

Programme Project Report (PPR) for Master of Business Administration-Hospital Administration

Programme's Mission & Objectives :

1. To provide educational opportunities for higher education through distance mode for a large segment of the population, including those in employment, women (including housewives) and adults who wish to upgrade their education or acquire knowledge in various fields of study.
2. To spread the light of education till the smallest & darkest corner.
3. To provide access to higher education to all segments of the society;
4. To offer high-quality, innovative and need-based programmes at different levels, to all those who require them;
5. To reach out to the disadvantaged by offering programmes in all parts of the country at affordable costs with our motto "देश हित में शिक्षा का प्रसार, देश के कौने कौने में"
6. To promote, coordinate and regulate the standards of education offered through open and distance learning in the country.
7. To spread more literacy in the society.

Relevance of the program with HEI's Mission and Goals :

The University understands the need of literacy in India & firmly believes that education has to be spread to the general masses. The University has acquired a commendable record of service in the field of education, health care, and social welfare. To reach with the above motive of service to the remotest corner of India, the Distance Education Programme of Swami Vivekanand Subharti University was conceived in 2009.

Nature of prospective target group of learners :

A large segment of the population living in villages, weaker sections of the society including those who are already in employment, girls belonging to the remote areas, women with social commitments (including home-makers) and anyone who wishes to upgrade their education or acquire knowledge in various fields of study.

Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence :

Through various programmes, distance education can be able to spread more literacy in the society and encourage the large segment of population to upgrade their education skill/s.

Course Structure

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1. Instructional Design :

The Instructional System of the University comprises six components, viz, Self Learning Material, Continuous Internal Assessment (IA) & Assignment work (AW), Theory Training Classes, Practical Exposure Classes, Professional Project Work, Internship & Industry Integrated Learning.

1. Self Learning Material (SLM)

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The success and effectiveness of distance education systems largely depends on the study materials. Self-learning materials depend on exploiting the various means and ways of communication to suit it to the needs of learners. These have been so designed as to substitute effectively the absence of interaction with teachers in class room teaching mode. Their style is ideal for easy and better understanding in self-study mode.

2. **Continuous Internal Assessment (CIA)**

The progress of a learner is continuously monitored through Personal Contact Programmes, Viva & Group Discussions, Personality Development Programmes and Assignment Work. All these are compulsory and marks shall be awarded for attendance and performance of a learner in all these activities, as may be prescribed in the syllabus.

- a. **Personality Contact Programme (PCP)** – PCP sessions guide the learners as the programme proceeds. The date and venue for the PCP will be communicated to the learners through our website. During PCP, the learner gets guidance for better understanding of the subject. The learners can get their doubts cleared with the help of subject experts so as to improve their self-learning capability. The total duration of PCP sessions for a subject of four credits shall be 12-16 hours. Learners are required to attend PCP sessions for all their respective subjects.
- b. **Viva & Group Discussion (VGD)** – VGDs are designed to help the learners improve their professional communication and presentation abilities. Special emphasis is laid on learners speaking extempore, an ability necessary for building leadership skill as well as for enhancing the capability of understanding and exchanging views. The total duration of VGD sessions for a subject of four credits shall be 3-4 hrs.
- c. **Personal Development Programme (PDP)** – The PDPs are designed to improve the overall personality of the learner, and aim, especially, at the improvement of body language and strengthening of the power of expression. The purpose is to inculcate leadership, communication and presentation skills and brush up the knowledge of the learner by organizing a mix of management games, debates, quizzes and role play. The duration of PDP sessions for a subject of four credits shall be 3-4 hrs.
- d. **Assignment Work (AW)** – Distance Education learners have to depend much on self study.

In order to ascertain the writing skill and level of comprehension of the learner, assignment work is compulsory for all learners. Each assignment shall consist of a number of questions, case studies and practical related tasks. The Assignment Question Papers will be uploaded to the website within a scheduled time and the learners shall be required to respond them within a specified period of time. The response of the learner is examined by a faculty member.

3. **Practical Exposure Class (PEC)** – Not Applicable.

4. **Professional Project Work (PPW)** – The PPW enables a learner to experience the regours of an environment with the real life situations. The learners shall also be required to prepare a project report, which shall be evaluated by the University. Learners shall be subjected to a comprehensive viva for proper evaluation of the Project Report. For project work, wherever mentioned in the syllabus, DDE shall provide complete guidance to the learners. Normally, one credit of PPW shall require 30 hrs or input by the learner.

5. **Internship & Industry Integrated Learning (IIIL)** – IIIL helps working professionals complete

their educational credits with the help of their respective industry experience. This serves dual purpose, they can do professional work with improved capability and also earn a recognized qualification. The IIIL is required only for some specific disciplines. Normally, one credit of IIIL can be obtained by working for 6 hours in a professional environment daily for 5 days. IIIL is a compulsory component in MBA. The duration will be six months for MBA.

6. **Examinations**

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- (a) The Semester wise Examination shall be held annually in June for the Academic batch and in December for the Calendar batch respectively.

(b) Admit Cards/Roll No. Slips and date sheet for appearing in the examination shall be provisional subject to fulfilling the eligibility, etc. Admit Cards/Roll Nos. and date-sheet will be issued to the candidates concerned, by e-mail or by hand, 10-12 days before the commencement of examination concerned, if the students have fulfilled all the requirements and paid their all kinds of fees/dues and submitted the requisite documents. If any candidate does not receive his/her Admit Card/Roll No. slip in time, he/she should contact the Directorate of Distance Education.

(c) An Examination Centre for theory & practical will be decided by the DDE and will be located in a government college or a school, where all the requisite facilities can be made available.

2. Curriculum design

Semester	Classification	Paper Code	Paper	Credits	Max. Marks	Total Marks
I	General Management	MBAHA101	Principles & Practice of Management	3	100	700
		MBAHA102	Accounting For Managers	3	100	
		MBAHA103	Business Statistics	2	100	
	Hospital Administration	MBA HA104	Organization & Management Of	2	100	
		MBAHA105	Principles of Hospital Planning & Organization	2	100	
		MBAHA106	Clinical Diagnostic & Therapeutic	2	100	
	General Management	MBAHA107	Communication For Management	2	100	
			Total	14		
Semester	Classification	Paper Code	Paper		Max. Marks	Total Marks
II	General Management	MBAHA201	Research Methodology	3	100	700
		MBAHA202	Operations Research	3	100	
		MBAHA203	Managing Human Resources	2	100	
	H.A.	MBAHA204	Quality in Health Services	2		
		MBAHA205	Support & Utility Services –I	2	100	
		MBAHA206	Support & Utility Services-II	2	100	
		MBAHA207	Safety & Risk Management	2	100	
			Total	16		
Semester	Classification	Paper Code	Paper		Max. Marks	Total Marks
III	General Management	MBAHA301	Strategic Management	3	100	700
		MBAHA302	Business Environment	3	100	
	H.A.	MBAHA303	Legal And Ethical Issues For Hospitals	2	100	
		MBAHA304	Hospital Engineering & Services	2	100	
		MBAHA305	Medical Audit And Quality Management	2	100	
		MBAHA306	Hospital Services Marketing	2	100	
		MBAHA307	Hospital Waste Management	2	100	
		MBAHA308	Summer Training Project Report	4	100	
			Total	20		
Semester	Classification	Paper Code	Paper		Max. Marks	Total Marks
IV	General Management	MBA HA401	Term Paper	4	200	700
	H.A.	MBAHA402	Health System Management	10	100	
		MBAHA403	Dissertation / Preparation & of Case Studies in respect Hospital Administration/ Research Project	2	400	
			Total	16		

3. Detailed Syllabus

MBAHA-101 PRINCIPLES & PRACTICES OF

MANAGEMENT Course Code: MBA-101 L-4

Objective: The main objective is to teach the students the main functions of management as they need a variety of skills to understand human behaviour, communicate with people, motivate employees, adapt to changes, manage new technologies, etc.

