UNIVERSITY ⚜ OF MYSORE
Estd.1916

No.: PMEB-1/Spl./09/2023-24

Date: 08-01-2024

NOTIFICATION

Sub.: Syllabus and Examination pattern of BBA -Hons. (Hospital Administration) and Master of Hospital Administration courses under Specialized Programmes from the academic year 2023-24-reg.

Ref.: 1. Decision of the BOS Meeting held on 26-05-2023.
2. Decision of the Academic Council meeting held on 10-11-2023.

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The Board of Studies in **BBA -Hons. (Hospital Administration) and Master of Hospital Administration (CB)** at its meeting held on 26-05-2023 has recommended approve the 1ˢᵗ year Syllabus of **BBA -Hons. (Hospital Administration)** course (as per NEP-2020) and 2 years Syllabus of **Master of Hospital Administration** course (CBCS Scheme) in University of Mysore under specialized/specified programs from the academic year 2023-24.

The Academic Council has also approved the above said proposals at its meeting held on 10-11-2023 and the same is hereby notified.

The syllabus of **BBA -Hons. (Hospital Administration)** and **Master of 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, DoS in Commerce, Manasagangothri, Mysuru.
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.

UNIVERSITY OF MYSORE

MASTER OF HOSPITAL ADMINISTRATION

SYLLABUS

CBCS-CAGP SCHEME

IMPLEMENTED FROM THE

ACADEMIC YEAR 2023-24

UNIVERSITY OF MYSORE

SYLLABUS FOR MASTER OF HOSPITAL ADMINISTRATION IMPLEMENTED FROM THE ACADEMIC YEAR 2022-23.

1. NAME OF THE PROGRAMME

The name of the programme is **MASTER OF HOSPITAL ADMINISTRATION**

1.1 The following Regulations are applicable to all the students who are taking admission for the first semester from 2023-24 Academic year.

1.2 The duration of each semester is extended over a period of 16 weeks (90 working days). The total duration of a semester is twenty weeks inclusive of semester end examination.

2. ELIGIBILITY FOR ADMISSION

2.1 Candidates who have passed the Three-Year DEGREE of a recognized university in any discipline or its equivalent are eligible for admission into this program.

3. FEATURES OF CHOICE BASED CREDIT SYSTEM.

3.1 Each course shall carry certain number of credits. Credits normally represent the weightage of a course and are a function of teaching, learning and evaluation strategies such as the number of contact hours, the course content, teaching methodology, learning expectations, maximum marks etc. In the proposed programs, generally one hour of instructions per week in a semester is assigned one credit. In terms of evaluation, one credit is generally equivalent to 25 marks in a semester. Thus a 3 or 4 credits course will be assessed for 100 marks, 2 credits courses are assessed for 50 marks and one credit course will be assessed for 25 marks. What matters for the calculation of Semester Grade Point Average (SGPA) or the Cumulative Grade Point Average (CGPA) is the percentage of marks secured in a course and the credits assigned to that course.

A master's degree program after bachelor's degree shall have minimum 76 credits

4. DURATION OF PROGRAMMES, CREDITS REQIUREMENTS AND OPTIONS

4.1. Master's Degree programs will be of two academic years (Four Semesters) for the three years basic Degree holders.

4.2. A candidate has a provision to go with a normal pace of 18 credits per semester. However, he/she may opt to go with a slow pace less than 18 credits per semester or with accelerated pace of high as 24 credits per semester with the approval of department council.

4.3. If a candidate scored extra credit of 18 credits in excess to the minimum of 76 credits, he/she will get an addon proficiency diploma and scored 4extra credits to the minimum 76 credits he /she will get an add on proficiency certification will be issued to the candidate by listing the courses studied and graded earned.

4.4. A candidate admitted to Masters degree program can exercise an option to exit with Bachelor Honors degree or PG Diploma after earning 40 credits successfully.

5. APPLICATION AND APPROVAL

5.1. There is an application form in the prescribed format that has to be filled by the candidate.

5.2. The Application form will be scrutinized by the university with essential supporting documents prescribed by the University and will give the approval regarding the confirmation of admission.

6. ADMISSION PROCEDURE

6.1. During the time of admission, the candidate must submit all the necessary documents in original that support the claim made in the application form.

6.2. The candidates will get the admissions only after getting approval regarding the eligibility of the certificates, as directed by the University guidelines.

6.3. All the decisions taken by the University of Mysore with regard to the course or any matter that is not mentioned over here, is up to the University and all the candidates are liable to follow those decisions.

7. METHOD OF INSTRUCTION

7.1. Regarding the scheme of instructions, each course offered may have three components-Lecture (L), Tutorial (T) and Practical (P). Lectures are given by the faculties (Regular and Visiting) appointed by the institution in offline mode. Tutorial session consists of group discussion/self-study /desk work/seminar presentation and other effective methods. Practical or Skill component consist of the applications of the theory content that has to be given either in lab, skill training centers or industry.

7.2. The medium of instruction shall be in English or Kannada as decided by the Board of Studies (BOS). However, the students have to write the exam in English only.

7.3. Credits: One hour session of lecture (L)per week amount to one credit. Two-hour session of tutorial or practical per week amounts to one credit. For the purpose of a teacher, one hour of lecture session, two hours of tutorial session and two hours of practical session are all equal to one hour of workload, that is one credit.

8. INTERNSHIP AND MAJOR PROJECT.

8.1. Every student may be required to undergo an internship (IV Semester) and Major Project (III Semester) in respective field of Hospital Administration in a reputed Hospital or Medical Organization. The head of the Organization and the authorized person of the Hospital/Health Organization shall issue a certificate to the effect that the student has satisfactorily undergone the internship and major project for the prescribed period.

8.2. Internship and major project will be evaluated by the Institution in the form of Training report, Log-book and Viva- voce.

8.3. Evaluation of the both projects is for 100 marks and that has been divided into three components.

8.4. The minor project report must comprise a minimum of 50 pages and Major project with a minimum of 70 pages.

8.5. The details of continuous assessment are summarized as follows:

a) C1 -15 Marks (Periodic progress and progress report).

b) C2-15 Marks (Results of work and draft report).

c) C3- 70 Marks (10- Viva Voce, 60 – script evaluation)

9. EXAMINATION AND EVALUATION

9.1. The Semester examinations will be conducted at the end of each semester by the following marking scheme.

Course type	C1	C2	C3	Total
	Marks	Marks	Marks	
Hard core	15	15	70	**100**
Soft core	15	15	70	**100**
Open Elective	15	15	70	**100**

9.2. A course of 3-6 credits will be evaluated for 100 marks. A course with less than 3 credits will be evaluated for 50 marks.

9.3. Out of the total 76 credits 8 credits have to be scored from the open elective paper. Open elective papers are included only in II, III and IV semesters.

9.4. For every practical paper the student has to submit the practical records during the time viva- voce.

10. SCHEME OF ASSESSMENT

10.1. Continuous assessment will be carried out in two stages. One after 8 weeks of instruction, the students shall assess on the basis of test /assignment /tutorial /Viva-voce /seminar /any other that has to be initiated by the concerned faculties of that course. The next assessment will be carried out after the completion of second eight weeks of instruction. C3 will be held as university semester exam at the end of the semester.

11. ATTENDANCE

11.1.   Only those students who are scoring 75% of attendance shall be permitted to take C3 examination for that course.

11.2.   A candidate who does not satisfy the minimum attendance percentage (75%) shall re- join the course unless producing medical certificates and paying required fees by obtaining prior permission from the University if needed.

12. BOARD OF EXAMINERS

12.1.   There shall be a board of examiners for each course, constituted by the University for scrutinizing and approving the question paper and scheme of evaluation.

12.2.   There will be only a single valuation for all the papers.

13. QUESTION PAPER PATTERN

Question paper pattern for theory examination will be as follows…

- **Q1 (a to g)** -Answer all the seven questions each carries 2 marks. (7 x 2=14 Marks) (Compulsory from Unit I)
- **Q2 and Q3** -Answer two Questions with OR option each carries 14 marks each (14x 2= 28 Marks) (First Question from Unit I and Second Question from Unit II)
- **Q4 and Q5** Answer two Questions with OR option each carries 14 marks each (14x 2= 28 Marks) (First Question from Unit III and Second Question from Unit IV)

14. CRITERIA FOR PASSING

14.1.   A student is considered as pass only if he/she has scored a minimum of 40% from C1, C2 and C3 put together.

14.2.   The students have to write C3 exam irrespective of the marks scored in C1 and C2component for a particular course.

14.3.   Minimum 30% is required as separate for C1 and C2 put together for every subject. So, a candidate who doesn't satisfy this minimum percentage of 30 % requirement of C1 and C2 put together, will not be eligible to write the C3 exam. So, a candidate who doesn't score 40% (C1+C2+C3) or absent for C3 exam, shall reappear for the examination conducted by the university, only for C3 examination. The student carries the marks for C1 and C2 which is already awarded.

14.4.   On successful completion of the PG course, a Grade Card/Degree Certificate will be issued by the University.

14.5.   Overall cumulative grade point average (CGPA) of a candidate after successful completion, the required number of credits (76) is given by

$$\textbf{CGPA} = \sum \textbf{GP/ Total Number of Credits.}$$

- **Any other regulations not mentioned above shall be resolved by the Vice – Chancellor in consultation with the designated authorities of the University of Mysore, which shall be final and firm.**
- **Wherever the regulation is silent, the provisions of university regulations are applicable.**

SCHEME OF ASSESSMENT OF MASTER OF HOSPITAL ADMINISTRATION

SEMESTER I

Sl. No.	Subject Code	Subject	Theory C3	Practical C3	C1	C2	L	T	P	Total Credit
1	DSCC1	Concept of Hospital & Health System	70	-	15	15	4	-	-	4
2	DSCC2	Organizational Behaviour	70	-	15	15	4	-	-	4
3	DSCC3	Human Resource Management in Healthcare	70	-	15	15	4	-	-	4
4	DSCC4	Computer Skills for Healthcare Managers	-	70	15	15	-	2	4	3
5	DSEC1	Public Relations Management in Healthcare	70	-	15	15	3	1	-	4
6	SEC1	**Skill Enhancement Programme** Hospital Front Desk Coordination	-	70	15	15	-	2	4	3
TOTAL CREDIT										**22**

SEMESTER II

Sl. No.	Subject Code	Subject	Theory C3	Practical C3	C1	C2	L	T	P	Total Credit
1	DSCC5	Strategic Management in Health Care System	70	-	15	15	4	-	-	4
2	DSCC6	Financial Management for Healthcare Services	70	-	15	15	3	-	-	3
3	DSCC7	Epidemiology & Public Health Administration	70	-	15	15	3	-	-	3
4	DSCC8	Soft skills for Health care Managers	-	70	15	15	-	2	4	3
5	OEC1	Open Elective I	70	-	15	15	3	-	-	3
6	DSEC2	Biostatistics & Research Methodology	70	-	15	15	3	-	-	3
7	SEC2	**Skill Enhancement Programme** Duty Manager Patient Relations Service	-	70	15	15	-	2	4	3
TOTAL CREDIT										**22**

SEMESTER III

Sl. No.	Subject Code	Subject	Theory C3	Practical C3	C1	C2	L	T	P	Total Credit
1	DSCC9	Legal & Ethical Framework for Health Care System	70	-	15	15	3	-	-	3
2	DSCC10	Management of Clinical Operations	70	-	15	15	3	-	-	3
3	DSCC11	Management of Non-Clinical Operations	70	-	15	15	3	-	-	3
4	DSCC12	Major Project	-	70	15	15	-	2	4	3
5	DSEC3	Health Insurance & Health Care Economics	70	-	15	15	3	-	-	3
6	OEC2	Open Elective II	70	-	15	15	3	-	-	3
7	SEC3	**Skill Enhancement Programme** Healthcare Quality Assurance Manager	-	70	15	15	-	2	4	3
TOTAL CREDIT										**21**

SEMESTER IV

Sl. No.	Subject Code	Subject	Theory C3	Practical C3	C1	C2	L	T	P	Total Credit
1	DSCC13	Hospital Operations & Project Management	70	-	15	15	4	-	-	4
2	DSCC14	Quality and Safety Management	70	-	15	15	4	-	-	4
3	DSCC15	Health Care Entrepreneurship and Innovations	70	-	15	15	3	-	-	3
4	DSCC16	Internship	-	70	15	15	-	2	6	4
5	DSEC4	Medical Records and Hospital Information System	70	-	15	15	4	-	-	4
6	SEC4	**Skill Enhancement Programme** Case Study on Hospital/Healthcare	-	70	15	15	-	2	4	3
TOTAL CREDIT										**22**

SECTION 11

COURSE CONTENT OF THE PROGRAMME –MHA

The **Subjects prescribed for the four semesters** of MHA are shown in Table I

Table – I. Subjects prescribed for the four semesters of MHA

Semesters		Courses
FIRST	Core Subjects	1. Concept of Hospital & Health System
		2. Organizational Behaviour
		3. Human Resource Management in Healthcare
		4. Computer Skills for Healthcare Managers
		5. Public Relations Management in Healthcare
	Skill Enhancement Subjects	6. NSDC- Hospital Front Desk Coordination
SECOND	Core Subjects	1. Strategic Management in Health Care System
		2. Financial Management for Healthcare Services
		3. Epidemiology & Public Health Administration
		4. Soft skills for Health care Managers
		5. Open Elective I
		6. Biostatistics & Research Methodology
	Skill Enhancement Subjects	7. NSDC-Duty Manager Patient Relations Service
THIRD	Core Subjects	1. Legal & Ethical Framework for Health Care System
		2. Management of Clinical Operations
		3. Management of Non-Clinical Operations
		4. Project Work on Hospital / Health Care
		5. Health Insurance and Health Care Economics
		6. Open Elective II
	Skill Enhancement Subject	NSDC-Healthcare Quality Assurance Manager
FOURTH	Core Subjects	1. Hospital Operations & Project Management
		2. Quality and Safety Management
		3. Health Care Entrepreneurship and Innovations

		4. Internship
		5. Medical Records and Hospital Information System
	Skill Enhancement Subject	Case Study

ELECTIVE PAPER LIST

Elective I

    a) Medical Ethics

    b) Marketing Management in Health Care

    c) Yoga and Health

Elective II

    a) Disaster Management

    b) Bio statistics and Research Methodology

    c) Cyber Security

Elective III

    a) e- skills in Health Care

    b) Healthcare Economics and Health Insurance

    c) Material Management

Elective IV

    a) Biomedical Waste Management

    b) Medical Records and Hospital Information System

    c) Operations Research

FIRST SEMESTER

DSCC1:   CONCEPT OF HOSPITAL & HEALTH SYSTEM (80HRS)

UNIT 1 INTRODUCTION TO HUMAN BODY   16HRS

• Structure and functions of Eyes, Ear, Heart, Lungs, Kidney, Brain and Reproductive Organs • Common disease conditions associated with these organs.

UNIT 2 CONCEPT OF HEALTH & DISEASE   16 HRS

• Definition and meaning of Health • Concept of Health •Dimensions of health• Determinants of Health •Factors Affecting Health • Responsibility for Health • Health & Development • Indicators of Health • Concept of Disease • Concept of Causation • Natural History of Disease – Pre pathogenesis and Pathogenesis, Agent factors, Host Factors, Environmental Factors, Risk factors • Concepts of Disease Control • Modes of Intervention.

UNIT 3 - CONCEPT OF HEALTHCARE   16HRS •

• Healthcare – Concepts, Changing Concepts• Levels of Healthcare-Primary, Secondary, Tertiary and Quaternary • Healthcare Delivery System in India • Public, Private Sector • Indigenous System of Medicine • Importance of Voluntary Health Agencies and Health Programs in delivering Healthcare in India.

