

MASTER OF SCIENCE (HOSPITAL ADMINISTRATION) REGULATIONS

ELIGIBILITY

Candidates for admission to the first year of the Master of Science in Hospital Administration full time degree course shall be required to possess a pass in “Bachelor’s Degree” of any University and as per the norms set by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the Academic Council, subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the Master of Science in Hospital Administration Post Graduate Degree Examination of this College after a course of study of two academic years.

OBJECTIVE OF THE COURSE

1. To learn efficient methods of Hospital Administration
2. To understand the concepts of management with relation to modern hospitals
3. To prepare and train qualified and efficient administrators to manage hospitals
4. To prepare and understand the principles of management and apply, when providing Quality patient Care in selected areas of Clinical Specialty in the Hospital and Community
5. To offer platform for working professionals in hospitals to achieve desired knowledge, skills and attitude in the field of hospital administration and enhance culture of professionalism in their approach.
6. To improve the ability of hospital based professionals in ethical decision making and implementation in key result areas of Hospital Administration.

7. To build skills in the use of managerial tools of planning, organising, and achieve optimal resource utilisation in hospital settings.

M.Sc-HA(Students admitted from 2015 – 2016 onwards)

| | | | | | | | |
|-----------------------|---|-----------|---|----|----|------------|-----------|
| 15PHM23B | Healthcare Economics and Financial Planning | 4 | 3 | 25 | 75 | 100 | 4 |
| 15PHM23C | Healthcare Marketing& Strategic Management | 4 | 3 | 25 | 75 | 100 | 4 |
| 15PHM23D | Research Methodology | 5 | 3 | 25 | 75 | 100 | 4 |
| 15PHM23E | Legal and Ethical Issues in Healthcare | 5 | 3 | 25 | 75 | 100 | 4 |
| 15PHM23F | Bio statistics and Operation Research | 5 | 3 | 25 | 75 | 100 | 4 |
| | Hospital Internship 15 days in (minor project) | - | - | - | - | - | - |
| 15PHM23G | Hospital Orientation (30 days) | - | 3 | - | - | 50 | 2 |
| | Elective/ II - | 3 | 3 | 25 | 75 | 100 | 4 |
| | | 30 | | | | 750 | 30 |
| Third Semester | | | | | | | |
| 15PHM33A | Materials Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 15PHM33B | Human Resources Management and industrial relations | 5 | 3 | 25 | 75 | 100 | 4 |
| 15PHM33C | Hospital Operation Management | 5 | 3 | 25 | 75 | 100 | 4 |
| | Hospital | 5 | 3 | 25 | 75 | 100 | 4 |

M.Sc-HA(Students admitted from 2015 – 2016 onwards)

| | | | | | | | |
|------------------------|--|--------------------|---|----|----|-------------|-----------|
| 15PHM33D | Information System | | | | | | |
| 15PHM33E | Quality Management in Healthcare | 5 | 3 | 25 | 75 | 100 | 4 |
| | Hospital Internship | - | - | - | - | - | - |
| | Elective/ III - | 5 | 3 | 25 | 75 | 100 | 4 |
| | | 30 | | | | 600 | 24 |
| Fourth Semester | | | | | | | |
| 15PHM43A | Customer Relationship Management | - | 3 | 25 | 75 | 100 | 4 |
| 15PHM43V | Project Work (Project 160 marks and viva 40 marks) | 10 | 3 | - | - | 100 | 4 |
| | Elective - (Project 80 marks and viva 20) | 5 | 3 | - | - | 100 | 4 |
| | | 15 | | | | 300 | 12 |
| | | Grand Total | | | | 2250 | 90 |

ELECTIVE - I

(Student shall select any one of the following subject as Elective in first semester)

| S.No | Subject Code | Name of the Subject |
|------|--------------|--|
| 1. | 15PHM1EA | Hospital Record Standards and Policies |
| 2. | 15PHM1EB | Health Sector in India |
| 3. | 15PHM1EC | Fundamentals of TQM |

ELECTIVE - II

(Student shall select any one of the following subject as Elective in Second semester)

| S.No | Subject Code | Name of the Subject |
|------|--------------|--|
| 1. | 15PHM2EA | Organization and management of hospital records Department |
| 2. | 15PHM2EB | Organisation and Administration of Health System |
| 3. | 15PHM2EC | TQM Tools and Techniques |

ELECTIVE - III

(Student shall select any one of the following subject as Elective in Third semester)

| S.No | Subject Code | Name of the Subject |
|------|--------------|--|
| 1. | 15PHM3EA | International Classification of Diseases |
| 2. | 15PHM3EB | Health Care Delivery System |
| 3. | 15PHM3EC | Total Quality Management in Hospitals |

FOR COURSE COMPLETION

Students has to complete the following subject:

1. All the Core papers in I, II, III and IV semester.
2. Value Added Courses in I, II and III semester respectively.
3. One Elective Course in I, II, and III semester.
4. Self study paper in the IV semester.
5. A project in the IV semester.
6. Hospital Internship 15 days in (minor project)
7. Hospital Orientation 30 days in Second semester.

Total Credit Distribution

| Subjects | Credits | Total | | Credits | Cumulative Total |
|----------------------|----------------|--------------|-------------|----------------|-------------------------|
| Core | 4 | 15 X 100 | 1500 | 60 | 72 |
| Elective | 4 | 3 X 100 | 300 | 12 | |
| Project Work | 4 | 1 X 100 | 100 | 4 | 4 |
| Hospital Orientation | 2 | 1X 50 | 50 | 2 | 2 |
| Elective Project | 4 | 1X 100 | 100 | 4 | 4 |
| Computer | 4 | 1X 100 | 100 | 4 | 4 |
| Self Study Paper | 4 | 1X 100 | 100 | 4 | 4 |
| Total | | | 2250 | 90 | 90 |

| | | |
|----------|--------------------------|--------------|
| 15PHM13A | MANAGEMENT PRINCIPLES | SEMESTER - I |
|----------|--------------------------|--------------|

Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

1. To introduce the management concepts and principles as an induction to the management course.
2. To apply the principles of management in the hospital administration
3. To improve the communication, decision - making, planning, organizing, staffing, leading and controlling the process of the management.

CONTENTS

UNIT- I

Evolution of Management science: Definition, nature, principle and process of management -management as science or art – management as process – The managerial Roles –Role of values & ethics in health management-Modern Management Theories

UNIT- II

Planning: Meaning, definition and features – pervasive nature of planning – process, importance, techniques of planning – Characteristics of good plan – Objectives –management by Objectives – MBE strategic planning. Policy- Procedure, methods and rules-Types of policy – Planning definition and features- pervasive nature of planning- Process, importance, techniques of planning- Decision making-Types of decisions- Common problems and difficulties in decision making- Decision Support system (DSS)-Models- Forecasting- Types and elements of forecasting- limitation of forecasting

UNIT- III

Organizing: Nature, purpose and importance-elements of organising – formal and informal organization – Limitations of informal organization-forms of organization- organizational development- Delegation- Principles,

tasks and needs- Barriers of effective delegation–Process of delegation-
Guidelines for effective delegation