UNIT I(8
Lectures)

Introduction: Meaning, Nature and Scope of Management, Management Approaches, Processes and Functions, Managerial Skills, Tasks and Responsibilities of a Professional Manager; Evolution of Management Thought, Taylor and Fayol' contribution to Management, Bureaucracy, Hawthorne Studies; Management thinkers, Enterprise and Environment; Business Ethics and Social Responsibility: Meaning, Scope and Importance, Recent issues in Business Ethics.

UNIT II (10
Lectures)

Planning: The Nature and Purpose of Planning, Management by Objectives, Strategies, Policies and Planning Premises. Forecasting. Decision Making; Organizing: Nature & Purpose of Organizing. Span of Management, Departmentation, Line/ Staff Authority & Responsibility, Effective Organizing & Organizational Culture, Organization Charts and Manuals.

UNIT III (6
Lectures)

Staffing: Definition, Nature and Purpose of Staffing, Human Resource Management and Selection, Performance Appraisal and Career Strategy, Manager and Organization Development: Managing Change, Organizational Conflicts.

UNIT IV (8
Lectures)

Leading: Managing and the Human Factor; Motivation: Meaning, Scope and Importance, Approaches, Motivation and Performance, Approaches for Improving Motivation, Quality of Work Life; Leadership: Definition, Ingredients, Approaches; Communication: Function, Process and Barriers to Communication; Directing-Meaning, Nature and Scope, Direction and Supervision,

UNIT V (8
Lectures)

Controlling: Concept, The System and Process of Control, Control Techniques and IT, Productivity and Operations Control; Controlling Methods: Budgetary and non-budgetary, Overall and Preventive Control, The Quality Concept Factors affecting Quality, Developing a Quality Control System, Total Quality Control; International Management: Towards a unified, global Management Theory.

Note: Case study to be covered in each unit, if applicable

Text and Reference
Books

Essentials of Management: An International Perspective by Koontz & Weihrich, Tata McGraw Hill
Education Private Limited, New
Delhi.

Management (Text and Cases) by V.S.P. Rao and V Hari Krishna, Excel Books, New Delhi. Principles and Practice of Management, L. M. Prasad, Sultan Chand & Sons, New Delhi.

Contemporary Management, Gareth R. Jones and Jennifer M. George, fifth Edition, Tata McGraw-Hill Education Private Limited, New Delhi.

Management by Stephen P. Robbins, Mary Coulter and Neharika Vohra, Pearson Publication, New Delhi. Management: Principles, Processes and Practices, Anil Bhat & Arya Kumar, Oxford University Press. Management and Organizational Behaviour, Mullins, 7th edition, Pearson Publication, New Delhi. Organizational Theory: Structure, Design and Applications, Robbins, 13th edition, Pearson Publication, New Delhi

MBAHA-102 ACCOUNTING FOR MANAGERS

Objective: The main objective of this course is to make the students familiar with fundamental concepts and process of accounting, significant tools & techniques of financial analysis which form an important part of management planning & financial control system and help the management in resolving problems effectively.

UNIT I

Financial Accounting- Definition, Advantages, limitations and Users of Accounting Information, Accounting Principles and Standards, Accounting Equation.

UNIT II

Mechanics of Accounting: Double Entry System of Accounting, Journalizing & Posting of Transactions; Preparation of Trial Balance, Final Accounts: Profit & Loss Account, Profit & Loss Appropriation Account and Balance Sheet.

UNIT III

Tools of Analysis of Financial Statements - Ratio Analysis- Solvency Ratios, Profitability Ratios, Activity Ratios, Liquidity Ratios, Market Capitalization Ratios ; Preparation of Funds and Cash Flow Statement and its Analysis,

UNIT IV

Cost and Management Accounting- Definition, Features, Comparison between Management Accounting and Cost Accounting. Types of Cost, Cost Volume Profit Analysis-Break Even Analysis, P/V Ratio Analysis and their Implications.

UNIT V

Budgeting: Concept of Budget, Budgetary Control, Advantages and Limitations of Budgetary Control, Types of Budget-Static and Flexible Budget, Cash Budget, Sales Budget and Master Budget.

Neo Concepts for Decision Making: Activity Based Costing, Target Costing & Life Cycle

Costing. Note: Case study/Numerical to be covered in each unit, if applicable.

Text and Reference Books

S.N. Maheshwari- Financial & Management Accounting, Sultan chand & sons publication. Mukherjee-Financial Accounting for Management, Tata McGraw Hill Publishing

Anrishi Gupta- Financial Accounting: A Managerial Perspective, Prentice Hall Publication. Sinha- Accounting & Costing for Management, Excel Books.

I.M. Pandey- Management Accounting, Vikas Publishing House Pvt Ltd

M Y Khan & P K Jain, Management Accounting, Tata McGraw Publishing

S.N Maheshwari & S.K. Maheshwari, A Text Book of Accounting For Management,(Vikas Publication) M.N. Arora, Text Book of Cost & Management Accounting, (Vikas Publication)

Debarshi Bhattacharya, Management Accounting, (Pearson Publication)

MBAHA- 103 BUSINESS STATISTICS

Course Code: MBA-105 L-4

Objective: To a greater extent, modern management is adopting and applying quantitative techniques to aid in the process of decision-making. An intelligent use of appropriate tools reduces highly complex problem to one of manageable dimensions. The course has been designed to develop familiarity with the application of statistical methods in managerial problem solving and decision-making.

UNIT I (8 Lectures)

Role of statistics: Applications of inferential statistics in managerial decision-making; Measures of central tendency: Mean, Median and Mode and their implications; Measures of Dispersion: Range, Mean deviation, Standard deviation, Coefficient of Variation (C.V.), Skewness, Kurtosis.

UNIT II (8 Lectures)

Time series analysis: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non-Linear equations, Applications in business decision-making. Index Numbers:- Meaning, Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices:- Fixed base and Chain base methods.

UNIT III (8 Lectures)

Correlation:- Meaning and types of correlation, Karl Pearson and Spearman rank correlation. Regression:- Meaning, Regression equations and their application, Partial and Multiple correlation & regression :- An overview.

UNIT IV (8 Lectures)

Probability: Concept of probability and its uses in business decision-making; Addition and multiplication theorems; Bayes' Theorem and its applications. Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions

UNIT V (8 Lectures)

Estimation Theory and Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of Z-test, t-test, F-test and Chi-Square test. Techniques of association of Attributes & Testing.

Note: Case study/Numerical to be covered in each unit, if

applicable. Text and Reference Books

Business Statistics, 3rd Edition, JP Sharma, Pearson Publishing
Statistics for Management - Richard Levin, Pearson Publishing
Statistics a fresh approach - D.H. Sanders, New Delhi: McGraw Hill

Principles of Business Statistics, 6th Ed. Andrew Siegel, Academic
press
Statistics for Management - G.C. Beri, Tata McGraw-Hill Education,
2010
Statistical Methods - Gupta S. P, Sultan Chand & Sons,
2002.

MBAHA-104 ORGANISATION AND MANAGEMENT OF HOSPITALS

UNIT I –

Evaluation and Classification of Hospitals

Definition of Hospital, History of hospitals in India, Classification of hospitals, Hospital as a system

Hospital

Organization

Hospital as an organization, how hospital works, Medical staff & hospital organization

Organizational

Analysis

Concept of organization, Organization structure, Organization effectiveness.

UNIT II –

Role of

Hospitals

Evolution of role of hospitals, Functions of hospitals, Role of hospitals & peculiarities, Hospital as a system, Hospital as community installation, changing role of hospitals, Challenges, strategies and

Remedies

Role of Hospital

Administration

Role towards patients, Role towards organization, Role towards community Attributes, quality and skills of hospital administrator

Patient

Satisfaction

Review of situation (Patient satisfaction, staff satisfaction) Materials & Methods, Action plan

Present Hospital Scenario & Management

Orientation

Present hospital scenario, The Maladies: causes & effect relationship, Management of hospitals: challenges and strategies, Remedial measures

UNIT III Challenges In Hospital

Management

Public Relation & Image of

Hospital

Concept of PR, Principles of public relation in hospitals, Public relation department, Patients expectations and satisfaction, Conflicts

Fundamentals of Quality

Management

Historical background, Concept of quality care & quality management, Present Indian scenario, Organization of quality management system, Approach to measurement of quality

Research in Hospital

Administration

Concept & definition of research, Peculiarities of research in hospital administration, Purpose of research in hospital administration, Types of research, Components and categories of research, Prerequisites to conduct a research, Steps in conducting the research, Areas of medico administrative research study

Legal Aspects and Consumer Protection

Act

Medico legal aspects of clinical practices, Consumer protection act, Application of consumer protection act in hospitals, Medical records (Importance and storage custody of Medical records).

