management, leadership, organization of medical relief, Triaging, Disaster Response – local, national & International; Disaster Management Act – 2005.
Disaster preparedness Hospital Disaster Plan – its pre-requisites, principles and components; Hospital disaster management committee and its role; Hospital disaster manual.

UNIT- 3: Fire Safety Grades of fire and its causes; elements of fire safety, various fire extinguishers; and fire safety training. Preparedness: Monitoring of Phenomena Triggering a Disaster or Hazard;

UNIT- 4: Evaluation of Risk: Application of Remote Sensing, Data from Meteorological and Other Agencies, Media Reports: Governmental and Community Preparedness.

UNIT- 5: Disaster Risk: Concept and Elements, Disaster Risk Reduction, Global and National Disaster Risk Situation. Techniques of Risk Assessment, Global Co-Operation in Risk Assessment and Warning, People's Participation in Risk Assessment. Strategies for Survival.

REFERENCES:

1. Goel S. L., Disaster Administration And Management Text And Case Studies”, Deep & Deep Publication Pvt. Ltd., New Delhi, 2009.
2. Nishitha Rai, Singh AK, “Disaster Management in India: Perspectives, issues and strategies “New Royal book Company, 2007.
3. Sahni, Pardeep Et. Al. ,” Disaster Mitigation Experiences And Reflections”, Prentice Hall Of India, New Delhi, 2001

HH-204 Risk Management and Health Insurance

Objective: This course aims at giving in-depth knowledge of insurance business in terms of structure, products, pricing and risk management.

UNIT – 1: INTRODUCTION TO RISK MANAGEMENT Risk management – Objectives of risk management – Risk management process – Identifying and evaluating potential losses – Selecting appropriate technique for treating loss exposure – Risk financing – Implementing and administering risk management program – Personal risk management – Loss forecasting.

UNIT – 2: Risk Assessment, Analysis, Evaluation, Risk Control and Treatment – Risk Reduction - Transfer and Sharing of Risk - Elimination and Retention of Risk.

INTRODUCTION TO INSURANCE BUSINESS Definition of insurance - Characteristics of insurance – Principles of contract of insurance – General Concepts of Insurance – Insurance and hedging – Types of insurance – Insurance intermediaries.

UNIT – 3: Life Insurance Business - Fundamental principles of life insurance – Basic features of life insurance contracts - Life insurance products – Traditional and unit linked policies – Individual and group policies - With and without profit policies –Types of life insurance policies – Term insurance – Whole life insurance and its variants – Endowment insurance and its variants – Annuities – Policies for children and females – Policies for handicapped lives – Pension plans – Health insurance –Claims settlement.

UNIT – 4: General Insurance Business - Fundamental principles of general insurance –Fire insurance – Marine insurance – Motor insurance – Personal accident insurance –Liability insurance –Miscellaneous insurance – Claims settlement Meaning of rate/premium, Objectives of rate making, Rate making in life insurance business – Basic methods of rate making – Net single premium – Net annual level premium – Premium concepts – Level premium – Basic premium –Office yearly premium – Premium tables – Tabular premium – Rebate – Extra premium – Rider premium – Bonus – Calculation of premium and bonus.

UNIT 5: Insurance Regulations in India Insurance Act, 1938 – Summary provisions of Insurance Act, 1938 Insurance Regulatory and Development Authority (IRDA) – Introduction – Purpose, Duties, Powers and functions of IRDA – Operations of IRDA – Insurance policyholders’ protection under IRDA – Exposure/Prudential norms. Summary provisions of related Acts – Consumer Protection Act and Transfer of Property Act

Suggested Readings:

1. George Rejda, Principles of Risk Management and Insurance, Pearson Education.
2. S. Balachandran, General Insurance, Insurance Institute of India.
3. S. Balachandran, Karve, Palav, Life Insurance, Insurance Institute of India.
4. M. Y. Khan, Indian Financial System, Tata McGraw-Hill.
5. Bharti Pathak, Indian Financial System, Pearson Education.
6. C. Arthur, William Jr., Michael Smith, Peter Young, Risk Management and Insurance, McGraw-Hill
7. Trieschmann, Gustavson, Hoyt, Risk Management and Insurance, South Western College Publishing.
8. Gupta, P. K, Insurance and Risk Management, Himalaya Publishing House.