UNIT- IV

Directing: Behavioural models – creativity – Leadership – Traits of Leader - Importance of leadership – functions of leader – distinction between leadership and manager - Trait theory – Leadership theory – Power styles- motivation –Motivation techniques - Job enrichment – Hierarchy of needs theory – McClelland’s theory – ERG theory – Equity theory- reinforcement theory- Communication – Principles of communication- Importance - types of communication – barriers in communication

UNIT- V

Controlling – control system and processes – characteristics of control – Limitations of control-Control techniques-Budget controlling methods-Gantt chart – PERT/CPM – flow chart, flow process charts, work distribution charts. Modern management concepts –Management models in healthcare industry- PPP- Hub & spoke model-Brown field and green field models of hospitals

TEXT BOOKS:

1. *Rathi Narayanan*. 2007. **Principles of Management**. Eswar Press, Chennai.(UNIT I to V)
2. *Ramasamy.T*. 2013. **Principles of Management**. Himalaya Publishing House, Mumbai. (Fifth revised edition) (UNIT I to V)

REFERENCE BOOKS:

1. *Prasad.L.M*. 2001. **Principles and practice of Management**. Sultan Chand and sons, New Delhi. (Sixth edition)

| | | |
|-----------------|--------------------------|---------------------|
| 15PHM13B | CONCEPT OF HEALTH | SEMESTER - I |
|-----------------|--------------------------|---------------------|

Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

1. To learn about the Concept of Health, Disease and Prevention of diseases
2. To study the Basic Anatomy and Physiology of Human Body
3. To learn about the Nosocomial infection, mode of transmission of communicable diseases and Infection control measures.

CONTENTS

UNIT- I

CONCEPT OF HEALTH AND DISEASES

Concept of health - Definition and dimensions of health - spectrum of health - determinants of health - indicators of health - concept of disease - concepts of disease causation - natural history of disease - concept of disease control - Concept of prevention - Disease classification

UNIT- II

PRINCIPLES OF EPIDEMIOLOGY

Definition and basic concepts of epidemiology including epidemiological triad - Basic measurement in epidemiology including measures of mortality and morbidity - methods of epidemiology - infectious disease epidemiology - investigation of an epidemic outbreak

UNIT- III

INFECTION CONTROL

Nosocomial infection-asepsis-Reservoir, carrier and mode of transmission of communicable diseases -Infection control measures - Host defense - Immune response - Immunization agents - Hazards of Immunization - Disease Prevention and Control- Barrier nursing- Isolation

UNIT- IV

BASIC ANATOMY AND PHYSIOLOGY

Introduction -The Cell - The tissues - organs and systems - Skeletal system - joint of the Skeleton – Blood – Blood Components

UNIT- V

HUMAN SYSTEMS

Cardiovascular System – Urinary System – Respiratory System – Digestive System – Central Nervous System – Reproductive System

TEXT BOOKS:

1. *K. Park*. 2007. **Preventive and Social Medicine**. M/S Banarsidas Bhanot Publishers, (Nineteenth Edition). (UNIT I to III)
2. *N.Muruges*. 1999. **Basic Anatomy and Physiology**. Sathya Publishers, Madurai (Fifth Edition). (UNIT IV to V)

REFERENCE BOOKS:

1. *Ross and Wilson*. 2006. **Anatomy and Physiology in Health and illness**. Churchill livingstore Elsevier, (Nineteenth Edition).

| | | |
|----------|-------------------------------------|---------------------|
| 15PHM13C | ORGANISATIONAL BEHAVIOUR | SEMESTER - I |
|----------|-------------------------------------|---------------------|

Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

1. To study organizational behaviour concepts, process, challenges and principles in management.
2. To apply the principles of organizational behaviour dimensions in management
3. To learn about group dynamics, organizational structure, organizational climate and quality of work life in organization.

CONTENTS

UNIT- I

Introduction to Organisational Behaviour:

Definition – Key elements – Nature and scope – Need for Organisational Behaviour- Types of Management - Challenges faced by Management – Organisational process – Models – Evolution of Organisational behavior- Development of Organisational Behaviour

UNIT- II

Individual dimensions of Organisational Behaviour

Nature of Human Behaviour – Personality – Perception- Learning and Behaviour modification – Motivation – Attitudes and values – Dynamics of stress

UNIT- III

Group Dynamics

Foundations of Group behavior – Organisational conflicts – Job Frustration – Stress Management – Communication – Leadership – Power and Politics

UNIT- IV

Dynamics of Organisation

Introduction to Organisation – Organisational Structure – Organisational theory – Organisational culture- Organisational change & development – Organisational effectiveness – Quality of Work life

UNIT- V

Organisational Effectiveness

Concept – Approach – Maximisation – Managerial effectiveness – factors

Organisational change

Nature – factors- process- responses to change – Resistance to change – overcoming resistance to change – change agents – Organisational growth & change- Organisational development

TEXT BOOKS:

1. *L.M.Prasad. Edition 2000. Organisational Behaviour.* Sultan and Chand sons, Delhi. Reprinted 2004.
2. *S.S.Khanka. Edition 2000. Organisational Behaviour-* S.Chand and Company Ltd,New Delhi. Reprinted 2007.

REFERENCE BOOK:

1. *Stephen .P.Robbins. 11th Edition. 2006. Organisational behaviour.* PHI Publishers, New Delhi.

| | | |
|-----------------|--|---------------------|
| 15PHM13D | HEALTH POLICY AND HEALTH CARE MANAGEMENT IN INDIA | SEMESTER - I |
|-----------------|--|---------------------|

Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

1. Understand the critical success factors as well as the barriers for the formulation and implementation of public policy in health and social care.
2. Develop a policy framework that takes into account all the key relevant issues for topics that have been the subject of continuing policy debate.
3. Design an approach as to how policy could be formulated, and formulate a policy statement that helps to ensure the actual policy developed will be comprehensive and well-founded.

CONTENTS

UNIT - I

HEALTH MANAGEMENT

System - Planning - Evaluation - Medical Audit - Surveillance - Management of Human Resource-Money/Materials Management - Success in Management - Health System Research - Health System Marketing - Occupational Health

UNIT - II

HEALTH ADMINISTRATION & HEALTH POLICIES IN INDIA

Introduction - Health Administration at Centre - Health Administration in State - District Health Administration - Health Administration in rural areas - Village level Health workers - Voluntary Health Agencies - Health Planning in India - National Health Policy - National Housing Policy - National Nutritional Policy - National Population Policy

UNIT - III

HEALTH OF THE COMMUNITY

Concept of Healthcare – Health system – Levels of health care – changing concepts- Principles of primary health care – Health for all – Millennium development goals – health care delivery – Health status and health problems – resources – standard for community health centers – Job description of members of health team

UNIT - IV:

NATIONAL HEALTH PROGRAMMES

National Family welfare Programmes – Universal Immunization programme – Reproductive and Child Health Programme – National Tuberculosis Control Programme – National Leprosy Eradication Programme – National AIDS Control programme – National Cancer Control Programme – National Mental Health Programme – National diabetic Control Programme.

