

MASTER OF HOSPITAL ADMINISTRATION

SYLLABUS: 2019-20
(Outcome Based Education)



Dr. N.G.P. ARTS AND SCIENCE COLLEGE (Autonomous)

(Re-Accredited with "A" Grade by NAAC)

(Affiliated to Bharathiar University)

Dr. N.G.P. Nagar - Kalapatti Road

Coimbatore - 641 048



SCHEME OF EXAMINATIONS

(Applicable to students admitted during the academic year (2019 - 20))

Course Code	Course Category	Course	Hrs. of Instruction			Exam Duration (Hrs)	Maximum Marks			Cred. Point
			L	T	P		CA	CE	Total	
First Semester										
196HA2A1CA	Core	Principles and Practices of Management	4	-	-	3	25	75	100	4
196HA2A1CB	Core	Concept of Health and Medical Terminology	4	-	-	3	25	75	100	4
196HA2A1CC	Core	Hospital Operations Management	4	1	-	3	25	75	100	4
196HA2A1CD	Core	Organizational Behavior	4	-	-	3	25	75	100	4
196HA2A1CE	Core	Bio statistics and Operation Research	4	1	-	3	25	75	100	4
196HA2A1CP	Core Practical	Computer Applications in Health care Services	-	-	4	3	40	60	100	2
196HA2A1CT	Hospital Internship-I	Hospital Supportive Services	3	-	-	-	-	50	50	3
196HA2A1DA/ 196HA2A1DB/	DSE	Total Quality	4	-	-	3	25	75	100	

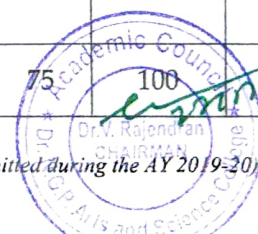


Dr.NGPASC

COIMBATORE | INDIA

BoS Chairman/HoD
Department of Hospital Administration
Dr. N. G. P. Arts and Science College
Coimbatore - 641 048

MHA (Students admitted during the AY 2019-20)



196HA2A1DC		Management-Tools and Techniques/ Hospital Records Standards and Policies/ Health Sector in India									
Second Semester											
196HA2A2CA	Core	Hospital Architecture, Planning, Design And Maintenance	4	-	-	3	25	75	100	4	
196HA2A2CB	Core	Healthcare Economics	4	-	-	3	25	75	100	4	
196HA2A2CC	Core	Human Resource Management and Industrial Relations	4	-	-	3	25	75	100	4	
196HA2A2CD	Core	Materials Management	4	-	-	3	25	75	100	4	
196HA2A2EA	EDC	EDC Financial and Management Accounting	4	1	-	3	25	75	100	3	
196HA2A2CT	Hospital Internship- II	Hospital Clinical Services	3	-	-	-			50	3	
196HA2A2DA/ 196HA2A2DB/ 196HA2A2DC	DSE	Health record Management/ Organization and Administration of Health System/ Application of	4	-		3	25	75	100	4	



		Quality in Health care								
Third Semester										
196HA2A3CA	Core	Quality Assurance in Health care	4	1	-	3	25	75	100	4
196HA2A3CB	Core	Healthcare Laws	4	-	-	3	25	75	100	4
196HA2A3CC	Core	Hospital Information System	4	-	-	3	25	75	100	4
196HA2A3CD	Core	HealthCare Marketing & Strategic Management	4	1	-	3	25	75	100	4
196HA2A3CE	Core	Research Methods for Management	4	1	-	3	25	75	100	4
196HA2A3CV	Hospital Internship- III	Minor Project	3	-	-	-			50	3
196HA2A3DA/ 196HA2A3DB/ 196HA2A3DC	DSE	International Classification of Diseases/ NGOs in Health care Sector/ Quality Accreditations in Health care	4	-	-	3	25	75	100	4
196HA2A3CT	Hospital Training	Hospital Training (30 days) India	3	Grade A to C						



		or Abroad								
		Fourth Semester								
196HA2A4CV	Project work	Project Work and Viva voce	16	-	-	-	80	120	200	8
					Grand Total				2250	90



ELECTIVE – I

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

S.No	Subject Code	Name of the Subject
1.	196HA2A1DA	Total Quality Management-Tools and Techniques
2.	196HA2A1DB	Hospital Records Standards and Policies
3.	196HA2A1DC	Health Sector in India

ELECTIVE – II

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

S.No	Subject Code	Name of the Subject
1.	196HA2A2DA	Health record Management
2.	196HA2A2DB	Organization and Administration of Health System
3.	196HA2A2DC	Application of Quality in Health care

ELECTIVE – III

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

S.No	Subject Code	Name of the Subject
1.	196HA2A3DA	International Classification of Diseases
2.	196HA2A3DB	NGOs in Health care Sector
3.	196HA2A3DC	Quality Accreditations in Health care

DIPLOMA / CERTIFICATE PROGRAMMES**The following are the program offered to earn extra credits:**

S. No.	Programme Code and Name	Course code	Course Name
1	6HA5A Certificate Course Biomedical waste management	196HA5A1CA	Biomedical waste management
2	6HA5B Certificate Course in Healthcare Data Analytics	196HA5B1CA	Healthcare Data Analytics



Regulation (2019-2020)

PG Programme

Effective from the academic year 2019-20 and applicable to the students admitted to the Degree of Master of Arts/Commerce/Management/Science.

1. NOMENCLATURE

1.1 Faculty: Refers to a group of programmes concerned with a major division of knowledge. Eg. Faculty of Computer Science consists of Programmes like Computer Science, Information Technology, Computer Technology, Computer Applications etc.

1.2 Programme: Refers to the Master of Arts/Management/Commerce/Science Stream that a student has chosen for study.

1.3 Batch: Refers to the starting and completion year of a programme of study. Eg. Batch of 2015-2017 refers to students belonging to a 2-year Degree programme admitted in 2015 and completing in 2017.

1.4 Course: Refers to a component (a paper) of a programme. A course may be designed to involve lectures / tutorials / laboratory work / seminar / project work/ practical training / report writing / Viva voce, etc or a combination of these, to effectively meet the teaching and learning needs and the credits may be assigned suitably.

a) Core Courses

A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.

b) Extra Departmental Course (EDC)

A course chosen generally from a related discipline/subject, with an intention to seek exposure in the discipline relating to the core domain of the student.

c) Discipline Specific Elective Course (DSE): DSE courses are the courses offered by the respective disciplinary/ interdisciplinary programme.



d) Project Work:

It is considered as a special course involving application of knowledge in problem solving/analyzing/exploring a real-life situation. The Project work will be given in lieu of a Core paper.

e) Extra credits

Extra credits will be awarded to a student for achievements in co-curricular activities carried out outside the regular class hours. The guidelines for the award of extra credits are given in section two, these credits are not mandatory for completing the programme.

e) Advanced Learner Course (ALC):

ALC is doing work of a higher standard than usual for students at that stage in their education. Research work carried out in University/ Research Institutions/ Industries of repute in India or abroad for a period of 15 to 30 days.

2. EXTRA CREDITS

- Earning extra credit is mandatory. However, it is not essential for programme completion.
- Extra Credits will be awarded to a student for achievement in co-curricular/ extracurricular activities carried other than the regular class-hours.
- A student is permitted to earn a maximum of 10 extra Credits during the programme duration of PG from I to IV Semester.
- Candidate can claim a maximum of 1 credit under each category listed.

The following are the guidelines for the award of Extra credits:

2.1 Proficiency in Foreign Language

Qualification	Credit
A pass in any foreign language in the examination conducted by an authorized agency	1



2.2 Proficiency in Hindi

Qualification	Credit
A pass in the Hindi examination conducted by Dakshin Bharat Hindi Prachar Sabha	1

Examination passed during the programme period only will be considered for extra credit

2.3 Self-study Course

Qualification	Credit
A pass in the self-study courses offered by the department	1

The candidate should register in the self-study course offered by the department only in the III semester

2.4 Typewriting/Short hand

A Pass in shorthand /typewriting examination conducted by Tamil Nadu Department of Technical Education (TNDTE) and the credit will be awarded.

Qualification	Credit
A pass in the type writing /short hand examination offered by TNDTE	1

2.5 Diploma / Certificate

Courses offered by any recognized University / NCVRT

Qualification	Credit
A pass in any Certificate /Diploma/PG Diploma Course	1



2.6 CA /ICSI/ CMA

Qualification	Credit
Qualifying foundation/Inter level/Final in CA/ICSI/CMA etc.	1

2.7 Sports and Games

The Student can earn extra credit based on their achievement in sports as given below:

Qualification	Credits
Achievement in University/State /National/ International	1

2.8 Online Courses

Pass in any one of the online courses

Qualification	Credit
SWAYAM/NPTEL/Spoken Tutorial etc.,	1

2.9 Publications / Conference Presentations (Oral/ Poster) /Awards

Qualification	Credit
Research Publications in Journals/oral/poster presentation in Conference	1

2.10 Innovation / Incubation / Patent / Sponsored Projects / Consultancy

Qualification	Credit
Development of model/ Products/ Prototype/ Process/App/Registration of Patents/ Copyrights/ Trademarks/Sponsored Projects/Consultancy	1



2.11 Representation

Qualification	Credit
Participation in State / National level celebrations such as Independence day, Republic day Parade, National Integration camp etc.,	1

3. EXAMINATIONS

The following are the distribution of marks for External and Internal i.e., Comprehensive examination and Continuous Internal Assessment and passing minimum marks for theory papers of PG programmes.

TOTAL MARKS	EXTERNAL		Internal Max. marks	Overall Passing Minimum for total marks (Internal + External)
	Max. marks	Passing Minimum for External alone		
100	75	38	25	50
50	50	25	----	25

The following are the Distribution of marks for the Continuous Internal Assessment in the theory papers of PG programmes.

S. No.	For Theory- PG courses	Distribution of Marks
1	TESTS I (2 hours)	5
2	TESTS II / End semester Model test (3 hours)	10
3	OBE- Rubrics	10
TOTAL MARKS		25



The following are the distribution of marks for the External Assessment in PG Theory courses

S. No.	For Theory- PG courses	Distribution of Marks	
1	Comprehensive (Written) Examination	65	50
2	Online MCQ Examination	10	--
TOTAL MARKS		75	50

The following are the distribution of marks for External examinations (CE) and Continuous Internal Assessment (CIA) and passing minimum marks for the practical courses of PG programmes.

TOTAL MARKS	EXTERNAL		Internal Max. marks	Overall Passing Minimum for total marks (Internal + External)
	Max. marks	Passing Minimum for External alone		
100	60	30	40	50
200	120	60	80	100

The following are the distribution of marks for the Continuous Internal Assessment (CIA) in PG practical courses

S. No.	For Theory - PG Practical courses	Distribution of Marks	
1	Tests: Two tests out of which one shall be during the mid semester and the other to be conducted as model test at the end of the semester.)	24	48
2	OBE- Rubrics	16	32
TOTAL MARKS		40	80

The following are the distribution of marks for the External Assessment in PG practical courses

S. No.	For Theory - PG Practical courses	Distribution of Marks	
1	Experiment-I	25	50
2	Experiment-II	25	50
3	Record & Viva-Voce	10	20
TOTAL MARKS		60	120



The following are the distribution of marks for Project and Viva voce examinations/Industrial Training and Continuous Internal Assessments and passing minimum marks for the project courses/Industrial Training of PG programmes

TOTAL MARKS	EXTERNAL		Internal Max. marks	Overall Passing Minimum for total marks (Internal + External)
	Max. marks	Passing Minimum for External alone		
100	60	30	40	50
200	120	60	80	100

The following are the distribution of marks for the Continuous Internal Assessment in PG Project/ Industrial Training courses.

