

**DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY,
LUCKNOW**



Evaluation Scheme & Syllabus

MBA in Health Care and Hospital Management

First Year

(Effective from the Session: 2022-23)

Evaluation Scheme of MBA in Health Care and Hospital Management

(Effective from the Academic Session 2022-23)

I Semester

S.N.		SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMHC101	Management Concepts & Organizational Behaviour	3	0	0	30	20	0	50	100	0	150	3
2	KMHC102	Communication & Patient Relation Management	3	0	0	30	20	0	50	100	0	150	3
3	KMHC103	Financial Accounting & Analysis	3	0	0	30	20	0	50	100	0	150	3
4	KMHC104	Statistics for Health Care Management	3	0	0	30	20	0	50	100	0	150	3
5	KMHC105	Marketing Management	3	0	0	30	20	0	50	100	0	150	3
6	KMHC106	Human Anatomy , Physiology and Medical Terminology	3	1	0	30	20	0	50	100	0	150	4
7	KMHC107	Hospitals & Clinical Services	3	0	0	30	20	0	50	100	0	150	3
	LAB / PRACTICALS												
8	KMHC151	IT Skills Lab -1	0	0	4	0		25	25	0	50	75	2
9	KMHC152	Communication Skill Lab	0	0	4	0	0	25	25	0	50	75	2
													26

MANAGEMENT CONCEPTS & ORGANISATIONAL BEHAVIOUR

KMHC101

Course Credit: 3

Contact Hours: 40

Course Objectives

1. To provide basic understandings of management processes
2. To help the students understand the concepts of organizational behaviour
3. To apply the concepts of management and organizational behaviors in real world situations
4. Familiarizing the students with the contemporary issues in management.
5. Developing managerial and leadership skills among students

UNIT I (8 Hours)

Fundamentals of Management: Management practices from past to present, Different levels of management, Managerial skills and Managerial Functions, Case Studies

Planning- Objective of planning, Planning process, Types of planning, Types of plans, Management by Objective, Decision-making- types, process & techniques. Case Studies

UNIT-II (8 Hours)

Organising & Staffing- Types of organization, Organization structure and decentralization of authority, Meaning of staffing, Recruitment, selection & placement, Training & development.

Directing & Controlling- Principle of directing, Essence of coordination, Different control techniques, Management by exception. Case Studies

UNIT III (8 Hours)

Fundamentals of individual behavior, Personality, types of personality, Personal effectiveness, meaning of Attitudes, Types, Components, attitude formation and attitude change. Meaning & Type of Group Behaviour, Interpersonal skills, Transactional Analysis, Johari Window,

UNIT IV (8 Hours)

Motivation: Theory of Motivation: Maslow's, Herzberg's, McClelland, Contemporary theories of Motivation: Self Determination Theory, Self Efficacy Theory, Vroom's Expectancy Theory, Equity Theory, Reinforcement Theory, Meaning of Perception, process, behavioral applications of perception. Case Studies

UNIT V: (8 Hours)

Leadership: What is leadership, types of leaders and leadership styles, traits and qualities of effective leader, trait theory, LSM – Leadership Situational Model, Team Building, Tuckman Model of Team Development. Organizational Change: Meaning of organizational change approaches to managing organizational change, creating a culture for change, implementing the change, Kurt Lewin Model of change. Case Studies

Course Outcome:

CO 1	Developing understanding of managerial practices and their perspectives	Remember K1 Understand K2
CO 2	Understanding and Applying the concepts of organizational behaviour	Understand K2 Apply K3
CO 3	Applying the concepts of management and analyze organizational behaviors in real world situations	Analuse K4 Evaluate K 5
CO 4	Comprehend and practice contemporary issues in management.	Evaluate K 5
CO-5	Develop managerial and leadership skills among students	Create K6

Suggested Readings

1. Koontz Harold &Weihrich Heinz – Essentials of management (Tata McGraw Hill, 5th Edition,2008)
2. L. M. Prasad- Principles and Practices of Management, Sulatn Chand & Sons, 7th edition, 2007.
3. Stephen P. Robbins, —Organizational Behaviourl, 12th Edition, Prentice Hall
4. Dr. Premvir Kapoor, Principles and Practices of Management, Khanna Publishing House, Delhi
5. Robbins & Coulter - Management (Prentice Hall of India, 9th Edition)
6. Principles of Management, George R. Terry & S.G. Franklin, AITBS, Delhi.
7. N M Khandelwal- Indian Ethos & Values for Management- Himalyan Publishing
8. Fred Luthans, —Organizational Behaviourl, 12th Edition, McGraw Hill International Edition
9. Aswathappa K, —Organizational Behaviour (Text, Cases and Games)ll, Himalaya Publication
10. UdaiPareek, —Organizational Behaviorl, Oxford University Press