MBA HA 105 PRINCIPLES OF HOSPITAL PLANNING AND ORGANIZATION

UNIT I – Hospital- A System, Role & Functions

Hospital – Changing roles of hospitals,

Definition of hospital, Factors leading to change of role

Intramural & Extramural Functions

Intramural & Extramural Functions of Hospital

Hospital as a System

Peculiarities of Hospital System, Overall view of hospital system, Hospital as social system,

Components of hospital system.

Hospital and community

PHC changing scenario in hospital field

PHC, concepts, elements of PHC, Benefits to health care systems, PHC as entry point into hospitals, PHC policy

UNIT II – Planning, Organising and Promoting New Hospital

Considerations and Guiding principles: Hospital of Yester Years, Technological Advances, High Cost of Care, Organogram, High Quality Care, Community Orientation, Economic Viability, Architectural Plan

Preliminary Survey: Considerations, Study of Existing Facilities, Services and Staff Assessment.

Finance and Equipment Planning: Constructing, Furnishing and Equipping, Operating Funds, Financial Assistance, Planning of Equipments.

Organization and planning: Project Feasibility, Permanent Organisation, Early Consideration, Operational Plan, Functional Plan.

Facility Master Plan: Definition, Key Elements.

Design Team: Composition, Role & Responsibilities, Design Development, Climatic Considerations, Area.

Building Plan & Rules: Features of Design, Contract, Contact Document, Furnishing and Equipping,

Purchase of

Capital Equipments.

Climatic

Considerations.

Equipping & Furnishing of Hospital.

Commissioning, Opening and Inauguration.

MBA HA 106- Clinical Diagnostic & Therapeutic
Services

Unit –I CLINICAL SERVICES

–I

Accident and Emergency Services role and functions ,planning consideration physic, equipment requirement, staffing requirement, policy and procedures monitoring & Evaluation, Managerial Issues.

Out- & Patient
Services:

Types and functions, planning consideration, Organizational and Managerial Consideration, Monitoring and Evaluation

Operating Suites
(O.T)

Types, Planning and design consideration (Location, size , number, grouping, zoning concept, electrical and HVAC consideration, Manifold Facility, cabling, plumbing & sanitary installations, fire fighting and finishing, equipment, staffing, policy & procedures, Managerial Issues.

Intensive Care Unit
(I.C.U)

Definition, generic goals, distributive justice and objectives, types, staffing, pattern, planning and organizing, considerations, equipments and staff requirements, policy & procedures, coordination and control.

UNIT-II CLINICAL SERVICES –

II In-patient services-

Role and function, planning and organizing considerations, policy & procedures, managerial Issues, monitoring and evaluation .

Nursing services organization &
Administration

Development, role, Functions- tasks & Activities organization, job description , staffing pattern.

UNIT-

III

Ward management and nursing care concept, nursing needs of patient, nursing service department/nursing unit, organization & management of units, nursing care methods

UNIT-

IV

Physical medicine, rehabilitation and disability – definition, types, magnitude & causes, goals and objectives, physical facilities, staffing & equipping consideration, policy & procedure, managerial issues, legal status.

MBAHA-107 COMMUNICATION FOR

MANAGEMENT Course Code: MBA-107 L-4

Objective: The objective of this course is to equip students with the written and technical communication skills they need to communicate effectively in a complex and ever-changing contemporary work environment.

UNIT I(8

Lectures)

INTRODUCTION: Role of communication, defining and classifying communication, purpose of communication, process of communication, importance of communication in management, communication structure in organization, barriers & gateway in communication, 7 C's of communication.

UNIT II (8

lectures)

ORAL COMMUNICATION; What is oral Communication, principles of successful oral communication, two sides of effective oral communication, effective listening, non-verbal communication, Body language, Paralanguage. WRITTEN COMMUNICATION: Purpose of writing, clarity in writing, principles of effective writing, writing technique, electronic writing process.

UNIT III (12

lectures)

BUSINESS LETTERS AND REPORTS: Introduction to business letters, Types of business letter, Layout of business letter, writing memos, what is a report purpose, kinds and objectives of reports, writing reports

CASE METHOD OF LEARNING: Understanding the case method of learning, different types of cases, overcoming the difficulties of the case method, reading a case properly (previewing, skimming, reading, scanning), case analysis approaches (systems, behavioral, decision, strategy), analyzing the case, dos' and don'ts for case preparation

UNIT IV (8

Lectures)

EMPLOYMENT COMMUNICATION : Writing CVs, Group discussions, interview, types of interview, candidates preparation, Interviewers preparation; Impact of Technological Advancement on Business Communication; Communication networks, Intranet, Internet, e mails, teleconferencing, videoconferencing.

UNIT V (8

Lectures)

PRESENTATION SKILLS: What is a presentation: elements of presentation, designing a presentation, Advanced visual support for business presentation, types of visual aid, Appearance & Posture, Practicing delivery of presentation. GROUP COMMUNICATION: Meetings, Notice, Planning meetings, objectives, participants, timing, venue of meetings, leading meetings, Minutes of Meeting, Media management, the press release, press conference, media interviews, Seminars, workshop, conferences, Business etiquettes.

Note: Case study to be covered in each unit, if applicable.

Text and Reference

Books

Business Communication Today, 9th edition, Bovee, Thill and Chaturvedi; Pearson Publication, New Delhi.

Basic Business Communication by Lesikar, Flatley, Rentz and Neerja Pandey; 11th edition; Tata McGraw Hill

Education Private Limited, New
Delhi

Business Communication: Concepts, Cases and Applications, by Chaturvedi; 2nd Edition; Pearson
Publication, New Delhi.

Business Correspondence and Report Writing: A practical Approach to Business and Technical
Communication by

Sharma; 4th edition; Tata McGraw Hill Education Private Limited, New
Delhi

Effective Business Communication by Murphy, Hildebrandt and Thomas; 7th edition; Tata McGraw Hill
Education

Private Limited, New
Delhi

Communication for Business: A practical Approach by Taylor and Chandra; 4th edition; Pearson Publication,
New

Delhi.

MBAHA-201 RESEARCH

METHODOLOGY Course Code: MBA-201 L-4

Objective: This course emphasizes the basic methodologies, as well as introduces a variety of techniques, and demonstrates how research applies to field of management.

UNIT I (8 Lectures)

Introduction: Concept of Research and Its Application in Various Functions of Management, Research at different levels of Business Administration. Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers.

Problem Definition, Components of Problem, Types of Problem in Research, Process of Research, Research

Design: Exploratory, Descriptive and Conclusive or Experimental Research Design.

UNIT II (9

Lectures)

Sampling: Concept, Sample Size and Sampling Procedure, Probability and Non-Probability Sampling

Techniques, Determination and Selection of Sample Member,

Data Collection: Secondary and Primary Data, Advantages & Disadvantages, Methods of Data Collection: Observation, Interview, Questionnaire & Schedule, Procedure of Questionnaire and Schedule construction, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire, Difference between Questionnaire & Schedule.

UNIT III (7

Lectures)

Measurement and Scaling: Types of Scales, Difficulty of Measurement, Sources of Error, Criteria for a Good Scale. Attitude Scales: The Concept of Attitude, Component of Attitude, General Procedure in Attitude Scaling, Selected Attitude Scales, Rating Methods, Limitations of Attitude Measurement. Likert & Thurston Scales.

