

## MBA Hospital Administration Course Structure

### I Year I-Semester

| Course code | Course Title                                    | Periods Per Week |     | Max.Marks |       | Credits |
|-------------|---|------------------|-----|-----------|-------|---------|
|             |   | Lec.             | Lab | Sess.     | Exams |         |
| 23HA101     | Management Concepts and Organizational Behavior | 4                | -   | 40        | 60    | 4       |
| 23HA102     | Health Economics                                | 4                | -   | 40        | 60    | 4       |
| 23HA103     | Accounting For Decision Making                  | 4                | -   | 40        | 60    | 4       |
| 23HA104     | Human Resources Management                      | 4                | -   | 40        | 60    | 4       |
| 23HA105     | Marketing for Healthcare Services               | 4                | -   | 40        | 60    | 4       |
| 23HA106     | Elective-1                                      | 4                |     | 40        | 60    | 4       |
| 23HA107     | Elective-2                                      | 4                |     | 40        | 60    | 4       |
| 23HA108     | Hospital Visit                                  | -                | -   | 100       | 0     | 2       |
| 23HA109     | Introduction to IT LAB                          | -                | 4   | 50        | 50    | 2       |
| 23HA110     | Corporate skills                                | 3                | -   | 50        | 50    | -       |
|             | Total   | 31               | 4   | 480       | 520   | 32      |

### I Year II-Semester

| S.No.   | Course Title                                   | Periods Per Week |     | Max.Marks |       | Credits |
|---------|--|------------------|-----|-----------|-------|---------|
|         |  | Lec.             | Lab | Sess.     | Exams |         |
| 23HA201 | Research Methodology for Hospital Management   | 4                | -   | 40        | 60    | 4       |
| 23HA202 | Hospital Architecture Planning and Maintenance | 4                | -   | 40        | 60    | 4       |
| 23HA203 | Healthcare Laws, Ethics, Counselling Skills    | 4                | -   | 40        | 60    | 4       |

|         |                                      |    |   |     |     |    |
|---------|--------------------------------------|----|---|-----|-----|----|
| 23HA204 | Hospitals Operations Management      | 4  | - | 40  | 60  | 4  |
| 23HA205 | Supply Chain Management in Hospitals | 4  | - | 40  | 60  | 4  |
| 23HA206 | Elective-3                           | 4  | - | 40  | 60  | 4  |
| 23HA207 | Elective-4                           | 4  | - | 40  | 60  | 4  |
| 23HA208 | Internship (Report and viva) **      |    |   | 50  | 50  | 2  |
| 23HA209 | Hospital Software Tools LAB          | -  | 4 | 50  | 50  | 2  |
| 23HA210 | Aptitude & Logical reasoning         | 3  | - | 50  | 50  | -  |
|         | Total                                | 31 | 4 | 430 | 570 | 32 |

## II Year I-Semester

| S.No.   | Course Title                                      | Periods Per Week |     | Max.Marks |       | Credits |
|---------|---|------------------|-----|-----------|-------|---------|
|         |   | Lec.             | Lab | Sess.     | Exams |         |
| 23HA301 | Total Quality Management & Hospital Accreditation | 4                | -   | 40        | 60    | 4       |
| 23HA302 | Management Information Systems in Hospitals       | 4                | -   | 40        | 60    | 4       |
| 23HA303 | Operations Research                               | 4                | -   | 40        | 60    | 4       |
| 23HA304 | Elective-5  | 4                | -   | 40        | 60    | 4       |
| 23HA305 | Elective-6  | 4                |     | 40        | 60    | 4       |
| 23HA306 | MOOCS   |                  |     | 100       |       | 3       |
|         | Total   | 20               | 6   | 250       | 350   | 23      |

**II Year II-Semester**

| S.No.   | Course Title   | Periods Per Week |     | Max.Marks   |       | Credits |
|---------|--|------------------|-----|---|-------|---------|
|         |  | Lec.             | Lab | Sess.   | Exams |         |
| 23HA401 | Hospital Innovations, technology & Artificial Intelligence | 4                |     | 40  | 60    | 4       |
| 23HA402 | Entrepreneurship & Consultancy in Health Care              | 4                |     | 40  | 60    | 4       |
| 23HA403 | Elective-7   | 4                |     | 40  | 60    | 4       |
| 23HA404 | Project  | -                |     | Recommended with grade O,A,B,C,D /Not recommended |       | 5       |
|         | Total  | 12               |     | 120   | 180   | 17      |

|       |                               |                            |  |
|-------|-------------------------------|----------------------------|--|
| MOOCS | Introduction to Tele-Medicine | National Health Programmes |  |
|-------|-------------------------------|----------------------------|--|

**Professional Electives**

|   |
|---|
| <b>Elective-1</b> (23HA106)   |
| a) Health Insurance and Medical Tourism<br>b) Financial Management            |
| <b>Elective-2</b> (23HA107)   |
| a) Community Healthcare Management<br>b) Management of Hospital Services      |
| <b>Elective-3</b> (23HA206)   |
| a) Patient Care Management<br>b) Health Care Information Technology & Systems |
| <b>Elective-4</b> (23HA207)   |
| a) Hospitals & Pharmaceutical Management<br>b) Pharmaceutical Marketing       |

|  |
|--|
| <b>Elective-5</b> (23HA304)  |
| a) Introduction to Epidemiology and Biostatistics<br>b) Epidemic & Disaster Management |
| <b>Elective-6</b> (23HA305)  |
| a) Enterprise Recourse Planning for Hospitals<br>b) Intellectual Property Rights       |
| <b>Elective-7</b> (23HA403)  |
| a) Hospital Waste Management<br>b) Hospital Hazards & Disaster Management              |

| Management Concepts and Organization Behavior |         |   |   |                 |                |             |         |
|---|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code                                   | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|   | L       | T | P |                 |                |             |         |
| 23HA101                                       | 4       | 0 |   | 40              | 60             | 100         | 4       |

**Course Objectives:**

- To provide conceptual understanding of Management Concepts
- To familiarize the students with the contemporary issues in Management
- To understand and appreciate the human behaviour in organisations

**SYLLABUS****UNIT - I****Periods: 8L+0T=8**

**Nature of Management** - Social Responsibilities of Business - Manager and Environment Levels in Management - Managerial Skills - Planning - Steps in Planning Process - Scope and Limitations - Short Range and Long-Range Planning - Flexibility in Planning Characteristics of a sound Plan - Management by Objectives (MBO) - Policies and Strategies - Scope and Formulation - Decision Making - Techniques and Processes.

**UNIT - II****Periods: 8L+0T=8**

**An Overview of Staffing, Directing and Controlling Functions** - Organizing - organization Structure and Design - Authority and Responsibility Relationships - Delegation of Authority and Decentralization - Interdepartmental Coordination - Emerging Trends in Corporate Structure, Strategy and Culture - Impact of Technology on Organizational design - Mechanistic Vs Adoptive Structures - Formal and Informal organization.

**UNIT - III****Periods: 8L+0T=8**

**Perception and Learning** - Personality and Individual Differences - Motivation and Job Performance - Values, Attitudes and Beliefs - Stress Management - Communication Types-Process - Barriers - Making Communication Effective.

**UNIT - IV****Periods: 8L+0T=8**

**Group Dynamics** - Leadership - Styles - Approaches - Power and Politics - Organizational Structure - Organizational Climate and Culture - Organizational Change and Development.

**UNIT - V****Periods: 8L+0T=8**

**Comparative Management Styles and approaches** - Japanese Management Practices Organizational Creativity and Innovation - Management of Innovation - Entrepreneurial Management - Benchmarking - Best Management Practices across the world - Select cases of Domestic & International Corporations - Management of Diversity.

**TEXT BOOKS:**

|   |
|---|
| PRINCIPLES OF MANAGEMENT, <b>Koontz, Weirich &amp; Aryasri</b> , <i>Tata McGraw-Hill, NewDelhi,2004</i> |
| MANAGEMENT: PRINCIPLES & APPLICATIONS, <b>Ricky Griffin</b> , <i>Cengage, NewDelhi,2008</i>             |
| ORGANISATIONAL BEHAVIOUR, <b>Fred Luthans</b> , <i>Tata McGraw-Hill, New Delhi</i>                      |
| <b>REFERENCE BOOKS:</b>   |
| PRINCIPLES OF MANAGEMENT, <b>Tripathi &amp; Reddy</b> , <i>Tata McGraw-Hill, New Delhi,2008</i>         |
| MANAGEMENT AND ORGANISATIONAL BEHAVIOUR, <b>Laurie Mullins</b> , <i>Pearson, NewDelhi,2007</i>          |
| PRINCIPLES OF MANAGEMENT, <b>Meenakshi Gupta</b> <i>PHI Learning, NewDelhi, 2009</i>                    |
| ORGANISATION BEHAVIOUR, <b>Ashwath Thappa &amp; Koddur</b>  |
| HOSPITAL ADMINSTRATIONS - <b>Preethi</b>  |

| Health Economics |         |   |   |                 |                |             |         |
|------------------|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code      | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|                  | L       | T | P |                 |                |             |         |
| 23HA102          | 4       | 0 |   | 40              | 60             | 100         | 4       |

**Course Objectives:** The objective of this course is to comprehensive understanding of health economics, including principles, demand analysis, market structures, healthcare reforms, and health policy's impact on decision-making and health insurance markets.