HH-205 HOSPITAL FACILITIES MANAGEMENT

Objectives: To get familiarised with support service systems □ To get acquainted with hazards and its management in hospital environment

UNIT-1 Nutrition and Dietary services – Pharmacy services – Medical Records services.

UNIT-2 Facilities Engineering – Maintenance of Civil Assets – Electrical supply and Water supply – Medical gas pipeline – Plumbing and Sanitation – Air conditioning system – Hot water and Steam supply – Communication Systems –Biomedical engineering departments in modern hospitals.

UNIT-3 Laundry services – Housekeeping services – CSSD-Energy conservation methods – AMC.

UNIT-4 Ambulance services – Mortuary services – Hospital security services.

UNIT-5 Policies in Clinical Services National Health Policy-National Health Programmes-Tuberculosis's control Programme, Dots Programme for control of Blindness- Family welfare programme- AIDS control programme, role & functions of National AIDS Control Organisation (NACO).

References:

G.D.Kunders, HOSPITAL AND FACILITIES PLANNING AND DESIGN Jacob Kline, HAND BOOK OF BIO-MEDICAL ENGINEERING

Webster J.G and Albert M. Coe, CLINICAL ENGINEERING PRINCIPLES AND PRACTICES Antony Kelly, MAINTENANCE PLANNING AND CONTROL.

HH- 206 Statistics for health Care Management

Course Objectives - Understand the different basic concept / fundamentals of business statistics. Understand the importance of measures of Descriptive statistics which includes measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance. Understand the concept of Probability and its usage in various business applications. Understand the Hypothesis Testing concepts and use inferential statistics- t, F, Z Test and Chi Square Test Understand the practical application of Descriptive and Inferential Statistics concepts and their uses for Business Analytics.

UNIT-1 Introduction To Basic Statistics Introduction to concepts - Meaning, Scope, types, functions and limitations of statistics in health care , Measures of Central tendency – Mean, Median, Mode, Quartiles, Measures of Dispersion – Range, Inter quartile range, Mean deviation, Standard deviation, Variance, Coefficient of Variation, Skewness and Kurtosis in hospital environment, Data recording in routine clinical practice - Qualitative & quantitative observations - Scales of measurement

UNIT-2: Health & Hospital Statistics Introduction-utilization of basic data, source of health statistics-common rates& ratios in India- incidence & prevalence rate- health reports- ICD- Notifiable Diseases-Clinical Trials- Community Trials- Non Randomized Trials- Ethical Bases in Clinical Trials- Sampling- Types of Sampling and Techniques of Sampling Unit III: Demography and Vital Statistics

UNIT-3 Correlation & Regression Analysis: Mortality and Morbidity Rates- Birth Rates-Specific Death Rates- Fertility Rates-Abortion Rates etc.- sources of health statistics-problems in collection of sickness data- measurement of sickness- vital statistics.

UNIT-4: Time Series & Index Number Time series analysis: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making. Index Numbers: - Meaning, Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices: - Fixed base and Chain base methods.

UNIT-5 Hypothesis Testing - Hypothesis Testing: Null and Alternative Hypotheses; Type I and Type II errors; Testing of Hypothesis: Large Sample Tests, Small Sample test, (t, F, Z Test and Chi Square Test)

References

1. G C Beri – Business Statistics, 3rd ed, TATA McGrawHill.
2. Chandrasekaran & Umapparvathi-Statistics for Managers, 1st edition, PHI Learning
3. Davis , Pecar – Business Statistics using Excel, Oxford
4. Ken Black – Business Statistics, 5th ed., Wiley India
5. Levin and Rubin – statistics for Management, 7th ed., Pearson
6. Lind, Marchal, Wathen – Staistical techniques in business and economics, 13th ed, McGrawHill. S. C.Gupta
7. T.N. Chhabra , Fundamentals of Statistics, Himalaya Publishing

HP-207 Computer Lab-2

COURSE OBJECTIVES - This Lab work is designed to make the students of management familiar with the basic concept of working various applications on computer.