S. No.	For- PG Project courses/ Industrial Training	Distribution of Marks	
1	Review-I	8	16
2	Review-II	8	16
3	Review-III	8	16
4	OBE- Rubrics	16	32
TOTAL MARKS		40	80

The following are the distribution of marks for the External Examination (CE) in PG Project / /Industrial Training courses

S. No.	For- PG Project courses/ Industrial Training Courses	Distribution of Marks	
1	Record Work and Presentation	40	80
2	Viva-Voce	20	40
TOTAL MARKS		60	120

- The end semester examinations shall normally be conducted after completing 90 working days for each semester.



- The maximum marks for each theory and practical course (including the project work and Viva-Voce examination in the final Semester) shall be 100 with the following breakup.

(i) Theory Courses

Continuous Internal Assessment (CIA) : 25 Marks

End Semester Exams (ESE) : 75 Marks

(Online Exam: 10 Marks & Written Exam: 65 Marks)

(ii) For Practical Courses

Continuous Internal Assessment (CIA) : 40 Marks

End Semester Exams (ESE) : 60 Marks

Continuous Assessment OBE Rubrics Score Sheet

Degree: _____ Branch: _____ Semester: _____

Course Code: _____ Course: _____

Max. Marks: _____ Internal: _____ External: _____ Total: _____

S. No.	REG. NO.	THEORY / PRACTICAL & LIBRARY CLASS PARTICIPATION (15) (Compulsory)				RUBRICS ASSESSMENT (SELECT ANY ONE)									Total Marks out of : 30	Total Marks out of : 16 / 10 / 08 / 04
						PAPERS / REPORTS (15)			ASSIGNMENTS (15)			CLASS PRESENTATION (15)				
		Library	Integration of Knowledge	Interaction & Participation	Demonstration of Knowledge	Organization & Knowledge	Format & Spelling	Reference / Experiments	Demonstration of Knowledge	Format & Spelling	Reference	Content & Coherence	Creativity and Speaking Skills	Duration of Presentation		
1		6	3	3	3	5	5	5	5	5	5	5	5	5		



a) Utilization of Library

Marks will be awarded to the student based on the hours spent in the library after the working hours and submission of report by the student.

Hours spent in Library	Marks	Type of Document submitted
2	1	Report/ Assignment/ Class presentation
4	2	
6	3	
8	4	
10	5	
12	6	

- During the Library hour, the student must spend time in reading the articles, books, journals of their subject of interest
- Each student should borrow minimum three books during the semester

b) Class Participation

Active participation in classroom discussion by the student will be evaluated based on Integration of knowledge, Interaction and Participation and demonstration of knowledge.

c) Papers / Reports/ Assignments/ Class Presentation

The student will be evaluated based on his ability to do analysis of application of theory to real world problems or creative extension of class room learning and his/her ability to communicate the given topic effectively and clearly. The following are the distribution of marks for the continuous internal assessment in PG practical courses

4. FOR PROGRAMME COMPLETION

Programme Completion (for students admitted during the A.Y.2019-20 and Onwards)

Student has to complete the following:



- i) Core, EDC, DSE, Project as mentioned in the scheme
- ii) Internship / Industrial/ Institutional training as mentioned in the scheme

Students must undertake industrial / institutional training for a minimum of 15 days and not exceeding 30 days during the II semester summer vacation. The students will submit the report for evaluation during III semester.

Based on the performance Grade will be awarded as follows:

Marks Scored	Grade to be awarded
75 and above	A
60-74	B
50-59	C
< 50	Re-Appearence



Course Code	Course Name	Category	L	T	P	Credit
196HA2A1 CA	CORE : PRINCIPLES AND PRACTICES OF MANAGEMENT	Theory	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- This course provides a basic framework for understanding and applying management theories, evaluate, using methods of management science
- Use interpersonal and communication skills to be an effective leader and make decisions and act within social and ethical dimensions
- The course also emphasis on conceptual and technical frameworks of leadership and the role of managers and change agent

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand fundamental concepts and principles of management and demonstrate knowledge trends developments in management	K3
CO2	Apply organizational planning systems and Decision making in health care	K3
CO3	Analyze, evaluate and develop organizational skills in health care management.	K5
CO4	Analyze and interpret the elements of directing and its importance in health care management	K5
CO5	Propose controlling techniques for health care organizations.	K6

MAPPING WITH PROGRAMME OUTCOMES

Cos/ Pos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S

Strong

M

Medium

L

Low



196HA2A1CA	CORE : PRINCIPLES AND PRACTICES OF MANAGEMENT	SEMESTER I
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Total Credits: 4

Total Instructions Hours: 4

Syllabus

Unit I EVOLUTION OF MANAGEMENT SCIENCE 8

Evolution of Management science: Definition, nature, principle and process of management -management as science or art - management as process -The managerial Roles -Management Theories

Unit II PLANNING 10

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 -Decision making-Types of decisions- Common problems and difficulties in decision making- Decision Support system (DSS)- Models- Forecasting- Types and elements - limitations

Unit III ORGANISING 12

Nature, purpose and importance-elements of organizing - formal and informal organization - Limitations of informal organization - forms of organization- Delegation- Principles, tasks and needs- Barriers of effective delegation-Process of delegation- Guidelines for effective delegation

Unit IV DIRECTING 9

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

Unit V CONTROLLING 9

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.



Text Books

- 1 Ramasamy.T. 2013. Principles of Management. Himalaya Publishing House, Mumbai.
- 2 R.C.Bhatia. 2013.Principles of Management. Jain Book Agency, New Delhi.

Reference Books

- 1 Prasad.L.M. 2016. Principles and practice of Management. Sultan Chand and sons, New Delhi. (Ninth Edition)
- 2 Raghbir Dayal, Peter Zachariah, Kireet Rajpal. 1996. Management principles and practices. Mittal Publications, New Delhi.
- 3 David H. Holt. 1993. Management: principles and practices, Prentice Hall PTR, United States
- 4 https://en.wikiversity.org/wiki/Principles_of_Management
- 5 <https://www.gurukpo.com/principles-and-practices-of-management>



Course Code	Course Name	Category	L	T	P	Credit
196HA2A1CB	CORE: CONCEPT OF HEALTH AND MEDICAL TERMINOLOGY	Theory	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- This course makes the students to understand implications of personal and societal behaviour on disease and disease prevention
- To understand the broad view of epidemiological principles of disease and understand various health awareness programmes
- To understand the general aspects of preventive and social medicine and its scope in health and development

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand about concept of health , and compare different types of disease causation, concepts of disease prevention	K4
CO2	Understand and demonstrate the knowledge on basic anatomy , physiology	K4
CO3	Understand and analyze various epidemiological principles and strategic models.	K4
CO4	Distinguish and compare Indian healthcare system and analyze the various health policies	K5
CO5	Understand and asses various health programmes in India and criticize their current progress on public health	K5

MAPPING WITH PROGRAMME OUTCOMES

Cos/ Pos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



196HA2A1CB	CORE: CONCEPT OF HEALTH AND MEDICAL TERMINOLOGY	SEMESTER I
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Total Credits: 4

Total Instructions Hours: 4

Syllabus

Unit I CONCEPT OF HEALTH AND DISEASES 8

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 BASIC ANATOMY AND PHYSIOLOGY & HUMAN SYSTEM 10

Introduction -The Cell - The tissues - organs and systems - Skeletal system - joint of the Skeleton - Blood - Blood Components - Human System- Cardiovascular System - Urinary System - Respiratory System - Digestive System - Central Nervous System - Reproductive System

Unit III EPIDEMIOLOGY AND INFECTION CONTROL 12

Definition and basic concepts of epidemiology - Basic measurement - mortality and morbidity - methods of epidemiology - infectious disease epidemiology - investigation of an epidemic outbreak- 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-Non communicable Disease-Barrier nursing- Isolation

Unit IV HEALTH ADMINISTRATION & HEALTH POLICIES IN INDIA 9

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 V NATIONAL AND INTERNATIONAL HEALTH PROGRAMMES

9

Indian Health Policy - 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-International Health Programmes- Rockfeller Foundation- Ford Foundation - World Bank Programme.

Text Books

- 1 K. Park. 2007. Preventive and Social Medicine, 19th edition. M/S Banarsidas Bhanot Publishers
- 2 N.Muruges. 1999. Basic Anatomy and Physiology, 5th edition. Sathya Publishers, Madurai

Reference Books

- 1 Dr. B. Sridhar Rao. 2015. Principles of Community Medicine, 6th edition. AITBS Publishers, New Delhi
- 2 S.L. Goel. 2004. Healthcare Organization and structure. Deep and Deep Publications Pvt. Ltd, New Delhi.
- 3 Ross and Wilson. 2006. Anatomy and Physiology in Health and illness, 19th edition. Churchill livingstore Elsevier
- 4 <http://www.tnhealth.org/dph/dphpm.php>
- 5 <http://aiihph.gov.in/department-of-preventive-and-social-medicine/>



Course Code	Course Name	Category	L	T	P	Credit
196HA2A1CC	CORE: HOSPITAL OPERATIONS MANAGEMENT	Theory	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- To identify the important functions and its management in Hospitals
- To familiarize with the supporting services and procurement management of Hospitals
- To get familiarized with the designing and maintenance of hospital systems

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand, Compare and analyze the changing role of hospitals.	K4
CO2	Select and elaborate the concept of planning required to build a hospital.	K4
CO3	To Learn and compare the different types of functions and services performed in the clinical areas of the Hospital.	K4
CO4	To Learn and compare the different types of functions, activities and services performed in the supportive areas of the Hospital.	K5
CO5	Understand and analyze the various departments and its importance in health care management	K5

MAPPING WITH PROGRAMME OUTCOMES

Cos/ Pos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S
S	Strong	M	Medium	L	Low



196HA2A1CC	CORE: HOSPITAL OPERATIONS MANAGEMENT	SEMESTER I
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Total Credits: 4
Total Instructions Hours: 4

Syllabus

Unit I INTRODUCTION TO HOSPITAL 8

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

Unit II HOSPITAL FACILITIES 10

Front office - Laboratory, Blood Bank, Radiology and Imaging, Pharmacy, Nutrition and Dietary- Layout of service facilities

Unit III CLINICAL SERVICES 12

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

Unit IV SUPPORTIVE SERVICES 9

Engineering - Civil, Electrical, Plumbing, Bio-Medical; Medical Gas supply - Air-conditioning system, Hot Water and Steam supply - Communication system - Sewage Treatment Plant (STP)

Unit V CRISIS MANAGEMENT 9

Fire safety - Disaster Risks - Mortuary - Tele Medicine -Transport- 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.Hospitals and Nursing Homes Planning Organisations and Management Jaypee Brothers Medical Publishers (P) Ltd, Delhi.

