

**Scheme and Syllabi of
BBA (Hospital Administration)
Three Years (6 Semesters)
(Choice Based Credit System)**

**Department of Business Administration
Faculty of Commerce and Management
Chaudhary Devi Lal University, Sirsa
(Haryana)-India
PIN-125055**

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Scheme and Syllabi of

BBA (Hospital Administration)

Three Year (6 Semesters)

First Semester (Total Credits: 20)

Paper Code	Nomenclature of Paper	Nature of Course	Credits	External Marks	Internal Marks	Maximum Marks
BBA-HA-A101	Environmental Studies	Ability Enhancement Compulsory Course (AECC-1)	4	70	30	100
BBA-HA-C102	Principles of Management	Core Course (CC-1)	4	70	30	100
BBA-HA-C103	Accounting for Hospitals	Core Course (CC-2)	4	70	30	100
BBA-HA-C104	Healthcare and Hospital Environment	Core Course (CC-3)	4	70	30	100
BBA-HA-L105	Proficiency in English	Language 1	4	70	30	100
Total			20	350	150	500

Second Semester (Total Credits: 20)

Paper Code	Nomenclature of Paper	Nature of Course	Credits	External Marks	Internal Marks	Maximum Marks
BBA-HA-A201	Communication Skills	Ability Enhancement Compulsory Course (AECC-2)	4	70	30	100
BBA-HA-C202	Organizational Behaviour	Core Course (CC-4)	4	70	30	100
BBA-HA-203	Law of Contract	Core Course (CC-5)	4	70	30	100
BBA-HA-204	Health Economics	Core Course (CC-6)	4	70	30	100
BBA-HA-L205	Hindi	Language 2	4	70	30	100
Total			20	350	150	500

Scheme and Syllabi of

BBA (Hospital Administration): Semester 3rd -6th

Third Semester (Total Credits-20)

Paper Code	Nomenclature of Paper	Nature of Course	Credits	External Marks	Internal Marks	Maximum Marks
BBA-HA-C301	Marketing Management	Core Course (CC-7)	4	70	30	100
BBA-HA-C302	Hospital Operation Management	Core Course (CC-8)	4	70	30	100
BBA-HA-C303	Medical Terminology	Core Course (CC-9)	4	70	30	100
BBA-HA-GE-301	Hospital and Health System	Generic Elective (GE-1)	4	70	30	100
BBA-HA-DE-301	Hospital related Law	Discipline Specific Elective (DSE-1)	4	70	30	100
Total			20	350	150	500

Fourth Semester (Total Credits-20)

Paper Code	Nomenclature of Paper	Nature of Course	Credits	External Marks	Internal Marks	Maximum Marks
BBA-HA-C401	Financial Management	Core Course (CC-10)	4	70	30	100
BBA-HA-C402	Material Planning and Hospital	Core Course (CC-11)	4	70	30	100
BBA-HA-C403	Hazards and Disaster management	Core Course (CC-12)	4	70	30	100
BBA-HA-GE-401	Hospital core Services	Generic Elective (GE-2)	4	70	30	100
BBA-HA-DE-401	Epidemiology and Public Health Administration	Discipline Specific Elective (DSE-2)	4	70	30	100
Total			20	350	150	500

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Fifth Semester (Total Credits-22)						
Paper Code	Nomenclature of Paper	Nature of Course	Credits	External Marks	Internal Marks	Maximum Marks
BBA-HA-C501	Income and Service Tax	Core Course (CC-13)	4	70	30	100
BBA-HA-SE-501	Business Statistics	Skill Enhancement (SE-1)	4	70	30	100
BBA-HA-GE-501	Hospital Support and Utility Services	Generic Elective (GE-3)	4	70	30	100
BBA-HA-DSE-501	Medical Record Management	Discipline Specific Elective (DSE-3)	4	70	30	100
BBA-HA-AP-501	Information Technology for Health Managers	Additional Paper (AP-1)	4	70	30	100
BBA-HA-ST-501	Summer Internship Report	Summer Field Training	2	-	50	50
Total			22	350	200	550

Sixth Semester (Total Credits-22)						
Paper Code	Nomenclature of Paper	Nature of Course	Credits	External Marks	Internal Marks	Maximum Marks
BBA-HA-C601	Income Tax Law And Planning	Core Course (CC-14)	4	70	30	100
BBA-HA-SE-601	Entrepreneurship and consultancy in Healthcare	Skill Enhancement (SE-2)	4	70	30	100
BBA-HA-GE-601	Hospital Administration and Human Resource Management	Generic Elective (GE-4)	4	70	30	100
BBA-HA-DSE-601	Quality in Health Care	Discipline Specific Elective (DSE-4)	4	70	30	100
BBA-HA-AP-601	Sociology	Additional Paper (AP-2)	4	70	30	100

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BBA- HA-601	Viva-Voce		2	-	50	50
Total			22	350	200	550

Note:

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2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

The students of the department of Business Administration will earn 12 credits by choosing the Open Elective Courses offered by the other departments other than department of Business Administration.

Total Credits and Marks of all semesters of BBA (Hospital Administration)		
Semester	Credits	Marks
I	20	500
II	20	500
III	20	500
IV	20	500
V	22	550
VI	22	550
I to VI	124	3100
I to VI (OE)	12	300
Total	136	3400

The Department of Business Administration offers following Open Elective Courses for the students of Other Departments in Third, Fourth, Fifth and Sixth semester

Paper Code	Nomenclature of Paper	Nature of Course	Credits	External Marks	Internal Marks	Maximum Marks
BBA-HA-OE-301	Business Research Methods	Open Elective	4	70	30	100
BBA-HA-OE-401	Managerial Skills	Open Elective	4	70	30	100
BBA-HA-OE-501	Customer Relationship Management	Open Elective	4	70	30	100
BBA-HA-OE-601	Strategic Management	Open Elective	4	70	30	100

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BBA (HA): SEMESTER I
BBA-HA-A101: ENVIRONMENTAL STUDIES

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: The objective of this paper is to create the awareness among the students towards environmental concepts and issues for smooth life of species and human at earth.

The Subject of Environmental Studies is included as a qualifying paper in all UG Courses (including professional courses also) and the students will be required to qualify the same otherwise the final result will not be declared and degree will not be awarded.

Unit 1 The multidisciplinary nature of environmental studies: Definition, Scope and importance need for public awareness. Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. a) Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. b) Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources; Growing energy needs, renewable and non-renewable energy sources, case studies. f) Land resources: Land as a resource, land degradation man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Unit 2 Ecosystems: Concept of an ecosystem, Structure and function of an ecosystem. Producers, Consumers and decomposers. Energetical flow in the ecosystem, Ecological succession, Food chains, food webs and ecological pyramids. Introduction, types, Characteristic features, structure and function of the following of the ecosystem: Forest ecosystem, Grass land ecosystem, desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries). Biodiversity and its conservation: Introduction-Definition: genetic, species and ecosystem diversity. Bio-geographical classification of India. Value of diversity: consumptive use, productive use, social, ethical; aesthetic and option calls. Biodiversity at global, National and local levels. India as a mega-diversity nation. Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemics. Conservation of biodiversity: In-situ and Ex-situ, Conservation of biodiversity.

Unit 3 Environmental Pollution: Definition-Causes, effects and control measures of Air pollution, Water pollution, Soil pollution, Marine pollution, Noise pollution, Thermal pollution, Nuclear hazards, Solid waste Management: Causes, effects and control measures of urban and industrial wastes. Role of an individual in prevention of pollution. Pollution case studies. Disaster Management: floods, earthquake, cyclone and landslides. Social Issues and the environment: From Unsustainable to Sustainable development. Urban problems related to energy. Water conservation, rain water harvesting, watershed management. Resettlement and rehabilitation of people; its problems and concerns. Case studies. Environmental ethics: Issues and possible

solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Wasteland reclamation. Consumerism and waste products. Air (prevention and Control of Pollution) Act. Water (prevention and control of pollution) Act. Wildlife Protection Act. Forest Conservation Act. Issues involved in enforcement of environmental legislation. Public awareness. Human Population and the Environment: Population growth, variation among nations. Population explosion- family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV/AIDS. women and child welfare, role of information technology in environment and human health, Case Studies.

Field work: Visit to a local area to document environmental assets: river/forest grass land/ hill/mountain, Visit to a local polluted site-Urban/Rural/Industrial/ Agricultural, Study of common plants, insects, birds. Study of simple ecosystems pond, river, hill slopes, etc.

Suggested Readings:

1. Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
2. Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad-380013, India.
3. Clerk RS., Marine Pollution; Clanderson Press Oxford.
4. Down to Earth, Centre for Science and Environment.
5. Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay.
6. Mhaskar A.K, Matter Hazardous, Techno-Science Publications.
7. Townsend C., Harper J, and Michael Begon, Essentials of ecology, Blackwell Science.
8. Trivedi R.K and P.K Goel, Introduction to air pollution, Techno-Science Publications.
9. Trivedi R.K, Handbook of Environmental Laws, Rules, Guidelines Compliances and Standards, Vol I and II, Envirol Media.
10. Wagner KD., 1998. Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p.