| SYLLABUS  |  |  |  |                         |  |  |  |
|---|--|--|--|-------------------------|--|--|--|
| <b>UNIT - I</b>   |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>General &amp; Health Economics:</b> Need & Scope of General & Health Economics; Principles of General & Health Economics; Basic Economic Concepts – Application of Economics to Business Decisions.  |  |  |  |                         |  |  |  |
| <b>UNIT - II</b>  |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Demand Analysis:</b> Law of Demand – Elasticity of Demand –Utility and Health; the Demand for and Supply of Medical Care-Conceptual framework and Medical care demand applications, Demand Forecasting in relation to health services – Techniques of Demand forecasting.  |  |  |  |                         |  |  |  |
| <b>UNIT - III</b>   |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Market Structures and Price – Output Decisions:</b> Market Structures – Price out Put determination under perfect competition, Monopolistic Competition.   |  |  |  |                         |  |  |  |
| <b>UNIT - IV</b>  |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Healthcare Reforms in India:</b> Healthcare Policy; Experiences of healthcare reform, Impact of reform; Economic Evaluation of National Health Program. The Impact of Economic Evaluation on Decision Making in Healthcare, Government involvement in healthcare market  |  |  |  |                         |  |  |  |
| <b>UNIT - V</b>   |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Health Policy:</b> Health Policy Conundrum– Arrow’s impossibility theorem, health policy Trilemma, Working of health insurance markets, regulation of healthcare providers, comparing National Health Policies, Bismark Model; social health insurance.  |  |  |  |                         |  |  |  |
| <b>Text &amp; References:</b>   |  |  |  |                         |  |  |  |
| <ul style="list-style-type: none"> <li>• Thomas and Maurice, “Managerial Economics”, Tata Mc-Graw Hills.</li> <li>• Ahuja, H.L., “Managerial Economics”, S-Chand.</li> <li>• Charles E. Phelps “Health Economics” Routledge Publications. 6<sup>th</sup> Edition 2017</li> <li>• David Wonderling, Reinhold Gruen, Nick Black “Introduction to Health Economics” OpenUniversity Press 2018 revised edition</li> </ul> |  |  |  |                         |  |  |  |

**REFERENCE BOOKS:**

- Dutta Shuvendu Bikash “Health Economics for Hospital Management” Jaypee Brothers Medical Publishers.
- Dr D Amutha “A Text Book of Health Economics” IBP Publisher, 2016
- By Frank A. Sloan and Chee-Ruey Hsieh “Health Economics” The MIT Press, 2019
- Battacharya, Jay Hyde Timothy & TU Peter (2014). Health Economics. Palgare Mac Miller Publication.



| ACCOUNTING FOR DECISION MAKING |         |   |   |                    |                  |                |         |
|--------------------------------|---------|---|---|--------------------|------------------|----------------|---------|
| CourseCode                     | Periods |   |   | Sessional<br>Marks | EndExam<br>Marks | Total<br>Marks | Credits |
|                                | L       | T | P |                    |                  |                |         |
| 23HA103                        | 4       | 0 |   | 40                 | 60               | 100            | 4       |

**Course Objectives:** The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and utilisation of accounting information for decision-making.

| SYLLABUS   |                        |
|--|------------------------|
| <b>UNIT-I</b>  | <b>Periods:8L+0T=8</b> |
| <b>Nature and Scope of Accounting</b> – Financial Accounting Vs Cost Accounting Vs Accounting for Management – Financial Accounting System-Generally Accepted Accounting Principles - Elements of Profit and Loss Account – Balance Sheet (Theory only)  |                        |
| <b>UNIT-II</b>   | <b>Periods:8L+0T=8</b> |
| <b>Cost Concepts for Decision Making</b> - Cost – Volume – Profit Analysis – Behaviour of Variable Cost – Behaviour of Fixed Cost – Relationships Among Cost and Profits at Various Levels of Activity – Break-Even Point – Margin of Safety – Contribution Approach for Decision Making – Analysis of Contribution Per Unit of Critical Factor.   |                        |
| <b>UNIT-III</b>  | <b>Periods:8L+0T=8</b> |
| <b>Cost Analysis for Pricing Decisions</b> – Evaluating the cost Effects of Price – Quantity Relationships Price Elasticity of Demand and Optimal Pricing Decisions – Cost Analysis for Pricing During Recession Conditions – Flexible Cost Data for Pricing Decisions – Special Order Pricing – Impact of Special Order Pricing on Regular Sales and Overall Profits – Partial Fulfillment of Special Order Vs Outsourcing Decisions – Make or Buy Decisions. |                        |
| <b>UNIT-IV</b>   | <b>Periods:8L+0T=8</b> |
| <b>Cost Analysis for Product Decisions</b> – Breakeven Analysis of Multi-Product Firms – Differential Costs for Product – Mix Alterations Decisions – Product Additions Decision – Adding New Products Combining Pricing Decisions with Product Addition Decision and Selecting Profitable Product-Price Strategies – Produce Deletion – Sell or Process Further Decision of Joint and By-Products.  |                        |
| <b>UNIT-V</b>  | <b>Periods:8L+0T=8</b> |
| <b>Budgeting</b> – Types of Budgets – Financial Budgets – Operating Budgets – Cash Budget – Production Budget – Flexible Budget – Concepts of Performance Budgeting and Zero Based Budgeting.  |                        |
| <b>Text Books</b>  |                        |

1. I.M. Pandey: Management Accounting, Vikas Publishing House.
2. N.M. Singhvi, Management Accounting: Text and Cases, Prentice Hall of India.
3. T.P. Ghosh: Fundamentals of Management Accounting, Excel Publications.
4. Horngren, C.T., Introduction to Management Accounting, Prentice Hall of India.
5. Khan and Jain, Management Accounting, Tata McGraw Hill, Delhi.
6. J.C. Varshney: Financial and Management Accounting, Wisdom Publication.

**REFERENCE BOOKS:**

1. Ravi M. Kishore, Management Accounting, Taxman Publications.
2. Chakraborty, Hrishikesh – Management Accountancy, Oxford University Press.
3. Horngren Sundem Stratton, Management Accounting, Prentice Hall of India.
4. Paresh P. Shah, Management Accounting, Wiley India, New Delhi..

| Human Resources Management |         |   |   |                 |                |             |         |
|----------------------------|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code                | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|                            | L       | T | P |                 |                |             |         |
| 23HA104                    | 4       | 0 |   | 40              | 60             | 100         | 4       |

**Course Objectives:** The objective of this course is to teach the student about the Human Resource function relating to the organization of HR Department, recruitment, training and development and industrial relations.

### SYLLABUS

**UNIT - I** **Periods: 8L+0T=8**

**Nature and Scope of Human Resource Management** – Meaning and Definition – Functions – Objectives – Organization of HRM Department - Policy Evolution of Personnel / HRM in General and with reference to HR department in hospital.

**UNIT - II** **Periods: 8L+0T=8**

**Acquisition of Human Resources / Planning** – Forecasting and determination of current and Future Human Resource Requirements – Job Analysis and Job Design Recruitment - Selection, Orientation ( Socialization) and Placement.

**UNIT - III** **Periods: 8L+0T=8**

**Development of Human Resources** - Employment Training and Management Development - Motivation – Performance Appraisal, Performance Counseling, Maintenance of Human Resource – Employee Compensation – Job evaluation – Incentive Payments – Promotion and Transfer – Policies – Methods.

**UNIT - IV** **Periods: 8L+0T=8**

**Career Planning and Development** – Process – Steps in Career Planning and Developmentsystem – Actions – Prerequisites for success – key issues in career development.

**UNIT - V** **Periods: 8L+0T=8**

**Industrial Relations** – Framework for employer – Employee relations – Grievance Procedure, Guidelines for handling grievance – Work ethics – Work culture and quality of work life, Factories Act, The Employees' Provident Funds and Miscellaneous Provisions Act, 1952.

**Text Books:**

- David A.De Cenzo & Stephen P. Robbins. Personnel / Human Resource Management, Prentice Hall of India Private Limited.
- Flippo, Edwin B. Principles of Personal Management – International Students Edition McGraw Hill Book Company.
- Human Resource and Personal Management, Tata McGraw Hill Publishing Company. Garry Dessler. Human Resource Management.
- Goyal. R.C., Hospital Administration and Human Resource Management, Prentice Hal, Of India Private Limited, New Delhi, 2005.

**REFERENCE BOOKS:**

- V.P.Michael, Human Resource Management and Human relations, HimalayaPublishing House.
- Arun Monappa – Managing Human Resource - Tata McGraw Hill Publishing Company.
- Arun Monappa and Mirza Saiyadan, Personnel Management and Human Resource.

| Marketing for HealthCare Services |         |   |   |                 |                |             |         |
|-----------------------------------|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code                       | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|                                   | L       | T | P |                 |                |             |         |
| 23HA105                           | 4       | 0 |   | 40              | 60             | 100         | 4       |

**Course Objectives:** The objective of this course is to equip students with knowledge in health care services including customer behaviour, service design, branding, pricing, distribution and customer relationship management to enhance service quality and productivity.

