

Tel. No.: 2419700/2419567
Fax: 0821-2419363/2419301

Email: registrar@uni-mysore.ac.in
www.uni-mysore.ac.in



Vishwavidyanilaya Karyasoudha
Crawford Hall, Mysuru- 570 005

(Re-accredited by NAAC at 'A')

(NIRF-2023 Ranked 44 in University Category & 71 in Overall Category)

No.: PMEB-1/Spl./09(3)/2023-24

Date: 08-07-2024

NOTIFICATION

Sub.: Syllabus and Examination pattern of BBA -Hons. (Hospital Administration) course under Specialized Programmes from the academic year 2024-25-reg.

- Ref.: 1. Decision of the BOS Meeting held on 29-01-2024.
2. Decision of the Faculty of Commerce meeting held on 15-06-2024.
3. Decision of the Academic Council meeting held on 28-06-2024.

The Board of Studies in **BBA -Hons. (Hospital Administration) and Master of Hospital Administration (CB)** at its meeting held on 29-01-2024 has recommended the approval of the 2nd and 3rd year Syllabus of **BBA -Hons. (Hospital Administration)** course (as per NEP-2020) in University of Mysore under specialized/specified programs from the academic year 2024-25.

The Faculty of Commerce and the Academic Council at their meetings held on 15-06-2024 and 28-06-2024 respectively, have also approved the above proposal and the same is hereby notified.

The 2nd & 3rd year syllabus of **BBA -Hons. (Hospital Administration)** course may be downloaded from the University website <https://uni-mysore.ac.in/PMEB/>.


REGISTRAR
REGISTRAR

University of Mysore
MYSURU - 570 005

To,

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, Dept. of Commerce, Hemagangotri, Hassan.
3. Prof. D. Anand, DoS in Business Administration (BIMS), Manasagangothri, Mysuru.
4. The Principal, Marian Institute of Professional Studies (MIPS), MIT Campus, Belawadi, Srirangapatna Tq., Mandya Dist.
5. The Deputy Registrar/ Asst. Registrar/ Superintendent, Examination Branch, UOM, Mysuru.
6. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysuru.
7. Office Copy.

Proceedings of the meeting of the members of the Board of Studies BBA-Hons. (Hospital Administration) (UG) held on 29-01-2024 at 11.00 AM at the B.N. Bahadur Institute of Management Science, University of Mysore, Manasagangotri, Mysuru.

Ref: No. PMEBS-5/Spl.-31/2022-23

The meeting of the Board of Studies in BBA-Hons. (Hospital Administration) programme of Marian Institute of Professional Studies, MIT campus, Mandya Dist- 571477 was conducted at the B.N. Bahadur Institute of Management Science, University of Mysore, Manasagangotri, Mysuru.

The following members have attended the meeting,

- | | |
|-----------------------|----------|
| 1. Dr Rashmi | Member |
| 2. Mr Abin Francis | Member |
| 3. Mr. Manikandan R | Member |
| 4. Mr. Sreeram G Nair | Member |
| 5. Prof. Dr Anand | Chairman |

The following member were absent for the meeting.

- | | |
|-------------------------------|--------|
| 1. Dr Krupa | Member |
| 2. Rev Dr Emmanuel Parekkattu | Member |
| 3. Dr Angel | Member |
| 4. Dr. P T Thomas | Member |

The Members of the Board were welcomed by the Chairman. The agenda of the meeting was presented for approval of the syllabus of 2nd and 3rd year of BBA-Hons.(Hospital Administration) programme, as per NEP 2020 Regulations, for the academic year 24-25. The draft of the proposed scheme, titles of the courses and the respective syllabus are placed before the members of the board for discussion and suggestions were sought.

After detailed presentation and discussion among the members, the following were resolved to be recommended.

1. The Course Structure and Syllabus of the course of IInd year BBA-Hons.(Hospital Administration) programme along with the credit patterns for the proposed course were approved by the Board.
2. The Course Structure and Syllabus of the course of IIIrd year BBA-Hons.(Hospital Administration) programme along with the credit patterns for the proposed course were approved by the Board.

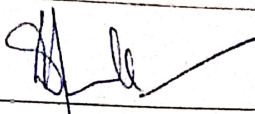

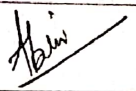
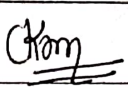
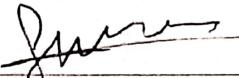


CHAIRMAN

BoS in BBA-Hons. (Hospital Administration) (UG) and
Master of Hospital Administration (PG)

Dr. D. ANAND, MBA., Ph.D.,
PROFESSOR
DOS in Business Administration-BIMS
University of Mysore
Manasagangothri, Mysore-570 006

Proceedings of the meeting of the members of the Board of Studies in BBA-Hons. (Hospital Administration) (UG), held on 29/01/2024 at 11.00 AM at the B.N. Bahadur Institute of Management Science, University of Mysore, Manasagangotri, Mysuru.