Reference Books

- 1 S.K. Joshi. Quality Management in Hospitals. Jaypee Brothers Medical Publishers (P) Ltd, 2014, Delhi
- 2 S.L. Goel. 2004. Healthcare Organization and structure. Deep and Deep Publications Pvt. Ltd, New Delhi.
- 3 James R. Langabeer. 2008. Health Care Operations Management: Jones & Bartlett Learning
- 4 <https://www.studocu.com> > The University of Western Ontario > Health Management
- 5 <https://www.iihmr.edu.in/events/report-healthcare-operations-management.pdf>



Course Code	Course Name	Category	L	T	P	Credit
196HA2A1CD	CORE : ORGANISATIONAL BEHAVIOUR	Theory	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- To study and apply organizational behaviour concepts, process, challenges, dimensions and principles in healthcare management.
- To learn about group dynamics, organizational structure, organizational climate and quality of work life in healthcare organization
- To Utilize organizational behavior theories, frameworks, principles and tactics to prevent OB problems

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To build knowledge on healthcare organizational behaviour concepts, evolution, process, and challenges	K3
CO2	To analyze and apply the principles of organizational behaviour concerned with personnel behavioural dimensions in healthcare management prospect.	K4
CO3	Understand and analyze various epidemiological principles and strategic models.	K4
CO4	To explain and determine knowledge under concepts of organizational structure, organizational climate and quality of work life in healthcare organization	K5
CO5	To assess and apply overall effectiveness of healthcare organizational administration skills using concepts of change and development	K5

MAPPING WITH PROGRAMME OUTCOMES

Cos/ Pos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S

Strong

M

Medium

L

Low



196HA2A1CD	CORE : ORGANISATIONAL BEHAVIOUR	SEMESTER I
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Total Credits: 4
Total Instructions Hours: 4

Syllabus

Unit I INTRODUCTION TO ORGANISATIONAL BEHAVIOUR 8

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 10

Nature of Human Behaviour - Personality - Perception- Learning and Behaviour modification - Attitudes and values

Unit III GROUP DYNAMICS 12

Foundations of Group behavior - Organisational conflicts - Job Frustration - Stress Management - Communication -Conflict Management- Power and Politics

Unit IV DYNAMICS OF ORGANISATION 9

Introduction to Organisation - Organisational Structure - Organisational theory - Organisational culture- Organisational change & development -Transactional Analysis- Quality of Work life

Unit V ORGANISATIONAL EFFECTIVENESS & ORGANISATIONAL CHANGE 9

Concept - Approach - Maximisation - Managerial effectiveness - factors

Organisational change: Nature - factors- process- responses to change - Resistance to change - over coming resistance to change - change agents - Organisational growth & change- Organisational development



Text Books

- 1 L.M.Prasad. Edition 2014. Organisational Behaviour. Sultan and Chand sons, Delhi. Reprinted 2004
- 2 S.S.Khanka. Edition 2013. Organisational Behaviour- S.Chand and Company Ltd,New Delhi. Reprinted 2007

Reference Books

- 1 Stephen .P.Robbins. 14th Edition. 2011. Organisational behaviour. PHI Publishers, New Delhi
- 2 Ajzen, I., and M. Fishbein. 1980. Understanding Attitudes and Predicting Social Behavior. Englewood Cliffs, NJ: Prentice-Hall. New Delhi
- 3 Ajzen, I. 1996. The social psychology of decision making. In Social Psychology: Handbook of Basic Principles, E.T. Higgins and A.W. Kruglanski, eds. New York
<https://iedunote.com/organizational-behavior>
- 4
<https://www.ebsglobal.net/programmes/all-courses/organisational-behaviour>
- 5



196HA2A1CP	CORE PRACTICAL : COMPUTER APPLICATIONS IN HEALTH CARE SERVICES	SEMESTER I
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Total Credits: 2

Total Instructions Hours: 5

S.No	Contents
1	Creating a new document and formatting
2	Designing an invitation card
3	Preparation of Curriculum Vitae
4	Draw an Organization Chart
5	Mail Merge
6	Formatting an Excel Sheet
7	Generate graphs with mark sheet
8	Compute employee payroll
9	Generation of Sales Report
10	Calculation using formulae in Excel
11	Formatting a PowerPoint slide
12	Application of design and graphics
13	Preparation of advertisement using PowerPoint
14	Annual Report Presentation
15	Agenda Presentation



Course Code	Course Name	Category	L	T	P	Credit
196HA2A1CE	CORE : BIostatistics AND OPERATION RESEARCH	Theory	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- Covers the statistical approach for testing hypotheses and performing data analysis using strategic statistical tools for description and evaluating.
- Students will also interpret and evaluate statistical analyses used by others, criticize, analyze and interpret the results of experiments or observational studies.
- To understand the general aspects of network models and its applications

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To understand and evaluate the concepts of Central Tendency and Variation	K4
CO2	To measure and utilize the Probability concepts in healthcare	K4
CO3	To learn and apply the knowledge of Correlation and Regression in healthcare	K4
CO4	To learn and measure the various distribution skills associated with healthcare operations research	K5
CO5	To understand various network models in Healthcare environment	K5

MAPPING WITH PROGRAMME OUTCOMES

Cos/ Pos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



196HA2A1CE	CORE : BIOSTATISTICS AND OPERATION RESEARCH	SEMESTER I
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Total Credits: 4

Total Instructions Hours: 5

Syllabus

Unit I	Introduction to Statistics	12
	Basic concepts of statistics –Measures of central tendency-Arithmetic Mean, Weighted Arithmetic Mean, Median, Mode, Quartiles; Measures of Variation, Standard Deviation, Coefficient of Variation	
Unit II	Probability Distribution	12
	Introduction – Probability distribution of Discrete variables –Poisson Distribution – Continuous Probability Distribution – Normal distribution – Applications	
Unit III	Linear Regression and Correlation	12
	Introduction- Scatter Diagram –Correlation – Regression – Correlation coefficient – Regression equations - Multiple regression	
Unit IV	Operation Research	12
	Introduction – Operation Research tools and techniques - Linear Programming Problem – Graphical methods to solve Linear Programming - Transportation Problem – Assignment Problem	
Unit V	Network Models	12
	Introduction – Networking – CPM – PERT –Queuing theory – Basic waiting line models –Concept of Simulation- Application of Simulation	



Text Books

- 1 S.P.Gupta. 2011.Statistical Methods. Sultan Chand and Sons, 41st revised Edition
- 2 H.A.Taha, Operations Research: An Introduction, Eighth Edition, 2006, Pearson Education, New Delhi

Reference Books

- 1 J.K.Sharma. 2012. Operation Research theory and Applications. Macmillan India Ltd, 5th Edition
- 2 N.Gurumani.2015. An Introduction to Bio Statistics. MJP Publishers, Chennai. 2nd revised Edition
- 3 Wayne W. Daniel, "Biostatistics- A foundation for Analysis in the Health Sciences", Seventh edition(2005), Wiley Dream tech India, New Delhi
- 4 https://www0.gsb.columbia.edu/mygsb/faculty/research/pubfiles/3874/OR%20in%20Healthcare_LindaGreen.pdf
- 5 <https://www.livestrong.com/article/186334-why-are-statistics-important-in-the-health-care-field/>



Course Code	Course Name	Category	L	T	P	Credit
196HA2A1DA	ELECTIVE : TOTAL QUALITY MANAGEMENT-TOOLS AND TECHNIQUES	Theory	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- This course makes the students to understand the Fundamentals of Total Quality Management in a Hospital
- To analyze the various tools and techniques used in TQM
- To understand the importance of documentation and role of auditing in TQM

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the concept and origin of TQM	K3
CO2	Analyze various strategies of TQM (TEI, GLP, WITs, GMP)	K4
CO3	Evaluate the various role in continuous improvement in TQM	K5
CO4	Create and evaluate the various documentation on Quality Manual and Procedure	K6
CO5	Understand and analyze various Internal Auditing in ISO systems	K4

MAPPING WITH PROGRAMME OUTCOMES

Cos/ Pos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



196HA2A1DA	ELECTIVE : TOTAL QUALITY MANAGEMENT-TOOLS AND TECHNIQUES	SEMESTER I
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Total Credits: 4

Total Instructions Hours: 4

Syllabus

Unit I INTRODUCTION TO TQM 9

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 ROLE OF QUALITY IN EMPLOYEE INVOLVEMENT 10

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 CONTINUOUS IMPROVEMENT IN QUALITY 11

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 9

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

Unit V AUDITING 9

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, London
- 2 S.K.Joshi. 2009. Quality Management in Hospitals. Jaypee Brother Medical Publishers (P) Ltd, Delhi

Reference Books

- 1 Sridhar Bhat. 2002. Total Quality Management. Himalaya House Publication, Mumbai
- 2 Dr. R. Kiran. 2016 .Total Quality Management: Key Concepts and Case Studies. 1st edition. Butterworth-Heinemann.
- 3 John S. Oakland. 2014. Total Quality Management and Operational Excellence, 4th edition. Routledge
- 4 <https://www.toolshero.com/quality-management/total-quality-management-tqm/>
- 5 <https://managementhelp.org/blogs/quality/2011/03/31/7-important-principles-of-total-quality-management/>



Course Code	Course Name	Category	L	T	P	Credit
196HA2A1DB	ELECTIVE: HOSPITAL RECORDS STANDARDS AND POLICIES	Theory	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- This course makes the students to understand the organization of medical records department
- Analyze the methods of commissioning and the various sections concerns of electronic medical record system
- To create awareness on the role of hospital records in health care delivery in hospitals

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the history of Medical records, Policies, and legal aspects of Medical record Department	K3
CO2	Analyze various types of Medical records, Quality Assurance Aspects and presentation of medical records	K4
CO3	Evaluate the retention and disposal of medical record practices	K5
CO4	Evaluate the Medical record documentation issues	K5
CO5	Create and Understand the E-Medical records and its concerns	K6

MAPPING WITH PROGRAMME OUTCOMES

Cos/ Pos	PO1	PO2	PO3	PO4	PO5
CO1	S	M	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S
S	Strong	M	Medium	L	Low



196HA2A1DB	ELECTIVE: HOSPITAL RECORDS STANDARDS AND POLICIES	SEMESTER I
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Total Credits: 4
Total Instructions Hours: 4

Syllabus

Unit I Medical Records 8

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 10

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 12

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

Unit IV Medical Records Documentation 9

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 9

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 Books

- 1 Acleson E. D. 1967. Linkage Of Medical Records - London:Oxford University Press
- 2 Jerome H. Carter 2008. Electronic Health Records, Second Edition. American College of Physicians, United States of America.
- 3 Charles C. Sharpe. 1999 Medical Records Review and Analysis, Greenwood Publishing Group, London
<https://www.practicefusion.com/medical-charts/>
- 4
- 5 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3010959/>