| SYLLABUS  |  |  |  |                         |  |  |  |
|---|--|--|--|-------------------------|--|--|--|
| <b>UNIT – I</b>   |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Understanding Service Markets, Products and Customers:</b> introduction to Service marketing- Distinctive Marketing Challenges in Services. Service Marketing Mix, customer Behavior in Service Encounters; Customer Decision Making; The Three-Stage Model of Service Consumption- Pre Purchase Stage, Service Encounter Stage and Post- Encounter Stage.   |  |  |  |                         |  |  |  |
| <b>UNIT - II</b>  |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Building the Service Model:</b> Planning and creating Services; Facilitating Supplementary Services, Enhancing Supplementary Services, Branding Strategies for Services. Distribution in Services, Determining the Type of Contact- Options for Service Delivery. Place and Time Decisions, Delivering Services in cyberspace; the Role of Intermediaries; The challenge of Distribution in Large Domestic Markets; Distributing Services Internationally. |  |  |  |                         |  |  |  |
| <b>UNIT - III</b>   |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Service Pricing and Revenue Management:</b> objectives for Establishing Prices; pricing Strategy- Cost-based, Value based. Competition based. Measure the Effectiveness of a Firm's Revenue Management, price Elasticity.  |  |  |  |                         |  |  |  |
| <b>UNIT - IV</b>  |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Designing and Managing Service processes:</b> Service Process- Designing and Documenting Service Processes. Developing a Service Blue print, Service Process Redesign, Customer participation in Service processes.  |  |  |  |                         |  |  |  |
| <b>UNIT - V</b>   |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Implementing Profitable Service Strategies:</b> customer Loyalty, customer-Firm Relationship, The wheel of Loyalty, creating Loyalty Bonds. Strategies for reducing customer Defections. CRM: customer Relationship Management, Customer Complaining Behavior, Principles of Effective Service Recovery Systems, Service Guarantees, Learning from Customer Feedback. Improving Service Quality and Productivity.  |  |  |  |                         |  |  |  |

**Text Books :**

1. Christopher Lovelock, C., &Wiltz. J. (2016). Service marketing, people, technology strategy,a south Asian perspectives Pearson publication 2018.
2. Douglas Hoffman & John E.G. Bateson “service Marketing concepts, strategies and cases, cengage publications, 2017.

**REFERENCE BOOKS:**

K.S. Chandrasekar, MARKETING MANAGEMENT TEXT AND CASES, Tata McGraw-Hill Publication, New Delhi.2010

Govindarajan, MARKETING MANAGEMENT CONCEPTS, CASES, CHALLENGES AND

TRENDS, Prentice Hall of India, New Delhi. 2009

Philip Kotler, MARKETING MANAGEMENT- ANALYSIS PLANNING AND CONTROL, Prentice

Hall of India, New Delhi,

Ramaswamy. V S & Namakumari. S, MARKETING MANAGEMENT-PLANNING IMPLEMENTATION AND CONTROL, Macmillan Business Books, New Delhi, 2002

| Health Insurance and Medical Tourism |         |   |   |                 |                |             |         |
|--------------------------------------|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code                          | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|                                      | L       | T | P |                 |                |             |         |
| 23HA106                              | 4       | 0 |   | 40              | 60             | 100         | 4       |

**Course Objective:** Comprehensive understanding of healthcare insurance, including nature, scope, claims, and legal aspects, along with exploring medical tourism's global landscape, destination selection, safety, and post-treatment care.

| SYLLABUS  |                         |
|---|-------------------------|
| <b>UNIT - I</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Introduction to Healthcare Insurance &amp; Relationship b/w Hospital and insurance company</b>   |                         |
| Concept –importance- nature and scope- need of health insurance-benefits- principles of health insurance- Challenges in health insurance. Classification of health insurance products –Group Health Insurance-Standard Products Health Insurance-Specific ailment based products- Community based health insurance- ESIS and CGHS - Marketing of Insurance Products, Process-policies of TPA. |                         |
| <b>UNIT - II</b>  | <b>Periods: 8L+0T=8</b> |
| <b>Health Insurance Documentation &amp; Froud management</b>  |                         |
| Concept-Need for Insurance Documentation- Role of health insurance Agent, Field Officer, Surveyors assessor & responsibilities of insurer in documentation-Role of intermediary – Underwriting: Concept – need –process- Pros and Cons & Froud management aspects of insurance  |                         |
| <b>UNIT - III</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Health Insurance Claims</b>  |                         |
| Concept – Formalities for a death and maturity claim- Role of claims management in insurance company - claims process - Documentation – Claims reserving -Rejection of Claims– Role of third party administrators.  |                         |
| <b>UNIT - IV</b>  | <b>Periods: 8L+0T=8</b> |
| <b>Health Insurance Law &amp; Regulations</b>   |                         |
| Insurance Regulatory and Development Authority (IRDA) for health insurance- role of Health Insurance Advisory Committee- Ombudsman- Regulations relating to the intermediaries- Appointment of Actuaries- Policyholder Protection Committee- Servicing of Insurance Orphan Policies- Portability of Health Insurance-Insurance Councils in India.   |                         |
| <b>UNIT - V</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Medical Tourism Process &amp; Modules of international Tourism</b>   |                         |
| Global healthcare Process, Module systems, destination selection, travel logistics, patient safety, culturalsensitivity, legal considerations, post-treatment care.   |                         |

**Text Books :**

- Health Insurance Today, 7<sup>th</sup> Edition, Janet Beik Julie Pepper, Saunders Published, 2020.
- Health Insurance, Michael A. Morrisey, AUPHA/HAP Book, 3<sup>rd</sup> Edition, 2020.
- How To Buy Health Insurance, Jagendra Rana, Blue Rose Publishers, 1<sup>st</sup> Edition, 2019.
- Understanding Health Insurance, A Guide to Billing and Reimbursement 10<sup>th</sup> Edition Michelle A. Green and JoAnn C. Rowell, Delmar Cengage Learning, 2019.
- India Insurance Guide L. P. Gupta, Self Published, Revised Edition 2018.
- Law Of Insurance, J. Usha, P. Jaganathan, J.P Arjun, Usha Jaganath Law Series, 2018.
- The Fundamentals of Insurance - Theories, Principles and Practices Hargovind Dayal, Notion Press, Edition: 1, 2017.

**REFERENCE BOOKS:**

- Health Insurance Sector in India Mahendran T, Abhijeet Publications, 2017.
  - An Introduction to Insurance Laws Naresh Mahipal, Central Law Publications, 2<sup>nd</sup> Edition, 2017.
  - General Principles of Law of Insurance, RN Chaudhary, Central Law Publications, 3<sup>rd</sup> Edition, 2017.
  - Mediclaim and Health Insurance, Patukale Kshitij, Prabhat Prakashan, 1<sup>st</sup> Edition, 2016.
- Fundamentals of Life Insurance: Theories and Applications, Mishra Kaninika, PHI Learning, 2016.



| Financial Management |         |   |   |                 |                |             |         |
|----------------------|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code          | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|                      | L       | T | P |                 |                |             |         |
| 23HA106(A)           | 4       | 0 |   | 40              | 60             | 100         | 4       |

**Course Objectives:** The objective of this course is to impart the skills relating to the organization of the finance function in terms of fund mobilization and deployment and to equip the students with basic principles of Financial Management and Techniques.

| SYLLABUS   |  |  |  |                         |  |  |  |
|--|--|--|--|-------------------------|--|--|--|
| <b>UNIT - I</b>  |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Nature , Scope and Objectives of Financial Management,</b> Goals of FM-Profit Maximization Vs Wealth Maximization – Finance Functions – Financial Planning and Forecasting - Role of Financial Manager – Flow Analysis – Cash Flow Analysis.  |  |  |  |                         |  |  |  |
| <b>UNIT - II</b>   |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Financing Decision:</b> Financial Leverage – EPS-EBIT Analysis – Cost of Capital – Weighted Average Cost Capital<br>– Capital Structure – Factors Affecting Capital Structure Theories of Capital Structure.  |  |  |  |                         |  |  |  |
| <b>UNIT - III</b>  |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Investment Decision:</b> Nature and Significance of Investment Decision- Estimation of Cash Flows – Capital Budgeting Process – Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money- DCF Techniques – Net Present Value, Profitability Index and Internal Rate of Return.           |  |  |  |                         |  |  |  |
| <b>UNIT - IV</b>   |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Dividend Decision:</b> Meaning and Significance – Theories of Dividend – Determinants of Dividend – Dividend policy – Bonus Shares – Stock Splits.  |  |  |  |                         |  |  |  |
| <b>UNIT - V</b>  |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Working Capital Decision:</b> Meaning – Classification and Significance of Working Capital – Component of Working Capital - Cash Management Models – Cash Budgeting – Accounts Receivables – Credit Policies – Inventory Management.  |  |  |  |                         |  |  |  |
| <b>Text Books:</b>   |  |  |  |                         |  |  |  |
| <ul style="list-style-type: none"> <li>• Pandey IM - Financial Management, Oxford University Press.</li> <li>• Prasanna Chandra - Financial Management, Tata McGraw Hill.</li> <li>• MacMillan, Jim - Financial Management, Oxford University Press.</li> <li>• Paresh P.Shah, Financial Management, Wiley India New Delhi.</li> </ul> |  |  |  |                         |  |  |  |

**REFERENCE BOOKS:**

Khan &amp; Jain - Financial Management, Tata McGraw Hill

| Community Healthcare Management |         |   |   |                 |                |             |         |
|---------------------------------|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code                     | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|                                 | L       | T | P |                 |                |             |         |
| 23HA106                         | 4       | 0 |   | 40              | 60             | 100         | 4       |

**Course Objective:** Provide a comprehensive understanding of community health, disease prevention, healthcare management, workplace health promotion, program planning, chronic disease management, and consumer health to promote informed healthcare decision-making.

