

RAJA MAHENDRA PRATAP UNIVERSITY, D.S. COLLEGE ALIGARH
BBA HEALTH CARE MANAGEMENT SYLLABUS

CURRICULUM

- The curriculum and the syllabus for the **FULL TIME** program of Study shall be as prescribed by the Academic Council of this University, on the recommendations of Board of Studies and as may be modified from time to time.
- BBA Health Care Management is a 3-years undergraduate degree program.

SEMESTER	SUBJECTS		
1st	PRINCIPLES OF MANAGEMENT (HCM-101)		
	BASICS OF HOSPITAL ADMINISTRATION (HCM-102)		
	MICRO ECONOMICS (HCM-103)		
	ACCOUNTING FOR MANAGERS (HCM-104)		
	BUSINESS STATISTICS (HCM-105)		
	ORGANIZATIONAL BEHAVIOUR (HCM-106)		
	PROJECT: Data keeping (107)		

PRINCIPLES OF MANAGEMENT (HCM-101)

Learning Objectives

- To introduce the Management Concepts & Principles
- To provide the practical orientations of Management Principles
- To familiarize about the various functions of management

Unit-I

Introduction : Concept, Nature, Process and significance of Management, Managerial Levels, Skills, Functions and roles; Management Vs Administration; Coordination as essence of management; Development of Management thought, Classical, Neo-classical, behavioral, systems and contingency approaches.

Unit- II

Planning: Nature, Scope and Objectives of Planning; Types of Plans; Planning Process; Business Forecasting; MBO; Concept, Types, Process and Techniques of decision making; Bounded Rationality.

Organizing: Concept, Nature, Process and Significance; Principles of an organization; Span of Control; Departmentation; Types of an Organization; Authority-Responsibility; Delegation and Decentralization; Formal and Informal Organization.

Unit-III

Staffing: Concept, nature and Importance of Staffing. Motivating and Leading: Nature and Importance of motivation; Types of motivation; Theories of motivation; Leadership – meaning and importance; Traits of leader; leadership Styles.

Unit-IV

Controlling: Nature and Scope of Control; Types of Control; Control Process; Control Techniques traditional and Modern; Effective Control System. Managerial skills Decision Making – Time Management –Communication –Delegation and Decentralization.

Text Books

1. Stephen P. Robbins & Mary Coulter, “Management”, 14th Edition, Prentice Hall (India) Pvt. Ltd., 2019
2. Harold Koontz & Heinz Weihrich, Essentials of Management, 7th Edition, The McGraw-Hill

Reference Books

1. Sakthivel Murugan,, Principles of Management
2. L.M. PRASAD, Principles of Management
3. Paula Caproni,, Management Skills for everyday life

BASICS OF HOSPITAL ADMINISTRATION (HCM102)

Learning Objectives

- To introduce the Hospital Administration concepts and principles
- To teach them various types of hospitals and types of care offered
- To familiarize students about the functions of hospital management

Unit -1

Introduction – Qualities of effective hospital administrator – Role of hospital administrator - Elements of Hospital Administration – Evolution of Hospitals.

Unit -2

Hospitals: Meaning – Types – Role of Hospital in Health Care-Role of community health Challe Hospital- Comparative assessment of Management process between Hospitals and Production Industry – Hospital Statistics.

Unit -3

Care: Preventive-Curative-Promotion – Rehabilitative. Meaning: Acute care- Special Care-extended Care-Long term care-Geriatric care-Psycho-geriatric care- Psychiatric care- Psychosomatic care- Health as a Holistic concept.

Unit-4

Levels and Roles in Hospital Management: Governing Board – Executive Board – Advisory Board – Central Supervisory Board - Role of CEO – Medical Administration –Nursing Administration – Hospital Administration – Organization Chart of a Hospital , Recent Advances in Hospital Administration – Role of Health Insurance - Artificial Intelligence.

Text Book

1. B.M. Sakharkar, “ Principles of Hospital Administration and Planning”, Jaypee Brothers Medical Publishers Private Limited; 2nd Edition
2. DC Joshi, Mamta Joshi, “Hospital Administration”, Jaypee Brothers Medical Publishers Pvt Limited; 1st Edition (2009)

Reference Books

1. Managing a Modern Hospital, A.V. Srinivasan, Response Books, I Ed.
2. Principles of Hospital Administration and Planning, BM Sakharkar, Jaypee Brothers, I Ed.
3. Hospital Administration And Management: A Comprehensive Guide (English) 1st Edition (Paperback) By Dasgupta - Jaypee Brothers

MICRO ECONOMICS (HCM-103)

Unit-1

Microeconomics: meaning nature and scope. Basic concepts of economics: Static and dynamic approaches, equilibrium, utility, opportunity cost, marginal and incremental principles. Microeconomics and business utility analysis.

Unit-2

Theory of demand: Nature of demand for a product, individual demand, market demand, determinants of demand. Elasticity of demand and its determinants, demand as multivariate function.

Unit-3

Theory of production and costs: The concept of production function, production with one and two variable inputs, optimal input combination, theory of cost in short run and long run, revenue function.

Unit-4

Theory of firm and market organization: Breakeven analysis, pricing under perfect competition, pricing under monopoly, price discrimination, pricing under monopolistic competition, selling cost, pricing under oligopoly, kinked demand curve and price leadership.

References:

1. D N Dwivedi, Micro Economics: Theory and Applications, 1sted, Sultan Chand & Co., New Delhi, 2018
2. N Gregory Mankiw, Principles of Micro Economics, 6thed, Cengage India, 2006
3. Salvatore, Dominick, Principles of Microeconomics, 5thed, Oxford University Press, 2009
4. Samuelson, Micro-Economics;19thed, McGraw-Hill International Edition, 2010

ACCOUNTING FOR MANAGERS (HCM-104)

Learning objectives

The primary objective of the course is to familiarize the professional under graduate students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Unit I

Meaning , nature and concepts of financial accounting, Users of accounting information, Accounting Process,; Users of Accounting Information; Single Entry & Double entry book keeping system; Principles of Accounting; Journal; Ledger : Meaning, need & Importance, Advantages, Posting of transactions to Ledger; Numerical Problems on Ledger. Trial Balance: Preparation, Errors and their Rectification, Numerical Problems on Preparation and Correction of Trial Balance.

Unit II

Final Accounts: Meaning, Types & Objectives, Trading Account, Profit & Loss Account, Balance Sheet Adjustments; Final Accounts of sole traders, Partnership Firm & Non- Profit Organizations; Adjustments at the end of financial year. Bank Reconciliation Statements.

Unit III

Depreciation, Provisions and Reserves: Concept of Deprecation, Causes of Depreciation, Basic Features of Depreciation, Meaning of Depreciation Accounting, Objectives of Providing Depreciation, Fixation of Depreciation Amount, Method of Recording Depreciation, Methods of Providing Depreciation, Depreciation Policy, AS-6 (Revised) Depreciation Accounting, Provisions and Reserves. Goodwill: Meaning, Importance & Methods of Valuation.

Unit IV

Management Accounting: Ratio Analysis: Uses and Limitations, Classification of Ratios – Liquidity, Profitability, Financial and Turnover Ratios, Simple Problems Only. Cash Flow Analysis: Uses and Limitations. Budgets: cash budget, purchase budget, sales budget, fixed and flexible budget. Break-Even Analysis - Cost Volume Profit
Shares and Share Capital: Shares, Share Capital.

Project: Skill development for the conduction of accounting software in medical sector.

References:

1. R.L. Gupta – Advanced Accounting, 13th ed, Sultan Chand and Sons, 2018
2. Shah: Basic Financial Accounting, 4th ed, Oxford University Press. 2017
3. Maheshwari and Maheshwari – An Introduction to Accountancy 12ed – Vikas Publishing House, 2018
4. Bhattacharya/financial Accounting for business Managers, 3rd ed, Prentice Hall of India, 2006.