Sl. No.	Name	Position	Signature
1	Prof. Dr Anand	Chairman	
2	Dr Rashmi	Member	
3	Mr Abin Francis	Member	
4	Mr. Manikandan R	Member	
5	Mr. Sreeram G Nair	Member	


CHAIRMAN

BoS in BBA-Hons. (Hospital Administration) (UG) and
Master of Hospital Administration (PG)

ANAND. MBA, Ph.D.,
PROFESSOR
in Business Administration-BIMS
University of Mysore
Manasagangotri, Mysore-570 006

+



UNIVERSITY OF MYSORE

BBA-HONS. (HOSPITAL ADMINISTRATION) DEGREE

SYLLABUS

NEP 2020

IMPLEMENTED FROM THE

ACADEMIC YEAR 2023-24

YEAR 2 SEMESTER III

Sl. No	Subject Code		Theory	Practical	C1	C2	L	T	P	Total Credit
			C3							
1	DSC 6	Introduction to Healthcare Industry	60	-	20	20	4	-	-	4
2	DSC 7	Consumer Behaviour	60	-	20	20	4	-	-	4
3	DSC 8	Health Economics II	60	-	20	20	4	-	-	4
4	DSE1	Medical Record Science-I	60	-	20	20	4	-	-	4
5	DSC 9	Patient Record Management System	-	50	20	30	-	2	4	3
6	DSC10	Patient Safety	-	50	20	30	-	2	4	3
7	SEC 4	Skill Extension Activity (Patient Relations Associate)	-	50	20	30	-	2	4	3
		TOTAL CREDIT								25

YEAR 2 SEMESTER IV

Sl. No.	Subject Code	Subject	Theory	Practical	C1	C2	L	T	P	Total Credit
			C3							
1	DSC-11	Epidemiology & Analysis of Health Information Data	60	-	20	20	4	-	-	4
2	DSC-12	Support & Utility Services-I	60	-	20	20	4	-	-	4
3	DSC-13	Quality in Health Care	60	-	20	20	4	-	-	4
4	DSE-2	Medical Terminology -II	60	-	20	20	4	-	-	4
5	DSC-14	Bio-Statistics- I	-	50	20	30	-	2	4	3
6	DSC-15	Inventory Control & Purchase Management	-	50	20	30	-	2	4	3
7	SEC-5	Skill Extension Activity IV (Hospitality Associate)	-	50	20	30	-	3	3	3
		TOTAL CREDIT								25

YEAR 3 SEMESTER V

Sl. No.	Subject Code	Subject	Theory	Practical	C1	C2	L	T	P	Total Credit
			C3							
1	DSC-16	Hospital Operation Management I	60	-	20	20	4	-	-	4
2	DSE-3	Support & Utility Services-II	60	-	20	20	4	-	-	4
3	DSC-17	Financial Mgmt.	60	-	20	20	4	-	-	4
4	DSC-18	Human Resource Mgmt.	60	-	20	20	4	-	-	4
5	SEC-6	Epidemiology & Analysis of Health Information Data	-	50	20	30	-	2	4	3
6	SEC-7	Support & Utility Services	-	50	20	30	-	2	4	3
7	SEC-8	Skill Extension Activity VI (Project /Internship)		50	20	30	-	3	3	3
TOTAL CREDIT										25

YEAR 3 SEMESTER VI

Sl. No.	Subject Code	Subject	Theory	Practical	C1	C2	L	T	P	Total Credit
			C3							
1	DSC 19	Public Relations	60	-	20	20	4	-	-	4
2	DSE 4	Medical Ethics	60	-	20	20	4	-	-	4
3	DSC 20	Organizational Behaviour	60	-	20	20	4	-	-	4
4	DSC 21	Support & Utility Services- II	60	-	20	20	4	-	-	4
5	SEC 9	Management Information System	-	50	20	30	-	2	4	3
6	SEC 10	Environment & Ecology	-	50	20	30	-	2	4	3
7	SEC 11	Skill Extension Activity VII (Major Project /Internship)		50	20	30	-	3	3	3
TOTAL CREDIT										25

SEMESTER III

Introduction to Healthcare Industry

UNIT-I

Meaning and importance of healthcare and hospital management, Disease, care and administration, Role and place of hospital in health spectrum, health indicators and the importance.

UNIT-II

Hospital Sector: definition, meaning, and significance of Hospital sector, functions and classification of hospitals,role of hospitals in society.

UNIT-III

Health administration in India: An overview of medical care, including the role of state and local self-government,NGOs, Private and corporate sector, community at large.

UNIT-IV

Organizational structure of hospitals, services including clinical, administrative and supportive services managed by the hospital management: levels and roles, governing bodies, executive board, advisory board, CEO, medical administration, nursing administration and hospital administration, middle level managers in the hospitals and their responsibilities.

Reference Books:

1. Healthcare Management (Text and Cases), S.K. Sarangi, Himalaya Publishing House 2011.
2. Dunn & Haimann's Healthcare Management, Rose. T. Dunn Health Administration Pr; 9th Edition-2010.
3. Hospital Management and Administration Principles and Practice Including Law, BV Subramanyam, CBS Publishers & Distribution Pvt Ltd
4. Management Principles for Health Professionals, Joan Gratto Liebler, Charles R. Mc Connell, Jones and Bartlett Publishers, Inc, 7th Edition-2016.
5. Hospital Administration and Management –A Comprehensive Guide, Joydeep Das Gupta, Jaypee Brothers Medical Publishers; Second Edition-2015.
6. Hospital Management; Text & cases, Pearson Education India, First Edition-2013.

