

Rajiv Gandhi Proudyogiki Vishwavidyalaya, Bhopal (M.P.)

HC 201- HUMAN RESOURCE MANAGEMENT

COURSE OBJECTIVES:

- To illustrate the process of Job Analysis including Job description, Specification and Evaluation.
- To support students analyze ways to improve employee-management relations in the organization.
- To develop a basic understanding of employment related statutes.

COURSE CONTENT :

UNIT I

Introduction Importance and Overview of Human Resource Management

- Strategic Role of HRM
- HRM in health and Hospital
- Scope and Importance of HRM

UNIT II

Human Resource Planning

- Human Resource Planning process
- Attrition, retention and turnover
- Leave structure and Contingent planning
- Job Analysis including Job description, Specifications and Evaluation

UNIT III

Recruitment & Selection

- Recruitment Policies and Practices
- Staff Selection
- Induction Orientation and Placement

UNIT IV

Compensation Systems & Performance and Potential Management System

- Key Factors Influencing Pay; Types of Wage Payment Systems
- Compensation Structure
- Employee Benefits and Incentives, Fringe Benefits
- The context of Performance Appraisal
- Appraisal Formats & Performance Interview
- Potential appraisal and management
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UNIT V

Training & Development; Industrial Relations and Peace; Internal Mobility

- Systems View of Training; Training and Development Plans
- Training need Analysis
- Training Methodology
- Types of training
- Grievance handling
- Disciplinary Procedure
- Promotions, Demotions & Transfers

SUGGESTED READINGS

- Hospital Administration and Human Resource Management
- Fundamentals of Human Resource Management, 9th Edition David A. DeCenzo (Coastal Carolina University), Stephen P. Robbins
- Human Resource Management Text and Cases (Paperback)- VSP RAO
- Hospital Administration and Human Resource Management R.C. Goyal
- Designing and Managing Human Resource Systems- Udai Pareek & T. V. Rao (Oxford& IBH Pub. Co. Ltd., New Delhi)
- Managing Human Resources: Productivity, Quality of Work Life, Profits- Wayne F. Cascio (Tata McGraw-Hill Pub. Co. Ltd., New Delhi)
- Personnel and Human Resource Management- Gerald Cole (Continuum, London) ii. List of Journals/ websites / Cases/ articles

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HC-202 –FINANACIAL MANAGEMENT

COURSE OBJECTIVES :

The course aims to develop an understanding of basic principles of Financial Management in an organization. It aims to develop an understanding of Financial Management Challenges in an organization.

COURSE CONTENT :

UNIT– I

Financial Management – An Overview

- Basic principles of Financial management
- Financial management challenges before an organization

UNIT– II

Financial System & Time Value of Money

- Long term sources of finance
- Short term sources of finance
- Principle of discounting
- Principle of Compounding
- Significance of time value of money in taking business decisions.

UNIT– III

Capital Budgeting

- Principles of capital budgeting
- Estimating IPR, NPV, BCR, Payback and other criteria
- Decision making and Capital Budgeting.

UNIT– IV

Leasing, Hire Purchase and Project Finance

- Principles of leasing and hire purchase
- Project financing

UNIT– V

Working Capital Management & Financial Statement Analysis

- Principles of working capital management
- Estimating working capital needs
- Raising working capital finance
- Profit & loss statement
- Balance- sheet , cash flow
- Ratio analysis

SUGGESTED READINGS

- .Prassana Chandra – Financial Management
- . IM Pandey – Financial

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HC- 203 MARKETING MANAGEMENT

COURSE OBJECTIVES:

- Understand the discipline of Marketing Management.
- Assess market opportunities by analyzing customers, competitors, collaborators, context.
- Assess the strengths and weaknesses of a company
- Understand what is customer orientation in marketing

COURSE CONTENT :