BUSINESS STATISTICS (HCM-105)

Course Objective:

To enable the students to develop an understanding of the various statistical tools & its application in the business research

Unit I

Role of Statistical Techniques in the field of Business and Industry; Classification and tabulation of data, Frequency Distribution; Diagrammatic and Graphical Presentation of Statistical Data; Bar Diagram, Histogram, Frequency Polygon, Frequency Curve & Ogive.

Unit II

Measures of Central Tendency; Mean, Median, Mode; G.M., H.M., ; Measures of Dispersion- Mean Deviation, Standard Deviation and Co-efficient of Variation, Skewness and Kurtosis.

Unit III

Correlation – Karl Pearson and Ranking Methods, Regression, Regression Expressions, Lines of Regression. Interpolation and Extrapolation – Binomial Lagrange and Newton Methods.

Unit IV

Analysis of Time Series – Measurement of Trend and relational; Chi Square Test –Independence of Attributes and Goodness of fit.

Probability – Definition, Addition and Multiplication rule, conditional Probability, Bays Theorem; Theoretical Distribution; Binomial, Poisson and Normal.

References:

1. Levin, Richard, David S. Rubin, Rastogi, and Siddiqui. Statistics for Management, 10th ed., Pearson Education, 2016.
2. Siegel Andrew F. Practical Business Statistics, 6th ed, McGraw Hill, 2012.
3. Quantitative Techniques For Managerial Decision Making: Srivastava, Shenoy, Sharma, New Age Pub.
4. Statistical Methods: S P Gupta, Sultan Chand Publication.
5. Vohra N. D., Business Statistics, McGraw Hill.

ORGANIZATIONAL BEHAVIOUR (HCM-106)

Course Objectives

The course aims to provide an understanding of the basic concepts, theories and techniques in the field of human behaviour at the individual, group and organizational levels

Unit I

Introduction, Meaning of Organizational Behaviour, Historical Background, Scientific Management, Hawthorne Studies, Models of OB, Relationship to Other fields Perception : Process, Nature & Importance, Perceptual Selectivity, Perceptual Organization.

Personality : Meaning, Development of Personality, Attitude Components, functions, factors influencing attitude.

Unit II

Learning : Processes of learning- Behaviouristic, Cognitive and Social Principles of Learning, Organizational Reward System.

Motivation: Meaning- Primary, Secondary & General Motives, Motivation Theories- Maslow, Herzberg's, ERG, and Vroom's Expectancy theory, Theory X, Y and Z. Morale- Concept, features and Importance.

Unit III

Group Dynamics: Nature, Dynamics of Formal and Informal Groups, Teams – Nature and Effectiveness.

Conflict- Meaning, Process, Classes and sources of conflict and negotiations- Conflict Management- Intra individual, Inter-Personal, inter-group and organizational negotiation approaches.

Unit IV

Power: Meaning, distinction among power, authority and influence, classification of power, contingency approaches to power; policies- as a strategic tool for power acquisition. Dynamics of Organizational Culture.

References:

1. Robins, Stephen P. - Organizational Behavior, 16th ed, Pearson Education Asia, 2016
2. Peter Schen , Organizational Psychology and Leadership, 5th ed, John Wiley and Sons, 2017
3. Parikh, Gupta, Organizational Behavior, 1st ed, Tata McGraw Hill, 2010
4. Fred Luthans, Organization Behavior, 12th ed, Tata McGraw Hill, 2010

PROJECT:

Data keeping in health care organization. (HCM-107)

SEMESTER	SUBJECTS	Credits	
Second	MARKETING MANAGEMENT (HCM-201)		
	COMPUTERS AND INFORMATION SYSTEMS (HCM-202)		
	BUSINESS COMMUNICATION SKILLS (HCM-203)		
	INTRODUCTION TO HEALTHCARE MANAGEMENT (HCM- 204)		
	BUSINESS ENVIRONMENT (HCM-205)		
	HUMAN RESOURCE MANAGEMENT (HCM-206)		
	PROJECT: MEDICAL ETHICS (HCM-207)		

MARKETING MANAGEMENT (HCM-201)

Course Objectives

The objective of this paper is to identify and develop knowledge and skills in application of the fundamental terms and concepts that are commonly used in marketing. The course aims to develop competence in market analysis, and decision making relevant to marketing management required for effective marketing practice. This course attempts to develop relationship between marketing and other management functions

Unit-1

An Overview: Introduction, Definition of Market, Types of Markets, Meaning and Definition of Marketing, Origin of Marketing, Scope of Marketing, Importance of Marketing, Functions of Marketing, Difference between Marketing and Selling; Marketing Concepts: Introduction, Exchange concept, Production concept, Product concept, Sales/selling concept, Modern marketing concept, Societal marketing concept, Impact of marketing concepts and its applicability; Marketing Environment: Introduction, Need and Importance of Environmental Analysis, Methods of Analysis – SWOT, PEST, Internal Environment of the Organization, External Environment; Consumer Behaviour: Introduction, Important definitions, Evolution of

the study of consumer behavior, Determinants of consumer behavior, Types of buying decisions, Stages of the buying process, Importance of consumer behaviour study.

Unit-2

Marketing Planning and Strategies: Introduction, Management Processes in Marketing, Types of Marketing Plan, Competitive Marketing Strategies, Interactions between Marketing Mix and Marketing Environment , Control Mechanisms in Marketing; Market Segmentation: Introduction, Definition of market segmentation, Need for market segmentation, Criteria for effective segmentation, Bases for market segmentation, Benefits of market segmentation; Product Related Decisions: Introduction, Features of a Product and its Classifications, Product Plan and New Product Development, Product Mix and its Elements, Decisions related to Product Mix, Product Life Cycle.

Unit-3

Introduction to branding: introduction, definition of a brand, development of a brand, types of brands, importance of brands and branding, merits and demerits of branding, brand equity – definition and benefits;. Pricing decisions: introduction, price and its determinants, objectives of pricing decisions, factors affecting pricing decisions, pricing policies and strategies, pricing methods; distribution strategy: introduction, meaning, need for and importance of distribution channel, factors influencing channel decisions, types of channels, direct channel, indirect channel, functions of channel members.

Unit-4

Promotion Mix: Introduction, Promotion mix and its components, Advertising, Sales Promotion, Personal selling, Direct marketing, Public Relations and publicity, Online marketing, Developing an integrated promotion mix;. Promotion Mix Decisions: Introduction: Advertising decisions, Sales promotion decisions, Personal selling decisions, Public Relations and Publicity decisions; Services Marketing: Introduction, Definition of services, Characteristics of services , Distinction between goods and services, Marketing mix for services, Types of services, Strategies for Services Marketing; Recent Trends in Marketing : Introduction, E-commerce, E-marketing, E- Retailing, Relationship marketing, Mobile marketing, Green marketing

References:

1. Philip Kotler and Kevin Lane Keller Marketing Management, Global Edition , 15 ed, Person, 2015
2. Michael J. Etzel Bruce J. Walker William J. Stanton ,Ajay Pandit, Marketing, 14th ed, McGraw Hill Education, 2010
4. Gary Armstrong and Philip Kotler, Marketing: An Introduction, Pearson, 2017.
5. Kumar, Ramesh; “Application Exercises in Management,” Vikas Publishing House, 2004.

COMPUTERS AND INFORMATION SYSTEMS (HCM-202)

Course Objectives

This is a basic paper for Business Administration students to familiarize with the computer and its applications in the relevant fields and exposes them to other related papers of IT.

Unit- I

Basics of Computers

Meaning, Characteristics & Classification of Computers, Types, Generations of Computers, Application of computers in modern society, Virus and Worms, Block Diagram of computer.

Hardware: Input Devices- Keyboard, Mouse, Electronic Pen, Touch Screen, Scanner, OCR Devices, OMR, Bar-Code Reader, MICR, Speech Recognition Devices

Output Devices – Monitor, Printers, Plotters, Screen Image Projector, Voice Response

System.Storage Devices : Primary Storage- RAM, ROM, PROM, EPROM and EEPROM, Cache Memory. Secondary Storage – Magnetic Tape, Floppy Disk, Hard Disk, CD-ROM, DVD, Pen Drive, Memory Card.