MS OFFICE - I Lab Sessions relating to

1. MS Word
2. Developing business presentation with MS-PowerPoint
3. MS Access 4. MS Project

MS OFFICE-2 Students are expected to Find the following parameters or Prepare for a given dataset using MS Excel

- Draw all types of Diagrams and Graphs
- Construction of one way and two way tables
- Arithmetic Mean
- Geometric Mean
- Harmonic Mean
- Median, Mode
- Quartiles, Deciles, Percentiles
- Minimum, Maximum, Range
- Quartile Deviation, Mean Deviation, Standard Deviation, Variance, Coefficient of Variance
- Co-efficient of Skewness: - Karl- Pearson, Bowley, Kelly,
- Correlation coefficient
- Regression coefficient - Slope (b in $y = a + bx$)
- Regression Constant - Intercept (a in $y = a + bx$)

INTERNET BASICS Types of Connection, Internet Protocol, IP Address, Connectivity to Internet, WI-Fi Connectivity.

Google Search Tricks and Techniques. WORKING WITH GOOGLE SERVICES Docs, Spreadsheet, presenter, sites, etc.

HP-208 Seminar on contemporary Issues in Health Care

COURSE OBJECTIVES 1. Describe, discuss and critically reflect upon selected contemporary issues in different disciplines of business management.

2. Identify and summarize the major practical implications of the selected issues for organizations as well as for society at large.

3. Independently identify relevant contemporary issues in management as well as gathering scientific knowledge and present the report.

Topics - The exact themes for emphasis will alter as contemporary issues change. Some of the themes that might be focused upon are:

- Talent management
- Organizational learning and knowledge management
- Disaster management
- Impact of COVID -19
- Immunity and Health
- Mergers and Acquisitions of Hospital
- Recent trends in Health Care Marketing
- Current Economic Issues
- Govt. policies for disease free society

Subject Instructions The course consists of several different forms of learning opportunities, including lectures, seminars and presentations. The composition of the learning environment is naturally used as an important asset in the discussion of the contemporary issues in management from a global perspective. The faculty members will assign contemporary issues concerning with Business World. The student will prepare seminar under guidance of faculty members to be allotted by the Director/ Head/ Principal of the institute.

The student will submit written report and make an oral presentation before a panel of internal examiner (Director/ Head/ Principal of the institute or his or her nominee) and External examiner (to be appointed by Director/ Head/ Principal of the institute from a panel proposed by the Board of Studies and approved by the Vice Chancellor of Bikaner Technical University (BTU). The assessment of the report and its presentation will be jointly done by the internal and external examiner.

HP-209 Practice School -2

- Course Objectives
1. To develop reading, writing, listening and speaking abilities.
 2. To develop and strengthen the professional skills like presentations, debate and business writing
 3. To develop the public speaking skills
 4. To ensure smooth transition from campus to corporate.

Session 1: Communication at Workplace

- Understanding the cues and clues of Business Communication (Instructor may design a game and play in the class room)
- Role Play on developing understanding on Communication Barriers at work place.
- Good Communication Gateways: The 7 Cs of Communication
- Exercise on Making Communication Effective

Session 2: Interpersonal Communication

- Understanding Listening Skills through a game
- Developing Listening Skills by using audio in Lab
- Giving and Receiving Feedback through an exercise
- Handling Conflict & Objections

Session 3: Designing and Delivering Oral Presentations

- 7 Steps process of making Professional Presentations
- Process of Making Effective Power Point Presentations
- Art of making group & Online Presentations
- Play a game / exercise between students

Session 4: Fundamentals of Business Writing

- Memos, Notices & Business Letters writing (Three Types of Letters) through exercises.
- Drafting Business Messages for broadcasting & E - mail writing
- Types and Process of Report writing through exercise.
- Making an effective business proposal

Session 5: Employment Communication

- Resume Writing
- Exercise on Extempore & Debate
- GD Skills & Exercise on Group Discussion (Mock GD)
- Interview skills and Mock Interviews
- Drafting Post-Interview Employment Messages

References

1. Business Communication: A Practical Oriented Approach by Shalini Kalia & Shailja Aggarwal, by Wiley
2. Practical Business Communication by Emma Sue Prince

HH-301 Strategic Management

Objectives - Integrating the knowledge gained in functional areas of management □ helping the students to learn about the process of strategic management, and helping the students to learn about strategy formulation and implementation

UNIT-1 Concepts of Strategy - Levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit (SBD); Functional level strategies.