COMMUNICATION AND PATIENT RELATION MANAGEMENT

KMHC102

Course Credit: 3

Contact Hours: 40

COURSE OBJECTIVES

1. To provide understanding of principles of effective communication, barriers to communication and to suggest strategies to overcome them
2. To provide a platform to develop different skills in making communication effective.
3. To provide the introduction to the Patient Centric Management & the concepts of Quality and its relation to Patient Care
4. To provide the understanding of Patient classification system
5. To provide importance of Medical Ethics & Auditory procedures in hospitals.
6. To provide the information about Patient Medical Records, its management and Disaster preparedness procedures in hospitals.

UNIT I: PRINCIPLES OF EFFECTIVE COMMUNICATION (8)

Nature, Objective, Forms & Process of Communication, Principles of Effective Communication, Barriers to Communication, Measures to Overcome Barriers to Communication, Gateways of Communication in an Organization, Media and Modes of Communication

UNIT II: COMMUNICATION SKILLS (8)

Oral Skills: Reading Skills, Listening Skills, Presentation Skills, Negotiation Skills, Meetings and Conferences, Interview Skills & Group Discussion.

Writing Skills: Business Letters, Job Applications and Resume Writing, Enquiries, Circulars, Notices and Memos

Business Correspondence: Job Applications and Resume Writing, Business Letters, Enquiries, Orders and Replies, Circulars, Notices and Memos.

UNIT III: PATIENT CENTRIC MANAGEMENT (8)

Concept of patient care, Patient-centric management, Organization of hospital departments, Roles of departments/managers in enhancing care, Patient counseling & Practical examples of patient centric management in hospitals; Patient safety and patient risk management.

UNIT IV: PATIENT CLASSIFICATION SYSTEMS AND THE ROLE OF CASE MIX (8)

Why do we need to classify patients, Types of patient classification systems, ICD 9 (CM, PM), Case mix classification systems, DRG, HBG, ARDRG, Case mix innovations and Patient empowering classification systems

UNIT V: PATIENT MEDICAL RECORDS AND DISASTER PREPAREDNESS (8)

Policies & procedures for maintaining medical records, E-records, legal aspects of medical records, its safety, preservation and storage; Policies & procedures for general safety; fire safety procedure for evacuation; disaster plan and crisis management.

OUTCOME

CO	1: Understands the concept of Patient Centric Management.
CO	2 : Understands the concept of Quality, its tools, relation and application to Patient Care
CO	3 : To provide the understanding of Patient classification system
CO	4 : To provide importance of Medical Ethics & Auditory procedures in hospitals.
CO	5 : To provide the information about Patient Medical Records, its management and Disasterpreparedness procedures in hospitals.

REFERENCES

1. Speaking and Writing for Effective Communication, Author - Francis Soundararaj, Publisher Macmillan.
2. Effective Business Communication - Author - Herta A. Murphy, Herbert W. Hildebrandt, Jane P. Thomas, Publisher - Tata Mc.Grawhill.
3. Goel S L & Kumar R. 2004. Hospital Core Services: Hospital Administration of the 21st Century. Deep Deep Publications Pvt Ltd: New Delhi
4. Gupta S & Kant S. 1998. Hospital & Health Care Administration: Appraisal and Referral Treatise. Jaypee: New Delhi
5. Harris M G & Assoc. 2003. Managing Health Service: Concepts & Practices. MacLennan +Petty: Sydney
6. Kelly D L. 2006. Encyclopaedia of Quality Management in Hospitals & Health Care Administration. Vol 1-6. Pentagon Press: Chicago
7. Kilpatrick A O & Johnson J A. 1999. Handbook of Health Administration & Policy. Marcel Dekker Inc: New York
8. Kumar A. 2000. Encyclopaedia of Hospital Administration & Development: Volume I. Anmol Publications Ltd: New Delhi.
9. Ransom S B. Joshi M S & Nash D B. 2006. The Health Care Quality Book: Vision, Strategy & Tools. Standard Publishers Distributors: Delhi
10. Reddy N K S. 2000. Medical Jurisprudence & Toxicology. ALT Publications: Hyderabad
11. Rao M S. 1992. Health & Hospital Administration in India. Deep & Deep Publications: New Delhi.