Unit- II

Software: Meaning, Types of Software – System Software and Application Software.

Data Representation : Bits & Bytes, Number System- Binary, Octal, Hexadecimal, BCD Conversions, Arithmetic Operations based on Binary Number, Introduction to ASCII & EBCDIC.

Unit III

Data Communications & Networks: Modes of Communication, Digital & Analog Signals,modems, Topologies of Network.

Transmission Modes – Simplex, Half Duplex, Duplex, Configuration.

Internet & Browsing: Meaning, Concept, ISP, Uses of Internet, World Wide Web (WWW) and its working, Web Browser and its function, Concept of Search Engines, Chatting.

E-Mail : Concept, E-Mail Address, SMTP, Services, Basics of sending and receiving E-Mails and attaching files with them.

Networks : Meaning, Scope & Benefits of Computer Network, Network Types – LAN,WAN, MAN

Unit IV

Introduction to MS –Office – MS-WORD (Word Processing), MS-Excel(Spread Sheet), MS-PowerPoint (Presentation Graphics) – Features, Uses, Need & Importance for Modern Business Activities.

COMPUTERS & INFORMATION SYSTEMS LAB MS-DOS & MS-WINDOWS

Configuration of System in MS-DOS and MS-WINDOWS.; Environment Specifically – Role and Functions of Key files such as Batch files, SYS files etc. File creation, Edit and Directory Creation of MS-DOS.; Environment and Write, Paint Brush, File Manager, Print Manager, Control Panel etc. for Windows environment.

Working with MS- Office: MS-WORD: Word Basics, Commands, Formatting, Text and Documents, Sorting, Mail Merge etc.; MS-EXCEL: Basic, Formatting, Functions, Creating Charts, Working with Graphics, Using worksheet as Databases.; MS-POWER POINT: PowerPoint Basics, Creating Presentations, Slide show, working with Graphics

References:

- 1 V. Rajaraman, Fundamentals of Computers-, 6h ed, Prentice Hall of India, 2014
- 2 P.K. Sinha, Fundamentals of Computers, 6thed, 2014

3 Suresh K. Basabdra , Computer Today, BpB Publications., New Delhi, 2005
4 Deepak Barihoke, Essential of IT, Bpb Publications, 2003

BUSINESS COMMUNICATION SKILLS (HCM-203)

Course Objectives

To develop the skills of the professional undergraduate students for proper self-expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.

The students will improve their personality, communication skills and enhance their self-confidence.

Unit-1

Parts of Speech, Sentence, Introduction to Business Communication: Basic forms of communication, Process of communication, Principles of effective Business Communication, 7 Cs. Media of Communication: Types of communication: Barriers of communication; Technology Enabled Communication; E-mail etiquettes and writing.

Unit-2

Tenses, Active and Passive Voice, Introduction to Business Communication: Communication models and processes; Theories of Communication.

Self-Development and Communication: Development of positive personal attitudes.

Report Writing

Unit-3

Words often confused, Homophones and Homonyms Corporate Communication: Formal and Informal communication networks; Grapevine; Miscommunication; Steps for improving communication.

Business manners. Body language gestures, Etiquette of the written word, Etiquette of the telephone handling, business meetings. Business letter writing: Need, Functions and Kinds.

Layout of letter writing. Types of letter writing: Persuasive letters, Request letters, Sales letters, Complaints and Adjustments.

Unit-4

Identifying & Analyzing Grammatical Errors in sentences related to Pronoun, Article, Verb, Preposition, Jumbled Sentences , Group Discussions: Principles and steps; Interviews/Mock interviews; Hearing vs Listening, Principles of Effective Listening; Individual and group presentations.

Departmental Communication: Meaning, Need and types: Interview letters, Promotion Letters, Resignation letters, Newsletters, Circulars, Agenda, Notice, Memorandums, Office orders.

References:

1. Chhabra T N; *Business Communication: Concepts and Skills*, Sun India Publications. New Delhi, 2016.
2. Convey, R. Stephen; *The Seven Habits of Highly Effective People*. Paperback – Special Edition, 19 Nov 2013
3. E.H.McGrath, S.J.; *Basic Managerial Skills for All*, 4th ed., Prentice Hall of India Pvt. Ltd., New Delhi, 2001.
4. Krizan AC, Merrier Patricia, Logan Joyce, Williams Karen; *Effective Business Communication*, 7th ed. Cengage learning.2010.
5. Kumar Sanjay, PushpaLata; *Communication Skills*; Oxford University Press.2nd ed. 2011.

INTRODUCTION TO HEALTHCARE MANAGEMENT (HCM- 204)

Course Objectives

The course will introduce to the basic knowledge of various aspects of Health Care Industry. After the successful completion of the course student will be familiar with the scope and functions of Health Care Management

Unit-1

Structuring of Health Care sector

- as per the service provider(Government hospitals, Private hospitals, hospitals run by NGOs).
- as per the services being provided (Primary, Secondary, Tertiary & Preventive).
- as per the size of Hospitals (Sub Centre, Primary health care centre, community health care, district hospitals and teaching institutions)
- Health Care Scenario- statistics of industry
- Present opportunities and Challenges in Health Care Management; worldwide scenario.

Unit-2

Overview of HR in Health Care, Manpower in Health Care Management.

Unit-3

Quality and regulations in Health Care: Quality in Health Care Management, Regulation in Health Care Management.

Unit-4

Financing in Health Care: Accounts, stores, purchases, fund raising and analysis.

References:

1. Sharon B. Buchbinde, *Healthcare Management –with access*, 3rs ed, Jones & Bartlett Publishers, 2017.
2. Sandra Buttigieg , *International Best Practices in Health Care Management* , Emerald Group Publishing Ltd, 2015.

BUSINESS ENVIRONMENT (HCM-205)

Course Objectives

The basic objective of this course is to familiarize the students with the nature and dimensions of evolving business environment in India and how they influence managerial decisions.

Unit I

Business Environment: Concepts, Components & Importance, Type of Environment –Internal, External, Micro & Macro; Environmental Scanning, Scope & Characteristics of Business, Objectives, Uses and Limitations of Environmental Analysis. A brief study of the different forms of economic systems.

Unit II

Economic Environment: Nature & Structure of the economy, Monetary & Fiscal Policies, Economic Planning in India, Economic Reforms of 1991.

Unit III

Industrial & Legal Environment: Industrial Growth & Policy, FEMA, Competition Act 2002.

Unit IV

Socio-Cultural Environment : Nature and Impact of Culture on Business, Culture and Globalization, Social Responsibilities of Business, Business and Society, Social Audit, Social Class, Groups, Circle, mobility, position & status. Political Environment: Political System, Policies & Stability, Functions of State, Economic roles of Government.

References

1. Francis Cherunillam
2. K.Aswathappa

HUMAN RESOURCE MANAGEMENT (HCM-206)

Course Objectives

The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.

Unit-1

Introduction: Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Environment of HRM; Personnel Management v/s HRM. Acquisition of Human Resources: HR Planning; Job analysis – job description and job specification; recruitment – sources and process; selection process – tests and interviews; placement and induction. Job changes – transfers, promotions/demotions, separations.

Unit-2

Training and Development: Concept and importance of training; types of training; methods of training; design of training program; evaluation of training effectiveness; executive development – process and techniques; career planning and development.

Unit-3

Performance Appraisal: Performance appraisal – concept and objectives; traditional and modern methods, limitations of performance appraisal methods.

Unit-4

Compensation and Maintenance: Compensation: job evaluation – concept, process and significance; components of employee remuneration – base and supplementary; maintenance: overview of employee welfare, health and safety, social security.

