SHRI GURU RAM RAI UNIVERSITY

(Estd. by Govt. of Uttarakhand,vide Shri Guru Ram Rai University Act no. 03 of 2017 and recognized by UGC u/s (2f) of UGC Act 1956)

Syllabus

for

Master of Hospital Administration

School of Management and Commerce

(**w.e.f 2021- 2022**)

SHRI GURU RAM RAI UNIVERSITY

Committee Meeting for the BOS of MHA was held on 17/06/21 at Seminar Hall (SMCS, PATEL NAGAR CAMPUS) between 12 to 3:30 PM.

Members present: The members present in the meeting were:

Sr.No	Name of the Attendees		Signature
1	Dr. Vipul Jain	(External Expert)	
2	Dr Deepak Sahni	(Dean &Chairperson)	
2	Dr. Pooja Jain	(Member)	
3	Dr. Mamta Bansal	(Member)	
4	Mr. Mandeep Narang	(Member)	

The Agenda Points of meeting:
1. To approve revision of syllabus / scheme of Programmes.
2. Revision in Curriculum as per the demand of the Industry and latest trends in technical education.
3. To consider and approve the scheme and syllabus of Value added course for skill enhancement among students.
4. POs, PSOs and COs were discussed.
5. Any other point with the permission of the chair.

The Chairperson welcomed all the members and he briefed about the changes made in the current curriculum
Agenda No. 1: To approve the proposed the proposed syllabus / scheme of Programmes.

Discussion
The syllabus was approved and the external expert was of the opinion that the continuous monitoring of the latest trends should be tracked for all future purposes
Agenda No. 2: Reconsideration in the Curriculum as to bridge the gap between healthcare industry and academics

Discussion
The external expert appreciated the inputs that were incorporated in the curriculum and appreciated the necessary changes.

Agenda No. 3: To consider and approve the scheme and syllabus of Value added course for skill enhancement among students.

Discussion
It was agreed upon that the Value added courses are the need of the hour and special emphasizes should be given on the same. The value added course was approved unanimously with some minor changes which were incorporated on the spot.

Agenda No. 4: POs, PSOs and COs were discussed

Discussion
 POs, PSOs and COs were discussed at length and it was found satisfactory.

There being no other point the meeting was concluded on a positive note and the BOS was approved.

Dr Deepak Sahni
Dean, SMCS

<u>Vision</u>

Developing future leaders to transform the world.

<u>**Mission**</u>

1. To provide holistic education with experiential learning.

2. To develop students who could contribute to the betterment of the society.

3. To develop future researchers through our research and training program.

INTRODUCTION – INDUSTRY OVERVIEW

1. India's Healthcare industry is projected to grow to 17% each year.

2. Healthcare industry in India is projected to reach Rs. 27 lakh crore by 2022.

3. The Government of India is planning to increase Public Health spending to 2.5% of the country's GDP by 2025.

4. 100,000 jobs are expected to be created from Ayushman Bharat, the National Health Protection Scheme.

5. India is experiencing 22-25% growth in medical tourism and the industry is expected to reach US$ 9 billion by 2020.

6. According to a report of NITI Aayog, the Indian government will increase public expenditure on Healthcare from 1.1% to 2.5% GDP in the next four years and to 5% in the following 5 years.

PROGRAMME HIGHLIGHTS

Masters in Hospital Administration Program curriculum is spread over four semester. Each of the four semester have dedicated theory classes & hands-on practical training experience. During the first year of the program, study modules are devoted to the fundamentals of management such as Finance, Information technology, Statistics, Organizational behaviour, Material management as applied to Healthcare settings, making effective use of case studies from the Healthcare Sector. In the second year the Students are also required to undertake a mandatory, intensive four weeks of Internship in the Hospitals.

AIM & OBJECTIVES

The Masters in Hospital Administration program is designed to provide students with advanced management skills required to organise and regulate complex healthcare delivery systems. The overall aim of the MHA program is :

1. To develop skills in planning, building, and managing health care organizations.
2. To fortify the practical skills, deepen the understanding of multi-dimensional Healthcare organisations and cover a wide range of subjects pertaining to Healthcare Management.
3. To enhance decision making and administrative competence of the students to enable them to face challenges of the healthcare industry.

TITLE OF THE COURSE:

The title of the course shall be "**Master of Hospital Administration" (MHA).**

DURATION OF THE COURSE:

The course shall be of 2 years duration from the date of commencement of academic session 1st August 2021. It will be a full time, regular course which is divided in total four semesters each.

ELIGIBILITY CRITERIA

Candidates who are applying for admission in the MHA program must have cleared recognized bachelor's degree with at least 45% aggregate in any stream.

MEDIUM OF INSTRUCTION: English shall be the medium of instruction.

SELECTION OF CANDIDATES:
1. Admission to MHA Course shall be made on the basis of eligibility criteria set by university.
2. During subsequent counselling (s) the seats will be allotted as per the merit of the candidate depending on the availability of seats on that day.
3. Candidate who fails to attend the medical examination on the notified date(s) will forfeit the claim for admission and placement in the waiting list except unless permitted by the competent authority under special circumstances.

PROGRAMME OUTCOME:

The course is expected to enable the students to –

PO 1	Knowledge: Apply the hospital management theories and practices to solve day to day managerial problems and explore business opportunities
PO 2	Analysis : Analyse overall understanding of global, economic, legal, environmental and ethical aspects of health care industry.
PO 3	Develop: In The development of conceptual skills in planning, health care financing, resource planning, hospital and health care material management, research methodology, and hospital accreditation process in India.
PO 4	Explore : Explore healthcare opportunity as a domain for healthcare entrepreneurship .
PO 5	Decision making: Developing responsiveness to contextual social issues and exploring solutions in the light of social and business ethics.
PO 6	**Leadership**: Demonstrate proactive leadership and building effective teams to handle challenging assignments in the global environment.
PO 7	Environment & Sustainability : Understand the impact of the professional health care solutions in societal and environmental contexts, and demonstrate the knowledge of and need for sustainable development.
PO 8	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of hospital practices.
PO 9	Individual & Team work: Function effectively as an individual and as a member or a leader in diverse teams and multidisciplinary settings.
PO 10	Communication: Communicate written and oral communication skills in business and social interactions and use information and knowledge effectively.
PO 11	Project Management & Finance : Demonstrate knowledge and understanding of management principles and apply these to one's own work, as a member and leader in a team. Manage project in multidisciplinary environments.
PO 12	Life Long Learning : Recognize the need for, and have the preparation and ability to engage in independent and life-long learning of best hospital managerial practices.

PROGRAMME SPECIFIC OUTCOMES (PSO):

1. PSO1 : Application of management concepts to understand ever changing laws, policies and competition in world of hospital management.
2. PSO2 : Synthesize knowledge of different functional areas to take decisions that provide competitive edge and enable efficient execution of healthcare projects.
3. PSO3: Ability to communicate and interact productively with a diverse and changing workforce and citizenry.

SEMESTER – 1

S.No	Subject	Paper Code
1	Principles of Hospital Management	PHMM-101
2	Basics in Healthcare Information Technology	BHIT-102
3	Healthcare Services & Its changing Scenario	HSCS-103
4	Statistics and Operations Research in Healthcare	SORS-104
5	Human Anatomy & Physiology	HAPH-105
6	Organizational Behavior	ORBH-106
7	Hospital Residency	HSRD-107

SEMESTER – 2

S.No	Subject	Paper Code
1	Health Informatics & Health Management Information System	HIHM-201
3	Hospital Support Services	HOSS- 203
4	Financial Management	FIMG-204
5	Professional English	PREN-205
6	Material Management	MTMG-206
7	Hospital Insurance and Medical Tourism	HIMT-207

SEMESTER – 3

S.No	Subject	Paper Code
1	Health Economics	HEEC-301
2	Management Accounting in Healthcare	MAHE-302
3	Marketing Management	MAMG-303
4	Strategic Management	STMG-304
5	Legal Aspects of Health Care	LAHC-305
6	Managerial Communication	MACO-306
7	Biomedical Instrumentation	BMIT- 307
8	Research Project and Viva – Voce	RPVV- 308

SEMESTER – 4

S.No	Subject	Paper Code
1	Hospital Planning & Designing	HPDG-401
2	Total Quality Management in Health Care	TQMH-402
3	Disaster Management	DIMG-403
4	Hospitality Management in Healthcare	HOMH-404
5	Patient Care Services	PACS-405
6	Entrepreneurship and Healthcare Consultancy	ENHC-406
7	Comprehensive Viva-Voce	CPVV-407

Approved as per (Agenda 2, point no. 14) of Academic council Meet ,dated 4th February,2023

STUDY & EVALUATION SCHEME
Choice Based Credit System
Masters in Hospital Administration MHA(Year) I,II, III &IV

Programme   : Masters in Hospital Administration

Duration   : Two years (Semester System)

Medium   : English

Minimum Required Attendance   : 75 %

Assessment   :

Internal	External	Total
40	60	100

:

Internal Evaluation (Theory)   :

Sessional 1	Sessional 2	Assignment	Other Activity including attendance	Total
15	15	5	5	40

Evaluation of Practical/Dissertations & Project Reports   :

Internal	External	Total
100	100	200

Duration of Examination   :

Internal	External
1 Hrs	3Hrs

MHA-I-SEMESTER EXAMINATION SCHEME

S.No	Course	Subject	Credit	Evaluation Scheme

	Code			Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	PHMM-101	Principles of Healthcare Management	4	3	1	-	10	30	40	60	100
2	BHIT-102	Basics in Healthcare Information Technology	4	3	-	1	10	30	40	60	100
3	HSCS-103	Healthcare Services & Its changing Scenario	4	3	1	-	10	30	40	60	100
4	SORS-104	Statistics and Operations Research in Healthcare.	4	3	1		10	30	40	60	100

5	HAPH-105	Human Anatomy & Physiology	4	3	1		10	30	40	60	100
6	ORBH-106	Organizational Behaviour	4	3	1		10	30	40	60	100
7	HSRD-107	Hospital Residency	4	-	-	4	40	-	40	60	100
Total			**28**	**18**	**5**	**5**	**-**	**-**	**210**	**420**	**700**

MHA-IV SEMESTER EXAMINATION SCHEME

S.No	Course Code	Subject	Credit	Evaluation Scheme	
				Period	**Sessional**

Theory

			L	T	P	TA	CT	TOT	ESE	Total
1	HPDG-401	Hospital Planning & Designing	4	3	1	-	10	30	40	60	100
2	TQMH-402	TQM in Health Care	4	3	1	-	10	30	40	60	100
3	DIMG-403	Disaster Management	4	3	1	-	10	30	40	60	100
4	HOMH-404	Hospitality Management in Healthcare	4	3	1	--	10	30	40	60	100
5	PACS-405	Patient Care Services	4	3	1	-	10	30	40	60	100
6	ENHC-406	Entrepreneurship and Healthcare Consultancy	4	3	1	-	10	30	40	60	100
7	CPVV-407	Comprehensive Viva Voce	5	-	-	-		-		100	100
Total			**29**	**18**	**6**	**-**	**60**	**180**	**240**	**460**	**700**

MHA-II- SEMESTER EXAMINATION SCHEME

S.No	Course Code	Subject	Credit	Evaluation Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	HIHM-201	Health Informatics & Health Management Information System	4	3	-	1	10	30	40	60	100
2	HRIR-202	Human Resource Management & Industrial Relations	4	3	1	-	10	30	40	60	100
3	HOSS-203	Hospital Support Services	4	3	1	-	10	30	40	60	100
4	FIMG-204	Financial Management	4	3	1	-	10	30	40	60	100
5	PREN-205	Professional English	4	3	-	1	10	30	40	60	100
6	MTMG-206	Material Management	4	3	-	-	10	30	40	60	100
7	HIMT-207	Health insurance and medical tourism	4	3	-	-	40	-	40	60	100
Total			28	21	3	2	-	-	280	420	700

MHA-III SEMESTER EXAMINATION SCHEME

S.No	Course Code	Subject	Credit	Evaluation Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	HEEC-301	Health Economics	4	3	1	-	10	30	40	60	100
2	MAHE-302	Management Accounting in Healthcare	4	3	1	-	10	30	40	60	100
3	MAMG-303	Marketing Management	4	3	1	-	10	30	40	60	100
4	STMG-304	Strategic Management	4	3	1	-	10	30	40	60	100
5	LAHC-305	Legal Aspects of Health Care	4	4		-	10	30	40	60	100
6	MACO-306	Health Care Managerial Communication	4	3	1	-	10	30	40	60	100
7	BMIT-307	Biomedical Instrumentation	4	3	1	-	10	30	40	60	100
8	RPVV- 308	Research Project and Viva – Voce	8							200	200
Total			**36**	**22**	**6**	**-**	**70**	**210**	**280**	**620**	**900**

MHA-IV SEMESTER EXAMINATION SCHEME

S.No	Course Code	Subject	Credit	Evaluation Scheme							
				Period			Sessional			Examination	
				L	T	P	TA	CT	TOT	ESE	Total
Theory											
1	HPDG-401	Hospital Planning & Designing	4	3	1	-	10	30	40	60	100
2	TQMH-402	TQM in Health Care	4	3	1	-	10	30	40	60	100
3	DIMG-403	Disaster Management	4	3	1	-	10	30	40	60	100
4	HOMH-404	Hospitality Management in Healthcare	4	3	1	--	10	30	40	60	100
5	PACS-405	Patient Care Services	4	3	1	-	10	30	40	60	100
6	ENHC-406	Entrepreneurship and Healthcare Consultancy	4	3	1	-	10	30	40	60	100
7	CPVV-407	Comprehensive Viva Voce	5	-	-	-		-		100	100

Total			29	18	6	-	60	180	240	460	700

Course Code – PHMM 101				
Course Name – Masters in Hospital Administration				
Year / Semester – 2021/ 1st Semester				
	L	T	P	C
	3	1	-	4

Approved as per (Agenda 2, point no. 14) of Academic council Meet ,dated 4th February,2023

Course Code: PHMM 101   **Lectures : 48**

Objective: This course intends
1. To familiarize the concepts of principles of management .
2. To develop understanding of the students of the basic practices of management for efficient administration of hospital and delivery of healthcare services.
3. To provide awareness on the functions of management , staffing , ledership , communication and controlling.