FINANCIAL ACCOUNTING AND ANALYSIS
KMHC103

Course Credit: 3

Contact Hours: 40

Course Objectives:

- 1) To understand the fundamentals, basic theory and concepts of financial accounting.
- 2) To have a knowledge about various Accounting Standards used in preparation of financial statements.
- 3) To have an understanding of preparation and presentation of financial statements.
- 4) To acquire knowledge about various techniques used for analysing financial statements with its application.
- 5) To enable students acquainted with current trends and social responsibility accounting.

UNIT I (6 Hours)

Meaning and Scope of Accounting: Evolution and Users of Accounting, Basic Accounting terminologies, Principles of Accounting, Accounting Concepts & Conventions, Accounting Equation, Deprecation Accounting.

UNIT II (8 Hours)

Mechanics of Accounting: Accounting Standards and IFRS: International Accounting Principles and Standards; Matching of Indian Accounting Standards with International Accounting Standards, Double entry system of Accounting, journalizing of transactions; Ledger posting and Trial Balance.

UNIT III (10 Hours)

Presentation of Financial Statement: Preparation of final accounts (Profit & Loss Account and Balance Sheet) according to companies act 2013 (vertical format), Excel Application to make Balance sheet, Case studies and Workshops, Preparation of Cash Flow Statement and its analysis.

UNIT IV (10 Hours)

Analysis of financial statement: Ratio Analysis- Solvency ratios, Profitability ratios, activity ratios, liquidity ratios, Market capitalization ratios; leverage Ratio, Detailed Analysis using excel application.

UNIT V (6 Hours)

Financial Statement Analysis and Recent Types of Accounting: Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, Service & banking organizations, Case Study and Workshops in analysing Balance sheet. Human Resource Accounting, Forensic Accounting, Accounting for corporate social responsibility.

Course Outcome:

After successful completion of this course students will be able to

CO1	Understand and apply accounting concepts, principles and conventions for their routine monetary transaction	Remember K1 Understand K2
CO2	Recognising various types of accounting and utilize the technology and social responsibility in facilitating and enhancing accounting and financial reporting processes	Remember K1 Understand K2
CO3	Understand about IFRS, Ind AS and IAS for preparation and reporting of financial statements	Understand K2
CO4	Analyse, interpret and communicate the information contained in basic financial statements and explain the limitations of such statements	Analyze K5
CO5	Create and prepare financial statements and Cash flow in accordance with Generally Accepted Accounting Principles	Apply K3 Evaluate K4 Create K6

Suggested Readings

1. Maheshwari S.N & Maheshwari S K – A text book of Accounting for Management (Vikas, 10th Edition)
2. Essentials of Financial Accounting (based on IFRS), Bhattacharya (PHI, 3rd Ed)
3. Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
4. PC Tulsian- Financial Accounting (Pearson, 2016)
5. Dhamija - Financial Accounting for managers: (Prentice Hall, 2nd Edition).
6. Narayan swami - Financial Accounting: A Managerial Perspective (PHI, 5th Ed)
7. Dhanesh k Khatri- Financial Accounting (TMH, 2015)
8. Ambrish Gupta - Financial Accounting: A Managerial Perspective (Prentice Hall, 4th Edition)
9. Ramchandran & Kakani - Financial Accounting for Management (TMH, 2nd Edition).
10. Mukherjee - Financial Accounting for Management (TMH, 2nd Edition).

STATISTICS FOR HEALTH CARE MANAGEMENT

KMHC104

Course Credit: 3

Contact Hours: 40 hours

Course Objectives

1. Understand the different basic concept / fundamentals of business statistics.
2. Understand the importance of measures of Descriptive statistics which includes measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.
3. Understand the concept of Probability and its usage in various business applications.
4. Understand the Hypothesis Testing concepts and use inferential statistics- t, F, Z Test and Chi Square Test
5. Understand the practical application of Descriptive and Inferential Statistics concepts and their uses for Business Analytics.