References:

1. Chhabra, T. N; Human Resource Management, 4th ed, Dhanpati Rai and Co. Pvt. Ltd New Delhi 2003.
2. Dr. Gupta, C. B.; Human Resource Management, 11th revised ed, Sultan Chand and Sons, New Delhi, 2008.
3. Khanka S S, Human Resource Management (Text and Cases), S. Chand & Company Ltd, 2013
4. Flippo, Edwin B. ,Personnel Management, (McGraw-Hill International Editions: Management Series, 1984.
5. Rao, V S P, Human Resource Management, Text and Cases, Excel Books, 2004.

PROJECT: MEDICAL ETHICS (HCM-207)

SEMESTER	SUBJECTS	CREDITS		
THIRD	FINANCIAL MANAGEMENT (HCM-301)			
	BUSINESS MATHEMATICS (HCM-302)			
	CLINICAL SERVICES (HCM-303)			
	PLANNING AND DESIGN OF HOSPITALS (HCM-304)			
	BUSINESS LAW (HCM-305)			
	HEALTHCARE SYSTEMS AND MANAGEMENT (HCM-306)			
	PROJECT- VACCINATION MANAGEMENT IN HEALTH CARE SECTOR (HCM-307)			

FINANCIAL MANAGEMENT (HCM-301)

Course Objectives

Every decision that a firm makes has a finance component to it. Thus, finance includes all of a firm's decision that has financial implications. It broadly includes Investment Decisions, Financing Decisions & Management of Current Assets Decisions. These decisions, of course, have the implications on the firms' market/share value.

As a finance manager, one has to take the above decisions. The objective of this course is to provide a conceptual framework necessary to understand financial issues and the techniques to manage them efficiently and effectively.

Unit-1

Introduction, Objectives of Financial Management, Scope and Functions of Financial Managers, Financial Managers roles, Profit Vs Wealth Maximization, Agency Costs, Time Value of Money, Future Value and Present Value of lump sum, Future Value and Present Value of Annuity, Multi Period compounding

Unit-2

Capital Budgeting Decisions, Nature of Investment Decisions, Investment Evaluation Criteria: NPV (Net Present Value), IRR (Internal Rate of Return), PI (Profitability Index), Payback Period, Discounted Payback Period, Accounting Rate of Return

Unit-3

Significance of Working Capital Management, Types of Working Capital, Operating Cycle, Determinants of working capital, Objectives of Inventory Management, Types of Inventory, Economic Order Quantity, Cash Management, Motives for Holding Cash, Objectives of Cash Management, Credit Management, Credit Management

Unit-4

Meaning, Factors Affecting Cost of Capital, Significance, Capital Structure Theories: Concept of Value of Firm, Factors Determining Capital Structure, Financial Distress, Leverages: Meaning, Financial Leverage and Operational Leverage, Significance, Dividend Policy: Definition and Types of Dividends, Determinants of Dividend Policy, Rights and Bonus Shares

Text Books:

1. I. M. Pandey, Financial Management 2010 (10thed.) (Vikas Publishing House)
2. Y. M. Khan, and P. K. Jain, Financial Management 2012 (6thed.) (Tata McGraw Hill Company)

Reference Books:

1. Prasanna Chandra, Financial Management: Theory and Practice, 2012 (8th ed.) (Tata McGraw Hill)
2. Van C. Horne & M. Wachowich, Fundamentals of Financial Management 2008 (13thed.) (Prentice Hall of India).

BUSINESS MATHEMATICS

(HCM-302)

Course Objective: To enable the students to interpret and solve business-related word problems and to develop simple mathematical models from a business perspective

Unit -1

Percentage Ratio & Proportion, discount, Profit & Loss, simple interest, compound interest, annuity. Set Theory; Definition, types of sets, Venn Diagram, equality of sets, operations on sets, Cartesian product of sets, Functions & Relations: Relations, properties of Binary relations on a set, Equivalence Relations Business application of sets and functions

Unit -2 Matrices and Determinants: Matrices, types of Matrices, addition and multiplication of matrices, multiplication by a scalar, determinants-minor and cofactors, properties of determinants, product of two determinants, inverse of a matrix, application of matrices

Unit -3 Algebra: Arithmetical, Geometric and Harmonic progressions, Exponential and Logarithmic series, Binomial theorem, permutation and Combinations

Unit -4 Differentiation and integration, maxima and minima, application of differentiation and integration in business(basic knowledge)

CLINICAL SERVICES (HCM-303)

Course Objective

Develop a working knowledge of the hospital practices for the clinical departments of the hospital.

Unit-1

Front office - Out Patient Department Services – Indoor Services IPD Department.

Unit-2

Emergency Department - Operation Theatre services – ICU Services.

Unit-3

Radiology Services – Laboratory Services – Cardiac Imaging Services – Radiation Hazards.

Unit-4

Nursing Services and Management – Job Responsibilities of Nursing Services.

References:

1. Sonu Goel, Anil Kumar Gupta, Amarjeet Singh, "Hospital Administration," Elsevier India, 2013
2. BM Sakharkar, "Principles & Planning of Hospital administration," 2nd ed, Jaypee, 2009.

PLANNING AND DESIGN OF HOSPITALS (HCM-304)

Course Objectives

To develop working knowledge of Hospital planning and design for multiple disciplinary perspectives.

Unit-1

Building a hospital, Challenges in setting up a tertiary hospital.

Unit-2

Hospital administration, hierarchy, staffing, chain of command

Unit-3

Role of planning & designing in Hospital Management

Unit-4

Designing disabled - friendly hospitals - need of the hour

References:

1. Sonu Goel, Anil Kumar Gupta, Amarjeet Singh, "Hospital Administration," Elsevier India, 2013
2. BM Sakharkar, "Principles & Planning of Hospital administration," 2nd ed, Jaypee, 2009.

BUSINESS LAW (HCM-305)**Course Objectives**

CO1: To acquaint the students with the fundamental knowledge of Business Law and Indian Contract Act.

CO2: To identify and interpret the different contracts like Indemnity, Bailment, Pledge, Guarantee etc in context of day to day life

CO3: To analyze and understand the concepts and implications of Sales of Goods Act, 1930, Negotiable Instrument Act, 1881

CO4: To acquaint the students with the basic knowledge of Indian Companies Act, 2013

CO5: To make the students understand and analyze the practical working of a company and its nitty-gritties. .

Unit-1

Indian Contract Act, 1872 (Fundamental Knowledge) Essentials of valid contract, discharge of contract, remedies for breach of contract. Free Consent, Agreements Declared Void, Contingent Contracts, Quasi Contracts, Discharge of Contracts, Breach of Contract, Remedies for Breach of Contract.

Unit-2

Contracts of Indemnity, Guarantee, Bailment, Pledge and Agency

Unit-3

Sale of Goods Act 1930 Meaning of Sale and Goods, Conditions and Warranties, Transfer of Property, Rights of an unpaid seller.

The Negotiable Instruments Act 1881 – Essentials of Negotiable instruments, Kinds of N.I. Holder and Holder in Due Course, Negotiation by endorsements, crossing of a cheque and Dishonor of a cheque.

Unit-4

The Companies Act 1956 (Basic elementary knowledge) essential characteristics of a company, types of companies, memorandum and articles of association prospectus, shares – kinds, allotment and transfer, debentures, essential conditions for a valid meeting, kinds of meetings and resolutions. Directors, Managing Directors, their appointment, qualifications, powers and limits on their remuneration, prevention of oppression and mismanagement.

HEALTHCARE SYSTEMS AND MANAGEMENT (HCM-306)

Course Objectives

CO1: Understand to different concepts in health and its determinants.

CO2: Critically evaluate healthcare practices and policies

CO3: Identify key policy issues in contemporary health systems and epidemiology.

Unit-1

Concepts in Community Health – National Health Planning, Health Sector, Primary, Secondary and Tertiary Healthcare, Structure of Health and Family welfare services: District Level, State Level and National Level.

