

Scheme and Syllabi of
BBA (Hospital Administration)
Three Year (6 Semester)
(Choice Based Credit System)

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

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

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

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

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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

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 Introduction to marketing, 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 v. market segmentation.

Unit 3 Product and Product line decisions; Branding, Packaging and Labelling 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, suggestion 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 & Pandit, Marketing Concepts and Cases.
4. Arun Kumar, Meenakshi, Marketing Management, Vikas Publishing House.
5. Saxena, Rajan, Marketing Management, Mc Graw Hill
6. Chhabra and Grover: Marketing Management, Dhanpat Rai

Note:

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

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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 & Syntax, Greek Alphabets, Greek & Latin Prepositional & Adverbial Prefixes, Singular & 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 & orthopaedecian.

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 & 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)

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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 Definition and Meaning of Health, Concept of Health, Holistic Approach to Health, Basic Information Relating to Health, Historical Development of Health Care System in India, Determinants to Health, Responsibility for Health, health & Development, Indicators of Health, Concept of Disease, Concept of Causation, History of Disease, Concepts 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 & 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 & Deep, New Delhi
3. Park, K. Social Medicine. BanarsidasBhanot Publishers.
4. Oxford Text Book of Public Health -Oxford Medical Publication
5. David Armstrong. An Outline of Sociology as Applied to Medicine

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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.

4. Suggested readings:

1. Medico-legal Aspects of Patient Care, 3rd Edition, R. C. Sharma, Peepee Publishers & Distributers-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
6. Bulchandani, Business Law for Management, Himalaya Publishing House.
7. Kumar, Legal Aspect of Business 1 st Edition,Cengage Learning

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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, Characteristics and Managerial Value 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 & 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 Hypothesis Testing- Student 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 & Neena Sondhi, Research Methodology, Vikas Publishing House Pvt. Ltd.
4. TN Srivastava & Shailaja Rego, Business Research Methodology, Tata McGraw Hill Education Pvt. Ltd.

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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.

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. Sources of finance.

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: Introduction, Objectives, Techniques.

Suggested Readings:

1. Gupta, S.K.. & Sharma, R.K., Financial Management: Theory and Practice. Sultan Chand and Sons
2. Goel, D. K., Goel, R., & 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.

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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 activity.

Unit 3 Inventory Control - Concept, objectives, functions and significance of inventory 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 & 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.

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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- Its impact on employees- Preventive measures- Hospital Hazards Management: Meaning- Need- 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- Method Precautions- Ambulance Management- Role of Hospitals, Community, Voluntary agencies and Government in disaster management.

Suggested Readings:

1. Shahunth and 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

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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, Hospital 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. Llewlyn 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: VoraMedical Publications.
5. Sakharkar, B.M.Hospital Services and Planning.New Delhi: Jaypee Brothers.

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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, Filariasis), 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.

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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 & 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 PathMakers ,Banglore
4. Kevin Gallagher, Skills development for Business and Management Students,Oxford,2010
5. Krishnamohan & Meera Banerjee, 1998. Developing Communication Skills, New Delhi: McMillan India Ltd.
6. Ragendra Pal & Korlahali J.S. 1996. Essentials of Business Communication, New Delhi: 1996: Sultan Chand & Sons.

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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.

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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, Classification and Tabulation of Primary and Secondary data, Presentation of data, Graphic diagrammatic presentation, Mean Median, and Mode, Functions & Limitations of Statistics, Geometric Mean, Harmonic Mean

Unit 2 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, regression lines and equations, Regression coefficients, Methods of Simple Regression Analysis, Coefficient of Correlation by Concurrent Deviation Method, The coefficient of Determination

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 & 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.

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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 & Imaging Services, Hospital Laboratory etc, Blood Bank & 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, Liquid BMW, Radioactive waste, Metals / Chemicals / Drug waste, BMW Management & methods of disinfection, Modern technology for handling BMW, Monitoring & controlling of cross infection (Protective devices)

Unit 4 Hospital Acquired Infection - Source and Control, Telemedicine.

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 Vol 1 Kumar R, S.L.

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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 & 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*. New Delhi: Sultan Chand.
2. Ghosh, K. Prasantha . *Office Management*. New Delhi: Sultan Chand.
3. Francis, C.M., and Mario C. De Souza. *Hospital Administration*. 3rd ed. New Delhi: Jaypee Brothers.
4. George, M.A. *Hospital Administrator*. New Delhi: Jaypee Brothers.
5. Mogli. J.D. *Medical Records: Organization & Management*. New Delhi: Jaypee Brothers.

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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 IT 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: Concept, 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 PowerPoint: 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 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 & 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-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 & 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 & Association of persons

Unit 3 Income Tax Authorities & their powers, procedure for assessment, Deduction of Tax at source (TDS) Advance payment of Tax

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

Suggested Readings:

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

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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 & B2C), Measuring the Effectiveness of CRM, E-CRM in business.

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1. Dr. Mallika Shrivastava, Customer Relationship Management. S. Chand publication
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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 & 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, Counselling: nature, types and functions. Collective bargaining: concept, importance, functions and principles.

Unit 4 Wage & 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.

Recommended Books:

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 & Saiyadain, McGraw Hill Education.
3. Human Resources & Personnel Management – Aswathapapa, McGraw Hill Education. HRD in New Millennium – Parek, McGraw Hill Education.
4. Management of Hospital – S.L Goel & Kumar

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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 & 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- ISO2000, 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 & Program evaluation, Jesus J. Pena
5. Donald E. Lighter and Douglas C Fair: Quality Management in Health Care – Principles and

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BBA (HA): SEMESTER VI

BBA-HA-AP-601: SOCIOLOGY

Course Credits: 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 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 to 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.

Unit 1 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.

Unit 2 Environment and Organization Appraisal: Environment concept and components, ETOP and PESTEL, SWOT analysis, BCG matrix, SPACE approach

Unit 3 Strategy Formulation and Implementation: Corporate level and Business level strategies, behavioural implementation - leadership, value and ethics, functional strategies- plans and policies

Unit 4 Strategic Evaluation and Control: an overview of strategic evaluation and control, techniques of strategic evaluation and control

Suggested Readings :

1. Kazmi, Azhar, Business Policy and Strategic Management, Tata McGraw Hill Publishing Company Ltd., New Delhi
2. Gerry Johnson, Kevan Scholes, Richard Whittington, "Exploring Corporate Strategy", 2009, Pearson Edition 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, Hoskission, "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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