UNIT– I

Understanding Marketing Management :-

- Concept of Market and Marketing
- Functions of Marketing
- Marketing mix strategy
- Marketing Plan
- Marketing Environment - scanning the internal & External Environment
- Marketing information System
- Marketing Research

UNIT– II

Analyzing Consumer Market:-

- Consumer behavior and buying motives
- Consumer buying decision making process and its influencing factors.
- Segmenting Consumer market (Criteria)
- Targeting consumer market (Strategies)
- Positioning and Differentiation (Strategies)

UNIT– III

Product and Pricing :-

- Product level, Product Line & Mix Concept
- New product development process. Product Life Cycle.
- Concept and Strategies of Branding. Brand Equity
- Pricing Strategies and Concepts.
- Factors affecting Pricing decisions.

UNIT– IV

Integrated Marketing Communication & Marketing Channels :-

- IMC Mix and Development Process
- Advertisement, Sales Promotion, Personal selling, Direct Marketing, Public Relations
- Types of Distribution Channels.

UNIT– V

Contemporary Issues in Marketing:-

- Service Marketing
- Digital Marketing
- International Marketing
- Careers in Marketing

SUGGESTED READINGS

1. Kotler. Philip & Armstrong
2. Sontakki C.N Marketing, Kalayani Publisher

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HC-204 RESEARCH METHODS

Course Objectives: The broad objective of the course on research methods is to develop skills to perform as effective health and hospital manager. To discuss research and its relevance in management of health systems and health industry. To explain research process & its various steps.

Course Contents :

UNIT- 1 Introduction to Healthy Systems Research

- Introduction to systems and Health Systems.
- Research & its relevance in the health Systems.
- Relevance & scope of research in management.
- Types of researches
- Identifying Research Problem.

UNIT- 2 Research Process & Design

- Introduction to Proposal writing
- Finding a research question
- Writing objectives of a problem
- Literature Review
- Referencing systems
- Writing need /rationale for the study
- Research Design and its types.

UNIT – 3 Sampling Methods & Research Approaches

- Need for sample, Choosing a sample, Number of units of a sample needed to draw inferences, Need for oversampling.
- Quantitative & Qualitative approaches

UNIT -4 Data Collection Methods and Material (Tools & Techniques)

- Choosing the right tool for the survey
- How to develop survey instruments
- Do's and don'ts of tool development
- Finalizing the tools
- Methods of data collection
- Ethical issues in Research

UNIT -5 Data Management and Analysis & Report Writing

- Importance of data management
- Steps involved in data management
- Preparing data analysis plan
- Why and how to analyze
- How to read the information
- Basics & importance of Report writing
- Steps involved in report writing
- Utilization of Research Findings

Suggested READING

- 1.Kothari C.R Research Methodology
- 2.Gupta SP Statistical Methods
3. Bennet. Roger: Management Research

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HC - 205 HEALTH POLICY & HEALTH CARE DELIVERY SYSTEM

Course Objectives – The objective of the course is to help student better understand the health care delivery system and health policy environment in India.

UNIT– I

Health System and Conceptual Foundations :-

- Defining health systems
- Objectives of health systems
- Functions of health systems.

UNIT– II

Organization and Management of Public health Care Delivery System :-

- National level
- State level
- District level

UNIT– III

Primary Health Care :-

- Concept of Primary health care
- Elements of primary health care
- Principles of primary health care
- Primary health care in India.

UNIT– IV

National Health Policy :-

- Health policy planning efforts in India
- Important committees and their recommendations
- National health policy 1983
- National health policy 2002
- National population policy 2002
- National health policy 2015 draft
- National health policy 2002

UNIT– V

Issues in Health Care Delivery System :-

- Efficiency in health care
- Access to health care
- Equity in health care
- Quality of care
- Affordability
- Human resources
- Referral systems
- Sustainability and cost sharing