UNIT IV (10

Lectures)

Analysis of Data: Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance. Measurement and Central Tendency, Measure of Dispersion and their Advantages. Hypothesis Testing, Bi-variate Analysis: Chi square, Correlation, Rank Correlation, Regression Analysis, Analysis of Variance (ANOVA). Overview of Factor and Cluster Analysis, Use of SPSS in Data Analysis.

UNIT V (6

Lectures)

Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography, References and Annexure in the Report, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

Note: Case study/Numerical to be covered in each unit, if

applicable. Text and Reference Books

Research Methodology by C. R. Kothari. – New Age

Business Research Methods by Donald C Cooper and Pamela S. Schindler, Tata Mcgraw
Hill. Marketing Research Rajendra Nargundkar. – TMH
Marketing Research by N. K. Malhotra.- Pearson
Research Methodology by Ranjeet Kumar. –
Pearson Marketing Research by Beri. – TMH

MBAHA-202 OPERATIONS RESEARCH

Course Code: MBA-202 L-4

Objective: The purpose of this course is to provide the participants with a sound conceptual understanding and application of various scientific methods and techniques for business decision making in an efficient and effective way.

UNIT I

Operations Research:- Uses, Scope and Applications of Operation Research in managerial decision-making.
Decision-making environments:- Decision-making under certainty, uncertainty and risk situations; Decision tree approach and its applications.

UNIT II

Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems; sensitivity analysis; duality.
Transportation problem: Various methods of finding Initial basic feasible solution and optimal solution. **Assignment model:** Algorithm and its applications.

UNIT III

Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy Games; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game.
Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m - Machines Problems.

UNIT IV

Queuing Theory: Characteristics of M/M/I Queue model; Application of Poisson and Exponential distribution in estimating arrival rate and service rate; Applications of Queue model for better service to the customers. **Replacement Problem:** Replacement of assets that deteriorate with time, replacement of assets which fail suddenly.

UNIT V

Project Management: Rules for drawing the network diagram, Applications of CPM and PERT techniques in Project planning and control; Crashing of operations.

Note: Case study/Numerical to be covered in each unit, if

applicable. Text and Reference Books

Operations Research : Theory, Methods & Applications, SD Sharma

Operations Research: An Introduction, Hamdy A. Taha (Prentice Hall of India Private Ltd., New Delhi, 1998)

MBAHA-203 MANAGING HUMAN
RESOURCES

Course Code: MBA-203 L-
4

Objective: This Course will cover the concepts, methods and techniques and issues involved in managing human resource so as to facilitate employing, maintaining and promoting a motivated force in an organization.

UNIT I (8

Lecture)

Introduction: Evolution & Growth - Personnel Management, Human Resource Management, Concepts & Significance of HRM, Principles and Objectives, Policies and Practices. , Role of HR managers; Evolution of HRM environment – external and internal. Strategies and Strategic Management, Strategic Management Process – Environmental Scanning, Strategy Formulation, Implementation and evaluation.

UNIT II (8

Lecture)

Designing and Developing HR System: Human Resources planning: Definition, purposes, processes and limiting factors; Job Analysis – Job Description, Job Specification, job enrichment, job enlargement; Recruitment: recruitment policy, recruitment procedures, recruitment methods and evaluation; Selection: the selection procedure, the design of application form, selection methods, the offer of employment, and evaluation of process.

UNIT III (8

Lecture)

Human Resource Development: Concepts, Different Techniques, Development function; Training and Development: Purpose, Methods and issues of training and management development programmes; Performance Appraisal: Definition, Purpose of appraisal, Procedures and Techniques including 360 degree Performance Appraisal.

UNIT IV (8

Lecture)

Compensation Management: Compensation Administration: Nature and Objectives of compensation, components of pay structure in India, Different forms of employee compensation for Executives & Non-Executives. Wage Policy in India – Minimum Wage, Fair Wage and Living Wages, Fringe Benefits.

UNIT V (8

Lecture)

Behavioral Dimensions of HRM: Understanding Human Behavior, Grievance Procedures: Definition, Disciplinary Procedure, Grievance Handling Procedure. Industrial Relations: Nature, importance and approaches of Industrial Relations. Promotion, Transfer and Separation: Promotion – purpose, principles and types Separation – lay-off, resignation, dismissal, retrenchment, Voluntary Retirement Scheme.

Note: Case study/Numerical to be covered in each unit, if

applicable. Text and Reference Books

Bhattacharyya – Human Resource Management, Text and Cases (Excel Books, .),

Aswathappa K - Human Resource and Personnel Management (Tata McGraw Hill, 5th

Ed.). Decenzo- Human Resource Management (Wiley Dreamtech)

Dessler – Human Resource Management (Pearson Education, 13th Ed.)

Ivansevich – Human Resource Management (Tata McGraw Hill, 10th Ed.) Mondy – Human Resource Management (Prentice hall, 10th Ed.)

Bernardi – Human Resource Management (Tata McGraw Hill, 4th Ed.) Singh. Nisha - Human Resource Management (Himalaya

Publication)

MBAHA- 204 QUALITY IN HEALTH SERVICES

UNIT I

Recent Trends in hospital administration:-Introduction, Past trends, Recent trends
Challenges to administrators:-Challenges and strategies, Remedial measures

UNIT II

Re-Engineering:-Definition, Re-engineering challenges, Reverses engineering, Business process reengineering (BPR), Data Art's method, the Synengem business process- reengineering system, Telemedicine:-Definition, Common elements of tele medicine, Benefits and disadvantages, Challenges of telemedicines, Principles guiding telemedicines

UNIT III

Artificial Intelligence:-Definition, Problems of AI, Characteristics of AI, Advantages & disadvantages of AI, Application of AI

Accreditation:-Definition, Concept, Benefits, Cost, Quality assurance, Process for health care, NABL, Process of accreditation, International healthcare accreditation

MBAHA-205 SUPPORT AND UTILITY SERVICES

-I UNIT I : Sterile Supply Services in Hospitals

Definition and scope of sterile supply services, Aims & objectives of CSSD, Planning & design consideration, Sterilisation process, Operational considerations, Monitoring & performance evaluation, Managerial considerations UNIT II :Medical Records Department

Definition medical records, Purpose planning organization & staffing, Physical facilities, Processing of records & their flow, Coding & indexing, Storage and retrieval, Reports & returns, Medical legal aspects of medical records, UNIT-III : Linen and laundry services

Definition, importance, Roles & functions, Type of laundry services, Categories of linen, Planning consideration, Laundry process, Linen distributions system, Administrative polices & procedures, Linen control, Quality assurance

UNIT-IV

Dietary Services

Role & functions, Planning considerations, Physical facilities & layout, Staffing, Management issues, Polices & procedures, Control & evaluation mechanism

UNIT-V

Housekeeping and Maintenance Services

Components of housekeeping, Importance role & functions, Types, Organization structure staffing & training, Cleaning agents, Basic cleaning operations, Costing of housekeeping services control, Evaluation & quality assurance, Recent trends in housekeeping services

MBAHA-206 SUPPORT AND UTILITY SERVICES -II

UNIT I

Mortuary Services

Role & functions, Planning considerations, Physical facilities, Equipment, Staffing, Politics & procedures, Monitoring,

UNIT II

Patient Transportation System-Ambulance Services

Patient transportation system general, Development of ambulance services, Aim & objectives, Definition of ambulance, Role & functions of ambulance services, Transportation of patients staff & visitors, Classification & types of ambulance, Design, Staffing pattern & equipment of ambulance, Policies & precedence of ambulance services, Ambulance services deptt, State of ambulance services in country

UNIT III

Sanitation and waste Management, Guide lines of waste disposal in Hospital

Importance of hospital waste management, Types of hospital waste, Implication of hospital waste, Legal & ethical aspects of waste management, Waste classification, Segmentation, & storage, Treatment & disposal, Management issues

MBAHA-207 SAFETY & RISK

MANAGEMENT UNIT –I -Hospital Acquired

Infection

Definition, Epidemiology, Routes of spread control & prevention, Hospital infection control committee, Surveillance, Training & education, Universal Precautions for healthcare workers.