Course Code	Course Name	Category	L	T	P	Credit
196HA2A1DC	ELECTIVE: HEALTH SECTOR IN INDIA	Theory	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- This course makes the students to understand the evolution of various Health sector in India
- Analyze the various medical administrative structure in India and recent trends in Hospital Administration
- To understand the medical and administrative infrastructure and recent trends in Hospital Administration

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the Evolution and Development of Healthcare System	K3
CO2	Analyze various system of medicines and its operations	K4
CO3	Evaluate the administrative structure and various functions of health ministry Department	K5
CO4	Evaluate the Medical Infrastructure Hospitals	K5
CO5	Create and review of different reports on Healthcare and recent trends in Hospitals	K6

MAPPING WITH PROGRAMME OUTCOMES

Cos/ Pos	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



196HA2A1DC	ELECTIVE: HEALTH SECTOR IN INDIA	SEMESTER I
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Total Credits: 4

Total Instructions Hours: 4

Syllabus

Unit I EMERGENCE OF HEALTH SECTOR IN INDIA 10

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

Unit II INDIGENOUS SYSTEM OF MEDICINE 10

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

Unit III HEALTH ADMINISTRATIVE STRUCTURE IN INDIA 10

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

Unit IV MEDICAL CARE INFRASTRUCTRE IN INDIA 10

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

Unit V RECENT TRENDS IN HEALTH SECTOR 8

Recent trends in Health Sector - Review of different reports on Healthcare in India



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 Books

- 1 S.L. Goel. 2004. Healthcare Organization and structure. Deep and Deep Publications Pvt. Ltd, New Delhi.
- 2 Dr. B. Sridhar Rao. 2015. Principles of Community Medicine, 6th edition. AITBS Publishers, New Delhi
- 3 James R. Langabeer. 2008. Health Care Operations Management: Jones & Bartlett Learning
- 4 <https://www.indianmirror.com/indian-industries/health.html>
- 5 <https://www.who.int/genomics/policy/india/en/index2.html>





Course Code	Course Name	Category	L	T	P	Credit
196HA2A2CA	CORE : HOSPITAL ARCHITECTURE, PLANNING, DESIGN AND MAINTENANCE	CORE	4			4

PREAMBLE

This course has been designed for students to learn and understand

- This course makes the students to understand planning and operation of functional areas of hospitals.
- Understand develop concepts and strategies for quality and economical hospital architectural projects
- Identify how to use marketing, pricing and personal selling strategies to achieve International Marketing goals

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Compare and analyze the changing role of hospitals	K4
CO2	Select and elaborate the concept of planning required to build a hospital	K5
CO3	List and adopt the various legal and other documents and drawing required for hospital project	K5
CO4	Choose effective hospital standards and design	K5
CO5	Design and create models of various departments of Hospitals	K6

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	M	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



196HA2A2CA	CORE : HOSPITAL ARCHITECTURE, PLANNING, DESIGN AND MAINTENANCE	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I HOSPITAL AS A SYSTEM 08 h

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

Unit II HOSPITAL PLANNING 12 h

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

Unit III HOSPITAL DESIGN 10 h

Role of architect - working drawing - legal formalities - the hospital site- design considerations - environments regulations - equipment planning - bed distribution - space requirements, their relationships - construction costs.

Unit IV STANDARDS TO DESIGN HOSPITAL 09 h

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 DEPARTMENTS 09 h

Planning and designing- specialty hospital - emergency department - Surgical Suite -OT - CSSD - Food service department - Laundry- Laboratory - Blood Bank



Text Books

- 1 Shaharkar, M (2009). Principles Hospital Administration and Planning. (2nd Edn.) New Delhi : Jaypee Brothers Medical Publishers (P) Ltd.
- 2 Syed Amin Tabish. (2003). Hospitals and Nursing Homes Planning Organisations and Management. (1stEdn.) Delhi: Jaypee Brothers Medical Publishers (P) Ltd.

References

- 1 Kunders, G.D. (2007). Hospital Facilities Planning and Management. (1st Edn.) New Delhi: Tata McGraw Hill Pvt Ltd.
- 2 Goel, S.L. (2004). Healthcare Organization and structure. (4th Edn.) New Delhi: Deep and Deep Publications.
- 3 Joshi, S.K. (2014). Quality Management in Hospitals. (2nd Edn.) Delhi:Jaypee Brothers Medical Publishers (P) Ltd.
- 4 Dr Malhotra. (2007). Step by Step Hospital Designing and Planning . (1 Edn.) Delhi: Jaypee Brothers Medical Publishers.



Course Code	Course Name	Category	L	T	P	Credit
196HA2A2CB	CORE : HEALTHCARE ECONOMICS	CORE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- This course makes the students to understand the concepts, principles, models, skills and terminology used in the study of economics
- To identify the role of supply and demand in health care market economy
- To demonstrate an understanding of the role of economic systems in providing solution to healthcare economic problems

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand economic terminology and apply the concepts of demand in healthcare scenario	K4
CO2	Understand and apply the concept of supply and different costs involved in decision making skills and their analysis	K6
CO3	Analyze the necessary conditions for market economies and to develop strategic pricing	K5
CO4	Understand and analyze healthcare market functions and assess effective management of resources	K6
CO5	Compare economic problems in healthcare using various budgeting techniques.	K6

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



196HA2A2CB	CORE : HEALTHCARE ECONOMICS	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I SCOPE & FUNDAMENTAL CONCEPTS 12 h

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 possibility frontier in health care- Measures of health status

Unit II COST CONCEPT 8 h

Concepts - theory of price determination - utility analysis - supply curves - cost analysis - cost analysis in healthcare

Unit III MARKET STRUCTURE AND COMPETITION 9 h

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 and its impact in healthcare.

Unit IV ECONOMICS IN HEALTH SERVICES 10 h

Principles of primary healthcare- Government and Private initiatives - services- sources - accesses- healthcare service market- economic analysis- medical care market place- market failure in medical markets- Employment at Indian health service- efficiency - market dynamics- healthcare Industry- Segments- Conditions - Pharmaceutical Market.

Unit V PROJECT PROFITABILITY 9 h

Economies and diseconomies of scale-input output analysis- Investment in healthcare -capital budgeting- payback period method - NPV - IRR - monetary and fiscal policies



Text Books

- 1 Sankaran.S (2013). Managerial Economics. (5th Edn.) Chennai: Margham Publications.
- 2 Ananad Shikha Goel, N.K. (2008). Health Economics. (1Edn.) India: AITBS Publishers.

References

- 1 Dwivedi, D.N. (2002). Managerial Economics. (6 Edn.) India: Vikas Publishing House Pvt Ltd.
- 2 Paul Feldstein, J. (2005). Economics of Health care. (3 Edn.) Delhi: Cengage Learning India Pvt Ltd.
- 3 Mote et al.VL. (1999). Managerial Economics- Concepts & Cases. (2 Edn.) Location:Tata McGraw Hill Publishing Company Ltd.
- 4 James Henderson, W. (2005). Health Economics & Policy. (3 Edn.) Delhi: Cengage Learning.



Course Code	Course Name	Category	L	T	P	Credit
196HA2A2CC	CORE : HUMAN RESOURCE MANAGEMENT AND INDUSTRIAL RELATIONS	CORE	4			4

PREAMBLE

This course has been designed for students to learn and understand

- To learn the Human Resource functions and trends in the changing environment of Human Resource Management
- To understand the recruitment, placement, training and development process of Human Resource Management in the Healthcare Industry
- To understand the general aspects of employee welfare acts and to inculcate the performance appraisal system

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To demonstrate the concepts of HR on the nature, importance and functional skills of Human Resource Management among the healthcare personnel.	K4
CO2	To understand the functional regions of demand and supply forecast used for HR management and to built skill on familiar job terminologies.	K4
CO3	To understand the importance of recruitment, placement, training and development process of Human Resource Management in the Healthcare Industry in a strategic manner.	K5
CO4	To assess various employee welfare acts and to implement the skill based concepts to current healthcare industrial setup	K5
CO5	To measure, improve and inculcate the different types of performance appraisal strategies used in the healthcare industries.	K5, K6



MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



196HA2A2CC	CORE : HUMAN RESOURCE MANAGEMENT AND INDUSTRIAL RELATIONS	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I CONCEPT OF HUMAN RESOURCE MANAGEMENT 07 h

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

Unit II JOB ANALYSIS, CAREER PLANNING AND DEVELOPMENT 10 h

Job design – specification – job roles – Job enrichment – Job analysis – Job description – Job sharing – Promotion – transfer- demotion – absenteeism, labour turn over (meanings, purposes, types)- Steps in Career Planning and Development system – Prerequisites for success – key issues in career development – Manpower requirement Analysis

Unit III RECRUITMENT & SELECTION, CHANGE MANAGEMENT 12 h

Objectives of Recruitment – Recruitment policy – sources of recruitment – traditional techniques- modern techniques- factors affecting recruitment – assessment of recruitment programme – Selection- 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 EMPLOYEE'S WELFARE ACTS 09 h

Factories Act, 1948 - Maternity Benefit Act,1961 - Employee State Insurance Act, [ESI] 1948 - Employees' Provident Fund Scheme, 1952 - Payment of Bonus Act, 1965 – Workmen's Compensation Act, 1923 – Apprentices Act, 1961 – Contract Labour Act (R&A), 1970 - Introduction to payment of wages act 1936 – KRA / KPA (with recent amendments)

Unit V PERFORMANCE APPRAISAL 10 h

History and Definition – purpose- process- advantages- limitation- model appraisal firms- precautions- Methods of appraisal-compensation administration-obligations of management- competency mapping – retention strategies



Text Books

- 1 Goyal, R.C (2005). Hospital Administration and Human Resource Management. (4th Edn.) New Delhi : Prentice hall of India Pvt Ltd.
- 2 Subbarao. (2009). Personnel and Human resource Management Text and cases. (4thEdn.) Mumbai: Himalaya Publishing House.

References

- 1 Indranil Mutsuddi, (2010). Essentials of Human Resource Management. (1st Edn.) New Delhi: New Age International Publishers.
- 2 Prasad, L.M. (2010). Human Resource Management. (Edn.) New Delhi: Sultan chand & Sons.
- 3 Dipak Kumar Bhattacharyya. (2011). Performance Management System & Strategies. (Edn.) Delhi: Dorling Kinderseley (India) Pvt. Ltd.
- 4 Gupta, C.B. (2015). Human Resource Management Text and Cases . (16th Edn.) New delhi: Sultan Chand & Sons.