UNIT - V:

INTERNATIONAL HEALTHCARE AGENCIES

Introduction – Rockefeller Foundation – Ford Foundation – CARE International – International red Cross – World Bank – WHO – UNICEF

TEXT BOOKS:

1. *Dr. B. Sridhar Rao*. 2015. **Principles of Community Medicine**. AITBS Publishers, New Delhi. (Sixth Edition). (UNIT I to III)
2. *K. Park*. 2007. **Preventive and Social Medicine**. M/S Banarsidas Bhanot Publishers, (Nineteenth Edition). (UNIT IV to V)

REFERENCE BOOKS

1. *S.L. Goel*. 2004. **Healthcare Organization and structure**. Deep and Deep Publications Pvt. Ltd, New Delhi.

| | | |
|----------|---|--------------|
| 15PHM13E | COMPUTER APPLICATIONS IN HEALTHCARE SERVICES | SEMESTER - I |
|----------|---|--------------|

Total Credits: 2
Hours Per Week: 2

OBJECTIVES:

1. To understand and practice MS Office
2. To improve the Business Correspondence
3. To introduce the Concepts of E-Commerce

CONTENTS

UNIT- I

Introducing to Computing: Fundamental of Computers – Generation of computers – Anatomy of Computers – Classification of Computers – Input and Output devices – Memory and operating system – Programming languages – Data processing.

UNIT- II

Introduction to Windows: Application in Windows – word processing (MS Word) – Spreadsheet (MS Excel) – Presentation (MS Power Point).

UNIT- III

Introduction to internet-Computer based literature search-Medical Information -Search Engines-Email creation.

UNIT - IV

Business Correspondence – Principles of Letter Writing – Structure and Layout – Planning and Preparation – Sales Letter – Credit and Collection Letters – Handling Correspondence – Social Correspondence – Report Writing

UNIT- V

Introduction to E-Commerce- E-Commerce framework – Classification of E-Commerce – Business to Business E-Commerce – Characteristics of B2B E-Commerce – other B2B models- Auction – Marketing research of E-

Commerce – Advertisement in E-Commerce – Web Advertising – Buying selling option in E-Commerce – Legal and Ethical frameworks in E-Commerce.

TEXT BOOKS:

1. *Sanjay Saacna*. 2006. **MS Office 2000 for Everyone**. Vikas Publishing House Pvt. Ltd, New Delhi. (UNIT I to II)
2. *Sanjay Saxena.R.C. Sharma. Krishna Mohan*. 2009. **Business Correspondence and Report Writing**. Tata McGraw-Hill Publishing Company Ltd (Third Edition). (UNIT III to IV)
3. *Efraim Turban.David King. Dennis Viehlan. Jae Lee*. 2009. **Electronic Commerce-A Managerial Perspective**. Dorling Kindersley India Pvt. Ltd, (Fourth Edition). (Unit V)

REFERENCE BOOK:

1. *Katherine Murray*. 2006. **2007. MS Office System..** Prentice Hall of India Pvt .Ltd, New Delhi.

| | | |
|-----------------|--|---------------------|
| 15PHM13P | LAB-I: COMPUTER APPLICATIONS IN HEALTHCARE SERVICES | SEMESTER - I |
|-----------------|--|---------------------|

Total Credits: 3
Hours Per Week: 2

WORD - Creating a new document with templates & Wizard - Creating own document - Opening/modifying a saved document - converting files to and from other document formats - Using keyboard short-cuts & mouse - Adding symbols & pictures to documents- headers and footers - Finding and replacing text - spell check and Grammar check - Formatting text - paragraph formats - adjusting margins, line space - character space - Changing front type, size - Bullets and numbering - Tables - Adding, editing, deleting tables - Working within tables - Adding, deleting, modifying rows and columns - merging & splitting cells-Mail Merge -Macro shortcut.

EXCEL - Working with worksheets - cells - Entering, editing, moving, copying, cutting, pasting, transforming data - Inserting and deleting of cells, rows & columns - Working with multiple worksheets - switching between worksheets - moving, copying, inserting & deleting worksheets - Using formulas for quick Calculations - Working & entering a Formula - Formatting a worksheet - Creating and editing charts - elements of an EXCEL chart - Selecting data to a chart - Types of chart - chart wizard - Formatting chart elements - Editing a chart - Printing charts.

POWERPOINT - Creating new presentations - Auto content wizard - Using template - Blank presentation - Opening existing presentations - Adding, editing, deleting, copying, hiding slides - Presentations - Applying new design - Adding graphics - Using headers and footers - Animating text - Special effects to create transition slides - Controlling the Transition speed - Adding sounds to slides - Using action buttons.

| | | |
|----------|--|---------------|
| 15PHM23A | HOSPITAL ARCHITECTURE, PLANNING, DESIGN AND MAINTENANCE | SEMESTER - II |
|----------|--|---------------|

Total Credits: 4
Hours Per Week: 4

OBJECTIVES:

1. Understand the basic concepts in Hospital architecture and design
2. Understand the importance of designing elements.
3. Develop quality and economical hospital architectural projects.

CONTENTS

UNIT-I HOSPITAL AS A SYSTEM:

Definition of hospital – history of hospitals – changing role of hospitals – hospital as a system – hospital & community.

UNIT- II PLANNING:

Principles of planning – Planning team – Assessment of the extent of need for hospital service – site selection – Master plan – Circulation rules – Distances and Parking – Zonal distribution – space requirement – climatic consideration – Functional brief- Equipping a hospital – construction & commissioning

UNIT- III ORGANISING:

Introduction – purpose- forecasting- Strategic and operational planning – planning committees – criteria for effective planning- step by step approach to planning – analyzing – formulating objectives- decision making- evaluating alternatives – operation research and other techniques – types of decisions- strategic planning approach – systems engineering in strategic planning- planning for growth and diversification

UNIT- IV HOSPITAL STANDARDS AND DESIGN:

General standards for designing hospital facilities – Licensing and documentation- General standards for details and finishes – Mechanical standards – Electrical standards – standard for centralized medical gas system – standards for biomedical waste.

UNIT- V PLANNING AND DESIGNING:

Planning and designing emergency department – Surgical Suite – Labor delivery suite – CSSD – Food service department – Laundry

TEXT BOOKS:

1. *M Shaharkar.* 2006. **Principles Hospital Administration and Planning.** Jaypee Brothers Medical Publishers (P) Ltd, New Delhi.
(UNIT I to III)
2. *G.D.Kunders.* 2009. **Designing for Total Quality in Health Care.** Prism Book Pvt Ltd. (UNIT IV to V)

REFERENCE BOOK:

1. *G.D.Kunders.* 2004. **Hospital Facilities Planning and Management.** Tata McGraw Hill Pvt Ltd, New Delhi.

| | | |
|----------|--|---------------|
| 15PHM23B | HEALTH CARE ECONOMICS AND FINANCIAL PLANNING | SEMESTER - II |
|----------|--|---------------|

Total Credits: 4
Hours Per Week: 4

OBJECTIVES:

1. To understand the basic concepts of Economics along with the role and responsibilities of Economist
2. To study and understand the demand of Economics in Health care
3. To apply the financial management scope, functions, and capital budgeting in the field of healthcare

CONTENTS

UNIT-I

Basic Concepts of Economics

Characteristics – dimensions of economics, Economist role and responsibilities- demand- consumer demand utility- Law of demand- demand curve- Indifference curve- Elasticity of demand- Determinance- Production – process- factors of production- Isoquants- production function – production of health – production possibility frontier in health care- measures of health status

UNIT- II

Pricing

Concepts – theory of price determination- kinds of market structures- perfect and pure competition- monopoly- Monopolistic Competition – Oligopoly- price discrimination- Types- national Income and Business Cycle- concepts- measures- methods- economic growth

UNIT- III

Health care Service Market

Principles of primary health care- services- sources – accesses- healthcare service market- economic analysis- medical care market place- market failure in medical markets- Employment at Indian health service- efficiency-

school- market dynamics- healthcare Industry- Segments- Conditions –
Pharmaceutical Market

UNIT- IV

Financial Management

Scope – Functions – Objectives- Capital Budgeting- project selection –
budgeting techniques- payback period method- Average rate of return – net
present value- Interest rate of return – Simple problems

UNIT- V

Working Capital Management

Nature- Need- determinance- computation of working capital – Inventory
Management- Objective- techniques- simple problems

TEXT BOOKS:

1. *N.K.Ananad Shikha Goel.* 2008.**Health Economics.** AITBS Publishers,
India 1st Edition.
2. *M.Y.Khan. P.K.Jain.* 2005. **Basic financial management.** Tata
Mcgraw Hill Publishing Company Ltd, New Delhi. 2nd Edition.