UNIT –II -Disaster

Management,

Basic concepts, Disaster management in India, Principles of planning, Disaster committee, Organization role & responsibilities, Organizing disaster facilities, Disaster response, Disaster manual, Disaster drill

UNIT –III -Security Organization and Management

Security Threats & vulnerability of hospitals, Role & functions of security as service in hospitals, Security organization & physical security measures, Access control concepts, Integration of security technology, Selection and management of dept., Security staff/control security agency, Security & law

UNIT –IV -Fire Hazards, Fire

Manual

Elements of fire, Fire hazards triangle, Causes of hospital fire, Fire progression curve & smoke danger, Classification of fires, Fire protection, Structure planning & design consideration, Fire points & escape routes, Risk evaluation.

STRATEGIC MANAGEMENT

Course Code: MBA-301 L

C
4 4

Objective: This course aims to provide an organization perspective and integrates functional areas. This helps in understanding how organizational strategies are formulated and implemented in a changing global environment.

UNIT I(8

Lectures)

Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making, Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, Finance, HR and Global Competitiveness.

UNIT II (8

Lectures)

Environmental Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning, Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.

UNIT III (6

Lectures)

SWOT Analysis, SWOC Analysis, TOWS Matrix, Various Corporate Strategies: Growth/Expansion, Diversification, Stability, Retrenchment & Combination Strategy.

UNIT IV (10

Lectures)

Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Corporate Parenting, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force and Porters Diamond Model, Strategic Choice.

UNIT V (8

Lectures)

Strategy Implementation through structure, through Human Resource Management: through values and ethics. Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System.

Note: Case study/Numerical to be covered in each unit, if

applicable. Text and Reference Books

Thomas L. Wheelen & J. David Hunger; Concepts in Strategic Management and Business Policy; Pearson

Educatio
n

Porter, M.E., Competitive Strategy, Free Press, New
York.

Porter, M.E., Competitive Advantage: Creating and Sustaining Superior Performance, Free Press, New

York. Hitt, Ireland and Hoskisson; Strategic Management: concepts & Cases; South-Western Thomson
learning

Peter Fitzroy & James Hulbert; Strategic Management– Creating value in turbulent times; John Wiley and Sons, Inc.

Strategic Management: Formulation, Implementation and Control by John A. Pearce II, Richard B. Robinson, Jr. & Amita Mital, 10th Edition (Special Indian Edition), McGraw Hill. 2008.

BUSINESS ENVIRONMENT

Course Code: MBA-302 L

C
4 4

Objective: The objective of this course is helping student understand the environment of a business and its role in the growth of a business.

UNIT I(8

Lectures)

The concept of Business Environment, significance and nature. Environment Scanning: meaning, nature and scope, the process of environmental scanning, Interaction between internal and external environments, basic philosophies of Capitalism and Socialism with their variants. Concepts of Mixed Economy.

UNIT II (8

Lectures)

Overview of Political, Socio-cultural, Legal, Technological and Global environment. An introduction to MRTP, FEMA, SEBI Act, Consumer Protection Act; The changing dimensions of these laws and their impact on business.

UNIT III (8

Lectures)

Philosophy and strategy of planning in India; Industrial Policy in recent years; Policy with regard to small scale industries; the monetary policy and fiscal policy, Stock Exchange-BSE-NSE. Depository system in India (Options, Futures and Derivatives)

UNIT IV (6

Lectures)

RBI-Role and functions, banking structure reforms; Narasimhan Committee Recommendations, Financial Sector reforms.

E-Banking in India-objectives, trends and practical uses-Recent technological developments in Indian Banking

(ATM, Debit and Credit Cards, EMI, EFT)

UNIT V (10

Lectures)

Consumerism, Social Responsibility of business enterprises, New Economic Policy, Globalisation, EXIM policy, FDI policy, Multinational Corporation (MNCs) and Transnational Corporations (TNCs), Global Competitiveness.

Note: Case study/Numerical to be covered in each unit, if

applicable. Text and Reference Books

Essential of Business Environment: Text,Cases & Exercises, XIth edition by K Aswathappa, Himalaya Publishing

House

Business Environment by F Cherunelum IXth edition by K Aswathappa, Himalaya Publishing

House

The Economic & Social Environment, Xth edition by Bibek Debroy, Global Business

Press

Case in Business Environment□ by David W Conklin□ Sage South Asia
edition

Business Environment□ by Seikh Saleem□ Pearson

Indian Economy□ by Rudra Datt & Sundram□ S.

Chand Economic Survey□by Government of India

MBAHA303. LEGAL AND ETHICAL ISSUES FOR HOSPITALS

Objective: The Hospital being a part of the larger socio political set up the student will be exposed to the legal and ethical issues pertaining to the Hospitals.

UNIT-1:

Establishment, Registration and Regulation of Health Care Organization: Registration and Regulation of Healthcare organization under Andhra Pradesh Private Medical Care Establishment Act 2002; Formation of Health care Organization under Partnerships and Corporate basis (private and public) and compliance with Medical Council of India Act.

UNIT-2:

Hospitals and Labour Enactments: Hospital as an Industry – Unrest in Hospitals – Dispute Settlement Mechanism, Arbitration, Conciliations and Adjudication of Disputes; Role of Trade Unions, Unfair Labour Practices and Victimization – Disciplinary Actions – Requisitions of a valid disciplinary enquiry – Service Conditions – Retrial benefits – Social Security and Insurance.

UNIT-3:

Hospital Services and Law: Contractual obligations in Hospital Services – Requisites of a valid contract – Hospital as a ‘bailee’ – Physicians – Patient relations – duties towards patients by medical and Para-medical staff – medical ethics and code of conduct to be observed in rendering hospital services, MCI Guidelines, OATHS.

UNIT-4:

Medico Legal Issues: Police Investigation – Giving evidence – Court deliberations organ transplantation – Euthanasia (mercy killing) – Diagnosis, prescriptions and administration of drugs – Post treatment serves – Anesthesia, Surgery and sale of drugs.

UNIT-5:

Liability of Hospitals: contractual liability – Award of damages and principles relating thereto, criminal liability and defenses available to hospitals and medical staff. Tortuous liability and vicarious liability. Legal remedies available to patients. Remedies under contract law, tort, criminal law and consumer protection act, CP Act, RTI.

References

:

S.L. Goel, Healthcare Management and Administration, Deep & Deep Publications Pvt. Ltd. New Delhi, 2010. Srinivasan, A.V. (ed.), Managing a Modern Hospital, Chapter 12, Response Books, New Delhi, 2009. Encyclopedia of Bio-medical Ethics – Two Volumes.

MBAHA304. HOSPITAL ENGINEERING

SERVICES UNIT I - Basic Engineering Services:- Civil assets

Land & sitting, Hospital Buildings, Internal electrification & lighting, Ventilation, Internal water supply,

Public health services, Lighting protection, Lifts & dumbwaiters, Structured cabling, Internal buildings, Hospital roads, Pathways & drains, Horticulture, Arboriculture & landscaping

Electricity

Supply

Sources of supply & standard voltage, Electric sub-station, Switch boards & power distribution, Load segregation, Spot power improvement, Stand by power supplies, Stand by DG-Sets, UPS, Earthing Electrical inspectors, Future expansions.

Water

supply

Sources & nature of water, Hard & soft water, PH value of water, Physical & clinical standards, Bacteriological qualities, Analysis report, Disinfection of water, Reverse osmosis

Process, ultra pure water, Quantity assessment, Water supply system

Steam

supply

Hot water & steam, Steam boilers, Steam distribution system, Boiler feed water

Central Medical Gases, Air and Clinical Vacuum Delivery System.