Unit-2

Indian Health System: Challenges and Constraints: Introduction, HDI, rich poor health disparity, Evolution of Indian Health system: Public-private partnership, Vision for Healthcare, Planning Commission & NITI Aayog, Public Spending on Health, Emergence of Private Sector in Healthcare, Issues and Challenges

Unit-3

Epidemiology, Preventive Healthcare, Transmission, Outbreak investigation, Disease Surveillance, Environmental Epidemiology, Forensic Epidemiology, Occupational Epidemiology, Screening, Clinical Trials

Unit-4

Vital Statistics: Introduction, Purpose, Uses, Sources of Vital Statistics, Indian Statistical System, Population Census, Civil Registration System, Sample Registration System, National Sample Survey Office, Health Surveys, NFHS

References:

1. Sonu Goel, Anil Kumar Gupta, Amarjeet Singh, "Hospital Administration," Elsevier India, 2013
2. BM Sakharkar, "Principles & Planning of Hospital administration," 2nd ed, Jaypee, 2009.
3. Margaret Kilduff, "Healthcare organizations and the Health Systems"
4. K. Sujatha Rao, "Do We Care? India's Health System.

PROJECT- VACCINATION MANAGEMENT IN HEALTH CARE SECTOR (HCM-307)

SEMESTER	SUBJECTS	CREDITS	
FOURTH	OPERATIONS MANAGEMENT (HCM-401)		
	SERVICES MARKETING (HCM-402)		
	RESEARCH METHODOLOGY (HCM-403)		
	HEALTHCARE INFORMATION SYSTEMS (HCM-404)		
	MATERIAL & INVENTORY MANAGEMENT (HCM-405)		
	HEALTHCARE AND HUMAN RESOURCE MANAGEMENT (HCM-406)		
	PROJECT- QUALITY ASSURANCE IN HEALTH MANAGEMENT (HCM-407)		

OPERATIONS MANAGEMENT (HCM-401)

Course Objectives

CO1:Apply decision-support tools to business decision making

CO2:Construct and present effective oral and written forms of professional communication.

CO3:Apply knowledge of business concepts and functions in an integrated manner. CO4:Use specialized knowledge in Operations Management to solve business processes.

CO5:Apply knowledge of fundamental concepts of operations management

Unit-1

What is operations management? Operations management is important in all types of organization, The input–transformation–output process, The process hierarchy, Operations processes have different characteristics, The activities of operations management, The quality objective, The speed objective, The dependability objective, The flexibility objective, The cost objective, Trade-offs between performance objectives, What is strategy and what is operations strategy?

Unit-2

What is layout? The basic layout types, what type of layout should an operation choose? Detailed design of the layout. What is process technology? Understanding process technologies, evaluating process technologies, implementing process technologies, what is capacity

management, Measuring demand and capacity, the alternative capacity plans, choosing a capacity planning and control approach, Capacity planning as a queuing problem.

Unit-3

What is inventory? Why is inventory necessary? Some disadvantages of holding inventory, the volume decision – how much to order, the timing decision – when to place an order, Inventory analysis and control systems, what is supply chain management? The activities of supply chain management, Types of relationships in supply chains

Unit-4

What is ERP? How did ERP develop? Implementation of ERP systems, Master production schedule. The bill of materials (BOM), Inventory records, What is lean synchronization? Eliminate waste, Lean synchronization and other approaches, what is quality and why is it so important? Diagnosing quality problems, Conformance to specification, Total quality management (TQM).

References:

1. Schmenner, R. *Production/Operations Management*. 5th ed. Macmillan Publishing Company, 1992.
2. Nahmias, S. *Production and Operations Analysis*. 2nd ed. Irwin, 1993.
3. Chase, Jacobs and Aquilano, *Operations Management for Competitive advantages*, Tata McGraw-Hill Education Pvt. Ltd. (2010)
4. Gerard Cachon and Christian Terwiesch., *Matching Supply with Demand*. 4th ed, McGraw-Hill in 2016.

SERVICES MARKETING (HCM-402)

Course Objectives

Participants who master the course material will acquire knowledge about the various disciplines contribution in understanding buyer behavior in a holistic manner. He/she will acquaint with the advances in consumer research in deciphering buyer motivation, behavior (pre-purchase, purchase and post purchase) and impact of social and cultural variables on consumption decisions.

Unit-1

Introduction Growth of the service sector, the concept of service, Characteristics of Service – Classification of service – Designing of the service, blueprinting, using technology developing, human resources, building service aspirations

Unit-2

Marketing Mix In Service Marketing: The Seven Ps: Product decision, Pricing, Strategies and tactics, Promotion of service and placing of distribution methods for services. Additional dimension in services marketing – People, physical evidence and process

Unit-3

Effective Management Of Service Marketing: Marketing Demand and Supply through capacity planning and segmentation – Internal marketing of Services – External versus Internal orientation of service strategy

Unit -4

Delivering Quality Service: Causes Of Service – Quality Gaps, The Customer Expectations Versus Perceived Service Gap. Factors And Techniques To Resolve This Gap Customer

Relationship Management. Gaps In Services – Quality Standards, Factors And Solutions – The Service Performance Gap – Key Factors And Strategies For Closing The Gap, External Communication To The Customers – The Promise Versus Delivery Gap – Developing Appropriate And Effective Communication About Service Quality. Marketing Of Service With Special Reference To: 1. Financial Services 2. Health Service 3. Hospitality Services including travel, hotels and tourism 4. Professional Service 5. Public Utility Services 6. Educational Services.

References:

- 1 Joachen Wirtz, Patricia Chew and Christopher Lovelock, Essentials of Services Marketing, 2nd ed, Pearson Education, South Asia Ltd, 2013.
- 2 Adrian Payne, The Essence of Marketing New Delhi, Prentice Hall of India Pvt. Ltd., 2001.
- 3 Christopher Lovelock, Services Marketing, 4th edn, Pearson Education Asia, 2001.
- 4 Christopher Lovelock and Joachen Wirtz, Services Marketing: People, Technology, Strategy, Prentice Hall, 7th edition, 2011

RESEARCH METHODOLOGY (HCM-403)

Course Objectives

CO1: This course will provide a comprehensive introduction to the subject of Business research, and discuss some key concepts, process and techniques, and their applications.

CO2: After completion of this course, students will gain an appreciation for some of the breadth and depth of this subject and its significance for a business enterprise.

Unit-1

Basic Concepts of Research: Business research; its concept, nature, scope, need and managerial value of business research; Research: Its objectives and types. Definitions: concepts, constructs, variables, Formulation of Research Problem; Steps of research & Research ethics. Research Design: Types of Research Design; Factors Affecting Research Design, Literature Review.

Unit-2

Sampling Methods and Techniques: Basic Concepts, Characteristics of a good sample, Sampling Frame, Sampling errors, Non Sampling errors, Types of sampling: Probability Sample, Non Probability sampling. Measurement of Data: Concept of Measurement: what is measured, Problems in measurement in management research - Validity and Reliability. Levels of measurement - Nominal, Ordinal, Interval, Ratio scales. Attitude Scaling Techniques: Rating Scales and Ranking Scales – Paired Comparison & Forced Ranking - Concept and Application. Types of Data - Primary Data, secondary data; data Collection - Questionnaire Method: Questionnaire Construction - Personal Interviews, Telephonic survey interviewing, and observational methods; editing, coding, content analysis

Unit-3

Hypothesis Formulation: An overview of non-parametric tests (Wilcoxon Matched – pairs signed – rank test, Mann – Whitney test, Kruskal – Wallis H-test), Introduction to Multivariate Analysis: Factor Analysis; Discriminator Analysis; Cluster Analysis; Dimensional Analysis; Conjoint Analysis.

Unit-4

Presentation of Results: Report writing: Purpose of a Report; Essentials of a Good Report; Format of a Report; Types of Report Presentation, procedure of preparation of reference and bibliography (APA model).