REFERENCE BOOK:

1. *D.N.Dwivedi.* 2002. **Managerial Economics.** Vikas Publishing
House Pvt Ltd, 6th revised Edition.

| | | |
|----------|---|---------------|
| 15PHM23C | HEALTHCARE MARKETING AND STRATEGIC MANAGEMENT | SEMESTER - II |
|----------|---|---------------|

Total Credits: 4
Hours Per Week: 4

OBJECTIVES:

1. To provide an introduction to all aspects of marketing, including service marketing planning, product planning and development, promotion planning, distribution and pricing.
2. It provides an understanding of the marketing mix variables, and a practical application in the context of the marketing management cycle processes of research, planning, organization, implementation and control.
3. To learn about the Nature of Business Policy and Strategic Management,
Characteristics of Strategic Decisions and Business Ethics

CONTENTS

UNIT - I

Service marketing concepts: Services - Five I's - Salient features- Classification of services - Dichotomous classification of services - Cross classification of Services - Schmenner's Classification.

UNIT - II

Consumer Behaviour: Process - Elements - Service Expectations - Performance - Market Economic Dimensions - Service Style - Segmentation Variables - Market Targeting in Services.

UNIT-III

Marketing of Services: Elements of Marketing Mix - Service Marketing triangles - Service Concepts - Strategic Service Design - Service Product Programming. 7P's of Service Marketing- Product - Price - place -

Promotion – People – Physical Evidence – Process – Branding – Advertisement.

UNIT - IV

Strategic Management: Introduction – Nature of Business Policy and Strategic Management – Characteristics of Strategic Decisions – Strategic Management Process – Business Ethics and Strategic Management – The General Management Function – Nature of Strategic Change – Strategic Decision Making – Creative Problem Analysis.

UNIT - V

Environmental Appraisal: Economic Environment – Political Environment – Socio cultural Environment – Environmental Scanning – SWOT Analysis – Strategic formulation – Generic Strategies – Functional Strategies – Formulating Different Strategies – Evaluating Strategic Alternatives – Strategic Implementation – Leadership – Values – Social Responsibility – Organizational Change – Organizational Development.

TEXT BOOKS

1. *Mr. Nimit Chowdhary and Mrs. Monika Chowdhary.* 2005.**Text Book of Marketing services.** Macmillan India Limited. (First Edition)
(UNIT I to III)
2. *P.Subba Rao.* 1999. **Business Policy and Strategic Management.** Himalaya Publishing House,(First Edition). (UNIT IV to V)

REFERENCE BOOK:

1. *Philip Kotler and Gary Armstrong.* 2002. **Principles of Marketing.** Pearson Education Pvt Ltd, (Ninth Edition).

| | | |
|----------|----------------------|---------------|
| 15PHM23D | RESEARCH METHODOLOGY | SEMESTER - II |
|----------|----------------------|---------------|

Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

1. To introduce the concepts meaning and approach and types of research to the course
2. To apply the fundamentals of sampling and scaling techniques along with methods of data collection
3. To learn the process analyzing of data, Interpretation, report writing and uses of computers in research and documentation

CONTENTS

UNIT- I

Introduction to Research Methodology:

Meaning of Research - objectives of research -Types - Approaches of research - Research process -. Formulation of Research problem - Techniques involved- Research design - meaning - need for research design - features of a good research design - different research design

UNIT- II

Sampling Design:

Steps in sampling design- criteria for selecting sampling procedure - characteristics of good sample design - Different types of sample designs- Random sample - Complex random sampling design

UNIT- III

Sampling Fundamentals:

Need for sampling - Definition - Important sampling distribution - Sampling theory - Standard error - Estimation - Sample size and its determination - scaling techniques - measurement - scales - sources of error - developing measurement tools scaling- Methods of data collection

UNIT IV

Processing and analyzing of data:

Processing operation – Types of analysis – Hypothesis – concept – procedures – tests- limitations- chi square – conditions – non parametric – parametric tests – ANOVA- One way – Two way ANOVA

UNIT V

Interpretation and Report Writing:

Meaning – Techniques – precautions – Significance- steps – layout of research report- types of reports- precautions of writing research reports

TEXT BOOKS:

1. *C.R.Kothari*. 2004. **Research Methodology** (Methods & Techniques). New Age International Publishers, New Delhi. II revised edition.
2. *S.P.Gupta*. 2011. **Statistical Methods**. Sultan Chand & Sons, New Delhi. 41st revised edition.

REFERENCE BOOK:

1. *Dr.Suresh K Sharma Stephen*. 2011. **Nursing Research and Statistics**. ELSEVIER Publishers, New Delhi.

| | | |
|-----------------|---|----------------------|
| 15PHM23E | LEGAL AND ETHICAL ISSUES IN HEALTHCARE | SEMESTER - II |
|-----------------|---|----------------------|

Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

1. To understand the role of governments and law in promoting and protecting health including the function of Courts, legislatures and administrative agencies in relation to health care law and policy.
2. To understand the legal frame work and its importance in Indian Health care
3. To identify and analysis the legal issues in healthcare.

CONTENTS

UNIT - I

Introduction to Health Law and Code of Ethics

Introduction to Health Law – Basic Concepts of Law, Courts and Legal System – Duties and Responsibilities of a Doctor – Hippocratic Oath, Geneva Declaration, Declaration of Helsinki and Medical Code of Ethics – Medical Negligence – Qualities of a Great Medical Professional – Patients rights and responsibilities

UNIT - II

Laws related to Medical Practices

The Indian Medical Council Act, 1956 – Clinical Trials – Disability Act, 1995 – Transplantation of Human Organs Act, 1994 – Medical Termination of Pregnancy Act, 2002 – Registration of Births and Deaths Act, 1969 – Pre-Natal Diagnostics Techniques Act, 1994 – Indian Mental Health Act, 1987 – Legal Aspects of Medical Records

UNIT - III

Laws related to Hospital Administration and Hospital Finance

Law of Contract 1872 – Patient and Consumer Protection Act, 1986 – CENVAT – Insurance Regulatory and Development Authority (IRDA) – Service Tax – Sexual harassment Act 2013

UNIT - IV

Laws related to Support Services

Prevention of Food and Adulteration Act 1954 – Bio-Medical Waste (Management and Handling) rules 2011 – Pollution Control Acts and Regulations of India 1981 – Indian Boilers Act 1923