UNIT-2 Environmental Analysis and Diagnosis - Environment and its components; Environment scanning and appraisal; Organizational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis.

UNIT-3 Strategy Formulation and Choice - Modernization, Diversification Integration - Merger, takeover and joint strategies - Turnaround, Divestment and Liquidation strategies - Strategic choice - Industry, competitor and SWOT analysis, **Factors affecting strategic choice**; Generic competitive strategies - Cost leadership, Differentiation, Focus, Value chain analysis, Bench marking, Service blue printing

UNIT-4 Functional Strategies: Marketing, production/operations and R&D plans and policies- Personnel and financial plans and policies.

UNIT-5 Strategy Implementation - Inter - relationship between formulation and implementation - Issues in strategy implementation - Resource allocation - Strategy and Structure - Structural considerations - Organizational Design and change - Strategy Evaluation- Overview of strategic evaluation; strategic control; Techniques of strategic evaluation and control.

REFERENCES

1. Azhar Kazmi, STRATEGIC MANAGEMENT & BUSINESS POLICY, Tata McGraw-Hill Publishing Company Limited, New Delhi 2018.
2. Vipin Gupta, Kamala Gollakota & Srinivasan, BUSINESS POLICY & STRATEGIC MANAGEMENT, Prentice Hall of India Private Limited, New Delhi, 2016.
3. Amita Mittal, CASES IN STRATEGIC MANAGEMENT, Tata McGraw-Hill Publishing Company Limited, New Delhi 2020
4. Fred R. David, STRATEGIC MANAGEMENT CONCEPT AND CASES, PHI Learning Private Limited, New Delhi, 2018

HH-302 Patient Care Management

Objectives: □ To understand the importance of patient care management □ To be acquainted with the disaster and safety & Security Management in Hospitals.

UNIT-1 Patient centric Management-Concept of patient care, Patient-centric management, Organization of hospital departments, Roles of departments/managers in enhancing care, Patient counselling & Practical examples of patient centric management in hospitals-Patient safety and patient risk management.

UNIT-2 Quality in patient care Management-Defining quality, Systems approach towards quality, Towards a quality framework, Key theories and concepts, Models for quality improvement & Variations in practice. Patient classification systems and the role of case Mix- Why do we need to classify patients, Types of patient classification systems, ICD 9 (CM, PM), Case mix classification systems, DRG, HBG, ARDRG, Case mix innovations and Patient empowering classification systems.

UNIT-3 Medical ethics & auditory Procedures-Ethical principles, Civic rights, Consumer Protection Act, Patient complaints powers & procedures of the district forum, State and National commission, Patient appeals, Autopsy, Tort liability, Vicarious liability, Medical negligence, Central & state laws, Use of investigational drugs.

UNIT-4 Introduction/need & procedures for medical audit, Audit administration & Regulating Committees-Confidentiality and professional secrecy, ethics of trust and ethics of rights – autonomy and informed consent, under trading of patient rights – universal accessibility – equity and social justice, human dignity.

UNIT-5 Disaster Preparedness-Policies & procedures for general safety, fire safety procedure for evacuation, disaster plan and crisis management. Policies & procedures for maintaining medical records, e-records, legal aspects of medical records, its safety, preservation and storage.

REFERENCES:

Goel S L & Kumar R. HOSPITAL CORE SERVICES: HOSPITAL ADMINISTRATION OF THE 21ST CENTURY 2004 ed., Deep Deep Publications Pvt Ltd: New Delhi
Gupta S & Kant S. Hospital & Health Care Administration: Appraisal and Referral Treatise 1998 ed., Jaypee, New Delhi

HH-303 Inventory Control in Hospital

Objectives: To familiarise with the concepts of procurement, understand stores management and inventory control system.

