

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

## **HC- 101 HEALTH AND DEVELOPMENT**

### **COURSE OBJECTIVES**

The key objective of this course is to provide the students a holistic understanding of the relationship between health and development in the global context.

---

#### **Unit 1 - Development and Health**

Defining development: What do we mean by development?  
Health and wealth: Bidirectional linkages between health and development.  
Evolution of development thinking and different development paradigms.  
Capabilities Approach/Human Development Approach and health.

#### **Unit 2 - Food, Nutrition, Health and Development**

Basic and nutrition security: concept, issues and indicators An overview of food and nutrition (in) security in the world nutrition transition.  
Food and nutrition security in India.  
Food, nutrition, health and development linkages.

#### **Unit 3 - Gender, Health and Development**

An overview of gender, health and development linkages Social and cultural norms and gender differential in health and mortality outcomes.  
Importance of eliminating gender disparities in health outcomes for intergenerational equity and human rights.

#### **Unit 4 - Climate Change and Health**

Climate change: a new killer disease?  
Climate change and health nexus: what do we know so far climate change and patterns of infection.  
Country case studies on health implications of climate change.

#### **Unit 5 - The Social and Cultural Determinants of Health and Development**

Social and Cultural Determinants of Health

- Caste and health
- Gender and Health
- place of birth/ residence and health

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

## READINGS

Students are provided with a copy of *course module* which contains suggested readings for relevant sections. Additionally, the following readings are suggested:

1. Alkire, S. and Robles, G. (2016). Global Multidimensional Poverty Index 2016. Briefing 41, Oxford Poverty and Human Development Initiative. Available at <http://www.ophi.org.uk/wp-content/uploads/Global-MPI-2016-2-pager.pdf>
2. Banerjee, A., and Duflo, E. (2011) Low-Hanging Fruit for Better (Global) Health? In Abhijit Banerjee and Esther Duflo's *Poor Economics: A radical rethinking of the way to fight global poverty* (pp. 41-95). New York: BBSPublicAffairs.
3. Dreze, J., & Sen, A. (2013). India's healthcare crisis. In Jean Dreze and Amartya Sen's *An uncertain glory: India and its contradictions* (pp. 143-181). London: Allen Lane.
4. FAO (2012). *The state of food insecurity in the world: Economic growth is necessary but not sufficient to accelerate reduction of hunger and malnutrition*. Rome: Food and Agriculture Organization. Available at <http://www.fao.org/publications/en/>
5. Garrett, L. & Schneider, K. (2009). Global Health: Getting it Right. In Anna Gatti and Andrea Boggio (Eds.) *Health and Development: Toward a Matrix Approach*, (pp 56-78). New York: Palgrave Macmillan.

# Rajiv Gandhi Pradyogiki Vishwavidyalaya, Bhopal (M.P.)

## HC 102 - PRINCIPLES OF MANAGEMENT

### COURSE OBJECTIVES

---

The course is intended to provide an in-depth input about the basic principles of Management. The students will be imparted knowledge and exposure to principles of management, through lectures, case studies, and assignments both individual and group. The emphasis is both on theory and application of these theories in real life situation.

#### **UNIT- 1 Introduction.**

Concept and significance of Management -  
: Management as a science or an art. Distinction between Management and Administration  
Functional Management Principles of Management Evolution of Management thought  
Classical School. Neo-Classical School & Modern School.

#### **UNIT- 2 Planning and Decision Making**

Planning: Nature. Process. Types. People & Significance Planning Vs Forecasting. Objectives. Meaning. Characteristics. Types. & Importance of MBO Decision Making Meaning & Significance, types, process, rationale & limitations

#### **UNIT- 3 Organizing.**

Concept & Process of Organizing. Organisation Structures & Design Departmentation: Meaning. Needs and Considerations. Span of Management.  
Authority. Power and Responsibility. Delegation of Authority Meaning. Advantages and Limitations. Centralization and Decentralization of Authority.