Course Code	Course Name	Category	L	T	P	Credit
196HA2A2CD	CORE : MATERIALS MANAGEMENT	CORE	4			4

PREAMBLE

This course has been designed for students to learn and understand

- The course provides an understanding of decision making for effective and efficient purchase, storage and flow of materials in service organizations
- It also helps in developing Cost-reduction techniques in purchase systems
- Understand the modern material planning and delivery

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Learn and compare the different concepts of Materials Management in healthcare industry	K4
CO2	Build knowledge on the processes involved in Purchasing and to develop skills on the same.	K6
CO3	List and adopt the various legal and other documents and drawing required for hospital project	K5
CO4	Analyze, interpret and develop the strategic concepts of inventory management in Healthcare	K5
CO5	Apply and propose Materials Management concept for better decision making in Healthcare Institution	K6

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



196HA2A2CD	CORE : MATERIALS MANAGEMENT	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I INTEGRATED MATERIALS MANAGEMENT 09 h

Need for integrated concept - definition and scope -advantages in integrated material management concept. Organization - Role and function of material manager - interdepartmental relationship - material planning and budgeting in hospitals

Unit II PURCHASING MANAGEMENT 12 h

Purchase System & procedure - Price Forecasting - Purchase of Capital Equipments - Buyer and Seller relationship - Ethics in purchasing- tendering procedures- leasing - purchase vs. leasing decision - International Purchasing.

Unit III WAREHOUSING AND STORE MANAGEMENT 10 h

Definition - Objectives - Function - Importance of warehousing in hospitals - concept of stores- types of stores- System and Procedures - Stores Accounting in hospital

Unit IV INVENTORY MANGEMENT AND TECHNIQUES 09 h

Inventory Management - Models- Dependent model & Independent model - P and Q systems- Techniques - ABC, XYZ, VED, FSN tools of inventory control.

Unit V RECENT TRENDS IN MATERIALS MANAGEMENT 08 h

ERP-Material Resource planning system - MIS reports in material management - Material Distribution- Concurrent Material Audit- Sharing Resources - Managing Stock Outs



Text Books

- 1 Gopalakrishnan and Sundaresan, P (2011). Materials Management an Integrated Approach.. (1st Edn.) Delhi: Prentice Hall of India Pvt. Ltd.
- 2 Varma, M.M. (2010). Materials Management. (4thEdn.) New Delhi: Sultan Chand & Sons.

References

- 1 Shakthi Gupta & Sunil Kant. (2004). Hospital Stores Management an Integrated Approach. (1st Edn.) New Delhi: Jay pee Brothers medical publishers Pvt. Ltd.
- 2 Rajendra Mishra, (2007). Materials Management. (1st Edn.) Delh: Excel Books Pvt. Ltd.
- 3 Gopalakrishnan.P. (2006). Purchasing and Materials Management. (4th Edn.) New Delhi: Tata McGraw-Publishing Company Pvt. Ltd .
- 4 Jain.K C. (2007). Purchasing and Materials Management. (1st Edn.) New Delhi: S Chand & Co Ltd.



Course Code	Course Name	Category	L	T	P	Credit
196HA2A2EA	EDC: FINANCIAL AND MANAGEMENT ACCOUNTING	EDC	4	1		3

PREAMBLE

This course has been designed for students to learn and understand

- To understand the basic Accounting concepts
- Capable of fixing the Product Price and Cost Per Unit
- Ability to differentiate Financial, Cost and Management Accounting, Interpret the Financial Statements Analysis and Decision Making

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the Accounting Information and Concept	K2
CO2	Know the theoretical internal processes for business transactions	K2
CO3	Apply the inflow and outflow of cash in business transaction	K3
CO4	Prepare the total cost and cost unit for business	K3
CO5	Classify and Point out effective planning and Decision Making	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	M	M
CO2	S	M	M	M	M
CO3	S	M	M	M	M
CO4	S	M	M	S	M
CO5	S	M	M	S	M

S Strong

M Medium

L Low



196HA2A2EA	EDC: FINANCIAL AND MANAGEMENT ACCOUNTING	SEMESTER II
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Total Credits: 3

Total Instruction Hours: 60 h

Syllabus

Note: Theory 60%, Problem 40%

Unit I Financial Accounting 12 h

Financial Accounting - Definition - Accounting Principles - Concepts and conventions - Trial Balance - Final Accounts (Trading, Profit and Loss Accounting and Balance Sheet, Problem)- Income and Expenditure Statement

Unit II Management Accounting 10 h

Definition Management Accounting - Objective - Scope - Functions of Management Accounting - Advantages and Limitations of Management Accounting - Distinction between Financial Accounting and Management Accounting - Distinction between Management Accounting and Costing Accounting - Tools and Techniques Management Accounting.(Theory only)

Unit III Fund Flow and Cash Flow Statement 14 h

Fund Flow Statement - Statement of Changes in Working Capital - Computation of Fund from Operations - Workings for Computation of various sources and uses - Preparation of Fund Flow Statement - Cash Flow Statement Analysis- Computation of Cash from Operations Problems - Distinction between Fund Flow and Cash Flow Statement

Unit IV Cost Accounting 10 h

Cost Accounting - Meaning - Scope - Objectives - Advantages and Limitation of Cost Accounting - General Principles of Cost Accounting, Cost Centre, Cost Unit - Elements of Cost - Cost Sheet (Problems).

Unit V Budgeting and Budgeting Control 14 h

Budgeting and Budgeting Control - Types of Budgets - Preparation of Flexible and Cash Budget (Problem) - Marginal Costing - Definition - Features of Marginal Costing - Advantages and Limitations of Marginal Costing - Break Even Point Analysis - Contribution, P/v Ratio, Margin of Safety - Decision making under Marginal Costing buy decisions, export decision, sales mix decision(Problem).



Text Books

- 1 Reddy,T.S. and Murthy,A., (2014). Financial Accounting. (6th Edn.) Chennai: Margham Publications.
- 2 Jain S.P. And Narang K.L. ,. (2016). Cost and Management Accounting. (Edn.) New Delhi: Kalyani Publishers.

References

- 1 Maheshwari S K, Maheshwari S N. (2012). A Textbook of Accounting For Management. (3rd Edn.) Chennai: Vikas Publishing House Pvt.
- 2 Gupta R L, Radhaswamy M. (2013). Advanced Accountancy: Theory, Method and Application - Vol. 1. (1st Edn.) Delhi: Sultan Chand & Sons.
- 3 Khan & Jain S.P. (2015).Management Accounting. (5th Edn.) Delhi: Tata McGraw-Hill Education.
- 4 Reddy T.S. & Hariprasad Reddy Y. (2017). Management Accounting. (5th Edn.) Chennai: Margham Publications.



Course Code	Course Name	Category	L	T	P	Credit
196HA2A2DA	DSE II: HEALTH RECORD MANAGEMENT	DSE II	4			4

PREAMBLE

This course has been designed for students to learn and understand

- This course makes the students to understand the Organization and Management of Hospital Records Department
- Analyze the various roles and responsibilities of Health record staff and evaluation system
- Familiarize with the planning and implementation of health record evaluation

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the concept and organization of Health record Department	K3
CO2	Evaluate the Health record filling and retrieval system.	K5
CO3	Evaluate the various roles of health record officers and operations	K5
CO4	Create and evaluate the requirement of health record department and tracking system.	K6
CO5	Understand and analyze health record services and periodic evaluation.	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



196HA2A2DA	DSE II : HEALTH RECORD MANAGEMENT	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Organization of Health Records Dept 08 h

Structure, Goals, Objectives and Functions- Health Records Flow and Processing- Standard Order of Arrangement of Health Record forms- Inpatient and Outpatient Services Accident and Emergency Services

Unit II Collection and Analysis of Statistics 12 h

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

Unit III Job Description 10 h

Duties and Responsibilities of Health Record Officer, Health Record Technician, Assistant Health Record Technician. Operational Policies-Working Hours and Shifts- Tools of Management of Health Record Administrator

Unit IV Health records Department 09 h

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

Unit V Information Required For Organizing a Health Record 09 h

Department Methods of Commissioning Of Health Record Services and Periodical Evaluation Quality Assessment and Quality Improvement - Quality Assurance and Health Care Evaluation



Text Books

- 1 Mogli,G.D. (2001). Medical Records-Organization & Management. (1st Edn.) New Delhi: Jaypee Brothers,.
- 2 Kunders ,G.D.. (2007). Hospitals-Facilities, Planning & management. (1stEdn.) New Delhi: Tata McGraw Hill Publishing Company Limited.

References

- 1 Jerome H. Carter,. (2008). . Electronic Medical Records. (2nd Edn.) United States of America:: , American College of Physicians.
- 2 Barbara Odom-wesley ,, (2008). Documentation for Medical Records . (1st Edn.) United States of America: Amer Health Information Management..
- 3 Byron Hamilton ,, (2010). Electronic Medical Record . (2nd Edn.) Delhi: McGraw-Hill Higher Education.
- 4 Richard Gartee,. (2006). Electronic Medical Records: Understanding and Using Computerized Medical Records . (1s Edn.) London: Pearson.



Course Code	Course Name	Category	L	T	P	Credit
196HA2A2DB	DSE II : ORGANISATION AND ADMINISTRATION OF HEALTH SYSTEM	DSE II	4			4

PREAMBLE

This course has been designed for students to learn and understand

- This course makes the students to understand the organization and administration of Health System.
- Understanding various National and International Health Programmes.
- Understanding various National the classification of diseases

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the concept of Health, various levels of Healthcare system.	K3
CO2	Analyze various ratios related to Birth rate, Death rate and Morbidity rate	K4
CO3	Evaluate the International classification of various diseases.	K5
CO4	Evaluate various roles of All National Health Programmes and its objectives.	K5
CO5	Understand the role of International Health Agencies	K3

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	M
CO5	S	S	S	S	M

S Strong

M Medium

L Low



196HA2A2DB	DSE II : ORGANISATION AND ADMINISTRATION OF HEALTH SYSTEM	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Concept of Health and Disease 08 h

Health Environment - Levels of Healthcare - 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 9 h

Importance of rates and ratios in healthcare -Bed occupancy ratio, Morbidity ratios, birth rate ratios etc -Incidence & prevalence rates - Health indicators

Unit III International Classification of Diseases 12 h

Importance of Classification of Diseases - Bases of Classification of Disease - Volume 1 - Tabular index, Volume II- alphabetic index. Volume III -procedure codes -Health reports- Notifiable diseases

Unit IV National Health Programmes 10 h

Health Administration at Centre - Health Administration in State -District Health Administration - Health Administration in rural areas - Programmes objectives, action plan, targets, operations, achievements and constraints of various National Health Programmes.

Unit V International Health Programmes 09 h

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, (2003). Management of Hospitals. (1st Edn.) New Delhi: A.P.H. Publishing Corporation,.
- 2 Goyal, R.C.. (2006). Hospital Administration and Human Resource Management.. (4thEdn.) New Delhi: Prentice Hall of India (P) Ltd.

References

- 1 Goel,S.L. (2004). Health Care Organization and Structure. (4th Edn.) New Delhi.: Deep &Deep Publications Pvt Ltd.
- 2 Kunders, G.D. (2007). Hospital Facilities Planning and Management. (1st Edn.) Delhi: Tata McGraw Hill Publishing Company Limited.
- 3 Sridhar Rao, B.. (2015). Principles of Community Medicine. (6th Edn.) Delhi : AITBS Publishers.
- 4 Park, K. (2014). Preventive and Social Medicine. (19th Edn.) Jabalpur :Banarsidas Bhanot Publishers.