Unit I Introduction To Basic Statistics

(8)

Introduction to concepts - Meaning, Scope, types, functions and limitations of statistics in health care , Measures of Central tendency – Mean, Median, Mode, Quartiles, Measures of Dispersion – Range, Inter quartile range, Mean deviation, Standard deviation, Variance, Coefficient of Variation, Skewness and Kurtosis in hospital environment, Data recording in routine clinical practice - Qualitative & quantitative observations - Scales of measurement

Unit II: Health & Hospital Statistics

(8)

Introduction-utilization of basic data, source of health statistics-common rates& ratios in India-incidence & prevalence rate- health reports- ICD- Notifiable diseases-Clinical Trials-Community Trials- Non Randomized Trials- Ethical Bases in Clinical Trials- Sampling- Types of Sampling and Techniques of Sampling

Unit III: Demography and Vital Statistics

(8)

Correlation & Regression Analysis : Mortality and Morbidity Rates- Birth Rates-Specific Death Rates- Fertility Rates-Abortion Rates etc.- sources of health statistics-problems in collection of sickness data- measurement of sickness- vitalstatistics.

Unit IV: Time Series & Index Number

(8)

Time series analysis: Concept, Additive and Multiplicative models, Components of time series, Trend analysis: Least Square method - Linear and Non- Linear equations, Applications in business decision-making. Index Numbers: - Meaning, Types of index numbers, uses of index numbers, Construction of Price, Quantity and Volume indices: - Fixed base and Chain base methods.

Unit V : Hypothesis Testing

(8)

Hypothesis Testing: Null and Alternative Hypotheses; Type I and Type II errors; Testing of Hypothesis: Large Sample Tests, Small Sample test, (t, F, Z Test and Chi Square Test)

Course Outcome	Blooms Taxonomy
CO1. Gaining Knowledge of basic concept / fundamentals of business statistics.	<ul style="list-style-type: none"> Understand (K 2)
CO2. To compute various measures of central tendency, Measures of Dispersion, Time Series Analysis, Index Number, Correlation and Regression analysis and their implication on Business performance.	<ul style="list-style-type: none"> Remembering (K1) Understand (K2)
CO3. Evaluating basic concepts of probability and perform probability theoretical distributions	<ul style="list-style-type: none"> Understand (K 2) Applying (K 3)
CO4. To apply Hypothesis Testing concepts and able to apply inferential statistics- t, F, Z Test and Chi Square Test	<ul style="list-style-type: none"> Analyzing (K 4)
CO5. To perform practical application by taking managerial decision and evaluating the Concept of Business Analytics.	<ul style="list-style-type: none"> Evaluating (K5) Create (K 6)

Suggested Readings

1. G C Beri – Business Statistics, 3rd ed, TATA McGrawHill.
2. Chandrasekaran & Umaparvathi-Statistics for Managers, 1st edition, PHI Learning
3. Davis , Pecar – Business Statistics using Excel, Oxford
4. Ken Black – Business Statistics, 5th ed., Wiley India
5. Levin and Rubin – statistics for Management, 7th ed., Pearson
6. Lind, Marchal, Wathen – Staistical techniques in business and economics, 13th ed, McGrawHill
7. Newbold, Carlson, Thorne – Statistics for Business and Economics, 6th ed., Pearson
8. S. C.Gupta – Fundamentals of Statistics, Himalaya Publishing
9. Walpole – Probability and Statistics for Scientists and Engineers, 8th ed., Pearson

MARKETING MANAGEMENT
KMHC105

COURSE CREDIT: 3

Contact Hours: 40

Course Objectives

1. Assess market opportunities by analyzing customers, competitors, collaborators, context, and the strengths and weaknesses of a company.
2. Understand consumers' requirements and their behaviors.
3. Develop effective marketing strategies to achieve organizational objectives.
4. Communicate and defend your recommendations and critically examine and build upon the recommendations of your classmates both quantitatively and qualitatively.
5. Develop the understanding the current global and digital aspect of marketing.

Unit 1(8 hours)

Introduction: Nature and scope of marketing, Various marketing orientations, Need, Want, Demand, Elements of Marketing mix, customer value and the value delivery process.