Note:

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BBA (HA): SEMESTER I
BBA-HA-C102: PRINCIPLES OF MANAGEMENT

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: To facilitate an understanding of concepts, principles and functions of management, and their application in Hospitals.

Unit 1 Management: Nature, Scope Process and Significance; Management as an Art, Science and Profession; Management and Administration; Role and Skills of Managers; Levels of Management; Contribution of F. W. Taylor and Henry Fayol.

Unit 2 Planning: Meaning and Importance, Planning Process, Making Planning Effective, Types of Plans; Decision Making: Concept, Nature, Types of Decision, Process and Techniques. Organizing: Nature, Process, Importance and Principles; Organizational Structure; Centralization and Decentralization, and Delegation of Authority.

Unit 3 Staffing: Concept, Nature and Scope; Directing: Concept, Nature and Importance, Principles and Elements of Directing, Leadership: Meaning, Importance, Styles and Characteristics of a Good Leader.

Unit 4 Communication: Meaning, Types and Significance; Motivation: Meaning, Types, Significance and Theories; Control: Nature, Process and Significance, Control Techniques.

Suggested Readings:

1. Gupta C. B., *Management –Theory and Practice*, Sultan Chand & Sons, New Delhi.
2. Koontz, H. and Wehrick, H., *Management*, McGraw - Hill, New York.
3. Prasad, L.M., *Principles of Management*, S. Chand & Sons, New Delhi.
4. Rao, V. S. P., *Management*, Excel Books, New Delhi.
5. Robbins, S.P., *Management*, Englewood Cliffs, Prentice Hall Inc., New Jersey.
6. Stoner, J., *Management*, Prentice Hall of India, New Delhi

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BBA (HA): SEMESTER I
BBA-HA-C103: ACCOUNTING FOR HOSPITALS

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: To develop conceptual understanding of the fundamentals of financial accounting system.

Unit 1 Accounting: Nature, Scope, Functions and Limitations, Types of Accounting and Accounting System, Accounting Concepts and Conventions, Accounting Equation.

Unit 2 Accounting Process: Journal and Ledger, Trial Balance, Rectification of Errors, Subsidiary Books; Capital and Revenue, Classification of Income, Receipts and Expenditure.

Unit 3 Preparation of Final Accounts: Trading Account, Profit and Loss Account, Balance Sheet (with adjustments);

Unit 4 Depreciation: Concept, Causes, Features, Objectives and Methods; Bank Reconciliation Statement; Bills of Exchange; Role of Computer in Accounting.

Suggested Readings:

1. Anthony R. N. and Reace J. S., *Accounting Principles*, Tata McGraw Hill, New Delhi.
2. Bhattacharya's. K. and Dearden J., *Accounting for Management - Text and Cases*, Vikas Publishing House, New Delhi.
3. Gupta, R. L. and Ramaswamy, *Advanced Accounting, Vol. I*, Sultan Chand & Sons, New Delhi.
4. Hingorani, N. L. and Ramanathan, A. R., *Management Accounting*, Sultan Chand & Sons, New Delhi

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2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

BBA (HA): SEMESTER I
BBA-HA-C104: HEALTHCARE AND HOSPITAL ENVIRONMENT

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: The main objective of this course is to apprise the students of economic policies, environment and parameters of healthcare sector.

Unit 1 Introduction: Theoretical framework, Internal and External Environment, Environmental Scanning, Economic Environment, Competitive Environment, Natural Environment, Politico-Legal Environment, Socio-Cultural Environment, International and Technological Environment.

Unit 2 Health Care Systems: Evolution, Institutional Settings, Out Patient services, Medical Services, Surgical Services, Operating department, Pediatrics services, Dental services, Psychiatric services, Casualty and Emergency services, Hospital Laboratory services, Anesthesia services, Obstetrics and Gynecology services, Surgery service and Neurology services.

Unit 3 Health Care Sector in India: Primary care, Secondary care, Tertiary care, Rural Medical care, Urban medical care, Curative care, Preventive care, General and special Hospitals, Understanding the Hospital Management: Role of Medical and Nursing Staff, Paramedical and Supporting Staff; Health Policy, Population Policy, Drug Policy, Medical Education Policy.

Unit 4 Health Care Regulation: WHO, International Health regulations, IMA, MCI, State Medical Council Bodies, Health Universities and Teaching Hospitals and other Health care Delivery Systems.

Suggested Readings:

1. Liz Haggard, Sarah Hosking, *Healing the Hospital Environment: Design Maintenance, and Management of Healthcare Premises*, Taylor and Francis, Abingdon.
2. Mills, A. & Lee, K., *Economics of Health*, Oxford Publication, New Delhi.
3. Peter, Z. & Fredrick, B., *Health Economics*, Oxford Publication, New Delhi.
4. Shanmugasundaram, Y., *Health Economics*, Oxford Publication, New Delhi.
5. Goel S. L., *Healthcare Management and Administration*, Deep & Deep publications Pvt. Ltd., New Delhi.

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BBA (HA): SEMESTER I
BBA-HA-L105: PROFICIENCY IN ENGLISH

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: The objective of the course is to make the students aware about the basics of English language and make them proficient in reading, writing, comprehension and speaking skills.

Unit 1 Basic Grammar: Spotting the errors pertaining to Articles, Nouns, Pronouns, Adjectives, Adverbs, Subject Verb Concord, Active and Passive voice, Reporting Speech; Reading and writing skills - Paragraph Writing, Outline Development, Slogan Writing, Dialogue Writing and Comprehension Passage.

Unit 2 Vocabulary, Antonyms, Synonyms, Idioms and Phrases, Words often Confused, One Word Substitution, Homonyms and Formation of words (Suffixes, Prefixes and Derivatives).

Unit 3 Introduction to Principal Components of Spoken English - Transcription, Word Accent and Intonations; Techniques of developing proficiency in English language: Newspaper and Magazine reading, Reviewing and rewriting.

Unit 4 Audio Visual Aids for language skill enhancement, Book Review Writing; Writing for Media and Advertising, Group Discussion, Problem Solving Exercise and Visual Interpretation.

Suggested Readings:

1. AnjanaNeira Dev, AnuradhaMarwah& Swati Pal, *Creative Writing - A Beginner's Manual*, Pearson, New Delhi.
2. Balasubramania, *English Phonetics for Indian Students*, Macmillan Publishers, Chennai.
3. Sharma, S. D., *Communication Skill in English*, Natraj Publishing House, New Delhi.
4. Wren and Martin: *High School Grammar & Composition*: Sultan Chand & Sons, New Delhi.

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BBA (HA): SEMESTER II
BBA-HA-A201: COMMUNICATION SKILLS

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: The course is aimed at equipping the students with the necessary skills to help them in effective communication.

Unit 1 Communication: Meaning, Process, Need, Objectives and Importance; Barriers in Communication; Guidelines for Effective Communication; 7 C's of Communication, Ethics in communication.

Unit 2 Types of Communication: Verbal - Oral and Written Communication, Non-verbal - Kinesics, Proxemics and Para Language; Modern forms of Communication, Cross Cultural Communication.

Unit 3 Audience Analysis, Writing Skills, Listening Skills, Speaking Skills, Presentation Skills, Negotiation Skills.

Unit 4 Internal Communication: Memo, Notice, Circular, Order and Proposal; Report-Writing; Agenda and Minutes of the Meeting; External Communication: Meaning, Layout, Parts and features of Business letter.

Suggested Readings:

1. Courtland, L. B., John, V. T. and Chaturvedi, M., *Business Communication Today*, Pearson Education, New Delhi.
2. Krizan, Merrier, Logan and Williams, *Effective Business Communication*, Cengage Learning, New Delhi.
3. Lesikar, R. V., Flatley, M. E., Rentz, K. and Pande, N., *Business Communication*, Tata McGraw Hills, New Delhi.
4. Murphy, H. A., Hildebrandt, H. W. and Thomas, J. P., *Effective Business Communication*, Tata McGraw Hills, New Delhi.
5. Raman, Meenakshi and Singh, Prakash, *Business Communication*, Oxford University Press, New Delhi.

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BBA (HA): SEMESTER II
BBA-HA-C202: ORGANIZATIONAL BEHAVIOUR

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: To facilitate an understanding of human behaviour and its varied determinants.

Unit 1 Organizational Behaviour: Concept and Significance, Understanding Individual and Group Behaviour, Perception - Meaning and Significance; Perceptual Organization - Laws of Organization, Errors in Perception.

Unit 2 Learning: Meaning, Process and Types; Learning Theories - Classical Conditioning, Operant Conditioning, Social Learning Theories, Learning Curves; Problem Solving and Thinking; Interpersonal and group dynamics.