| SYLLABUS  |                         |
|---|-------------------------|
| <b>UNIT - I</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Definition, concepts, determinants &amp; dimensions of health;</b> Health sickness spectrum; Levels of health care; Concepts of disease causation; Levels of disease prevention; Social medicine & Social control of medicine; Community Diagnosis; Quality of life; Right to health; Indicators of health; Health services philosophies; Health services research.                      |                         |
| <b>UNIT - II</b>  | <b>Periods: 8L+0T=8</b> |
| <b>Current issues in community health;</b> Etiology and treatment options for common chronic and communicable diseases; primary, secondary, and tertiary measures to prevent and treat conditions most prevalent at the community level.  |                         |
| <b>UNIT - III</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Health promotion in the workplace:</b> A healthy and safe workplace; Occurrence and prevention of injuries; Occupational stress; Occupational safety and health; Women's health; AIDS; Violence; Alcohol, tobacco and illegal drugs use; Proper use of medications - prescription and non-prescription.  |                         |
| <b>UNIT - IV</b>  | <b>Periods: 8L+0T=8</b> |
| <b>Public health &amp; Digitalized process:</b> Communication, Programme planning and evaluation in public health education and Digitized: Community needs assessment; Planning for health education and promotion programs in a variety of settings; Issues relating to implementation of programs; Monitoring and Evaluation. Principles of Health Education; Health informatics.         |                         |
| <b>UNIT - V</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Chronic disease management &amp; Consumer health:</b> Prevention and control of chronic lifestyle diseases; common barriers to healthy lifestyles; evaluation of health services and products; medical quackery; efficiently using health services; consumer protection; alternative and complementary therapies (AYUSH); food selection; influences of advertising on consumer choices. |                         |

**Text Books :**

- B. Sridhar Rao, Textbook of Social Medicine, 2nd Edition, 2010, AITBS Publishers, India
- Ajit K. Dalal, Social Dimensions of Health, Rawat Publishers, 2005, New Delhi, India
- Seth B. Goldsmith, Principles of Health Care Management, Jones & Bartlett Publishers, 2005, UK
- Park K. Park's Textbook of Preventive and Social Medicine, 22nd Edition, Banarsidas Bhanot Publishers, Jabalpur, India 2012.

**REFERENCE BOOKS:**

- Alberti, P. (2014). Community health needs assessments: Filling data gaps for population health research and management. *eGEMS*, 4(2), Article 5. <http://repository.academyhealth.org/egems/vol2/iss4/5/>
- Cohen, R. (2013). A Healthcare Advocate's Guide to Community Health Needs Assessments. *Nonprofit Quarterly*. Retrieved from: <http://www.nonprofitquarterly.org/policysocial-context/21767-a-healthcare-advocate-s-guide-to-community-health-needs-assessments.html>
- Lightfoot, A. F., De Marco, M. M., Dendas, R. C., Jackson, M. R., & Meehan, E. F. (2014). Engaging Underserved Populations in Affordable Care Act-Required Needs Assessments. *Journal of Health Care for the Poor and Underserved*, 25(1), 11-18.

| Management of Hospital Services |         |   |   |                 |                |             |         |
|---------------------------------|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code                     | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|                                 | L       | T | P |                 |                |             |         |
| 23HA107                         | 4       | 0 |   | 40              | 60             | 100         | 4       |

**Course Objective:** To enable the students gain insights into various aspects like importance, functions, policies and procedures, equipping, controlling, co-ordination, communication, staffing, reporting and documentation of both clinical services in a hospital. To understand the processes and details related to effective patient care and to further increase the satisfaction level of patients.

### SYLLABUS

**UNIT - I** **Periods: 8L+0T=8**

**Operational Patient centric management:** Concept of patient care, Patient-centric management, Organization of hospital departments, Grievance mechanism of patient & Employee, Patient counseling & Practical examples of patient centric management in hospitals. Patient safety and patient risk management.

**UNIT - II** **Periods: 8L+0T=8**

**Quality in patient care management:** Defining quality, Systems approach towards quality, towards a quality framework, Key theories and concepts, Models for quality improvement & Variations in practice.

**UNIT - III** **Periods: 8L+0T=8**

**Clinical data standard & Medical Records:** Types of patient classification systems, ICD 9 (CM, PM), Case mix classification systems, DRG, HBG, ARDRG. Policies & procedures for maintaining medical records. e-records, legal aspects of medical records, its safety, preservation and storage.

**UNIT - IV** **Periods: 8L+0T=8**

**Out Patient Services:** Hospital operations management, role and decisions, Difference of hospital operations from other service and manufacturing organizations. Overview of the departments, day care, accident and emergency services, Supportive Services-Ambulance, Security etc. physical medicine and rehabilitation, occupational therapy unit, physiotherapy department-Patient movement with different directions and complete Process Mapping

**UNIT - V** **Periods: 8L+0T=8**

**In Patient Services:** Ward design (general & specialized), critical care services – ICU, CCU, NICU, , medical services, surgical services – operation theater, nuclear medicine, burn unit, nursing services and administration.

**Specialty Services:** Pediatrics, Obs & Gynec, ENT, Ophthalmology, Orthopedic, Psychiatry, Anesthesia, Dental

**Super-specialty Services:** Cardiology, Thoracic Surgery, Neurology, Neurosurgery, Nephrology- Dialysis Unit, Transplantation Services.

**Text Books :**

- *Management of Hospitals & Health services: Strategic issues and performance*, RockwellSchulz, Alton C. Johnson
- Shakharkar B.M., *Principles of Hospital Administration and Planning*
- *Hospital managerial services Volume -4*, S.L. Goel, R. Kumar
- *Hospital Core Services: Hospital administration in 21<sup>st</sup> century* Vol 1 Kumar R, S.L. Goel

**REFERENCE BOOKS:**

- *Hospital Management, Dr. A.K. Malhotra*, Global India Publications Pvt ltd, New Delhi
- *Hospital Management : A guide to departments*, Howard S. Roland, Beatrice L Rowland.

| Hospital visits (Report & Presentation) |  |  |  |      |       |         |
|---|--|--|--|------|-------|---------|
| Course Code                             |  |  |  | Sess | Exams | Credits |
|   |  |  |  |      |       |         |
| 23HA108                                 |  |  |  | 50   | 50    | 4       |

**Objective:** To provide a basic understanding of various types of hospitals; their method of working, physical layouts, working conditions

**Pedagogy:** Students to be on visit for at least 3 different hospitals. (Govt. Hospitals, Trust Hospitals, Single Specialty Hospitals, Super Specialty/ Corporate Hospitals, Nursing Homes, etc.)

Evaluation - 100 marks / grade - Attendance / Report writing/ Presentation of reports.

**SYLLABUS**

|   |                         |
|---|-------------------------|
| <b>UNIT - I</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Introduction to hospitals and health care facilities - Different types of hospitals.</b>   |                         |
| <b>UNIT - II</b>  | <b>Periods: 8L+0T=8</b> |
| <b>Description of functions of each facility.</b>   |                         |
| <b>UNIT - III</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Visit to various hospitals (3 to 5) guided by a faculty.</b>   |                         |
| <b>1-Brief introduction given by Host Hospital Administer / Medical Superintendent about the history and functioning of hospital.</b> |                         |
| <b>2-Students tour the hospital and visit various departments.</b>  |                         |
| <b>3-Students note down the salient features of each department they visit and prepare individual reports.</b>                        |                         |
| <b>UNIT - IV</b>  | <b>Periods: 8L+0T=8</b> |

A structured report has to be presented by the students in teams on each hospital visit and one consolidated report by compiling all individual reports on that hospital.

|  |   |
|--|---|
| <b>UNIT – V</b>  | <b>Periods: 8L+0T=8</b>   |
| Viva voce exam by 3-member committee comprising institute nominee, | hospital expert and principal of the college and marks are awarded on grading system. |

## Course Code: 23HA109 Introduction to IT LAB

### Course Objectives:

- Explain the internal parts of a computer, peripherals, I/O ports, connecting Cables.
- Demonstrate on OS installation and Hardware Troubleshooting.
- Demonstrate Office Tools such as Word processors, Spreadsheets, Presentation.
- Teach the usage of Internet for productivity and self-paced lifelong learning.

### **1.Introduction to PC Hardware**

Types of Computing Devices such as PC, Laptops, Servers, Smart Phones, Tablets, other accessories, PC parts, Input/output devices, I/O ports and interfaces, main memory, cache memory and secondary storage technologies, digital storage basics, networking components and speeds.

**Task 1: OS Installation:** Every student should individually install operating system like Linux or MS windows on the personal computer. The system should be configured as dual boot with both windows and Linux.

**Task 2: Hardware Troubleshooting:** Students have to be given a PC which does not boot due to improper assembly or defective peripherals. They should identify the problem and fix it to get the computer back to working condition.

**Task 3: Orientation & Connectivity Boot Camp:** Students should get connected to their Local Area Network and access the Internet. In the process they configure the TCP/IP setting. Finally students should demonstrate how to access the websites and email.

**Task 4: Web Browsers, Surfing the Web:** Students customize their web browsers with the LAN proxy settings, bookmarks, search toolbars and pop-up blockers.

### **2.MS word & PowerPoint Presentation**

**Task 1: Creating a Newsletter:** Features to be covered: - Table of Content, Newspaper columns, Images from files and clipart, Drawing toolbar and Word Art, Formatting Images, Textboxes, Paragraphs in word.

**Task 2: create basic power point presentation:** PPT Orientation, Slide Layouts, Inserting Text, Formatting Text, Bullets and Numbering, Auto Shapes, Lines and Arrows, Hyperlinks, Inserting Images, Tables and Charts.

### **3.Spread sheet Orientation**

Accessing, overview of toolbars, saving spreadsheet files, Using help and resources. Format Cells, Summation, auto fill, Formatting Text. Calculating GPA -. Features to be covered: - Cell Referencing, Formulae in spreadsheet – average, std. deviation, Charts, Renaming and Inserting worksheets, Hyper linking, Count function, Sorting, Conditional formatting.