Understanding Consumer Behavior: Buying motives, factors influencing buying behavior, buying habits, stages in consumer buying decision process, types of consumer buying decisions.

Unit 2 (8 hours)

Market segmentation, Targeting and Positioning: Meaning, Factors influencing segmentation, Market Aggregation, Basis for segmentation, Segmentation of Consumer. Targeting: Meaning, Basis for identifying target customers, Target Market Strategies. Positioning: Meaning, product differentiation strategies, tasks involved in positioning. Branding: Concept of Branding, Brand Types, Brand equity, Branding Positioning.

Unit 3 (8 hours)

Product Decisions: Concept, product hierarchy, new product development, diffusion process, Product Life cycle, Product mix strategies. Packaging / Labeling: Packaging as a marketing tool, requirement of good packaging, Role of labeling in packaging. Pricing Decisions: Pricing concepts for establishing value, Pricing Strategies-Value based, Cost based, Market based, Competitor based, New product pricing – Price Skimming & Penetration pricing

Unit 4 (8 hours)

Place Decision: Meaning, Purpose, Channel alternatives, Factors affecting channel choice, Channel design and Channel management decisions, Channel conflict, Retailing & Types of Retailers. Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, AIDA model, Public Relation: Meaning, Objectives, Types, and Functions of Public Relations. Sales Promotion: Sales Promotion Mix, Kinds of promotion, Tools and Techniques of sales promotion, Push-pull strategies of promotion, Personal Selling: Concept, Features, Functions, Steps/process involved in Personal Selling, Direct Marketing: Meaning, Features, Functions, Growth and benefits of direct marketing, different forms.

Unit 5 (8 hours)

CRM: Meaning, Relationship Marketing Vs. Relationship Management, Types of Relationship Management, Significance of Customer Relationship Management. Global Marketing: current scenario, Global Marketing environment, Entry strategies, Global P's of Marketing., Recent trends and Innovation in Marketing- Green Marketing, Agile Marketing

Course Outcomes: Upon the successful completion of this course, the student will be able to:

S.No	Course Outcome	Bloom's taxonomy
1	CO1. Remember and Comprehend basic marketing concepts.	<ul style="list-style-type: none"> Remembering (k1) Understand (K 2)
2	CO2. Understand marketing Insights on application of basic marketing concepts.	<ul style="list-style-type: none"> Understand (K2)
3	CO3. Able to Apply and develop Marketing Strategies and Plans	<ul style="list-style-type: none"> Applying (K 3)
4	CO4. Understand and Analyzing Business/ Consumer Markets and ability Identify & evaluate Market Segments and Targeting	<ul style="list-style-type: none"> Analyzing (K 4)
5	CO5. Develop skills to understand the current global and digital aspect of marketing.	<ul style="list-style-type: none"> Evaluating (K5) Create (K6)

Recommended Text Books :

1. Marketing Management: A South Asian Perspective - Kotler, Keller, Kevin 15/e, Pearson Education, 2016.
2. Marketing Management - Ramaswamy V. S. & Namakumari S, 6/e, Sage Publication India Pvt Ltd., 2018.
3. Marketing Management - Tapan Panda, 5/e, Excel Publication, 2007.
4. Fundamentals of Marketing Management - Etzel M. J, B J Walker & William J. Stanton, 14/e, McGrawHill Education Publishers, 2015.
5. Marketing: Asian Edition Paul Bainies, Chris Fill Kelly Page third edition, Oxford.

Human Anatomy, Physiology and Medical Terminology

KMHC106

COURSE CREDIT: 3

Contact Hours: 40

OBJECTIVES

1. To understand the function and importance of different system of human body.
2. To familiarize with the medical terminology used in the hospital sector
3. To define the terms root, suffix, and prefix and to explain what combining forms are and why they are used and to name the languages from which most medical word parts are derived.
4. To understand the meaning of health and illness and the classification of various diseases.
5. To understand the infectious control and disinfection system routinely practiced in the hospital sector.

UNIT I

(10)

Human Anatomy and Physiology: Basic functions and importance of various systems in Human body -Digestive System-Respiratory system-Circulatory system-Central Nervous system, Muscular Skeletal system-Reproductive system-Excretory system-Endocrine Glands-Special Senses.