UNIT - V

Laws related to Pharmacy

Pharmacy Legislation in India – Pharmacy Act 1948 – Drugs and Cosmetics Act 1940 – Drugs and Magic Remedies Act 1954 – Narcotic Drugs and Psychotropic Substances Act 1985 – The Drugs Order 1995 (Under the Essential Commodities Act) – Poisons Act and Rules 1919

TEXT BOOKS:

1. *Dr. S. Porkodi and Dr. Ansarul Haque.* 2011. **Health Laws and Health Care System.** Global Academic Publishers and distributors, (First Edition). (UNIT I to V)
2. *D. Samuel Abraham.* 2008. **Laws on Hospital Administration.** B.I. Publications Pvt. Ltd, (First Edition) .(UNIT III to IV)

REFERENCE BOOK:

1. *S.S. Gulshan.* 2006. **Business Law.** Excel Books, (Third Edition).

| | | |
|----------|--------------------------------------|---------------|
| 15PHM23F | BIOSTATISTICS AND OPERATION RESEARCH | SEMESTER - II |
|----------|--------------------------------------|---------------|

Total Credits:4
Hours Per Week:5

OBJECTIVES:

1. To study the conceptual issues related to Bio statistics
2. To understand frequency distribution and measures of linear regression
3. To learn the related factors of bio statistics in the service sector
4. To understand the different theories and functions of Operational Research

CONTENTS

UNIT- I

Measures of Central Values:

Arithmetic Mean- Median- Mode position average- geometric mean- harmonic mean- selection of appropriate measures of central tendency- measures of dispersions- concept of range- mean deviation- inter quartile deviation range, variance and standard deviation- coefficient of variation and method of calculating standard deviation.

UNIT- II

Correlation And Regression:

Introduction- significance of correlation- types of correlation – methods of scatter diagram- graphic method. Coefficient of correlation – coefficient of determination. Introduction to regression –uses- regression lines- regression equations – standard errors of estimations- limitations.

UNIT- III

Probability:

Introduction- types of probability approach- importance- calculations- theorems- mathematical expectations- counting rules- illustrations.

UNIT-IV

Measurement of distributions:

Binomial distribution- Poisson- Normal-student t-test -demography-number system

UNIT- V

Operational research:

Queuing theory- Introduction- features- performance measures- probability distributions

TEXT BOOKS:

1. *J.K.Sharma*. 2007. **Operation Research theory and Applications**. Macmillan India Ltd, 3rd Edition.
2. *S.P.Gupta*. 2011.**Statistical Methods**. Sultan Chand and Sons, 41st revised Edition.

REFERENCE BOOK:

1. *N.Gurumani*.2005. **An introduction to bio Statistics**. MJP Publishers, Chennai. 2nd revised Edition.

| | | |
|----------|----------------------|----------------|
| 15PHM33A | MATERIALS MANAGEMENT | SEMESTER - III |
|----------|----------------------|----------------|

Total Credits:4
Hours Per Week:5

OBJECTIVES:

1. To help in decision making for effective and efficient purchase, storage and flow of materials in service organizations.
2. Introduce Cost-reduction techniques in purchase systems
3. Understand Modern material planning and delivery.

CONTENTS

UNIT- I

Importance of material management - need for integrated concept - definition and scope -advantages in integrated material management concept. Organization - based on commodities -based on function - based on Location - interdepartmental relationship - material planning and budgeting - ABC Analysis - Store Selection

UNIT- II

Purchase System - Price Forecasting - Purchase of Capital Equipments - International Purchasing - Buyer and Seller relation and Ethics.

UNIT- III

Store Keeping and Warehousing - Definition - Objectives - Function - Importance - System and Procedures - Stores Accounting- LIFO -FIFO - Transport and Traffic Management.

UNIT- IV

Inventory Management - Economic Order Quantity - Practical Inventory Systems - Techniques in Inventory Management - PERT.

UNIT -V

Computers in materials management - Material Resource planning system - list MIS reports in material management - Work motion time studies and

quality control- Various purchase and store modules- softwares used in materials management

TEXT BOOKS:

1. *P.Gopalakrishnan and Sundaresan.* 2004. **Materials Management an Integrated Approach.** Prentice Hall of India Pvt. Ltd, New Delhi .(UNIT I to V)
2. *M.M.Varma.* 2010. **Materials Management.** Sultan Chand & Sons New Delhi, (fourth Edition). (UNIT I to V)

REFERENCE BOOK:

1. *Shakthi Gupta. Sunil Kant.* 2004. **Hospital Stores Management an Integrated Approach.** Jay pee Brothers medical publishers Pvt.Ltd, New Delhi.

| | | |
|-----------------|---|-----------------------|
| 15PHM33B | HUMAN RESOURCE MANAGEMENT AND INDUSTRIAL RELATIONS | SEMESTER - III |
|-----------------|---|-----------------------|

Total Credits: 4
Hours Per Week: 5

OBJECTIVES:

1. To learn the Human Resource functions of trends in the changing environment of Human Resource Management
2. To understand the recruitment, placement, training and development process of Human Resource Management in the Healthcare Industry
3. To inculcate the performance appraisal system and study the laws related to labour work force in Hospital

CONTENTS

UNIT- I

Introduction to HRM in Hospitals

Significance of HRM- Importance- Nature- Characteristics- Functions and Role of HRM – HR systems

UNIT- II

HR Planning

Strategic planning – meaning and objectives – benefits – factors affecting – process – demand forecasting – supply forecasting- action plan – problems – recent trends – Job design – specification – job roles – Job enrichment – Job analysis – Job description – Job sharing - Promotion – transfer- demotion – absenteeism, labour turn over (meanings, purposes, types)

UNIT- III

Recruitment and Selection

Objectives of Recruitment - Recruitment policy – sources of recruitment – traditional techniques- modern techniques- factors affecting recruitment – assessment of recruitment programme – Selection- - Roll of selection procedure- Organization for selection- selection procedure – Placement – Induction- Management of changes- technology changes- managing

changes- resistance to change- approach to organizational changes- organizational development (meaning, characteristics, values, objectives) – organization culture

UNIT- IV

Communication

Nature and scope – purpose- importance – fundamentals of communications- process- barriers- planning- essentials of effective communications- styles- modes- counseling- types- functions- techniques- collective bargaining in hospitals- essential pre requisites- informal communication

UNIT- V

Employees' Performance Appraisal

History and Definition – purpose- process- advantages- limitation- model appraisal firms- precautions- 360 degree appraisal. Wage and salary Administration- Introduction- purpose- meaning- wages Vs salary – Obligations of management- Introduction to payment of wages act 1936 – KRA / KPA

TEXT BOOKS:

1. *R.C.Goyal.* 2005. **Hospital Administration and Human Resource Management.** Prentice hall of India Pvt ltd, New Delhi. 4th Edition.
2. *Subbarao.* 2009. **Personnel and Human resource Management Text and cases.** Himalaya Publishing House Pvt Ltd, 4th Edition.