UNIT 4 CONCEPT OF HOSPITAL   16 HRS

•Definition and meaning of hospital • Historical development of hospitals • Role & functions of Hospital.

• Changing role of hospitals • Present status of Hospitals (Public & Private) in India • Classification of Hospital s• Hospital as a system • Peculiarities of hospital system •Administration of hospitals. -Meaning and Definition• Role of Hospital Administrators• Hospital Administration Challenges

UNIT 5 INTRODUCTION TO MEDICAL TERMINOLOGY   16HRS

• Introduction to medical terminology • Commonly used prefixes in medical terminology • Commonly used suffixes in medical terminology • Commonly used root words in medical terminology •Medical terminology used by Cardiologist, Neurologist, Nephrologist, Gastroenterologist, Orthopaedical, Gynaecologist, Dermatologist, Endocrinologist, ENT surgeon, Dentist • Study of standard abbreviations.

RECOMMENDED READINGS

1. The Evolution of International Health System- Cumper G.E.
2. Management of Hospital -S. L Goel & R. Kumar.
3. Preventive and Social Medicine, K Park.
4. Ross & Wilson -Anatomy and Physiology in Health and Illness -Anne Waugh, Kathleen J. W. Wilson.
5. Fundamentals of Anatomy and Physiology- Textbook by Frederic H. Martini

6. Principles of Anatomy and Physiology - Book by Bryan H. Derrickson and Gera

DSCC2: ORGANIZATIONAL BEHAVIOUR (80 HRS)

UNIT 1 INTRODUCTION TO ORGANIZATIONAL BEHAVIOR   20HRS

• Introduction, Definitions, Nature, Goals, Importance, Approaches to Organizational Behaviour • Benefits of studying OB •Individual Behaviour -Personality, Attitudes, Learning, Perception, Motivation, Their relevance to organizational behaviours. • Personality-Definitions, Factors Influencing Personality, Big Five Personality Traits •Learning Concept • Theories of learning • • Attitude- Meaning, Definition, Types, Components, Attitudes and Behaviour, Changing Attitudes in the Workplace • Perception-Perception, Perceptual Process, Factors Influencing Perception, Perception and Decision making- • Motivation-Definitions, Process of Motivation, Nature, Importance, Types, Theories**.**

UNIT 2 MANAGING HUMAN AT WORK   14HRS

•Group - Meaning of Group, Group Characteristics, Classification of Groups • Group Behaviour, Group dynamics • Group norms • Group cohesiveness • Their relevance to organizational behaviour • Teamwork- Nature of Teams, Team Characteristics, Teams Versus Groups, Processes of Teamwork, Types of Teams, Reasons for Team Failure, Creating Effective Teams.

UNIT 3 ORGANIZATIONAL CULTURE   16 HRS

• Meaning, Significance • Culture- Definitions of Organizational Culture • Strong versus Weak Culture • Characteristics • Types • Levels • Dimensions • Creating Organizational Culture •Changing Organizational Culture • Organizational Climate • Conflicts -Intra, Interpersonal, Intergroup Conflicts and their Resolution. •Implications on Organization Behavior •Conflict Resolution

UNIT 4 POWER AND POLITICS IN ORGANIZATIONS   16HRS

•Power and Politics- Nature of Power and Politics • Sources of Power for Individuals • Types of power and politics • Positive effects of power • Negative effects of power • Questioning Power and Authority • Factors influencing political behaviour• Effects of politics • Managing Organizational Politics

UNIT 5 CHANGE AND STRESS MANAGEMENT   14HRS

• Organizational Change & Conflict • Need and Nature• Characteristics• Process • Forces Responsible for Change in Organizations • Managing Resistance to Change • Stress Management- • Definitions • Understanding Stress • Signs and Symptoms of Stress • Types of Stress • Causes of Stress• Relation between Stress and Performance • Managing Stress

RECOMMENDED READINGS

1. Principles and Practice of Management – Prasad L M.
2. Principles of Management- Tripathi P C & Reddy P N.
3. Healthcare Management- Lombardi D.M & Schermerhorn J R.
4. Essentials of Management- Appaniah & Reddy.
5. Management Concepts and Strategies- J.S. Chandan.

6. Behaviour in Organizations- Jerald Greenberg .
7. Organizational Behaviour- Stephen P. Robbins.
8. Organizational Behaviour (Text, Cases and Games), Aswathappa K.
9. Business communication strategies- Monipally MM.
10. Business Communication today- Bovee, Till and Schatzman.

DSCC3: HUMAN RESOURCE MANAGEMENT IN HOSPITALS   (80HRS)

UNIT 1 INTRODUCTION TO MANAGEMENT   20 HRS

• Introduction to management • Meaning and characteristic features of Management• Principles of management • Importance of management • Level of management and their functions • Process of Management • Managerial Skills • Functions of Management • Planning- Meaning, Nature, importance and purpose of planning • Steps in Planning Process •Organizing - Meaning and importance• Nature and purpose of organization• Types of organization• Staffing: Man power planning, recruitment, selection and training • Directing –Principles, Elements-Supervision, Motivation and Leadership. • Control: Meaning and steps in Controlling•Importance • Methods of Establishing Control.

UNIT 2 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT   12 HRS
• Human Resource Management – Meaning and Importance • Objectives and Functions •Process of HRM • Role of human resource manager • Duties and responsibilities of human resource Manager •Qualities and competency requirements of HR managers • Typical organization set upof human resource department • Contemporary issues and practices in HRM.

UNIT 3 HUMAN RESOURCE PLANNING AND EMPLOYEE HIRING   16 HRS
•Human resource planning - Meaning and importance of human resource planning • Benefits of human resource planning• Job Analysis & Design • Job description• Job specification •Factors affecting job design • Recruitment and Selection- Meaning, Sources of recruitment-internal and external, Methods of Recruitment and Selection • New recruitment practices • Selection techniques -testing and interviews• Placement and Training

UNIT 4 PERFORMANCE MANAGEMENT SYSTEM   14 HRS
• Meaning, objectives, nature and importance of performance appraisal • Appraisal Methods • Appraisal Interview• Errors in Appraisal • Future of performance management system.• Competency Mapping• Job Evaluation • Nature of HRD program • Methods of management development and Executive development programs • Development beyond training • Contemporary HRD practices.

UNIT 5 COMPENSATION MANAGEMENT AND EMPLOYEE WELFARE   18 HRS

• Introduction to compensation management • Components of employee and executive compensation • Factors affecting employee compensation • Employee incentive schemes • Recent trends in compensations management • Employee Welfare: Meanings & Definitions, Merits & demerits •Types of welfare activities •Employee Health and Safety •Job Stress • Promotions, Transfers and Separations.• Industrial relations - Concept and significance•Principles of good industrial relations • Industrial Disputes, Causes, Forms, • Resolution of industrial dispute • Employee Grievance • Trade Union and their Relevance.

RECOMMENDED READINGS
1. Human Resource Management- P. Jyothi & D.N Venkatesh.
2. Personal Management (Text and Cases) - V.S.P.Rao & C.B. Mamoria.
3. Human Resource development and Management- A.M Sheikh.
4. Human Resource Management- Seema Sanghi.
5. Human Resource Management- Sharou Pande & Swapnaleka Basak.
6. Human Resources management- Subba Rao.
7. HRM and human Relations- Michael Porter.
8. Human Resource Development and Management- Biswanath Ghosh
9. Human Resource Management - K. Aswathappa
10. Case incidents in Human resource Management- D Gopalakrishna

DSCC4: COMPUTER SKILLS FOR HEALTHCARE MANAGERS

DSEC1: PUBLIC RELATIONS MANAGEMENT IN HEALTHCARE   (80HRS)

UNIT 1 PUBLIC RELATIONS IN HEALTHCARE   16 HRS

• Introduction •Define Public •Different types of public in relation to Hospital set up • Concept of Public Relation • Principles of Public Relation in Hospitals • PR process • Functions of Public Relation Department • Public Relation Tools • Importance of Public Relations in Hospitals• Role of Public Relation officer in the hospital. • PR ethics

UNIT 2 MEDIA RELATIONS PUBLIC RELATIONS CAMPAIGNS   16 HRS

• Media and its types • Media Relations Theories • Print Media and its functions • Broadcast Media and its functions • Online Media and its function • Nature, scope and dynamics of Media Relations • Different types of writing in Media • PR campaigns – Role, importance and necessity •Campaign Theories • Public Opinion in PR Campaign

UNIT 3 NEW MEDIA AND TECHNOLOGIES IN PUBLIC RELATIONS   16 HRS

• Digital Media • Blogging –Meaning and importance •Different platforms for blogging, • Creating blogs and promoting •How to write user-oriented posts, •Community blogging and its advantages, •social media- Different social networks •How to use them for client benefits. • Writing social media releases. •Writing content for company websites • Promoting through viral marketing. • Website Designing

UNIT 4 MARKETING OF SERVICES   16 HRS

• Nature and Characteristics of Services • Goods and Services • Service Mix Decision • Service Quality and Delivery • Excellence in Service•Sales Force in Healthcare Organizations •Advertising in Healthcare Industry •Sales Promotion Practices in Healthcare Organizations • Social Marketing - Steps in Social Marketing • Customer Relationship Management (CRM).

UNIT 5 MARKETING COMMUNICATIONS   16 HRS

• Role of integrated marketing communications • Steps in Designing Effective Communications •Communication Mix •Managing Promotional Methods- Mass Communications Like Advertising, Sales Promotion, Events and Experiences, Public Relations etc. •.Managing Personal Communications Like Direct Marketing, Interactive Marketing, Email, SMS, Social Media, Sales Force • CSR- Cause Related and Socially Responsible Marketing• Marketing Control.

RECOMMENDED   READINGS

1. Marketing- Etzel, Walker, Stanton & Pandit.

2. Marketing Management: Global Perspective- Indian context- Ramaswamy & Namakumari.

3. Principles of Marketing - Kotler, Phillip & Gary Armstrong

4. Marketing for Healthcare Organizations- Kotler, Phillip & Clarke Roberta.

5. Marketing Management- Lambhair Sharma & McDaniel.

6. Basic Marketing: A Global Managerial Approach- William D Perreault & Jerome McCarthy,

7. Introduction to Marketing- Adrian Palmer.

8. Marketing Management - Philip Kotler, Kevin Lane Keller & Abraham Koshy.

SEC1 HOSPITAL FRONT DESK COORDINATION

SECOND SEMESTER

DSCC5: STRATEGIC MANGEMENT IN HEALTH CARE SYSTEM   (80 HRS)

• UNIT 1 INTRODUCTION TO STRATEGY FOR HEALTH CARE ORGANIZATIONS 16HRS

• Concept of Strategy and its key dimensions • Evolution of strategic management in healthcare •Strategic thinking •Characteristics of a strategic thinker• Importance of leadership in strategic management • Levels of strategic planning-Corporate, Business and Functional level• Strategy Formation Process •Healthcare Organization's Vision, Mission, Goals and Objectives • Benefits of strategic management in healthcare.

UNIT 2 ENVIORNMENTAL ANALYSIS AND COMPETITIVE ADVANTAGE   18HRS

• Environment of a Health Care Organization •Process of environmental analysis- PESTEL Analysis, SWOT Analysis, Porter's Five Forces Model • Critical Success Factors• Key performance Indicators in healthcare setting• Competition in healthcare business- Competitive Profile Matrix (CPM) • Generic building blocks of Competitive Advantage • Competitive advantage in terms of Facilities and services • Cost Leadership and differentiation in healthcare delivery • Value creation in health care organizations • Core Competence in healthcare organizations • Strategic Leadership.

UNIT 3 DEVELOPING STRATEGIC ALTERNATIVES   18HRS

• Levels of strategy • Corporate Strategy- Importance, Limitation •Types - Growth, Stability, Retrenchment and combination • Business Strategy –Types. Significance and Limitations •Generic Competitive Strategies-Cost leadership. Differentiation and Focus • Cooperative Strategies- Mergers and acquisitions, Strategic alliances • Functional Strategy• Corporate portfolio analysis• Strategic analysis and choice.

UNIT 4 STRATEGY IMPLEMENTATION & EVALUATION   16HRS

•Meaning and definition of strategy implementation •Aspects in strategy implementation, •Barriers to strategy implementation • Various approach to implementation of strategy- Resource allocation strategy implementation through structure •Strategic evaluation and control- Techniques, importance and barriers • Matching organization structure with strategy •Implementing strategic change-Types, process and Issues.

UNIT 5 CORPORATE GOVERNANCE   12 HRS

•Meaning and Definition• Nature• Scope • Principles • Role and responsibilities of the board •Integrity and ethical behavior •Mechanism of Corporate Governance •Importance •Issues of corporate governance • Excellence through corporate governance

RECOMMENDED   READINGS

1.   Strategic Management and cases - Fred. R. David.

2.   Strategic Management Theory- An Integrated approach - Charles W.L. Hill& Gareth R. Jones.

3.   Handbook of Healthcare Quality & Patient Safety- Girdhar Gyani & Alexander Thomas.

4.   Strategic Analysis for Hospital Management - Kropf, Roger , Greenberg, James A.

5.   Healthcare Strategic Planning - Alan M.Zuckerman.

6.   Quality Management in Healthcare: Principles and Methods - Donald Lighter & Douglas

7.   Hospital Quality Assurance, Risk Management, and Program Evaluation- Pena, Jesus

Strategic Management- Robert. G. Grant.

DSCC6: FINANCIAL MANAGEMENT FOR HEALTH CARE SYSTEM (80 HRS)

UNIT 1 CONCEPTUAL BASIS FOR ACCOUNTS   16 HRS

• Introduction to Accounting - Meaning, Nature of accounting, Purpose of accounting • Internal and External uses of accounting information • Accounting Concepts and Conventions •Systems of accounting (Single entry and double entry) • Five types of Accounts (Income, Expense, Asset, Liability, Capital) • Book keeping rules • Books of accounts - Cash books/ledgers/bills/receipts/Journals/Daily cash registers

UNIT 2 RECOGNITION & MEASUREMENT OF ASSETS & LIABILITIES   16 HRS

• Meaning of Assets •Types of assets- Current Assets, Fixed Assets • Measurement of assets • Inventory valuation (FIFO, LIFO) • Cost of Acquisition • Depreciation methods • Liabilities-meaning, characteristics, classification and its measurement.

UNIT 3 ORIENTATION TO FINANCIAL STATEMENTS   16 HOURS

 Trial balance • Preparation of Trial balance • Financial Statement –Trading Account-meaning, need and preparation • Profit and Loss Account – Meaning, need and preparation • Balance Sheet – Meaning, need and preparation •Terms and Jargons in financial statements •

UNI 4   ANALYZING   AND   INTERPRETING   FINANCIAL   STATEMENTS 16HRS

•Objectives of financial statements analysis •Techniques of financial statement analysis • Analysing financial statements using Ratio Analysis •Ratios applicable to non-profit making organizations• Understanding annual reports.

UNIT 5   ORIENTATION TO COST ACCOUNTING   16 HOURS

Financial Accounting vs Cost Accounting • Elements of cost, costing • Modern methods of costing • Costing of health services •Pricing of Hospital Services –Factors Determines• Pricing Policies, •Methods – Cost Based, Demand Oriented, Rate of Return, Competition Based• Hospital Rate setting and Rate Revision •Pricing of new equipment• Break Even Point •Budgets and Budgetary Control

RECOMMENDED READINGS

1. Financial Accounting- A managerial perspective- Narayanaswamy R.
2. Financial Accounting for Management- Ramachandran & Kakani.
3. Systematic Approach to Cost Accounting- Agarwal & V. Rakesh,
4. Financial Reporting- Tulsian & Tulsian.
5. Financial Wisdom – Finance for Non-Finance Executives- Dash A.P.
6. Fundamentals of financial management- Bruce R. M.W. John.
7. Fundamentals of financial management- James C. V. & M.W. John.