READINGS

- Government of India, Ministry of Health and Family Welfare. Annual Report (Various Years).
- Government of India. 1946. Report of the Health Survey and Development committee (Bhore Committee), Volume 1,2,3 and 4. Delhi: Manager of Publications.
- Government of India. 1961. Report of Health Survey and Planning Committee (Mudaliar Committee). New Delhi : Ministry of Health.
- Government of India. 1973. Report of the Committee on Multi-Purpose Workers under Health and Family Welfare Programme (Kartar Singh Report). New Delhi : Ministry of Health and Family Planning.
- Government of India. 1975. Compendium of Recommendations of Various Committees on Health Development 1943-75. New Delhi : Ministry of Health and Family Welfare.
- Government of India. 1975. Health Services and Medical Education “A Programme for Immediate Action” (Srivastava Committee Report) A Report of the Group on Medical Education and Support Manpower. New Delhi : Ministry of Health and Family planning

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HC-206 MATERIAL & EQUIPMENT MANAGEMENT

Course Objectives :

- The course aims to develop requisite knowledge and skills in managing medicines and health products supplies, equipment and inventory control among the students.
- The course will also introduce the concepts of essentials medicines, rational use of medicines, standard treatment guidelines and prescription audit.
- The student will also learn the store management and Basic logistic and supply management at the facility level.

Course Contents :

UNIT -1

- Concepts, roles & importance of logistics and supply management in relation to material, equipment and inventory management in hospitals.
- Operational issues and problems in logistics, inventory and supply chain management.

UNIT – 2 Procurement, Storage and Inventory Management

- Inventory management cycle : selection , procurement, storage, distribution, use.
- Procurement process, procurement planning, demand estimation- methods and approaches, e- procurement concept.
- Logistic management information system.

UNIT – 3 Equipment Management

- Planning for equipment – standard equipment's lists for various services at different levels in the health system. Assessing needs for essential equipment at various levels and demand estimation.
- Incoming inspection, inventory and documentation Commissioning and acceptance, warranty, equipment service history
- Equipment audit: monitoring use and performance of equipment

UNIT – 4 Drugs and Medicines

- Essentials medicines meaning and the context
- Essential medicines list and generic drugs
- Formulary concept and preparation of formulary in hospitals, process, implementation of formulary, its advantages. Rational use of medicines.
- Antimicrobial resistance AMR, hospital infection control program
- Standard treatment guidelines, prescription audit.

UNIT – 5 Miscellaneous issues Concerning Hospitals

- Legal & ethical issues in material management
- Basic knowledge of pneumatic tube system for distribution of medicines and transportation of samples to and from user end.
- Knowledge of regulatory provisions like AERB, BARC, environmental and other provisions in relation to equipment installations and use.

Suggested Reagarding :-

1. L.C Jhamb, : Everest publishing
2. Dr. Kasande : Nirali Prakashan
3. Dr.V. Venkat Reddy Vagvala : BSP Books

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HC-207 ORGANIZATION & MANAGEMENT OF CLINICAL SERVICES

Course Objectives :

- The objective of this course is to help the students understand the planning, Organization and management of Clinical Services in the hospital.
- The students will learn the skills of identifying the critical problems in clinical services and suggest management solutions to improve them.

Course Contents :

UNIT – 1

- **Hospitals and Hospital as a System**

Objectives, introduction, definition of hospital, types of Hospital, functions of hospital, hospital as a system, system analysis, process of systems approach for organizational change, organizational development.

- **Out Patient Department (OPD) Including Paediatric, Antenatal and Poly Clinics**

Objectives, introduction, types of OPD, scope of OPD, Functions of OPD, organization of the OPD, special OPD units, day care units , equipment and furniture requirement ,Group work

UNIT – 2

- **Organization and Management of Nursing Services and Nursing Unit**

Objectives, introduction, functions of inpatient services, planning and organizing of inpatient services, planning and organizing of the nursing unit, planning considerations clinical area, auxiliary area, isolation room, optional accommodation, requirement of equipment, specialized nursing units, managerial issues

UNIT – 3

- **Accident and Emergency services**

Objectives, introduction, function of accident and emergency services, equipment, staffing types of emergency services, organizing accident and emergency services, medical triage: code tags and triage terminology, ambulance services, role of administrator .