**Course Code:23HA110****Corporate Skills**

Instruction : 3 periods & 1 Tutorial/Week

**Prerequisites:** Basic English Skills

**Course Objectives:**

1. To initiate the students to know about the characteristics of Communication in the Business world.
2. To implement verbal and nonverbal signs in Business communication.
3. To help them improve their competence in using English effectively orally and in written.
4. To encourage them to participate in group discussions and use proper vocabulary
5. To familiarize the students with latest terminology and interview skills

**Course Outcomes:**

|    |   |
|----|---|
| 1. | Understand the nuances of real-time business communication (L2)   |
| 2. | Attain the knowledge of verbal and nonverbal Communication to improve their corporate skills like corporate etiquette and workplace culture. (L3) |
| 3. | Apply appropriate vocabulary and grammar to draft different types of business letters and addressing the teams in business meetings. (L3)         |
| 4. | Evaluate the negotiation skills through group discussions (L4)  |
| 5. | Analyze and relate advanced terminology in conceptual conversations, writings and interviews (L4)   |

**CO-PO –PSO Mapping**

| CO  | PO |   |   |   |   |   |   |   |   |    |    |    | PSO |   |   |
|-----|----|---|---|---|---|---|---|---|---|----|----|----|-----|---|---|
|     | 1  | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 1   | 2 | 3 |
| CO1 |    |   |   |   |   |   |   |   | M | M  |    | M  |     | 2 |   |
| CO2 |    |   |   |   |   |   |   |   | M | M  |    | M  |     | 2 |   |
| CO3 |    |   |   |   |   |   |   |   | M | M  |    | M  |     | 2 |   |
| CO4 |    |   |   |   |   |   |   |   | M | M  |    | M  |     | 2 |   |
| CO5 |    |   |   |   |   |   |   |   |   |    |    |    |     |   |   |

Correlation levels 1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

**SYLLABUS****UNIT I****10 Periods**

Importance of communication in Business Context: Qualities of Business Communication - Business Idioms - Five Levels of Communication - Assertive Communication - Iceberg Theory of Communication in Business World - Intra personal and interpersonal communication

**Vocabulary:** Root words – Foreign words and Phrases **CO1**

**UNIT II****8 Periods**

Verbal and Nonverbal Communication- Oral Communication – Extempore



Corporate Etiquette – Work Place Etiquette and Conflict Resolution

**Vocabulary:** One-word Substitutes – Word Associations – Portmanteau Words **CO2**

**UNIT III**

**8 Periods**

Writing Skills – Letter writing – Report Writing - Resume Writing  
Presentation Skills – Corporate Presentations – Negotiation skills

**Vocabulary:** Business Jargon **CO3**

**UNIT IV**

**8 Periods**

Group Discussion – Rules – Do's and don'ts – Group Dynamics – Topics to be discussed  
Corporate discussions – Empathy – Identifying the problem and giving the solution

**Vocabulary:** Medical Jargon – Medical Terms Roots – Origin of Medical Words **CO4**

**UNIT V**

**12 Periods**

Organizational Skills – Time Management

Meeting Skills – Arranging a Meeting – Prior to Meeting, During Meeting and After Meeting  
Process Interviews – Types of Interviews, preparing for interviews, facing interviews, reviewing performance, participating in mock interviews - FAQs

**Vocabulary:** Homonyms & Homophones – Collocations – Etymology **CO5**

**\*Note-** Additional topics that can be introduced during the course but are out of the prescribed syllabus.

**REFERENCES**

1. Herta A Murphy, Herbert W. Hildebrandt & Jane Thomas, Effective Business Communication , Tata McGraw Hill (2008)
2. Shirley Taylor, Communication for Business , Longman (2000)
3. Matthukutty M Monippally , Business Communication Strategies ,Tata McGraw Hill, (2006)
4. Lesikar's Basic Business Communication, Raymond V. Lesikar, John D. Pettit, Marie E. Flatley, Publisher: Irwin, 7th Edition,1999.
5. Developing Communication Skills, Krishna Mohan, MeeraBanerji, Macmillan Publishers India
6. Business Correspondence and Report Writing , R.C. Sharma & Krishna Mohan, Publisher: Tata McGraw-Hill, 3rd Edition, 2008

| Research Methodology for Hospital Management |         |   |   |                 |                |             |         |
|--|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code                                  | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|  | L       | T | P |                 |                |             |         |
| 23HA201                                      | 4       | 0 |   | 40              | 60             | 100         | 4       |

**Course Objectives:** To provide basic understanding towards research principles and methods. To introduce important analytical tools for research data analysis. To assist in the development of research proposals/reports.

| <b>SYLLABUS</b>  |  |  |  |                         |  |  |  |
|--|--|--|--|-------------------------|--|--|--|
| <b>UNIT - I</b>  |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Basics of Research:</b> Definitions and designs, uses of research in healthcare, formulation of research problems, developing hypothesis, writing research questions.   |  |  |  |                         |  |  |  |
| <b>UNIT - II</b>   |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Sampling,</b> Design, and development of interview schedule, questionnaire construction, pre-testing (reliability & validity), research ethics.   |  |  |  |                         |  |  |  |
| <b>UNIT - III</b>  |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Data collection:</b> field work, mapping and listing operations, selecting of respondents and MIS for major research projects<br><b>Data Management:</b> editing, entry and preparing data sets for analysis<br><b>Data analysis:</b> using SPSS/ epi.info/ use of matrices   |  |  |  |                         |  |  |  |
| <b>UNIT - IV</b>   |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Qualitative Research:</b> Development of conceptual framework<br>Qualitative methods: FGDs, in-depth interviews, bio graphics, participatory methods, participant observation etc.  |  |  |  |                         |  |  |  |
| <b>UNIT - V</b>  |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <b>Research Ethics:</b> History of ethics in health research, Principles and Concepts in research ethics – confidentiality and privacy, informed consent, vulnerable subjects and special treatments, standards of care – principles, review processes etc.  |  |  |  |                         |  |  |  |
| <b>Text Books:</b>   |  |  |  |                         |  |  |  |
| <ul style="list-style-type: none"> <li>• Panneerselvam, R., RESEARCH METHODOLOGY, Prentice Hall of India, New Delhi, 2004.</li> <li>• Kothari CR, RESEARCH METHODOLOGY-METHODS AND TECHNIQUES, New Wiley Eastern Ltd., Delhi, 2009.</li> </ul>   |  |  |  |                         |  |  |  |
| <b>References Books:</b>   |  |  |  |                         |  |  |  |
| <ul style="list-style-type: none"> <li>➤ Gummerrsson, E. <i>Qualitative methods in Management Research</i>, Sage publications</li> <li>➤ Verkeviesser et al, <i>Designing and conducting Health Systems Research Projects</i> WHO and IDRC</li> <li>➤ Grundy F and Reinke W A, <i>Health Practice Research and formalize Managerial Methods</i>, Geneva, WHO</li> <li>➤ <i>Designing and conducting Health surveys</i>, Jossey Bass Publishers.</li> </ul> |  |  |  |                         |  |  |  |

| Hospital Architecture planning & maintenance |         |   |   |                 |                |             |         |
|--|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code                                  | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|  | L       | T | P |                 |                |             |         |
| 23HA202                                      | 4       | 0 |   | 40              | 60             | 100         | 4       |

**Course Objective:** The Objective of this paper is to teach the student the skills of hospital planning Including clinical and radiological service planning.

### SYLLABUS

|   |                         |
|---|-------------------------|
| <b>UNIT - I</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Introduction to Hospital Planning</b> -Feasibility, Site allocations, Different Hospitals planning with bed allocations  |                         |
| <b>UNIT - II</b>  | <b>Periods: 8L+0T=8</b> |
| <b>Surveying the community</b><br>Area wide planning, planning for general Hospital service, determining the logical centers for hospital location, determining the area served by them, non-acceptable hospitals, occupancy and bed ratios, determining the size and kind of hospital service, quality of facilities and Services, evaluating the natural and human resource of each area in terms Sourcing finance, hospital constitution.  |                         |
| <b>UNIT - III</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Hospital planning &amp; construction</b><br>Role of hospital consultant, planning stage: role of architect, working drawings, legal formalities, the hospital site, design considerations, environments regulations, equipment Planning, bed distribution, space requirements, their relationships, construction costs- Management, Human resources -health care Equipment's,-Various level of hospitals architecture like Small-medium-large set up .   |                         |
| <b>UNIT - IV</b>  | <b>Periods: 8L+0T=8</b> |
| <b>Functional Hospital Organization:</b> Hospital code of ethics, medical ethics, standards for hospitals, standards for hospital accreditation, accreditation standards for extended care facilities.<br><b>Medical Specialties:</b> Overview of the functions and sphere of each specialty: oncology, general medicine, cardio thoracic gastroenterology, urology, radiology, psychiatry, endocrinology, neurology, ophthalmology, medical services, surgical services, operation theatre, maternity services, Dental services. |                         |
| <b>UNIT - V</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Project management on Supportive Services:</b> Overview of Project management & Clinical Laboratories, radiological services, medical records, frontoffice, billing, staffing, housekeeping, transportation, dietary services, emergency services, infection control, and Mortuary services.   |                         |

**Text Books:**

- Kunders G.D., Gopinath S., and Katakam A. Hospital Planning, Design and Management, Tata McGraw Hill, New Delhi, 1999
- Arun Kumar, (ed) Encyclopedia of Hospital Administration and Development, Anmol publications, New Delhi, 2000.
- Srinivasan, A.V. (ed), Managing a Modern Hospital, Chapter 2, Response Books, New Delhi, 2000.
- Padmanand V. and P.C. Jain, Doing
- Syed Amin Tabish, HOSPITAL AND NURSING HOMES PLANNING, ORGANISATIONS & MANAGEMENT