Course Contents:

Unit I   **(10 hours)**
Management: Concept, nature and importance; Management Vs. administration; Management skills; Levels of management; Evolution of management; Early contributors, Taylor's scientific management theory; Fayol's principles of management, Modern healthcare management.

Unit II   **(12 hours)**
Management functions: Introduction to functions of management; Planning: nature, scope and its significance; Types of plans, planning process, barriers to effective planning and decision making. Process organising: Concept, forms of organisational structure, departmentalization, span of control, delegation of authority, authority and responsibility, organisational design.

Unit III   **(12 hours)**
Staffing and directing: Concept, system approach, manpower planning, job design, recruitment and selection, training and development, performance appraisal. Directing: Concept, direction and supervision; Motivation: Concept, motivation and performance, theories of motivation, approaches for improving motivation, pay and job performance, quality of work life, morale building.

Unit IV   **(10 Hours)**
Leadership: Concept, functions, styles and theories.
Communication: Process, importance, channels, barriers to communication, communication and management, role of communication in managerial effectiveness.

Unit V   **(8 hours)**
Controlling: Meaning, steps in a control process, need for control, types of control methods, essentials of effective control systems, problems in central process, control techniques

Text Books:
1. Koontz, H, &Weihrich, H (2016). Essentials of Management: An International Perspective (8th ed.), Tata McGraw Hills, New Delhi.
2. Ghuman, K &Aswathapa, K, (2017). Management concepts and cases (10th ed.), Tata McGraw Hills, New Delhi.

  Reference Books

1. Robbins, S. (2017). Management, (13th ed.), Pearson Education, New Delhi.
2. Ramaswamy, I. (2011). Principles of Business Management, (8th ed.), Himalaya Publishing House, New Delhi.

COURSE OUTCOME: After completion of the course the students will be able to:

PHMM CO1	Know the concept of Management and various theories of Management.
PHMM CO2	Understand the functions of Management and various aspects of Planning in Management.
PHMM CO3	Apply the concept of Staffing and Directing and their role in Management
PHMM CO4	Implement the concept of Leadership and Communication and their roles in Management
PHMM C05	Evaluate the concept of Staffig and directing and their roles in Management
PHMM C06	Create concept of Leadership and Communication and their roles in Management

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

PHMM101	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO	PSO 2	PSO 3
CO1	3	2	-	-	-								3		
CO2	1	3	-				1						3		
CO3	3				1		1						3		
CO4			2						1					2	
CO5	2										2				
CO6												2			

	L	T	P	C
Course Code – BHIT 102				
Course Name – Basics in Healthcare Information Technology				
Year / Semester – 2021/ 1st Semester				
	L	T	P	C
	3		1	4

Course Code: BHIT102   **Lectures : 48**

Objective: This course intends
1. To study fundamentals of computer , classifications , programming languages etc
2. To familiarize and develop understanding of the students about IT applications in a hospitals and delivery of healthcare services.
3. To enable students to understand windows, internet and hospital information system.

Course Contents:

Unit I   (10 hours)
Introduction to Computing: fundamental s of computer, generation of computers, anatomy of computers, classification of computers, input and output devices , memory and operating systems, programming languages, data processing; software and its' types.

Unit II   (8 hours)
Introduction to windows: application in Windows; word processing (MS Word), spreadsheet (MS Excel), Presentation (MS Power Point), Relational database (MS Access) SQL.

Unit III   (10 hours)
Introduction to Internet: history of internet , how the web works, web server and clients, connection at ISP – ISDN, dialup or leased, domain naming system; registering our own domain name, internet; services of internet, Telnet, www, FTP, email etc.

Unit IV   (10 hours)
Computer Application in Hospitals: Basic Information , Management of Complex Instruments, Medical Transcription, Automation of Services, File and Database Management System.

Unit V   (10 hours)
Hospital Information System: overview and structure, objectives, various functional modules in a hospital, concept of telemedicine and biometrics and touch screen facility, overview of ERP, working knowledge of commonly used hospital software.

Text books:
1. Adabala .,N,Rajaraman., V,2015, *Fundamentals of Computers.*PHI Learning Pvt Ltd
2. Leon A and Leon M,2001, *Introduction to Computers,* Vikas Publication.

Reference Book:
1. .Basandra S.K,2010*, Computers Today*,Galgotia Publishers.
2. Nancy Stevenson, 1998, *Word 97 Fast and Easy*, ,Galgotia Publishers.
3. Kakkar D.N., Goyal R, 2003, *Computer Applications in Management*, New Age.

Course Outcome: After completion of the course the students will be able to:

BHIT 102 CO1- BHIT	To study the concept of healthcare information systems.
BHIT 102 CO2- BHIT	To understand the intrudction of computing.
BHIT 102 CO3- BHIT	To analyze the system of windows processing
BHIT 102 CO4- BHIT	To evaluate the functioning of computing in health care services
BHIT 102 CO5- BHIT	To apply the concept of healthcare information system in hospitals .
BHIT 102 CO5- BHIT	To create the understanding of developing computing in healthcare

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

BHIT 102	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	3													2	
CO2		3							1						
CO3		2				1	1								
CO4		1			1			1							**2**
CO5			3								1				
CO6				2								1			

Course Code – HSCS 103				
Course Name – Healthcare Services & its changing Scenario				
Year / Semester – 2021/ 1st Semester				
	L	**T**	**P**	**C**
	3	1	-	4

Course Code: HSCS103   **Lectures : 48**

Objective: This course intends
1. To develop understanding of the students on health policies, procedures and healthcare management system in our country.
2. To enable students to understand concept of health, well being and dimensions of health.
3. To study about various levels of health care and epidemiology.

Course Contents:
Unit I   **(10 hours)**
1. Different definitions of health.
2. Concept of health & well being, standard of living, quality of life, hygiene.
3. Development of healthcare system in India.
4. Different types of healthcare systems: allopathic, ayurvedic, homeopathic, unani.

Unit II   **(9 hours)**
1. Dimensions of health, positive health, spectrum of health, spectrum of disease, responsibility for the health.
2. Determinants of health.
3. Indicators of health. Indices: PQLI, HDI, GDI.

Unit III   **(10 hours)**
1. Levels of health care, concept of control and prevention.
2. Health team concepts, health service philosophies.
3. Concept of causation, surveillance, monitoring.
4. Modes of intervention.

Unit IV   **(9 hours)**
1. Organization of health system: primary care, secondary care and tertiary care.
2. Health Programmes with reference to malaria, tuberculosis, MCH and HIV/ AIDS

Unit V   **(10 hours)**
1. Health statistics: introduction, components and methods.
2. Epidemiology: aims, principles, descriptive, analytical and experimental epidemiology, methods and uses.
3. Government policies on healthcare.

Recommended Text books:
1. .Park K, 2005, *Text Book on Hygiene and Preventive Medicine*, Banarsidas, Bhanot.
2. Park K, 2005, *Preventive and Social Medicine.* Banarsidas, Bhanot
Recommended books:

1. Rao Sujatha.,K,2017, Do we care: India's Health System, Oxford University Press.
2. A.V.(ed), 2000,*Managing a Modern Hospital*, Response Books, New Delhi

Course Outcome: After completion of the course the students will be able to:

HSCS 103 CO1-	To study the concept of Health and various healthcare systems.
HSCS 103 CO2-	To understand the dimensions, indicators and determinants of health
HSCS 103 CO3-	To distinguish the levels of healthcare and causation and monitoring
HSCS 103 CO4-	To categorize the health programmes with reference to various diseases.
HSCS 103 CO5-	To develop the concept of Epidemiology and parameters associated with it.
HSCS 103 CO6-	To create the concept of Epidemiology and healthcare systems .

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

HSCS 103	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1	2														
CO2	1	3						1							**1**
CO3		1											2		
CO4					2	1	1		1				2		
CO5			3							1				2	
CO6				2							1	1			

Course Code – SORS 104				
Course Name – Statistics and Operations Research in Healthcare				
Year / Semester – 2021/ 1ˢᵗ Semester				
	L	**T**	**P**	**C**
	3		**1**	**4**

Course Code: SORS 104   **Lectures : 48**

Objective: This course intends
1. To develop understanding of the students on importance of Biostatistics
2. To understand ways to collect, analyze and interpret data into useful information required in the healthcare.

Course Contents

Unit: 1   **(10 hours)** Frequency
 distribution – Measures of central tendency- Arithmetic mean, Median, Mode, Percentiles –
Measures of Dispersion – Range – Mean Deviation --Standard Deviation – Coefficient of Variation –
Simple problems.

Unit: 2   **(12 hours)**
Types of Sampling – Sample size – Hypothesis testing --type I & II Errors.--Correlation and
Regression – Scatter diagram. Correlation Coefficient-- Karl Pearson & Spearman's Rank correlation..

Unit: 3   **(12 hours)**
probability and its significance, Conditional probability, probability distribution – Binomial ,Poison &
Normal distribution and its application

Unit: 4   **(8 hours)**
Introduction to operations research – Techniques of operations research – limitations of operations
research –Hungarian Method for Assignment – Transportation Models , Introduction to Linear
Programming, Simple Problem using graphical method.

Unit: 5   **(6 hours)**
 Network Models: PERT – CPM – resource allocation and calculation of critical path.

Text books:

1. Gupta, S. P., & Gupta, M. P. (1979). Business statistics. S. Chand, New Delhi.
2. Gupta, C. B., & Gupta, V. (2009). Introduction to Statistical Methods. Vikas Publishing House Pvt Ltd

Reference Books:

1. Follet, P., Likert, R., Bernard, C., McGregor, D., Drucker, P., Porter, M., &Prahlad, C. K. (1989). Management Concepts and Applications.
2. Balakrishnan, V. K. (1997). Schaum's Outline of Graph Theory: Including Hundreds of Solved Problems. McGraw Hill Professional.

Course Outcome: After completion of the course the students will be able to:

SORS 104 CO1-	To identify about the use of Frequency distribution, Measures of Central tendency
SORS 104 CO2-	To study about Sampling, Hypothesis testing and its applications
SORS 104 CO3-	To know the meaning of Probability and its types with applications
SORS 104 CO4-	To gain the knowledge of Operational Research and its various techniques with applications
SORS 104 CO5-	To formulate about Network models and their applications.
SORS 104 CO6-	To create Network models for operations research in healthcare.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

SORS 104	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO 1	PSO 2	PSO 3
CO1					2										
CO2	3														
CO3		3				1	1	1							
CO4													2		
CO5			3											3	
CO6				2							1	1			

Course Code – HAPH 105				
Course Name – Human Anatomy & Physiology				
Year / Semester – 2021/ 1st Semester				
	L	**T**	**P**	**C**
	3		1	4

Course Code: HAPH 105   **Lectures : 48**

Objective: This course intends
1. To develop students' understanding of basic terms, concepts and systems of human body.
2. To enable students to know about various medical terminologies.

Unit I   **(8 hours)**
1. Introduction to anatomy and Physiology
2. Terms used in anatomy.
3. The systems of the body.
4. Cell Structure

Unit II   **(12 hours)**
Musculoskeletal System - basic anatomy of important muscles and bones.
Respiratory System - basic anatomy of tongue, trachea, nose.
Digestive System – basic anatomy of oesophagus, stomach, small intestine, large intestine, liver, gall bladder, pancreas.

Unit III   **(8 hours)**
Cardiovascular system - basic anatomy of heart and important blood vessels.
Lymphatic System.

Unit IV   **(10 hours)**
Uro-genital system - basic anatomy of kidney and associated organs, male reproductive organs, female reproductive organs.
Endocrine system - brief anatomy of Thyroid, parathyroid, pituitary, Adrenal.
Nervous system – basic anatomy of brain and spinal cord.
Basic anatomy of ear and eye.
Basic anatomy of skin.