UNIT II

(10)

Medical Terminology: Reasons for using medical terms-Glossary of medical terms: major diseases and medical specialties. Roots, Prefixes, Suffixes, Abbreviations and symbols-Common roots: element referring to, usage and definition-Common prefixes and suffixes-Common abbreviations: departments, time, general healthcare, routes of medication and laboratory-Symbols.

UNIT III

(6)

Speciality-wise terminology: Pathology terms of common use; Diagnostic and therapeutic terms; Paediatric services; ENT; Ophthalmology; Orthopedics; Dermatology; Cardiology

UNIT IV

(7)

Illness: Defining Health and illness: Direct and indirect causes-Classification and description of disease.

UNIT V

(7)

Infection Control: Nosocomial infection-asepsis--Reservoir, carrier and mode of transmission of Communicable diseases -Infection control measures-Disinfection -Sterilization and aseptic technique-Infection control committee-purpose, composition and duties.

OUTCOME

CO 1	Students will be able to acquire thorough knowledge of human anatomy and physiology.	Remember K1 Understand K2
CO2	Students will be able to explain the purpose of medical terminology and familiarize the medical terms for various diseases and medical specialist.	Understand K2
CO 3	Students will be able to understand the meaning for different root, suffix and prefix used in the health/medical sector.	Understand K2
CO 4	Students will imbibe knowledge of classification of various diseases.	Apply K3 Analyze K4
CO 5	Students will be able to understand and use the hospital associated infectious surveillance system. Student will also understand and educate others about the important infection & its control mechanism	Evaluate K5 Create K6

REFERENCES:

1. Review of Medical Physiology - William F. Ganong McGraw Hill, Boston
2. Stedman's Medical Dictionary
3. Biological Science - Taylor - Cambridge University
4. Mogli GD: Medical Records, Organization and Management, Jaypee Brothers Medical Publishers (P) Ltd., New Delhi, 2001.
5. Francis CM, Mario C de Souza: Hospital Administration, Jaypee brothers Medical Publishers (P) Ltd., New Delhi, 2000.
6. Tabish, S. A. (2001). Hospital and health services administration: Principles and practice. New Delhi: Oxford University Press.
7. Rowland HS, Rowland BL: Hospital Administration Handbook, Aspen System Corporation: Rockville, 1984.
8. BM Sakharkar, Principles of Hospital Administration and Planning – Jaypee brothers publications.
9. Medical records manual: A guide for Developing countries WHO regional office, stylus Publication
10. Grant, J. C. B. J. C. B., Grant, J. C. B., Slonecker, C. E., & Basmajian, J. V. (1999). Grant's method of anatomy. Baltimore.
11. Ganong, W. F., Barrett, K. E., Barman, S. M., Boitano, S., & Brooks, H. L. (2015). Review of medical physiology. New York: McGraw-Hill Medical.
12. Park, K. (2015). Park's textbook of preventive and social medicine, Bhanot Publishers, 23rd edition
13. Stedman, T. L. (2000). Stedman's medical dictionary, illustrated. Baltimore: Williams & Wilkins.

Hospitals & Clinical Services

KMHC107

COURSE CREDIT: 3

Contact Hours: 40

OBJECTIVES

1. To develop a basic understanding of clinical services in the hospital sector
2. To seek a thorough knowledge in health care policies
3. To understand the management and organization of various departments in the hospital sector
4. To understand the process of quality management in the hospital sector
5. To understand the other clinical services such as surgical and allied services in the hospital sector

Unit I

(8)

Concept of Hospitals: Definition, philosophy and objectives of Hospital; Classification of Hospitals; Hospital as a System and its peculiarities; Intramural and Extramural Functions of a Hospital; Managerial activities in a Hospital; Relationship between a Hospital and its Community, Administration vs Management; Meaning and rationale of Hospital Administration; Roles of Hospital Administration; Skills of Hospital Administration; Types of Hospital Administrators; Professional bodies of Hospital Administrators; Code of Ethics for Hospital Administrators

Unit II

(8)

Overview of Hospital Services: Health Administration in India- Health Care Delivery System- Introduction to OPD Services- Overview- function- location design-organisation- space requirement facilities- emergency services design-space requirement-physical facilities- Clinical & Non-Clinical Services

Unit III

(8)

Policies In Clinical Services

National Health Policy-National Health Programmes-Tuberculosis's control Programme, Dots Programme for control of Blindness- Family welfare programme- AIDS control programme, role & functions of National AIDS Control Organisation (NACO).