**References Books:**

- Business in India, Response Books, New Delhi, 2000.
- Hospital Planning, WHO, Geneva, 1984.

| <b>HEALTHCARE LAW'S, ETHICS, COUNSELLING SKILLS/ STATUTORY AND REGULATORY COMPLIANCE</b>  |         |   |   |                 |                |             |         |
|---|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code   | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|   | L       | T | P |                 |                |             |         |
| 23HA203   | 4       | 0 |   | 40              | 60             | 100         | 4       |
| <b>Course Objective:</b>  |         |   |   |                 |                |             |         |
| <ul style="list-style-type: none"> <li>➤ To get acquainted with the legal provision and issues related to health care</li> <li>➤ To familiarise with the medical terminologies</li> <li>➤ To understand the ethical issues in health care system</li> </ul> |         |   |   |                 |                |             |         |

| <b>SYLLABUS</b>   |                         |
|---|-------------------------|
| <b>UNIT – I</b>   | <b>Periods: 8L+0T=8</b> |
| <p><b>Introduction to Healthcare Laws and Regulations:</b> Professional Code of Conduct and Ethics - Hippocratic Oath - Declaration of Geneva - IMC Regulations 2002 - Geneva Convention - Torts - Law of Natural Justice. Legal Issues in Patient Care Management - Ethical and Legal Aspects of Doctor-Patient Relationship - Consent - Emergency Medicine -Medico Legal Case - LAMA - Absconding Patients - Dying Declaration and Doctor - Autopsy - Medical Termination of Pregnancy - Mental Health of Patients - Rights and Responsibilities of Patients. Medical Negligence - Duty of Care to the Patient - Breach of Duty - Types of Negligence - Forms of Negligence - Legal Liability of Hospital: Absolute Liability and Vicarious Liability - Remedies Available to Patients.</p> |                         |
| <b>UNIT – II</b>  | <b>Periods: 8L+0T=8</b> |
| <p><b>Acts Applicable to Hospitals:</b> Legal Requirements for Establishment of a Hospital - Building Bye Laws - Building Requirement for Radiation Safety - The Indian Electricity Rules - Regulation Governing Installation of Lifts &amp; Escalators -Indian Boilers Act - Safety of Centralized Gas &amp; Vacuum Supply Service - Petroleum Rules - Fire Safety Regulations- Registration of Hospitals/ Nursing Homes.</p>  |                         |
| <b>UNIT - III</b>   | <b>Periods: 8L+0T=8</b> |
| <p><b>Laws pertaining to Hospitals:</b><br/>Transplantation of Human Organs Act, 1994 – Pre-natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994 – Medical Negligence – Medico Legal Case – Dying Declaration-MCI act on medical education. The Biomedical Waste (Management and Handling) Rules-Radiation Safety System.</p>  |                         |
| <b>UNIT - IV</b>  | <b>Periods: 8L+0T=8</b> |
| <p><b>Medical Terminology- Glossary of medical terms:</b> major Diseases and medical specialties-Roots, Prefixes, Suffixes, Abbreviations and symbols-Common roots: element referring to, usage and definition-Common prefixes and suffixes-Common abbreviations: departments, time, general healthcare, routes of medication and laboratory-Symbols.</p>   |                         |
| <b>UNIT – V</b>   | <b>Periods: 8L+0T=8</b> |

**Public Health Laws in Hospitals and Challenges in Health Care Laws:** Public Health Laws - Control of Epidemics - Notifiable Infectious Diseases - Prohibition of Smoking in Public Places Rules - The Registration of Births and Deaths Act - Prevention of Food Adulteration Act. Unethical/ Criminal Activities - Advertising - Rebates and Commissions

**Text Books:**

- **BM Sakharkar**, PRINCIPLES OF HOSPITAL ADMINISTRATION AND PLANNING – *Jaypee brothers Publications.*
- **Francis CM, Mario C de Souza** ; HOSPITAL ADMINISTRATION – *Jaypee brothers Medical Publishers*

**References Books**

- Francis D., Government and Business, Himalaya Publishing House, 1988.
- Gupta D and Gupta, S. Government and business, Vikas Publishing House 1987
- Varma, D.P.S Monopolies, Trade Regulations and Consumer Protection, Tata McGraw Hill, New Delhi, 1985.
- R.K. Chaube, Consumer Protection and the Medical Profession, Jaypee Publishing, New Delhi, 2000.
- Steven D. Edwards, Nursing Ethics, A Principle Based Approach, Macmillan Press Ltd., London, 1996.
- Indian Penal code, Indian Evidence Act, Criminal Procedure Code

| HOSPITAL OPERATIONS MANAGEMENT |         |   |   |                 |                |             |         |
|--------------------------------|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code                    | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|                                | L       | T | P |                 |                |             |         |
| 23HA204                        | 4       | 0 |   | 40              | 60             | 100         | 4       |

**Course Objective:**

- To identify the important functions and its management in Hospitals
- To familiarise with the supporting services and procurement management of Hospitals

| SYLLABUS   |                         |
|--|-------------------------|
| <b>UNIT - I</b>  | <b>Periods: 8L+0T=8</b> |
| <b>Front Office</b> - Admission – Billing – Medical Records – Ambulatory Care- Death Hospital –Brought-in Dead - Maintenance and Repairs Bio Medical Equipment   |                         |
| <b>UNIT - II</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Clinical Services</b> –<br>Clinical Departments – Out patient department (OPD) – Introduction – Location – Types of patients in OPD – Facilities – Flow pattern of patients – Training and Co- ordination; Radiology – Location – Layout – X-Ray rooms – Types of X-Ray machines – Staff - USG – CT – MRI – ECG.  |                         |
| <b>UNIT - III</b>  | <b>Periods: 8L+0T=8</b> |
| <b>Supporting Services</b> –<br>House Keeping –Linen and Laundry, - Food Services - Central Sterile Supply Department (CSSD)   |                         |
| <b>UNIT - IV</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Facility Location and Layout importance of location,</b><br>factors, general steps in location selection - Types of lay outs – product, process, service facility layout-Work standards, techniques of work measurement-Work sampling, calibration of hospital equipments. Productivity measures, value addition, capacity utilization, productivity – capital operations, HR incentives calculation, applications in hospital.   |                         |
| <b>UNIT - V</b>  | <b>Periods: 8L+0T=8</b> |
| <b>Purchasing strategy process</b> –<br>organizing the purchasing function – financial aspects of purchasing – tactical and operational applications in purchasing, Inventory Management: valuation and accounting for inventory – physical location and control of inventory – planning and replenishment concepts – protecting inventory; Value Management, Value engineering, value analysis.   |                         |
| <b>Text Books:</b>   |                         |
| <ul style="list-style-type: none"> <li>• <b>Madhuri Sharma</b>, ESSENTIALS FOR HOSPITAL SUPPORT SERVICES AND PHYSICAL INFRASTRUCTURE,</li> <li>• <b>Sakharkar BM</b>, PRINCIPLES OF HOSPITALS ADMINISTRATION AND PLANNING,<i>Jaypee</i></li> <li>• <b>Francis CM, Mario C de Souza</b>, HOSPITAL ADMINISTRATION, <i>New Delhi, 2000</i></li> <li>• <b>Prabhu KM, Sood SK</b>, HOSPITAL LABORATORY SERVICES ORGANIZATION AND MANAGEMENT, <i>Journal of Academy of Hospital Administration, 2(@) 1990</i></li> </ul> |                         |
| <b>References Books:</b>   |                         |

- **S.L.GOEL**, Healthcare Management and Administration, Deep & Deep Publications Pvt. Ltd., New Delhi.
- **Srinivasan, A.V.(ed)**, Managing a Modern Hospital, Chapters 12, Response Books, New Delhi,2000.
- **Schroedev, Roger G.**, Operations Management – Decision Making in Operations Function, McGrawHill, New Delhi.
- **Buffa, Elwood S. and Sarin, Rakesh K.**, Modern Production/Operations Management, John Wiley & Sons, Singapore, 1987



| SUPPLY CHAIN MANAGEMENT IN HOSPITALS |         |   |   |                 |                |             |         |
|--------------------------------------|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code                          | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|                                      | L       | T | P |                 |                |             |         |
| 23HA205                              | 4       | 0 |   | 40              | 60             | 100         | 4       |

**Course Objective:**  
The objective of this course is to introduce basic concepts and process of Supply Chain Management.