#### **UNIT- 4 Direction. Motivation & Leadership.**

Direction -  
Meaning. Principles and Techniques Motivation • Meaning. Significance and Theories. Leadership - Concept, Theories and Styles, Leadership & decision making

#### **UNIT- 5 Controlling & Co-ordination**

Controlling - Meaning. Characteristics and Steps Prerequisites of effective control. Co-ordination - Meaning Importance and Principles. Co-ordination as an essence of management

### READINGS

Koontz. 'O'Donnell	Essentials of Management
Terry and Frank	Principles of Management
Drucker Peter	Principles of Management
Prasad. LM	Principles and Practice of Management
Narayan & Rao	Principles of Management
Jain. J.K	Principles of Management



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

## **HC-103 BIO - STATISTICS**

### **COURSE OBJECTIVES**

The broad objective of the course on biostatistics is to develop skills in use of data in planning, implementation and monitoring health services, and programme management. The students will be trained in basic statistical techniques to collect, compile, process and analyze, present data, and draw scientific conclusions from the data at various levels in the health system. The specific objectives are as under:

---

#### **Unit-1 Basic concepts of biostatistics:**

importance of biostatistics and its uses in health and hospital management.  
Statistical techniques according to research question and study design.  
Basic statistical terms and its definition.

#### **Unit -2 Sources of Data :**

primary and secondary data sources, Census, Vital registration system, health service records, hospital records, sample survey, health survey, population survey, disease notification, environmental health data, advantages and disadvantages of various sources.

#### **Unit- 3 Central Tendency, Dispersion:**

Mean, Median and Mode.  
Variance, standard deviation, coefficient of variation.

#### **Unit-4 Distribution of Data :**

Types of distribution- normal distribution, binormal distribution, poisson distribution. Time series Analysis and Forecasting: Components of Time series. Measurement of trend forecasting by Graphical, Moving average, and Least square methods.

#### **Unit -5 Statistical inferences:**

Testing hypothesis - statistical test of significance Correlation, Regression.

### **READINGS**

The standard text books will be used as text books besides a series of reference books. Some selected ones are cited below:

- Rosner, Bernard (1982) Fundamentals of Biostatistics, Duxbury Press, Boston Massachusetts, 2nd Edition.
- Daniel, Wayne W. (1991) Biostatistics: A Foundation for Analysis in the Health Sciences, John Wiley and Sons, New York, 5th Edition.
- Dunn, Olive J. (1977) Basic Statistics: A Primer for the Biomedical Sciences, John Wiley and

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

- Sons, New York, 2nd Edition.
- Hassard, Thomas H. (1991) Understanding Biostatistics, Mosby Year Book, St. Louis.

## **HC -104 ESSENTIALS OF EPIDEMIOLOGY**

### **COURSE OBJECTIVES**

The objective of this course is to help the students understand the basic principles of Epidemiology, Epidemiological methods and approaches and their applications in epidemiological data and measurements in situational analysis, measuring disease burden and health status, and in planning, monitoring, supervision and evaluation of health care. The course will also help the students in investigation of outbreaks and epidemics, and planning and conducting disease surveillance.

---

#### **Unit- 1 General Concept of Epidemiology:**

Definition of epidemiology, epidemiologic approach and purposes of epidemiology  
Framework of health services from epidemiologic perspective, Strategies of epidemiology.

#### **Unit-2 Natural History of Disease, Dynamics of Disease, Transmission, and Prevention and Control:**

Health and disease, Ecology of health, Epidemiological triad, Natural history of disease, dynamics of disease transmission, Approaches to prevention and levels of control.

#### **Unit - 3 Epidemiology of Select Disease:**

Vector borne disease (Malaria), Water borne diseases (Diarrhoea)  
Airborne diseases (Tuberculosis), HIV and STDs, Lifestyle diseases (Diabetes, and CVDs), Injuries and accidents.

#### **Unit -4 Measures of Disease Frequency:**

Measurement—Rate, ratio, proportion and index, Morbidity Rate—incidence and prevalence and their relationship,  
Mortality rate—crude and specific death rates, proportional mortality rate, Standard death rate, Group exercise on calculating rates and ratio.