UNIT-1 Principles of Logistic Management: Definition of Logistics Management – Functions of Logistics Management – Principles of Purchase Management - Tendering procedures – procurement procedure -Vendor development and rating – Methods of payment – Letter of credit – Foreign currency-payments. -Import documentation.

UNIT-2 Inventory control: Definition -objectives of Inventory Control – Types of Inventory cost – Types of Inventory Control – Pareto’s law -ABC /VED / SDE Analysis – Lead Time – Buffer stock – Reorder level – Economic Order Quantity (EOQ) – Types of Inventory Control systems. **Stores Management-** location and layout – Standardization, Codification and Classification of materials – Material accounting and physical distribution – Store documentation – condemnation and disposal of scrap, surplus and obsolete materials – Types of stores in a Hospital.

UNIT-3 Equipment Planning and Procurement: Steps in equipment selection – Utilization index – Factors leading to poor utilization of equipment- planning and procurement of spares / accessories / consumables.

UNIT-4 Recent trends in Materials Management: Types of Materials used and stored in a Hospital – Computerization of Materials function – MIS Reports – Concept and frame work of supply chain management -concept of Just in time and Central purchasing.

UNIT-5 Stock accounting and stock recording different methods of stock verification, investigation of discrepancies, reconciliation, stock adjustment, write off and stock valuation. Stock valuation methods -LIFO, FIFO, Brief Introduction of Simple and weighted average method.

REFERENCES:

Mr. K S Menon, STORES MANAGEMENT 2ed., Macmillan India Ltd.,
Mr. Rupnarayan Bose, AN INTRODUCTION TO DOCUMENTARY CREDITS, Macmillan India Ltd
Mr. B S Sahay, SUPPLY CHAIN MANAGEMENT, Macmillan India Ltd
Mr. Gopalakrishnan & Sunderasan, MATERIALS MANAGEMENT

HH-304 Hospital information System

Objectives: To understand the role of IT in hospital management and to familiarise with the latest developments in technology with relevance to hospitals.

UNIT-1 The Information Explosion: Information is important – Impact on society – Impact on teaching and learning – Impact on Government – Impact on Healthcare – The future of healthcare technology – The future healthcare record – Preparing for the future – Summary. The world of Informatics.

UNIT-2 The Electronic health record: Functions of the health record – Changing functions of the patients record – Advantages of the paper record – Disadvantages of the paper record – Optically scanned records – The electronic health record – Automating the paper record – Advantages of the EHR – Disadvantages of the EHR – Bedside or point-of-care systems – Human factors and the EHR – Roadblocks and challenges to EHR implementation – The future.

UNIT-3 Securing the Information: Privacy and confidentiality and Law – Who owns the data? – Security – Computer crime – Role of healthcare professionals – Summary. Information Systems cycle: The information systems cycle – Analysis – Design phase – Development – Implementation – Why some projects fail?

UNIT-4 Electronic Communications: A bit of history – Hardware and software for connecting – Methods of accessing information – World Wide Web (WEB) – Communication Technologies.

UNIT-5 Telehealth– Historical perspective on telehealth – Types of Technology – Clinical initiatives – Administrative initiatives – Advantages and Barriers of telehealth – Future trends – Summary-The future of Informatics: Globalization of Information Technology.

UNIT-6 Electronic communication – Knowledge management – Genomics – Advances in public health – Speech recognition – Wireless computing – Security – Telehealth – Informatics Education – Barriers to Information Technology implementation.

REFERENCES:

Kathleen M., INFORMATICS FOR HEALTHCARE PROFESSIONAL
James O'Brien, Tate McGraw Hill, MANAGEMENT INFORMATION SYSTEM
Peter Norton, INTRODUCTION TO COMPUTER, Tata McGraw Hill

HH-305 Hospital Planning

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 construction of building - commissioning, shake down period.

UNIT -2: Planning for Medical and Ancillary services Out-patient services, Emergency services, Day care services, Inpatient services and Intensive Care Units (ICU), Surgical suites, Labor and delivery suites-LDRP suites and Physical Therapy department.