DSCC7: EPIDEMIOLOGY & PUBLIC HEALTH ADMINISTRATION (80 HRS)

UNIT 1 INTRODUCTION TO HEALTH & DISEASE   16 HRS

• Concepts of Health • Definition of Health • Dimensions of Health • Determinants of Health

• Indicators of Health • Health Situation in India • Health Team Concept • Concept of Disease • Concepts of Causation • Natural History of disease • Concepts of control • Concepts of Prevention • Modes of Intervention• Hospitals and Community.

UNIT 2 PRINCIPLES OF EPIDEMIOLOGY & EPIDEMIOLOGIC METHODS 16HRS

• Definition •Aims • Epidemiological approach• Basic measurements in epidemiology • Methods of Epidemiological studies • Uses of epidemiology • Dynamics of Disease •Transmission-Sources, Modes of transmission • Susceptible Host.• Disease prevention and control • International Classification of Disease •Investigation of an epidemic and role of hospital in its control.

UNIT 3 HEALTH PLANNING AND MANAGEMENT   16 HRS

• National Health Policy -Meaning, Need and Priorities • Health Committees and their Recommendations • Health Services through Five Year Plans • Health for All by 2000 AD • National Rural Health Mission • Health System in India.

UNIT 4 ORGANIZATIONS FOR HEALTH   16 HRS

• Voluntary health agencies in India - Indian Red Cross Society, Hind Kusht Nivaran Sang, Bharat Sevak Samaj, Central Social Welfare Board, Kasturba Memorial Fund, Indian Council for Child

Welfare, Tuberculosis Association of India, Professional Bodies • International Health Organizations – WHO, UNICEF, UNDP, FAO, ILO, Rockefeller Foundation, CARE, International Red Cross Society

UNIT 5 NATIONAL HEALTH PROGRAMMES   16 HRS

• National Health Programmes -Objectives and Scope •National Health Programmes related to Communicable diseases- Malaria, Filaria, Tuberculosis, Leprosy, AIDS • National Health Programmes related to non-Communicable diseases – Cancer, Blindness, Diabetes, and Mental Health • Reproductive and child health programme • Health Related National Programme-Integrated Child Development Scheme, Water Supply and Sanitation, Minimum Need Programme.

RECOMMENDED   READINGS

1. Text Book on Hygiene and Preventive Medicine- Park, K.

2. Hospital Administration -Francis CM & Mario Ode Sonza.

3. Study material on Hospital Administration – Vol.II, Health Care Systems in India.

4. Textbook of community medicine – Preventive and Social medicine -Sunder Lal, Adarsd, Pankaj.

5. Community Health- J H Helberg.

6. Community Health -Stephen E Gray.

7. Health Policy- Gill Watt.

8. Epidemiology & Management for Healthcare for all Popular Books- Sathe & Sathe

DSCC8: SOFT SKILLS FOR HEALTH CARE MANAGERS

OEC1:   OPEN ELECTIVE I

DSEC2: BIOSTATISTICS & RESEARCH METHODOLOGY (80 HRS)

UNIT 1 INTRODUCTION TO RESEARCH   16 HRS

•Meaning • Objectives • Types of Research •Research Approaches •Research methods Vs Research Methodology •Steps in Research. •Defining the Research Problem- Meaning, Selecting the Problem & Techniques involved in defining the problem • Research Designs -Meaning, Need, Features, Concepts, and Types • Basic Principles of Experimental Designs.

UNIT 2 SAMPLING AND DATA COLLECTION   16HRS

Meaning, Need • Sampling Designs- Probability Sampling (Simple Random - Systematic - Stratified - Cluster – Area Multistage - Sequential Sampling Methods) • Non-Probability Sampling • Data Collection and Processing • Collection of Primary data - Collection of data through Questionnaire & Schedules •Secondary data •Qualitative techniques of data collection -Interview, Observation • Tabulation of Data.

UNIT 3 ANALYSIS AND INTERPRETATION OF DATA AND RESEARCH REPORTING   16HRS

• Meaning of Interpretation • Technique of Interpretation •Significance of Report writing• Steps, Layout of the Research Report• Types of Reports • Precautions while writing Research Reports.

UNIT 4 NATURE AND TYPE OF DISTRIBUTIONS   16HRS

Measures of Central tendency- Mean, Median and Mode and their implications • Measures of Dispersion- Mean deviation, Standard deviation, Quartile Deviation, Range

Correlation and Linear Regression- Pearson Correlation- Spearman's rank correlation - and

their applications. Probability –Meaning, theorems (addition & multiplication theorem), Probability distribution – Binomial distribution, Poisson distribution, Normal distribution. Skewness and Kurtosis

UNIT 5 INFERENTIAL METHODS   16 HRS

•Relevance •Testing of Hypothesis •Type I & II error• Level of significance• Parametric & Nonparametric test – meaning & relevance • Parametric tests (Independent t test, dependent t test, Z test, Nonparametric tests- Chi square test.

RECOMMENDED READINGS

1. Research Methodology - O.R. Krishna Swamy.
2. Research Methodology - CR. Kothari.

3. Methodology and Techniques of Social Research - Wilkinson & Bhandarkar.

4. Research Methodology in Social science - Sadhu Singh.

5. Research Methodology in Management - V.P. Michael

6. Research Methodology & Statistics in Healthcare- Norma G Reid.

7. Research in Healthcare-. Mike Luck.

8. Fundamentals of Statistics - D.N. Ellahance & Veena Ellahance, B.M. Agarwal.

SEC2:   DUTY MANAGER-PATIENT RELATIONS SERVICE

THIRD SEMESTER

DSCC9 LEGAL & ETHICAL FRAMEWORK FOR HEALTH CARE SYSTEM (80 HRS)

UNIT 1 –INTRODUCTION   16HRS

• Introduction to Indian Constitution • Content and Significance of Fundamental Rights and Duties •Sources of Law • Interpretation of Law • Important Provisions under Indian Contract Act, Insurance Act, Trust Act, Societies Registration Act.

UNIT 2 LAW GOVERNING THE COMMISSIONING OF HOSPITAL & PATIENT SAFETY   16HRS

•Companies Act • National Building Act • AERB Rules • Environment Protection Act • Bio-Medical Waste Management Rules • Indian Boilers Act • Gas Cylinder Rules • Rules Governing operation of Lift • Prevention of Food Adulteration Act • Prohibition of Smoking in Public Places Rules • Mental Health Act • Laws governing medico-legal aspects • Consumer protection act 1986• Medical negligence act •Fire safety rules and act.

UNIT 3 LAWS GOVERNING HEALTH CARE PROFESSIONALS   16 HRS

• Employees Provident Fund Act 1952 • Payment of Gratuity Act 1972 • Minimum Wages Act 1948 • Maternity Benefit Act 1961• • Trade Union Act • Industrial Disputes Act. •Indian Medical Council Act • Indian Nursing Council Act • Apprenticeship Act • Prohibition of Violence Against Medicare Service Personnel and Damage to Property In Medicare Service Institutions Act

UNIT 4 LAW GOVERNING SALE, STORAGE OF DRUGS AND SAFE MEDICATION 16   HRS
• Drugs and cosmetics act 1948 • Narcotics and Psychotropic Substances Act • Pharmacy Act 1948 •Poison Act 1919 • Sales of Goods Act • Drugs and Magic Remedies Act 1954• Dying

Declaration.

UNIT 5 ETHICS IN HEALTH CARE 16HRS

• Introduction to Ethics- Nature, Scope and Purpose • Values, Norms, Beliefs and Standards • Ethical Guidelines for Bio-Medical Research • Indian Medical Council • Professional Conduct Etiquette & Ethical Regulation.

RECOMMENDED READINGS

1. Hospital Law Manual – Walters Kluwer.

2. Hospital Law Manual - Aspen Health law.

3. Hospital & Law - Brig. M A George.

DSCC10: MANAGEMENT OF CLINICAL OPERATIONS (80 HRS)

UNIT 1 ORGANIZATION OF THE CLINICAL SERVICES IN HOSPITAL 16HRS

•Organization of hospital departments •Hospital committee and hospital functionaries • Roles and responsibilities of Hospital Administrators • Principles and methods of organizing Clinical services for hospitals • Role of clinical services/departments in the hospital management.• Concept of patient centric management •Roles of departments/managers in enhancing patient care

UNIT 2 OUTPATIENT SERVICES 16 HRS

• Outpatient Department • Speciality clinics • Dental Clinic • Day care services • Accident and emergency services • Physical medicine and rehabilitation •Occupational therapy unit

UNIT 3 INPATIENT SERVICES 16HRS
• Ward design (general & Specialized) • Critical Care Services- ICU, CCU, NICU • Medical Services- • Surgical services • Operation Theatre • Labour theatre • Labour and delivery room • Nuclear Medicine Department • Burns Unit and isolation rooms.

UNIT 4 SPECIALITY SERVICES 16HRS

• Meaning • Importance •Types •Anaesthesia• Internal Medicine• Cardiology• Thoracic Surgery • Dermatology • Endocrinology • Gastroenterology • Oncology • Orthopaedics • ENT • Ophthalmology, • Dental • Psychiatry • Plastic surgery • General Paediatrics • Urology • Obstetrics and Gynaecology •Neonatology • Physiotherapy •Neurology •Neurosurgery • Nephrology• Dialysis Unit •Transplantation Services.

UNIT 5 NURSING SERVICES 16HRS

• Objective-Nursing administration • Duty of nursing officers • Nursing and support staff in the ward • Nursing by-laws, rules, policies and procedures • Nursing meetings • Nursing audit

RECOMMENDED READINGS

1. Hospital Core Services: Hospital Administration of the 21st Century - Goel S L & Kumar R.

2. Hospital & Health Care Administration: Appraisal and Referral Treatis - Gupta S & Kant S.

3. Managing Health Service: Concepts & Practices. Harris M G & Assoc Maclennan.

4. Encyclopaedia of Quality Management in Hospitals & Health Care Administration- Kelly D L.

5. Handbook of Health Administration & Policy - Kilpatrick A O & Johnson J A.

6. Encyclopaedia of Hospital Administration & Development Kumar A.

7. The Health Care Quality Book: Vision, Strategy & Tools - Ransom S B, Joshi M S & Nash D B.

8. Health & Hospital Administration in India - Rao M S.

DSCC11:   MANAGEMENT OF NON-CLINICAL OPERATIONS (80 HRS)

UNIT 1 UNDERSTANDING SUPPORT SERVICES   16 HRS

Meaning, Need and Significance of Support Services • Functions • Types • Planning, Designing, functions & management of Various Support Services• Diagnostic - Radiology & Imaging services, • Hospital Laboratory • Blood bank & Transfusion services • Pharmacy • CSSD, Dietary Service, • Rehabilitation Services •Outsourcing

UNIT 2 UTILITY & MAINTENANCE SERVICES   16HRS

Utility Services- Meaning and importance of Utility services • Planning, Designing and Functions of Utility Services • Management of Utility services •Facilities Engineering • Biomedical Department, • Hospital Engineering • Hospital Laundry and Linen • Housekeeping •Medical Records • Biomedical Waste Management • Ambulance & Transport services • Reception, Enquiry, Registration and Admission• Central Billing and Accounts •Cafeteria/canteen • Mortuary Services

UNIT 3 ADMINISTRATIVE SERVICES   14HRS

•Planning, Designing, functions & management of administrative department • Accounts & Finance • HRD • Marketing & Branding • Quality control • Insurance• IT • Medical Tourism •Medical Social Worker • Public Relation

UNIT 4 MATERIALS MANAGEMENT   18 HRS

•Material Management Concept • Importance of Material Management • Special Features of Materials Management Applied to Hospitals • Material Planning and Budgeting • Concept of Logistics •Purchase Management- Purchasing Function • Objectives and Scope of Purchasing in Service Organizations• Responsibilities of Purchase Department • Objectives of inventory control • Selective inventory controls- Use of different types of selective controls-ABC, VED, FSN. •Costs associated with inventories – Ordering cost, carrying cost, over-stocking cost, under-stocking cost • EOQ •Roeder point • Safety stock •Lead time analysis.

UNIT 5 HOSPITAL INFORMATION SYSTEM   16HRS

• Definitions for Information System • Need of Information System • Introduction to HIS - Functions, Advantages, Types, •Architecture of HIS• Modules of HIS -Reception, Laboratory, Radiology, Blood Bank, Financial, pharmacy, materials & Information system. Clinical Information System • Electronic Health Records (EHR) •Support Service Information System – Meaning, • Use -Biomedical and Facilities Engineering Maintenance Services, Linen and Laundry Services, Housekeeping Services, Waste Management Services.

DSCC12:   PROJECT WORK ON HOSPITAL / HEALTH CARE

DSEC3: HEALTH INSURANCE AND HEALTH CARE ECONOMICS (8OHRS)

UNIT 1   FUNDAMENTALS OF ECONOMICS   16HRS

  •Nature & Scope of Economics • Micro and Macroeconomics • Need, Objectives and importance of Business Economics • Goals of business – Economics Goals, Social Goals, Strategic Goals • Profit maximization Vs Optimization of profits• Economic principles relevant to managerial decision making • Opportunity cost • Production possibility curve • Concept of Increments and Margin. • Significance and applicability of Managerial Economics in decision making

UNIT 2 DEMAND ANALYSIS & CONSUMER BEHAVIOR   16HRS

• Demand- Meaning of demand • Determinants of demands • Demand Schedule • Demand Curve • Law of Demand • Exceptions to the law of demand • Types of demand • Elasticity of Demand. • Price elasticity – Types, Measurement of Price elasticity • Factors influencing elasticity of demand. • Income elasticity of demand – Types • Cross elasticity of demand • Demand

Forecasting – Types, Techniques • Revenue concepts – Total revenue, Average revenue, Marginal revenue •Consumers Equilibrium.

UNIT 3 MARKET EQUILIBRIUM   16HRS

•Market- Meaning •Characteristics of different market structures- Open market, closed market• Competition - Monopoly- Oligopoly – monopolistic- perfect competition • Concept of Market equilibrium • Pricing- Meaning, Types of pricing • Pricing under different market situation • Price discrimination• International price discrimination and dumping •Recent changes in health care market

UNIT 4 FINANCIAL PROTECTION IN HEALTHCARE   16HRS

Financial protection-Meaning and Need •Public run healthcare systems – NHS (UK) and its functioning •Private run healthcare systems – purchasing of services • Private and public mix model in Indian Healthcare • Government supported Healthcare Insurance schemes in India

UNIT 5 HEALTH INSURANCE   16HRS

•Introduction – Insurance, types of Insurance• Principles of Health Insurance• Health Insurance Products • Introduction to Claims management • Role of Third Party Administrators • Development and Evaluation of Community based/ Social Health Insurance- ESIS, CGHS • Private Health Insurance • Indicators for monitoring a health insurance program •Measures to improve Universal Health Insurance scheme • Current trends in Health Insurance - International and Indian scenario.