References:

1. WG Zikmund, BJ Babin, JC Carr, M Griffin., Business Research Methods, 8th ed, Thomson Learning, Bombay House, 2013.
2. T N Srivastava, Shailaja Rego, Business Research Methods, 2nd ed, Tata McGraw- Hill Companies, 2008
3. Naresh K. Malhotra, David F. Birks, Daniel Nunan, Marketing Research: An Applied Approach, 5th ed, Pearson Education, New Delhi, 2017.
4. Deepak Chawla, Neena Sondhi, Research Methodology, Vikas Publications, 2011
5. Prahlad Mishra, Business Research Methods: 1st ed, Oxford India, 2015

HEALTHCARE INFORMATION SYSTEMS (HCM-404)

Course Objectives

The purpose of this course is to introduce the student to the principles of computer technology related to health care with emphasis on computerized medical billing, health care data collection, storage, retrieval, security arrangement, presentation, and verification. This course will also introduce the components and requirements of the electronic health record.

Unit-1

Introduction to HMIS & Its need in a Hospital, Features of HMIS, categorization of HMIS Modules

Unit-2

Operations Management of HMIS Modules, Advantages of HMIS

Unit-3

Challenges of HMIS, Procurement of HMIS Software

Unit-4

Implementation of HMIS in recent health care organizations.

References:

1. Guide Book to Accreditation Standards for Hospitals 4th ed., NABH, 2016.
2. Sonu Goel, Anil Kumar Gupta, Amarjeet Singh, "Hospital Administration," Elsevier India, 2013
3. BM Sakharkar, "Principles & Planning of Hospital administration," 2nd ed, Jaypee, 2009.

MATERIAL & INVENTORY MANAGEMENT (HCM-405)

Course Objectives

To provide functional knowledge of Materials Management, Materials Procurement, Inventory Control as well as Warehousing for both service as well as manufacturing sector.

Unit-1

Definition and Importance of Material Management, Principles of Material Management, Material Management Cycle: Process & Documentation

Unit-2

Procurements: Centralized vs Decentralized, Concepts of Inventory Control E O Q

- i. Types of inventory control
- ii. Techniques of Inventory Control

Unit-3

Inventory Replenishment: Reorder Point Method, Periodic stock replenishment, on demand method.

Unit-4

Challenges of Material Management, Information system in supply chain management.

References:

1. Guide Book to Accreditation Standards for Hospitals 4th ed., NABH, 2016.
2. Sonu Goel, Anil Kumar Gupta, Amarjeet Singh, "Hospital Administration," Elsevier India, 2013
3. BM Sakharkar, "Principles & Planning of Hospital administration," 2nd ed, Jaypee, 2009.

HEALTHCARE AND HUMAN RESOURCE MANAGEMENT (HCM-406)

Course Objectives

Create executive decision-making strategies, as applied to human resources management
Establish organizational workforce plans, in alignment with organizational goals and objectives
Establish staff training and development programs, in alignment with organizational goals and objectives
Implement successful recruitment and retention processes

Unit I

Manpower Management : Need and Objectives of Manpower Planning, Estimating Manpower requirements, Job Analysis, Job Description & Job Specification.

Unit II

Recruitment & Selection : Recruitment, factors affecting recruitment , sources of recruitment, Selection – Process, selection test, Interview, Orientation, Placement. Training & Development : Training- Objectives & Importance of training, Training Methods- On job training and off- the job training.

Unit III

Employee Compensation : Compensation & Welfare, Job Evaluation. Performance Appraisal : Techniques, Job Enlargement & Job Enrichment, Quality of Work Life, Worker's Participation in Management.

UNIT -IV

Employee welfare: Various welfare schemes & Safety Measures. Employee Benefits – Meaning and its types, Fringe Benefits; Remuneration – Salary, Bonus, Commission, Long Term

Incentives, Perquisites. Grievance Handling & Discipline – Meaning, Importance. Collective Bargaining – Meaning and Importance, Process.

**PROJECT- QUALITY ASSURANCE IN HEALTH MANAGEMENT
(HCM-407)**

SEMESTER	SUBJECT		
FIFTH	CUSTOMER RELATIONSHIP MANAGEMENT (HCM-501)		
	STRATEGIC MANAGEMENT (HCM-502)		
	INSURANCE IN HEALTHCARE (HCM-503)		
	QUALITY ASSURANCE IN HEALTHCARE (HCM-504)		
	LEGAL ASPECTS OF HEALTH CARE (HCM-505)		
	MANAGEMENT OF MEDICATION (HCM-506)		
	PROJECT-NUTRITION AND DIET MANAGEMENT (HCM-507)		

CUSTOMER RELATIONSHIP MANAGEMENT (HCM-501)

Course Objectives

Students should be able to

- Acquire the conceptual understanding of Customer Relationship Management.
- Design, develop & integrate CRM mechanism in organization.
- Develop strategies to use CRM for a competitive advantage

Unit-1

Fundamentals of CRM: Introduction, Emergence of CRM Practice, Factors Responsible for Growth of CRM, CRM Cycle , Stakeholders in CRM, Significance of CRM, Customer Relationship Management Comprehension and Implementation Model, CRM Comprehension, Components of CRM Programme, CRM Value Chain, CRM Process: A Historical Perspective, CRM Process: Modern Variables, Designing a CRM Implementation Model. Case Study

Unit-2

Dimensions of CRM: Customer Satisfaction: Meaning and Definition, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Concept and Significance of Customer Loyalty, Defining Customer Loyalty, Customer Loyalty Ladder, Loyalty Principles, Rationale of Customer Loyalty, Other Advantages of Customer Loyalty, Dimensions of Customer Loyalty, Attitudinal Loyalty, Behavioural Loyalty, Determinants of Customer Loyalty, Factors Affecting Customer Loyalty, case study

Unit-3

IT in CRM: e-CRM: An Information Technology Tool, e-CRM in Business, CRM: A Changing Perspective, Features of e-CRM, Advantages of e-CRM, Technologies of e-CRM, Functional Components of CRM Solution, Important CRM Software Programs, Database Management Database Construction, Data Warehousing, Data Mining, Characteristics of Data Mining, Data Mining Tools and Techniques.

Unit-4

Dynamics in CRM: CRM: A Cost-Benefit Analysis, Customer Value, Customer Lifetime Value, The Lifetime Value Equation, Customer Profitability, Customer Classification Based on Customer Profitability, Customer Profitability as Strategic Measurement Tool, Customer Profitability and Company Value.

Text Book: Rai, Alok Kumar. Customer Relationship Management: Concepts and Cases.

Reference books:

1. Customer Relationship Management: Concept, Strategy, and Tools - By V. Kumar, Werner Reinartz - Springer, Second Edition
2. Customer Relationship Management - Francis Buttle - Butterworth-Heinemann is an imprint of Elsevier, Second Edition
3. Managing Customer Experience and Relationships - Don Peppers, Martha Rogers - Wiley & Sons, Third Edition

STRATEGIC MANAGEMENT (HCM-502)

Course Objectives

CO1: Describe & identify the dynamic environment of Business Management.

CO2: Examine & understand the need & importance of Strategic Management

CO3: Analyse and interpret Porter 's Five force model & demonstrate Value chain analysis

CO4: Evaluate & summarize the various corporate strategies adopted by the companies for sustenance of business

CO5: Evaluate & compare various evaluation techniques of strategic & Operational Implementation

Unit-1

Nature of Strategic Management: Definition of strategic Management, Need for strategic management, Levels of strategy, Strategic management process, Defining Vision and Mission of a company.

Unit-2

External Assessment & Internal Assessment: Environmental Scanning with respect to economic, social, cultural, demographic, environmental, political, governmental and legal aspects, technological forces, Industry's Porter's five force model. Internal analysis of a company profile with respect to seven basic functions of marketing & important financial – ratios, Value chain analysis (VCA) concept

Unit-3

Strategies in Action: Various types of strategies viz. integration strategies, Intensive strategy, Diversification, Turnaround strategies, Divestiture, Outsourcing, Generic Strategies viz Cost leadership, differentiation and focus.