| SYLLABUS  |                         |
|---|-------------------------|
| <b>UNIT - I</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Introduction to Supply Chain</b> – Concept – Need and Evolution. Approaches, phases and processes of supply chain drivers and obstacles. SC strategies – strategic fit and scope.  |                         |
| <b>UNIT - II</b>  | <b>Periods: 8L+0T=8</b> |
| <b>Planning Demand and Supply in SCM</b> – Demand forecasting, aggregate planning, managing predictable variability. Customer Service and Integration of Technology in SCM(IT & E business)   |                         |
| <b>UNIT - III</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Inventory planning and managing inventory in SCM</b> – Factors affecting inventory approaches and methods to manage inventory  |                         |
| <b>UNIT - IV</b>  | <b>Periods: 8L+0T=8</b> |
| <b>Sourcing and Logistics</b> – Purchasing & Sourcing Decisions in Supply Chain Management – Transportation, Logistics, Warehousing, Containerization and packaging. SCM in Public and private health care system.  |                         |
| <b>UNIT - V</b>   | <b>Periods: 8L+0T=8</b> |
| <b>Designing SC Network</b> – Distribution network-Performance management and control. Benchmarking, Gap Analysis and Balance Score Card for Supply chain management.   |                         |
| <b>Text Books:</b>  |                         |
| <ul style="list-style-type: none"> <li>• Sunil Chopra and Peter M, SCM-Strategy,</li> <li>• Planning &amp; Operation, PHIRahul V Attekar,</li> <li>• SCM – Concepts &amp; Cases , PHI<br/>Mohanty RP, &amp; Deshmukh SG, Essentials of SCM, Jaico<br/>Mentzer, John T., Fundamentals of SCM-Twelve Drivers of<br/>Competitive Advantage, SageAgarwal DK, Logistics &amp; SCM,<br/>Macmillan India</li> </ul>  |                         |
| <b>References Books:</b>  |                         |
| <ul style="list-style-type: none"> <li>• Rahul V. Altekar, <i>Supply Chain Management</i>, Prentice-Hall of India Private Limited, New Delhi, 2005. Monczka, rent &amp; Handfield, <i>Purchasing and Supply Chain Mangement</i>, Thomson – South Western, 2<sup>nd</sup> Edition.</li> <li>• Donald J. Bowersox &amp; David J. Closs, <i>Logistical Management (The Integrated Supply Chain Process)</i>, Tata McGraw – Hill Publishing Company Limited, New Delhi, 2000.</li> <li>• Burt, Dobler &amp; Starling, <i>World Class Supply Management</i>, Tata McGraw – Hill Publishing Company Limited, New Delhi, 7<sup>th</sup> Edition</li> </ul> |                         |

| <b>Patient Care Management</b>  |         |   |   |                 |                |             |         |
|---|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code   | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|   | L       | T | P |                 |                |             |         |
| 23HA206(A)  | 4       | 0 |   | 40              | 60             | 100         | 4       |
| <b>Course Objective:</b>  |         |   |   |                 |                |             |         |
| <ul style="list-style-type: none"> <li>➤ To understand the importance of patient care management</li> <li>➤ To be acquainted with the disaster and safety &amp; Security Management in Hospitals</li> </ul> |         |   |   |                 |                |             |         |

| <b>SYLLABUS</b>  |                         |
|--|-------------------------|
| <b>UNIT – I</b>  | <b>Periods: 8L+0T=8</b> |
| <p><b>Patient centric management-</b><br/>           Concept of patient care, Patient-centric management, Organization of hospital departments, Roles of departments &amp; managers in enhancing care,<br/>           Patient Identification: Concept of Patient Identification - Significance of Patient Identification System - Patient Identification Parameters - Dimensions of Patient Identification - Patient Identification Errors - Drivers for Reducing Patient Identification Errors.</p> |                         |
| <b>UNIT - II</b>   | <b>Periods: 8L+0T=8</b> |
| <p><b>Patient Identification and Counseling:</b><br/>           Patient Behavior and Counseling: Patient Behavior: Concept - Types and Models - Psychographics in Patient Care &amp; its Applications - Techniques for Change in Patient Behavior - Patient Counseling: Objectives, Types, Stages - Admission to Discharge - (Role of Patient Counselors in Hospitals).</p>  |                         |
| <b>UNIT – III</b>  | <b>Periods: 8L+0T=8</b> |
| <p><b>Patient Classification Systems and the Role of Case Mix:</b><br/>           Need to Classify Patients, Types of Patient Classification Systems, ICD 9 &amp; 10 (CM, PM), Case Mix Classification Systems, DRG, HBG, ARDRG, Case Mix Innovations and Patient Empowering Classification Systems.<br/>           Consent: Meaning, Types, Legality.</p>   |                         |
| <b>UNIT – IV</b> <b>has to removed</b>   | <b>Periods: 8L+0T=8</b> |
| <p><b>Challenges in Patient Care Management:</b><br/>           PCM Challenges in Health Care Industry: Economic Challenges; IT Related Challenges; and Financial Challenges - Handling Billing Issues - Medico Legal Cases - Role of Feedback in PCM. Latest Trends in PCM: Holistic Medicine: Concept, Principles, Components - Integrated Patient- Care Management Systems - Technology Acceleration and Digitalization.</p>  |                         |
| <b>UNIT - V</b>  | <b>Periods: 8L+0T=8</b> |

**Disaster preparedness-**

Policies & procedures for general safety, fire safety procedure for evacuation, disaster plan and crisis management . Policies & procedures for maintaining medical records, e-records, legal aspects of medical records, its safety, preservation and storage.

**Text Books:**

- Harris M G & Assoc. 2003. *Managing Health Service: Concepts & Practices*. MacLennan+ Petty: Sydney
- Kilpatrick A O & Johnson J A. 1999. *Handbook of Health Administration & Policy*. Marcel Dekkes Inc: New York
- Kumar A. 2000. *Encyclopedia of Hospital Administration & Development: Volume I*. Anmol Publications Ltd: New Delhi.
- Gupta S & Kant S. 1998. *Hospital & Health Care Administration: Appraisal and Referral Treatise*. Jaypee: New Delhi
- Goal S L & Kumar R. 2004. *Hospital Core Services: Hospital Administration of the 21<sup>st</sup> Century*. Deep Publications Pvt. Ltd: New Delhi

**References Books**

- Reddy N K S. 2000. *Medical Jurisprudence & Toxicology*. ALT Publications: Hyderabad
- Rao M S. 1992. *Health & Hospital Administration in India*. Deep & Deep Publications: New Delhi
- Patient Safety Pocket Guide. Joint Commission Resources  
Must-have information for pharmacists about quality and patient safety - Joint Commission Resources  
Getting the board on board: what your board needs to know about quality and patient safety

| HEALTH CARE INFORMATION TECHNOLOGY & SYSTEM |         |   |   |                 |                |             |         |
|---|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code                                 | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|   | L       | T | P |                 |                |             |         |
| 23HA206(B)                                  | 4       | 0 |   | 40              | 60             | 100         | 4       |

**Course Objective:**

- To understand the role of IT in hospital management
- To familiarise with the latest developments in technology with relevance to hospitals

| SYLLABUS  |  |  |  |                         |  |  |  |
|---|--|--|--|-------------------------|--|--|--|
| <b>UNIT - I</b>   |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <p><b>The Information Explosion:</b> The concept of MIS and the impact it has on business organizations Information is important – Impact on society – Impact on teaching and learning – Impact on Government – Impact on Healthcare – The future of healthcare technology – The future healthcare record – Preparing for the future – Summary. The world of Informatics.</p>   |  |  |  |                         |  |  |  |
| <b>UNIT - II</b>  |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <p><b>The Electronic health record:</b> Functions of the health record –Changing functions of the patients record – Advantages of the paper record – Disadvantages of the paper record – Optically scanned records – The electronic health record – Automating the paper record – Advantages of the EHR –Disadvantages of the EHR – Bedside or point-of-care systems – Human factors and the EHR – Roadblocks and challenges to EHR implementation –The future</p>  |  |  |  |                         |  |  |  |
| <b>UNIT - III</b>   |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <p><b>Securing the Information:</b> Privacy and confidentiality and Law – Who owns the data? – Security – Computer crime – Role of healthcare professionals – Summary. Information Systems cycle: The information systems cycle – Analysis – Design phase – Development – Implementation – Why some projects fails?</p>   |  |  |  |                         |  |  |  |
| <b>UNIT - IV</b>  |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <p><b>Electronic Communications:</b> A bit of history – Hardware and software for connecting – Methods of accessing information – World Wide Web (WEB) – Communication Technologies<br/>Different Methodologies – System Life Cycle Design - Prototype Approach - System Implementation.</p>  |  |  |  |                         |  |  |  |
| <b>UNIT - V</b>   |  |  |  | <b>Periods: 8L+0T=8</b> |  |  |  |
| <p><b>Telehealth</b>– Historical perspective on telehealth – Types of Technology – Clinical initiatives – Administrative initiatives – Advantages and Barriers of telehealth – Future trends – Summary- The future of Informatics: Globalization of Information Technology – Electronic communication<br/>– Knowledge management – Genomics – Advances in public health – Speech recognition – Wireless computing – Security – Telehealth – Informatics Education – Barriers to Information Technology implementation</p> |  |  |  |                         |  |  |  |
| <b>Text Books:</b>  |  |  |  |                         |  |  |  |

- **Kathleen M.**, INFORMATICS FOR HEALTHCARE PROFESSIONAL
- **James O'Brien, Tate McGraw Hill**, MANAGEMENT INFORMATION SYSTEM
- **Peter Norton**, INTRODUCTION TO COMPUTER, *Tata McGraw Hill*

**References Books**

- **Rajesh Narang**, Data Base Management System, Prentice – Hall India Private Limited. New Delhi. 2004.
- **Sadagopan .S.** Management Information System, Prentice Hall India Private Limited, New Delhi 2004.
- **Kenneth .C.Laudon & Jane P.Laudon** Management Information System Prentice - Hall India Private Limited, New Delhi, 2006.
- **Jerome Kanter**, Managing with Information, Prentice Hall – India Private Limited, New Delhi, 2004, 4th Edition.
- Internet: An Introduction – CIS Series, Tata McGraw Hill.
- Informatics for Healthcare professional - Kathleen M,
- Management Information system - James O'Brien, Tate McGraw Hill

| <b>Hospitals &amp; Pharmaceutical Management</b> |         |   |   |                 |                |             |         |
|--|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code                                      | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|  | L       | T | P |                 |                |             |         |
| 23HA207(A)                                       | 4       | 0 |   | 40              | 60             | 100         | 4       |

**Course Objectives:**

To familiarize the students in drug development process and Pharmacy, to familiarize the application of technology in health care.