UNIT - 4

- **Organization Management of ICU**

Objectives, introduction, classification of intensive care units, critical care unit, physical facilities, planning and designing, prognosis of cases and suitability for ICU care, quality assurance in ICU, group work and presentation

- **Organization Management of Operation Theatre**

Objectives, introduction, design considerations, location, Zoning, various functional sub areas of OT, operating room, Ventilation, equipment, decontamination of the surgical suite, equipment and furniture requirement in OT, policies and procedures, group work and presentation

UNIT – 5

- **Super-specialty Services**

Objectives, Functions, Design consideration, Management of super specialty departments

Super-specialty 1, Super-specialty 2, Super-specialty 3, **Super-specialty 4**

- **Control of Hospital Associated Infections**

Introduction, Infection Control Program, Hospital environment and hospital associated Infections, Prevention of Hospital, Associated Infections, Surveillance, Investigation of an outbreak, healthcare staff, Containment of Community acquired Infection.

Suggested Readings

1. PREKER AS, Mckee M, Mitchell A,
2. Nabajyoti Choudhary Zarin Soil Bharucha : Nova Science Publishers

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HC-208 HEALTH CARE & MANAGED CARE

course Objectives :

- To develop the understanding of the concept of health Insurance as a tool for social reform
- To understand various types of health insurance , health insurance products and regulations in India.

Course Contents :

UNIT -1

▪ Introduction to Health Insurance

Definitions, health financing basics, health financing models in various countries, 3 types of health insurance.

▪ Concept of Risk and Risk- pooling

Risk, Risk –pooling, risk management, cost of risk & insurance, Risk Insurance & social security, health insurance linkage to quality care.

▪ Insurance as a Contract

Principles of Insurance Contract, insurance documentation, conditions and warranties, inclusions and exclusions, anti money laundering.

UNIT -2

▪ Evolution of health Insurance in India

First regulation, nationalization, constitution of IRDA, its role and functions, privatization of health insurance

▪ Health Insurance Products

Broad classifications, covers, sub-limits and co-payments, deductibles, new products featuring maternity cover, critical illness cover, riders, personal accident and disability cover, overseas travel health insurance, group policies

UNIT- 3

▪ 3rd Party Administrator (TPA) and other Insurance Intermediaries

Scope of services of TPA, cashless access service to customer, CRM, reimbursement cycle.

▪ Health insurance underwriting

Definitions and role of underwriting, tools for underwriting, process flow of medical and non medical underwriting, IRDA guidelines for the underwriting policy. Predictive analysis in insurance. Premium calculations.

Health Insurance Claims Management

stakeholders in claims management, process flow in claims department of TPA, payment of claim, denial of claim.

UNIT- 4

▪ Social Health Insurance Models in India

Mandatory and voluntary health insurance schemes like cGHS, ESIS, Rajiv Aarogyashree Scheme, Yashaswini scheme, Rashtriya Swasthya Bima Yojana. Critical analysis of existing health insurance models, M and E of such schemes.

UNIT- 5

▪ Frauds in Insurance industry and Ways to Manage Frauds

Types of frauds, fraudulent health insurance claims, fraud management, role of IRDA in fraud management, role of ombudsman in settling disputes.

▪ Managed care of USA and Universal Health Coverage in other Countries

Evolution of managed care in USA, HMO, PPO, POS, Medicare and Medicaid, Accountable Care Act (ACA) or Obama care, Examples of managed care in various countries.

Suggested Readings

1. Dr. N. Devadasan et. Al – An overview of community health insurance in India
2. M. Akila – Health Insurance Penetration In India
3. Dr. Kent Ranson et, al : Community Based Health Insurance Scheme World Bank