Unit-4

Matrix Analysis & Strategy Evaluation: SWOT analysis, BCG matrix, GE matrix strategic evaluation, Evaluation techniques for strategy and operational control.

Reference Books:

- 1 Arthur, A, Thomson and Strickland, A, J. (2002), Strategic Management – Concept and cases, Tata McGraw Hill, New Delhi
- 2 Glueck, W.T. and Lawrence, R. Jauch (2003), Business Policy and Strategic Management, Frank Bros & Co Kazmi Azhar, Business Policy and Strategic Management, Tata McGraw Hill, New Delhi, 2004

INSURANCE IN HEALTHCARE (HCM-503)

Course Objectives

Unit-1

Introduction of Health Insurance Meaning, Concept, history, current scenario and future of Health Insurance in India, Health Insurance regulation in the Indian Context- Health Insurance regulations (2013 & 2016), Definition of common terminologies. New developments in Health Insurance in India, digital distribution channel in health insurance. Health Insurance Products in India. Various policies issued in Health Insurance- Concept and features of Mediclaim – Individual and Family floater, Overseas Mediclaim policy, Disease Specific products, Government Sponsored Health Insurance Scheme in India- RSBY & Ayushman Bharat., Critical illness policy. Health Insurance proposal form, policy clauses, Preventive care and wellness program

Unit-2

Health Insurance Underwriting Need for underwriting, Risk identification, Risk classification, evaluation and risk management in health insurance, Underwriting medical risk factors, Methods of underwriting- judgement and numerical rating methods, underwriting manuals, Financial underwriting and medical underwriting, tele underwriting, Genetic Underwriting, Role of IT in health insurance underwriting, Portability benefit.

Unit-3

Role of Third Party Administrator and Group health Insurance Regulations of IRDA (TPA – Health Services Regulations), 2001. Scope of relationship between insurer and TPA. TPA's

relationship with customers and hospitals for effective claim settlement. TPA role in claim settlement and reducing frauds, Current scenario and future of TPA in India. Group Health Insurance Guidelines.

Unit-4

Claims Management Intimation, admissibility, payment procedure and documents required for claims settlement in health insurance. Role of different stakeholders in claim settlement process in health insurance. Reasons and solution for high claim ratio, Role of IT in health insurance claims management. Health Insurance Frauds and Customer Service in Health Insurance Fraud and abuse in health insurance, Classification of frauds, Stages of frauds in health insurance, parties involved in frauds, triggers, causes, effects and remedial measures to control fraud. Customer protection, Expectations and drawbacks in customer service, Grievance redressal.

References:

1. Balachandran, S (2010): Managing Change, Sangeeta Associates, Mumbai. (All Modules)
2. Gopalakrishna, C (2011): Social Security, Insurance and the Law - Shroff Publishers and Distributors, Mumbai. (All Modules)
3. Kumar, Dharmendra (2011): Thresholds in Indian Insurance - Macmillans (All Modules)
4. Noussia, Kyriaki (2007): History, Evolution and Legislative Framework of Marine insurance. (Module-1)

QUALITY ASSURANCE IN HEALTHCARE(HCM-504)

Course Objectives

- CO1.To understand the concept of quality.
- CO2.Have clarity on the difference between Quality Control and Quality Assurance.
- CO3.To get a basic understanding of Standards and their importance.
- CO4.Understand the tools for Quality monitoring and TQM.

Unit-1

Concepts of Quality, Quality Control and Quality Assurance

Unit-2

Organisational Levels for setting up a Quality Assurance System

Unit-3

Standards and their importance/ tools for Quality monitoring and TQM

Unit-4

Role of healthcare managers in Quality Assurance implementation and Managing Change

References

1. Michael Merson, Robert Black, Anne Mills. Global Health: Diseases, Programs, Systems and Policies. Copyright 2012. (Jones & Bartlett)

LEGAL ASPECTS OF HEALTH CARE (HCM-505)

Course Objectives

CO1: To understand the basics of Health Care laws and role of health policy and Health Care Centres

CO2: To acquaint the students with Human Rights. Rights & Duties of Health Care Provider and the Health Care legislations & Regulations

CO3: To analyze and understand the general and specific laws of Health care and the contemporary challenges in health sector

CO4: To understand Medical Ethics, Contract Act and Consumer Protection Act . CO5: To study and understand the Need & Importance of Medical Insurance, Medical Insurance Regulations and to learn framing Mediclaim Policies of Health Care Organizations.

Unit-1

Basic of Health and its provider. Origin & Evaluation. All Council Acts. Need for Health Law – Fraudulence, Negligence and Abuse. Role of Health Policy & Health Care Delivery. Hospital and Health Care Management

Unit-2

Human Rights. Rights & Duties of Health Care Provider (Public & Private Activities). Functions and Interaction between court Legislation and Regulations

Unit-3

General Laws on Health Law (Medical Allied Agencies). Specific Laws on Health Law (NDT, PWD/etc). Contemporary challenges in Health Laws. Euthanasia and MTP (Medical Termination of Pregnancy).

Unit-4

Medical Ethics. Contract Act and Consumer Protection Act in Health Care Sector. Medical Insurance- Introduction – Various types , Significance and Kind of Medical Insurance/Policies. Medical Insurance Regulations. Mediclaim policies and TPA.

References:

- 1) Jonathan Herring- Medical Law and Ethics
- 2) Mason and Mc Call Smith- Law and Medical Ethics
- 3) S. V. Jogarao- Current Issues in Criminal Justice and Medical laws.

MANAGEMENT OF MEDICATION (HCM-506)

Course Objectives

Students will gain a broader understanding of health-system pharmacy practice, with a focus on acute and ambulatory care, standards and regulations.

Unit-1

Pharmacy services and usage of medication, policy and procedures to guide storage of medication

Unit-2

Policy and procedures to guide prescription of medication, policy and procedures to guide safe dispensing of medication

Unit-3

Policy and procedures for medication administration, adverse drug events monitoring

Unit-4

Policy and procedures for use of narcotic drugs and psychotropic substance

References:

4. Guide Book to Accreditation Standards for Hospitals 4th ed., NABH, 2016.
5. Sonu Goel, Anil Kumar Gupta, Amarjeet Singh, "Hospital Administration," Elsevier India, 2013
6. BM Sakharkar, "Principles & Planning of Hospital administration," 2nd ed, Jaypee, 2009.

PROJECT-NUTRITION AND DIET MANAGEMENT (HCM-507)

SEMESTER	SUBJECTS		
SIXTH	BUSINESS ANALYTICS (HCM-601)		
	PUBLIC HEALTH (HCM-602)		
	GLOBAL HEALTH SCENARIO (HCM-603)		
	DIGITAL MARKETING (HCM-604)		
	WEBSITE DESIGNING (HCM-605)		
	NABH (NATION ACCREDITATION BOARD FOR HOSPITALS AND HEALTH CARE PROVIDER) ANALYSIS (HCM -606 MINOR PROJECT)		
	HEALTHCARE INDUSTRY PROJECT (HCM-607 MAJOR PROJECT)		

BUSINESS ANALYTICS (HCM-601)

By the end of the course, a student should be able to:

CO1: Understand the fundamentals of business analytics and articulate a business problem and convert it into a viable Analytics question
CO2: Apply Data visualization for exploratory analysis and communicate effectively to diverse audience.

CO3: Concept of Big Data and, how it can be aligned with business objectives.

CO4: Understand the fundamentals of Data Science, Machine Learning and Artificial Intelligence in the growing digitalization at the global level

CO5: Analyze Data and find patterns in them for better decision making

Unit-1

Foundations of Analytics: Introduction of Business Analytics, its evolution, Scope & Usage in Business. Popular tools used for Analytics. Data & Information - Types of data, Data Dashboards and reporting, Data Visualization, Big data & its importance, Big Data Technology - Hadoop, Industry examples of Big Data.