UNIT IV

(8)

Management and Organization Of Clinical Services 9

Organization and Administration of various clinical services - Outpatient Services - In-patient Services Emergency Services - Operation Theatre - ICUs - Super Specialty Services including their utilization study - Nursing Care & Ward Management (general and specialized Delivery suite and maternity ward)-Neonatal Intensive Care Unit- Day Care Unit. Medical and allied services: Medical services, paediatric services, psychiatric services, gastroenterology services, endocrinology services geriatric services cardiology centre, nephrology and dialysis.

Unit V Surgical and Allied Services to Clinical Services**(8)**

- Surgical services Dental services-obst.and gyneac. Services- physiotherapy services- Trauma centre- burns- paraplegic and malignant treatment centre- urology centre- orthopedic services. Insurance companies and TPAs- Insurance policies and cover- Personal accident insurance benefit- Claims procedures- Administration of patient related schemes- Medical insurance - cashless benefit, reimbursement- CGHS, ECHS, CSMA, ESIC

OUTCOME

CO 1	Students will be able to understand the overall health care delivery system and Procedures adopted in the hospital sector.	Remember K1 Understand K2
CO 2	Students will be able to understand different health care policies	Understand K2
CO 3	Students will be able to familiarize to manage and organize various departments in the hospital.	Understand K2
CO 4	Students will be able to use various process involved in quality management and the accreditation of hospitals	Apply K3 Analyze K4
CO 5	Students will be able to assess various clinical activities such as licensing, accreditation of hospitals and innovate & improvise the functioning of clinical services and patient care system	Evaluate K5 Create K6

REFERENCES

1. Arnold D. Kalcizony & Stephen M. Shortell, Health Care Management.
2. Carolyn Semple Piggot & Carolyn S. Piggot, Business Planning for Health Care Management.
3. David E. Cope, Organization Development and Action Research in Hospitals.
4. Perspectives in health care - Nancy North - Macmillan Press, U.K

IT SKILLS LAB-1
KMHC151

Course Credit: 2

Contact Hours: 20

Course Objectives

1. To provide knowledge about the functioning of computers and its uses for managers
2. To provide hands on learning on Internet and its applications
3. To provide hands on learning on Word processing software
4. To provide hands on learning of applications on Spreadsheet software
5. To provide hands on learning on Presentation software

UNIT I (03 hours) Conceptual Framework

Hardware: (a) Input devices - keyboard, printing devices, voice speech devices, scanner, MICR, OMR, Bar code reader, digital camera etc. (b) Output devices - Visual Display UNIT, printers, plotters (c) Storage Devices – Magnetic storage devices, Optical storage devices, Flash Memory.

Software: Types of software with examples; Introduction to languages, compiler, interpreter and Assembler, Operating System Functions, Types and Classification, Elements of GUI based operating system. Network and Internet: Types of computer networks (LAN, WAN and MAN), Netiquettes, Basic services over Internet like WWW, FTP, Telnet, Gopher, URL, Domain names, Web Browsers, Multimedia and its applications: Concepts of Text, Graphics, Animation, Audio, Images, Video. Multimedia Application in Education, Entertainment, Marketing. Names of common multimedia file formats,

UNIT II : Windows and Users Interface (Lab Work)- 4 hours

Windows operating System: Introduction and characteristics, Elements of GUI. Using Mouse, My Computer Icon, The Recycle Bin, Status Bar, Start and Menu & Menu-selection, Running an Application, Windows Explorer: Viewing of File, Folders and Directories Creating and Renaming of files and folders Opening and closing of different Windows, Windows Setting: Control Panels, Wall paper and Screen Savers Setting the date and Sound. Concept of menu, Using Help, using right Button of the Mouse, Creating Short cuts, Basics of Window Setup, Notepad, Window Accessories

UNIT III: Word Processor Software (Lab Work) – 4 hours

Word processing concepts: Opening, Saving, Closing the file, opening an existing document, selecting text, editing text, Finding and replacing text, printing documents, Creating and Printing Merged Documents, Character and Paragraph Formatting, Page Design and Layout. Editing and Profiling Tools: Checking and correcting spellings. Using Graphics, Tables, Charts, Document Templates and Wizards.