Course Code	Course Name	Category	L	T	P	Credit
196HA2A2DC	DSE II: APPLICATION OF QUALITY IN HEALTH CARE	DSE II	4			4

PREAMBLE

This course has been designed for students to learn and understand

- This course makes the students to understand the concept of TQM Tools and Techniques
- Understanding various benchmarking and process re-engineering in Quality system
- Familiarize with the planning and implementation of quality systems

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Understand the concept of Benchmarking system	K2
CO2	Analyze various Benchmarking process and its implementation.	K5
CO3	Evaluate the Quality Functional Deployment and its benefits..	K5
CO4	Evaluate Organizational Re-engineering framework and impact assessment	K5
CO5	Analyze the statistical process control and its development.	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	M	M

S Strong

M Medium

L Low



196HA2A2DC	DSE II : APPLICATION OF QUALITY IN HEALTH CARE	SEMESTER II
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I BENCHMARKING PROCESS 08 h

Benchmarking - Introduction - Process of Benchmarking - Benefits - Pitfalls - Success Indicators - Gap Analysis process - Benchmarking template - Initiating the process of Benchmarking - Application in Hospitals

Unit II PLANNING AND IMPLEMENTATION 12 h

Benchmarking process in hospital- 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 CONCEPT 10 h

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

Unit IV BUSINESS PROCESS REENGINEERING 09 h

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 09 h

Statistical fundamentals- Statistical Process Control - Process Control Charts - Control Charts For Variables And Attributes - Quality Tools (Pareto diagram, Process flow diagram, Cause and effect diagram, check sheets, Histogram- Scatter Diagrams)- Problems & Application in hospitals



Text Books

- 1 Bester field, H. Dale. (2012). Total Quality Management. (3rd Edn.) London: Pearson,.
- 2 Sharma , D.D.. (2011). Total Quality Management. (2ndEdn.) New Delhi: Sultan Chand & Sons.

References

- 1 John S. Oakland,. (2014). Total Quality Management. (3rd Edn.) Oxford: Butterworth-Heinemann Publications.
- 2 Subburaj Ramasamy,. (2015). Total Quality Management. (1st Edn.) Delhi: Tata McGraw Hill Publishing Company Limited.
- 3 Sridhar Bhat ,K. (2010). . Total Quality Management. (1st Edn.) Mumbai: Himalaya House Publication.
- 4 Joshi, S.K... (2014). Quality Management in Hospitals. (2nd Edn.) Delhi: Jaypee Brothers Medical Publishers (P) Ltd.



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Third Semester										
196HA2A3CA	Core -X	Quality Assurance in Health care	4	1	-	3	25	75	100	4
196HA2A3CB	Core- XI	Healthcare Laws	4	-	-	3	25	75	100	4
196HA2A3CC	Core -XII	Hospital Information System	4	-	-	3	25	75	100	4
196HA2A3CD	Core- XIII	HealthCare Marketing and Strategic Management	4	1	-	3	25	75	100	4
196HA2A3CE	Core -XIV	Research Methods for Management	4	1	-	3	25	75	100	4
196HA2A3CV	Hospital Internship- III	Minor Project	-	-	3	3	-	50	50	3
196HA2A3DA	DSE III	International Classification of Diseases	4	-	-	3	25	75	100	4
196HA2A3DB		NGOs in Health care Sector								
196HA2A3CT		Quality Accreditations in Health care								
196HA2A3CT	Hospital Training	Hospital Training (30 days) India or Abroad	Grade A to C							
Total			24	3	3	-	-	-	650	27



EXTRA CREDIT COURSES

The following are the courses offered under self study to earn extra credits:

S. No.	Course Code	Course Name
1	196HA2ASS1	Innovation, IPR and Entrepreneurship
2	196HA2ASS2	Brand Management
3	196HA2ASS3	Hospital Hazards Management



Course Code	Course Name	Category	L	T	P	Credit
196HA2A3CA	QUALITY ASSURANCE IN HEALTH CARE	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- This course makes the students to understand the quality framework and different quality concepts and their influence in healthcare
- Understand, distinguish and use several quality tools and techniques and implement various quality certification processes for healthcare industry
- familiarize with quality management certifications for hospitals

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	identify prerequisites of evolution of quality management and apply the concepts in the organizations	K3
CO2	evaluate and apply the principles of quality and peculiarities of their implementation	K3
CO3	analyze statistical process control data to improve, production, processes & influence strategic decision making	K5
CO4	distinguish, apply and compare various quality concepts ,tools and techniques in process improvement	K5
CO5	evaluate process capabilities & use quality management certification methods in solving problems of healthcare sector	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S



196HA2A3CA	QUALITY ASSURANCE IN HEALTH CARE	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Aspects of Quality 12 h

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

Unit II Total Quality Management 12 h

TQM Definition - Deming's 14 Principle - TQM process -Pillars of TQM- Quality council, quality statements , ethics in quality improvement, , strategic planning, customer perception of quality, customer feedback, service quality, translating needs into requirements, customer retention.

Unit III Quality Management Tools 12 h

Simple seven tools of quality - control charts- check sheet- histogram- scatter diagram- process mapping- cause and effect diagram- Pareto analysis-- PDCA cycle - Control chart for variables- X, X bar and R charts and control charts for attributes- p, Np and c charts. Acceptance sampling plan - quality planning- quality improvement methods- kaizen - Application of quality tools in healthcare

Unit IV Evaluation of Quality Systems 12 h

Quality audits - Benchmarking, Six sigma, JIT, Kanban, FMEA, stages of FMEA, process & types

Unit V Accreditation / Certification 12 h

Accreditation- Nursing care standards - NABL- NABH - Introduction to ISO standards - Documentation of ISO standards -Difference between certification and accreditation - Documentation of quality systems- quality manual- procedure manual- work instruction manual- JCI Accreditation.

Note: Case Studies related to the above topics to be discussed. Examined externally (section C: Compulsory question for case studies)



Text Books

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

References

- 1 Sridhar Bhat. 2002. Total Quality Management. Himalaya House Publication, Mumbai
- 2 Dr. R. Kiran. 2016 .Total Quality Management: Key Concepts and Case Studies. 1st edition. Butterworth-Heinemann.
- 3 John S. Oakland. 2014. Total Quality Management and Operational Excellence, 4th edition. Routledge
- 4 <https://www.nabh.co/>



Course Code	Course Name	Category	L	T	P	Credit
196HA2A3CB	HEALTHCARE LAWS	CORE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- the legal frame work and its importance in Indian Health care
- the role of governments and law in promoting and protecting health care services
- the function of Courts, legislatures and administrative agencies in relation to health care law and policy.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	understand the concept of law in healthcare and explain its relevance information to all its stakeholders	K3
CO2	understand and evaluate the needs for the law, and its relevance in healthcare industry and general public	K5
CO3	understand the necessary conditions for Laws related to functional areas of Hospital Administration.	K5
CO4	understand the healthcare laws related to supportive functions and maximize effective healthcare services	K6
CO5	analyze pharmaceutical concepts of law and develop skills to meet the client needs and provide solutions.	K6

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S



196HA2A3CB	HEALTHCARE LAWS	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Health Law and Code of Ethics 10 h

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 Medical Professional - Patients rights and responsibilities.

Unit II Laws related to Medical Practices 10 h

The Indian Medical Council Act, 1956 - Clinical Trials - Disability Act, 1995 - Transplantation of Human Organs Act, 1994 - Euthanasia - 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 - The Clinical Establishments (Registration and Regulation) ACT, 2010

Unit III Laws related to Hospital Administration and Hospital Finance 9 h

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 10 h

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 9 h

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

Note: Case Studies related to the above topics to be discussed. Examined externally (section C: Compulsory question for case studies)



Text Books

- 1 Dr. S. Porkodi and Dr. AnsarulHaque. 2011. Health Laws and Health Care System. Global Academic Publishers and distributors, (First Edition).
- 2 D. Samuel Abraham. 2008. Laws on Hospital Administration. B.I. Publications Pvt. Ltd, (First Edition)

References

- 1 S.S. Gulshan. 2006. Business Law. Excel Books, (Third Edition).
- 2 Medical-Laws-Universals-Legal-Manual/dp/9350350793
- 3 https://samples.jbpub.com/9781284127171/9781284239867_FMxx_Pozgar.pdf
- 4 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6150915/>



Course Code	Course Name	Category	L	T	P	Credit
196HA2A3CC	HOSPITAL INFORMATION SYSTEM	CORE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- the role and value of information technology in potentially revolutionizing healthcare
- analyze obstacles and success factors for implementation and integration of information, communication and decision technologies in healthcare
- the designing and maintenance of hospital information system

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	understand and analyze various concepts and Prerequisites of health informatics	K4
CO2	understand and categorize different data and identify different healthcare organizational cultures	K4
CO3	understand, analyze and compare privacy and confidentiality laws involved in maintaining quality health systems	K4
CO4	learn , apply and criticize the concept of EMR and telemedicine in healthcare	K5
CO5	asses and compare administrative application skills of computer technology in healthcare	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S



196HA2A3CC	HOSPITAL INFORMATION SYSTEM	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Information System 10 h

Information - Importance of Information - Impact on Healthcare - The future of healthcare technology - Basics of Health Informatics - Components - Goals - Classification - Future

Electronic Communications - Introduction - Scope - Importance -Components - Hardware and software- Methods of accessing information - World Wide Web (WEB) - Communication Technologies

Unit II Role of Information System 10 h

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 - HIPAA- Role of HealthCare Professionals in protecting the Information

Unit III Electronic Health Record 10 h

Functions- EHR vs EMR - Implementation - Advantages - Disadvantages- Telehealth: Types - Initiatives - Advantages - Barriers - Future

Future of Informatics: Globalization of Information in Public Health, Education, Knowledge, Security, Wireless computing - Barriers

Unit IV Change in Information System 09 h

Impact for Automation - Organizational Culture - Resistance to Change - Importance of Managing change - Management Strategies - Database Management System - Ethical Issues

Unit V Administrative Application of Computers 09 h

E-Healthcare - Administrative Application of Computer technology - Medical Office Administrative Software - Information Technology in Radiology - Information Technology in Pharmacy - Computerized Pharmacy - Tele Pharmacy

Note: Case Studies related to the above topics to be discussed. Examined externally (section C: Compulsory question for case studies)



Text Books

- 1 Kathleen M.Young. 2000. Informatics for Health Professionals. F.A Davis Company, United States.
- 2 Lilian Burke. Barbara Weill. 2005. Information Technology for the Health Professions. Pearson Prentice Hall, United States

References

- 1 Dee Megonogle and Kathleen Mastrian. 2010. Nursing Informatics and the foundation of Knowledge. Jones and Bartlett India Pvt.ltd, Delhi
- 2 S.L. Goel. 2004. Healthcare Organization and structure. Deep and Deep Publications Pvt. Ltd, New Delhi.
- 3 James O'Brien , George Marakas , 2010. Management Information Systems, McGraw-Hill Education
- 4 <http://nhsrindia.org/health-informatics>



Course Code	Course Name	Category	L	T	P	Credit
196HA2A3CD	HEALTHCARE MARKETING AND STRATEGIC MANAGEMENT	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- detailed knowledge on service marketing from planning to pricing strategies including control and research.
- the Nature of Business Policy and Strategic Management, Characteristics of Strategic Decisions and Business Ethics.
- the creative problem analysis and evaluate the strategic alternatives.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	build and apply knowledge on general aspects of service marketing.	K3
CO2	assess marketing mix variables and a practical application in context to marketing management.	K4
CO3	analyze the Nature of Business Policy and Strategic Management, and Business Ethics	K4
CO4	explain in detail about Strategic Management process subjective to marketing management.	K5
CO5	explain and develop detailed idea about the environmental analysis and its industrial applications.	K6

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S



196HA2A3CD	HEALTHCARE MARKETING AND STRATEGIC MANAGEMENT	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Marketing Concept 12 h

Marketing concepts- Need- Principles- Services –Marketing environment- Five I’s – Salient features- Classification of services – Dichotomous classification of services – Cross classification of Services – Schmenner’s Classification.