Unit-2

Data preparation (Treatment of missing values, Identification of outliers and Erroneous data), Data selection, classification & reduction. Measures of Location, Measures of Dispersion, Measures of Shape, Measures of Association, Confidence Intervals, Statistical Inferences, Data Warehouse, Business Intelligence, Data Mining

Unit-3

Analysis of variance (ANOVA), chi square test, regression – simple vs. multiple linear regressions, concept of multicollinearity, difference between correlation and regression, data science, machine learning and artificial intelligence.

Unit-4

Time series analytics and forecasting, Application of Analytics: Retail, Marketing, Finance, HR & Web analytics Tools: Python, R, Excel, SPSS

Text Books:

1. Camm, J.D. et al. (2015) . Essentials of Business Analytics. Cengage Learning
2. Evans, J.R. (2017). Business Analytics. Pearson Publishing
3. Minelli, M. et al. (2014). Big Data, Big Analytics. John Wiley & Sons.
4. Turban E, Armson, JE, Liang, TP & Sharda (2007). Decision support and Business Intelligence Systems, 8th Edition, John Wiley & Sons.

PUBLIC HEALTH (HCM-602)

Course Objectives

To provide an overview of major issues related to the design, function, management, regulation, and evaluation of health insurance programs and managed care organizations, including HMOs.

Unit-1

Public Health in Context; Public Health Challenges

Unit-2

Working in organization – skills and approaches; Developing as a reflective practitioner; Ethical issues in Public Health, Educating for Health

Unit-3

Working at Local Level; Settings for promoting Health; Building Partnership and alliances

Unit-4

Building Healthy future – barriers and enablers; Evaluating Public health interventions

GLOBAL HEALTH SCENARIO (HCM-603)

Course Objectives

CO1: The student will be able to understand the global healthcare scenario.

CO2: The student will be able to understand and analyse management and planning for Global Health

Unit-1

Introduction to Global Public Health: Concepts, Overview Data Used To Monitor Global Health (Morbidity/Mortality) ; Measures of Health and Disease in Populations

Unit-2

Culture, Behavior and Health ; Infectious Diseases; Social Determinants of Health

Unit-3

Design of Health Systems ; Management and Planning for Global Health; Globalization and Health

Unit-4

Global Mental Health ; Unintentional Injuries and Violence; Health and the Economy Substance Abuse; Complex Emergencies; Nutrition; Reproductive Health; Co operation in Global health; Evaluation of Large Scale Health Program Malaria, Dengue

References :

1. Michael Merson, Robert Black, Anne Mills. Global Health: Diseases, Programs, Systems and Policies. Copyright 2012. (Jones & Bartlett

DIGITAL MARKETING (HCM-604)

Course Objectives

By the end of the course, a student should be able to:

CO1: Understand the scope of digital marketing and how it integrates with overall business and marketing strategy globally

CO2: Assess various digital channels and understand which are most suitable to an idea or solution

CO3: Understand the fundamentals of a digital marketing campaign, and be able to apply it to achieve your business objectives

Unit-1

Introduction , Digital Marketing meaning, scope and Importance, Web marketing strategy , Web marketing environment, Web Content, Web marketing tools

Unit-2

Online Buyer Behavior, Website Design, Online user experience, online site design, Integrated Internet Marketing Communications, Interactive Marketing Communication, Search Engine Optimization, Creating and Managing Campaigns

Unit-3

Digital Promotion Techniques: EMail marketing, Permission Marketing, Viral Marketing, Social Media Marketing, Content Marketing, Facebook Advertising, Visual Advertising, Display Advertising, Mobile Advertising, Image Advertising, Video Advertising; YouTube Advertising, Concept of SNS Industry (Social Networking Site Industry)

Unit-4

Google Analytics, Tracking Performance, Tracking Mobile marketing Performance, Web Analytics, Traffic Reports, Behavior reports, KPIs in analytics, Tracking SMM performance.

References:

1. Ryan Damian, Understanding Digital Marketing, Kogan Page.
2. Parkin Godfrey, Digital Marketing: Strategies for Online Success, New Holland Publishers.
3. Hanson, W. and Kalyanam, E-Commerce and Web Marketing, Cengage

WEBSITE DESIGNING (HCM-605)

Objectives Of course

Student will be able to design a website.

Unit-1

Introductory Concepts: Internet, Intranet, Extranet, Web Browser and WWW, W3C, HTTP, Cookies, Session, IP Address, Domain Name, Web Server, website and webpage structure. Markup Language, HTML editor: Dreamweaver, Introduction to HTML tags: html, head, body, div, br, hr, p, text formatting, text styles, layouts, marquee, lists: ordered, unordered and definition lists, hyperlinks: http/https/ftp, images, images as hyperlinks, adding graphics, audio and video, table, Frames, iframes, color names, values & shades, HTML entities, symbols, charset, Forms.

Unit-2

Intro HTML 5.0: What Is HTML5, History: A Little Retrospective, The WHATWG, Vision and Philosophy behind HTML5, HTML vs HTML5, Getting Started with HTML5: The State Of Browser Support, Structure of a Web Page: HTML5 DOCTYPE, Page Encoding, HTML5 Markup, New And Updated Elements, Structural Elements, New Attributes, Deprecated Elements And Attributes.

Unit-3

HTML 5.0 Form, Graphics & Media: HTML5 DOM, Form: new input types & attributes, form validation, HTML canvas and SVG: Drawing shapes, Text & images, working with pixels, Embedding media: Audio and Video based On Plug-in, New Audio/Video Markup, Attributes and Methods, Audio/Video Events & Controls, Plug-ins in HTML inserting YouTube videos.

Unit-4

CSS & CSS3: Introduction to CSS, Syntax, Selectors, Pseudo classes, Applying CSS to backgrounds, Text, Fonts, Links, Lists, Tables, Box Model: Border, Margin, Padding, Dimension, Display, Positioning, Align, CSS to Images and image Opacity, CSS Media Types, CSS Attr Selectors.

CSS3: Introduction, Rounded Corners, Border Images, Backgrounds, Colors, Gradients, Shadows, Fonts and text effects, 2D transforms, 3D Transforms, Transitions & Animations.

LIST OF EXPERIMENTS:

- HTML: Basic Tags
- HTML: Graphics & Tables
- HTML: Frames & Forms
- HTML5.0: Basic Tags
- HTML5.0: DOM & Forms
- HTML: Canvas & SVG
- HTML: Media
- HTML: API's
- CSS
- Minor Project

Text Books:

- Pro HTML5 and CSS3 Design Patterns Paperback – 2012 by Dionysios Synodinos, Michael Bowers, Victor Sumner

- Murach's HTML5 and CSS3 Paperback – 2012 by [Zak Ruvalcaba](#)

- Dive into HTML5 by Mark Pilgrim.

Reference Book:

- Hello! HTML5 & CSS3: A user-friendly reference guide Paperback by [Rob Crowther](#).

HTML5 Guidelines for Web Developers by Klaus Förster.

NABH (NATION ACCREDITATION BOARD FOR HOSPITALS AND HEALTH CARE PROVIDER) ANALYSIS (HCM -606 MINOR PROJECT)

HEALTHCARE INDUSTRY PROJECT(HCM-607 MAJOR PROJECT)

Course Objectives

At the end of this course, students will be able to synthesize knowledge and skills previously gained and applied to an in-depth study and execution of an Healthcare Venture

General Guidelines

a) Healthcare Industry Project is a compulsory course during semester

- b) It is an in-depth report of an Hospital Function by working in the department that incorporates a critical and analytical approach to the subject with a rigorous research focus. Alternatively, it is researching an issue or problem academically to find a solution.
- c) It is a faculty and Hospital Mentor supervised course component .
- d) Each student will be attached to a Faculty Supervisor and Hospital Mentor under overall control of Hospital Unit Head.
- e) The evaluation of Healthcare Industry Project is done in two stages viz. continuous evaluation and Final Industry