Unit 3 Emotions: Meaning and Theories, Management of Emotions; Emotional Intelligence - Meaning, Significance and Assessment; Attitude and Value: Meaning, Components and Theories.

Unit 4 Personality: Meaning, Types, Determinants and Assessment of Personality; Theories of Personality: Self-concept, Self-esteem and Self-efficacy; Managing Change and Conflicts; Organizational Development, Managing Cultural Diversity.

Suggested Readings:

1. Luthans, Fred, *Organisations Behaviour*, Tata McGraw Hill, New Delhi.
2. Morgan, C. T. and King, *Introduction to Psychology*, McGraw Hill, New Delhi.
3. Parsad L. M., *Organizational Behaviour*, Sultan Chand and Sons, New Delhi.
4. Robert, A. Baron, *Psychology*, Pearson, New Delhi.
5. Stephen P. Robbins, SeemaSanghi, *Essentials of Organizational Behaviour*, Pearson, New Delhi.

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BBA (HA): SEMESTER II
BBA-HA-C203: LAW OF CONTRACT

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: To familiarize the students with the day to day operations of hospitals and healthcare services.

Unit 1 Contract: Meaning, Nature and Types; Essentials of a Valid Contract; Agreement: Formation of an Agreement; Proposal and Acceptance: Their Various Forms and Essential Elements, Communication

Unit 2 Legal Disability to Enter into Contract; Minors, Persons of Unsound Mind, Persons disqualified by Law.

Unit 3 Consent: Definition, Free consent, Coercion, Fraud and Misrepresentation; Legality of Object, Void and Voidable agreements.

Unit 4 Performance of Contract, Breach of Contract and its Remedies; Quasi Contracts, Contracts of Indemnity and Guarantee.

Suggested Readings:

1. Aggarwal, S. K., Singhal, K., *Business Laws*, Galgotia Publications, New Delhi.
2. Datey, V. S., *Business and Corporate Laws*, Taxmann Publications, New Delhi.
3. Kuchhal and Prakash, *Business Legislation for Management*, Vikas Publishing, New Delhi.
4. Tulsian, P. C., *Business Law*, Tata McGraw Hill, New Delhi.

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BBA (HA): SEMESTER II
BBA-HA-C204: HEALTH ECONOMICS

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: To introduce basic concepts, analytical tools and theories of health economics.

Unit 1 Health Economics: Nature and Scope, Role of economic analysis in health care decision making, Basic concepts, Resource allocation for public health and rationale of government; Intervention and control, Objectives of health organization, Health services demand and Elasticity of demand, Demand estimation and forecasting of health services.

Unit 2 Determinants of costs of different medical services, Opportunity cost, Accounting cost, Marginal costing and their application in managerial decision making in health organization; Criteria for investment decision in hospitals.

Unit 3 Pricing Strategies and tactics of medical care services in government and private health organization; Difference between profit and non-profit making health care institutions; Health in human development index.

Unit 4 Framework of economic, social and political environment in health care services, Economic design and models, Efficiency and economic evaluation, Valuation of non-health services resources.

Suggested Readings:

1. Dean, Jod, *Managerial Economics*, Prentice Hall, New Delhi,
2. Dwivedi, D. N., *Managerial Economics*, Vikas Publication, New Delhi,
3. Hederson, *Health Economics and Policy*, Cengage, New Delhi.
4. Peterson, Lewis, *Managerial Economics*, Prentice Hall of India, New Delhi.
5. Rana, H. P. S., *Health Economics*, Alfa publication, New Delhi.
6. Rout, H. S., *Health Economics in India*, New century publication Delhi.

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BBA (HA): SEMESTER II
BBA-HA-L205: HINDI

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

उद्देश्य: प्रस्तुत पाठ्यक्रम का उद्देश्य व्यवसाय एवं प्रबंधन से जुड़े विद्यार्थियों को राजभाषा हिन्दी का व्यावहारिक ज्ञान प्रदान करना है।

Unit 1 राजभाषा अधिनियम, राष्ट्रपतिके अध्यादेश तथा केंद्रीय सरकार की हिन्दी शिक्षण योजना; पत्राचार के विविध रूप (मूलपत्र, पत्रोत्तर, पावती, अनुस्मारक).

Unit 2 अर्ध-सरकारी ज्ञापन, परिपत्र, आदेश, पृष्ठांकन, अंतः विभागीय टिप्पणी, निविदा सूचना, विज्ञापन, प्रैस विज्ञप्ति, प्रैसनोट, प्रतिवेदन)

Unit 3 अनुवाद: स्वरूप, प्रकृति, प्रक्रिया, वर्गीकरण, व्यावहारिक अनुवाद (प्रदत्त अंग्रेजी/हिन्दी अनुच्छेद का अनुवाद); पल्लवन: परिभाषा, प्रक्रिया और गुण; संक्षेपण: परिभाषा, विधि और गुण.

Unit 4 पारिभाषिक शब्दावली (मंत्रालयों, उपक्रमों, निगमों, बैंकों, रेलवे-क्षेत्रों, रेडियो तथा दूरदर्शन में प्रयुक्त पारिभाषिक शब्दों एवं व्यंजनों का अध्ययन; निबंध लेखन: महंगाई, कालाधन, बैंक और वाणिज्य, लघु उद्योग, श्रमिक असंतोष, विज्ञापन और व्यवसाय।

संदर्भग्रन्थ:

1. *प्रयोजनमूलक हिन्दी*, राजनाथ भट्ट, हरियाणा साहित्य अकादमी, पंचकुला।
2. *अनुवाद विज्ञान*, राजमणि शर्मा, हरियाणा साहित्य अकादमी, पंचकुला।
3. *प्रयोजनमूलक हिन्दी के छः अध्याय*, दर्शन कुमार जैन, लिपि प्रकाशन, अंबाला छावनी।

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid-term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end-term examination of 70 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

**EVENT MANAGEMENT
(BBA-HA-OE-201)**

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Course Objective: The purpose of this course is to make the students familiar with techniques and skills required for successful organisation of special events.

Course Contents:

Unit 1 Principles of Event Management; Types of events: Sports, Rallies, Wedding, Festivals, Educational and Corporate events; Developing mission, Establishing objectives, Preparing event proposal.

Unit 2 Leadership Traits and characteristics, Crowd management, Major risks and emergency planning; Event Budget Different types of sponsorships, Strategic development and Implementation.

Unit 3 Purpose, Venue, Timing, Guest list, Invitations, Food & drink, Room dressing, Equipment, Protocols, Dress codes, Staging, Guest of honor, Speakers, Media, Photographers, Podium, Exhibition.

Unit 4 Marketing tools: Advertising and Promotions, Flyers, Posters, Newsletters, Blogs and Tweets; Media tools: Media invitations, Photo-calls, Press releases, Telecast, Radio interviews; Evaluation: Budget, Cost of event, Return on investment, Media coverage, Attendance and Feedback.

Suggested Readings:

- Anton Shone & Bryn Parry, *Successful Event Management*, Cengage Learning, New Delhi.
- Chaturvedi Ashutosh, *Event management, a professional approach*, Global India Publications, New Delhi.
- Glenn Bowdin, William O'Toole, Johnny Allen, Rob Harris, Ian McDonnell, *Events Management*, Routledge Publishers, New Delhi.
- Lynn Van Der Wagen & Brenda R Carlos, *Event Management*, Pearson, New Delhi.
- Razaq Raj, Paul Walters & Tahir Rashid, *Event management, an integrated & practical approach*, Sage, New Delhi.

Note:

1. The list of cases and specific references including recent articles will be announced in the class at the time of launching of the course.
2. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid-term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end-term examination of 70 marks covering the whole syllabus.
3. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

BBA (HA): SEMESTER 1
BBA-HA-OE-101: HEALTHCARE MANAGEMENT AND ADMINISTRATION

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: the main objective of this course is to apprise the students of economic policies environment and parameters of health care sector.

- Unit-I Health Care Systems: Evolution, Institutional Settings, Out Patient services, Medical Services, Surgical Services, Operating department, Pediatric services, Dental services, Psychiatric services, Casualty and Emergency services, Hospital Laboratory services, Anesthesia services, Obstetrics and Gynecology services, Surgery service and Neurology services.
- Unit-II Health Care Sector in India: Primary care, Secondary care, Tertiary Care, Rural Medical care, Urban medical care, Curative care, Preventive care, General and special Hospitals, Understanding the Hospital Management; Role of Medical and Nursing Staff, Paramedical and Supporting Staff; Health Policy, Population Policy, Drug Policy, Medical Education Policy.