UNIT -3: Planning for Supportive Services Admitting department, Medical Records department, Laboratory services, blood banking & Radiological services, Pharmacy & Medical store, Medical gas system, HVAC, CSSD, Food & Beverages and Laundry & linen services.

UNIT -4: Planning for Advanced facilities Cardiac catheterization laboratory, various endoscopy units, Radiotherapy unit, IVF unit and Dialysis unit.

UNIT -5: Recent Advances in Hospital Planning Green Hospitals, Energy efficiency in hospitals, Robotics in Hospitals and Geriatric Care.

Texts & References:

1. Modern Trends in Planning & Designing of Hospitals: Principles and Practice:
2. Shakti Kumar Gupta, Sunil Kant, R Chandrashekhar, SidharthSatpathy, by Jaypee – 2007
3. Hospitals: Facilities Planning and Management, GD Kunders by Tata Mcgraw Hill
4. Hospital Planning: Charles Butler, Addison Erdman
5. Dr Malhotra's series: Step by Step – Hospital designing & Planning, by Jaypee 2007

HH-306 Marketing of Hospital Services

Objective: This subject will give the insight into the application of marketing principles in various situations in a Hospital environment

UNIT-1 Understanding Services Marketing: Introduction, services in modern economy, classification of services, differences in goods versus services, reasons for growth in services sector, services triangle.

UNIT-2 Consumer behavior in services: Customers interact with service operations, purchase process, customers' needs and expectations, difficulty in evaluation of services, service business system, the search for customer loyalty, understanding CRM, CRM systems.

UNIT-3 Service product and revenue management: Planning and creating services, identifying and classifying supplementary services, branding service products, new service development, objectives and foundations for setting prices, methods of service pricing, revenue management.

UNIT-4 Communication-mix and Distribution of Services: Challenges and opportunities in communicating services, objectives for marketing communications, branding and communications, Distribution in a service context, options for service delivery, decisions about place and time, service delivery in cyberspace.

UNIT-5 Managing service delivery process and service quality: Blue printing services, service process redesign, the customer as co-producer, fluctuations in demand for services, integrating service quality and productivity strategies, measuring and improving service quality.

References

1. Services Marketing-People, technology and strategy by Christopher Lovelock, Jochen Wirtz and Jayanta Chatterjee, Pearson education 2006.
2. Services Marketing by K.Rama Mohana Rao, Pearson education 2005
3. Services Marketing-Integrating customer focus across the firm by Valarie A Zeithaml & Mary J Bitner, 2005
4. Services Marketing by S.M. Jha, Himalaya publishers, 2006. Essentials of Healthcare Marketing by Eric N. Berkowitz, Jones & Barrett publishers, 2006

HH-307 Branding & Promotion of Hospitals

Objective: To facilitate an understanding of the importance of branding and how the value of brands may be developed, protected or lost. Participants are expected to develop an ability to measure brand equity.

UNIT-1 Branding concepts: introduction to brand, importance and characteristics of the Brand, Brand symbols; brand character, brand logo, brand extension, shared and co-operative Branding, Brand image, brand loyalty

UNIT-2 Strategic brand management process, importance of Brand planning, issues influencing brand potential, developing brand identity across the globe

UNIT-3 Advertising: Definition & Characteristics; Types; Mass Media Promotions- Newspapers: Advantages & Disadvantages; Magazines: Advantages and disadvantages; Radio: Advantages and Disadvantages; T.V – Advantages and Disadvantages; Outdoor Advertising.

UNIT-4 Advertising in Hospital industry, Advertising Plan, Advertising Production Process, Creative strategy, Types of Advertising appeals, The Creation Stage

UNIT-5 Developing Effective advertisement plan, advertising versus promotion, Direct Marketing and Interactive Marketing Case Study, Group Discussion.

References

1. Aaker D A –Brand Portfolio Strategy-Free Press,New York
2. Chunawala –Kumar – Advertising Theory and Practice – Himalyan Press
3. Basic Marketing by William D. Rerreult&Mc Carthy, TMH,2005 5.
4. Marketing Management by V.S.Ramaswamy, Namakumari, Macmillan, 2006

HP-307 Internship & Training

Objective: To provide on the job experience, as an understudy in a hospital, to help the student Understand systems and procedures and learn to make decisions considering the Hospital as an integral unit.