REFERENCE BOOKS:

1. *R.S. Davar.*1988. *Reprinted* 2005. **Personnel Management and Industrial relations.** Vikas Publishing House Pvt Ltd, New Delhi. 10th revised Edition.

| | | |
|----------|---|-----------------------|
| 15PHM33C | HOSPITAL OPERATIONS MANAGEMENT | SEMESTER - III |
|----------|---|-----------------------|

Total Credits:4
Hours Per Week:5

OBJECTIVES:

1. To introduce the hospital services management with patient care and define the role of administrator in patient care
2. To understand the operation of ward management system and operation management of clinical services in Hospital
3. To incorporate the application of hospital operation in support services of the hospital for better management

CONTENTS

UNIT - I

Introduction to Hospital - Classification of Hospital - Modern Hospital - Hospital Organisation and Structure - Design strategies to assist healing - Growth of modern Hospital-Planning the whole hospital- Changing system of health services concept.

UNIT - II

Front office - Laboratory, Blood Bank, Radiology and Imaging, Pharmacy, Nutrition and Dietary.

UNIT - III

Wards Management, Operation Theatre, Intensive Care Unit, Central Sterile Supply Department, - Nursing Services, Accident and Emergency.

UNIT - IV

Engineering - Civil, Electrical, Plumbing, Bio-Medical; Medical Gas supply - Air-conditioning system, Hot Water and Steam supply - Communication system - Medical Informatics.

UNIT - V

Fire safety – Mortuary – Tele Medicine - Medical Records – Laundry –
House Keeping

TEXT BOOKS:

1. *G.D.Kunders*. 2004. **Hospital and facilities planning and Design** -
Tata McGraw Hill Publishing Ltd, Delhi.
2. *SyedAminTabish*.2003.**HospitalsandNursingHomesPlanningOrganis
ations and Management** Jaypee Brothers Medical Publishers (P)
Ltd,

REFERENCE BOOK:

1. *S.K. Joshi*. **Quality Management in Hospitals**. Jaypee Brothers
Medical Publishers (P) Ltd,

| | | |
|----------|-----------------------------|----------------|
| 15PHM33D | HOSPITAL INFORMATION SYSTEM | SEMESTER - III |
|----------|-----------------------------|----------------|

Total Credits:4
Hours Per Week:5

OBJECTIVES

1. To assume the practical components of the Hospital Information System
2. To manage the information that health professionals need to perform their jobs effectively and efficiently.
3. To discuss the Security, Privacy and Confidentiality issues involved in utilizing health data and Information System
4. This course will make the student to apply Health Information Management software, tools, and techniques to authentic healthcare situations

CONTENTS

UNIT- I

The Information System: Importance of Information–Impact on Healthcare - The future of healthcare technology -World of Informatics: Importance–Rights - Structure. Health Informatics - Components-Goals- Classification - Future

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

UNIT- II

Role of information: Right information - process of decision making - Literature Database - Problems in Literature seeking - Standards of Information seeking. Securing the information: Privacy and confidentiality- Computer Crimes - Security - Law - Role of HealthCare Professionals in protecting the Information

UNIT- III

Changing Information System: Impact for Automation - Organizational Culture -Resistance to Change - Importance of Managing change - Management Strategies. Information becomes Knowledge through Research: Types - Data Management - Ethical Issues

UNIT IV

Electronic Health Record: Functions- Implementation - Advantages - Disadvantages. Telehealth: Types - Initiatives - Advantages - Barriers - Future. Future of Informatics:Globalization of Information in Public Health, Education, Knowledge, Security, Wirelesscomputing - Barriers

UNIT V

Administrative Applications of Computers - Medical Informatics - Administrative Application of Computer technology - Medical Office Administrative Software - Accounting - Insurance - Information Technology in Radiology - X-ray -Ultrasound - Digital Imaging techniques - Blood less Surgery - Computer Assistance Surgery - Laser surgery. Information Technology in Pharmacy - Drug trials - Computerized Pharmacy - Tele Pharmacy

TEXT BOOKS:

1. *Kathleen M.Young*. 2000. **Informatics for Health Professionals**. F.A Davis Company. (UNIT I to IV)
2. *Lilian Burke. Barbara Weill*. 2005. **Information Technology for the Health Professions**. Pearson Prenticehall,(Second Edition). (UNIT V)

REFERENCE BOOKS:

1. *Dee Megoonle and Kathleen Mastrian*. 2010. **Nursing Informatics and the foundation of Knowledge**. Jones and Bartlett India Pvt.ltd, (First Edition).

| | | |
|-----------------|--|-----------------------|
| 15PHM33E | QUALITY MANAGEMENT IN HEALTH CARE | SEMESTER - III |
|-----------------|--|-----------------------|

Total Credits:4
Hours Per Week:5

CONTENTS

UNIT-I

ASPECTS OF QUALITY

Quality in healthcare – definition- evolution of quality, quality gurus, quality Indian & international scenario, cost of quality, awareness of quality, quality obstacles and benefits

UNIT-II

TQM

Characteristics of quality gurus, ethics in quality, quality council, quality statements, strategic planning, customer perception of quality, customer feedback, service quality, translating needs into requirements, customer retention, employee motivation teams, recognition & rewards, performance appraisal& employee involvement

UNIT-III

QUALITY MANAGEMENT PROCESS-I

Process in service organization and their control- Simple seven tools of quality control- check sheet- histogram- scatter diagram- process mapping- cause and effect diagram- pareto analysis- control chart and advanced tools of quality – PDCA cycle

QUALITY MANAGEMENT PROCESS-II

SQC- control chart for variables- \bar{X} , \bar{X} bar and R charts and control charts for attributes- p, Np and c charts. Acceptance sampling plan and occurrence Approaches to quality management- facets of quality- quality planning- quality improvement methods- kaizen

UNIT-IV

EVALUATION OF QUALITY SYSTEM

Quality audits- decimal audit- Benchmarking, six sigma, JIT, Balance score card, FMEA, stages of FMEA, process & types

UNIT- V

ACCREDITATION / CERTIFICATION

Accreditation- nursing care standards, – NABL- NABH-introduction to ISO 2000- ISO 14000 and ISO 18000- Documentation of quality systems- quality manual- procedure manual- work instruction manual- records for ISO 2000

TEXT BOOKS:

1. *Bester field H. Dale.* 2005. **Total Quality Management.** Pearson.
2. *S.K.Joshi.* 2009. **Quality Management in Hospitals.** Jaypee Brother Medical Publishers (P) Ltd,

REFERENCE BOOKS

1. *SridharBhat.* 2002 **Total Quality Management.** Himalaya House Publication.

| | | |
|-----------------|--|----------------------|
| 15PHM43A | SELF STUDY : CUSTOMER RELATIONSHIP MANAGEMENT | SEMESTER - IV |
|-----------------|--|----------------------|

OBJECTIVES:

1. To enable the students to learn the basics of Customer Relationship Management
2. To Understood Relationship Marketing
3. To Learn Sales Force Automation
4. To Learn Database Marketing

CONTENTS

UNIT - I

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT - II

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT - III

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT - IV

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT - V

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

TEXT BOOKS:

1. S. Shajahan. 1997. **Relationship Marketing**. Mc Graw Hill.
2. Paul Green Berg. 2002, **CRM** .Tata Mc Graw Hill.

REFERENCE BOOKS:

1. Philip Kotler. 2005, **Marketing Management**. Prentice Hall

| | | |
|-----------------|--|-------------------|
| 15PHM1EA | HOSPITAL RECORDS STANDARDS AND POLICIES | SEMESTER-I |
|-----------------|--|-------------------|

Total Credits: 4
Hours per Week: 5

OBJECTIVES:

1. To create awareness on the role of hospital records in health care delivery in hospitals.
2. To make the students understand the computer applications in hospital records management in a hospital.
3. To make the student aware of various standards and policies in hospital records management.
4. To impart knowledge on the international codification system and the implementation procedures in the health care system.