RECOMMENDED READINGS

1. Business Economics - Reddy P.N & Appanniah H.R .

2. Managerial Economics - Srivayya, Gangadhara Rao & Rao V.S.P.

3. Managerial Economics - Gupta G.S.

4. Managerial Economics- Dwivedi D.N.

5. Micro Economics – PindyckRubinfeld & Mehta.

6. Managerial Economics - Dr. D.M. Mithani.

7. Text Book of Global Health- Anne Emanuelle Birn, Yogan Pillay& Timothy H.

8. Access to Medicine in India - Sakthivel Selvaraj, Dinesh Abrol & K.M.Gopakumar.

9. Inequity in Indian Healthcare – Brijech C Purohit.

10. India's Healthcare Industry – Innovation in delivery, financing and manufacturing- Lawton Robert Burns

OEC2: OPEN ELECTIVE II

SEC3: HEALTHCARE QUALITY ASSURANCE MANAGER

FOURTH SEMESTER

DSCC13: HOSPITAL OPERATIONS & PROJECT MANAGEMENT (80 HRS)

UNIT I INTRODUCTION TO OPERATIONS MANAGEMENT   14 HRS

• Operations Management – Introduction, Operations as a Source of Competitive Advantage
•Difference between Manufacturing and Service Operations• Services as Part of Operations
Management •Operations Management: System Perspective, Functions, Challenges and Current
Priorities •Operations Strategy - Strategy Formulation Process •Strategic Decisions in Operations
-Make or Buy Decisions • Simple Cost Analysis , Break Even Analysis and Economic Analysis

UNIT 2 MATERIALS MANAGEMENT IN HOSPITALS   20HRS

• Overview • Scope and Objective, Importance of Material Management • Special Features of
Materials Management Applied to Hospitals • Supply chain management -Need, Components,
Structure and Measures •Purchase Management- Purchasing Function •Objectives and Scope of
Purchasing in Service Organizations• • Inventory Management -Definition of Inventory • Need of
control • Objectives of inventory control •Selective inventory controls -ABC, VED, FSN.
.•Hospital Stores Organization: Objective, function •Relevance and importance of store keeping

UNIT 3 EQUIPMENT MANAGEMENT IN HOSPITALS   14HRS
 •Equipment selection guideline • Estimation of cost and Q.C. Planning • Purchase / Installation /
Commissioning of Medical Equipment •Common Bio Medical Equipment used in Hospital –
Requirements and functions. • Replacement of old equipment's and Buyback Policy • Estimation
of Breakeven point and Profit • Medical Equipment Maintenance• Condemn Board- basic concept.

UNIT 4 HOSPITAL PLANNING   16 HRS

• General consideration • Process of hospital planning • Hospital Design- Guiding principles in
planning & design • Planning of different types of hospitals • Operational and functional planning
• Planning and Designing of Clinical Services • Planning and Designing of Support and utility
services

UNIT 5 HOSPITAL PROJECT MANAGEMENT   16 HRS

• Concept of project & project management •Phases •Framework •Tools and Techniques
•Addressing Time and Resource Constraints • Gantt Chart • Project life cycle •Project Planning-
feasibility study, Work breakdown structure •Quality Management – Meaning, Dimensions of

Quality for Products and Services• Cost of Quality •Old and New Quality Improvement Tools •Sustainable Operations Management

RECOMMENDED READINGS

1. Designing Hospitals of the future -Kunders, G D.
2. Facilities Planning and Arrangement in Healthcare- Kunders, G D.
3. Hospital Planning and Administration- Davies Llewellyn R & Macaulay H M C.
4. Handbook of Modern Hospital Safety – Charney William.
5. Principles of Hospital Admisnitration & Planning – Sakharkar B M.

DSCC14: QUALITY AND SAFETY MANAGEMENT (80HRS)

UNIT 1 INTRODUCTION TO QUALITY 14 HRS

•Introduction • Need for Quality • Evolution of Quality • Concepts & Determinants of quality • Product Quality and Service Quality.• Cost of quality • Concepts of Quality Control, Quality Assurance and Total Quality Management • Quality Gurus and their contributions-Deming, Taguchi's, Ishikawa, Juran, Feigenbaum

UNIT 2 TQM PRINCIPLES 16 HRS

•Leadership –Strategic Quality planning, Quality policy, Characteristics of Quality leaders • Customer focus –Customer and Customer perception of Quality, Customer Service, Customer feedback, Customer Retention • Employee Involvement– Employee survey, Employee Empowerment Motivation, Performance appraisal, Reward and recognition • Continuous improvement- Strategies, Tools and techniques • Supplier relations – Purpose, Types, Characteristics and benefits

UNIT 3 TOOLS FOR OF QUALITY MANAGEMENT AND IMPROVEMENT 20 HRS
• Tools and Techniques of quality Management• Concept and application of Lean Management • ISO 9001 •5S • Value stream mapping• Root cause analysis • PDCA • Poka Yoke • Concept & application of Six sigma• DMAIC • Statistical Quality control • Benchmarking • Business Process Reengineering • Quality Circles • Quality Function Deployment (QFD). •Quality Audits Audit in health care. -Medical audit, Nursing audit, Pharmacy audit, Clinical audit.

UNIT 4 PATIENT SAFETY 16 HRS

•Accidents in hospitals- Errors in medication, Human errors, technical errors, documentation errors, Critical incidents: Near miss, Sentinel, Adverse events with examples •Models of safety• Culture of Safety • Importance of mortality review & steps of review• Hospital hazards – Meaning, Types (Physical, Biological, Mechanical and Psychological) • Its Impact on Employees • Preventive Measures• Hospital Hazards Management • Disaster – Meaning, Types, Manmade, Natural • Need for Disaster Management • Role of Hospitals in Disaster management

UNIT 5 ACCREDITATION 14 HRS

•Concept of Hospital Accreditation• ISO and its Implementation in Health Care • JCI & NABH accreditation • Authorities for accreditation in India • Quality awards • ISQua: Process for accreditation • CRISIL ratings for hospitals.

RECOMMENDED   READINGS

1.   Quality Management in Health Care, Principles and Methods-Donald Lighter.

2.   Total Quality Management - James R Evans.

3.   Total Quality Management in healthcare- Hugh C H Koch.

4.   Total Quality Management -Sridhar Bhat.

5.   Total Quality Management: Sundara Raju S.M.

6.   Handbook of healthcare quality & Patient safety- Giridhar Gyani.

7.   Quality Management in Hospitals -. S K Joshi.

8.   Making Quality Count – Dr J Jacob.

DSCC15 HEALTHCARE ENTREPRENEURSHIP AND INNOVATIONS (80 HRS)

UNIT 1 ENTREPRENEURSHIP IN THE NEW MILLENNIUM   14 HRS

• Concepts of Entrepreneur and Entrepreneurship • Importance and Characteristics of entrepreneurs • Types of entrepreneurs • Benefits and potential risks of entrepreneurship • Myths of Entrepreneurship • Factors affecting growth of Entrepreneurship in India •Role of Entrepreneurship in Economic Development.

UNIT 2 CREATING AND STARTING THE VENTURE   18 HRS

•Understanding the uniqueness of Healthcare Industry • Environmental Analysis • Assessment of Opportunities• Business Idea generation -Sources and Techniques of generating ideas • Product planning and development process. •Developing the Business plan –Meaning, Significance Contents, Nature and scope • Writing Business Plan • Evaluating Business plans • Using and implementing Business plans • Common errors in Business Plan formulation• Marketing plan• Financial plan and the organizational plan • Launching formalities

UNIT 3 FINANCING AND MANAGING THE NEW VENTURE   16 HRS

•Sources of Capital • Schemes offered by various commercial banks and financial institutions •Venture Capital. •New venture Expansion Strategies and Issues •Recruitment, motivating and leading teams • Financial controls • Marketing and sales controls • E - Commerce and Entrepreneurship • Internet advertising• Record keeping •Government policies and schemes for entrepreneurial development.

UNIT 4 ETHICS AND ENTREPRENEURSHIP   16 HRS

•Meaning and need for business ethics • Ethical principles in business• Essential elements of business ethics management• Code of ethics• Ethics committee • Ethics and laws • Approaches to managerial ethics • Ethics and Business decisions • Frame work for ethical decision making •
• Environmental awareness • Ethical Dilemmas and ways to resolve • Ethical leadership by entrepreneurs.

UNIT 5 INNOVATIONS IN HEALTHCARE   **16HRS**

• Innovation –Meaning, Types, Process of Innovation • Innovations in Healthcare.• IT Innovation (Mobile Health, IoT, AI, Big Data) • Technology Innovation (Robots, Wearable Technology, Regenerative Medicine, AR/VR, Artificial Organ,3D Printing) • Service Innovation (Patient centered Care, Patient empowerment, Patient safety) • Business Innovation (Green Hospital, Marketing Innovation, Lean Management, Risk Management)

RECOMMENDED READINGS

1. Entrepreneurship: Creating and leading an entrepreneurial organization -Arya Kumar.
2. Entrepreneurial development - Kanaka S.S.
3. Entrepreneurship - Robert D. Hisrich & Michael P. Peters.
4. Perspectives in Business Ethics - Poornima.M. Charantimath, Hartman & Laura.P.
5. Entrepreneurship Management - Dr.Aruna Kaulgud.
6. Ethics in Business and Corporate Governance - Mandal.S.K.
7. Corporate Entrepreneurship: Building The Entrepreneurial Organization – Paul Burns
8. Innovation and Entrepreneurship- Drucker F Peter.

DSCC16: MAJOR PROJECT

DSEC4: MEDICAL RECORDS MANAGEMENT & HOSPITAL INFORMATION SYSTEM   (80HRS)

UNIT 1 RECORDS MANAGEMENT   **16HRS**

• Hospital Records - Meaning and Importance • Classification of records • Indexing and Filling of records • Principles of record keeping • Merits and Limitations • Recent Trends in Record Maintenance• Electronic forms of Records• Problems associated with medical records • Hospital Statistics.

•Medical Registers- Meaning, Principle- Types • Purposes • Advantages of designing registers • Registers in various departments and common problems faced • Medical forms and Reports - Meaning, Types and significance • Principles of designing of forms & reports • Statutory registers and reports to be maintained in Hospitals

UNIT 2 INFORMATION MANAGEMENT   **16HRS**

•Information - Classification of information • Levels of information • Methods of data and Information collection • Value of Information • Definitions for Information System • Need of Information System, • Introduction to computer concepts- hardware and software concepts applied to Information System, •Database and file management •Increasing Value of IT • Competitive Advantages with IT.

UNIT 3 HOSPITAL INFORMATION SYSTEM   **16HRS**

• Introduction to HIS - Functions, Advantages, Types. •Levels of use of information in the system • Modelling of Hospital Information system • Information processing tools in hospital •Architecture of HIS Clinical Information System • Electronic Health Records (EHR) • Clinical decision support system • Disease management and disease registries• Medical Imaging informatics – PACS • Latest trends in healthcare Informatics • Application of Artificial Intelligence (AI) in Health Care.

UNIT 4 SUPPORT SERVICE INFORMATION SYSTEM   14HRS

•Support Service Information System –Meaning, • Use -Biomedical and Facilities Engineering Maintenance Services, Linen and Laundry Services, Housekeeping Services, Waste Management Services.

UNIT 5 MANAGEMENT INFORMATION SYSTEM   18HRS

•Introduction to MIS – Concept, roles & objectives of MIS • Emergence of MIS • Impact of MIS, •Systems approach to MIS •Advantages and disadvantages of computer based MIS • Importance of information in decision making and strategy building • MIS in operations • MIS for Finance • MIS for Marketing • MIS for production • MIS for Human resource Management • MIS for marketing •MIS for Diagnostics •Challenges of Information Management in Hospitals

RECOMMENDED   READINGS

1. Management Information Systems - Javedkar, W.S.
2. Information System for Modern Management - Mardic R.G., Ross J.E.& Clagget J.R.
3. Hospital facilities Planning and Design - G.D. Kunders.
4. Computerizing Large Integrated Health Networks - Robert M. Kolodner Springer.
5. Healthcare System and Management - S.L. Goel.
6. Brien Management Information Systems - James A.O.
7. Management Information System - Anderson, Lavid L. Post, Gerald V
8. Office Management - Prasantha Ghosh K.
9. Hospital Administrator - George, MA.
10. Medical Records Organisation & Management - Mogli. J D.

SEC4 CASE STUDY ON HOSPITAL/HEALTHCARE

PROJECTS GUIDELINES

Project work to be done in the 3rd Semester where the students shall undertake a project for 60 days duration which shall be done in established hospitals with more than 300 beds within and outside the state. The students have to select any hospital related issue as the topic of work. The report is to be prepared as per research methods. The final year placement extends over 90 days and is done in major hospitals with more than 500 beds. The student is expected to study a particular topic or issue relating to hospital administration. Satisfactory completion of project placement and presentation in the form of a project report is mandatory for appearing the viva voce examination in each year.

COURSE STRUCTURE –BBA-Hons.(Hospital Administration)

SEMESTER	CORE-DSCC		ELECTIVE				ABILITYENHANCEMENTCOURSES				TOTAL CREDIT
			DSE		OE		SEC/VB		AECC		
	COURSE	CREDIT	COURSE	CREDIT	COURSE	CREDIT	COURSE	CREDIT	COURSE	CREDIT	
SEMI	DSCC1 DSCC2 DSCC3	3 4 3			OEC1	3	SEC 1 SEC 2 VBC1 VBC2	2 2 1 1	AECC1 AECC2	3 3	**25**
SEMII	DSCC4 DSCC5 DSCC6	3 4 3			OEC2	3	SEC3 VBC3 VBC4	2 1 1	AECC 3 AECC 4	4 2	**23**

DSCC:DisciplineSpecified CoreCourses　　　　　　　　　　　　*SEC: Skill Enhancement Course, VBC= Value Based*
CoursesDSEC:DisciplineSpecified ElectiveCourses　　　　　　*AECC: Ability Enhancement Compulsory*
CoursesOEC:OpenElectiveCourses

COURSE STRUCTURE –BBA-Hons.(Hospital Administration)

| SEMESTER | CORE-DSCC | | ELECTIVE | | | | ABILITYENHANCEMENTCOURSES | | | | TOTAL CREDIT |
| | | | DSE | | OE | | SEC/VB | | AECC | | |
	COURSE	CREDIT	COURSE	CREDIT	COURSE	CREDIT	COURSE	CREDIT	COURSE	CREDIT	
SEM III	DSC 7 DSC 8 DSC 9 DSC 10 DSC 11	4 4 4 3 3	DSE 1	4			SEC 4	3			25
SEM IV	DSC 12 DSC 13 DSC 14 DSC 15 DSC 16	4 4 4 3 3	DSE 2	4			SEC 5	3			25

DSCC:DisciplineSpecified CoreCourses
CoursesDSEC:DisciplineSpecified ElectiveCourses
CoursesOEC:OpenElectiveCourses

SEC: Skill Enhancement Course, VBC= Value Based
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COURSE STRUCTURE –BBA-Hons.(Hospital Administration)

SEMESTER	CORE-DSCC		ELECTIVE				ABILITYENHANCEMENTCOURSES				TOTAL CREDIT
			DSE		OE		SEC/VB		AECC		
	COURSE	CREDIT	COURSE	CREDIT	COURSE	CREDIT	COURSE	CREDIT	COURSE	CREDIT	CREDIT
SEM V	DSC 17 DSC 18 DSC 19	4 4 4	DSE 3	4			SEC 6 SEC 7 SEC 8	3 3 3			25
SEM VI	DSC 20 DSC 21 DSC 22	4 4 4	DSE 4	4			SEC 9 SEC10 SEC11	3 3 3			25

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CoursesDSEC:DisciplineSpecified ElectiveCourses
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COURSE STRUCTURE –BBA-Hons.(Hospital Administration)

| SEMESTER | CORE-DSCC | | ELECTIVE | | | | ABILITYENHANCEMENTCOURSES | | | | TOTAL CREDIT |
| | | | DSE | | OE | | SEC/VB | | AECC | | |
	COURSE	CREDIT	COURSE	CREDIT	COURSE	CREDIT	COURSE	CREDIT	COURSE	CREDIT	
SEM VII	DSC 23 DSC 24 DSC 25	4 4 4	DSE 5	4			SEC 12 SEC 13 SEC 14	3 3 3			**25**
SEM VIII	DSC 26 DSC 27 DSC 28	4 4 4	DSE 6	4			SEC 15 SEC 16 SEC 17	3 3 3			**25**

DSCC:DisciplineSpecified CoreCourses
CoursesDSEC:DisciplineSpecified ElectiveCourses
CoursesOEC:OpenElectiveCourses

SEC: Skill Enhancement Course, VBC= Value Based
AECC: Ability Enhancement Compulsory

UNIVERSITY OF MYSORE

BBA-HONS.(HOSPITAL ADMINISTRATION) DEGREE

SYLLABUS

NEP 2020

IMPLEMENTED FROM THE

ACADEMIC YEAR 2023-24

UNIVERSITY OF MYSORE

SYLLABUS FOR BBA-HONS.(HOSPITAL ADMINISTRATION) DEGREE AS PER NEP – 2020 REGULATIONS IMPLEMENTED FROM THE ACADEMIC YEAR 2023-24

I PREAMBLE

Education is crucial in the formation of a nation. In our country, there are numerous educational institutions that provide guidance and training to impart quality education. However, our current educational system produces youth who must compete locally, regionally, nationally, and globally. The twenty-first century has brought many new challenges to the field of higher education. The current perilous situation necessitates system transformation and/or redesign, not only by introducing innovations but also by developing a "learner-centric" approach. However, the majority of our higher education institutions have followed a system that restricts students' ability to study subjects/courses.It should be comprehensive in order to develop the student into an ideal human being and useful person in society. Higher education's goal is to develop good, well-rounded, and creative individuals. It must allow an individual to study one or more specialised areas of interest in greater depth, while also developing character, ethical and constitutional values, intellectual curiosity, a spirit of service, and capabilities across disciplines such as sciences, social sciences, arts, humanities, and professional, technical, and vocational crafts.