Boiler feed water, system elements, source equipment, distribution system, terminal units, Liquid oxygen system, Maintenance tips

UNIT II - Allied Engineering

Services

Air Conditioning and Refrigeration

Air-conditioning, Air- conditioned Areas, Temperature and Humidity, Air-conditioning Load Factors and Design Parameters, Air-conditioning Plant, Central Chilled Water system, Testing of the Plant, Power and Water Requirements, Fire Dampers, Air Filtration, Air-conditioning of OT, Caution and Common Mistakes, Winter Heating, Desert Coolers, Refrigeration

Non conventional energy devices

Conventional and Non-conventional Sources of Energy, Bio-gas Plants, Solar Stills and Cookers, Space heating with solar Energy, Solar Water Heaters, Electricity Through Steam, Electricity Through Photovoltaic, Wind Power, Final Picture

Energy

Conservation

Energy Saving Possibilities, First Steps to Conservation, Other issues, Energy conservation and Maintenance, Conservation by Hem Recovery, Energy conservation and Management

Maintenance operations and stores management

Maintenance Categories, Comparison of Activities, Design out Maintenance, Requirements, Walk Around Inspection, Maintenance Spares and Stores, Requirement Analysis, Procurement, Storage and Preservation Workshop Facilities

Workshop Sections, Trades, Tradesmen Strength, Tools and Work Materials, Workshop Management

Engineering Services
Department.
Types of Equipment, Engineering Services
Department)

UNIT III - Engineering Hazards: Hospital Planning and
Design
Hospital Layout, Design Soundness, Hospital
Safety

Physical
Environment
Light, Color, Sound, Climate,
Ventilation

Building Elements and
Materials
Slip Hazards- Floors, Ramps, Steps and Stairs, Walls and Ceiling, Elevators, Shielding, Opening- Doors
and
Windows
Hospital
Installations

Electric Supply, Water Supply, Sanitary Equipment, Life Safety and Emergency Power, Communication System, Medical Gases, Piped Air and Vacuum
General Standards for Details and Finishes Preventive maintenance programme

MBAHA305 MEDICAL AUDIT AND QUALITY MANAGEMENT

Objective : The objective of the course is to provide an indepth knowledge about the medical audit leading to

TQM UNIT-1:

Introduction – Definition – Origins & Development in Medical Audit – Medical Audit Policy – Concept of Medical Audit – Medical Record, Medical Audit Relationship – Medical Audit related to Diagnosis, Investigations and therapy.

UNIT-2:

Use of Computers in Audit Process – Medical Audit – Global Perspective – Types of Medical Audit – Appraisal of Medical Audit – Methods of Medical Audit.

UNIT-3:

Introduction – Concept – Definition – Origin & Growth of Quality Management – Importance and Significance of TQM for Hospitals – Prerequisites of Quality Management in Hospitals – Role of Medical Record in Quality Management – Quality Circles – Quality Assurance.

UNIT-4:

Quality Management in Hospital : Front Office – OPD – Casualty – Labs – OT – CSSD – IP – Dietary, HK, ICU – Nursing – Laundry – Canteen – TQM team work – Employee involvement – Key result areas – leadership – TQM Tools – Quality function deployment – Concurrent engineering – FEMA – Demings – P.C.D.A. Cycle – JIT (Just in Time) – Kaizan – ‘O’ defect programme – Statistical Tools in TQM – flow diagram – Pareto Analysis – Cause and effect diagram – Control Charts – Bench Marking – Business Process Reengineering – TQM practices in Indian Hospitals.

UNIT-5:

Accreditation – Introduction – Concept of Hospital Accreditation – Accreditation Scenario in India and abroad – Organisations, authorities for accreditations in India – Accreditation process – Role of the government in developing an accreditation

system. Suggested Books:

‘Hospital Administration’ by D.C. Joshi and Mamta Joshi, Published by Jaypee Brothers, Medical Publishers, New Delhi, 2011

Medical Audit by Anjan Prakash – Published by Jaypee Brothers, Medical publishers (P) Ltd., New Delhi, 2011

Principles of Hospital Administration and Planning, by B.M.Sakharkar published by : Jaypee Brothers, Medical Publishers (P) Ltd., New Delhi, 2010

MBAHA306. HOSPITAL SERVICES
MARKETING

Objective : The objective of this course is to enhance the marketing skills of the student with special reference to Hospital Services marketing.

UNIT – 1

Core concepts of Marketing – Marketing Environment Analysis – Competition Analysis – The scope of Hospital Services Marketing.

UNIT – 2

Service Characteristics and their strategic implications, Service Consumer Behaviour – Service Marketing strategy
– Market segmentation – targeting and positioning – Service Marketing Mix
– Service Triangle.

UNIT – 3

Designing health care service products – New Service Development process – PLC – Physical evidence – Pricing Strategies, Channel management in Hospitals, Franchisee management.

UNIT – 4

Internal marketing – Importance and Objectives – Roles of a service employee – Internal marketing strategies ; External marketing – Promotional mix – Promotional campaign design ; Interactive marketing.

UNIT – 5

Service distribution ; Service Demand and Capacity Management ; Service Quality Management
– GAP model, SERVQUAL model – Service recovery

strategies. Reference Books :

- Ramamohana Rao, K., Services Marketing, Pearson Education (Asia),
Kotler Philip, Marketing Management (Millennium Edition), PH1, New Delhi, 2006.
Zeithaml bitner, Yalarie A., Service Marketing – Cases in Marketing Management, MC Graw Hill, New York,
2007 Srinivasan, R., Services Marketing (The Indian Context), Prentice Hall India, New Delhi, 2006
Bhattacharya. C., Services Marketing, Excel Books, New Delhi, 2006.
Ravi Shankar, Services Marketing (Indian Perspective), Excel Books New Delhi, 2004. Christopher Lovelock &
Jochen Wirtz, Services Marketing (People, Technology and Strategy), Pearson Education, New Delhi, 2004. Saxena, Rajan, Marketing Management, Tata McGraw Hill, New Delhi, 2008
Still, Richard R, Edward W. Cundiff and Norman A.P. Govani, Sales Management PH1, New Delhi, 2007.
Milica
Z. Bookman, Karla R. Bookman ; Medical Tourism in Developing Countries, Palgrave Macmilan, 2007.

MBAHA307 HOSPITAL WASTE MANAGEMENT

Objective : The Objective of the Course is to familiarize the learner with the importance, techniques and the procedures involved in the management of Hospital Waste.

UNIT-1:

Hospital Hazards: Meaning – Types – Physical–Biological Mechanical – Psychological – Its Impact on Employees
– Preventive measures.

UNIT-2:

Hospital Hazards Management: Meaning – Need – Principles – Purpose.

UNIT-3:

Control of Hospital Acquired Infection: Types of Infection – Common Nosocomial Infection and their Causative Agents – Prevention of Hospital Acquired Infection – Role of Central Sterile Supply Department – Infection Control Committee – Monitoring and Control of Cross-Infection
Staff Health.

UNIT-4:

Biomedical Waste Management: Meaning – Categories of Biomedical wastes – Disposal of biomedical waste products
Incineration and its importance – Standards for Waste Autoclaving, Micro Waving and Deep Burial – Segregation – Packaging – Transportation – Storage.

UNIT-5:

Human Waste Disposal and Sewage Disposal: Diseases carried from excreta – Sanitation barrier

Methods of Excreta disposal – Sewage wastes: Meaning – Composition – Aims of Sewage disposal – Decomposition of Organic Matter – Modern Sewage Treatment – Drawbacks of improper disposal of wastes – Solid and liquid.

Reference

Books:

Sharma – Holistic approach to Hospital Waste Management published by Dept. of Hospital Administration – AIIMS, New Delhi, 2006.

MBAHA308. Summer Training Project Report of 100 Marks of 06 to 08 weeks duration just after 2nd Semester

MBA(HA) 401: Term
Paper

The written term paper must have the following structure and include all of the following elements:

THE PAPER SHOULD BE A MINIMUM OF 5 PAGES (double-spaced; Times New Roman 12 font), excluding the title page and literature cited.

First (title) page must include: Descriptive title
Author
Abstract (NOTE: MAXIMUM 200 WORDS)

Subsequent pages must include: Introduction
Hypotheses and predictions, if any (these can be incorporated into the introduction or presented below a separate sub-heading)
Research Methodology
Data Analysis and Interpretation
Conclusion and future implications. Literature Cited

The term paper will be of 200 marks. Evaluation of the term paper will be as follows:

He / She will be required to publish in a ISSN no. Journal of repute OR in National / International Conference or Seminar with ISBN Proceedings.