Suggested Readings:

1. Liz Haggard, Sarah Hosking, Healing the Hospital Environment; Design Maintenance and Management of Healthcare Premises, Taylor and Francis, Abingdon.
2. Mills, A. & Lee, K., Economics of Health, Oxford Publication, New Delhi.
3. Peter, Z. & Fredrick, B., Health Economics, Oxford Publication, New Delhi.
4. Shanmugansundaram, Y., Health Economics, Oxford Publication, New Delhi.
5. Goel S.L., Healthcare Management and Administration, Deep& Deep Publications Pvt. Ltd., New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid-term examination (20 Marks) covering two units of the syllabus and assignment (05 marks) and class attendance (05 marks). The external evaluation includes end-term examination of 70 marks covering the whole syllabus.
2. For end-term examination, the examiner is required to set nine questions in all. The first question will be compulsory consisting of short-answer question (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

BBA (HA): SEMESTER III
BBA-HA-C301: MARKETING MANAGEMENT

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: The objective of this paper is to provide basic knowledge of the concept, principles, tools and techniques of marketing.

Unit 1 Marketing: Introduction, Difference between Marketing and Selling, Evolution of Marketing Concepts, Marketing Mix, Marketing Process, Marketing environment.

Unit 2 Determinants of Consumer Behavior, Consumer Purchase Decision Process; Market Segmentation: Concept, Importance and Bases; Target Marketing; Differentiation and Positioning; Product Differentiation vs. Market Segmentation.

Unit 3 Product and Product Line Decisions; Branding, Packaging and Labeling Decisions, Product Life Cycle, New Product Development; Pricing Decisions; Pricing Policies and Strategies.

Unit 4 Marketing Channels, Retailing, Wholesaling, Warehousing and Physical Distribution. Conceptual Introduction to Supply Chain Management, Conceptual Introduction to Customer Relationship Marketing; Promotion Mix and Factors Affecting Promotion Mix. Types of Marketing: Tele Marketing, E-Marketing, Service Marketing; Rural Marketing: Features and Importance, Suggestions for Improvement of Rural Marketing.

Suggested Readings:

1. Kotler, Keller, and Jha, Marketing Management, Pearson Education.
2. Zikmund and D'Amico, Marketing, Thomson Learning.
3. Etzel, Walker, Stanton and Pandit, Marketing Concepts and Cases.
4. Arun Kumar, Meenakshi, Marketing Management, Vikas Publishing House.
5. Saxena, Rajan, Marketing Management, McGraw Hill.
6. Chhabra and Grover: Marketing Management, Dhanpat Rai.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid-term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

BBA (HA): SEMESTER III
BBA-HA-C302: HOSPITAL OPERATION MANAGEMENT

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: The objective of this paper is to familiarize the students of various activities and operational aspects in a hospital.

Unit 1 Promoting and building a new Hospital: Planning the Hospital, Guiding Principles in Planning Hospital Facilities and Services in Planning, Preliminary Survey, Financial Planning Equipment Planning, Assessment Survey of Community, Factors Determining Site, Legal Requirements, Design Consideration, Project Management.

Unit 2 Planning and Designing Administrative Services, Financial Management Unit, Hospital Information System, Nursing Service Administrative Unit, Human Resource Management, Marketing and Public Relations Unit.

Unit 3 Planning and Designing Medical and Ancillary Service; Out Patient Services, Emergency Services, Clinical Laboratories, Radiological Services, Surgical Department, Labour and Delivery Suites, Physical Therapy, Occupational Therapy, Speech and Hearing Therapy. Planning And Designing Nursing Services: General Nursing Unit, Pediatric Nursing Unit, Obstetric Nursing Unit, Psychiatric Nursing Unit, Intensive Care Units.

Unit 4 Planning and Designing Supportive Services; CSSD, Pharmacy, Admitting department, Housekeeping services, Public areas.

Suggested readings:

1. Principles of Hospital Administration and Planning: B.M. Sakharkar.
2. Park's textbook of Preventive and Social medicine.
3. Management of Hospitals: S.L. Goel, R. Kumar.
4. Hospital and Health Services administration, Tabish.
5. Kunders, G.D. Hospitals- facilities planning and management.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

BBA (HA): SEMESTER III
BBA-HA-C303: MEDICAL TERMINOLOGY

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: This paper provides an opportunity to develop skills for interpreting and understanding medical terms and abbreviations.

Unit 1 Introduction to Medical Terminology, Word Formation and Syntax, Greek Alphabets. Greek and Latin Prepositional and Adverbial Prefixes, Singular and Plural Endings, Commonly Used Prefixes in Medical Terminology, Commonly Used Suffixes in Medical Terminology, Commonly Used Root Words in Medical Terminology, Common Latin Terms Used in Prescription Writing, Study of Standard Abbreviations, Commonly Used Medical Terms to Define Different Parts of External Human Body.

Unit 2 Different Parts, Basic Functions and Importance of the Following Systems in Human Body; Digestive System, Respiratory System, Muscular Skeletal System, Commonly Terminologies Used by Gastroenterologist, ENT Surgeon and Orthopaedician.

Unit 3 Different Parts, Basic Functions and Importance of the Following Systems in Human Body; Circulatory System, Male Reproductive System, Female Reproductive System. Commonly Terminologies Used by Cardiologist Gynecologist (Including Family Planning) and Oncologist.

Unit 4 Different Parts, Basic Functions and Importance of the Following Systems in Human Body, Central Nervous System, Excretory System, Endocrine Glands, Commonly Terminologies Used by Neurologist, Endocrinologist and Dentist.

Suggestive Readings:

1. Medical Terminology: A Living Language, by Bonnie F. Fremgen and Suzanne S. Frucht. 5th Edition
2. Quick Medical Terminology: A Self-Teaching Guide (Wiley Self Teaching Guides) by Shirley Soltesz Steiner and Natalie Pate Capp
3. Basic Medical Terminology Concepts (2nd Edition) by Marilyn White Wilson
4. Medical Terminology: The Basics (Quick Study Academic)
5. Medical Terminology: The Body (Quick Study Academic) by BarCharts
6. A guide for beginners to medical terminology by Beatrice Saxon (1960)

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid-term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

BBA (HA): SEMESTER III
BBA-HA-GE-301: HOSPITAL AND HEALTH SYSTEM

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: This paper provides the students a basic insight into the main features of Indian health care delivery system.

Unit 1 Health: Meaning, Concept, Holistic Approach to Health, Information Relating to Health, Historical Development of Health Care System in India, Determinants to Health, Responsibility For Health, Health and Development, Indicators of Health, Concept of Disease, Concept of Causation, History of Disease, Concept of Control, Modes of Intervention, Definition and Meaning of Hospital, Historical Development of Hospitals, Growth of Hospital in India.

Unit 2 Present State of Government Hospitals, National Health Policy, Health Committees and Their Recommendations, National Health Budget, Purpose, Types and Practices in Indian Context, Hospital Viewed as a System, Role of Hospitals. Hospital Viewed as a Social System.

Unit 3 Changing Concept of Hospitals During 1990-2003, Modern Hospital as a Complex Entity, Present Status of Hospitals in India, Reforms of Healthcare System, Peculiarities of Hospital Systems, Benefits to the Health Care Systems, Overview of Health Care Delivery System, Role of Hospitals in Primary Health.

Unit 4 Evaluating Health System, Health Programmes in India, Managerial Process in National Health Development, Cost Benefit Analysis in Health Field.

Suggestive Readings:

1. Cumper G.E. Evolution of International Health System. Oxford University Press. New York.
2. Goel, S.L and R. Kumar. Management of Hospital. Deep and Deep, New Delhi.
3. Park, K. Social Medicine. Banarsidas Bhanot Publishers.
4. Oxford Text Book of Public Health - Oxford Medical Publication.
5. David Armstrong. An Outline of Sociology as Applied to Medicine.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

BBA (HA): SEMESTER III
BBA-HA-GE-301: HOSPITAL RELATED LAW

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: This paper provides the students with various legal aspects concerning type and character of the health care organizations and its duties towards patients and its employees

Unit -I Law and Establishment of Hospitals-Private and Public, Legal Requirements Under Medical Council Acts.

Unit-II Legal Aspects Relating to Organ Transplantation, MTP Act 1971, Basics of Drugs and Cosmetic Acts, ESI Act, PNDT Act, Human Experimentation, Clinical Trials, Industrial Dispute Act.

Unit-III Legal Liability of Hospitals - Criminal, Civil and Tortuous; Liability For Negligence, Consumer Protection Law, Absolute Liability And Vicarious Liability, Law of Tort, Criminal Law and Consumer Protection Act.

Unit-IV Confidentiality and Professional Secrecy, Codes of Conduct: Hippocrates Oath and Declaration of Geneva -MCI Regulation - Professional Conduct, Etiquette and Ethics.

