

Scheme and Syllabi of BBA (Hospital Administration) Three Year (6 Semesters)

First Semester (Total Credits: 24)

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
BBA-HA-OE-101	Healthcare Management and Administration	Open Elective	4	70	30	100
Total			24	420	180	600

Second Semester (Total Credits: 24)

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
BBA-HA-OE-201	Event Management	Open Elective	4	70	30	100
Total			24	420	180	600

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

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 resources, 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; Clarendon 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:

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.

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.1*, Sultan Chand & Sons, New Delhi.
4. Hingorani, N. L. and Ramanathan, A. R., *Management Accounting*, Sultan Chand & Sons, New Delhi

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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. Shanmugansundaram, 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; पत्राचारके 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 व्यक्तियों 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।

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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.
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.