Unit V   **(10 hours)**
Medical Terminology: Introduction, objectives and importance.
Prefixes: Definition, study of various prefixes with examples.
Suffixes: Definition, study of various suffixes with examples.
Root or Stem words: Definition, study of various suffixes with examples

Recommended Text books:
1. Netter H. Frank,2014, *Atlas of Human Anatomy*, Saunders Pub
2. Marieb.,Elaine.N, 2016,Essentials of Human Anatomy & Physiology,UBS Publishers
3. Waugh.,Anne, Grant.,Alison, 2010, Ross & Wilson Anatomy Physiology, Churchill Livingstone

Recommended books:
1. Chaurasia B.D, 2009,4TH Edition*, General Anatomy*,CBC publication.
2. Standing Susan, Gray's ,2016, Gray's Anatomy, Elseveir.

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Course Outcome: After completion of the course , the students will be able to:

CO1	To distinguish the concept of Human Anatomy and Physiology and basic cell structure**.**
CO2	To remember the Anatomy of Musculoskeletal, Respiratory and Digestive system.
CO3	To distinguish the concept of Human Anatomy and Physiology and basic cell structure**.**
C04	To know the basic anatomy of kidney and associated organs, male reproductive organs, female reproductive organs, Endocrine system, Nervous system – basic organs, female reproductive organs, Endocrine system,
CO5	To construct medical terminology w.r.t important prefixes, suffixes and root word
CO6	To create the concept of underatanding of human anatomy & physiology

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

HAPH 105	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO1	PSO 2	PSO 3
CO1		2												2	
CO2	1								2					1	
CO3		2		1		1								2	
CO4	3						1								
CO5									2					2	
CO6		3									1	1			

Course Code – ORBH 106				
Course Name – Organizational Behaviour				
Year / Semester – 2021/ 1st Semester				
	L	T	P	C
	3		1	4

Course Code: ORBH 106   **Lectures : 48**
Objective: This course intends
1. To develop understanding of the students of individual and group behaviour in organisational set-up.
2. To study about the concepts about motivation, leadership, discipline and controlling.
3. To enable to study about stress and conflict management.

Course Contents:

Unit I   **(8 hours) Introduction to**
Organizational Behaviour: Concept, nature, characteristics, conceptual foundations, determinants and importance; concept of knowledge management and emotional Intelligence in contemporary business organization.

Unit II   **(12 hours) Understanding**
Human Behaviour in Management: Perception: Concept, nature, process, importance. Management and behavioural applications of perception. Personality: Concept, nature, types and theories of personality
shaping. Learning In Management: Concept and theories of learning, learning
principals, role of learning in management.

Unit III   **(10 hours)**
Motivation and Leadership: Concept, principles, theories – content and process. Monetary and non-monetary motivation. Leadership: Concept, functions, styles, and theories of leadership-trait, behavioural, and situational.

Unit IV   **(6 hours)**
Discipline & Controlling: Definition, features, Essential Requirements, Process of Control, Importance of Control in Management and Limitations, Meaning, Nature and Objectives of Discipline, Types, Principles , Indiscipline and elf discipline, constructive versus Destructive Discipline , Process of Discipline

Unit V   **(12 hours)**
Stress and conflict management: Define stress and its potential sources, individual and organizational approaches for managing stress. Conflict management: Concept, sources, types, functionality and dysfunctional of conflict. Classification of conflict: intra individual, inter-personal, inter-group, and organizational. Resolution of conflict; meaning and types of grievances and process of grievance handling. Group Dynamics – Concepts of group formation (stages)

Recommended books:
1. Robbins, S. P., & Judge, T. (2013). Organizational behavior (15th ed.). Boston: Pearson.
2. Newstrom J. W., & Davis, K. (2011). Human behavior at work (12th ed.). Tata

McGraw Hill

3. Nelson, D , Quick, J.C., & Khandelwal, P., (2011). ORGB . Cengage Learning.

Reference Books:

1. Gilbert:PrinciplesofManagement,McGrawHill.
2. KaulVijayKumar, BusinessOrganisation&Management-TextandCases,Pearson.
3. Kaul,VijayKumar,Management-Text&Cases,VikasPublication.

Course Outcome: After completion of the course the students will be able to:

CO 1-	To provide an understanding about concept of organization behavior and its importance in organization
CO2-	To develop knowledge about perception, personality and their determinants along with their application in nowadays organizations.
CO3-	To provide an understanding about concept of organization behavior and its importance in organization
CO4-	To provide an understanding about concept of organization behavior and its importance in organization
CO5-.	To make students aware about use of conflict resolution techniques in resolving conflicts in an organization
CO6	To create the concept of organizational behaviour and its importance in organization.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

HAPH 105	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO1	PSO 2	PSO 3
CO1		2				1							2		
CO2	1			1	1				2				1		
CO3		2					1	1					2		
CO4	3									1					
CO5									2					2	
CO6			3								1	1			

		L	T	P	C
Course Code – HSRD 107					
Course Name – Hospital Residency					
Year / Semester – 2021/ 1ˢᵗ Semester					
				4	4

Course Code: HSRD 107

Hospital Visit + Report on Hospital Practices
Objective: This course intends
1. To familiarize and enhance understanding of the students about the managerial practices in different departments of the hospital with special emphasis on patient care
2. To develop understanding of the students about the organizational set up of hospitals in different set-ups during hospital visits i.e., Government sector, charitable or missionary hospitals, nursing homes, teaching hospitals and corporate sector.

Course Contents: Hospital visit
 1.   A brief introduction is given by the host hospital on the medical and administrative functions.
 2.   Students will visit various departments and will observe the physical layout, working conditions and managerial practices under the supervision of internal faculty of the department.
 3.   Students will write notes on the salient features of activities of different departments.
 4.   A structured report shall be prepared by each student after each hospital visit.
 5.   The assessment will be out of 40 marks

Course Contents: Report on Hospital Practices
1.   Students will be given detailed information about the functioning of the different departments and general working environment of the hospital, they will be asked to appreciate special demands and understand various managerial protocols, in different patient care areas of the hospital. They are supposed to learn and get familiar with the functions and activities of the different departments of the hospital.
2. Students will prepare a report highlighting managerial functions undertaken in the hospital and scope of improvement in the hospital.

3. A performance appraisal certificate shall be issued by the hospital administrator or medical superintendent.

4. Students will give a formal presentation of the report before the jury comprising of minimum two internal faculty members appointed by the Director of the college.

5. The assessment would be out of 60 marks (External Marks-30, Internal Marks-30).

6. Departments to be visited are: 2Hrs /Week in each Dept.
i IT Department
ii. Reception

iii. Registration
iv. Admission
v. Billing & Discharge
vi. OPD Services
vii. Public Relation Office
viii. Pharmacy Services
ix. Stores
x. House Keeping

7.   Report format
i. Introduction
ii. Functioning of department
iii. Observation
iv. Recommendation
iv.   Conclusion

Course Outcome: After completion of the course the students will be able to:

CO1	To develop understanding of the students about the organizational set up of hospitals
CO2	Demonstrate the working of hospital
CO3	To recommend the applications of Hospital Administration in Hospitals
CO4	To compare the relationship between Hospital Administration and Medical administrators
CO5	To prove the importance of Training in a hospital.
CO6	To create understanding of healthcare operations in the ground level.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

HSRD 10	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO	PSO 2	PSO 3
CO1	1													1	
CO2		3						1		1				2	
CO3				2											2
CO4					3									1	
CO5				2											2
CO6						2					1	1			

PERFORMANCE APPRAISAL

Student's Name: _____

Course: _____ **Session:** _____ **Roll No.** _____

You are requested to provide your opinion on the following parameters:
  A – Outstanding
  B – Good
  C – Satisfactory
  D – Unsatisfactory

1 Technical knowledge gathered about the healthcare industry and the job he/she was involved.
2 Communication Skills: Oral / Written / Listening skills
3 Ability to work in a team
4 Ability to take initiative
5 Ability to develop a healthy relationship with others
6 Ability to relate theoretical learning to the practical training
7 Creativity and ability to innovate with respect to work methods and procedures
8 Ability to grasp new ideas and knowledge
9 Presentations skills
10 Documentation skills
11 Sense of Responsibility
12 Acceptability (patience, pleasing manners, the ability to instill trust, etc.)
13 His/her ability and willingness to put in hard work
14 Punctuality
15 In what ways do you consider the student to be valuable to the organization?

Consider the student's value in term of:
  (a) Qualification
  (b) Skills and abilities
  (c) Activities/ Roles performed

Any other comments: _____.

Assessor's overall rating

Assessor's Name: _____ Designation: _____

Name and address of Hospital: _____

Email id: _____ Contact No: _____

Assessor's Signature _____

Date: _____

Course Code – HIHM 201				
Course Name – Health Informatics & Health Information Management				
Year / Semester – 2021/ 2nd Semester				
	L	**T**	**P**	**C**
	3		**1**	**4**

Course Code: HIHM 201   **Lectures :48**
Objective: This course intends
1. To familiarize and develop understanding of the students on the information system management with special reference in healthcare institutions for proper decision making.
2. To enable students to know about hospital information system, and various tools and applications

Course Contents:
Unit I   **(10 hours)**
1. Meaning and role of information systems.
2. Types of information systems: operations support systems, management support systems, expert systems and knowledge management systems.
3. Information systems for strategic management: competitive strategy concepts, strategic role of information systems.
Unit II   **(10 hours)**
1. Health informatics: introduction, Healthcare information literacy, database management system, application of health information system.
2. Electronic medical records: overview, legal aspects of electronic medical records, advantages and disadvantages.
Unit III   **(8 hours)**
1. Decision Support Systems: MIS support for decision making; decision support systems.
2. Tools of business support systems: what if analysis, sensitivity analysis, goal seek analysis, optimization analysis.
3. Emerging concepts in information system design and application.
Unit IV   **(10 hours)**
1. Hospital Information System Management and software applications in registration, billing, investigations, reporting, ward management and bed distribution, medical records management, materials management and inventory control, pharmacy management, dietary services management, information processing.

2. Executive information system; expert support systems; security and ethical challenges.

Unit V   **(10 hours)**

1. MS Access: creating database, adding, editing and moving records.
2. Querying: creating, saving and editing; creating and using forms.
3. Creating and printing reports, managing data and files.
4. World Wide Web: introduction, web access through on-line services, using web browser, weaning a better Web.
5. Internet and Intranet: meaning of internet; difference between the internet and intranet; Introduction to TCP/IP; setting up an internet, internet addressing, types of internet connections.

Recommended Textbook:

1. Davis Nandinia A, Lacour Mellisa, 2016, Foundation of Health Management Information System, 4th edition, Elseveir Science.
2. James, A. O'Brien, Marakas.,George M,Ramesh.,Behl,2017, *ManagementInformation Systems*,Tata McGraw Hill.
3.

Reference Book:

1. Kenneth, Laudon and Jane Laudon , 2014, *MIS: Managing the Digital Firm*,14th edition,Pearson Education.
2. Turban, E., McLean, E. and Wetherbe J.,2015, *Information Technology for Management: Making Connections for Strategic Advantage*. 5th edition, John Wiley and Sons.

1.

Course Outcome: After completion of the course the students will be able to:

CO1	To learn about the generations, System software and Application software
CO2	To understand the concepts of MS Word, MS Excel and Power Point
CO3	To explain the importance of www, Telnet and FTP.
CO4	To design steps Automation of Services, File and Database Management System.
CO5	To develop the modules in a hospital, concept of telemedicine biometrics and touch screen facility, overview of ERP.
CO6	To create the understanding of developing computing in healthcare.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

HIHM 201	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1	1	2													
CO2					1		1		1						
CO3	1			1						1					1
CO4		1	2	2		1									2
CO5	1		3											3	
CO6	1	2						2			1	1			

Course Code – HRIH 202				
Course Name – Human Resource Management & Industrial Relations				
Year / Semester – 2021/ 2ⁿᵈ Semester				
	L	**T**	**P**	**C**
	3	**1**	**-**	**4**

Course Code: HRIH 202   **Lectures : 48**

Objective: This course intends
1. To develop understanding of the students of concepts, techniques, theories and practices of human resource management in hospital.
2. To study about elements of HRM, job analysis, performance and job evaluation.
3. To know about job enrichment, transfer and separation.

Course Contents:

Unit I   **(8 hours)**

1. Elements of HRM: evolution of HRM, meaning, mature and scope, HRM functions and objectives, difference between HRM and Personnel Management.
2. Human Resource Development in India, role of HR managers, manpower planning.

Unit II   **(10 hours)**

1. Job analysis, job description, job specification.
2. Recruitment and selection, methods and procedures.
3. Difference between recruitment and selection process.

Unit III (6 hours)
1. Training and development: purpose, methods and issues of training and management development program, mentoring and coaching.

Unit IV (12 hours)
1. Performance and job evaluation: definition, purpose of appraisal, procedures and techniques including performance appraisal.
2. Job evaluation: concept, methods and types.

Unit V (12 hours)
1. Job Enrichment: promotion, transfer and separation: promotion – purpose, principles and types.
2. Transfer: reasons, principles and types.
3. Separation: lay-off, resignation, dismissal, retrenchment.
4. Job enrichment, job enlargement, job rotation.

Text Books:

1. George W Bohlander and Scott A Snell (2013), "Principles of Human Resource Management". Fifteenth Edition"; Thomson Publications.
2. VSP Rao, "Human Resource Management", (2010), Excel Books, 3rd Edition

Reference Books:

1. K Aswathappa, "Human Resource and Personal Management" (2017) Tata McGraw Hill, 8th Edition
2. Stephen P. Robbins, "Human Resource Management", (2002), Pearson Education Asia
3. Sarah Gilmore and Steve Williams (2014). "Human Resource Management". Oxford University Press.
4. Tayeb, M. (2005). International human resource management. Oxford University Press.