Suggested Readings:

1. Medico-legal Aspects of Patient Care, 3rd Edition, R. C. Sharma, Peepee Publishers and Distributors-2008.

1. Khergamwala, J.S., The Negotiable Instrument Acts, N.M. Tripathi, Bombay.

2. Ramaiyam, A., Guide to the Companies Act, Wadhwa, Nagpur.

3. Shah, S.M., Business Law for Managers, Sultan Chand, New Delhi.

4. Tulisian P.C., Busienss Law, TMH, New Delhi.

5. Chandra Bose, Business Laws, PHI, New Delhi.

6. Bulchandani, Business Law for Management, Himalaya Publishing House.

7. Kumar, Legal Aspect of Business 1st Edition, Cengage Learning.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus. an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

BBA (HA): SEMESTER IV
BBA-HA-C401: FINANCIAL MANAGEMENT

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: This paper intends to familiarize and develop understanding of the students of the financial management processes for optimum utilization of financial resources in healthcare sector.

Unit 1 Financial Management: Meaning, Concept, Significance, Objectives and Scope; Financial Decisions. Time Value of Money, Risk and Return Analysis, Sources of Finance.

Unit 2 Financial Planning: Concept and Theories. Capitalization: Meaning, Types (Over Capitalization, Undercapitalization and Optimum Capitalization). Financial Forecasting: Meaning, Purpose, Process, Types, Methods and Theories.

Unit 3 Capital Structure: Concept, Patterns, Point of Indifference, Theories, Sound Capital Mix, Capital Gearing, Financial Distress and Pecking Order Theory; Leverages: Meaning and Types (Financial Leverage, Operating Leverage, Composite Leverage). Cost of Capital: Concept, Significance, Computation of Cost of Capital (Cost of Debt, Inflation Adjusted Cost of Debt, Cost of Preference Capital, Cost of Equity Share Capital And CAPM, Cost of Retained Earnings and Weighted Average Cost of Capital).

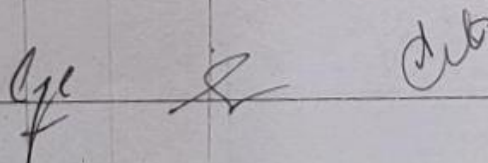
Unit 4 Capital Budgeting: Nature, Significance and Techniques. Risk and Uncertainty in Capital Budgeting; Risk Adjusted Discounting Rate, Certainty Equivalent Method, Sensitivity Technique, Probability Technique, Standard Deviation Technique, Co-Efficient of Variation Method and Decision Tree Analysis. Management of Cash and Marketable Securities: Objectives of Cash Management, Factors Determining Cash Needs, Receivables Management: Meaning, Objectives, Credit Policies; Inventory Management: Objectives, Techniques; Dividend Policy: Meaning, Factors affecting Dividend decision, Dividend theories.

Suggested Readings:

1. Gupta, S.K. and Sharma, R.K., Financial Management: Theory and Practice. Sultan Chand and Sons
2. Goel, D. K., Goel, R., and Goel, S, Accounting for Management and Financial Management. Avichal Publishing Company.
3. Pandey, I. M., Essentials of Financial Management, 4th Edition. Vikas Publishing House.
4. Maheshwari, S. N., Financial Management: Principal and Practices. New Delhi, Sultan Chand.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
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BBA (HA): SEMESTER IV
BBA-HA-C402: MATERIAL PLANNING AND HOSPITAL

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: This course intends to familiarize the students of various activities and operational aspects in a hospital.

Unit 1 Materials Management: Concept, Objectives, Importance and Functions of Material Management, Material Planning: Concept, Significance and Procedure, Material Control: Concept and Steps, Material Budget: Concept, Purpose and Factors. Relevance of Materials Management.

Unit 2 Purchasing: Meaning, Objectives and Importance of Purchase. Functions of Purchase Department, Factors Influencing Purchasing, Purchase Cycle, Purchasing Policy: Essentials and Advantages, Purchasing Policy Issues, Scientific Principles of Purchasing (5 R's of Purchasing), Purchase Procedure, Purchase Methods. Legal Aspect- Reference to Contract Act, Sale of Goods Act in Respect to Purchase.

Unit 3 Inventory Control: Concept, Objectives, Functions and Significance of Control. Methods of Inventory Control, Distribution Management (Logistic Management): Concept, Steps and Techniques. Quality Control: Meaning, Principles and Techniques. Exceptional Management Needs in Healthcare Units, Management of Blood Bank. Donated Organs, Morgues Dispensaries.

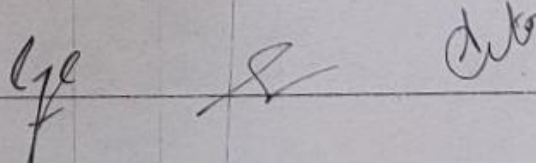
Unit 4 Stores Management: Meaning, Objectives and Functions of Store Management Location of Stores: Determinants, Centralized Versus Decentralized Storing, Security and Safety Measures in Stores Management, Contract Administration: Administration of Services Obtained Through Contract, Model Contract For Laundry, Dietary, Dispensary, Security and Ambulance Services.

Suggested Readings:

1. Jha, S.M. *Hospital Management*. Mumbai: Himalaya Publishing House.
2. Ammer S. *Purchasing and Materials Management for Health Care Institutions*. North Eastern University.
3. Jha, S.M. *Services Marketing*. Chap. 12- Hospital Marketing. Mumbai: Himalaya Publishing House.
5. Sharma, F. C. *Purchase and Materials Management*. Mahavir Book Depot.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.



BBA (HA): SEMESTER IV
BBA-HA-C403: HAZARDS AND DISASTER MANAGEMENT

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: The objective of this paper is to acquaint the students with various hospital hazards.

Unit 1 Hospital Hazards: Meaning, Types- Physical, Biological, Mechanical, Psychological; Impact on Employees; Preventive Measures; Hospital Hazards Management: Meaning, Needs, Principles, Purpose.

Unit 2 Control of Hospital Acquired Infections: Control of Hospital Acquired Infection, Types of Infection- Common Nosocomial Infection and Their Causative Agents- Prevention of Hospital Acquired Infection- Role of Central Sterile Supply Department - Monitoring And Control of Cross Infection - Staff Health - Patient Safety.

Unit 3 Biomedical Waste Management: Meaning- Categories of Biomedical Wastes- Disposal of Biomedical Waste Products- Incineration and its Importance- Indian Medical Association- Government Rules And Schedules - Standards for Waste Autoclaving, Microwaving and Deep Burial- Segregation- Packaging- Transportation- Storage.

Unit 4 Disaster: Meaning- Types- Manmade- Natural- Need for Disaster Management (NDMA)- Management of Natural Disaster: Food, Earth Quake, Drought, Cyclone, Tsunami- Epidemics: Cholera, Plague, Typhoid, Jaundice - Management of Epidemics. Management of Manmade Disaster- Nuclear, Biological, Chemical Disasters- Accidents: Road, Train, Fire- Management. Management of Disaster- Prevention - Precautions Ambulance Management- Role of Hospitals, Community, Voluntary Agencies and Government in Disaster Management.

Suggested Readings:

1. Shahunthand Panekar V. First Aid. Vora Medical Publication.
2. First Aid Manual: Accident and Emergency. Vora Medical Publication.
3. Park. K. Preventive and Social Medicine.
4. Park. K. Textbook on Hygiene and Preventive Medicine. Banarsidas Bhanot.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

BBA (HA): SEMESTER IV
BBA-HA-GE-401: HOSPITAL CORE SERVICES

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

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.

Unit 1 Hospital Services: Meaning, Types: Clinical, Non-Clinical Support Services . Nursing And Administrative Services: Functions -Department in The Hospital Management, Administration - Hospital Administrator -Duties of Hospital Administrator -Teaching - Training Services (In-Service Education, Attached Medical College or Paramedical Sciences Etc.) -General and Medical Purchase - General Stores -Computer And Hospital Information System -Telemedicine.

Unit 2 Clinical Services: Meaning - Importance -Types : Anesthesia , Internal Medicine. Cardiology, Dermatology, Endocrinology, Gastroenterology, Nephrology. Neurology. Oncology, Orthopedics, Plastic Surgery, General Pediatrics, Urology, Obstetrics And Gynecology, Neonatology, Physiotherapy ; Brief Explanation of Each Services.

Unit 3 Non-Clinical Services: Meaning -Importance - Types - Blood Bank - Clinical Bio-Chemistry - Clinical Pathology - Clinical Hematology - Histopathology -Microbiology - Immunology - Radiology - Nuclear Medicine - Radio Therapy -Pharmacy - Staff Health - Medical Staff Organization and Community Health -Brief Explanation of Each Service.

Unit 4 Hospital Support Services: Reception and Outpatient -Dietary and Catering -House - Keeping and Environment, Sanitation, Linen Laundry -Security -Engineering and Maintenance -Ambulance and Transport Services -Telephone, Electricity and Water Supply.

Suggested Readings:

1. Llewellyn and Davis Macaulay. Hospital Planning and Administration.
2. George. The Hospital Administrator. New Delhi: Jaypee Brothers.
3. Hospital Administration: Office Journal of I.H.A. Hospital Medical International Pvt. Ltd.,
4. Samant, Kusum. Hospital Ward Management. Mumbai: Vora Medical Publications.
5. Sakharkar, B.M. Hospital Services and Planning. New Delhi: Jaypee Brothers.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

BBA (HA): SEMESTER III
BBA-HA-DE-401: EPIDEMIOLOGY AND PUBLIC HEALTH ADMINISTRATION

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: The main objective is that students should have the knowledge and skills to be able to describe and discuss the role and contribution of epidemiology to health.