Pedagogy Internship is of 45 days duration and the students are placed in some select hospitals Anywhere in the country / abroad as interns.

Evaluation will be done at the end of 45 days from the commencement of the internship. The student will have to submit an internship diary which will be evaluated by way of viva – voce examination.

Format for evaluation will be provided to the host administrator. He will be requested to send the performance evaluation scores of the internee, confidentially, to the institute, which in turn will compute the average of the evaluations to arrive at the final marks. The evaluation of the host administrator is limited to 50 marks and the institute for regular submission of monthly reports and activities undertaken in the hospital will constitute 50 marks.

Contents Introduction to the hospital -During this period the student will be assigned to administrator the hospital functions and services under the guidance of hospital administrator.

The student is expected to work in minimum two select departments of the hospital, preferably from their area of interest, i.e based on their area of specialization.

The students will work on a selected area of their choice or, alternately, or as indicated by the host administrator and prepare a detailed report on various activities on the selected area.

A copy of the reports submitted to the host administrator will have to be invariably submitted to the institute.

Finally, a consolidated report on the projects of the hospitals has to be prepared and presented to the panel of experts.

MBA-HH-4th Semester

HH-401 Total Quality Management

Objectives:

- To introduce with the TQM Concepts
- To understand the importance of quality in hospital management

UNIT-1 Quality mission, policy and objectives; concepts, evolution and determinants of quality; interpretation and process of quality audits; cost of quality and economics of quality. Concepts of quality improvement, quality assurance, business score card. Contribution of quality gurus: Shewhart, Juran, Figenbaum, Ishikawa, Deming and Taguchi; SPC, SQC, CWQC, TPM, TQC:

UNIT-2 Definition, underlying concepts, implementation and measurement of TQM, internal customer supplier relationship, QFD, Quality Circles, Quality improvement teams, team work and motivation in TQM implementation, training and education, role of communication in implementing TQM, policy deployment.

UNIT-3 Processes in service organization and their control, simple seven tools of quality control; check sheet, Histogram, Scatter diagram, Process Mapping, Cause and Effect diagram, Pareto analysis, control charts and Advanced tools of quality -SQC; control charts for variables- X, Xbar, and R charts and control charts for attributesp,Np, and c charts. Acceptance sampling plan and occurrence .

UNIT-4 Facets of quality, quality planning, quality improvement methods, Kaizen, quality audits, dicmeal audit, accreditation, nursing care standards, Six Sigma, JIT and NABL Introduction to ISO2000, ISO 14000, and ISO 18000. Documentation of quality systems, quality manual, procedure manuals, work instruction manuals and records for ISO 2000. Bench marking and Business Process Reengineering: definition, methodology and design, evaluation and analysis

UNIT-5 Current trends in TQM- Quality in healthcare, Accreditation -with special emphasis on NABH Accreditation,

REFERENCES:

- 1.Bester field H. Dale, TOTAL QUALITY MANAGEMENT, Pearson New Delhi, 2005.
- 2.Sridhar Bhat, TOTAL QUALITY MANAGEMENT, Himalaya House pub., Mumbai, 2002
- 3.Sundara Raju S.M., TOTAL QUALITY MANAGEMENT: A PRIMER, Tata McGraw Hill, Srinivasan, N.S. AND V. NARAYANA, MANAGING QUALIY- CONCEPTS AND TASKS, New Age International, 1996.
- 4.Kume, H., MANAGEMENT OF QUALITY, Productivity Press, 1996

HH-402 Public Health System

Objectives: To understand the basic concepts and methods of epidemiology □ To get familiarised with the Emergency Epidemic Management System

UNIT-1 Basic concepts and methods of Epidemiology and application to the variety of disease problems – Health for all and primary Health care – Clinical trails – community trails – ethical considerations – inference from epidemiological studies.

UNIT-2 National Health Programmes related to Communicable diseases- Malaria, Filarial, Tuberculosis, Leprosy, AIDS, and STD National Health Programmes related to Non Communicable diseases – Cancer, Blindness,Diabetes, and Mental Health-Reproductive and child health programme (RCH)-Health related national programmes –Integrated Child development scheme, water supply and sanitation, minimum needs programme.