#### **Unit -5 Public Health Surveillance:**

Definition and purposes of surveillance, Organization and processes, Analysis and interpretation of data, Evaluation of public health surveillance.

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

### **READINGS**

- Leon Gordis (2015). Epidemiology. 5<sup>th</sup> Edition.
- Beaglehole, Bonita R, Kjellstrom T. Basic Epidemiology, World Health Organization, Geneva.
- Epidemiology for District Health Managers. World Health Organization, Geneva.
- Mausner Judith and Bahn K (1974): Epidemiology: An introductory Text, W.B. Saunders Publishers, Philadelphia



## **HC - 105 ORGANISATION BEHAVIOUR**

### **COURSE OBJECTIVES**

The broad objective of the course on OB is to build knowledge and skills to perform as effective health and hospital manager, both in the public and private sector.

---

#### **Unit-1 Focus and Purpose:**

Definition, need and importance of organizational behaviour –  
Nature and scope – Framework –  
Organizational behaviour models, Organization and the environmental factors.  
Organizational Theory, Organizational behaviour modification. Misbehavior – Types.

#### **Unit -2 Personality:**

Understanding personality, differences, Creativity, Personal effectiveness, Emotional Intelligence.

#### **Unit- 3 Work Motivation:**

Managerial assumptions about human nature Applying Motivation concepts at Work.  
Attributional process: Internality.  
Development of attitude, perceptual differences, values and ethics.

#### **Unit-4 Leadership:**

Leadership theories and leadership styles (application of LPI inventory)  
Sources of leader's influence The concept of empowering Leadership and supervision.

#### **Unit-5 Understanding Group Dynamics:**

Group and team, problem solving in groups.  
managing conflicts, collaboration negotiation.

### **READINGS**

- Organizational Behaviour: An Introduction
- WHO Competency Framework [www.who.int/employment/competencies/WHOcompetencies\\_EN.pdf](http://www.who.int/employment/competencies/WHOcompetencies_EN.pdf)
- Creativity Personal Effectiveness
- Fourth Eye: Excellence through Creativity by Pradip NK Handwalla WHO Competency Framework

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

amework

- Motivation: Managerial assumptions about human nature, Dr. Thomas A. Harris is the author of *I'm OK – You're OK*, the 1969 bestseller based upon the ideas of Transactional Analysis by Dr. Eric Berne
- Leadership Theories and Leadership Styles (application of LP in inventory)
- Management of Organizational Behaviour by Hersey, P and Blanchard, K
- Learning Organization, Change and Development.

## **HC-106 ESSENTIALS OF HEALTH ECONOMICS**

### **COURSE OBJECTIVES**

The main objective of the course is to provide the students with basic understanding of economic principles and its application to health care sector.

---

### **Unit – 1 Introduction of Economics:**

What economics is all about Understanding economic problem, Fundamental economic problems, Basic concepts in economics Positive/normative economic, Micro/macroeconomics

### **Unit -2 Introduction to Health Economics:**

Understanding and defining health economics, Describe major areas in health economics, Scope of health economics. Relevance of health economics to health planning Contribution to health policy planning.

### **Unit 3 Demand for Health Care:**

Defining demand Individual, demand curve Market demand curve  
Change and shift in demand, Determinants of demand for health care, Elasticity of demand  
Price, income and substitution effect Complementary and substitution goods Consumer surplus.

### **Unit 4 Cost and Supply Analysis:**

Cost concepts, Cost function.  
Cost-output relationship: long-run Cost-output relationship: short-run Economies of scale.



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

Estimation of cost function Supply function.

## **Unit - 5 Cost and Cost Analysis for Managerial Decisions:**

Costs: conceptual foundations

Understanding cost classification in health care programs, Health care program costing

Use of cost data by program managers, Cost allocation to determine pricing

Budgeting for health programs.