Unit 1 Demography Trends: World Population Trends, Indian Population Trends, Health Implications, Health Policy: Meaning, Need, National Health Policy 2002, Priorities, National Health Programmes, Health Services: Committees on Health Services and Planning, Health Services Through Five Year Plans, Health For All 2000, National Rural Health Mission.

Unit 2 Health Care: Concept of Health Care, Levels, Health Care System in India. Classification of Hospitals. Organization for Health: Indian Council for Child Welfare, Tuberculosis, International Health Organizations: WHO, UNICEF, UNDP.

Unit 3 National Health Programmes Related to Communicable Diseases: NVBDCP (Malaria, Filaria), RNTCP-2 (Tuberculosis), NLEP (Leprosy), NACP-2/3 (AIDS)

Unit 4 National Health Programs Related To Non Communicable Diseases: NPCDCS (Cancer, Diabetes), NBCP (Blindness), NMHP (Mental Health), RMNCH+A (Reproductive and Child Health Programme), Health Related National Programme: Integrated Child Development Scheme (ICDS), Water Supply and Sanitation, Minimum Needs Programme.

Suggested readings:

1. Park, K. *Park Textbook of Preventive and Social Medicine*. 22nd ed. Delhi: Banarsidas Bhanot Publishers.
2. Francis, C.M. and Mario OdeSouza. *Hospital Administration*. New Delhi: Jaypee Brothers.
3. Study Material on Hospital Administration, Vol. 2- Health Care Systems in India.
4. Study Material on Hospital Administration, Vol. 3- Health and Family Welfare Management.

Note:

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BBA (HA): SEMESTER V
BBA-HA-C501: INCOME AND SERVICE TAX

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: The objective of the paper is to expose the students to Tax environment in India

Unit 1 Basic Concepts: Introduction to Income-Tax and the Law Governing it, Definitions: Person, Assessee, Assessment Year, Previous Year, Gross Total Income, Total Income, Maximum Marginal Rate of Tax, Residential Status; Scope of Total Income on the Basis of Residential Status; Exempted Income Under Section 10 of the Act. Relevant for Individuals.

Unit 2 Computation of Income Under Different Heads - Salaries; Income From House Property; Profits and Gains of Business or Profession (Only Simple Problems); Capital Gains (Excluding Special Cases) Only Simple Problems; - Income From Other Sources; Concept of Tax Deduction at Source With Examples of Simple Cases;

Unit 3 Total Income and Tax Computation - Income of Other Persons Included in Assessee's Total Income; Aggregation of Income and Set-off and Carry Forward of Losses; Deductions From Gross Total Income; Computation of Total Income of Individuals; Tax Liability of an Individual.

Unit 4 Service Tax - Concepts and General Principles, Charge of Service Tax and Taxable Services, Valuation of Taxable Services, Payment of Service Tax and Filing of Returns, Penalties.

Suggested Readings:

1. Singhania, Vinod K. and Monica Singhania. Students' Guide to Income Tax. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.
3. Chandra, Mahesh., S.P. Goyal and D.C. Shukla. Income Tax Law and Practice. Pragati Prakashan, Delhi.
4. Pagare, Dinkar. Law and Practice of Income Tax. Sultan Chand and Sons, New Delhi.
5. V.S. Datey. Indirect Tax Law and practice, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
6. Dr. Vinod K. Singhania, Element of Service Tax, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid-term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
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BBA (HA): SEMESTER V
BBA-HA-SE-501: BUSINESS STATISTICS

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: The overarching objective of Business Statistics is for students to describe data and make evidence based decisions using inferential statistics that are based on well-reasoned statistical arguments.

Unit 1 Meaning and Definition of Statistics, Functions and Limitations of Statistics, Classification and Tabulation of Primary and Secondary Data, Presentation of Data, Graphic Diagrammatic Presentation, Measure of Central Tendency: Mean, Median, Mode, Geometric Mean and Harmonic Mean.

Unit 2 Measure of Dispersion: Range, Inter Quartile Range, Quartile Deviation, Mean Deviation and Standard Deviation, Coefficient of Variation, Lorenz Curve, Skewness and its Measures, Graphical Measure of Dispersion, Kurtosis, Moments, Time Series Analysis.

Unit 3 Co-relation co-efficient, Coefficient of Correlation by Concurrent Deviation Method, Coefficient of Determination, Regression Coefficients, Methods of Simple Regression Analysis Regression Lines and Equations.

Unit 4 Probability: Concept, Addition and Multiplication Laws, Expectation, Probability Distributions: Binomial, Poisson, Normal, Baye's Theorem.

Suggested Readings:

1. Dr. S. P. Gupta, Statistical Methods, S. Chand and Co., New Delhi.
2. D.N.Elhance, Veena Elhance, B.M.Aggarwal, Fundamentals of Statistics, Kitab Mahal.
3. N.P.Aggarwal, Quantitative Techniques, Ramesh Book Depot., Jaipur.
4. R.P.Hooda, Statistics for Business and Economics, McMillan India Ltd., New Delhi.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

BBA (HA): SEMESTER V
BBA-HA-DSE-501: MEDICAL RECORD MANAGEMENT

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: The paper includes a study of techniques for interpreting medical records related to these types of cases.

Unit 1 Hospital Records: Meaning, Functions, Importance of Medical Records to Patients, Doctors, Hospitals, Public, Education and Research. Hospital Records: Types and Contents.

Unit 2 Functional Organization of MRD; Physical Facilities, Planning of Medical Record for 200 Bedded Hospital, Medical Record Committee, Responsibilities of Mrd Processing of Records, Coding and Indexing.

Unit 3 Records Management: Registers, Forms, Importance; Principles of Record Keeping - Merits and Limitation - Electronic Form Records Maintenance. Hospital Statistics - Evaluation of Medical Care (Medical, Nursing, Pharmacy Etc. Audits).

Unit 4 Medical Registers: Meaning, Types, Purpose, Advantages; Principles of Designing Records, Registers in Various Departments, Common Issues, Medical Forms and Reports: Meaning, Types and Significance; Principles of Designing; Statutory Registers and Reports to be Maintained, Specimens.

Suggested Readings:

1. Pal, Rajendra. and J.S. Korlahalli. *Essentials of Business Communication*, Sultan Chand, New Delhi.
2. Ghosh, K. Prasantha . *Office Management*, Sultan Chand, New Delhi.
3. Francis, C.M., and Mario C. De Souza. *Hospital Administration*: 3rd ed., Jaypee Brothers, New Delhi.
4. George, M.A. *Hospital Administrator*, Jaypee Brothers, New Delhi.
5. Mogli. J.D. *Medical Records: Organization and Management*. New Delhi: Jaypee Brothers.

Note:

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BBA (HA): SEMESTER V
BBA-HA-GE-501: HOSPITAL SUPPORT AND UTILITY SERVICES

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

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 non-clinical services in a hospital

Unit 1 Diagnostic-Radiology and Imaging Services, Hospital Laboratory etc, Blood Bank and Transfusion Services, Ambulance Services, Pharmacy, Dietary Service, Hospital Laundry and Linen.

Unit 2 Housekeeping, Hospital Engineering and Maintenance, Biomedical Department, Medical Records-Confidentiality of Records, Reception, Enquiry, Mortuary.

Unit 3 Definition of Biomedical Waste, BMW - Segregation, Collection, Transportation, Disposal, BMW, Radioactive Waste, Metals/Chemicals/Drug Waste, BMW Management and Methods of Disinfection, Modern Technology for Handling BMW.

Unit 4 Hospital Acquired Infection - Source and Control, Telemedicine, Monitoring and Controlling of Cross Infection (Protective Devices).

Suggested Readings:

1. Shakharkar B.M., Principles of Hospital Administration and Planning.
2. Hospital managerial services Volume - 4, S.L. Goel, R. Kumar.
3. Hospital Core Services: Hospital administration in 21st century Volume - 1, Kumar R, S.L.

Note:

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BBA (HA): SEMESTER V

BBA-HA-AP-501: INFORMATION TECHNOLOGY FOR HEALTH MANAGERS

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: This course intends to familiarize and develop understanding of the students about applications in a hospitals and delivery of healthcare services.

Unit 1 Introduction to Computer System: Basic Computer Organization: Introduction, Features and Capabilities, Components of Computer System, Classification of Computers; Operating Systems: Basic Features, Types; Computer Languages: Basic Features and Classification, Applications of Computers in Healthcare.

Unit 2 Introduction to Data Processing and Management: Basic of Data Processing; Data and Information, Data Processing Activities, File Management and Organization: Types of Files, Basic File Management Operations. Introduction to Database Management: Models and Characteristics.