Unit II Dimensions of Marketing 12 h

Process – Elements – Service Expectations – Performance – Market Economic Dimensions – Service Style – Segmentation Variables – Market Targeting in Services – Consumer satisfaction

Unit III Marketing Mix & Advertising 12 h

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 –Basics of Digital Marketing

Unit IV Strategic Management 12 h

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 Market Analysis 12 h

Economic Environment – Political Environment – Socio cultural Environment – SWOT Analysis – PEST Analysis- Porter’s five force model- Blue ocean strategy – Strategic formulation – Generic Strategies – Functional Strategies –Evaluating Strategic Alternatives – Strategic Implementation – Corporate Social Responsibility

Note: Case Studies related to the above topics to be discussed. Examined externally (section C: Compulsory question for case studies)



Text Books

- 1 Mr. Nimit Chowdhary and Mrs. Monika Chowdhary. 2015. Text Book of Marketing services. Macmillan India Limited. (Third Edition)
- 2 P.Subba Rao. 2011. Business Policy and Strategic Management. Himalaya Publishing House, (Fourth Edition).

References

- 1 Philip Kotler and Gary Armstrong. 2012. Principles of Marketing. Pearson Education Pvt Ltd, (Twelfth Edition).
- 2 Philip Kotler, Joel Shalowitz and Robert J. Stevens. 2008. Strategic Marketing For Health Care Organizations: Building A Customer-Driven Health System. Jossey- Bass (First Edition)
- 3 Peter.M. Ginter. 2013. Strategic Management of Healthcare Organization. Jossey- Bass Publication, (Seventh Edition)
- 4 <https://www.evariant.com/faq/what-is-healthcare-marketing>



Course Code	Course Name	Category	L	T	P	Credit
196HA2A3CE	RESEARCH METHODS FOR MANAGEMENT	CORE	4	1	-	4

PREAMBLE

This course has been designed for students to learn and understand

- concepts, meaning, approach and types of research
- the application of the sampling, scaling techniques and data collection
- the process of data analysis , interpretation and report writing

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	understand the research approach, process, and design	K4
CO2	understand and categorize different sampling techniques	K4
CO3	understand methods of data collection and techniques	K5
CO4	understand and apply SPSS for data analysis	K6
CO5	understand documentation, report writing	K6

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



196HA2A3CE	RESEARCH METHODS FOR MANAGEMENT	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 60 h

Syllabus

Unit I Introduction to Research Methodology 12 h

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 12 h

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 -Sampling error

Unit III Data Collection 12 h

Types of data - Primary Vs Secondary data - Methods of data collection- Scaling techniques - measurement - scales - sources of error - Questionnaire construction - Validity -Reliability of Instruments

Unit IV Data Processing and Analysis 12 h

Processing operation - Types of analysis - Qualitative Vs Quantitative data analyses - Hypothesis - concept -procedures - tests- limitations - Application of SPSS - non parametric - parametric tests -Research Format of the WHO, ICMR and the use of GRIPP (Getting Research into Policy & Planning)

Unit V Interpretation and Report Writing: 12 h

Meaning - Techniques - precautions - Significance- steps - layout of research report- types of reports- precautions of writing research reports - Plagiarism - Research ethics

Note: Case Studies related to the above topics to be discussed. Examined externally (section C: Compulsory question for case studies)



Text Books

- 1 C.R.Kothari. 2004. Research Methodology (Methods & Techniques).New Age International Publishers, New Delhi. II revised edition
- 2 UmaSekaran. 2003. Research methods for Business. John Wiley & Sons, Inc. Fourth Edition

References

- 1 S.P.Gupta. 2011. Statistical Methods. Sultan Chand & Sons, New Delhi. 41st revised edition
- 2 Dr.Suresh K Sharma Stephen. 2011. Nursing Research and Statistics. Elsevier Publishers, New Delhi.
- 3 <https://www.free-ebooks.net/business-textbooks/Business-Research-Methodology>
- 4 <https://www.digipull.in/2017/12/ranjit-kumar-research-methodology-step>



Course Code	Course Name	Category	L	T	P	Credit
196HA2A3DA	INTERNATIONAL CLASSIFICATION OF DISEASES	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- the students to understand the international classification of Diseases.
- the importance of using ICD in Mental and Health Statistics.
- the importance of ICD in Health Statistics

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	understand the history and uses- ICD design and structure	K3
CO2	analyze Basic coding guidelines and principles.	K4
CO3	evaluate the Diseases Indexing and Operations.	K5
CO4	evaluate Amendments of ICD 9 and ICD 10	K5
CO5	analyze the role of electronic medical records and its importance	K4

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	M	M
CO5	S	S	S	S	S

S Strong

M Medium

L Low



196HA2A3DA	INTERNATIONAL CLASSIFICATION OF DISEASES	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction of International Classification of Diseases 9 h

International Classification of Disease - History and Uses - Design of ICD and Structure - Purpose and function of the International Classification of Diseases - relationships between healthcare classification systems and taxonomies.

Unit II General Principles of Disease Classification 10 h

How to Use ICD - Basic Coding Guidelines - Principles - Structure and principles of classification of the ICD - Volumes - Chapters - Categories - WHO Guidelines

Unit III Usage of ICD 10 h

Introduction - Tabular list - Conventions used in tabular list - Categories - Volume 3: Structure - Code numbers - Conventions

Unit IV Rules and Guideline for Mortality and Morbidity Coding 9 h

Coding instructions for mortality - selecting the underlying cause of death - multiple cause - guidelines for certification and rules for coding

Unit V Statistical Presentation 10 h

Role of International Classification of Diseases in Managing Electronic Medical Records - Importance of Using ICD in Mental and Health Statistics - ICD 10 -

Note: Case Studies related to the above topics to be discussed. Examined externally (section C: Compulsory question for case studies)



Text Books

- 1 World Health Organization , 2015, The international statistical classification of diseases and related health problems, 10th edition, World Health Organization
- 2 Karla R. Lovaasen RHIA CCS CCS-P , 2017 , CD-10-CM/PCS Coding: Theory and Practice, Saunders

References

- 1 Carol J. Buck, 2009, ICD-9-CM 2010 for Hospitals, W B Saunders Co
- 2 World Health Organization , 2001, International Classification of Functioning, Disability and Health, World Health Organization
- 3 <https://www.who.int/classifications/icd/en/>
- 4 <https://www.cdc.gov/nchs/icd/icd10cm.htm>



Course Code	Course Name	Category	L	T	P	Credit
196HA2A3DB	NGOs IN HEALTH CARE SECTOR	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- the NGOs in Health Sector
- the concept of NGOs Governance and project maintenance in Healthcare Sector.
- various Healthcare schemes applicable in India and Global Health services.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	understand the concept and functions of NGOs	K3
CO2	understand the role of NGOs in Primary Health care	K4
CO3	understand the implementation of Healthcare projects	K5
CO4	analyze the NGOs Governance and Legal Aspects	K5
CO5	analyze the various schemes of NGOs in Healthcare Sector	K6

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



196HA2A3DB	NGOs IN HEALTH CARE SECTOR	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to NGO 9 h

Meaning - Concept - Functions - Establishment of NGO - NGO philosophy - Development of NGOS -Concept of Volunteerism, Charity, Welfare and Development - Historical perspective of NGOs in Healthcare

Unit II NGOs in Primary Healthcare 10 h

Role of NGOs in Primary health - Community mobilization- Primary Health Care Management - National Health Policies - NRHM and Role of NGOs - National Health Programs

Unit III Healthcare service Project Management 9 h

Healthcare service delivery projects- Project Planning - Logical Framework and Proposal Development - Fund Raising - Scheduling -Monitoring and Evaluation

Unit IV NGO Governance 10 h

Governance Concepts - Perspectives and Ethical Concern - Fund raising and Grant Proposals - Management and organizational issues in NGO management - Legal Aspects of NGOs administration

Unit V NGO Schemes 10 h

NGOs in India - Schemes for NGOs under the Government of India - Community based participation - NGOs Health Insurance Schemes - NGOs in Global health services

Note: Case Studies related to the above topics to be discussed. Examined externally (section C: Compulsory question for case studies)



Text Books

- 1 K. Park. 2015, Park's Textbook of Preventive and Social Medicine. 23rd ed. Jabalpur: M/s Banarsidasa bhanot
- 2 Hiremath SS. 2016, Textbook of Preventive and Community Dentistry. 3rd edition. Elsevier Publishers, New Delhi

References

- 1 CM Marya. A Textbook of Public Health Dentistry. 1st Edition 2011. Jaypee Brothers Medical Publishers, NewDelhi.
- 2 Anbazhagan S, Surekha A. 2016, Role of non-governmental organizations in global health. Int J Community Med Public Health; 3: 17-22
- 3 <http://www.ngosindia.com/what-is-ngo/ngos-classification-definitions-typologies-and-networks/>
- 4 <https://www.google.co.in/search?q=role+of+ngo+in+health+sector>



Course Code	Course Name	Category	L	T	P	Credit
196HA2A3DC	Quality Accreditations in Healthcare	DSE	4	-	-	4

PREAMBLE

This course has been designed for students to learn and understand

- the accreditations in healthcare.
- the concept of Quality certification system.
- the working of different accreditations in healthcare industry.

COURSE OUTCOMES

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	understand the overview of Quality	K3
CO2	understand the concept of accreditation & Standards of Quality	K4
CO3	understand the Quality Certification System	K5
CO4	analyze the NABH Accreditation in hospital sectors	K5
CO5	analyze the JCI Accreditation in hospital sectors	K5

MAPPING WITH PROGRAMME OUTCOMES

COs/POs	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

S Strong

M Medium

L Low



196HA2A3DC	QUALITY ACCREDITATIONS IN HEALTH CARE	SEMESTER III
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Total Credits: 4

Total Instruction Hours: 48 h

Syllabus

Unit I Introduction to Accreditation 10 h

Quality Accreditation - Meaning - Need and importance - Evolution of Quality Accreditations - Role of Accreditations in healthcare -Accreditations in Indian and International Scenario - Benefits and challenges.