Course Outcome: After completion of the course the students will be able to:

CO1	To enhance the abilities of the learners to develop the concept of HRM and its importance in any organization.
CO2	To provide an overall understanding about the basics of recruitment and selection, and basics of job description and specifications
CO3	To evaluate and study about different methods of training.
CO4	To analyze and study about various methods of performance appraisal and job evaluation, and its implication in organization.
CO5	To generate adequate knowledge about transfer, promotion and separation along with various methods of job enrichment and enlargement.
CO 6	To create understanding of the role and practices of human resource management in health care.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

HRIH 20	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO1	PSO 2	PSO 3
CO1	1	2	1												1
CO2		1					1			1					
CO3					2	1			1			1			
CO4					2			1							1
CO5	3														
CO6			2	2							1				

Course Code – HOSS 203				
Course Name – Hospital Support Services				
Year / Semester – 2021/ 2nd Semester				
	L	T	P	C
	3	1	-	4

Course Code: HOSS-203   **Lectures : 48**

Objective: This course intends
1. To familiarize and develop understanding of the students of various hospital support services and their rational utilisation.
2. To study about biomedical waste management and segregation norms .

Course Contents:
Unit I   **(10 hours)**
1. Principles and methods of organizing, clinical and support services for hospitals, role of support services in hospital functioning.
2. Hospital Laundry Services

2. Nursing services: duties and responsibilities of nursing officers, Staffing norms in various types of hospitals and departments, nursing by-laws, rules, policies and procedures. Recent trends in nursing profession and education .Documentation and records , nursing audit,

Unit II   **(10 hours)**
1. Emergency services: meaning, importance, methods.
2. Safety, security, fire protection and ambulance services.

3 Pharmacy Services -meaning, scope, role, functions, concept of Hospital pharmacy. Drug distribution, concept of hospital formulary,Facilities and personnel required in Hospital pharmacy, Location and space requirements of hospital pharmacy, unit dose dispensing, Basic concept of Inventory, basic knowledge of prescriptions and abbreviations.

Unit III   (9 hours)
1.Dietary services and hospital diet: importance, functions, equipments, storage, day store, general kitchen, special diet kitchen, food distribution.
2. Types of hospital hazards: physical, biological, mechanical, psychological hazards.
3. Laboratories for clinical investigations: laboratory procedures, conduct, sampling, reporting and billing; staffing, housekeeping, safety and precautionary measures in laboratories and blood bank.

Unit IV   (9 hours)
1.Security Services
2.Hospital Stores
3. Role of central sterile supply department, infection control committees, monitoring and control of cross infections.

Unit V   (10 hours)
1.Biomedical waste management: meaning, categories of biomedical wastes, Segregation, Collection Transportation and disposal of biomedical wastes, incineration and its importance, amendment in BMW Rule. Standards for Incineration, waste autoclaving, microwaving and deep burial
3.   Mortuary (Preservation, transportation & religious formalities)

Recommended Textbook
1. Arun Kumar., 2002 (ed) *Encylopedia of Hospital Administration and Development*, Anmol Publications, New Delhi.
2. Park K., 2009, *Textbook on Hygiene and Preventive Medicine.*Banarsidas Bhanot, Jaipur,India .

Recommended books:
1. Srinivasan A.V., 2008 *Managing a modern hospital*, 2nd edition , Sage Publ Pvt Ltd, New Delhi.
2. Anand K.K., 1996, *Hospital management,* Vikas Publishing, New Delhi.

Course Outcome: After completion of the course the students will be able to:

CO1-	To learn & use various Hospital Support services like Laundry and Nursing services
CO2-	To understand the concepts of Emergency services and Drug Distribution in hospital
CO3-	To understand the concepts of Dietary services and Hospital Hazards, mortuary
CO4-	To analyze the role of Security services, CSSD and infection control
CO5-	To apply the basics of Biomedical Waste Management.
CO6-	To create understanding of the importance of biomedical waste management in hospitals.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

HOSS 203	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO 2	PSO 3
CO1	1	1							3		2		
CO2		1		1	1								
CO3		3	1					1					1
CO4				1		1			2			1	
CO5		2					1						
CO6	2		1							2			

Course Code – FIMG 204				
Course Name – Financial Management				
Year / Semester – 2021/ 2nd Semester				
	L	T	P	C
	3	1	-	4

Lectures : 48

Objective: This course intends
1. To familiarize and develop understanding of the students of various Financial management techniques to efficiently run a healthcare setting.
2. To enable to study about journal entries, cash book and prepare financial statements

Course Contents:
Unit 1   **(10 hours)**
Introduction to Financial Accounting, Accounting meaning, definition, objectives, advantages, disadvantages and Users of Accounting information. Difference between accounting and book keeping

Unit 2   **(10 hours)**

Journal and its meaning, classification of account and their rules of debit and credit, ledge rand its meaning, posting and its rules, trial balance and its meaning and its types, cash book (one column, two column, three column and petty cash book) and its subsidiary book.

Unit 3   **(10 hours)**
Financial statement – Preparation of trading profit and loss account and balance sheet with adjustment and without adjustment in hospital.

Unit 4   **(9 hours)**
Financial Statement Analysis: The Tools of Analysis, Horizontal Analysis, Vertical Analysis, Trend Analysis, Ratio Analysis – its meaning, definition advantages, limitations and classification in hospital.

Unit 5   **(9 hours)**
Depreciation accounting- its meaning, factors, causes and types of depreciation and its merits and demerits.

Recommended Textbook

1.   Chaudhary, A., 2017, *Introduction to Financial Accounting*, 1st edition, Pearson
2.   Education.
3.   Bhattacharyya., Ashish, 2012, *Essentials of Financial Accounting*, PHI

Recommended Book

1.   Maheshwari, SN and Sunil., 1993 "*Financial Accounting*: Sultanchand and Sons, New Delhi.
2.   Tulsian PC., 2002, "*Financial Accounting*, Pearson Education.

Course Outcome: After completion of the course the students will be able to:

CO1-	To understand the concept of Accounting, meaning and objective of financial accounting its importance to the various stakeholders .
CO 2 :	To know the process of accounting , Rules of Debit and Credit , recording of transaction in journal its posting into ledger and trial balance and Preparation of triple column cash book.
CO3	To assemble the preparation of final accounts with adjustment in a hospital .
CO4	To analyse financial statement through the various methods like ratios and trend analysis.
CO5	To identify the concept of depreciation , causes and methods of charging depreciation with its advantages and limitations .
CO6	To create understanding of the importance of accounting in healthcare management.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

FIMG 204	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO1	PSO 2	PSO 3
CO1		1								1					
CO2	3						1						1		
CO3			2	1		1			2					1	
CO4		1								1					1
CO5					2							1			
CO6		2									2				

Course Code – PREN 205				
Course Name – Professional English				
Year / Semester – 2021/ 2nd Semester				
	L	T	P	C
	3	-	1	4

Course Code: PREN 205   **Lectures : 48**

Objective: This course intends
1. To familiarize and develop understanding of the students of various aspects of Professional English to easily communicate among subordinate and seniors in the profession.
2. To enable to study about written communications, business letters , presentation skills.

Course Contents:
Unit I   **(6 Hours)**
Communication: Meaning and importance of communication, Process of communication, Its types, Language as a tool of communication, Barriers to effective communication, 7 c's of communication,
Art of public speaking.
Practical (Oral): Speaking in groups on different social, Organizational and personal issues.
                                                                                                                   (4 Hours)

Unit II
Written communication: Rules for writing précis, Paragraph writing,
development of paragraph, Reading comprehension, Improving comprehension skills.
Practical (oral): Reading paragraph, Reading newspaper reports.**(4 Hours)**

Unit III
Business Letters and Reports: Introduction to business letters, types of business letters, Layout of
business letters, What is a report? Kinds and objectives of reports, writing reports.   **(6 Hours)**
Practical (Oral): Oral presentation of reports on different topics.   **(4 Hours)**

Unit IV
Presentation strategies: Purpose, Audience and locale, Organizing contents, Audio-Visual aids, Nuances of delivery, Body language, voice dynamics.
(6 Hours)
Practical (Oral): Speech delivery with emphasis on body language and voice modulation.   **(4 Hours)**

Unit V (6 Hours)
                                                                                                                   (10Hrs)
Career Skills: Covering Letter, Job Applications, Resume Writing, Group Discussions, Basic Extempore.

Recommended Textbooks:
1. Raman Meenakshi & Sharma Sangeeta,2007, *Technical Communication-Principles & Practice* ,O.U.P. New Delhi.
2. Sehgal M.K. & Khetrapal V., 2006,*Business Communication* – Excel Books.

Recommended Books
1. Gupta .,C.B,2013, Basic Business Communication, Abe Books.
2. Mohan Krishna & Banerji Meera,2009, *Developing Communication Skills* – Macmillan   India Ltd. Delhi.

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Course Outcome: After completion of the course the students will be able to:

CO1-.	To familiarize and develop understanding of the students of various aspects of communication to easily communicate among subordinate and seniors in the profession
CO2	To improve skills of comprehension and paragraph writing by various methods.
CO3	To develop adequate knowledge and to impart skills to students about writing business letter and report.
CO4	To make students develop and enhance their presentation skills among them.
CO5	To provide students adequate knowledge about preparing impactful resume along with develop good group discussion skills.
CO6	To create understanding of the students of aspects of Professional English.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

PREN 205	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2	PSO3
CO1		3	2		1								
CO2	3				1				2		1		**1**
CO3	2						1		3			1	
CO4		1	2			1							
CO5	3			2				1					**2**
					1				2	2			

Course Code – MTMG 206				
Course Name – Material Management				
Year / Semester – 2021/ 2nd Semester				
	L	**T**	**P**	**C**
	3	1	-	4

Course Code: MTMG 206   **Lectures : 48**

Objective: This course intends
1. To enhance students understanding on the theories, concepts, tools and practice relating to materials management in hospital.
2. To study about the objectives and elements of purchasing, scientific inventory management.
3. To study about inspection and storage , maintenance and distribution of materials.

Unit 1 :   **(10 hours)**
Introduction to Production & Operations Management, Production System with special relevance to Flow of Materials. Introduction to Supply Chain Management & Value Chain.

Unit 2 :   **(10 hours)**
Materials Management - Introduction, Definition and Function, Goals and Objectives of Materials Management, Functions of Materials Manager, Problems and Issues in Hospitals & Information Systems for Materials Management.

Unit 3 :   **(9 hours)**
Purchasing - Objectives and Elements of Purchasing, Tendering System & Purchase Procedures including Import of Equipment with special relevance to Letter of Credit & Bill of Lading.

Unit 4 :   **(10 hours)**
Scientific Inventory Management, Codification and Standardization, Value Analysis, Inventory Control, Lead Time, Safety Stock and Reorder Level , Economic Order Quantity (EOQ) ,Elements of Material Requirement Planning (MRP) and MRP Calculations.

Unit 5 :   **(9 hours)**
Inspection, Storage Maintenance and Distribution of Materials, Warehousing and its types including Material Handling Equipments, Condemnation and Disposal .

Recommended Textbooks:

1. Gupta., Shakti, Kant.,Sunil,2001, Hospital Stores Management: An Integrated Approach, 1st Edition, Jaypee Publications.
2. Goel .,B.S,2002,Production Operations Management ,Vol 2, 22 edition,Pragati Prakashan.

Recommended Textbooks:
1. Skeet., Murriel,Fear.,David,1995, Care and Safe Use of Hospital Equipment ,(VSO, UK)
2. Gopalakrishnan., P ,Sundaresan.,M, 1977, Materials Management : An
     Integrated Approach ,Prentice – Hall of India Pvt. Ltd., New Delhi

Course Outcome: After completion of the course the students will be able to:

CO1-	Introduction to Production & Operations Management and Supply Chain Management
CO2-	To know the concept of Material Management ,functions, objectives and goals
CO3-	To restate the concept of Purchasing including import formalities.
C04-	To apply the Concept of Inventory Management and various terms associated with it.
C05-	To understand the Concept of Warehousing, Store House, Inspection
CO 6	To create understanding of the concepts of materials management im relation to healthcare industry.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

MTMG 206	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO1	PSO 2	PSO 3
CO1		2								1					
CO2	1				1	1	1						1		
CO3	2	1							2					1	
CO4		1	2					1							
CO5		2			1							2			**1**
CO6			2	1							1				

Course Code – HIMT 207				
Course Name – Health Insurance and Medical Tourism				
Year / Semester – 2021/ 2nd Semester				
	L	**T**	**P**	**C**
	3	1	-	4

Course Code: HIMT 207

Lectures : 48

Objective: The primary aim of this subject is
1. To acquaint students to the concept of health insurance, product development, and various health insurance products-both at individual and group level,
2. To study about the economic services of health insurance, underwriting of health insurance policies, marketing of insurance policies, claims management, third-party administration etc.,
3. To enable students to be ready for the challenges of the healthcare insurance which is emerging as a sector holding great promise.
4. To attain knowledge on trends in medical tourism , scope of medical tourism in India

Content:

Unit I   **(10 hours)**

Introduction: History of Health Insurance, Principles of Health Insurance, Health Insurance Products,Group Insurance Products, Product design, Development and Evaluation, current trendsin Health Insurance - International and Indian scenario. Concepts of insurance, life and nonlife.