Unit 3 Computer Networks: Evolution, Advantages, Types of Computer Networks, Basic Components of Computer Networks, Internet: Concept, Features, How it Works, Internet Applications in Business and Healthcare; Software Packages for Office Applications. Word Processing Using MS Word: Basic Features, Formatting Text, Creating and Managing Tables, Inserting Images and Graphs, Mail Merge, Managing Page Layout and Printing.

Unit 4 Spreadsheets Using MS Excel: Spreadsheet Features, Uses and Advantages, Auto Fill Features, Inserting Formulas and Functions, Inserting Charts and Graphs, Macros, Managing Page Layouts and Printing; Presentations Using MS Power Point: Basics of Presentations, Conventions and Advantages, Managing Different Views, Adding and Managing Animations, Managing Slide Transitions, Managing Slide Templates, Setting Up Slide Shows.

Suggested Books:

1. Dhunna, Mukesh and Verma, Deepak , Computer Networks and Internet, Vayu Education of India Patrice - Anne Rutledge, Office 2013.
2. All-in-one: Absolute Beginner's Guide, Pearson Education. Computer Fundamental, Anita Goel, Pearson Education.
3. Introduction to Computers, Peter Norton, McGraw Hill Education. Computer Today, Basandara, Galgotia Publication.

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BBA (HA): SEMESTER VI
BBA-HA-C601: INCOME TAX LAW AND PLANNING

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: The objective of the paper is to expose the students to Tax environment In India.

Unit 1 Rebate and Relief of Tax, Computation of Total Income of Individuals, Computation of Tax Liability of Individuals, Filling and Filing of Return (ITR- I And II).

Unit 2 Assessment of Hindu Undivided Families, Assessment of Firms and Association of Persons.

Unit 3 Income Tax Authorities and Their Powers, Procedure for Assessment, Deduction of Tax at Source (TDS) Advance Payment of Tax.

Unit 4 Recovery and Refund of Tax. Appeals and Revision, Penalties, Offences and Prosecutions.

Suggested Readings:

1. Direct Taxes Law and Practice. Dr. H C Mehrotra and Dr. S P Goyal, Sahitya Bhawan Publications, Agra.
2. Direct Taxes and Practice. Dr. V K Singhania, Taxman Publications.
3. Direct Taxes Law and Practice. Dr. Bhagwati Prasad, Wishva Prakashan, New Delhi
4. Simplified Approach to Income Tax. Dr. Girish Ahuja and Dr. Ravi Gupta, Sahitya Bhawan Publishes and Distributors, Agra

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BBA (HA): SEMESTER VI
BBA-HA-SE-601: ENTREPRENEURSHIP AND CONSULTANCY IN HEALTHCARE

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: Emphasize on the importance of acquiring customers and retaining them for a life time.

Unit 1 Customer Relationship Management Fundamentals: CRM Concept, Emergence of CRM Practice, CRM Cycle, Significance of CRM, CRM Strategy, CRM Framework, Customer Life Time Value, Relationship Life Cycle.

Unit 2 Building Customer Relationship Management: Requisites for Effective Customer Acquisition, Customer Knowledge Management for Effective CRM, Customer Retention Process, Zero Customer Defections, Strategies to Prevent Defection and Recover Lapsed Customers. CRM Implementation: CRM Framework for Implementation, Implementing CRM Process, Integration of CRM with ERP System, Barriers to Effective CRM Gartner's Competency Model of CRM.

Unit 3 Functional Components of CRM: Database Management: Database Construction, Data Warehousing, Architecture, Data Mining, Characteristics, Data Mining Tools and Techniques, Meaning, Significance, Advantages; Call Center, Multimedia Contact Center.

Unit 4 Impact of CRM on Marketing Channels: Meaning, How does the Traditional Distribution Channel Structure Support Customer Relationship, Emerging Channel Trends that Impact CRM. Trends and Issues in CRM: CRM in E- Business (B2B And B2C), Measuring the Effectiveness of CRM, E-CRM in Business.

Suggested Readings:

1. Dr. Mallika Shrivastava, Customer Relationship Management. S. Chand publication
2. Atul Parvatiyar, Customer Relationship Management- Emerging tools, concepts and application. Tata Mc Graw Hill
3. Anderson, K. (2001). Customer Relationship Management. New York: McGraw Hill.
4. Bowersox Donald, J. (2007). Supply Chain Logistics Management. New York: McGraw Hill Higher Education.

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BBA (HA): SEMESTER VI
BBA-HA-GE-601: HOSPITAL ADMINISTRATION AND HUMAN RESOURCE
MANAGEMENT

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: This course intends to develop understanding of the students of concepts, techniques, theories and practices of human resource management in hospital.

Unit 1 Hospital Administration: Introduction, Nature and Scope of A Hospital, Functions of the Hospital, History of Indian Hospitals, Difference between A Hospital and An Industrial Organization, Types of Hospitals, Hospital Ethics and Challenges to Hospital Administration, Hospital Administration as a Profession, Corporate Social Responsibility of Hospitals.

Unit 2 HRM in Hospitals: Concept, Nature, Importance and Functions of Human Resource Management, Strategies in HRM, Role of HRM in Hospitals, Manpower Planning: Nature, Scope, Objectives and Process, Role and Functions of Hospital Administrator, Hospital as an Organization, Role of Hospital Administration in Education and Research, Hospital as System: System Approach to Hospital Administration.

Unit 3 Administration of Specific Issues: Recruitment and Selection, Training Programme of Manpower in Hospitals, Working Conditions, Welfare and Safety Measures for Employees, Health Services, Counseling: Nature, Types and Functions, Collective Bargaining: Concept, Importance, Functions and Principles.

Unit 4 Wage and Salary Administration: Meaning, Purpose, Wages Versus Salaries, Human Resource Accounting and Auditing and Research: Importance, Scope and Problems, Human Relations in Hospitals, Role of Justice in Hospitals Administration, Acts for Waste Management in Hospitals.

Suggested Readings:

1. R.C. Goyal and DK Sharma, Hospital Administration and HRM, PHI Learning Private Limited, Hospital Administration and Management.
2. A Text book of Human Resource Management, Dwivedi, Vikas Pub. House, Human Resource Management -Mirza and Saiyadain, McGraw Hill Education.
3. Human Resources and Personnel Management – Aswathapapa, McGraw Hill Education, HRD in New Millennium - Parek, McGraw Hill Education.
4. Management of Hospital – S.L. Goel and Kumar.

Note:

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BBA (HA): SEMESTER VI
BBA-HA-DSE-601: QUALITY IN HEALTH CARE

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: To understand the concept of quality and its relation to healthcare scenario

Unit 1 Definition, Concepts of Quality Assurance, Continuous Quality Improvement, Benefits, Awareness and Obstacles, Quality Vision, Mission and Policy Statements, Customer Perception of Quality.

Unit 2 Overview of The Contributions of Walter Shewhart, Deming and Juran and Others. Concepts of Quality Circle - Japanese 5S Principles and 8D Methodology, Kaizen.

Unit 3 Processes in Service Organization and Their Control, Simple Seven Tools of Quality Control, Process Mapping, Cause and Effect Diagram, Pareto Analysis, Control Charts.

Unit 4 Quality Improvement Techniques, Implementing Strategies-Quality Circles, Benchmarking for Quality Standards- ISO 9000 Series- ISO 2000, ISO 14000, ISO 18000, Accreditation with Special Emphasis on NABH Accreditation.

Suggested readings

1. Quality Management in Hospitals by S. K. Joshi.
2. Total Quality Management, Aswathappa, Himalaya Books House.
3. Quality Management, P. C. Tripathy.
4. Hospital Quality Assurance: Risk Management and Program evaluation, Jesus J. Pena.
5. Donald E. Lighter and Douglas C Fair: Quality Management in Health Care – Principles.

Note:

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BBA (HA): SEMESTER VI
BBA-HA-AP-601: SOCIOLOGY

Course Credit: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: This paper would enable the students to gain knowledge about basic and applied principle of sociology which is a scientific study of society.

Unit 1 Introduction: Meaning, Definition and Scope of Sociology, its Relation to Anthropology, Psychology, Social Psychology, Method of Sociological Investigations, Case Study, Social Survey, Questionnaire, Interview and Opinion Poll Methods, Importance of its Study with Special Reference to Health Care Professionals. Social Factors in Health and Disease; Role of Social Factors in Health and Disease.

Unit 2 Culture and Health: Concept of Health, Concept of Culture, Culture and Health, Culture and Health Disorders. Family: Meaning and Definitions, Functions and Types of Family. Changing Family Patterns, Influence of Family on Individual's Health, Family and Nutrition, the Effect of Sickness in the Family and Psychosomatic Disease and their importance to Physiotherapy. Community: Rural Community, Health Hazards to Rural Communities. Health Hazards to Tribal Community, Urban Community. Health Hazards of Urban Communities.