In case if the student fails to publish paper then the committee formed by the competent authority will take the decision.

Maximum of three students can participate in writing a term paper.

Allotment of supervisor will take place as per the area of interest. Rules of plagiarism will be as per university norms.

Supervisor will be a core faculty of the department. The finalization of the name of supervisor will be done only after the consent of the supervisor.

MBAHA402 HEALTH SYSTEM MANAGEMENT

UNIT I – Community Health

Concept in community health

Introduction, Natural history of disease (Interaction of agent, Host and environmental factors), (Spectrum of disease), Determinants of health, Levels of prevention (Interventions), (Primary prevention, Secondary prevention, Tertiary prevention), Indicators of health, (Mortality indicators, Morbidity Indicators, Disability indicators, Nutritional status indicators, Utilization rates, Indicators of social and mental health, Environmental indicators, Socio-economic indicators, Health care delivery indicators, HFA indicators, Indices), Epidemiological Surveillance, (Definition of surveillance, Purpose/Use of surveillance, Methods of surveillance, Epidemiological surveillance system, Limitations of surveillance)

Health for all and Primary health care

Introduction, Concept, Scope and vision of HFA, Primary health care and components, Principles of primary health care, (A new course of action for health, Implications of the primary health care approach, Distribution of primary health care centers), Role of hospitals in primary health care, (Hospitals versus primary health care: A false antithesis, The need for hospital involvement, Role and functions of the hospital at the first referral level, Issues in role of hospital in primary health care), Health for all (HFA) in the Twenty-First Century, (Targets, Primary health care infrastructure)

Basics of epidemiology and Biostatistics

Introduction, Concept of epidemiology, Important epidemiological principles and concepts (Natural history of disease, Epidemiological triad, Levels of prevention/intervention, Risk approach in health care, Measurement), Epidemiological methods, (Descriptive epidemiological studies, Analytical epidemiological studies), Epidemic management, (Patterns of epidemics, Epidemic forecasting and management), Screening, Biostatistics, (Sampling, Measures of central tendency, Correction, Regression, Standard error of sampling distribution, Significance testing, Tests of Significance)

Occupational health

Introduction, Definition and scope of occupational health (Definition, Scope), Health problems due to industrialization, Occupational hazards (Physical hazards, Chemical hazards, Biological hazards, Psycho-social hazards, Prevention and control hazards)

Occupational diseases (Identification and diagnostic criteria of occupational diseases, Examples of some occupational diseases, Notifiable occupational diseases, Compensable occupational diseases, Prevention of occupational diseases), Occupational Health Services (Role of international organization, Need for OHS in industries, Organization of OHS, Functions of OHS, Model occupational health services for factories mines), Occupational Health Management (Occupational health policy, Organization structure, Participative approach, Action Plan, Duties and responsibility to be fixed, Involvement of the employees, Role of trade unions, Sharing information, Human resource development, Occupational Health in

India: Present Scenario, Emerging Occupational Health Issues in Future, Health Insurance

Introduction, Historical Overview and Evolution (Constitutional provisions, Social security concepts), Health Insurance Schemes (Central government health scheme (CGHS), Employees state insurance scheme), Emerging Scenario (Situational Analysis, Insurance regulatory and development act (IRDA), Likely Set-up after privatization) UNIT II - Health System In India Health care delivery system

Introduction, Evolution of Health Care Delivery System (Brief history of evolution, Salient features of various committees, Changing trends in evolution of health care delivery system), Health Care Infrastructure (National level, State level, District level, Block level, Primary health centre level, Sub-centre level, Village level), Non- Governmental Sector (Role of private sector, Role of Voluntary organizations, Role of Indigenous system of medicine)

Holistic approach to health

Introduction, Evolution of Medicine (Ayurveda, Yoga, Naturopathy, Siddha Vaidya System, Unani medicine, Homeopathy, Traditional Chinese medicine, Acupuncture, Reiki),

Role of Alternate Systems of Medicine, Holistic Medicine, Need for Application in Indian Scenario, Training and Support (Education System, Medical and paramedical education, Post-graduate specialization, Primary health care, Secondary and tertiary health care, Logistics of training, Economics of holistic medicine, Health and Population Policy and strategy

Introduction, National Health Policy, (Elements of national health policy, National health policy- indicators and goals), Population Policy (Population policy statements-1976 and 1979, Revised strategy of family welfare, Population policy- Future perspectives and)

District health organization

Introduction, District Health Office, (Organizational structure of health care system at district level, Functions of district health office), District Level Planning and Management (CMO's Role, Decentralized district planning: concept and machinery, Designing the district health plan), District Health Information System (Sources of

health information, Flow if routine health information) Regionalization of health care

Introduction, Concept and History of Regionalization, Elements of Regionalization (Structure, Demarcation of Region, Hierarchy of services, Primary level, Secondary level, Tertiary level), Structuring of Authority and Responsibility, Disturbing Variables, The Regionalization Process (Coordination within the region, Monitoring, Basis of regionalization, Panchayat raj

UNIT III - National Health Programmes

Programme related to communicable diseases

Introduction, Programmes Against Malaria and Other Vector-borne Diseases (National anti-malaria programme (NAMP), National filaria control programme (NFCP), Kala Azar control programme, Japanese encephalitis control programme), National Tuberculosis Control Programme, National Leprosy Eradication Programme, Programmes against AIDS and STDs (National AIDS control programme, National leprosy eradication programme), National guinea worm Eradication Programme

Program related to non communicable diseases

Introduction, National Programme for Control of Blindness (Importance, Historical development, Objectives of the programme, Programme strategies, infrastructures and activities), National Iodine Deficiency Disorders Control Programme (NIDDCP) (Importance, Historical development, Objectives of the programme, Programme strategies, infrastructures and activities), National Mental Health Programme (Importance, Historical development, Objectives of the programme, Programme strategies, infrastructures and activities), National Cancer Control Programme (Importance, Historical development, Objectives of the programme, Programme strategies, infrastructures and activities), National Diabetes Control Programme (Importance, Historical development, Objectives of the programme, Programme strategies, infrastructures and activities), Role of Hospital and District Health Managers Reproductive and child health programme

Introduction, Evolution of the RCH Programme (Transition from MCH and FP to family welfare and CSSM programme, Need for holistic approach towards women's development, International conference on population and development (ICPD) and programme of action (POA), India's commitment towards ICPD, POA and launching of RCH Programme), Objectives of RCH programme, Paradigm Shift in the RCH programme (Target-free programme based on community needs assessment, Decentralized participatory planning, Integrated RCH package, State/District specific RCH strategy, Greater emphasis on quality of care, Comprehensive integrated training with district as coordinator, Involvement of the Panchayati Raj system,

Increased involvement of NGOs and private and corporate sector, Area specific IEC campaigns, Gender concerns, Increased male participation in the programme), Components and Packages of Services under RCH programme (Recommended package of services under RCH programme,

Programme interventions, Safe motherhood components, Child survival components, Contraceptive services for the eligible couples, Prevention and Management of RTIs and STIs, Adolescent health services, Special care components- Cancer and infertility services), Organization and Infrastructural Facilities for Implementation of RCH Programme (Organization Set-up for delivery of RCH programme, Infrastructural facilities for delivery of RCH programme,

Special facilities and projects under RCH programme, Role of Hospitals in implementation of RCH programme)

Managerial Dimensions of RCH Programme (Community needs assessment based decentralized planning, Human Resource development and capacity building, Management of material resources, Funding and reimbursement procedures under RCH programme, Management information system (MIS), Monitoring of RCH programme, Partnership development - Intersectoral cooperation and involvement of NGOs), Improving Quality of Services

Health Related Programmes

Introduction, Integrated Child Development Scheme (Aims and objectives, Organization, Services Rendered, Beneficiaries, Staff of the ICDS under health department, Criteria for project site), Water Supply and Sanitation (Importance of water and sanitation, Sources of water supply, Classification of water-borne diseases, Safe drinking water, Concept of total environmental sanitation, Rural health services).