Unit II   **(9 hours)**

 Operations in Health Insurance: Introduction to Claims management, significance of claims settlement, nature of claims from various classes of insurance, role of Third Party Administrators. IT Applications and Legal framework in Health Insurance,Infomation Technology and Insurance, legal framework and documentation, ethical issues.

Unit III   **(9 hours)**
Marketing and servicing of Health Insurance,Different elements of insurance marketing, uniqueness of insurance markets, distribution.Channels for selling insurance: role of regulatory authority in supervising promotional activities

Unit IV –   **(10 hours)**
Health and Medical Tourism: Meaning, nature and scope ,Factors responsible for growth of health and medical tourism, Health and Medical tourism Product,Health and Medical Tourism markets at global level
Advantages and disadvantages for India in Global Medical Tourism Market

Unit V –   **(10 hours)**
Health and Medical Tourism in India,Role of Private sector in health and medical tourism
Traditional Health Care system in India,Government incentives for health and medical tourism   in India
Certification and Accreditation in health and medical tourism,Ethical, legal, economic and environmental issues in health and medical tourism

Recommended Textbook:

1. Kenneth Black,Jr. Ilarold D.Skipper,Jr,2003, Lire and Health Insurance, thirteenth edition, Pearson Education Pte. Ltd., Delhi.
2. Sarngadharan, M. &Sunanda, V.S.,2009, Health Tourism In India, New Century Publications.

Recommended Book:

1. A, Reisman, David.,2010, Health Tourism: Social Welfare Through International Trade, Edward Elgar Publishing.
2. Smith, Melanie.,Puczko, Laszlo., 2008,Health and Wellness Tourism,Routledge

Course Outcome: After completion of the course the students will be able to:

CO1-	To understand the concept of Insurance and Health Insurance with recent trends
CO2	To categorize the concept of Claims and the role of third Party
CO3-	To know the Role of marketing and regulatory authority in Insurance.
CO4-	To understand the concept of Health and medical Tourism
CO5-	To assess then Role of Private sector in health and medical tourism, Certification and Accreditation in health and medical tourism.
CO6	To create understanding of the concept of the Health Insurance with the trends in health a care industry.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

HIMT 20	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO	PSO 2	PSO 3
CO1		2						1							
CO2	1				1		1		2	1			1		
CO3	2	2				1			2					1	
CO4		1		2								2			**1**
CO5	1	2	1								2				**1**

Course Code – HEEC 301				
Course Name – Health Economics				
Year / Semester – 2021/ 3rd Semester				
	L	T	P	C
	3	1	-	4

Course Code: HEEC 301   **Lectures :48**

Objective: This course intends
1. To familiarize and develop understanding of the students about the principles and concepts of economics for better resource management in healthcare sector.
2. To enable to understand about market failure and role of government in health sector.
3. To learn about analyzing the medical care markets, market for health care professionals and hospital services.

Courses Contents:

Unit I   **(10 hours)**
Introduction to health economics, fundamental economic concepts; scarcity and choice,. Law of demand and supply, determinants of demand and supply for medical services; Elasticity and its applications in healthcare.

Unit II   **(12 hours)**
Market failure and role of Government in health care sector; Medical care production and costs analysis; Decision making under different healthcare markets (perfect and imperfect) by health care providers.

Unit III   **(8 hours)**
Utility Analysis:
 The Demand for Health, The Demand for Medical Care, Classification of Costs and cost analysis,
 Price determination under various configurations. Health care spending, The trade-offs between quality and quantity- demand for health care services.

Unit IV   **(12 hours)**
Analyzing Medical care Markets

The Medical Care Market Place, The competitive Market Model, Market Failure in Medical Markets, Government Intervention in Medical Markets.
Market for Healthcare Professionals Application of the Theory of Labor Markets in the case of Health Care Professionals, The Market for Physicians Services, Models of Physician Behavior, The Market for Nursing Services, The Market for Dental Services.
Market for Hospital services Alternative Models of Hospital Behavior-Utility Maximizing N Control Models, The Trend towards Multi Hospital Systems

Unit V
Healthcare system:
Indian Healthcare system - Health Policies - Expenditure and Allocations
Under Five-Year Plans-Role of Private Sector and PPP, Economics model of Health, Health & SES, Health and Economic development. Health care and welfare state, private versus public health care, public-private partnerships in health care, equity in healthcare delivery,   **(6 hours)**

efficiency and effectiveness in health care, case studies.

Recommended Text Books:
1. Cleverley WO, Cleverley JO, Song PH.2011, *Essential of health care finances,* 7th edition. Jones & Bartlett Learning.
2. Witter S, Ensor T, Jowett M, Thompson R., 2009, *Health economics for developing countries. A practical guide.* London: MacMillan Education

Recommended Books:

1. Briggs AH, Claxton K, Sculpher MJ., 2006, *Decision modelling for health economic evaluation.* Oxford: Oxford University Press.
2. Zweifel P, Breyer F, Kifmann M, 2009,*Health economics*, 2nd edition. New York: Springer Publishing.

Course Outcome: After completion of the course the students will be able to:

CO1-	To familiarize and develop understanding of the students about theprinciples and concepts of economics and demand and supply for better resource management in healthcare sector.
CO2-	To develop an understanding about the market failure and importance of government in managing healthcare sector market failure.
CO3-	To provide adequate knowledge about various types of costs and its analysis.
CO 4-.	To study and analyze about various types of healthcare markets
CO 5-	To develop an understanding of Indian healthcare system and role of PPP in healthcare system.
CO 6	To create understanding of the principal and understanding of the concept economics in health care industry.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

HEEC 30	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO1	PSO 2	PSO 3
CO1	3	2								1					
CO2			2				1	1					1	1	
CO3	1				1			1							
CO4		2		2											1
CO5		2	1								2	1			

Course Code – MAHE 302				
Course Name – Management Accounting in Healthcare				
Year / Semester – 2021/ 2nd Semester				
	L	T	P	C
	3	1	-	4

Course Code: MAHE 302   **Lectures :48**

Objective: This course intends
1. To familiarize and develop understanding of the students of the cost accounting and financial management processes for optimum utilisation of financial resources in healthcare sector.
2. To study about about cost estimation of health care services.
3. To enable students prepare cost sheets and know about differential and incremental costing.

Course Contents:

Unit I   **(10 hours)**
1. Introduction to Cost Accounting: meaning, objectives and functions of cost accounting, role of costing in decision making, types of cost; cost concepts; elements of cost; overheads and their allocation and apportionment.
2. Costing of service departments and other related areas, estimation of cost of service departments and allocation of costs to various other departments such as: CSSD, laundry, compressors, water supply, oxygen, nitrous oxide, food and beverage, housekeeping, security, maintenance, operation theatre, costing as buy or make decision.

Unit II   **(10 hours)**
1. Preparation of cost sheet: methods of costing, reconciliation of cost and financial accounting.
2. Marginal costing: marginal costing versus absorption costing, cost-volume-profit analysis and break-even analysis, margin of safety, key factors, managerial applications of marginal costing.

Unit III   **(10 hours)**
1. Differential costing and incremental costing: concept, uses and applications, methods of calculation of these costs and their role in management decision making.
2. Standard costing: concept of standard cost, establishing various cost standards, variance analysis, material, labour and its applications and implications.

Unit IV   **(10 hours)**
1. Budgeting: concept of budget, budgeting and budgetary control, types of budgets and their preparation, advantages and limitations of budgetary control.

Unit V   **(8 hours)**
1. Responsibility accounting: concept and various approaches to responsibility accounting, concept of investment centre, cost centre, profit centre, responsibility centre and its managerial implications.

Recommended Textbooks:
1. Horngren et al, 2014, *Introduction to Management Accounting*, 16nth edition, Pearson.
2. Periaswamy P, 2008, A Textbook of Financial cost and management Accounting, 4th edition, Himalaya Publishing House.

Recommended books
1. Khan and Jain,2014, *Management Accounting*, Tata McGraw-Hill. 2nd edition
2. Pandey, I.M., *Management Accounting,* 2009,Vikas Publication. 3 rd edition Publisher.
3. Bhattacharyya S.K. and Dearden J., 1997, *Accounting for Management*, 3rd edition.Vikas Publication

Course Outcome: After completion of the course the students will be able to:

CO1	To understand the cost accounting , functions of cost accountant , cost its classification and how these cost are allocated and apportioned to the various department of hospitals .
CO2	To calculate the concept of marginal costing , techniques of marginal costing and its managerial applications.
CO3	To understand the concept of differential costing and its role in decision making . Standard costing and how it is used as cost controlling technique .
CO4	To know the concept of budgetary control , various types of budgets and its preparations.
CO5	To evaluate Responsibility accounting and its approaches and managerial application of responsibility accounting.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPPECIFIC OUTCOME

MAHE 302	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1		2			1			1							1
CO2	1			1					1					1	
CO3	2	2				1			2				1		
CO4		1	2				1			1					
CO5	1	2									2	1			1

Course Code – MAMG 303			
Course Name – Marketing Management			
Year / Semester – 2021/ 2ⁿᵈ Semester			
	L	T	P	C
	3	1	-	4

Course Code: MAMG 303   **Lectures :48**

Objective: This course intends
1. To develop and sharpen students' marketing skills including effective public relations management for better positioning of the hospital and communication of healthcare services and facilities to the public.
2. To understand about promotion of business in hospitals and aspects of marketing.
3. To know about public relations and role of public relations in marketing.

Course Contents: **(10 hours)**
Unit I
1. Meaning of marketing and marketing management
2. Basic concept of marketing management, consumer behavior.
3. Marketing research and information
4. Pricing strategies of various services.
5. Marketing strategy, evaluation and control.

Unit II   **(10 hours)**
1. Promotion of business in hospitals.
2. Service marketing, patient care and communication.
3. Advertisement and branding.
4. Marketing of promotional activities.

Unit III   **(9 hours)**
1. Corporate marketing.
2. Marketing for third party administrators and cash-paying patients.
3. Marketing and medical ethics.
4. Social aspects of marketing.

Unit IV   **(10 hours)**
1. Public Relations : definition, need, essentials of good public relations, public relations towards global professionalism and major areas of public relations activity.
2. Co-ordination of press relations, advertising, publications and different media.
  3. Market demand of a product and its features
  4. Corporate marketing an overview
  5. Corporate image.
  Role of public relations in India, Government interference, role
  of Press Bureau, other Government and media organizations,
  public relations approach and public relations problems in
  Government sector.

Unit V   **(9 hours)**
1. Public relations for private sector: Impact on business management, share holders, distributors, customers and internal communication.
2. Professionalism for public relations.

3. Qualities of public relation officers, professionalism and regulations
4. Corporate communications and identity, corporate message, image branding and public affairs.
5. Crisis Management

Recommended Text books:
1. Kotler Philip, 1996, Marketing Management: Analysis ,planning, Implementation and control, 9th Edition Pearson Education

2. . Lovelock., Christopher.H, Wright., Lauren ,1999,Principles of Service Marketing and Management Prentice Hall.

Recommended books
1. Zeithaml., Valarie, Bitner., Mary Jo, 2012,Services marketing, 6th Edition, Mac Grraw Hill Publication.
2. Saxena .,Rajan ,2005, Marketing Management, 3rd Edition ,Tata McGraw-Hill Education, June 2005

Course Outcome: After completion of the course the students will be able to:

C01	To understand the concept of Marketing, Marketing Management and Marketing Research
C02	To know the concept of the Advertising, Branding and service marketing.
CO3	To remember social mar keting, ethics, marketing for third party administrators
CO4	To understand the concept of Public Relations, Functions of PRO.
CO5	To understand the role of Govt. and Private sector in Public Relations.
CO6	To create the concept the marketing skills and public relations applicable in healthcare industry.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPECIFIC OUTCOME

MA MG 303	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PSO 1	PSO2	PSO3
CO1	2													2	
CO2		2			1								1		
CO3		1							1						**1**
CO4		1						1							
CO5	**1**		**2**								**2**	**1**			
CO6					**1**			**1**					**1**		

Course Code – STMG 304				
Course Name – Strategic management in Healthcare				
Year / Semester – 2021/ 2nd Semester				
	L	T	P	C
	3	1	-	4

Course Code: STMG 304   **Lectures :48**

Objective: This course intends
1. To familiarize and develop understanding of the students of the concepts and processes involved in strategic management for policy decisions in hospital.
2. To understand the strategic management process and situational analysis .
3. To study its application at national and international level.

Unit 1 :   **(10 hours)**
Introduction to Critical Areas, Dimensions & Level of Strategy ,Characteristics of Strategic Decision Making. Evolution of strategy management, with a focus on healthcare. Strategic Thinking, Leadership and Competitive Advantage.