SEMESTER III CONSUMER BEHAVIOUR

UNIT I

Consumer Behavior: Concept, diversity of consumer behavior, Characteristics of Indian consumers, Consumer behavior and marketing strategies. Consumerism: Evolution of consumer society. Definition of consumerism, buyers & sellers' rights, effects of consumerism. Consumer Research.

UNIT II

Individual Determinants of Behavior- Personality, perception, attitude (attitudinal models), learning, Motivation, Group influence on consumer behavior

UNIT III

Opinion leaders. Culture, Sub-culture, Cultural relevance to marketing decisions, Characteristics of culture, Cultural Values, Cultural Changes, Cross cultural understandings. Family: Role & Structure, Family Life Cycle, Diffusion of innovations: the diffusion process – the adoption process - consumer innovativeness and personality traits

UNIT IV

Consumer decision making: Consumer Decision-Making Process, Models of consumer decision making- Kollatt-Blackwell model, Howard-Sheth Model, Bettman's Model, Concept of involvement & extensive problem solving - limited problem solving – routinized responsive behaviour. Organizational Buying: Concept & comparison with Consumer buying

References:

1. Blackwell, Roger, Miniard, Paul & Engel, James; Consumer Behaviour; 10th ed, Thomson Learning; New Delhi, 2009
2. Loudon, David J. & DellaBitta, Albert; Consumer Behaviour; 11th ed, Tata McGraw Hill Publishing Company Ltd., New Delhi, 2014.
3. Schiffman, Leon G. & Kanuk, Leslie Lazar; Consumer behaviour; 10th revised ed, Pearson Education; New Delhi, 2010
4. Schiffman, Leon G. and Joseph Wisenblit, Consumer behaviour; Pearson N.Y., , 2018
5. Solomon, Michael R.; Consumer Behaviour – Buying, Having and Being, 5th ed, Pearson Education; New Delhi, 2004.
6. Assel Henry, (2005), Consumer Behaviour, Biztantra, New Delhi, 2005..
7. Seth, J. N. & Mittal, B., Customer Behaviour-A Managerial Perspective, 2nd ed, Thomson South-Western, 2004

SEMESTER III HEALTH ECONOMICS II

UNIT-I

Health Economics: Need & Scope of Health Economics; Principles of Health Economics; Basic Economic Concepts – Application of Economics to Business Decisions

UNIT-II

Concept of resource allocation – cost analysis – concepts – classification – short run – long run cost functions – Economics of size – economies and dis-economies of scale – input output analysis.

UNIT-III

Market Structure & pricing policy – pricing under perfect competition – under pure monopoly – Economic Fluctuations and business – business cycle – business policy – inflation - monetary and fiscal policies.

UNIT-IV

Public–Government’s role in different socio-economic systems, Budgets–Allocation of Medical field – central – state governments – structure – five-year plans. Medical Tourism: Role of Medical Tourism, Methods to attract Foreign Medical Tourists, Facilities available for foreign patients, Role of travel Agencies, Govt. Policy on Medical Tourism.

Reference:

1. Thomas and Maurice, “Managerial Economics”, Tata Mc-Graw Hills.
2. Ahuja, H.L., “Managerial Economics”, S-Chand.
3. Charles E. Phelps “Health Economics” Routledge Publications. 6th Edition 2017
4. David Wonderling, Reinhold Gruen, Nick Black “Introduction to Health Economics” Open University Press 2018 revised edition
5. Dutta Shuvendu Bikash “Health Economics for Hospital Management” Jaypee Brothers Medical Publishers.
6. Dr D Amutha “A Text Book of Health Economics” IBP Publisher, 2016
7. By Frank A. Sloan and Chee-Ruey Hsieh “Health Economics” The MIT Press, 2019
8. Battacharya, Jay Hyde Timothy & TUPeter (2014). Health Economics. Palgare Mac Miller Publication

SEMESTER III
MEDICAL RECORD SCIENCE - 1

UNIT 1

History of Development of Medical Records During different periods

1. Early Ancient Times to Renaissance Period (16th&17thCenturies)
2. 18th-20thCenturies and Till Date
3. In U.S.A.
4. At International Level
5. In India

UNIT 2

Characteristics of quality Medical Records:

Definition, Characteristics of 'Good' Medical Record Values of 'Good' Medical Record to various users Required Characteristics of entries in medical Records Responsibility for Medical Record Quality Source-oriented, Problem-oriented, and Integrated medical records Medical Record Forms and their Content Standard Order of Arrangement of Medical Record forms Analysis of Medical Record-Quantitative & Qualitative Incomplete Record Control

UNIT 3

Medical Records for different patient encounters with health care facility

Ambulatory Care Records {Emergency & Outpatient Records}. Clinical Records in Long-Term Care and Rehabilitation Facilities. Mental Health Records

Filing Methods, Storage, and Retention:

Numbering and Filing Systems Filing. Storage- Microfilming and Disk Storage Retention Registers & Indexes, Record movement control & Tracking system

UNIT 4

Organizational Aspects of Medical Record Department/Services

Policies Functions Location, Space and Layout Equipment Forms Designing and Control Medical Records Flow and Processing

Reference:

1. Principles of Hospital Administration & Planning: B.M.Sakharkar(Jaypee)
2. Hospital Administration:
3. C.M.Francis(Jaypee)

SEMESTER III

Patient Record Management System

Unit.1

Definition and history of medical records; Values, purposes and uses of medical records; Contents and components of medical records. Need for a medical records department and its function; Responsibilities of medical records personal, hospital administrators, doctors, nurses and allied health professionals in related records.

Unit.2

Numbering, filing sorting and retrieval of medical records; Indices and register; Preparation of birth and death reports; Analysis and medical records; Medico-legal aspects of medical records.

Unit.3

Computerization of medical records; Administration of medical records; Interdisciplinary relationship; Nomenclature and classification of ICD; Health statistics; Health insurance.

Unit.4

Medical Transcription. Hospital automation – Application of computers in hospital automation. Need for computerization. Areas of computerization in medical records management. Hospital automation software packages.

References:

Cawkell,AE: World information technology manual. Amsterdam, Elsevir, 1991.

Rohit Khurana: Encyclopedia of computer science. Vol.I New Delhi, APH Publishing House.

Zorkoczy, Peter and Heap, Nicholas: Information technology: An introduction. London, Pitman, 1996.

SEMESTER III

Patient Safety

UNIT I:

PRINCIPLES OF EFFECTIVE COMMUNICATION (8) Nature, Objective, Forms & Process of Communication, Principles of Effective Communication, Barriers to Communication, Measures to Overcome Barriers to Communication, Gateways of Communication in an Organization, Media and Modes of Communication

UNIT II:

COMMUNICATION SKILLS Oral Skills: Reading Skills, Listening Skills, Presentation Skills, Negotiation Skills, Meetings and Conferences, Interview Skills & Group Discussion. Writing Skills: Business Letters, Job Applications and Resume Writing, Enquiries, Circulars, Notices and Memos Business Correspondence: Job Applications and Resume Writing, Business Letters, Enquiries, Orders and Replies, Circulars, Notices and Memos.

UNIT III:

PATIENT CENTRIC MANAGEMENT (8) Concept of patient care, Patient-centric management, Organization of hospital departments, Roles of departments/managers in enhancing care, Patient counseling & Practical examples of patient centric management in hospitals; Patient safety and patient risk management.

UNIT IV:

PATIENT CLASSIFICATION SYSTEMS AND THE ROLE OF CASE MIX (8) 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

Reference:

1. Koontz Harold & Wehrich Heinz – Essentials of management (Tata McGraw Hill, 5th Edition, 2008)
2. L. M. Prasad- Principles and Practices of Management, Sulatn Chand & Sons, 7th edition, 2007.

SKILL ENHANCEMENT III

PATIENT RELATION ASSOCIATE

UNIT 1

Orientation to Patient Relations Associate

- Describe the functions of Patient Relations Associate
- Assess needs of patient and act accordingly
- Describe Report Delivery process and escalation matrix
- Describe Employees Responsibilities e.g. punctuality, discipline, integrity, grievance redressal process
- Describe process involved during admission and discharge of patients
- Manage and handle visitors of different Categories such as Patients - Paid / Non-Paid, Emergency, VIPs etc.
- Ensuring patient satisfaction Contribution of the Front Office
- Understand the basic components required for comfort of patient/carer's/visitors at healthcare organization
- Present a positive personal image.
- Define quality improvement process
- Patient flow management in hospital area for availing services such as OPD/IPD/Diagnostics etc in coordination with Health care team.

UNIT 2

Consent, Reporting & Documentation

- Define the scope of practice for patient relations associate
- Define consent and discuss the methods of obtaining consent.
- Understand importance of maintaining various records & how to obtain them from related resources
- Explain various types of records to be maintained by patient relations associate
- Demonstrate essential components of various records and method of documentation and their retrieval
- Understand the legal implications of electronic medical records/electronic health records

UNIT 3

Orientation to Structure and Function of the Human Body

- Describe anatomy and functions human body system
- Describe special needs of vulnerable clients in the hospitals
- Describe visible symptoms of ill patients or patients who need immediate attention by medical team

UNIT 4

Introduction to Hospital Policies and Procedures

- Understand about hospital policies and procedures of healthcare organization
- Understand about hospital departments/diagnostic available with HCO/services available and direct patient to accurate unit.
- Discuss about schemes/ tariffs/discounts/promotions which can be advised to relevant carers or visitors in accordance with healthcare team.

- Understand appropriate use of related medical terminology in daily activities with colleagues, patients and family
- Understand about leaving policies of patient such as LAMA (Leave against medical advice etc.)
- Learn techniques to deal with cases such as thefts, misappropriation, report mix-ups, damage to property, abuse etc.