Unit II Accreditation and Standards 10 h

Hospital Accreditation, Accreditation Models, Patient centered standards, Health care organization management standards - QCI - ISO Certification- NABH - NABL - JCI- an overview

Unit III Quality Certification systems 10 h

ISO - Concepts and Elements of ISO - Areas of ISO - ISO Family - ISO certification in health care -- Environment Management Systems- Stages of Environmental Management Standards - Evaluation and Compliance.

Unit IV NABH 09 h

QCI - Overview of NABH accreditations - Importance and Benefits of NABH to Hospitals - Process - Standards - Documentations - Requirements

Unit V JCI 09 h

ISQua - JCI accreditations - overview - Objectives of JCI - Need and importance of JCI - Standards - Procedure - Documentations - JCI accredited hospitals in India

Note: Case Studies related to the above topics to be discussed. Examined externally (section C: Compulsory question for case studies)



Text Books

- 1 Brajkishore Rajoriya. 2017. Hospital & Healthcare Accreditation (As per the Guidelines of NABH,NABL,JCI). Jaypee Brother Medical Publishers (P) Ltd, Delhi
- 2 Raza Arif. 2016. Accrediation of Healthcare Organization. Jaypee Brother Medical Publishers (P) Ltd, Delhi

References

- 1 S.K.Joshi. 2009. Quality Management in Hospitals. Jaypee Brother Medical Publishers (P) Ltd, Delhi
- 2 Arun.K.Agarwal. 2018. Standard Operating Procedure (SOP) for Hospitals in India. Atlantic Publisher & Distributor pvt.Ltd
- 3 Sharon Myers. 2011. Patient Safety & Hospital Accrediation: A Model for Ensuring Success. Springer Publishing Company pvt.Ltd
- 4 <https://www.nabh.co/>



196HA2ASS1	SELF STUDY : INNOVATION IPR AND ENTREPRENEURSHIP	SEMESTER III
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Total Credit: 1

Syllabus

Unit I Intellectual Property and World Trade Organization (WTO)

Introduction: Definition of Intellectual Property - Introduction of WTO. Agreement on TRIPS (Trade Related Intellectual Property Rights): General Provisions and Basic Principles of TRIPS - Standards Concerning the Availability, Scope and Use of Intellectual Property Rights - Enforcement of Intellectual Property Rights - Acquisition and Maintenance of Intellectual Property Rights and Related Inter-Partes Procedures - Dispute Prevention and Settlement - Transitional Arrangements- Institutional Arrangements, Final Provisions

Unit II Patent

Fundamentals of Patent: Definition - History of the Patent in India - Conditions for Grant of Patent - Inventions those are not Patentable - Process and Product Patent - Procedure for Grant of Patent - e-Filing of Patent Application - Temporal and Spatial Aspect of Patent - Opposition to Grant of Patent - Rights of Patentee - Patent Office and Register of Patents - PCT Patent - Exclusive Marketing Rights - Milestones in Indian Patent Law. Transfer and Infringement of Patent Rights: Transfer of Patent Rights - Infringement of Patent Rights - Patent Agents - Challenges in Patent.

Unit III Copyright and Trade Marks

Copyright: Definition - Meaning of Publication - Copyright Office and Copyright Board - Ownership of Copyright - The Rights of the Owner - Term of Copyright - Registration of Copyright - Infringement of Copyright - Remedies against Copyright Infringement - Internet and Copyright Issue. Trade Marks: Definition - Developing a Trade Mark - Conditions for Trade Mark Registration - Register of Trade Marks - Trends in Trade Marks Applications - Procedure for Trade Mark Registration in India - Term of Trade Mark - Certification Trade Mark - Infringement of Trade Mark - Remedies against Trade Mark Infringement.

Unit IV Significance of Entrepreneur

Basic Business Concepts for the Prospective Entrepreneur: Production Factors as Resources Needed When Starting an Enterprise - The Enterprise, Its Establishment and The Sectors- Profit and Other Objectives of an Entrepreneur - Informal and Formal Enterprises - Form of Enterprise for A Small Business - The Business Environment. Entrepreneurship and Entrepreneurial Skills: Definitions of an Entrepreneur - The Relationship between Entrepreneurship and Small Business Management - Key Characteristics of Successful Entrepreneurs - Entrepreneurial



Unit V Ideas for Start-up

The Identification of Feasible Small Business Ideas: Introduction - Cultivating a Creative Attitude - Generating Small Business Ideas: The Generation of Ideas from the Entrepreneur's Skills, Expertise and Aptitudes - Common Needs - Existing Problems - Everyday Activities - Other Sources - The Development and Evaluation of Small Business Ideas. The Business Plan: About the Business Plan - Contents of the Business Plan - The Entrepreneurial Team - Description of the Enterprise - The Objective and Strategy of the Enterprise.

Text Books

- 1 Neeraj Pandey, Khushdeep Dharani, 2014, "Intellectual Property Rights", PHI Learning Pvt. Ltd.
- 2 Nieuwenhuizen C, 2015, "Basics of Entrepreneurship", Juta Pvt. Ltd.

References

- 1 Deborah. E. Bouchoux, 2018, "Intellectual Property Right" 5th edition, Cengage Learning.
- 2 Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, 2018, "Entrepreneurship", 10th Edition, Tata McGraw Hill.
- 3 Prabuddha Ganguli, 2008, "Intellectual Property Right", 1st Edition, Tata McGraw Hill.



196HA2ASS2	SELF STUDY : BRAND MANAGEMENT	SEMESTER III
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Total Credit: 1

Syllabus

Unit I Concept of Branding

Basics Understanding of Brand - Definition - Branding Concepts - Functions of Brand - Significance of Brands - Different Types of Brands - Co branding - Store brands.

Unit II Strategic Brand Management

Strategic Brand Management process - Building a strong brand - Brand positioning - Establishing Brand values - Brand vision - Brand Elements - Branding for Global Markets - Competing with foreign brands.

Unit III Branding Image

Brand image Building - Brand Loyalty programmes - Brand Promotion Methods - Role of Brand ambassadors, celebrities - On line Brand Promotions.

Unit IV Brand Extension

Brand Adoption Practices - Different type of brand extension - Factors influencing Decisions for brand extension - Re-branding and re-launching - brand rejuvenation.

Unit V Branding strategies

Branding strategies - Measuring Brand Performance - Brand Equity Management - Brand Equity Measurement - Brand Leverage - Global Brand Audit - Role of Brand Managers- Branding challenges & opportunities - Case Studies.



Text Books

- 1 Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.
- 2 Mathew, Brand Management – Text & cases, MacMillan, 2008.

References

- 1 Paul Tmepoal, Branding in Asia, John Willy, 2000..
- 2 Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002
- 3 Tyboust and Kotter, Kellogg on Branding, Wiley, 2008
- 4 <https://www.managementstudyguide.com/brand-management.htm>



196HA2ASS3	SELF STUDY : HOSPITAL HAZARDS MANAGEMENT	SEMESTER III
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Total Credit: 1

Syllabus

Unit I Introduction to Hospital Hazards

Hospital Hazards: Meaning - Types - Physical - Biological Mechanical Psychological - Its impact on employees- Preventive measures. Hospital Hazards Management: Meaning - Need - Principles - Purpose.

Unit II Hospital Infection Control

Control of Hospital Acquired infection: Types of infection - Common Nosocomial infection and their Causative Agents - Prevention of hospital acquired infection - Role of central sterile supply department - Infection control committee - Monitoring and control or cross infection- Staff health.

Unit III Biomedical Waste Management

Biomedical Waste Management :Meaning - Categories of biomedical wastes - Disposal of biomedical waste products - Incineration and its importance - Indian Medical Association - TNPCB Rules and Schedules - Standards for Waste autoclaving, micro waving and deep burial - Segregation - Packaging - Transportation - Storage

Unit IV Waste Disposal Management

Human Waste Disposal and Sewage Disposal: Diseases carried from excreta - Sanitation barrier - Methods of excreta disposal - Sewage wastes: Meaning - Composition - Aims of Sewage disposal - Decomposition of organic matter - Modern sewage treatment - Drawbacks of improper disposal of wastes - Solid and liquid.

Unit V Medical Insurance

Medical Insurance: National Insurance companies - Paramount health Care Services - Third party insurance - Payment terms and conditions - limitations of liability and indemnity.



Text Books

- 1 Park.K, (2013) Text Book on preventive and Social Medicine, 23rd Edition, Banarsidas Bhanot
- 2 James T.Tweedy Healthcare Hazard Control and Safety Management, Kindle Edition

References

- 1 https://www.hsa.ie/eng/Your_Industry/Healthcare_Sector/Occupational_Hazards_in_Hospital_Departments/.
- 2 https://www.cdc.gov/cpr/readiness/healthcare/documents/hah_508_compliant_final.pdf.
- 3 https://aohp.org/aohp/Portals/0/Documents/ToolsForYourWork/free_publications/Health%20Hazards%20Hospital%20Workers.pdf
- 4 <https://www.ishn.com/articles/82284-healthcare-hazards>



Course Code	Course Category	Course Name	L	T	P	Exam (h)	Max Marks			Credits
							CIA	ESE	Total	
Fourth Semester										
196HA2A4CV	Core - XV Project	Project Work and Viva- voce	-	-	16	3	80	120	200	8
Total					16	3	80	120	200	8



196HA2A4CV	PROJECT WORK	SEMESTER-IV
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Total Credits: 8

Hours Per Week: 16

The curriculum prescribes for the IV semester PROJECT WORK in any of the areas of Hospital Administration.

The following are the guidelines that the student should adhere to

OBJECTIVE

- To enhance the ability of the student to apply management theories to practical business situations.
- To develop the analytical and presentation skills.

Criteria for hospital selection

The hospital should be preferably a multi specialty one with a minimum of 300 beds. The student could choose the location.

Guidelines

- The student should furnish details of the person whom he/she is reporting to in the organization to the faculty guide.
- The student should observe the working and functions of the organization for a week and report to the faculty guide about the topic, its suitability and its implications.
- The topic is to be finalized within a week with necessary modifications if any
- The student should get the research methodology and the methods of data collection approved from the guide and then start the Data collection. Three weeks could be utilized for the purpose of Data collection.

The student is to meet the guide to Discuss on the tools of data analysis and meet the guide with analysis and interpretations.



The student should present for each reviews as per the scheduled date.

Content of the Report for Project

- The Title page
- Certificate from company
- Bonafide Certificate
- Acknowledgement
- Table of contents
- List of tables
- List of figures
- List of appendices
- List of abbreviations used
- Executive summary

Chapters

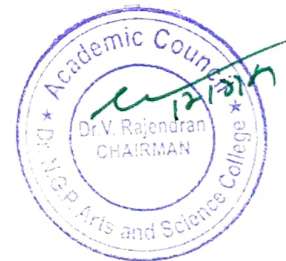
- Introduction
- Methodology
- Analysis and interpretation
- Findings and Inference
- Recommendations / Suggestions

The Annexure

- Appendix
- References

J. M. V. 28/11/20

BoS Chairman/HoD
Department of Hospital Administration
Dr. N. G. P. Arts and Science College
Coimbatore – 641 048



Dr. NGPASC

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