MBA HA 403 : Dissertation / Preparation & Presentation of Case Studies in respect to Hospital Administration/ Research Project Report

- I. In the fourth semester, every student will have to submit a Dissertation on a problem/topic (from the Specialization Groups) to be assigned by the Head of the Department under the supervision of a core Faculty member of the Department.
- II. The Dissertation will carry 400 marks. It will consist of (i) Evaluation of Dissertation (300 Marks) and (ii) Viva on Dissertation (100 Marks).
- III. The Head of the Institution will constitute a Dissertation committee each year consisting of Head of Department & Senior faculty members. The proposed Supervisor of the student undertaking the dissertation work will also be present during the presentation of the work.
- IV. The Student will submit a synopsis of the proposed work. He/she will give a presentation before the Dissertation Committee. A revised synopsis would have to be presented in 7 working days before the committee again.
- V. The dissertation would have to be completed within 90 days from the date of approval of the synopsis. After which the student will present the finished work before the dissertation committee on a predefined date. Changes suggested must be incorporated by the student in the final submission. If the student fails to appear for the presentation, he/she will be given a second chance only on medical grounds.
- VI. The External examination will be conducted by two External Examiners appointed by the

University. Each examiner will award marks out of 200 (150 for report and 50 for presentation). The total of both the examiners would be tabulated to give final marks out of 400.

- VII. The report will contain the objectives and scope of the study, research methodology, use and importance of the study, analysis of the data collected, conclusions and recommendations. It will contain appropriate charts, diagrams and bibliography. A certificate of the Supervisor and the Head of the Department certifying the authenticity of the report shall be attached therewith. The student will submit three copies of the report. The number of pages in the report will be 100 or more. The report should be typed in A-4 size paper.

4. Course Duration :

Minimum Duration: 2 Years

Maximum Duration: 5 Years

5. Faculty and support staff requirement : 02_ full time Faculty of Professor/Assoc./Asst. Professor level

Procedure for admission, curriculum transaction and evaluation :

A. Admission Procedure:

1. Procedure for Obtaining Admission Form and Prospectus

- a. The prospectus containing Admission Form can be obtained in person from :
The Directorate of Distance education, Swami Vivekanand Subharti University, Subhartipuram, NH-58, Delhi-Haridwar Bypass Road, Meerut or its city office located at Lokpriya Hospital Complex, Samrat Palace, Garh Road, Meerut on payment of Rs. 125/- in cash or by demand draft.
- b. The Prospectus can also be obtained by post by sending a demand draft of Rs. 175/- drawn in favour of "SVSU, Distance Education", payable at Meerut along with a filled requisite proforma (available at DDE website i.e. www.subhartidde.com) for "Obtaining the Prospectus and Admission Form" to the Directorate of Distance Education.

2. Submission of Admission Form:

- a. An applicant should submit the admission form duly filled with all enclosures completed, personally or by post, to the Directorate of Distance education, Swami Vivekanand Subharti University, Subhartipuram, NH-58, Delhi-Haridwar Bypass Road, Meerut-250005.
- b. The application for admission should be submitted along with the following :
 - i. A demand draft for the course fee (as per fee structure table) drawn in favour of "SVSU, Distance Education" payable at Meerut.
 - ii. Duly attested photocopy of Aadhar Card, statement of marks and other relevant documents/certificated pertaining to the qualifying examination, by a gazetted

officer or Principal of the college from where these were obtained, should be submitted at the time of admission.

- iii. Self attestation of document/s is permissible, if the originals are produced before the Registrar of Swami Vivekanand Subharti University or Asst. Director/Deputy Director/Director of Directorate of Distance Education.
 - iv. 4 recent passport size color photographs should be provided in which 2 photographs should be pasted on the admission form & Enrollment form accordingly and another two photographs should be attached/stapled with the form.
- c. The learners are advised to check up the eligibility criteria of a course they wish to apply for, from our website www.subhartidde.com or DDE Prospectus.

3. Admission Procedure -

- a. Applications can be sent to the Directorate of Distance Education directly or through its city office. The applicant's eligibility will be checked and accordingly he/she shall be granted admission and an acknowledgement of the receipt of the fee and the application form shall be issued.
- b. An Identity Card, mentioning the enrollment number of the learner, shall be issued by University as soon as the admission is confirmed. Learners are advised to keep their Identity Card safely, as it will be required for attending counseling sessions/PCPs and also for the receipt of study material, mark sheets, Degree etc in person. In case of loss of Identity Card, a duplicate can be issued on receiving a written request along with a fee of Rs. 100/-. The Identity Card shall be valid for the entire duration of the Programme.
- c. The University conduct entrance examination twice in a year for admission in MBA and MCA or any other programme, as may be decided by the University. Learners can obtain information relating to the entrance examination from the Directorate of Distance Education or its website www.subhartidde.com. The University may, as an alternative, consider granting admission on the basis of the score obtained by an applicant in any central or state level entrance examination for a similar course.

4.

1. Minimum Eligibility and Fee Structure for ODL –

Sr. No.	Title of Programme	Eligibility	Course Duration		Annual Fees Per
			Minimum	Maximum *	Year (In Rs.)
1	Master of Business Administration (MBA) with Single Specialization(Hospital Administration)	Graduation or eq.	2 Years	5 Years	25000/-

2. Minimum Minimum Eligibility and Fee Structure for OL –

Sr. No.	Title of Programme	Eligibility	Course Duration		Annual Fees Per
			Minimum	Maximum *	Year (In Rs.)
1	Master of Business Administration (MBA) with Single Specialization(Hospital	Graduation or eq.	2 Years	5 Years	35000/-

B. Curriculum transaction and evaluation :

The University follows the following evaluation system:

- a. Continuous evaluation through personal contact programmes, assignment work, viva, group discussion and personality development programmes.
- b. Semester wise Examination
- c. Evaluation of practicals, wherever prescribed
- d. Evaluation of professional project report, wherever prescribed
- e. A learner shall be declared 'pass' at the end of the academic/calendar year, if he/she secures minimum 40% marks in each subject (including project report, internship, industry integrated learning and practicals, wherever prescribed) separately in the Semester wise Examination and the internal assessment. If a learner fails to secure 40% marks in any subject or in internal assessment, he/she will still be promoted to the next academic/calendar year, but he/she will have to appear in back paper for the subject in which he/she has not been able to obtain the requisite passing marks. The examination for learners giving back paper in any subject shall be held along with the subsequent examination for the relevant subject. In case, the learner fails to secure minimum 40% marks in internal assessment, he/she will have to resubmit the assignments for evaluation.

Requirement of the laboratory support and Library Resources :

Resources are available of Library for the learners during PCPs. The University has a rich Central Library with more than 3.80 lac books, 181 journals (Foreign & Indian), Internet Section of 200 nodes, Computer Centres, Museum, Instrumentation (USIC) workshop, Student's Guest House, etc.

The resources for laboratory also available as per the need of the programme.

Cost estimate of the programme and the provisions :

- a. Cost estimate: Approx. Rs. 14,01,754.55 /-
 (The cost estimate may vary depending upon the no. of students enrolled)
- b. Provisions: Swami Vivekanand Subharti University

Quality assurance mechanism and expected programme outcomes :

In accordance to the UGC Guidelines, the University has established an Internal Quality Assurance Cell, as per ordinance no. VI (1), dated 11.02.2009, to instill a momentum of quality consciousness amongst its all Institutions including Directorate of Distance Education, aiming for continuous improvement.

1. The cell holds various events regularly and maintain the documentation of the various programmes/activities leading to quality improvement.
2. The cell is responsible for incorporating various new changes/developments regarding up-gradation of learning material and spreading awareness of Quality Culture in the various institutions of the University.
3. The cell also prepares ‘Annual Quality Assurance Report (AQAR)’ as per the laid guidelines and parameters.