## **READINGS**

### List of Books

- Barnum, H. and J. Kutzin (1993). Public Hospitals in Developing Countries. The Johns Hopkins University Press.
- Clewer Ann and D Perkins (1998). Economics for Health Care Management. Prentice Hall.
- Folland, S., A.C. Goodman, and M. Stano (1997). The Economics of Health and Health Care. Prentice Hall.
- Over M (1991). Economics for Health Sector Analysis: (Concepts and Cases). The World Bank.
- Shepard D.S., D Hodgkin, and Y Anthony (1998). Analysis of Hospital Costs: A Manual for Managers. Health System Development Programme, WHO.
- Witter, S, T Ensor, M Jowett and R. Thompson (2000). Health Economics for Developing Countries: A Practical Guide. Macmillan Education Ltd.

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

## **HC- 107 MANAGEMENT ACCOUNTING**

### **COURSE OBJECTIVES**

The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and utilisation of financial and accounting information for planning, decision making and control.

---

#### **Unit- 1 Basic Accounting Concepts:**

Financial Accounting: Concept, Importance and scope. Generally accepted accounting Principles. Preparation of Financial Statement with special reference to analysis of a balance Sheet and Measurement of Business Income.

#### **Unit-2: Management Accounting:**

Concept, Need, Importance and Scope. Cost Accounting, Records and Process. Cost Ledger and Control Accounting. Reconciliation and Integration Between financial and cost Accounting, Job and Process Costing.

#### **Unit-3 Budgeting:**

Various Types of Budget and their Preparation. Master Budget. Flexible Budget, Budgetary Control. Performance Budgeting. Zero Based Budgeting.

#### **Unit-4 Marginal Costing:**

Concept, Importance and Contribution in Decision Making. Limitations of Cost Accounting, Cost Volume Profit Analysis- Break Even Analysis, Margin of Safety, P/V Ratio. Concept of Variances (Materials and labor).

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

## **Unit-5 Concept and Need for analysis of Financial Statements–**

Types and tools of analysis: Trend analysis, Common size statements and Comparative statements. Final Accounts of Company-Understanding.

### **READINGS**

Shukla.S.M.	:AdvanceAccounting.
Sharma&Gupta	:ManagementAccounting.
Jain&Narang.	:Accountancy.
PandeyI.M	:CaseinManagementAccounting
Shukla&Grewal	:AdvancedAccountancy

## **HC -108 BASIC COMMUNICATIONS IN HEALTH**

### **COURSE OBJECTIVES**

The broad objective of the course on communication planning management is to develop communication skills for mass communication and interpersonal communication. The specific objectives are as under.

---

#### **Unit- 1 Introduction:**

Definition and process of communication, Essentials of effective communication, Barrier to communication. Communication networks. Role of communication in organisational effectiveness. Use of grapevines.

#### **Unit-2 Health Communication and its Frameworks:**

Elements of strategic  
Communication Frameworks of health communications IEC, BCC, SBCC.

#### **Unit-3 Communication Plan:**

Audience analysis, Barrier analysis, Communication objectives, Media channels, Tool development, Theories of message development.

#### **Unit 4 Communication in Health Care Relationship: Professional-**

Patient relationship, role uncertainty, responsibility conflict, power difference. Professional-  
Professional relationship, role stress.

Professional-

Family relationship, limited contact with professionals, limited access to information,  
Patient-Family relationship, disruption of family member role, closed



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

communication patterns.

## **Unit-5. Letter Writing:**

Significance, purpose, writing style, structure, layout, content, principles of letter writing - your attitude, clear and concise, correct and complete, emphasize the positive, courteous and considerate.

Memos - Meaning, classification -

documentary, congratulatory and disciplinary, and purpose, structure and layout

## **READINGS**

- Mcquarrie D (1987): Mass Communication Theory and Introduction, Sage Publication Second Edition.
- Hubley, John (1994): Communicating Health—An Action Guide to Health Education and Health Promotion, McMillan.
- Piotrow, Phyllis, Kincard, Lawrence D, Reunion II, and Rinehart, Ward (1997): Health Communication; Lessons from FP and RCH, John's Hopkins School of Public Health.
- UNFPA. Interpersonal Communication Skills—Training Manual. Country Support Team UNFPA, Nepal.