Unit 2 :   **(10 hours)**
Strategic Management Process : Components ,Mission for an Organization ,Organizational Profile, External Environment , Strategic Analysis and Choice ,Long term Objectives ,Grand Strategy , Strategy Evaluation and Control

Unit 3 :   **(10 hours)**
Situational Analysis Need Environmental issues, Vision, Mission, Objectives, Values, Directional Strategies, Adaptive Strategies, Market Entry Strategies, Positioning Strategies and Operational Strategies , Healthcare Environment and Information Process : Scan, Monitor, Forecast and Assess Tools and Techniques

Unit 4 :   **(8 hours)**
Strategy Formulation Developing, Strategic Alternatives, Evaluation of Alternatives and Strategic Choice, Strategic management of a healthcare organization: engagement, behavioural indicators, and clinical performance.

Unit 5 : (10 hours)
Application in National and International Level Strategic Management Practices in National Health Care Programs ,Strategies adopted in Long Term Health Policy with special reference to Women and Child Health, AIDS Control, Tuberculosis Control, Leprosy Control, Malaria Eradication, and Water Supply and Sanitation .Strategic Planning in Family Planning. Strategic Management Practices in International Healthcare Strategies adopted by International Agencies: WHO, World Bank Strategies Approach in Health Programs of few Developed Countries. Strategic

Recommended Textbooks:
1. K. Park., 2015,Text Book of Preventive and Social Medicine , 23rd Edition Publisher M/s Banarsidas Bhanot, Jabalpur.
2. John A. Pearce II and Richard B. Robinson Jr.,1997, Strategic Management: Strategy

Formulation and Strategic Analysis for Hospital Management , 10th Edition, (Aspen Publication, USA

Recommended books:
　　1.W. Jack Duncan, Peter M. Gunter and Linda E. Swayne,2006, Strategic
　　　 Management of Health Care Organizations , 7th Edition, (Blackwell Publishers,
　　　 Massachusetts, USA) ISBN 1-55786- 534-5
　　2.　Kazmi Azhar, Kazmi Adela, Strategic Management, 4th ed, Mcgraw Hill Education.

Course Outcome: After completion of the course the students will be able to:

C01	To remember the Concept of Strategy and characteristics of Decision Making
C02	To understand Concept of Mission, Grand Strategy and Strategy Evaluation and Control.
C03	To understand Mission, Vision, Healthcare Environment and Information Process.
C04	To apply Strategy Formulation Developing, Evaluation of Alternatives
C05.	To apply Strategies adopted in Long Term Health Policy in various areas.
CO6	To create the concept of strategic management for policy decision in health care industry.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPECIFIC OUTCOME

STMG 304	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO	PSO 2	PSO 3
CO1		2						1							
CO2	3			1		1		1							
CO3	2	2			1			2					1		
CO4		1	2							2					
CO5		2		1					1		1				**1**

Course Code – LAHC 305				
Course Name – Legal Aspects of Healthcare				
Year / Semester – 2021/ 2nd Semester			Lectures :48	
	L	T	P	C
	3	1	-	4

Objective: This course intends

1. To familiarize and develop understanding of the students of the legal environment and regulations of statutory bodies prevalent in the healthcare sector.
2. To study about the various legal acts and its implications .
3. To understand the liability of Hospital and norms to be followed.

Course Contents:

Unit I
1. Law and ethics: definition, concepts of ethics, principles(atonomy,non-maleficence,beneficence,justice).
2. Laws pertaining to health: central births and death registration act, 1969-preliminary section, registration establishment, registration of birth and deaths, maintenance of records and statistics, penalties,
3. Medical termination of pergnancy act, 1971- objectives, definitions, places for pregnancy termination, circumstances for prenancy termination, maintenance of registers,offences and penalties
4. West bengal registration act 1962-definition, documentation, regulations, power to make rules, limitation,
   Medico-legal cases-definition, examples, guidelines, documentation   **(9 hours)**

Unit II   **(10 hours)**
1. Transplantation of Human Organs Act ,1994

2. Medical negligence, medico legal case, dying declaration, euthanasia (mercy killing), diagnosis, prescriptions and administration of drugs, post treatment services.
3. Laws pertaining to manufacture and sales of drugs: Drugs and Cosmetics Act, 1940; Pharmacy Act, 1948; Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954; Poison Act, 1919.

Unit III   **(10 hours)**
1. Legal implications related to establishment and maintenance of Blood Bank.
2. Legal implications related to ultra-sonography; PNDT Act.
3. Legal implications related to radio-diagnostic installations, Atomic Energy Regulations.
4. Hospitals and labour enactments; Hospital as an industry; unrest in hospitals; dispute settlement mechanism; arbitrates, conciliations and adjudication of disputes.

Unit IV   **(10 hours)**
1. Industrial employment act, 1946-objectives, scope ana application, definition, subission of drafts,certification of standing orders, appeal,
2. ; esi act, 1948-coverage, registration process, required documents, enroll ment of ip and ip registration, contribution ,calculation, benefits(sickness,medical,funeral, maternity, disability,dependent)
3. employees provident fund act, 1952-definition, eligibility,types of schemes under act,benefits
4. ; payment of gratuity act, 1972-definition,gratuity when payable,guidelined for gratuity,penalties
5. minimum wages act, 1948- objectives,fixation and revision of minimum wages, procedures for

fixing and revising minimum wage,amount of compensation,
6. Industrial disputes act, 1947-definition, reasons for disputes, forms of disputes, methods for resolving disputes (collective bargaining, negotiation, arbitration, adjudication, conciliation) Machinaries of resolving disputes- conciliation officer, board of conciliation, labour court, industrial and national tribunals, court of inquiry, works committee,

Unit V   **(9 hours)**
1. Liability of hospitals, contractual liability, award of damages and compensation, defences available to hospitals and medical staff, tortuous liability and vicarious liability.
2. Legal remedies available to patients, remedies under Consumer Protection Act, 1986.

Recommended Text books:
   1.   Steven D Edwards(1996),London nursing ethics :A principle based approach, Macmillan press Ltd
   2.   Gupta D and Gupta S., 1997,*Government and business*, 2nd edition Vikas Publishing House.

Recommended Reference Books:

   1. R.K. Chaube,2002, *Consumer Protection and the Medical Profession*, Jaypee Publishing, New Delhi.
   2. Aggarwal V.K, 2003*, The Consumer Protection Act ,4th Edition,*

Course Outcome: After completion of the course the students will be able to:

CO1-	To develop an understanding in students about ethics and laws pertaining to birth n death along with establishment of any hospital.
CO2-	To make students aware about various legal regulations regarding manufacturing and sales of drugs, also to impart knowledge to students about organ transplant rules and regulations.
CO3-	To Provide adequate knowledge about legal implications related with blood banks and PNDT Act.
CO4-	To develop understanding in students about various methods to resolve disputes in hospitals.
CO5-	To make students aware about the rights of consumers and about various liabilities of hospitals.
CO6	To create the concept of the legal environment and regulations of statutory bodies prevalent in the healthcare sector.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPECIFIC OUTCOME

MAHE 302	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO1	PSO 2	PSO 3
CO1		2													
CO2	1			1		1	1		1					1	
CO3	2	2			1				2				1		
CO4		1	2							1		2			
CO5	3	2									3				**1**

Course Code – MACO 306				
Course Name – Managerial Communication				
Year / Semester – 2021/ 2nd Semester				
	L	**T**	**P**	**C**
	3	1	-	4

Course Code: MACO 306   **Lectures : 48Course**

Objective: This course intends
1. To familiarize and develop understanding of the students on learning skills of managerial communication for uninterrupted delivery of healthcare services.
2. To provide an overview of Prerequisites to Business Communication.
3. To provide an outline to effective Organizational Communication.

Contents:

Unit I

Employment communication: Writing C.V. & Resume, Difference between C.V. & Resume,Impact ofTechnological advancement on Business communication, Intranet, Internet,Teleconferencing, and Video conferencing.   **(6 Hours)**

Practical (Oral): Presentation of C.V., Questioning on C.V., English Conversation.   **(4 Hours)**

Unit II
Talk in Teams: Importance of talk in a team, Team talk dynamics, Kinds of teams, Communication in Teams. Forms of Non-verbal Communication, Interpreting Non-verbal messages, Tips for effective use of non-verbal Communication
(6 Hours) Practical (Oral): Discuss on the importance of team work and communication.
(4 Hours)

Unit III
Negotiating: The act of negotiation, Negotiation style & their contexts, Common hurdles in Negotiation, Negotiating cultural diversities.   **(6 Hours)**
Practical (Oral): Practice of negotiation in the class, role- plays.   **(4 Hours)**

Unit IV
Personality Development Technique: Leadership **,** Conflict Management**,** Five pillars of personality development and career   advancement- Introspection, self- assessment, self- appraisal, self development, self- interrogation.   Barriers of Communication .
     (6 Hours)
Practical (Oral): Practice and discussion on all the five pillars of personality development.
                                                                     (4 Hours)

Unit V   **(8Hrs)**
Forms of Communication in Written mode: Basics Body language of Business Letters & Memos, Tone of writing, inquiries, orders & replying to them, sales letters, E-mail: How to make smart e- mail,Writing Business Reports and Proposal. Strategies of healthcare communication. SBAR four point communication toolkit.

Text Books:

1. Mishra. B, Sharma. S (2011) Communication Skills for Engineers and Scientists. PHI Learning Pvt. Ltd. ISBN: 8120337190
2. Chaturvedi P. D, Chaturvedi M. (2011) Business Communication: Concepts, Cases and Applications. Pearson Education India. ISBN: 8131718727.

Reference Books:

1. Pal, Rajendra and Korlahalli, J.S. (2011) Essentials of Business Communication. Sultan Chand & Sons. ISBN: 9788180547294.
2. Kaul, Asha. (2014) Effective Business Communication.PHI Learning Pvt. Ltd. ISBN: 9788120338487.

Course Outcome: After completion of the course the students will be able to:

C01-	To know the meaning of CV & Resume and technological advancement on Business Communication.
C02-	To study Importance of talk in a team, Team talk dynamics
CO3-	To understand the concept of The act of negotiation, Negotiation style
CO4-	To know the concept of Leadership , Conflict Management, Five pillars of personality development and career advancement
CO5-	To make smart e-mail, Writing Business Reports and Proposals.
CO 6	To create understanding of the students on learning skills of managerial communication for uninterrupted delivery of healthcare services.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPECIFIC OUTCOME

MACO 306	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO1	PSO 2	PSO 3
CO1		2						1							
CO2			1		1	1			2						
CO3	2	2			1				2				1		
CO4		1	2							1					
CO5	3	2													**1**
CO6										2	2				

Course Code – BMIT 307				
Course Name – Biomedical Instrumentation				
Year / Semester – 2021/ 2ⁿᵈ Semester				
	L	**T**	**P**	**C**
	3	1	-	4

Course Code: BMIT 307   **Lectures :48   Course**

Objective: Subject is intended
1. To cover the Operations and Maintenance aspects with reference to minimum Utilization of resources in a hospital.
2. To know about the purchase , installation and commissioning of medical instruments.
3. To study about the various operational strategies of general and clinical services.
4. To learn about equipment maintenance system.

Contents:

Unit I   **(8 hours)**

1.List of common medical equipments\Instruments used in Hospitals.
2.Modern equipments
OT equipments,Dialysis equipments,Therapeutic instruments,Major equipments in other departments
3.Purchasing and assessment of medical equipments.
4.Selection criteria for medical equipments,guidelines ,import,cost and general guidelines.

Unit II   **(8 hours)**

1. Purchase, installation, commissioning,
2. Replacement and selection of new equipment,
3. International and indigenous standards

Unit III

Operations Strategy   **(10 hours)**

Operations strategy a competitive tool, elements, technology selection and process: development, developing operations strategy. operations of clinical services, supportive services, and administrative services general introduction to the various specialties, super specialties and other subspecialties
1.Telemedicine:Introduction,History and Evolution.Concept and application.
2.Security,Ethical and Legal aspects of Telemedicine
3.Telemedicine access to health care Services- health education and self care

Unit IV   **(10 hours)**

Value Management: Value engineering, value analysis, quality control, applications in hospital.

Technology Management in Hospitals : Evolution of technology in hospitals, advanced technology in diagnostics and therapeutics, telemedicine concepts and applications, artificial intelligence and robotics in Healthcare.

Unit V   **(12 hours)**

Maintenance Management: Objectives, types of maintenance systems, equipment maintenance, quality and reliability, equipment history and documents, maintenance planning, maintenance information system, maintenance and monitoring of biomedical equipments, predictive maintenance, equipment availability, spares management, replacement policy, depreciation and loss of value, economic life, costing, cost of stand by, maintenance in hospital.Bio-Medical Technology, application in hospital environment, calibration tests, maintenance features, hazards.