SEMESTER IV

Epidemiology & Analysis of Health Information Data

UNIT 1

Concept of disease—Natural History Level of Prevention Rehabilitation Concept of Epidemiology--Definition and concept Types of uses Incidence and prevalence

UNIT 2

Communicable and non-communicable diseases-

Communicable Diseases- Influenza-Food poisoning Filaria- Plague Tetanus

Non- Communicable Diseases—Diabetes - Stroke Alcoholism Smoking - Rheumatic Heart Diseases

UNIT 3

Epidemiological studies -- Epidemic, Endemic, Pandemic, Sporadic -- Investigation of an epidemic. Mortality, Morbidity, IMR, MMR. Preventive measures for disease Outbreak-- Vaccination, Immunization, Surveillance, Monitoring

UNIT 4

Transmission of Disease—Vehicles of transmission

Observational, Analytical & Experimental Studies

Reference:

1. Text Book of Preventive and Social Medicine — Park.
2. Hospital Administration — Tabish (O.U.P.).
3. Epidemiology & Management of Health Care for all-P.V. sathe & A.P. Sathe

SEMESTER IV

Support & Utility Services-I

UNIT 1

Meaning, Importance and integration support & utility services.

Nursing Services

UNIT 2

Pathology lab/Diagnostic Units (Radiology, Scan Centre)

Blood Bank

Diet Services Linen Laundry Services

UNIT 3

CSSD (Central Sterile Supply

Department.)Housekeeping Control of

Hospital Infection

Transport Services

(Ambulance)Disposal of

Medical Waste

Security Services

UNIT 4

- Maintenance Services
- Hospital Information System and Computer Application

References:

1. Hospital Administration — Tabish (O.U.P.).
2. Principles of Hospital Administration & Planning — B.M.Sakharkar, Jaypee Brothers
3. Hospital Administration & Management — C.M. Francis & D'Souza.

SEMESTER IV

Quality in Health Care

UNIT 1

Fundamentals of Quality Management: Introduction – Objectives - Historical Back Ground – Concept of Quality Care and Quality Management – ISO 9000 Quality Management System - Effects and Benefits of ISO 9000 management System – Present Indian Scenario – Organization of quality Management System – Approaches to measurement of Quality.

UNIT 2

Techniques of Quality Management: Improving Hospital Performance – Patient Participation – Quality Health Care through Patient Satisfaction – Conceptual model of potential Contribution in quality in the health care system.

UNIT 3

Organization wide Quality Improvement in Health Care: Introduction – organizing for Quality Assessment – Deming’s Contribution and his 14-management guideline – Organization wide Quality Improvement fundamentals – A Quality Improvement model of daily Patient Care – Quality Assurance and Quality improvement. Assessing Quality Health Care: Some attributes of Quality in Health Care – Some attributes of a Good Patient Practitioners Relationship – The measurement of Quality – Procedure for formulating explicit Criteria and standards – Determinates of Quality – Structure – Process – Outcome.

UNIT 4

The implementation of Total Quality: Planning Quality – organizing Quality – Evaluating Quality – Transforming organizations to a Total Quality Philosophy and Culture.

Outcome Management and Total Quality: Background of Quality outcome – What is quality outcome and what is outcome – Management?

Reference:

1. Raandi Schmidt J. Trumbo and R. Jonson, Quality in Health Care Sector – ASQC Quality – Press.
2. QualityImprovementinHealthCare, 2ndEd, Nelson Thrones

SEMESTER IV

Medical Terminology-II

Unit 1

1. Medical terminology used by Cardiologist
2. Medical terminology used by Neurologist
3. Medical terminology used by Nephrologist

Unit 2

4. Medical terminology used by Gastro-intestinologist
5. Medical terminology used by ENT surgeon
6. Medical terminology used by Dentist

Unit 3

7. Medical terminology used by Orthopedic surgeon
8. Medical terminology used by Gynecologist
9. Medical terminology used by Oncologist

Unit 4

10. Medical terminology used by Dermatologist
11. Medical terminology used by Endocrinologist

Reference:

Paramedics-Six in One, Jaypee Brothers

SEMESTER IV
Bio-Statistics- I [P]

1. Statistics & Samples.
2. Handling & Presenting Numerical Information. Pie-Diagram, Bar Diagram, Histogram, Frequency Polygon. Scatter Diagram.
3. Measures of Central tendency -mean, median & mode.
4. Measures of Dispersion or variability- range, standard deviation
5. The Normal Distribution-its characteristics. Best Fitting Normal Distribution. Student's 't' distribution.
6. Data Collection for Vital Statistics: -
 - a) Birth
 - b) Deaths
 - c) Fetal Deaths

Reference:

1. A Short Text Book of Medical Statistics-Hill A.B, 10th Ed, ELBS
2. Elementary Statistics for Medical Workers, Indervir Singh, Jaypee Brothers
3. Element of Health Statistics-Rao NSN

SEMESTER IV
Inventory Control & Purchase Management[P]

1. Inventory Control & Purchase Management-meaning & significance
2. Purchasing & procurement:
 - Principles of sourcing, purchase methods & procedures, legal aspects of purchasing.
 - Reference to Contract Act, Sale of Goods Act, Drug Control Act in respect to purchase activities. Import substitution
3. Quality Control & quality management-Principles & methods.
4. Principles of storage & stores accounting-types of storage care & preservation of materials & equipment's in inventory control.
5. Distribution management (logistics Management)-distribution of materials to various departments & auxiliary services.
6. Exceptional management needs in Healthcare Units: Mgmt. of Blood Bank, Donated Organs, Morgues, Dispensaries
7. Contract Administration:
8. Administration of services obtained through Contract Principles. Model Contract for Laundry, dietary, dispensary, security & Ambulance Services.