  The National Education Policy (NEP) has introduced several reforms in Indian education, including broad-based multidisciplinary Undergraduate Education with 21st Century skills and the development of specialised knowledge with disciplinary intellectual rigour. Its goal is to improve the National Higher Education System's equity, efficiency, and academic excellence. The most important ones are course curriculum innovation and improvement, paradigm shifts in learning and teaching pedagogy, evaluation, and education system.

Hence the University of Mysore thought it fit to implement the multidisciplinary and holistic educationin all the under-graduate programs and the consequential post-graduate programs, with multiple entryand exit options with multiple certificate/diploma/degrees in the Faculties of Arts, Science, Commerceand Management to replace the present undergraduate degree programs effective from the academicyear2021-22.So based on the initiative of MHRD, the Marian Institute of Professional Studies (MIPS) run by Godwins Institution Private Ltd, has decided to follow the Multi-Disciplinary Under graduate Program with multiple exit and entry options with certificate/Diploma/degrees at each of the existing programs. Undergraduate courses should emphasise creativity and innovation, critical thinking and higher order thinking skills, problem

solving abilities, teamwork, communication skills, more in-depth learning, and mastery of curriculum content across fields.

The proposed four-year multidisciplinary undergraduate programme is a fundamental transformation of current undergraduate education that replaces the traditional undergraduate programmes of the state's universities while also attempting to empower students and assist them in their pursuit of overall excellence.Students will be able to graduate after one year with a certificate, two years with a diploma, and three years with a bachelor's degree. The completion of the four-year programme will result in the award of a bachelor's degree with honours in specific subjects. In colleges, a continuation of the undergraduate programme for the fourth year is optional in subjects however, it is the preferred option.

Salient Features of four-year multidisciplinary undergraduate programme

➢ The program shall be structured in a semester mode with multiple exit options with Certification,Diploma and Basic Bachelor Degree at the completion of first, second and third years, respectively.The candidate who completes the four years Undergraduate Program, either in one stretch or throughmultiple exitsandre-entrieswouldgeta Bachelor'sdegree withHonours.

➢ The four years undergraduate Honours degree holders with research component and a suitable gradeare eligible to enter the 'Doctoral (Ph.D.) Program' in a relevant discipline or to enter 'Two SemesterMaster'sDegreeprogrammewithprojectwork'.

➢ Candidates who wish to enter the master's/doctoral programme in a discipline other than the major discipline studied at the undergraduate programmes, have to take additional courses in the new discipline to meet the requirement or to make up thegap between the requirement and the coursesalreadystudied.

➢ There may be parallel five year integratedmasters degree programmes with exitoptions at the completion of third and fourth years, with the undergraduate degree andundergraduatedegreewith honours in a discipline, respectively.

➢ There may also be an integrated doctoral programme with exit option at the end of thefirstyear with the Master's degree

➢ The students who exit with Certification, Diploma and Basic Bachelor Degree shall be eligibletore-entertheprogrammeattheexitleveltocompletetheprogrammeortocompletethenextlevel.

➢ The curriculum combines conceptual knowledge with practical engagement and understandingthat has relevant real-world application through practical laboratory work, field work, internships,workshopsandresearch projects.

The Four-Year Choice Based Credit System Semester Scheme makes the product of aUniversity at par with the global practices in terms of academic standards and evaluationstrategies. In the emerging scenario of Internationalization of Indian Higher Education, it isimperative that the Universities in India should follow this system so that the mobility of theirproductsboth within andacross the geographicaljurisdiction becomes possible.

2. NAME OF THE PROGRAMME

2.1 The name of the programme is BBA-Hons.(Hospital Administration).

2.2 The following Regulations are applicable to all the students who are taking admission for the first semester from 2023-24 Academic year as per the NEP Regulations 2020.

2.3 The duration of each semester is extended over a period of 16 weeks (90 working days) except the training period (twenty-two weeks). The total duration of a semester is twenty weeks inclusive of semester end examination.

3.ELIGIBILITY FOR ADMISSION

Candidates who have passed the Two-Year Pre-University Course of Karnataka State in any discipline or its equivalent (viz., 10+2/HSE of other state or central government boards, CBSE, ICSE, NIOS etc.) are eligible for admission into this program.

4. LATERAL ENTRY

4.1 The students who has passed one year –Hospital Administration/Medical Laboratory Technicians(MLT)Diploma/Certificate programmes in Hospital Administration/ Medical Laboratory Technicians(MLT) Skill Enhancement programmes in Hospital Administration / Medical Laboratory Technicians(MLT) of Recognized bodies (Regular/Distance/Open University mode) after Plus two /PUC /Equivalent will be allowed admission to the third semester BBA-Hons.(Hospital Administration).

4.2 The students who have passed Two year – Hospital Administration / Medical Laboratory Technicians (MLT) Diploma/Certificate programmes in Hospital Management/ Medical Laboratory Technicians (MLT). Skill Enhancement programmes in Hospital Administration/ Medical Laboratory

Technicians (MLT)of Recognized bodies (Regular/Distance/Open University mode) after Plus two /PUC /Equivalent will be allowed admission to the fifth semester BBA-Hons. (Hospital Administration)

4.3 All compulsory subjects (Languages, Environmental studies, Constitution of India etc.) as required by UGC should be successfully completed in a bridge course if the student has not undergone the prescribed subjects in the diploma/Certificate Course.

5. FEATURES OF CREDIT BASED SEMESTER SCHEME

Each course shall carry a certain number of credits. Credits normally represent the weightage of a course and are a function of teaching, learning and evaluation strategies such as the number of contact hours, the coursecontent, teaching methodology, learning expectations, maximum marks etc. In the proposed programs, generally, one hour of instruction per week in a semester is assigned one credit. In terms of evaluation, one credit is generally equivalent to 25 marks in a semester. Thus a 3 or 4 credits course will be assessed for 100 marks, 2 credits courses are assessed for 50 marks and one credit course will be assessed for 25 marks. What matters for the calculation of Semester Grade Point Average (SGPA) or the Cumulative Grade Point Average (CGPA) is the percentage of marks secured in a course and the credits assigned to that course.

On this basis, generally, a three-year (six-semester) undergraduate program will have around 140 credits, and a four-year (eight-semester) honors degree program will have around 180 credits and a five-year (ten semester) master's degree programme will have 220 credits.

5.1 DURATION OF PROGRAMMES, CREDITS REQIUREMENTS AND OPTIONS

The undergraduate degree should be of either a three- or four-year duration, with multiple entry

and exit options within this period, The four years multi disciplinary Bachelor's programme is the preferred option as it allows the opportunity to experience the full range of holistic and multi disciplinary education with a focus on major and minor subjects as per the student's preference. The four-year programme may also lead to a degree with Research, if the student completes a rigorous research project in the major area(s) of study.

The undergraduate programmes shall extend over four academic years (Eight Semesters) with multiple entry and exit options. The students can exit after the completion of one academic year (Two semesters) with the Certificate in a discipline or a field; Diploma after the study of two academic years (Four Semesters) and Regular Bachelor Degree after the completion of three academic years (Six Semesters).The successful completion of Four Years undergraduate Programme would lead to Bachelor Degrees with Honours in a discipline/subject. Each semester shall consist of at least 16 weeks of study

with a minimum of 90 working days (excluding the time spent for the conduct of final examination of each semester).

The candidates shall complete the courses equivalent to minimum credits requirements

Exit with	Min. Credits Requirement*	NSQF Level
Certificate at the Successful Completion of First Year (Two Semesters) of Four Years Multidisciplinary UG Degree Programme	48	5
A Diploma at the Successful Completion of the Second Year (Four Semesters) of Four Years Multidisciplinary UG Degree Programme	96	6
Basic Bachelor Degree at the Successful Completion of the Third Year (Six Semesters) of Four Years Multidisciplinary Undergraduate Degree Programme	140	7
Bachelor Degree with Honours in a **Discipline** at the Successful Completion of the Four Years(Eight Semesters) Multidisciplinary Undergraduate Degree Programme	180	8

Master'sDegree Programmes will be of One AcademicYear(TwoSemesters) for the Four Years Honours Degree holders andit will be of Two Academic Years(FourSemesters) forthe threeyears basicor three years HonoursDegreeholders.

TwoYearsMaster's Degree Programmeswillhave exitoptionatthe endofOneAcademic Year (Two Semesters) with the Post-graduate Diplomas in the respectivedisciplines/subjects,provided theycompletecourses equaltoa minimum of44credits:.

44CreditsaftertheBachelorDegreeto becomeeligiblefor thePGDiploma

88CreditsaftertheBachelor Degree tobecomeeligible fortheMastersDegree

It is optional to the candidate to exit or not, after two, four and six semesters of the undergraduate programme with Certificate, Diploma and with Regular Bachelor Degree, respectively. He/she will be eligible to rejoin the programme at the exit level to complete either the diploma, degree or the honours degree. Further, all the candidates will be awarded

Bachelor degrees on successful completion of three academic years (Six Semesters) of the undergraduate programmes.

A student will be allowed to enter/re-enter only at the Odd Semester and can only exit after the Even Semester. Re-entry at various levels as lateral entrants in academic programmes should be based on the earned credits and proficiency test records.

The students shall be required to earn **at least fifty per cent of the credits** from the Higher Education Institution (HEI) awarding the degree or diploma or certificate: Provided further that, the student shall be required to earn the required number of credits in the core subject area necessary for the award of the degree or Diploma or Certificate, as specified by the degree awarding HEI, in which the student is enrolled.

A candidate who successfully completes a three year Bachelor's degree, with a minimum CGPA of 7.5 and wishes to pursue the fourth year of the undergraduate programme by opting a research project, shall be allowed to continue the programme with Research to obtain the Bachelor's degree with honours by research, while other candidates may continue their studies in the fourth year of the undergraduate programme with or without a research project along with other courses as prescribed for the programme to complete their Bachelor's degree with honours.

Candidates who successfully complete their four years Bachelor's degree with honours, either by research or coursework with research component and a suitable grade are eligible to enter the 'Doctoral (Ph.D.) Programme' in a relevant discipline or to enter the 'Two Semester Master's Degree programme".

Candidates, who wish to complete the undergraduate and the postgraduate programmes faster, may do so by completing the different courses equal to the required number of credits and fulfilling all other requirements in N-1 semesters (where N is the number of semesters of an undergraduate/ postgraduate programme). This facility is available for the programmes with a minimum duration of three years or six semesters. For example, a candidate may obtain his/her Six Semesters Bachelor's degree, after successfully completing five semesters of the programme, provided he/she has completed courses equal to the required/ prescribed number of credits and fulfills all other requirements for awarding the degree. Likewise, a candidate may obtain his/her Eight Semesters Bachelor's degree with honours, after successfully completing seven semesters of the programme, provided he/she has completed courses equal to the required number of Credits and fulfills all other requirements for awarding the Bachelor's degree with honours.

Similarly, candidates may complete both the undergraduate and the postgraduate programmes in slow track. They may pursue the three years or six semester programmes in 4 to 5 years (8 to 10 semesters) and four years or eight semester programmes in 5 to 6 years (10 to 12 semesters). As a result, the higher education institutions have to admit candidates not only for programmes, but also for subjects or courses. But the new admissions are generally made in the beginning of an academic year or the beginning of odd semesters.

5.2 NATIONAL SKILLS QUALIFICATIONS FRAMEWORK

The National Skills Qualifications Framework (NSQF) is a competency-based framework that organizes qualifications according to a series of knowledge, skills and aptitude. The NSQF levels, graded from one to ten, are defined in terms of learning outcomes which the learner must possess regardless of whether they are obtained through formal, non-formal or informal learning. National Occupational Standards (NOS) are statements of the skills; knowledge and understanding needed for effective performance in a job role and are expressed as outcomes of competent performance. They list down what an individual performing that task should know and also are able to do. These standards can form the requirements. Just as each job role may require the performance of a number of tasks, the combination of NOSs corresponding to these tasks form the Qualification Pack (QP) for that job role. The NOSs and QPs for each job role corresponding to each level of the NSQF are being formulated by the respective Sector Skill Councils (SSCs) set up by National Skill Development Corporation (NSDC) with industry leadership. The curriculum which is based on NOSs and QPs would thus automatically comply with NSQF.

General Education has to be synchronized/ aligned with skill and Vocational Education as per National Skills Qualifications Framework. The level descriptors are given below as described in UGC Guidelines on National Skills Qualifications Framework. The curriculum should be designed in a manner that at the end of year-1, year-2 and year-3, students are able to meet below mentioned level descriptors for level 5, 6 and 7 of NSQF, respectively: The progressive curriculum proposed shall position knowledge and skills required on the continuum of novice problem solvers (at entry level of the program) to expert problem solvers (by the time of graduation):

At the end of first year–Ability to solve well defined problems
At the end of second year– Ability to solve broadly defined problems
At the end of third year–Ability to solve complex problems that are ill-structured requiring multi-disciplinary skills to solve them
During fourth year-Experience of workplace problem solving in the form of Internship or Research Experience preparing for Higher Education or Entrepreneurship Experience.**6.**

6 ACADEMIC BANK OF CREDITS (ABC)

The Academic Bank of Credits (ABC), a national-level facility will promote the flexibility of the curriculum framework and inter-disciplinary/multi-disciplinary academic mobility of students across the Higher Education Institutions (HEIs) in the country with appropriate "credit transfer" mechanism. It is a mechanism to facilitate the students to choose their own learning path to attain a Degree/Diploma/Certificate, working on the principle of multiple entries and exit as well as anytime, anywhere, and any level of learning. ABC will enable the integration of multiple disciplines of higher learning leading to the desired learning outcomes including increased creativity, innovation, higher order thinking skills and critical analysis. ABC will provide significant autonomy to the students by providing an extensive choice of courses for a programme of study, flexibility in curriculum, novel

and engaging course options across a number of higher education disciplines/institutions.