Recommended Textbooks:
1. Srinivasan A.V, 2008,Medical Technology; Application in hospital environment, calibration tests, maintenance of hazards
2. . Barry, Jay Hazier.,1996, Principles of Operations Management, Prentice Hall, New Jersey

Reference Books:

1. Roger G.,1993,New Delhi.., Operations Management - Decision Making in Operations Function, RawHiII.
2. Lee J. and Larry p. Ritzman,1987, Operations Management - Strategy and Analysis,'ton - Wesley Publication
3. Elwood S.and sarin rakesh ,1987, singapore K.Modern production/operation management, ,john wiley ills

Course Outcome: After completion of the course the students will be able to:

CO1-	To know various biomedical instruments used in hospitals and all about their purchasing.
C02-	To compute concept of Purchase, installation and commissioning
C03-	To understand the Operations Strategy and Operation of various services.
C04-	To classify Value Engineering and Value Analysis
C05-.	To relate the concept of Maintenance Management and parameters associated with it.
C06	To create an atmosphere for Maintenance

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPECIFIC OUTCOME

BMIT 307	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1		2			1		1								
CO2	3					1		1	1	1					
CO3	2	1						2					1		
CO4		1	2								1			1	
CO5	1	2										2			**1**
CO6				1				1		1				1	

Course Code – RPVV 308				
Course Name – Research Project VIVA VOCE				
Year / Semester – 2021/ 2nd Semester				
	L	T	P	C
			4	4

Course Code: RPVV-308

Objective: This course intends
1. To familiarize and develop understanding of the students of the hospital activities and suggest solutions of a live problem.
2. To equip the student with the knowledge of actual functioning of the hospital and problems faced by the hospital for exploring feasible solutions and suggestions.
3. To assess the capacity of the student to articulate and comprehend what is being learned by him during the duration of the programme .

Guidelines:

1. The students shall be assigned a research project in the end of second semester and the student will submit a report at the end of third semester, which will form part of third semester examination. A performance appraisal by the hospital authority will be attached along with the report.

2. The report (based on the problem/ project studied) should ordinarily be based on primary data. It should reflect in depth study of the live problem. Relevant tables and bibliography should support it. The report should be prepared mentioning brief history of the hospital, its structure, performance of services and problems faced. The average size of report ordinarily will be around 100 typed pages in standard font size (14) and double spacing. Three neatly typed and soft bound (paperback) copies of the report are required to be submitted to the university. The report will be typed in A-4 size paper.

3. The report will have two certificates. One by the university and the other by the hospital authority. These two certificates should be attached in the beginning of the report.

4. The evaluation committee shall consist of one internal faculty member and one external faculty member.

5. The marking shall be as follows:

Research Project:

Internal: 50 marks
By the Internal Faculty: 50 marks
External: 50 marks
By external examiner appointed by the university: 50 marks

Project Viva voce

Internal: 50 marks
By the Faculty: 50 marks
External: 50 marks
By external examiner appointed by the university: 50 marks

6. The format of the report is given below:
- o   Title of the Project
- o   Research Objectives
- o   Literature Review
- o   Research methodology
- o   Results and Analysis
- o   Summary and Conclusion
- o   References
- o   Appendices- to include questionnaire, if any

Course Outcome: After completion of the course the students will be able to:

CO1-.	To equip the student with the knowledge of actual functioning of the hospital and problems faced by the hospital for exploring feasible solutions and suggestions.
CO2	To analyze case study in a hospital.
CO3	To eavaluate the importance of Dissertation.
CO4	To Understand the applicability of Project in hospitals.
CO5	To evaluate Project report of various hospitals.
CO 6	To create an understanding of the real timebday to day hospital operation system.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPECIFIC OUTCOME

RPVV 308	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO1	PSO 2	PSO 3
CO1	2	2		1		1									
CO2									1	1					
CO3	2	2			1				2				1	1	
CO4		1	2												
CO5	1							1							**1**
CO6		2	2				1				1	2			

PERFORMANCE APPRAISAL BY THE HOSPITAL AUTHORITY
Student's Name: _____

Course: _____ **Session:** _____ **Roll No.** _____
You are requested to provide your opinion on the following parameters:
A - Outstanding
B - Good
C - Satisfactory
D – Unsatisfactory
1 Technical knowledge gathered about the healthcare industry and the job he/she was involved.
2 Communication Skills: Oral / Written / Listening skills.
3 Ability to work in a team.
4 Ability to take initiative.
5 Ability to develop a healthy relationship with others.
6 Ability to relate theoretical learning to the practical training.
7 Creativity and ability to innovate with respect to work methods and procedures.
8 Ability to grasp new ideas and knowledge.
9 Presentations skills.
10 Documentation skills.
11 Sense of Responsibility.
12 Acceptability (patience, pleasing manners, the ability to instill trust, etc.).
13 His/her ability and willingness to put in hard work.
14 Punctuality.
15 In what ways do you consider the student to be valuable to the organization?
Consider the student's value in term of:
(a) Qualification
(b) Skills and abilities
(c) Activities/ Roles performed
Any other comments: _____.
Assessor's overall rating
Assessor's Name: _____ Designation: _____

Name and address of Hospital: _____

Email id: _____ Contact No: _____

Assessor's Signature _____

Date: _____

Course Code – HPDG 401				
Course Name – Hospital Planning & Designning				
Year / Semester – 2021/ 2nd Semester				
	L	**T**	**P**	**C**
	3	1	-	4

Course Code: HPDG 401   **Lectures :48**

Objective: - This course intends
1. To familiarize and develop understanding of the students on hospital planning and designing for optimum utilization of hospital resources and an interrupted delivery of healthcare services.
2. To study about process of hospital design and planning.
3. To understand the concept of hospital project management and cost evaluation of its construction.

Unit I   **(10 Hours)**

Meaning of Hospital Planning, Importance of Hospital Planning, Emerging Issues and Impacting factors. Points related to Master Plan, Systems of Medicine, Hospital Space requirement(wards and units in general)

Unit II   **(9 Hours)**

Hospital Planning Team, Objectives of Planning Team, Site survey, Steps of Hospital Planning, Components of Hospital Planning Process of Hospital Planning, General assessment of situation , Feasibility study, survey of community, Organization of Governing Board, Hospital Consultant, Hospital Architect, Hospital Zones, Engineers.

Unit III   **(10 Hours)**

Hospital Design- Site Survey, Soil Structure, Water Requirement, Sanitary Requirements, Sewage Disposal, General Parameters of Hospital Planning , Approval of Plan by the Local Authorities,

Unit IV   **(9 Hours)**

Hospital Project Management, Bed Planning, Type and Size of Hospital- Circulation, Parking, Landscaping and Gardening, Space Requirement

Unit V   **(10 Hours)**

Cost Evaluation of Construction of Hospital, Hospital Project Cost, Construction of Hospital, Commissioning of Hospital, Hospitals of 21st Century.

Recommended Textbooks:

1. Joshi DC, Joshi Mamta.,2009, Hospital Administration ,1st Edition, Jaypee Brothers Medical Publishers
2. Sakharkar BM.,2009, Principles of Hospital Administraion & Planning, 2nd Edition, Jaypee Brothers Medical Publishers.

Recommended books

1. Davis .,R. Llewelyn, & Macaulay.,2014, H.M.C, *Hospital Planning & Administration* – WHO Monograph Series 54 Jaypee Brothers, New Delhi.
2. Francis ., C.M., Desouza.,2014, Marioc ,*Hospital Administration* ,Jaypee Brothers, New Delhi

Course Outcome: After completion of the course the students will be able to:

CO1	To understand the concept of Hospital Planning and Types of Medicine system
CO2	To know the process of Hospital Planning, General assessment of situation , Feasibility study
CO3	To understand the Hospital Design- Site Survey, Soil Structure, Water Requirement
CO4	To know the Hospital Project Management, Bed Planning, Type and Size of Hospital
CO5	To understand the Cost Evaluation of Construction of Hospital, Hospital Project Cost
CO6	To create understanding of the understanding of the students on hospital planning and designing.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPECIFIC OUTCOME

HPDG 401	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO1	PSO 2	PSO 3
CO1		2													
CO2	1			1			1		1	1					
CO3	2					1			2				1		
CO4		1	2		1			1						1	
CO5	3	2									3				**1**
CO6		1										2			

Course Code – TQMH 402				
Course Name – Total Quality Management in Health care				
Year / Semester – 2021/ 2nd Semester				
	L	T	P	C
	3	1	-	4

Course Code: MHA402   **Lectures :48**

Objective: - This course intends
1. To familiarize and develop understanding of the students on quality care and learn quality Management Concepts .
2. To develop and establish standards and policies to enhance quality care in the healthcare settings.
3. To understand concepts of TQM, Quality certification,Accreditation bodies.

Unit I   **(10 Hours)**

Concept of Total Quality Management , Components Of Quality, Dimensions Of Quality, Deming's Principles, Juran Trilogy, Kaizen, Philip Crosby's Principles.

Unit II   **(10Hours)**

Total Quality Management, Approaches to Total Quality Management, Dimensions of Quality in Healthcare, Quality Management system in Healthcare, Medical Audit, Quality management of diagnostic services, Quality Assurance procedures.

Unit III   **(9 Hours)**

ISO 9000, Benefits of ISO Certification , Quality Council Of India, Organization of Quality Management System (QMS) in Hospitals, Critical Pathways

Unit IV   **(9 Hours)**
Concept of Hospital Accreditation, Joint Commission on Accreditation of Healthcare Organization, Accreditation of Health care organization in India, Six Sigma: Variations in performance, DMAIC & DFSS methodology, Champions, black belts and green belts, Six sigma applications and its benefits.

Unit V   (10 Hours)

National Accreditation Board for Hospital and Healthcare Providers, Outline of NABH Standards, Benefits of Accreditation, Preparing for NABH Accreditation, Accreditation Process ,DMAIC, DMADV, 5-M Checklist, NABL

Recommended Textbooks:
1. Joshi DC, Joshi Mammta., 2009,Hospital Administration ,1st Edition, Jaypee Brothers Medical Publishers.
2. Sakharkar BM., 2009, Principles of Hospital Administraion & Planning, 2nd Edition, Jaypee Brothers Medical Publishers.

3. Bester field., H.Dale., 2005, Total Quality Management, Pearson New Delhi,.
4. Sridhar Bhat, 2002,Total Quality Management, Himalaya House publications, Mumbai.

Reference Books:
1. Sundara Raju, S.M., 1995,Total Quality Management: A Primer, Tata McGraw Hill.
2. Srinivasan, N.S. and V. Narayana, 1996,Managing Qualiy- concepts and Tasks, New Age International.
3. Kume, H., 1996, Management of Quality, Productivity Press.
4. Dennis, Lock,1992, Handbook of Quality Management.
5. Hammer, M. Spect.1995 , Business Process Reengineering,.ISQUA Journal

Course Outcome: After completion of the course the students will be able to:

CO1	To learn the concept of Total Quality Management and Deming's, Juran, Kaizen, Philip Crosby's principle
CO2	To understand the relationship of TQM and Healthcare
CO3	To evaluate the concept of ISO 9000 and Quality Management System
CO4	To understand the concept of Hospital Accreditation at National and International level
CO5	To apply the basics of NABH, NABL and 5-M Checklist.
CO6	To create the understanding of Total Quality Management in Health care Industry.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPECIFIC OUTCOME

TQMH 402	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1		2					1	1							
CO2					1				1	1					
CO3	2	2		1		1			2				1	1	
CO4		1	2												
CO5	3	2													**1**
CO6			1								2	2			

Course Code – DIMG 403				
Course Name – Disaster Managenet				
Year / Semester – 2021/ 2nd Semester				
	L	**T**	**P**	**C**
	3	**1**	**-**	**4**

Course Code: DIMG 403   **Lectures :48**

Objective: - This course intends

1. To familiarize and develop understanding of the students on the concept of Disaster Management and educate them with various policies and techniques of handling Disaster in the healthcare setting.
2. To learn about phases of disaster, preparedness plan, action plan and procedures.
3. To understand about disaster risk management in India, policy guideines, and role of organizations ike NDMA and NDRF

Unit I (12Hours) Concept of Disaster Management, Concepts of Hazard, Vulnerability, Risks, Natural Disasters (earthquake, Cyclone, Floods, Volcanoes), and Man Made Disaster (Armed conflicts and civil strip, , Slow Disasters (famine, draught, epidemics) and Rapid Onset Disasters(Air Crash, tidal waves, Tsunami) Risks. Grades of fire and its causes; elements of fire safety, various fire extinguishers; and fire safety training.

Unit II   **(10 Hour)**
Approaches to disaster risk reduction- Disaster Risk Reduction Strategies, Disaster Cycle, Phases of Disaster, Preparedness Plans, Action Plans and Procedures, Early warning Systems Models in disaster preparedness, Components of Disaster Relief-(Water, food, sanitation, shelter, Health and Waste Management)

Unit III   **(10 Hours)**
Disaster risk management in india-Disaster Management Indian scenario, India's vulnerability profile, Disaster Management Act 2005 and Policy guidelines, National Institute of Disaster Management, , National Disaster Response Force (NDRF)National Disaster Management Authority, Cases Studies : Bhopal Gas Disaster, Gujarat Earth Quake,

Unit IV (8 Hours) Public health response and international cooperation- Principles of Disaster Epidemiology , Rapid Health Assessment, Rapid Health needs assessment. United Nation International Strategy for Disaster Risk Reduction (UNISDR), United Nation Disaster Management Team, International Search and Rescue Advisory Group, (INSARAG) , Impact of Disasters on the Hospitals.