Unit 3 Socialization: Meaning and Nature of Socialization- Primary, Secondary and Anticipatory Socialization, Agencies of Socialization. Social Group: Concept Of Social Group, Influence of Formal And Informal Group on Health And Sickness. Role of Primary Groups And Secondary Group in the Hospital and Rehabilitation Set Up. Social Security: Social Security and Social Legislation in Relation to the Disabled-Social Work: Meaning of Social Work- The Role of Medical Social Worker.

Unit 4 Social Change: Meaning of Social Changes, Factors of Social Changes. Human Adaptation and Social Change, Social Change and Stress. Social Change and Deviance, Social Change and Health Programme. Role of Social Planning in the Improvement of Health and Rehabilitation.

Suggested Readings:

1. Sociology 7th edition ;Philip W. Sutton.
2. An Introduction To Sociology, Vidya Bhushan.
3. Caste In Contemporary India Sociology Book, Surinder S. Jodhka.
4. Changing Indian Society, Yogesh Atal.

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BBA (HA): SEMESTER III
BBA-HA-OE-301: BUSINESS RESEARCH METHODS

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: The main objective of this subject is to help the students to understand the nature, scope, complexities and process of defining a research question.

Unit 1 Meaning, Purpose and Characteristics of Business Research, Criteria for A Good Business Research Study, Types of Business Research Studies, Business Research Methods and Research Methodology, Organizing Business Research Function. Characteristics of a Good Report on Research Study, Role of Business Research in Making Decisions, Issues and Trends in Business Research, Role of Computers in Business Research, Business Research Process, Business Research Problem.

Unit 2 Definition of Business Research Design, Type of Business Research Design: Statistical/Formal Experimental Design, Sampling, Sampling Process, Type of Sampling Methods, Characteristics of a Good Sample Design, Scale Classification, Business Measurement Scales, Scaling Techniques, Comparative and Non-Comparative Scaling Techniques.

Unit 3 Methods of Data Collection - Questionnaire and Schedules, Processing of Data, Preliminary Analysis: Statistical Average, Measures of Dispersion, Simple Correlation and Regression.

Unit 4 Meaning of Hypothesis Testing, Standard Error, t-test, Z-test on One Variable.

Suggested Readings:

1. CR Kothari, Research Methodology methods and techniques, New Age international Pvt. Ltd.
2. SL Gupta and Hitesh Gupta, Business Research Methods, McGraw Hill Education Pvt. Ltd.
3. Deepak Chawla and Neena Sondhi, Research Methodology, Vikas Publishing House Pvt. Ltd.
4. TN Srivastava and Shailaja Rego, Business Research Methodology, Tata McGraw Hill Education Pvt. Ltd.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

BBA (HA): SEMESTER III

BBA-HA-OE-401: MANEGRIAL SKILLS

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: To offer exposure of essential managerial skills to students and developing these skills in the students.

Unit 1 Introduction to Skills and Personal Skills Importance of Competent Managers, Skills of Effective Managers, Developing Self Awareness on the Issues of Emotional Intelligence, Self Learning Styles, Values, Attitude Towards Change.

Unit 2 Problem Solving and Building Relationship: Problem Solving, Creativity, Innovation, Steps of Analytical Problem Solving, Limitations of Analytical Problem Solving, Impediments of Creativity, Multiple Approaches to Creativity, Conceptual Blocks, Conceptual Block Bursting.

Unit 3 Building Relationship Skills for Developing Positive Interpersonal Communication, Importance of Supportive Communication, Coaching and Counseling, Defensiveness and Disconfirmation, Principles of Supportive Communications, Personal Interview Management.

Unit 4 Team Building: Developing Teams and Team Work, Advantages of Team, Leading Team, Team Membership, Empowering and Delegating: Meaning of Empowerment, Dimensions of Empowerment, How to Develop Empowerment, Inhibitors of Empowerment, Delegating Works.

Suggested Readings:

1. V. S. P. Rao. Managerial Skills Excel Books, 2010, New Delhi.
2. David A. Whetten, Cameron Developing Management Skills, PHI 2008.
3. Ramnik Kapoor Managerial Skills Path Makers, Bangalore.
4. Kevin Gallagher, Skills development for Business and Management Students, Oxford, 2010.
5. Krishnamohan and Meera Banerjee, 1998. Developing Communication Skills, New Delhi: McMillan India Ltd.
6. Ragendra Pal and Korlahali J. S. 1996. Essentials of Business Communication. 1996: Sultan Chand and Sons, New Delhi.

Note:

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BBA (HA): SEMESTER V
BBA-HA-OE-501: CUSTOMER RELATIONSHIP MANAGEMENT

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: Emphasize of this paper is on the importance of acquiring customers and retaining them for a life time.

Unit 1 Customer Relationship Management Fundamentals: CRM Concept, Emergence of CRM Practice, CRM Cycle, Significance of CRM, CRM Strategy, CRM Framework, Customer Life Time Value, Relationship Life Cycle.

Unit 2 Building Customer Relationship Management: Requisites for Effective Customer Acquisition, Customer Knowledge Management for Effective CRM, Customer Retention Process, Zero Customer Defections, Strategies to Prevent Defection and Recover Lapsed Customers CRM Implementation: CRM Framework For Implementation, Implementing CRM Process, Integration of CRM With ERP System, Barriers to Effective CRM Gartner's Competency Model Of CRM.

Unit 3 Functional Components of CRM: Database Management: Database Construction, Data Warehousing, Architecture, Data Mining. Characteristics, Data Mining Tools and Techniques, Meaning, Significance, Advantages- Call Center, Multimedia Contact Center.

Unit 4 Impact of CRM on Marketing Channels: Meaning, How Does the Traditional Distribution Channel Structure Support Customer Relationship, Emerging Channel Trends that Impact CRM, Trends and Issues In CRM: CRM in E- Business (B2B and B2C), Measuring the Effectiveness of CRM, E-CRM in Business.

Suggested Readings:

1. Dr. Mallika Shrivastava, Customer Relationship Management. S. Chand publication
2. Atul Parvatiyar, Customer Relationship Management- Emerging tools, concepts and application. Tata Mc Graw Hill
3. Anderson, K. (2001). Customer Relationship Management. New York: McGraw Hill.
4. Bowersox Donald, J. (2007). Supply Chain Logistics Management. New York: McGraw Hill Higher Education.

Note:

1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
2. For end term examination, the examiner to set nine questions in all. The first question will be compulsory consisting of short-term questions (2 marks each) covering the entire syllabus. In addition, eight more questions will be set unit-wise comprising two questions from each unit. The students shall be required to attempt five questions in all selecting one question from each unit including the compulsory question. All questions carry equal marks.

lrc *S* *dw*

BBA (HA): SEMESTER VI
BBA-HA-OE-601: STRATEGIC MANAGEMENT

Course Credits: 4

Total Marks: 100

External: 70

Internal: 30

Time Allowed: 3 Hours

Objective: The objective of the paper is to develop a holistic perspective of an organization and enable the students to analyse the strategic situation facing the organization, to access strategic options available to the organization and to implement the strategic choices made by it.

Strategic Management: Strategy Concept, Levels of Approaches to Strategic Decision Making, Process of Strategic Management, Roles of Strategist, Strategic Intent: Mission, Objectives, and Strategic Business Unit.

Environment and Organization Appraisal: Environment Concept and Components, Porter's Five Forces, Porter's Generic Strategies, SWOT Analysis, BCG Matrix, SPACE Approach.

Strategy Formulation and Implementation: Corporate Level and Business Level Strategies, Behavioural Implementation - Leadership, Value and Ethics, Functional Strategies- Plans and Policies.

Strategic Evaluation and Control: An Overview of Strategic Evaluation and Control, Techniques of Strategic Evaluation and Control.

Readings :

1. A. Azhar, Business Policy and Strategic Management, Tata McGraw Hill Publishing Co. Ltd., New Delhi
2. J. Johnson, Kevan Scholes, Richard Whittington, "Exploring Corporate Strategy", 2009, Pearson Education Ltd, United Kingdom, 2nd Edition.
3. Arthur A Thompson Jr, Strickland A.J., John E. Gamble and Arun K. Jain, "Crafting and Executing Strategy - The Quest for Competitive Advantage - Concepts and Cases", Tata McGraw Hill Education Private Limited, New Delhi.
4. Michael Hitt, Ireland, Hoskisson, "Strategic Management", 2010, Cengage Learning, New Delhi.
5. Fred R. David, "Strategic Management- Concepts and Cases", 2010, PHI Learning, New Delhi.
6. Loizos Heracleous, "Strategy and Organisation" 1st Edition, 2009, Cambridge.

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1. The evaluation of students consists of both internal and external evaluation. Internal evaluation includes mid- term examination (20 marks) covering two units of the syllabus, an assignment (05 marks) and class attendance (05 marks). The external evaluation includes end term examination of 70 marks covering the whole syllabus.
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