The multiple entry and exit options for students is facilitated at the undergraduate and Master's levels. It would facilitate credit accumulation through the facility created by the

ABC scheme in the "Academic Bank Account" opened for students across the country to transfer and consolidate the credits earned by them by undergoing courses in any of the eligible HEIs. The ABC allows for credit redemption through the process of commuting the accrued credits in the Academic Bank Account maintained in the ABC for the purpose of fulfilling the credits requirements for the award of certificate/ diploma/degree by the authorized HEIs. Upon collecting a certificate, diploma or degree, all the credits earned till then, in respect of that certificate, diploma or degree, shall stand debited and deleted from the account concerned. HEIs offering programmes with the multiple entry and exit system need to register in the ABC to enable acceptance of multidisciplinary courses, credit transfer, and credit acceptance.

The validity of credits earned will be for a maximum period of seven years or as specified by the Academic Bank of Credits (ABC). The procedure for depositing credit earned, its shelf life, redemption of credits, would be as per UGC (Establishment and Operationalization of ABC scheme in Higher Education) Regulations, 2021.

Study Webs of Active Learning for Young Aspiring Minds (SWAYAM) is India's national Massive Open Online Course (MOOC) platform (www.swayam.gov.in), designed to achieve the three cardinal principles of India's Education Policy: access, equity, and quality. The University Grants Commission (Credit Framework for Online Learning Courses through SWAYAM) Regulations, 2021 have been notified in the Gazette of India, which now facilitates an institution to allow up to 40 per cent of the total courses being offered in a particular programme in a semester through the online learning courses offered through the SWAYAM platform. Universities with approval of the competent authority may adopt SWAYAM Courses for the benefit of the students. A student will have the option to earn credit by completing quality-assured MOOC programmes offered on the SWAYAM portal or any other online educational platform approved by the UGC/ the regulatory body from time to time

7. APPLICATION AND APPROVAL

There will a form of application in the prescribed format that has to be filled by the candidate. The Application will scrutinize by the university with essential supporting documents prescribed by the University and will give the approval regarding the confirmation of admission.

8. ADMISSION PROCEDURE

8.1 During the time of admission the candidate must submit all the necessary documents in original that support the claim made in the application form.

8.2 The candidates will get the admissions only after getting approval regarding the eligibility of the certificates, as directed by the University guidelines.

8.3 All the decisions taken by the University of Mysore with regard to the course or any matter that is not mentioned over here, is up to the University and all the candidates are liable to follow those decisions.

9. SCHEME OF INSTRUCTION

9.1   Regarding the scheme of instructions, each course offered may have three components- Lecture (L), Tutorial (T) and Practical (P). Lectures are given by the faculties (Regular and Visiting) appointed by the institution both online and offline in blended learning mode. Tutorial session consists of group discussion/self-study /desk work/seminar presentation and other effective methods. Practical or Skill component consist of the applications of the theory content that has to be given either in lab, skill training centres or industry.

9.2 The medium of instruction shall be in English or Kannada as decided by the Board of Studies (BOS). However, the students have to write the exam in English only.

9.3 Credits: One hour session of lecture per week amount to one credit. Two-hour session of tutorial or practical per week amounts to one credit. For the purpose of a teacher, one hour of lecture session, one hour of tutorial session and one hour of practical session are all equal to one hour of workload.

10 BLENDED MODES (BL) AS A NEW MODE OF TEACHING-LEARNING

Blended learning (BL) mode is to be used to help learners develop 21st century skills along with the effective learning and skill development related to the subject-domains. Every institute should strive to be a model institute to demonstrate a successful implementation of BL in the higher education of our country.

UGC suggests implementing Blended Mode (BL) as a new mode of teaching-learning in higher education. BL is not a mere mix of online and face-to-face mode, but it refers to a well-planned combination of meaningful activities in both the modes. The blend demands consideration of several factors, mainly focusing on learning outcomes and the learner centered instructional environment.

Implementing BL requires a systematic, planned instructional process. An effective teaching learning process in a blended environment calls for understanding and skills of using appropriate pedagogies with suitable technologies. The UGC Concept Note provides guidelines for implementation of BL.

Pedagogies for Online and Face-to-face Modes

Learner-centered teaching-learning activities include several cognitive processes which enable learners to be communicative, confident, creative and cooperative. Learners in BL environments are not visualised as passive learners, but active learners generating ideas, assimilating knowledge individually and in teams. Once learning resources are provided on an online platform, students sitting in the classroom need not again listen to the instructor. The time, then, can be used for engaging them in activities. Even their online time can be used innovatively for making online sessions more effective and interesting. There are a few learning processes for both online and face-to-face mode.

Higher education learners are adult learners who come with their own world of experience, previous knowledge gained at schooling level and previous years of education, exposure to other sources of knowledge, etc. Even pre-session resources suggested by teachers help them some knowledge, information. Lecturing of teacher assuming the learners are empty boxes is no more a preferred pedagogy. Learners, instead, can contribute by sharing their knowledge, ideas, and views, either in the classroom or else on online platforms.

BL mode will provide this opportunity to learners to a great extent. Resources can be uploaded and

external links can be posted on Learning Management systems prior to classroom sessions. These Out-of-class resources prove useful at least for acquiring information. Once the students study through the resources, classroom time can be utilized fruitfully in discussions. Online platforms such as discussion forums, shared documents, blogs, etc. may be used to help them share their ideas and knowledge on a common platform.

Innovativetrends inEvaluationandAssessment

Out-of-box thinking about summative as well as formative evaluation is expected from theteacher implementing BL mode. The following paragraphs throw light on a few innovativestrategies. The list is not exhaustive but mentions a few points with the expectation ofcontinuousexploration ofsuch strategies by theteachers.

Summative Evaluation Strategies

Openbook examination:

It is a right way to move away from the conventional approach of examinationwhereremembering and reproducing is prime concern. In real functioning beyond formal education, life isallabout open

book examination. Hence in Higher Education system, we mustpreparestudents for work life by making them acquainted with open book examinations. It will alsofacilitate better understanding and application of the knowledge with a better potential for itspositiveimpact.

Group examinations even for convention all theory papers:

Such an approach is followed some time for project and also practical lab assessments. But for theory type examinations itisgenerallynotfollowed.Thegroupexaminationsonceintroduced for theory papers can improve the average performance of a class as studentswould be encouraged to share their knowledge with each other and also help them improvetheirgeneral understanding.

Spoken/Speaking examinations:

These types of different approached can be introduced now with the support of new generation of technologies. They can make examinations faster and easier and also can be helpful to students with different abilities

On demand examinations:

In mostcases students are forced to write examination in a single go and collectively.However, with advent of new methods which are technology based and also blending ofteaching-learning andexaminations in new form, it would be a goodapproach to offerexaminationon demand to offer moreflexibility and student centricity.

Formative Evaluation Strategies Portfolio

e Portfolio is not only a compilation of a few best assignments, activities of a learner throughout the programme, but his/her reflections about the assignments, experience and challenges facedduring the process of working on these assignments, overall approach, attitude, philosophytowardslifeasalearnerandalsohis/heracademicresume.ePortfolioisac comprehensive tool which becomes a mirror to a learner for the world.

CreativeProducts

Innovative Pedagogies and relevant ICT tools enable learners to come out with creative products as an individual or group learning activities. These products are learning experiences in the beginning, but learners should always be given corrective feedback about

their outputs.Once feedback is sought, learners need to be given chance to improve on their products and then can be considered for formative evaluation. E.g. preliminary concept-map can be revised after discussion of the topic, summarization and feedback. Revised concept-map can be assessed.

One creative/collaborative activity may then be led towards another product which can be an assessment activity. E.g. Group or individual presentations by self-learning would be a learning activity and not an assessment activity. Once teacher provided corrective feedback during such presentations, learners can be expected to revise the same presentations, add a small write-up/info graph/video to it and submit as an assignment. Creative assignment such as digital stories, Cartoon strips, drama scripts, e Newsletter, e Magazine, recorded interviews of stakeholders, Case studies, etc. can be used for formative assessment.

Classroom/OnlineQuizzes

Though paper-pencil tests, over-use of question-answers may be discouraged for formative assessments, a few ICT tools for quizzes and games can be used eventually for formative assessment.

Use of AI tools for Proctoring as well as assessments:

During the Covid time, many exams were forced to be conducted in an online mode. These were supported by variety of tools which came into being in recent times and were based on proctoring through Artificial Intelligence tools. However, AI as technology can be used for many more assessments like, attention levels, speed of learning, level of learning etc. Hence new tools should be experimented with for examinations and assessments

11. INDUSTRIAL EXPOSURE TRAINING

11.1 In the fifth, sixth and eighth semesters every student shall be required to undergo Industrial exposure training in respective industry or training and skill centers conveniently arranged during the course of fifth, sixth and eighth semesters. The head of the institutionand the authorized person of the training and skill Centre shall issue a certificate to the effect that the student has satisfactorily undergone the industrial training for the prescribed period.

11.2 Industrial training will be evaluated by the University in the form of Training report, Log-book and Viva- voce.

11.3 Evaluation of the Industrial Exposure Training (IET) is for 100 marks and that has been divided into three components.

a) C1 -30 Marks (Log book & Training Report).
b) C2-20 Marks (Viva-voce conducted Internal Examiner).
c) C3- 50 Marks (Viva-voce conducted by External Examiners).

12. SKILL ENHANCEMENT PROGRAMME

12.1 In all the specified semesters there will be a Skill Enhancement Programme that is incorporated in the curriculum, with the aim of achieving appropriate platform and domain skill exposure related to each course and demanded by the hospitality industry.

12.2 The skill enhancement programs are evaluated by the University /Institute /Accreditation body. An authorized body will issue performance certificates to the students based on their involvements and efficiency. The students also have to submit a detailed report to the Institute.

These Skill Enhancement programmes are devised, monitored and evaluated in keeping with the university guidelines.

12.3 The students can undergo Skill enhancement programmes either in the institute or other hotel management institutions /skill training centers /industries. The institute shall facilitate the students those who prefer to do skill enhancement programmes from other institutions /skill training centres /industries (across India and abroad), which are willing to associate with our institute.

12.4 The students will have to complete their Skill enhancement programmes to get the skills which are indispensable regarding their career advancement.

12.5 Evaluation of the Skill Enhancement Programme is for 50 marks and that has been divided into three components.

a) C1 -10 Marks (Skill Enhancement Certificate).
b) C2 -15 Marks (Skill Enhancement Report evaluated by Internal Examiner).
c) C3- 25 Marks (Viva-voce conducted by Internal and External Examiners).

13. SCHEME OF ASSESSMENT

Total marks for each course shall be based on continuous assessments and semester end examinations. As per the decision taken at the Karnataka State Higher Education Council, it is necessary to have uniform pattern of 40: 60 for IA and Semester End theory examinations respectively and 50:50 for IA and Semester End practical examinations respectively.

Total Marks for each Theory course=100% Continuous assessment (C1) =20%marks Continuous assessment (C2) = 20% marks Semester End Examination (C3) = 60%marks

Total Marks for each Practical/Skill course=100% Continuous assessment (C1) =20%marks Continuous assessment (C2) = 30% marks [including 10% for Record/Work book] Semester End Examination (C3) = 50%marks

13.1   Evaluation process of IA marks shall be as follows.

➢ The first component (C1) of assessment is for 20% marks. This shall be based on test, seminar, case study, field work, project work etc. This assessment and score process should be completed after completing 50% of syllabus of the course/s and within 45 working days of semester program

➢ The second component (C2) of assessment is for 20% marks. This shall be based on test, assignment, seminar, case study, fieldwork, internship/industrial practicum/project work etc. This assessment and score process should be based on completion of remaining 50 percent of syllabus of the courses of the semester.

➢ During the 17th – 19th week of the semester, a semester end examination shall be conducted by the Institution for each Course. These forms the third and final component of assessment (C3) and the maximum marks for the final component will be 60% for theory and 50% for Practical/Skill Course.

➢ In case of a student who has failed to attend the C1 or C2 on a scheduled date, it shall be deemed that the student has dropped the test. However, in case of a student who could not take the test on scheduled date due to genuine reasons, such a candidate may appeal to the Program Coordinator / Principal. The Program Coordinator / Principal in consultation with the concerned teacher shall decide about the genuineness of the case and decide to conduct special test to such candidate on the date fixed by the concerned teacher but before commencement of the concerned semester end examinations.

- The outline for continuous assessment activities for Component-I (C1) and Component-II (C2) of a course shall be as under.

12.2 Outline for continuous assessment activities for C1 and C2

Activities	C1	C2	Total Marks
Session Test	10marks	10marks	20
Seminars/ Presentations/ Activity	10marks		10
Case study/ Assignment/Field work/Record or Work Book/Project work etc.		10marks	10
Total	20marks	20marks	40

12.3 Components of continuous assessment activities for C1 and C2

	C1			C2	
	Max marks	To be reduced to		Max marks	To be reduced to
Session test	20	10		20	10
Assignment		10		Quiz	05
				Project	05
				Role Play	05
				Charts/Models	05
				Case study	05
				Group discussion	05
				Crosswords	05
				Presentation	05
				Review–movie/Book	05
				presentation	05
				e–content preparation	05
				Any two activities from the above list to be conducted, according to the convenience of teacher depending upon the number of students 5x2 =10marks	
Total		20marks		20 marks	

a) For practical/Skill course of full credits, Seminar shall not be compulsory. In its place, marks shall be awarded for Practical Record Maintenance. (The ratio is50%:50%)

b) Conduct of Seminar, Case study /Assignment, etc. can be either in C1or in C2 component at the convenience of the teacher concerned.

c) The teachers concerned shall conduct test / seminar / case study, etc. The students should be informed about the modalities well in advance.

d) The evaluated courses/assignments of component I (C1) and component II (C2) shall be provided to the candidates and the IA register has to be maintained by the department.

e) The evaluated courses/ assignments of component I (C1) and component II (C2)

shall be maintained at the department till the announcement of the results of the examination of the semester concerned.

f) The marks of the internal assessment shall be published on the notice board/website of the College for the information of the students.

g) The Internal assessment marks shall be communicated to the Controller of Examinations at least 10 days before the commencement of the Semester End examination and the Controller of Examinations shall have the access to the records of such periodical assessments.

h) There shall be no minimum in respect of internal assessment marks.

i) Internal assessment marks may be recorded separately. A candidate, who has failed or rejected the result, shall retain the internal assessment marks.

14. SUBJECTIVE REGULATIONS:

14.1 Under AECC a candidate has to study English and additionally choose any ONE of the languages like Kannada, French, Malayalam and Hindi.

14.2 Change of languages once chosen will not be permitted during the period of the program.

14.3 In the case of foreign nationals, the requirement of an Indian language may be waived by the University of Mysore. In such an eventuality, the University may permit the foreign national student for private study of choice of any one foreign language. Such a student will not be evaluated for C1 and C2 marks. However, for the final grade calculation of 60 marks of C3 will be equated to 100 marks.

15. ATTENDANCE

15.1 Only those students who are scoring 75% of attendance shall be permitted to take C3 examination for that course.

15.2 A candidate who does not satisfy the minimum attendance percentage (75%) shall re-join the course after producing medical certificates and paying the required fees by obtaining prior permission from the University if needed.

16. BOARD OF EXAMINERS

16.1 There shall be a board of examiners for each course, constituted by the University for scrutinizing and approving the question paper and scheme of evaluation.

16.2 There will be only a single valuation for all the papers.

17 QUESTION PAPER PATTERN

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the University norms. The BOS of the University has prepared the SEE framework and the question paper pattern for SEE is presented below for 60 marks.

PATTERN OF QUESTION PAPER

TIME: 2 HOURS   **MARKS: 60**

PART – A

Answer any FIVE out of Eight questions. Each question carries 3 marks. (5x3= 15)

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....
7. ....
8. ....

PART – B

Answer any THREE out of Five questions. Each question carries 5 Marks. (3x5 =15)

8. ....
9. ....
10. ....
11. ....
12. ....

PART – C

Answer ONE of Two questions. Each question carries 15 Marks (1x15=15)

13. ....
14. ....