**SYLLABUS****UNIT - I****Periods: 8L+0T=8****Drug Development:**

Economics of New Drug Development - Need – Invention Methods: Chemical, Natural, Microbial, Biotechnological etc, Including Devices, Toxicity, Activity Screening Methods, pre – Chemical Development Stages: Acute, Sub Acute and Chronic Toxicity Studies, Special Tests and their Significance, Investigational New Drugs (IND) Status Clinical Development Phase, I, II & III Studies and their Significance, New Drug Application (NDA) Product Launch.

**UNIT - II****Periods: 8L+0T=8****Pharmaceutical development Process:**

Pre – Formulation Studies, Importance of Pharmacokinetics, Pharma –Co Dynamics, Understanding of oral Dosage Forms : Powders , Tablets : Costing Syrups, Elixirs, Suspensions, Capsules, Topical Preparations, Radio Diagnostic and Therapeutic Agents, Vaccines, Hormones, Cosmetics, Biotechnological and surgical Products Concepts of Sustained Release, Modified Release Dosage Forms, Herbal Drug, Prosthetic Material Nutraceuticals.

**UNIT - III****Periods: 8L+0T=8**

**Pharmacy Law:**

Pharmaceutical Legislations, Drugs and Pharmaceutical Industry, Drugs and Cosmetics Act 1940 & Rules 1945 and its Amendments, Pharmacy Act 1948, Drugs Price Control Order, Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954 national Health Policy.

**UNIT - IV****Periods: 8L+0T=8****Concepts & Issues Related to Health care Technology:**

Introduction – Problems and Constraints Associated with health care Technology - Present Trends in Health care Technology – Hospitals and Technology – Dealing with Technological Problems. Planning and Adopting Appropriate Technology in Health care – Mechanism to Ensure Appropriate use of health care Technologies – Developing Sources of Information on Hospital Technology – Medical Communications to Doctors – Evaluation methods of Health Technology.

**UNIT - V****Periods: 8L+0T=8****Role of Pharmacy in Hospital:**

Pharmacy and Therapeutic Committee (PTC), Hospital formulary, Hospital committees -Infection committee, Inventory control

Definition, various methods of Inventory Control ABC, VED, EOQ, Lead time, safety stock  
Drug distribution in the hospital, Distribution of Narcotic and other controlled substances

**TEXT BOOKS:**

➤ A.R.Gennero : Remington Pharmaceutical Science, Mark Publishing co.P.A

➤ Mital : Text book of Pharmaceutical Jurisprudence,  
Mirali Prakasan.New Delhi.

➤ Vijay Malik : Drug laws, Law book House

**REFERENCE BOOKS:**

- Hospital pharmacy William.E. Hassan Lippincott Williams and Wilkins
- Drug store & Business management Mohammed Ali & Jyoti Cbs Publisher
- Clinical Pharmacy and Therapeutics Eric T. Herfindal, Williams Wilkins Publication

| Pharmaceutical Marketing |         |   |   |                 |                |             |         |
|--------------------------|---------|---|---|-----------------|----------------|-------------|---------|
| Course Code              | Periods |   |   | Sessional Marks | End Exam Marks | Total Marks | Credits |
|                          | L       | T | P |                 |                |             |         |
| 23HA207(B)               | 4       | 0 |   | 40              | 60             | 100         | 4       |

**Course Objectives:** The course aims to provide an understanding of marketing concepts and techniques and their applications in the pharmaceutical industry.

### SYLLABUS

|  |                         |
|--|-------------------------|
| <b>UNIT - I</b>  | <b>Periods: 8L+0T=8</b> |
| <p><b>Marketing:</b> Definition, general concepts and scope of marketing; Distinction between marketing &amp; selling; Marketing environment; Industry and competitive analysis; Analyzing consumer buying behavior; industrial buying behavior.</p> <p><b>Pharmaceutical market:</b> Quantitative and qualitative aspects; size and composition of the market; demographic descriptions and socio-psychological characteristics of the consumer; market segmentation &amp; targeting. Consumer profile; Motivation and prescribing habits of the physician; patients' choice of physician and retail pharmacist. Analyzing the Market; Role of market research.</p> |                         |
| <b>UNIT - II</b>   | <b>Periods: 8L+0T=8</b> |
| <p><b>Product decision:</b> Classification, product line and product mix decisions, product life cycle, product portfolio analysis; product positioning; New product decisions; Product branding, packaging and labeling decisions, Product management in pharmaceutical industry.</p>   |                         |
| <b>UNIT - III</b>  | <b>Periods: 8L+0T=8</b> |
| <p><b>Promotion:</b> Methods, determinants of promotional mix, promotional budget; An overview of personal selling, advertising, direct mail, journals, sampling, retailing, medical exhibition, public relations, online promotional techniques for OTC Products.</p>   |                         |
| <b>UNIT - IV</b>   | <b>Periods: 8L+0T=8</b> |
| <p><b>Pharmaceutical marketing channels:</b> Designing channel, channel members, selecting the appropriate channel, conflict in channels, physical distribution management: Strategic importance, tasks in physical distribution management.</p> <p><b>Professional sales representative (PSR):</b> Duties of PSR, purpose of detailing, selection and training, supervising, norms for customer calls, motivating, evaluating, compensation and future prospects of the PSR.</p>  |                         |
| <b>UNIT - V</b>  | <b>Periods: 8L+0T=8</b> |
| <p><b>Pricing:</b> Meaning, importance, objectives, determinants of price; pricing methods and strategies, issues in price management in pharmaceutical industry. An overview of DPCO (Drug Price Control Order) and NPPA (National Pharmaceutical Pricing Authority).</p> <p>Emerging concepts in marketing: Vertical &amp; Horizontal Marketing; Rural Marketing; Consumerism; Industrial Marketing; Global Marketing.</p>   |                         |
| <b>Text &amp; References:</b>  |                         |
| <ul style="list-style-type: none"> <li>Philip Kotler and Kevin Lane Keller: Marketing Management, Prentice Hall of India, New Delhi</li> </ul>   |                         |



- Walker, Boyd and Larreche : Marketing Strategy- Planning and Implementation, Tata MCGrawHill, New Delhi.
- Dhruv Grewal and Michael Levy: Marketing, Tata MC Graw Hill
- Arun Kumar and N Menakshi: Marketing Management, Vikas Publishing, India

**REFERENCE BOOKS:**

- Rajan Saxena: Marketing Management; Tata MC Graw-Hill (India Edition)
- Ramaswamy, U.S & Nanakamari, S: Marketing Managemnt:Global Perspective,IndianContext,Mac- milan India, New Delhi.
- Shanker, Ravi: Service Marketing, Excell Books, New Delhi
- Subba Rao Changanti, Pharmaceutical Marketing in India (GIFT – Excel series) ExcelPublications.

## Course Code:23HA210 Aptitude & Logical Reasoning

**Course Objectives:**

|  |  |
|--|--|
| By the end of the course student will be able to : |  |
| 1.   | Solve problems related to numerical computations   |
| 2.   | Apply the concepts to solve numerical estimation problems                                  |
| 3.   | Analyze the given data to interpret for the required applications using graphs and charts. |
| 4  | Solve the logical and analytical abilities, reasoning questions.                           |
| 5  | Solve puzzles, diagrammatic problem-solving methods.                                       |

**Numerical Ability****UNIT I- Numerical computation****10 Hours**

Applications based on Numbers –Prime and Composite, Even and Odd Numbers, Divisibility Rule, Remainder Theorem, Finding Highest power, LCM &HCF, Averages, Ratio Proportion, Application of Ratios (Ages), Partnership

**UNIT II- Numerical estimation – I****10 Hours**

Applications based on Percentages, Profit Loss and Discount, Simple interest and Compound Interest. Time and work, Application of Time-work (Pipes & Cisterns), Time and Distance, circular Tracking, concept of Boats & steams.

**UNIT III- Numerical estimation – II & Data Analysis****8 Hours**

Data interpretation-Bar charts, Pie charts, Tabular graph, Line graph, Combination and Mixed graph. Ratios-proportion, average in terms of Data interpretation, Data Sufficiency in terms Numerical Ability.

**General Intelligence**

**UNIT IV-Logical and Verbal Reasoning**

**8 Hours**

Problems related to Number series, Letter Series ,Analogy based numbers, words and Letters,

Classification based on numbers, words and Letters, Coding –Decoding, Directions, blood relations , Clocks, Calendar

**UNIT V-Analytical and Non Verbal Reasoning**

**9 Hours**

Figure counting, Paper folding and Cutting Mirror & water Images, Seating arrangements, Venn Diagram, Data sufficiency in terms of reasoning, Alphabet and Ranking test, Cubes and Dice .

**Books for practice**

1. Quantitative aptitude by RS Agarwal, S Chand Publications
2. Verbal and nonverbal Reasoning by RS Agarwal from S Chand publications

**References**

1. Barron`s by Sharon Welner Green and Ira K Wolf (Galgotia Publications pvt. Ltd.)
2. Quantitative Aptitude by U Mohan Rao Scitech publications
3. Quantitative Aptitude by Arun Sharma McGrawhill publications
4. Quantitative Aptitude by Ananta Asisha Arihant publications
5. Quantitative Aptitude by Abhijit Guha
6. Quantitative Aptitude by Pearson publications
7. Material from „IMS, Career Launcher and Time“ institutes for competitive exams.
8. Elementary and Higher algebra by HS Hall and SR knigh

**Internship (Report and viva) \*\***

\*\* Total marks of 100 will be distributed as:

50 for the content of the project work report.

50 for the Viva/ Presentation on the project work.

And accordingly, grade will be awarded

6 weeks (during summer vacation after semester II examination) - Live project in any healthcare organisation