Skill Extension Activity IV
(Hospitality Associate)

- To introduce the system concept in a hospital and different aspects of medical transcriptions
- Management as System. Open and close system
- Implication & Limitation of System approach
- Tools of Transcription. Transcription Skill
- Ethical& Legal Responsibilities, Confidentiality
- Preparation of Miscellaneous Medical Reports
- General Principles for Complete Documentation in Medical Records.

SEMESTER V

Hospital Operation Management I

UNIT 1:

Definition of Hospital. Over view of Professional service units of a hospital (clinical and non-clinical)

UNIT 2

Concept of Professional management, Management of Indian hospital-challenges and strategies

UNIT 3

Hospital Planning

Hospital Planning-concept

Guiding principles in planning hospital facilities & services Planning the hospital building Stages in planning, Finance, Location, need assessment survey of community, factors determining site, legal requirements, design consideration, Project management & implementation, Gantt Chart Planning the operational units, engineering, lighting etc.

UNIT 4

Organization of the hospital

Management structure Governing body, Hospital committees and hospital functionaries Duties and responsibilities of various levels of management

Reference:

1. Hospital facilities planning & management, Gd Kunders—TMH
2. Principles of hospital administration & planning, BM Shakharkar—JAYPEE
3. Hospital administration, DC Joshi & Mamta Joshi—JAYPEE
4. Essentials for Hospital support services and physical Infrastructure, Madhuri Sharma—JAYPEE
5. The hospital administrator, MA George---JAYPEE

SEMESTER V

SUPPORT AND UTILITY SERVICES – II

UNIT 1

Meaning of support and utility services & their importance.

UNIT 2

Clinical services: Functions, location, workflow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments -Operation Theatre Outpatient Department Emergency Department

UNIT 3

Support services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments -Radiology: Diagnostic and therapeutic, Nuclear

Medicine

Laboratory. CSSD

UNIT 4

Utility services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments -Laundry Housekeeping Dietary Service, Security services Hospital Infection control.

Reference

:

1. Hospital facilities planning & management, GdKunders—TMH
2. Principles of hospital administration & planning, BM Shakharkar—JAYPEE
3. Hospital administration, DC Joshi & Mamta Joshi—JAYPEE

SEMESTER V

Financial Management

Unit1

Accounting: Nature, Scope, Functions and Limitations, Types of Accounting and Accounting System, Accounting Concepts and Conventions, Accounting Equation.

Unit2

Accounting Process: Journal and Ledger, Trial Balance, Rectification of Errors, Subsidiary Books; Capital and Revenue, Classification of Income, Receipts and Expenditure.

Unit 3

Preparation of Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet (with adjustments).

Unit4

Depreciation: Concept, Causes, Features, Objectives and Methods; Bank Reconciliation Statement; Bills of Exchange; Role of Computer in Accounting.

Reference:

1. Anthony R. N. and Reace J. S., *Accounting Principles*, Tata McGraw Hill, New Delhi.
2. Bhattacharya's. K. and Dearden J., *Accounting for Management - Text and Cases*, Vikas Publishing House, New Delhi.
3. Gupta, R. L. and Ramaswamy, *Advanced Accounting, Vol.1*, Sultan Chand & Sons, New Delhi.
4. Hingorani, N. L. and Ramanathan, A. R., *Management Accounting*, Sultan Chand & Sons, New Delhi

SEMESTER V

HUMAN RESOURCE MANAGEMENT

UNIT 1

Nature and Scope of Human Resource Management - Meaning and Definition - Functions - Objectives Organization of HRM Department Policy Evolution of Personnel/HRM in General and with reference to HR department in a hospital.

UNIT 2

Acquisition of Human Resources/ Planning-Forecasting and determination of current and Future Human Resource Requirements-Job Analysis and Job Design Recruitment-Selection, Orientation and Placement.

UNIT 3

Development of Human Resources / - Employment Training and Management Development - Performance Appraisal, Performance Counseling, Maintenance of Human Resources - Employee Compensation - Job evaluation - Incentive Payments - Promotion and Transfer - Policies - Methods.

UNIT 4

Career Planning and Development - Process - Steps in Career Planning and Development system - Actions - Prerequisites for success - key issues in career development.

Grievance Procedure - Guidelines for handling grievance - Work ethics - Work culture and quality of worklife.