PART – D

Answer ONE of Two questions. Each question carries 15 Marks (1x15=15)

15. ....

16. ....

18. CONDUCT OF EXAMINATIONS

a) A candidate shall register for all the courses/papers of a semester for which he/she fulfills the requirements, when he/she appears for the examination of that semester for the first time.

b) There shall be Theory and Practical examinations at the end of each semester, ordinarily during November-December for odd semesters and during May-June for even semesters, as prescribed in the Scheme of Examinations.

c) Unless otherwise stated in the schemes of examination, practical examinations shall be
conducted at the end of each semester. They shall be conducted by two examiners, one internal and one external. The statement of marks sheet of practical examinations shall be sent to the office of the Controller of Examinations by the respective departments immediately after the practical examinations.

d) The candidate shall submit the record book for practical examination duly certified by the course teacher and the H.O.D/staff in-charge. It shall be evaluated at the end of the Semester during the practical examination.

19. MINIMUM REQUIREMENTS FOR A PASS:

a) No candidate shall be declared to have passed the Semester Examination as the case may be under each course/paper unless he/she obtains not less than 35% marks in theory examination /practical examination and 40% marks in the aggregate of theory / practical examination and internal assessment put together in each of the courses and 40% marks (including IA) in Project work and viva wherever prescribed.

b) A candidate shall be declared to have passed the program if he/she secures at least 40% of marks or a CGPA of 4.0 (Course Alpha-Sign Grade P) in the aggregate of both internal assessment and semester end examination marks put together in each unit such as theory papers / practical / fieldwork / internship / project work / dissertation / viva-voce, provided the candidate has secured at least 40% of marks in the semester end examinations in each unit.

c) The candidates who pass all the semester examinations in the first attempt only are eligible for ranks, provided they secure atleastCGPAof6.00(Alpha-Sign Grade B+)

d) A candidate who passes the semester examinations in parts (more than one attempt) is eligible only for a Class, CGPA and Alpha-Sign Grade but not for ranking.

e) The results of the candidates who have passed the last semester examination but not passed the lower semester examinations shall be declared as NCL (Not Completed the Lower Semester Examinations). Such candidates shall be eligible for the degree only after completion of all the lower semester examinations.

f) If a candidate fails in a subject, either in theory or in practical, he/she shall appear for that subject only at any subsequent regular examination, as prescribed for completing the programme. He/she must obtain the minimum marks for a pass in that subject (theory and practical, separately) as stated above.

g) Candidates who fail in lower semester examinations may go to the higher semesters and take the lower semester examinations

20.CLASSIFICATION OF SUCCESSFUL CANDIDATES

An alpha-sign grade, the eight-point grading system, as described below may be adopted. The declaration of result is based on the Semester Grade Point Average (SGPA) earned towards the end of each semester or the Cumulative Grade Point

Average (CGPA) earned towards the completion of all the eight semesters of the programme and the corresponding overall alpha-sign grades. If some candidates exit at the completion of first, second or thirdyear of the four years Undergraduate Programmes, with Certificate, Diploma or the Basic Degree, respectively, then the results of successful candidates at the end of second, fourth or sixth semesters shall also be classified on the basis of the Cumulative Grade Point Average (CGPA) obtained in the two, four, six or eight semesters, respectively, for the award of

- Certificate in Arts/ Science/ Commerce
- Diploma in Arts/ Science/ Commerce
- Bachelor's Degree in Arts/ Science/ Commerce
- Bachelor's Degree with Honors in a Discipline/Subject

In addition to the above, successful candidates at the end of tenth semester of the integrated Master's Degree Programmes, shall also be classified on the basis of CGPA obtained in the ten semesters of the Programmes. Likewise, the successful candidates of one year or two semester's Master's Degree Programmes are also classified on the basis of CGPA of two semesters of the Master's Degree Programmes.

Final Result / Grades Description

Semester GPA/ Program CGPA	Alpha-Sign / Letter Grade	Semester/Program % of Marks	Result / Class Description
9.00-10.00	O (Outstanding)	90.0-100	Outstanding
8.00-<9.00	A+ (Excellent)	80.0-<90.0	First Class Exemplary
7.00-<8.00	A (Very Good)	70.0-<80.0	First Class Distinction
6.00-<7.00	B+ (Good)	60.0-<70.0	First Class
5.00-<5.50	C (Average)	50.0-<55.0	Second Class
4.00-<5.00	P (Pass)	40.0-<50.0	**Pass Class**
Below 4.00	F (Fail)	Below 40	Fail/Reappear
Ab (Absent)	-	Absent	-

21. REJECTION OF RESULTS:

- A candidate may be permitted to reject result of the whole examination of any semester. Rejection of result course/paper wise or subject wise shall not be permitted.
- The candidate who has rejected the result shall appear for the immediately following examination.
- The rejection shall be exercised only once in each semester and the rejection once exercised shall not be revoked.
- Application for rejection of results along with the payment of the prescribed fee shall be submitted to the Registrar (Evaluation) through the College of study together with the original statement of marks within 30 days from the date of publication of the result.
- A candidate who rejects the result is eligible for only SGPA/CGPA or Class and not for ranking.

22. IMPROVEMENT OF RESULTS

- A candidate who has passed in all the papers of a semester may be permitted to improvethe results by reappearing for the whole examination of that semester.
- The reappearance may be permitted during the period of N+2 years (where N refers to the duration of the programme) without restricting it to the subsequent examination.
- The student may be permitted to apply for improvement examination 45 days in advanceof the pertinent semester examination whenever held.
- If a candidate passes in all the subjects in reappearance, higher of the two aggregate marks secured by the candidate shall be awarded for that semester. In case the candidate fails in the reappearance, candidate shall retain the earlier result.
- A candidate who has appeared for improvement examination is eligible for class/CGPA only and not for ranking.
- Internal assessment (IA) marks shall be shown separately. A candidate who wants to improve the result or who, having failed, takes the examination again or who has appeared for improvement shall retain the IA marks already obtained.
- A candidate who fails in any of the semester examinations may be permitted to take the examinations again at a subsequent appearance as per the syllabus and scheme of examination in vogue at the time the candidate took the examination for the first time. Thisfacility shall be limited to the following two years.

23 SUBJECTS OF STUDY
23.1 ABILITY ENHANCEMENT COURSES

Ability Enhancement (AE)Courses can be divided into two categories:

a) AE Compulsory Courses (AECC): The universities may have common curriculumfor these papers. There may be one paper each at least in the first four semesters viz.

(i)   Environmental Studies and (ii)Constitution of India.

In addition to these, two languages shall be studied in the first four semesters of the Undergraduate Programmes

b) LANGUAGES:

Two languages are

to be studied out of which one shall be English and the other shall be either Kannada or an Indian Language or other foreign language:

The language syllabus and curriculum are prepared by the institution and not mandatory to follow university syllabus and curriculum of the university as required specialized skill curriculum of respective courses

23.2 SKILL ENHANCEMENT COURSES(SEC): The colleges can offer from common pool of papers listed by KSHEC/National Regulatory Bodies such as UGC or GEC/NHERC or the universities may frame some papers, in addition to the list suggested.

24 TRANSFER OF ADMISSION:

Transfer of admissions is permissible only for odd semesters for students of other universities and within the University.

24.1 Conditions for transfer of admission of students within the University.

- His/her transfer admission shall be within the intake permitted to the college. Availability of same combination of subjects studied in the previous college.
- He/she shall fulfill the attendance requirements as per the University Regulation.
- He/she shall complete the programme as per the regulation governing the maximum duration ofcompleting the programme.

24.2 Conditions for transfer admission of students of other Universities.

a) A Candidate migrating from any other University may be permitted to join odd semester of the degree programme provided he/she has passed all the subjects of previous semesters / years as the case may be. Such candidates must satisfy all other conditions of eligibility stipulated in the regulations of the University.

b) His/her transfer admission shall be within the intake permitted to the college.

c) He/she shall fulfill the attendance requirements as per the University Regulation.

d) The candidate who is migrating from other Universities is eligible for overall SGPA/CGPA or Class and not for ranking.

Hershel shall complete the programme as per the regulation governing the maximum duration of completing the programme as per this regulation

i. **Any other regulations not mentioned above shall be resolved by the Vice –Chancellor in consultation with the designated authorities of the University of Mysore, which shall be final and firm**

ii. **Wherever the regulation is silent, the provisions of university regulations are applicable.**

Scheme of Assessment –BBA-Hons. (Hospital Administration)

YEAR 1   SEMESTER I

Sl. No.	Course Code	Subject	Theory	Practical C3	C1	C2	L	T	P	Total Credit
1	AECC1	English I	60	-	20	20	3	-	-	3
2	AECC2	Language I	60	-	20	20	3	-	-	3
3	DSC1	Principles of Management	60	-	20	20	3	-	-	3
4	DSC2	Medical Terminology -I	60	-	20	20	4	-	-	4
5	DSC3	Introduction to Computer Application	-	50	20	30	-	2	4	3
6	OEC1	Open Elective I	60	-	20	20	3	-	-	3
7	VB1	Physical Education- Yoga	-	15	5	5	-	1	1	1
8	VB2	Health & Wellness		15	5	5	-	1	1	1
9	SEC1	Digital Fluency	-	25	10	15	-	2	2	2
10	SEC2	Skill Enhancement I (Hospital Front Desk Coordination)	-	25	10	15	-	2	2	2
		TOTAL CREDIT								**25**

YEAR 1   SEMESTER II

Sl. No.	Subject Code	Subject	Theory	Practical C3	C1	C2	L	T	P	Total Credit
1	AECC3	English II	60	-	20	20	3	-	-	3
2	AECC4	Language II	60	-	20	20	3	-	-	3
4	AECC5	Environmental Studies	30	-	10	10	2	-	-	2
5	DSC4	Medical Terminology -II	60	-	20	20	4	-	-	4
6	DSC5	Health Economics I	60	-	20	20	4	-	-	4
7	OEC2	Open Elective II	60	-	20	20	3	-	-	3
	VB3	Physical Education -Sports	-	15	5	5	-	1	1	1
8	VB4	NCC/NSS/R&R/CA	-	15	5	5	-	1	1	1
9	SEC3	Skill Enhancement II (Front Line Health Worker)	-	25	10	15	-	2	2	2
		TOTAL CREDIT								**23**

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

YEAR 4   SEMESTER VII

Sl. No.	Subject Code	Subject	Theory C3	Practical C3	C1	C2	L	T	P	Total Credit
1	DSC-23	Hospital Architecture, Planning and Maintenance	60	-	20	20	4	-	-	4
2	DSE-5	Total Quality Management	60	-	20	20	4	-	-	4
3	DSC-24	Public Health System & Outreach Programmes	60	-	20	20	4	-	-	4
4	DSC-25	Hospital Information System	60	-	20	20	4	-	-	4
5	SEC-12	Social Skills	-	50	20	30	-	2	4	3
6	SEC-13	Facility Planning in Healthcare	-	50	20	30	-	2	4	3
7	SEC-14	Skill Extension Activity VI (Quality Assurance and utilization of resources)		50	20	30	-	3	3	3
		TOTAL CREDIT								25

YEAR 4   SEMESTER VIII

Sl. No.	Subject Code	Subject	Theory C3	Practical C3	C1	C2	L	T	P	Total Credit
1	DSC-26	Research Methodology	60	-	20	20	4	-	-	4
2	DSE-6	Hospital Planning & Project Management	60	-	20	20	4	-	-	4
3	DSC-27	Epidemiology & Public Health administration	60	-	20	20	4	-	-	4
4	DSC-28	Financial Management for Health care managers	60	-	20	20	4	-	-	4
5	SEC-15	Safety and Quality Management	-	50	20	30	-	2	4	3
6	SEC-16	Major Project on Specialised Area	-	50	20	30	-	2	4	3
7	SEC-17	Skill Extension Activity VIII (Project/Intenship)		50	20	30	-	3	3	3
		TOTAL CREDIT								25

BBA-HONS. (HOSPITAL ADMINISTRATION)

SEMESTER I
English I

UNIT 1 – PROSE

1. THE GOLDEN TOUCH (MIDAS TOUCH)

2. THE SELFISH GIANT

3. LALAJEE

UNIT 2 – POETRY

1. LUCY GRAY

2. MATILDA

3. INCIDENT OF THE FRENCH CAMP

UNIT 3 – SHORT STORIES

1. A DAY'S WAIT

2. THE TATTERED BLANKET

UNIT 4 – ONE ACT PLAYS

1. THE INFORMER

2. THE TRIAL SCENE FROM "THE MERCHANT OF VENICE"

UNIT 5 – COMMUNICATIVE GRAMMAR

FUNCTION GRAMMAR & FUNCTIONAL ENGLISH EXERCISES AT THE END OF EVERYLESSONS.

BOOK PRESCRIBED: CASCADE By MACMILLAN India Limited.
VP's Office, 21, Patullos Road
Chennai 600 002.
Phone: 044-28520646 / 2448 / 6335
136, Sarajini Street
Ram Nagar
Coimbatore 641 004.
0422-2230940, 2237805.

SEMESTER I – LANGUAGE I
HINDI I

UNIT I
1. S RAJENDRA PRASAD – BHARATHIYA SANSKRUTHI
2. RAMVRUBHA VENIPURI- RAJYA
3. GANJAN MADHAV MUKTHBOTH- RASTRAPITH MAHATHMA GANDHI
4. HARISANKAR PARSAI - NINDHA RAS

UNIT II
1. CHANDRASDHAR SHARMA GULERI – USNE KAHA DHA
2. PREMCHAND- EID GAGH
3. JAYASHANKAR PRASAD – GUNDA
4. BHISHM SAHANI – CHEEK KA DHAVAD

UNIT III

A. AAPKA BANTI – SARANSH

UNIT IV

A. ANUVADH ABHYAS

UNIT V

A. PATHRALEKHAN, SHIKAYATHI PATHRA
B.   VYAVASAYIK
PATHRA C.POSTMAN KI
SHIKAYATH
D.MOOLYA SOOCHI MANGNE KA PATHRA

Books Prescribed:
1. Noothan Gadya Sangrah Editor: Jaiprakah M.A
Publisher: Sumithra Prakashan 16/4 Hasting Road, Opp. Allahabad - 211 001
2. Pratinidhi Kathamala Editor: Markandeya (Except 9,10,11)
Publisher: Lok Bharathi Prakashan 15A/ Mahatma Gandhi Marg Allahabad -1
3. Aapka Banti by Manna Bhandari
Publisher: Rajkamal Prakashan , Dharya Ganj New Delhi -2
4. Hindi to English Only Anuvad Abhyas III by : Dakshin Bharat Hindi Prachar Sabha
Chennai – 600 017
5. Pramanik Aalekhan Aurtippan
by; Prof. Viraj M.A
Publisher: Rajpal and Son,
Kashmiri Gate Delhi – 110 00

Book for Reference:
PRAMANIK AALEKHAN AURTIPPAN
by; Prof. Viraj M.A
Publisher: Rajpal and Son,
Kashmiri Gate Delhi – 110 006.

Principles of Management

Course Objective:

On successful completion of this course, the students should have understood the nature and types of business organizations Principles & functions of Management of decision-making Modern trends in management process

UNIT – 1

Business - meaning -business and profession, requirements of a successful business- Organisation - meaning - importance of business organisation. Forms of business Organisation Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations.

UNIT – 2

Nature and Scope of Management process – Definitions of Management – Management: a science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.

UNIT – 3

Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions - Public Utilities and Public Enterprises.

UNIT – 4

Types of organization - Organizational structure - span of control - use of staff units and committees. Delegation: Delegation and centralization - Line and Staff relationship. Staffing: Sources of recruitment - Selection process – training

Directing: Nature and purpose of Directing, controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies.