UNIT IV: Spreadsheet Software (Lab Work) – 3 hours

Spreadsheet Package Spreadsheet: Concept and Working Interface, Creating, Saving and Editing a Workbook, Inserting, Deleting Work Sheets, entering data in a cell / formula Copying and Moving from selected cells, handling operators in Formulae. Functions in Spreadsheet: Mathematical, Logical, statistical, text, financial, Date and Time functions, Using Function Wizard. Formatting a Worksheet and Cell: changing data alignment, changing date, number, character or currency format, changing font, adding borders and colors. Printing worksheets, Charts and Graphs – Creating, Previewing, and Modifying Charts. Integrating word processor, spread sheets, web pages.

UNIT V: Presentation Software (lab Work) – 3 hours

Interface of the Presentation Package: Creating, Opening and Saving Presentations. Professional Look of the Presentation: Working in different Design & Views, Working with Slides. Formatting and Editing: Text, Image and Paragraph formatting, Checking Spelling and Correcting Typing Mistakes, Making Notes Pages and Handouts, Drawing and Working with Objects, Adding Clip Art and other pictures, Designing Slide Shows, Running and Controlling a Slide Show, Printing Presentations.

Course Outcomes

Upon successful completion of this course, the student should be able to:

S. No.	Course Outcome	Bloom's Taxonomy
1	CO1. Gain in depth knowledge about the functioning of computers and its uses for managers	Remember & Understand (K1,K2)
2	CO2. Learn to use Internet and its applications	Applying (K3)
3	CO3. Understand and implement Word processing software	Analyse (K4)
4	CO4. Learn applications on Spread sheet softwares	Applying (K4)
5	CO5. Develop the Presentations and Tables etc	Evaluate & Create (K5 , K6)

Suggested Readings

1. Nasib Singh Gill – Handbook of Computer Fundamentals, Khanna Publishing House, Delhi
2. Shrivastava-Fundamental of Computer& Information Systems (Wiley Dreamtech)
3. Leon A and Leon M - Introduction to Computers (Vikas, 1st Edition).
4. ITL ESL – Introduction to Information Technology (Pearson, 2nd Edition).
6. Introduction to Computers, Norton P. (TATA McGraw Hill)
7. Leon - Fundamentals of Information Technology, (Vikas)
8. Satish Jain-BPB's Computer Course Windows 10 with MS Office 2016 (BPB)
9. Linda Foulkes- Learn Microsoft Office 2019: A comprehensive guide to getting started with Word, PowerPoint, Excel, Access, and Outlook (Packt Publishing Limited)

Communication Skill Lab KMHC152

Course Credit: 2

Hours: 20

Course Objectives

1. To develop reading, writing, listening and speaking abilities.
2. To develop and strengthen the professional skills like presentations, debate and business writing
3. To develop the public speaking skills
4. To ensure smooth transition from campus to corporate.

Session 1: Communication at Workplace

(4 Hrs.)

Understanding the cues and clues of Business Communication (Instructor may design a game and play in the class room)

Role Play on developing understanding on Communication Barriers at work place.

Good Communication Gateways: The 7 Cs of Communication

Exercise on Making Communication Effective

Session 2: Interpersonal Communication

(4 Hrs.)

Understanding Listening Skills through a game

Developing Listening Skills by using audio in Lab

Giving and Receiving Feedback through an exercise

Handling Conflict

Session 3: Designing and Delivering Oral Presentations

(4 Hrs.)

7 Steps process of making Professional Presentations

Process of Making Effective Power Point Presentations

Art of making group & Online Presentations

Play a game / exercise between students

Session 4: Fundamentals of Business Writing

(4 Hrs.)

Memos, Notices & Business Letters writing (Three Types of Letters) through exercises.

Drafting Business Messages for broadcasting & E - mail writing

Types and Process of Report writing through exercise.

Making an effective business proposal

Session 5: Employment Communication

(4 Hrs.)

Resume Writing

Exercise on Extempore & Debate

G D Skills & Exercise on Group Discussion (Mock GD)

Interview skills and Mock Interviews

Drafting Post-Interview Employment Messages

References

1. Business Communication: A Practical Oriented Approach by Shalini Kalia & Shailja Aggarwal, by Wiley
2. Practical Business Communication by Emma Sue Prince_