Reference:

1. Aswathappa, Human Resource & Personal Management,
TMH
2. Gomez -
Mezia, Managing Human Resources, Pearson Education
3. Personnel management, CB Mammoria --- Himalaya

SEMESTER V

Epidemiology & Analysis of Health Information Data

Unit 1

Concept of disease— Natural History Level of prevention Rehabilitation

Unit 2

Concept of Epidemiology-- Definition and concept
Types of uses
Incidence and prevalence

Unit 3

Communicable and non-communicable diseases-

- a) Communicable Diseases-- Influenza
Food poisoning Filaria Plague
Tetanus
- b) Non-Communicable Diseases— Diabetes, Stroke
Alcoholism Smoking
Rheumatic Heart Diseases

Unit 4

Epidemiological studies-- Epidemic, Eudemic, Pandemic, Sporadic-- Investigation of an epidemic
Mortality, Morbidity, IMR, MMR. Preventive measures for disease Outbreak--Vaccination,
Immunization, Surveillance, Monitoring Transmission of Disease—Vehicles of transmission
Observational, Analytical & Experimental Studies

Reference:

1. TextBookofPreventiveandSocialMedicine—Park.
2. HospitalAdministration—Tabish(O.U.P.).
3. Epidemiology&ManagementofHealthCareforall-P.V.sathe&A.P.Sathe

SEMESTER V
Support & Utility Services - I (Practical)

Occupational hazards-physical, chemical, mechanical, psychological hazards.
Occupational diseases.

Accidents & injury.

Radiation hazards.

Control of hazards in industries. IndianFactories Act 1948

ESIAct1948.

Workman'sCompensationAct1952.

Reference:

Park&Park-Preventative&SocialMedicine.

SEMESTER V
Skill Extension Activity VI
(Project /Internship)

GUIDELINES FOR PROJECT WORK

The purpose of the project work is primarily to demonstrate the application of knowledge and skills acquired during the programme, by studying and analyzing the selected programme in the work situation in a systematic manner while suggesting solutions to be management.

The candidates are free to choose the topic of their choice in relation to Hospital administration by duly complying with the regulations that are in force in preparation of project report.

The Project should be prepared in consultation with the guide and get the consent of the guide for all the preparations. The proposal should clearly state the significance, objectives, methodology, statistical techniques to be used, limitations if any and future directions for further research, etc.

The Project Report should also contain:

- Project Approval letter from the Institution.
- A Certificate from the organization where the candidate underwent Practical Training for a period of scheduled time by the guide.
- A statement from the candidate mentioning that the work is an original one and has not been submitted earlier either to this University or to any other institution of the requirement of a course of study.
- Students should use simple and good English while writing the report. Avoid grammatical errors.
- The Project Report should be submitted in A-4 size papers typed in double space. The Project Report should be hard bound.
- The problem and objectives should be specific and clearly stated. Avoid ambiguity.
- No aspects of the structure of the report should be omitted.
- Important to include Bibliography and List of tables.
- The report should also include Certificate from the guide (if help from a guide has been taken) and acknowledgements (if any)
- The report should be in about 60-70 pages minimum.

SEMESTER VI

Public Relations

Unit 1

PR -Definition, PR &Advertising, PR &PropagandaHistory
of PR:
PR-as a management function
PR-principles, planning, implementation

Unit 2

PRO-qualities of PRO,
Functions

PR in Hospitals:

- Organization
- Role

Unit 3

- Implementation Mechanism

Importance of PR inHospitalEnvironmentManagement:

- Media
- Government
- Patients&TheirRelations
- EmployeeRelations
- PoliticalParties

Unit 4

PR in Crisis Management, Event Management in
Hospitals PR Counselling, PR-Agencies
Ethics in PR, PR Laws
Emerging Trends in PR

Reference:

- The AMA Handbook of Public Relations by Robert L. Dilenschneider
- Risk Issues and Crisis Management in Public Relations by Michael Regester; Judy Larkin
- Primer of Public Relations Research, Second Edition by Don W. Stacks

Medical Ethics

Unit 1

Definition of ethics.

Ethical Principles & rules: core concepts.

Law & ethics-a comparison.

Unit 2

Law in relation to medical profession-Indian medical degree.

Act 1916, IMC act & State medical act.

Declaration of Geneva.

Unit 3

Disciplinary control-professional misconduct.

Compulsory & voluntary duties of a medical practitioner towards the state & the patient.

Doctor patient relationship.

Unit 4

Professional secrets & privileged communication- births, deaths, abortion, MTP, C.S, communicable diseases.

Helsinki declaration on medical research, ICMR guidelines of medical research-death, dying & incurable ill patient.

Euthanasia-ethical frame work on decision making.

Reference:

- Medical Ethics and Law: A Curriculum for the 21st Century by Dominic Wilkinson
- Legal Issues in Medical Practice Medicolegal Guidelines for Safe Practice

SEMESTER VI

Organizational Behavior

UNIT 1

OB-overview-Meaning of OB, the importance of OB, field of OB, Contributing Disciplines. OB Models, S-O-B-C model, contingency O-B model, challenges and opportunities for OB

UNIT 2

Individual Behaviour: Biographical characteristics Learning, Values, Attitudes Personality: Meaning of Personality, Determinants of Personality, Theories of Personality, Management and Development of Personality
The Process of Perception: Process and Principles, Factors influencing Perception, Perceptual Selectivity, Making Judgments, Social Perception.