UNIT-3 Alcoholism and drug dependency: Alcohol and alcoholism – opiod drug use – cocaine and other commonly abused drugs – nicotine addiction – setting up de-addiction and rehabilitation centers.

UNIT-4 Environmental and Occupational hazards – Hazards of environment and work place – Sterilizations – Autoclaves – Waste disposal management (Solids and Liquids) – Incinerators.

UNIT-5 Emergency Epidemic Management System – Safety systems – Immunization and Isolation systems – Communication systems – Public Health Service Systems – Health and Population policy and Strategies – District Health Organization – Regionalization of health care.

REFERENCE BOOKS:

1. Gilienfeld, FOUNDATION OF EPIDEMIOLOGY
2. Brilliant Lawrence, SMALLPOX ERADICATION IN INDIA
3. Ronald Gold et.el., PRE-TEST SELF ASSESSMENT AND REVIEW
- 4.PRINCIPLES OF INTERNAL MEDICINE HARRISONS Volume 2

HH-403 Hospital Operations Management

Objectives:

- To identify the important functions and its management in Hospitals
- To familiarise with the supporting services and procurement management of Hospitals.

UNIT-1 Front Office - Admission – Billing – Medical Records – Ambulatory Care- Death in Hospital – Brought-in Dead - Maintenance and Repairs Bio Medical Equipment.

UNIT-2 Clinical Services - Clinical Departments – Out patient department (OPD) – Introduction – Location – Types of patients in OPD – Facilities – Flow pattern of patients – Training and Coordination; Radiology – Location – Layout – X-Ray rooms – Types of X-Ray machines – Staff USG – CT – MRI – ECG.

UNIT-3 Supporting Services – House Keeping –Linen and Laundry, - Food Services - Central Sterile Supply Department (CSSD)

UNIT-4 Facility Location and Layout importance of location, factors, general steps in location selection Types of lay outs – product, process, service facility layout-Work standards, techniques of work measurement-Work sampling, calibration of hospital equipments. Productivity measures, value addition, capacity utilization, productivity – capital operations, HR incentives calculation, applications in hospital.

UNIT-5 Purchasing strategy process – organizing the purchasing function – financial aspects of purchasing – tactical and operational applications in purchasing, Inventory Management: valuation and accounting for inventory – physical location and control of inventory – planning and replenishment concepts – protecting inventory; Value Management, Value engineering, value analysis.

References:

1. Madhuri Sharma, ESSENTIALS FOR HOSPITAL SUPPORT SERVICES AND PHYSICAL INFRASTRUCTURE,
2. Sakharkar BM, PRINCIPLES OF HOSPITALS ADMINISTRATION AND PLANNING,
3. Jaypee Francis CM, Mario C de Souza, HOSPITAL ADMINISTRATION, New Delhi, 2000
4. Prabhu KM, Sood SK, HOSPITAL LABORATORY SERVICES ORGANIZATION AND MANAGEMENT,
5. Journal of Academy of Hospital Administration, 2(@) 1990

HP-407 DISSERTATION

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, help do an independent study, and encourage working in a team.

Pedagogy - Identifying several situations amenable to dissertation work, writing a proposal and making a presentation to the Departmental Research Committee. - Reporting to the committee on the progress of research work periodically. - Making use of a variety of research methods. - Defending the inference before the Examining Committee.

Report Contents Every student will do a detailed study on the topic selected for the dissertation, and is expected to prepare a two or three proposals which he intends to take up for the Dissertation. The Assigned guide will examine this and decide on the topic of dissertation. Report will comprise of following contents:

1. Abstract
2. Introduction
3. Aims & Objectives
4. Operational definitions
5. Significance of Study
6. Review of literature
7. Research methodology
8. Data Analysis
9. Results
10. Discussion
11. Conclusion
12. Recommendations
13. Limitations of study
14. Future prospects of study
15. References

Evaluation: The Departmental Research Committee and an expert from Hospital industry will evaluate the dissertation.