CONTENTS

UNIT- I

Medical Records: History And Role of Medical Records In Health Care Delivery: Medical Records Policies-Legal Aspects of Medical Records-Developments of Medical Record Forms

UNIT- II

Medical Records; Various Types of Medical Records; Forms and Uses. Quality Assurance Aspects, Forms and Designs and Presentation of the records.

UNIT- III

Medical Records Security-Retention and Disposal of Medical records. Documentation Practices that Increase Malpractice & Risks. Documenting Telephonic Conversations, Telemedicine Encounters

UNIT- IV

Focus on Specific Documentation Issues: Documenting Diagnosis Information, Documenting Refusal of Medical Advice or Treatment, Termination of Care. Issues in Email Documentation

UNIT -V

Electronic Medical Records: Advantages – Concerns about Medical Records Computerization – Various Sections of Electronic Medical Record Systems.

TEXT BOOKS:

1. *Mogli G.D* .2001. Medical Records-Organization & Management, New Delhi, Jaypee Brothers
2. *G.D Kunders*. 2004 Hospitals-Facilities, Planning & management, NewDelhi:TataMcgraw hill

REFERENCE BOOK:

1. *Acleson E. D*. 1967. Linkage Of Medical Records - London:Oxford University Press

| | | |
|----------|------------------------|------------|
| 15PHM1EB | HEALTH SECTOR IN INDIA | SEMESTER-I |
|----------|------------------------|------------|

Total Credits: 4
Hours per Week: 5

UNIT-I

Development of health sector in India- Evolution of health care system- Medicine in antiquity- Pre-colonial period – colonial period- Present period- the status of Indian health.

UNIT-II

System of medicine- Ayurveda – Yoga – Naturopathy – Siddha – Unani – Homeopathy – Modern Allopathic medical system.

UNIT-III

Administrative structure in National level-Health Minister of State- Deputy ministers – Departments under health ministry- Role, duty and functions.

UNIT-IV

Medical care infrastructure in India- Types of medical infrastructure hospitals- Subcentres- Primary Health –centres - Community Health centres.

UNIT-V

Review of different reports on Health Care in India- Recent trends in hospital administration.

TEXT BOOKS:

1. *Kunders G.D. "Hospitals Facilities Planning and Management"*. Tata McGraw-Hill Publishing company ltd, New Delhi.
2. *Goyal R.C. Hospital Administration and Human Resource Management*. Prentice Hall of India (P) Ltd, New Delhi.

REFERENCE BOOK:

1. *Goel.S.L. Health Care Organization and Structure*. Deep &Deep Publications Pvt Ltd, New Delhi.

| | | |
|----------|---------------------|------------|
| 15PHM1EC | FUNDAMENTALS OF TQM | SEMESTER-I |
|----------|---------------------|------------|

Total Credits: 4
Hours per Week: 3

OBJECTIVES:

1. To create awareness on the role of Total Quality Management (TQM) in health care delivery in hospitals.
2. To make the students understand the fundamentals of TQM in a hospital.
3. To make the student aware of various tools and techniques in Total quality Management.

To impart knowledge on the TQM standards followed in Health care institutions.

CONTENTS

UNIT-I

Concept of Quality in emerging scenario of TQM – Origin and Philosophy of TQM –Factors motivating introduction of TQM –Role of HRD in TQM – Role of Participatory culture in TQM.

UNIT-II

TEI (Total Employee Involvement) Strategy in TQM – Role of TEI – small group activities in TQM – Role of Quality Circles and Work Improvement teams (WITs). Good Laboratory Practices (GLP) and Good Manufacturing Practices (GMP)

UNIT-III

Role of Continuous Improvement in TQM – Benchmarking and Business process reengineering – Quality costs and Planket Burman methods – Kaizen – JIT, TAGUCHI, SMED, CEDAC.

UNIT-IV

Documentation – Apex (Quality System) Manual / Procedure and Departmental manuals and work Instructions preparations. Role plays exercise on Documentation.

UNIT-V

Auditing – Types of Auditing – Internal Auditing – Second and Third party auditing – Role of Internet Auditing in ISO Systems.

TEXT BOOKS:

1. *Bester field H. Dale.* 2005. **Total Quality Management.** Pearson.
2. *S.K.Joshi.* 2009. **Quality Management in Hospitals.** Jaypee Brother Medical Publishers (P) Ltd,

REFERENCE BOOK:

1. *Sridhar Bhat.* 2002. **Total Quality Management.** Himalaya House Publication

| | | |
|-----------------|--|--------------------|
| 15PHM2EA | ORGANIZATION AND MANAGEMENT | SEMESTER-II |
|-----------------|--|--------------------|

Total Credits: 4
Hours per Week: 3

CONTENTS

UNIT-I

Organization of Medical Records Dept: Structure, Goals, Objectives and Functions- Inpatient and Outpatient Services Accident and Emergency Services

UNIT-II

Collection and Analysis of Statistics: Advantages-Filing and Retrieval of Records and X-Rays

UNIT-III

Job Description: Duties and Responsibilities of Medical Record Officer, Medical Record Technician, Assistant Medical Record Technician. Operational Policies-Working Hours and Shifts

UNIT-IV

Interdependent Relations of Medical Records Staff and Its Importance .Space And Equipments, Requirement for Medical Records Department, Movable And Immovable Filing Tracks: Merits And Demerits

UNIT-V

Information Required For Organizing a Medical Record: Department Methods of Commissioning Of Medical Record Services and Periodical Evaluation

TEXT BOOKS:

1. *Mogli G.D* .2001. Medical Records-Organization & Management, New Delhi, Jaypee Brothers
2. *G.D Kunders*. 2004 Hospitals-Facilities, Planning & management, NewDelhi:TataMcgraw hill

REFERENCE BOOK:

1. *Acleson E. D.* 1967. *Linkage Of Medical Records* - London: Oxford University Press.

| | | |
|----------|---|--------------------|
| 15PHM2EB | ORGANISATION AND ADMINISTRATION OF HEALTH SYSTEM | SEMESTER-II |
|----------|---|--------------------|

Total Credits: 4
Hours per Week: 3

CONTENTS

UNIT-I

Concept of Health and Disease - Health Environment - Levels of Health Care - Health Indicators - Health for all vision- - importance of health- Need of Health Information - Health statistics -Advantages & disadvantages-Health Information System in India.

UNIT-II

Common rates & ratios-Bed occupancy ratio, Morbidity ratios, birth rate ratios etc -Incidence & prevalence rates

UNIT-III

International Classification of Diseases - Health reports- Notifiable diseases

UNIT-IV

National Health -All National Health Programmes-Programmes objectives, action plan, targets,operations, achievements and constraints of various National Health Programmes.

UNIT-V

International Health to conceptualise the role of health - International Health agencies/NGOs agencies and the international health -International Health Regulations.