UNIT 3

Interpersonal Behaviour: Nature of Interpersonal Behaviour, Transactional Analysis, Johari Window, Benefits and uses of TA.
Group Dynamics & Behaviour: Concepts of Group, Types of Groups, Stages of Group Development, Group Structure, Intergroup Relationship.

UNIT 4

Motivation: Approaches to Motivation. Theories of Motivation- Maslow's Hierarchy of Need theory, Alderfer's ERG theory, Herzberg's two factor Motivation theory, McClelland's Achievement Motivation Theory.
Leadership: Meaning, Styles, Theories on Leadership, Managerial Grid, Fiedler Model.

Reference:

- Organizational Behaviour by Stephen P. Robbins.
- Essentials of Organizational Behavior Book by Stephen Robbins.
- Organisational Behavior Book by K. Aswathappa.

SUPPORT AND UTILITY SERVICES-II

UNIT 1

Clinical services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments- Ward management Intensive Care Unit Nursing Services

UNIT 2

Supports services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments -Blood Bank Pharmacy
Physical medicine and rehabilitation

UNIT 3

Utility services: Functions, location, workflow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments -Transport service
Maintenance management Mortuary

UNIT 4

Disaster Management-Types, Disaster Preparedness Plan, Disaster cycle, Triage Fire Hazards and Fire Manual Guideline-Elements of Fire-Fire Hazard-Cause of Hospital Fire-Fire points and Escape route.
Hospital waste management (including Biomedical Waste Management Act, 1998)

Reference:

1. Essentials for Hospital support services and physical Infrastructure, Madhuri Sharma---JAYPEE
2. The hospital administrator, MA George---JAYPEE
3. Hospitals and Nursing homes planning, organizations and management, Syed

Management Information System

Information, data & its role in decision-making, system and its model., Information System (IS)-operating elements, process, function, layout of information flow in an organization, classification of IS, executive Support System (ESS),

Managerial process, managerial decision making, approaches to management decision making, implication for information systems

Hospital Information System – Genesis, scope, basic management cycles in hospitals, categories of information system in hospitals, sources of health information, uses of health and hospital data, managing information system, and need of information in hospital.

Reference:

1. Management Information Systems, O'Brien, TMH
2. Management Information Systems, Arora & Bhatia, EXCEL BOOKS
3. Management Information Systems, M.M. Oka, EPH.

Environment & Ecology

General

Meaning of Environment & relevance of the subject Environment & Ecology for Hospital Administrators. Brief outline of the Environment (Protection) Act 1986 & its importance for Hospital Administration. Legislation vs. Social obligation of Hospitals. Role of NGO's like greenpeace in Environmental protection.

Ecology

Brief outline on Elements of Ecology; brief discussion on Ecological balance and consequences of change, principles of environmental impact assessment. Environmental Impact Assessment report (EIA) .

Air Pollution and Control

Factors responsible for causing Air Pollution in Hospitals. Sources & effects of Air pollutants in the Hospital context. Primary & Secondary pollutants , Green House Effect, depletion of Ozone Layer. Brief discussion on THE AIR (PREVENTION & CONTROL OF POLLUTION) ACT, 1989.

Water Pollution and Control

Brief Discussion on Hydrosphere, natural water, pollutants: their origin and effects, river/lake/ground water pollution, The financial implication of water pollution control and steps required to be taken e.g. Sewerage treatment plant, water treatment plant. Standards and control in relation to the effect of legislation by Central and State Boards for prevention and control of Water Pollution.

Reference:

1. Environmental Science, Cunningham, TMH
2. Environmental Studies, A.K.De & A.K.De, New Age International
3. Pollution Control Engineering, C.S.Rao, New Age International

Skill Extension Activity VII (Major Project /Internship)

GUIDELINES FOR PROJECT WORK

The purpose of the project work is primarily to demonstrate the application of knowledge and skills acquired during the programme, by studying and analyzing the selected programme in the work situation in a systematic manner while suggesting solutions to be management.

The candidates are free to choose the topic of their choice in relation to Hospital administration by duly complying with the regulations that are in force in preparation of project report.

The Project should be prepared in consultation with the guide and get the consent of the guide for all the preparations. The proposal should clearly state the significance, objectives, methodology, statistical techniques to be used, limitations if any and future directions for further research, etc.

The Project Report should also contain:

- Project Approval letter from the Institution.
- A Certificate from the organization where the candidate underwent Practical Training for a period of scheduled time by the guide.
- A statement from the candidate mentioning that the work is an original one and has not been submitted earlier either to this University or to any other institution of the requirement of a course of study.
- Students should use simple and good English while writing the report. Avoid grammatical errors.
- The Project Report should be submitted in A-4 size papers typed in double space. The Project Report should be hard bound.
- The problem and objectives should be specific and clearly stated. Avoid ambiguity.
- No aspects of the structure of the report should be omitted.
- Important to include Bibliography and List of tables.
- The report should also include Certificate from the guide (if help from a guide has been taken) and acknowledgements (if any)
- The report should be in about 60-70 pages minimum.