Unit V   **(8 Hours)**
Components of disaster plan ,Disaster alertness in Hospital ,Disaster management planning and implementation, Disaster Management Act, Mock exercise on disaster management in Hospital ,

Hospital Disaster Plan – its pre-requisites, principles and components; Hospital disaster management committee and its role; Hospital disaster manual.

Recommended Textbooks:
1. Sonepant, Joshi, 2015,Disaster Management for Healthcare ,3rd Edition, Jaypee Brothers Medical Publishers.
2. Singh Jagbir,2008, Disaster Management, APH Publishing.

   Reference books
   1. Bhattacharya Tushar,2012, Disaster Science and Management, 1st edition, Publisher McGraw Hill Education.
   2. Joshi DC, Joshi Mammta, 2009,Hospital Administration ,1st Edition, Jaypee Brothers Medical Publishers

Course Outcome: After completion of the course the students will be able to:

CO1-	To familiarize students about the types of disaster and what causes them
CO2-	To explain students with adequate knowledge about how disaster occurrence and impact caused by disaster can be reduced.
CO3	To understand the disaster management act 2005 and its proper implementation.
CO4	To analyse and study about health need assessment, and to understand the role of various agencies in reducing disaster impacts
CO5-	To evaluate and study about various disaster alertness programmes in hospital and implementation of mock drill exercises**.**
CO6-	To create understanding of the students on the concept of Disaster Management.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPECIFIC OUTCOME

DIMG 403	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO1	PSO 2	PSO 3
CO1		2			1										
CO2	1			1		1	1	1							
CO3	2	2							2				1	1	
CO4		1	2							1					

CO5		2													1
CO6			2								2	1			

Course Code – HOMH 404				
Course Name – Hospitality Management in Healthcare				
Year / Semester – 2021/ 2nd Semester	L	T	P	C
	3	1	-	4

Course Code: HOMH 404   **Lectures :48**

Objective: - This course intends to familiarize and develop understanding of the students on quality care and learn quality Management Concepts and to develop and establish standards and policies to enhance quality care in the healthcare settings.

Unit I   (10Hours)

Aims and objectives of Hospatility Management (Commercial point). Role of Hospatality Management in a Hospital set-up Etiquette and manners. Role of Conversation,

Unit II   (10 Hours)

To understand about basic concepts of human nutrition .
Food & Nutrition. Role of Antioxidants: Natural and Artificial
.Diet for Patients-Selection of food.

Unit III   (9 Hours)

Treat your patients and treat also like your guest
Changing mind set of patients necessitate Hospitality Management
Concepts of modern Hospitality Management in a Hospital set-up, Hospitality Management and it's ever changing character

Unit IV   (10 Hours)

Concept of House Keeping services in Hospital setup, Role of Housekeeping Department, Hygiene and special precautions in Hospital Kitchen. Diet for Patient – Selection of food, Food to be avoid / Added in diet, Need Of Complementary food.Role of dietitian in hospital diet service. Management of Hospital diet .

Unit V   (9 Hours)

Steps to prevent food adulteration and Food Adultration-Meaning,Types,Methods and Effects, Prevention.Prevention of Food Adulteration Act

Effect of Globalization in Hospitality of Patients

Recommended Textbooks:
1. C.Wood.,2015 Roy, Hospitality Management a Brief Introduction.1st edition,Sage Publication.
2. J DeMicco., Frederick, 2017,Medical Tourism and Wellness: Hospitality Bridging Healthcare (H2H), Apple Academic Press

Reference Books:
1. Seba ., Jaime A, 2015,Hospitality and Health: Issues and Developments, Apple Academic Press

2. Shirke,Gajnam.,2011, Hospitality Management,Shroff Pub.

Course Outcome: After completion of the course the students will be able to:

CO1	To understand the Concept, Aims and Objectives of Hospitality
CO2	To know the concept of human nutrition and anti-oxidants and their uses.
CO3	To apply the concept of modern Hospitality Management and patient treatment.
CO4	To study the concept of Housekeeping and Hospital kitchen.
CO5	To evaluate about Food adulteration and Medical Tourism.
CO6	To create understanding of the students on hospitality management in health care settings.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPECIFIC OUTCOME

HOMH 404	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3
CO1		2													
CO2				1		1			1					1	
CO3	2				1		1		2				1		
CO4		1	2							1					
CO5		2													**1**
CO6			2								2	1			

Course Code – PACS 405				
Course Name – Patient Services				
Year / Semester – 2021/ 2nd Semester				
	L	**T**	**P**	**C**
	3	1	-	4

Course Code: PACS 405   **Lectures :48**

Objective: - This course intends
1. To familiarize and develop understanding of the students on patient care services and to consider various operational aspects of important services.
2. To learn about the various role in administration in the hospital and importance of information in patient care.
3. To study about evaluation of patient care services, steps of evaluation.

Course Contents:
Unit I   **(8 hours)**
1. Patient Safety and risk management.Patient Satisfaction,Feedback and grievances
2. Concept of Patient Care and factors involved in providing complete patient care from admission to discharge.
2Distinction between a hospital and a manufacturing organisation.
3. Criteria of hospital efficiency.
Unit II   **(10 hours)**
1. Administration department, role of medical superintendent, nursing superintendent, hospital administrator, resident medical officers, night duty executives, public and guest relations officers.
2. Importance of information in patient care, press relations, communication of medical information, patient informative booklets, management of patients' attendants.
Unit III   **(12 hours)**
1. Hospital records management: meaning, purpose, uses and importance, functions, history and significance of medical records, medical forms and registers, global standardization.
2. Computerization and quality control in medical records, qualitative analysis.
3. Legal responsibilities: introduction, personal, impersonal, general policies and procedures of the hospitals for confidentiality maintained for patients records, legal aspects of medical records.
4. Patient Medical Records: Policies and procedures for maintaining medical records,e-records,legal aspects of medical records, it's safety,confidentialityElectronic medical records: meaning, purpose, uses and importance, advantages and disadvantages, legal implications.
Unit IV   **(10 hours)**

1. Patient Admission and Discharge process, All patients related services and assistance.
   Good communication. Proper and respectful disposal of deceased person.
2. Medico legal cases: custody, disposal, consent, release of information, code of ethics, purpose of
Confidential relationship, law of evidence, responsibility of hospital.

Unit V   **(8 hours)**

1.Globalization in Health care Service
2.Concept of Medical tourism. Significance of Medical tourism in the modern Healthcare setting.
Scope of Medical Tourism. Catering to International Patients.

Recommended Textbooks:
1. Davis., Llewellyne ,McCauley.,H.M,2015, Hospital Administration and Planning,
J.P.Brothers, New Delhi.
2. Kumar., Arun,2017, Encylopedia of Hospital Administration and Development,6ᵗʰ Edition,
Anmol publications, New Delhi.

Reference Books
1. Tabish., Syed Amin,2001,Hospital and Health Services Administration Principles and Practice,
   ,Oxford Publishers, New Delhi.
2.   Saxena ., Manisha , 2013,Hospital Management ,Publisher Cbs.

Course Outcome: After completion of the course the students will be able to:

CO1	To apply the concept of Patient care and hospital efficiency.
CO2	To analyze the importance of Information in Patient care and management of Patient attendants.
CO3	To construct the EMR and the role of Computer
CO4	To explain patient admission and discharge process.
CO5	To know about Patient care and its evaluation.
CO6	To create understanding on patient care services and to consider various operational aspects of important services.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPECIFIC OUTCOME

PACS 405	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO	PSO 2	PSO 3
CO1	1	2													
CO2				1					1						
CO3	2	2			1	1			2			1	1		

CO4		1	2				1						1	
CO5		2							1					1
CO6			2								2			

Course Code – ENHC 406				
Course Name – ENTREPRENEURSHIP AND HEALTHCARE CONSULTANCY				Lectures :48
Year / Semester – 2021/ 2ⁿᵈ Semester				
		L	**T**	**P**	**C**
		3	**1**	**-**	**4**

Objective: - This course intends
1. To familiarize and develop understanding of the students on Enterpreneurship skills and insight into Healthcare Consultancy.
2. To know the basic concept of corporate entrenship and ways of managing organization for positive creativity.
3. To learn about concept of Insurance in medical sector.

Unit 1-   **(8 Hours)**

Entrepreneurs-definition, role, concept of entrepreneurship, John Kao's model, limitation of an entrepreneur, relation to healthcare, Innovation, role of creativity, Idea generation, Identifying opportunities and evaluation, building team and leadership

Unit 2-   **(8 Hours)**

Concept of strategic planning- definition, steps or process of strategic planning, benefits of strategic planning,
forms of ownership- definition,types(sole proprietorships, partnership, corporation, cooperatives) advantages and disadvantages,
Franchising- meaning, examples of franchising, , advantages and disadvantages of franchisor and franchiseety,types of franchising, concept of ngo's- definition of ngo, types of ngo, advanbtages of ngo disadvantages of ngo, role of ngo's in healthcare sector.

Unit-3 –   **(10 hours)**

Harvesting - definition, reasons to employee harvesting strategy,examples of harvesting strategies , product or bussiness life cycle
Exit strategies- definition, types of exit strategies, importance of exit strategies
Corporate entrepreneurship- meaning, need , objectivescharacteristics and forms independent v/s corporate enterpreurship
Social enterprenuers

Unit 4-   **(12 Hours)**

 Family Business: Concept, structure and kinds of family firms ; Culture and evolution of family firm; Managing Business, family and shareholder relationships ; Conflict and conflict resolution in family firms ; Managing Leadership ,succession and continuity ; women's issues in the family business .

Unit 5-   **(10 Hours)**

Arrangement of funds, Venture capital- Definition, scope and application, concept of Insurance in medical sector, evolution of insurance in Government sector, concept of FDI in Insurance, present and future of Health Insurance in India, concept and role of consultancy and consultant's in health care industry

Recommended Textbooks:
1. Patel., J.P ,Allampally.,DG ,2016,Manual on how to Prepare a Project Report, Entrepreneurship Development Institute Ahmadabad,
2. Patel.M, J.B , Modi., S.S, 2015, Manual on Business Opportunity Identification & Selection, Entrepreneurship Development Institute Ahmadabad.

Reference Books
1. **Khanka. S.S,2006, Enterpreneunial Development , SChand ,**
2. Desai, Vasant, Dynamics of Entrepreneurship: New Venture Creation, Prentice-Hall of India, New Delhi, Latest edition.
3. Patel, V. G., The Seven Business Crises and How to Beat Them, Tata McGraw-Hill, New Delhi, 1995.

Course Outcome: After completion of the course the students will be able to:

CO1	To familiarize and develop understanding of the students on concept of Entrepreneurship skills in relation to healthcare.
CO2	To understand the abilities of learners to develop the concept of franchising and significance of NGO'S in healthcare sector.
CO3	To evaluate about the corporate entrepreneurship and its importance in the overall growth of economy.
CO4	To assess an understanding of the family business in India and to know various resolve conflicts in the same.
CO5	To evaluate various roles of consultancies in health sector and to evaluate various methods and sources of funds in new business.
CO6	To create an understanding of the enterpreneurship skills and insight into Healthcare Consultancy.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPECIFIC OUTCOME

ENHC 406	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO	PSO 2	PSO 3

	1	2	3	4	5	6	7	8	9	10	11	12	13
CO1		2									1		
CO2	1			1	1			1	1				**1**
CO3	2	2				1		2			1		
CO4		1	2				1						
CO5	3	2									1		**1**
CO6		2							2				

Course Code – CVPV 407				
Course Name – Comprehensive Viva Voce				
Year / Semester – 2021/ 2ⁿᵈ Semester				
	L	**T**	**P**	**C**
	3	1	-	4

Course Code: CPVV-407

Objective: This course intends to to evaluate the overall performance of students in all subjects of Hospital Management course.The objective of the course is to assess the capacity of the student to articulate and comprehend what is being learned by him during full duration of the programme i.e., in all the four semesters of the course. The evaluation would be for the comprehensive learning during the entire four semester.

Guidelines:
Comprehensive Viva will be in all subjects of each semester rand will be taken by a team consisting of one member from School of Management, one expert from healthcare industry and other from outside institute
with approval as per university norms. Total marks for Comprehensive Viva-voce is 100 marks by assessing the knowledge of the students studied in entire fouth semester
The evaluation committee shall consist of one faculty member internal and one external.

Comprehensive Viva voce
Internal: 50 marks
By the Faculty: 50 marks
External: 50 marks
By external examiner appointed by the university: 50 marks

COURSE OUTCOME:

Upon successful completion of the course the student will be able to:

CO1	To state the concept of healthcare management in diverse terms .
CO2	To describe his /her views cogently and precisely about the healthcare industry.
CO3	To implement the theoretical and practical knowledge about health care management systems.
CO4	To relate students with the aspects of healthcare industry.
CO5	To evaluate their understanding of different subjects learnt in previous semesters.
CO6	To formulate their understanding on health care managerial roles in different levels of health care.

MAPPING OF COURSE OUTCOME WITH PROGRAMME OUTCOME AND PROGRAMME SPECIFIC OUTCOME

CVPV 407	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO 11	PO 12	PSO1	PSO 2	PSO 3
CO1		2								1			1		**1**
CO2	2				1				1						
CO3	2	2				1		1	2				1		
CO4		1	2	1			1								
CO5											2		1		**1**
CO6		2										2			