TEXT BOOKS:

1. *Talluru Sreenivas. Management of Hospitals.* A.P.H. Publishing Corporation, New Delhi.
2. *Goyal R.C. Hospital Administration and Human Resource Management.* Prentice Hall of India (P) Ltd, New Delhi.

REFERENCE BOOK:

1. *Goel.S.L. Health Care Organization and Structure.* Deep &Deep Publications Pvt Ltd, New Delhi.

| | | |
|----------|--------------------------|-------------|
| 15PHM2EC | TQM TOOLS AND TECHNIQUES | SEMESTER-II |
|----------|--------------------------|-------------|

Total Credits: 4
Hours per Week: 3

CONTENTS

UNIT-I

Benchmarking – Introduction – Process of Benchmarking – Benefits – Pitfalls – Success Indicators – Gap Analysis process – Benchmarking template – Initiating the process of Benchmarking.

UNIT-II

Benchmarking process – what to benchmark – Benchmark Analysis – Determining current competitive gap – Projecting future performance levels- Integration – Developing action level – Implementing and Monitoring – Rehabilitation- Maturity-beyond Benchmarking.

UNIT-III

Quality Function deployment -QFD Concept – QFD process – QFD Team – Benefit of QFD – Voice of the customer – Organisation of Information.

UNIT-IV

Organisational Reengineering – Conceptual framework process – Process Re-engineering- BPR Philosophy – Possibilities and pitfalls – BPF framework – Opportunity assessment – Impact Assessment – Planning Implementation of the transition.

UNIT-V

Statistical Process Control: History, Development, Statistical fundamentals, Pareto diagram, Process flow diagram, Cause and effect diagram, check sheets, Histogram -Various Control charts – Different Control charts for Variable state of Control – Scatter Diagrams – Problems

TEXT BOOKS:

1. *Bester field H. Dale.* 2005. **Total Quality Management.** Pearson.
2. *S.K.Joshi.* 2009. **Quality Management in Hospitals.** Jaypee Brother Medical Publishers (P) Ltd,

REFERENCE BOOK:

1. *Sridhar Bhat.* 2002. **Total Quality Management.** Himalaya House Publication

| | | |
|-----------------|--|---------------------|
| 15PHM3EA | INTERNATIONAL CLASIFICATION OF DISEASES | SEMESTER-III |
|-----------------|--|---------------------|

Total Credits: 4
Hours per Week: 5

CONTENTS

UNIT- I

International Classification of Disease: History and Uses-Design of ICD and Structure

UNIT- II

How to Use ICD -Basic Coding Guidelines-Principles and Rules of Coding-WHO Guidelines

UNIT- III

International Classification of Procedures in Medicines-Indexing Of Diseases and Operations

UNIT- IV

Salient Features of the Amendments to the ICD-10.Difference between ICD-9 And ICD-10

UNIT-V

Role of International Classification of Diseases in Managing Electronic Medical Records. Importance of Using ICD in Mental and Health Statistics

TEXT BOOKS:

1. *Mogli G.D* .2001. Medical Records-Organization & Management, New Delhi, Jaypee Brothers
2. *G.D Kunders*. 2004 Hospitals-Facilities, Planning & management, NewDelhi:TataMcgraw hill

REFERENCE BOOK:

1. *Acleson E. D.* 1967. *Linkage Of Medical Records* - London: Oxford University Press

| | | |
|----------|-----------------------------|--------------|
| 15PHM3EB | HEALTH CARE DELIVERY SYSTEM | SEMESTER-III |
|----------|-----------------------------|--------------|

Total Credits: 4
Hours per Week: 5

CONTENTS

UNIT-I

Healthcare delivery system – An Overview – Common terms of healthcare management: Terms related to levels of health care; primary, secondary and tertiary - Systems of Medicine - Preventive and Curative medical care – General and specialty Hospitals Indian Systems of Medicine.

UNIT-II

Specialty-wise terminology – Pathology terms of common use – clinical, diagnostic and therapeutic terms – Pediatric services – Dental – Psychiatric – Casualty and Emergency – neurology – obstetric and Gynecology – Dermatology intensive care – coronary care services.

UNIT-III

Medical Records – Admission, Billing, Nursing Records ,Diagnostic Records, Infection Control Records, Maintenance of Operation Theatres Records, Maintenance of Intensive Care Units Records ,Clinical Records – Housekeeping Records – Food Records – Engineering Records – Maintenance Records – Security Records – Fatal Documents – Mortuary Maintenance Records – Transportation – Medico Legal Records

UNIT-IV

Disaster Management: Basic concepts, Principles of disaster planning , Objectives of a hospital disaster plan ,Disaster Committee , Organisation, roles and responsibilities , Organising disaster facilities

Medical Insurance – Insurance Policy – Health Insurance in Indian Scenario – Economics of Life and Health Insurance - Importance – Health Insurance Policies – Administration of Health Insurance Schemes.

Biomedical Waste management & handling rule Management -Schedules – Segregation. Bio medical waste Collection- Transportation- Disposal- Modern technology for handling BMW- Radioactive waste handling.

UNIT- V

Computers in Medicine – System design, Multichannel computerised ECG, EMG and EEG data acquisition, storage and retrieval, transmission of signal and images. Patient Monitoring - Physiological monitoring, automated ICU, computerised arrhythmia monitoring, information flow in a clinical lab, computerised concepts, interfacing to HIS.Computers in Medical Systems and Medical Research.

TEXT BOOKS:

1. *Goyal R.C. Hospital Administration and Human Resource Management.* Prentice Hall of India (P) Ltd, New Delhi.
2. *Goel.S.L. Health Care Organization and Structure.* Deep &Deep Publications Pvt Ltd, New Delhi.

REFERENCE BOOK:

1. R.D.Lee. 1999, Computers in Medicine, Tata McGraw-Hill, New Delhi

| | | |
|-----------------|--|---------------------|
| 15PHM3EC | TOTAL QUALITY MANAGEMENT IN HOSPITALS | SEMESTER-III |
|-----------------|--|---------------------|

Total Credits: 4
Hours per Week: 5

CONTENTS

UNIT-I

TQM - Leading practices - Ethics - Role - Quality Assurance - Quality Control - Customer satisfaction - Customer perception of quality - Service quality - Translating needs into requirements - Customer retention - Employee motivation Teams - recognition and reward - Performance Appraisal Benefits - Employee involvement.

UNIT-II

TQM in service sector - TQM and Management relationship - Personnel Management in TQM environment - Labour relations in TQM environment - Relationship development.

UNIT-III

Continuous process Improvement - process - Improvement strategies - Types of problems - PDSA cycle - Problem solving method - Six Sigma.

UNIT-IV

Six Sigma Assessment Methodology - Leveraging the internet for supply chain efficiency - Current state of ecommerce - Supplier Buyer Integration - Steps to Improve Supply Chain Management.

UNIT-V

Statistical Quality Control - Tools and Techniques in process and quality management - Program identification tools and their role in quality management - Tools for data collection and analysis - scope of Statistical process control measurement and control - Process measurement - Corrective action.

TEXT BOOKS:

1. *Bester field H. Dale.* 2005. **Total Quality Management.** Pearson.
2. *S.K.Joshi.* 2009. **Quality Management in Hospitals.** Jaypee Brother Medical Publishers (P) Ltd,

REFERENCE BOOK:

1. *Sridhar Bhat.* 2002. **Total Quality Management.** Himalaya House Publication