Outcomes:

➤ Business Expertise

➤ Know the scope of management process

➤ Directing & Controlling

Text Book:

1.Fundamentals of Business Organisation and Management- Bhushan Y.K., Sultan Chand &Sons, 2013.

Reference Books:

1. Principles of Management – L.M. Prasad, Sultan Chand &Sons, 2015.

2. Business Management – DinkarPagare, Sultan Chand &Sons, 2015.

SEMESTER I
Medical Terminology I

UNIT 1

Introduction to medical terminology

Word formation & syntax

      i.   Greek alphabet

      ii.   Greek & Latin prepositional & adverbial prefixes

      iii.   Singular & plural endings

UNIT 2

Commonly used prefixes in medical terminology

Commonly used suffixes in medical terminology

UNIT 3

Commonly used root words in medical terminology

Common Latin term used in prescription writing

UNIT 4

Study of standard abbreviations

Commonly used medical terms to define different parts of the body

Text: Paramedics-Six in One, Jaypee Brothers

SEMESTER I
Introduction To Computer Application[P]

- Basic Computer Hardware –students need to write a reflection note based on the demonstration.
- Demonstrate the various components of the computer such mother-board, the microprocessor, hard- disk controller, internet port, USB& Bluetooth ports, VGA port etc.
- Demonstrate how an external printer and a hard disk is connected to the computer
- Word Processing (MS-WordTM)
- Basic functions of MSWord
- Create resume (based on individual student's data) letter using MS Word (using bullets, lists, page number, header/footer, etc.,)
- Mail Merge function
- Create a job-application (i.e. covering letter) using various fonts, page- layout spacing and other formatting features.
- Create the time-table of your class using the table format using MS Word Spread sheet (MS Excel TM)
- Basic functions of MS Excel
- Create a simple account statement with credits and debit entry
- Calculating using functions and simple mathematical function
- Printing a worksheet Presentation (MS Power Point)
- Basic functions of MS Power Point.
- Inserting images, audio, video into slide
- Create organization chart of your college staff

OPEN ELECTIVE I

SkillEnhancement Programme I
Hospital Front Desk Coordination

Unit 1-Introduction to functions of Hospital Front Desk Coordinator

- Describe the functions of Hospital Front Desk Coordinator such as:- Help desk management, Callcentre / appointment handling/ front office data management
- Describe about preventive health program management
- Describe report delivery process
- Describe employees responsibilities e.g. punctuality, discipline, integrity, grievance redressalprocess
- Discuss handling different categories of patients - paid / non-paid, emergency, VIPs etc.
- Describe handling of irate customers and patient attendees Ensuring patient satisfaction - contribution of the front office
- Understand the basic components required for comfort of patient/carer's/visitors at healthcareorganization • Present a positive personal image.
- Define quality improvement process
- Discuss OPD Management: OPD timings, schedule, registration, billing etc.

Unit 2 - Consent, Reporting & Documentation

- Define the scope of practice for hospital front desk coordinator
- Define consent and discuss the methods of obtaining consent.
- Understand importance of maintaining various records & how to obtain them.
- Explain various types of records to be maintained by hospital front desk coordinator
- Demonstrate essential components of various records and method of documentation and theirretrieval

Unit 3 –Basic 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 medicalteam

Unit4 – Infection Control & Prevention

- Identify deviation from normal health
- Understand management of different types of spillage and their management
- Understanding of hand hygiene: infection control/exposure control/ PPE
- Understand hospital/ emergency borne infections
- Understand prevention and treatment of needle stick injury
- Understand about incident reporting

SEMESTER II

ENGLISH II

UNIT I POETRY
  A. The Palanquin Bearers: SAROJINI NAIDU
  B. Next, please: PHILIP LARKIN
  C. Mirror: SYLVIA PLATH
  D. The Lamentation of The Old Pensioner: W.B. YEATS

UNIT II PROSE
  A. Headache: R K NARAYAN
  B. How To Escape from Intellectual Rubbish: BERTRAND RUSSEL
  C. Marriage Is a Private Affair: CHINUA ACHEBE
  D. The Town by The Sea: AMITAV GHOSH

UNIT III ONE ACT PLAYS
  A. The Never Never Nest: CEDRIC MOUNT
  B. The Forum: SHAKESPEARE

UNIT IV SHORT STORY
  A. Two Gifts of the Magi: O. HENRY
  B. The Model Millionaire: OSCAR WILDE
  C. The Unicorn in the Garden: JAMES THURBER

UNIT V COMMUNICATING ACCURATELY, APPROPRIATELY AND FLUENTLY
  A. Agreeing And Disagreeing
  B. Seeking And Giving Permission
  C. Persuading And Debating
  D. Sounds And Symbols in English
  E. Word And Sentence Stress
  F. Effective Use of Intonation

INTERPERSONAL COMMUNICATION
  A. Effective Listening
  B. Understanding The Audience
  C. Perceptual Clarity
  D. Channel Awareness
  E. Role Of Non-Verbal Communication
  F. Pragmatics

UNIT I

- KABIR- SAKHI

- SURDHAS- PADH

- RAHIM- DHOHE

- MEERA BHAI - PADH

UNIT II

- SURYAKANDH THRIPADI NIRALA – SNEHH NIRSHAR

- SUMITHRANANTH PANDH – DHARTHI KITHNA DHETHI HEY

- RAMDHARI SINGH DHINKAR – JANATHANTHR KA JANMU

- BHAVANI PRASAD MISRA – SNEHH PADH

UNIT III

- GAJANAN MADHAV MUKTHIBODH – JAN JAN KA CHEHARA EK

- NAGARJUN – SACH NA BOLNA

- KEDHAR NADH AGARVAL -JO JEEVAN KI DHULA CHATKAR BADA HUA HE

- DHARMAVEER BHARATHI – SUBHASH KI MRUTHYU PAR

UNIT IV

- HINDI SAHATHYE KA SARAL ITHIHAS KAL VIBHAJAN

- ARTHALANKAR

Books for Reference:
1. HINDI SAHITYA KA SARAL ITIHAS
By : Rajnath Sharma M.A.,
Publisher : Vinod Pustak Mandir
Hospital Road, Agra – 282 002.
2. KAVYA PRADEEP
By Rambadri Shukla
Publisher : Hindi Bhavan,
36, Tagore Town,

SEMESTER II
Marketing Management

UNIT 1

Introduction: Definition, nature, scope and importance of Marketing- approaches to the study of marketing; marketing and economic development- traditional and modern concepts of marketing.

Marketing functions: Selling, buying, transportation, storage, finance, risks, grading and standardization and Information; features and characteristics of markets; market segmentation.

UNIT 2

Consumer and marketing: Consumer behavior and motivation-stages and participation in buying process.Product: Concept of Product; product line; product additions and deletion; New Product development.

UNIT 3

Pricing: Pricing objectives- basic price concepts-price determination factors influencing pricing policy- methods of pricing- pricing policies and strategies.

Channels of distribution: Need for marketing specialists- types of marketing channels-selection of channels. Promotion: Nature and importance of promotion-promotional methods- advertising – advertising copy-evaluation of advertising-personal selling-sales promotion.

UNIT 4

Marketing Research: Importance-types and techniques of organizing marketing research.
Developing Marketing Strategy: Differentiating and positioning the market offering tools for competitive differentiation developing a positioning strategy.

Marketing Organizations: marketing performance and central, Global marketing; Customer service; Ruralmarketing. Service Marketing: Relating to Health Care Services.

Books:

1.Marketing Management , Rajan Saxena, TMH
2.Marketing, Joel R. Evans, Wiley Dreamtech
3. Marketing Management & Research. P.K.Gupta. EPH.
4. Marketing Research . M.V.Kulkarni.EPH.

SEMESTER II
Environmental Studies

Goal: To enable the students to acquire knowledge of Environmental studies and their use.

Objective: The importance of environmental science and environmental studies cannot be disputed. The need for sustainable developmentsa key to the future of mankind.

Continuing problems of pollution, loss of forget, solid waste disposal, degradation of environment issues like economic productivity and national security.

Unit1: Multi-disciplinary nature of environmental studies Definition, scope and importance, Need for public awareness. Natural Resources:

Renewable and non- renewable resources: Natural resources and associated problems. Role of an individual in conservation of natural resources, Equitable use of resources for sustainable lifestyles.

Unit2: Ecosystems
Concept of an ecosystem, Structure and function of an ecosystem, Producers, consumers and decomposers, Energy flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids.

Unit3: Bio diversity and its conservation
Introduction – Definition: genetic, species and ecosystem diversity, Biogeographical classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels. Hot-sports of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India. Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.

Unit4: Environmental Pollution Definition, Cause, effects and control measures of several pollutions, Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of anindividual in Prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides Human Population and the Environment Population growth, variation among nations. Population explosion–Family Welfare Programme. Environment and human health., Human rights. Value education.
HIV/AIDS. Women and Child Welfare. Role of Information Technology in Environment and human health. Case Studies.

REFERENCEBOOK
Text book for Environmental Studies–Erach Baharucha for University Grants Commission

SEMESTER II
Medical Terminology-II

UNIT 1

Medical terminology used by Cardiologist

Medical terminology used by Neurologist

Medical terminology used by Nephrologist

UNIT 2

Medical terminology used by Gastro-intestinologist

Medical terminology used by ENT surgeon

Medical terminology used by Dentist

UNIT 3

Medical terminology used by Orthopedic surgeon

Medical terminology used by Gynecologist

Medical terminology used by Oncologist

UNIT 4

Medical terminology used by Dermatologist

Medical terminology used by Endocrinologist

Book:

Text: Paramedics-Six in One, Jaypee Brothers

SEMESTER II
Health Economics I

UNIT 1

Fundamentals of Economics: Scope & coverage of Health Economics, demand for Health Sciences; Health as an investment, population, Health& Economic Development.

UNIT 2

Some Basic Graphical & Mathematical Techniques.Functions –Linear & non-linear. Straight Lines & Slopes, Marginal values & Incremental Ratios.Tools of Economics-Concepts of need, demand, supply & price in Health Services.

UNIT 3

Methods & Techniques of Economic Evaluation of Health Programs:Cost benefit & cost-effective methods-output & input analysis. Market, monopoly, perfect & imperfect competition. Health Financing from various sources – Public, Private,TPA.
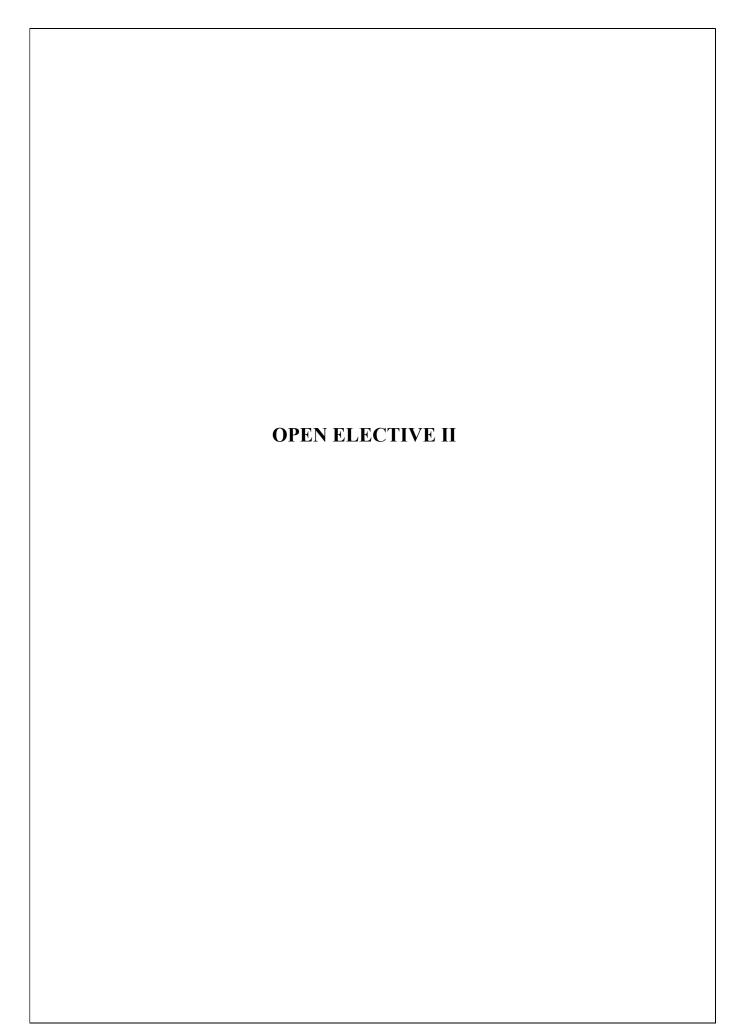
UNIT 4

Economics of Health Programs for Nutrition, diet & population control, economics of abuse of tobacco & alcohol, environmental influences on health & its economic impact, economics of breast feeding.

Economics of Communicable (STDs & Malaria) & non-communicable (IHD & Cancers) diseases. Health CareBudget: purpose, types & practices in Indian context.

Reference Books:

- Culyer, A. J. (2014). Encyclopedia of health economics. Newnes.
- Andrew M. Jones (ed)(2006): The Elgar Companion to Health Economics, Edward Elgar, USA.(Module 3 and 4)
- Glied S. and Smith P.C.(ed) (2011) : The Oxford Handbook of Health Economics, New York.(Module 3and 4)
- Henderson, J.W. (2001): Health Economics and Policy, South –Western, Thomson Learning. Chapters: 2 and 3 (Module 2)
- Mcpake, B., L. Kumanayake and C. Normand (2002): Health Economics: An International Perspective, Routledge. (Module1)

OPEN ELECTIVE II

SEMESTER II
SKILL ENHANCEMENT II

Front Line Health Worker

Unit 1-Introduction to community health and public health

- Definition, concepts, background and scope of Community health.
- Definition, concepts, background and scope of public Health.
- Explain public health communication and its importance.
- Describe the audience-centered philosophy.

Unit 2 - Roles and responsibilities of frontline health worker

- Elicit the role of FHW as a health activist
- Exhibit the values being FHW
- Perform the key activities of FHW like home visits, attending VHND, visits to healthcare facility, holding VHSNC meetings, maintain records, etc.
- Understand the local community & develop relations for their upliftment
- Understanding the human rights and the fundamental rights.
- Preserve women's right to health
- Explain the range of duties performed by a FHW in following areas: ⌉ Maternal care ⌉ Newborn care ⌉ Child care ⌉ Nutrition ⌉ Controlling of infections ⌉ Social mobilization
- Exhibit and understand your role as FHW in following tasks:

  - ☐ To develop the village health plan ⌉
  - ☐ To communicate health behavior changes with the help of various communication methods likeBCC/IEC ⌉
  - ☐ Explain the role of the other community health workers to include; Anganwadi worker, Villagedai, ANM, Traditional birth attendant, Male swasthyakarmi, & other healers. ⌉
  - ☐ To counsel the community regarding various health related programmes and issues. ⌉
  - ☐ To illustrate the proper referral and escorting patient to the medical facility. ⌉
  - ☐ To provide primary medical care to the local community ⌉
  - ☐ To act as depot holders for Outline the activities of FHW especially in: ⌉
  - ☐ To maintain records & registration.
- Explain the general standards relating to FHW
- Explain the professional standards relating to FHW
- Explain the additional skills that a FHW could do with experience

Unit 3 – VHSNC

- Discuss the roles and responsibilities of Village Health, Sanitation and Nutrition Committee (VHSNC)

- Support VHSNC in in organizing their meetings & achieving their objectives.
- Illustrate the concept of Village Health and Nutrition Day

Unit 4 – Total sanitation program

- Outline the concept of Total Sanitation Program •
- Describe the strategy of Total Sanitation Program •
- Discuss the aims of TSP. •
- Interpret the implementation process of the TSP including formation of toilets at home.

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