

**MASTER OF HOSPITAL ADMINISTRATION-MHA
REGULATIONS**

ELIGIBILITY :

Candidates for admission to the first year of the Master of Hospital Administration full time degree course shall be required to possess a pass in “Bachelor’s Degree” of any University and as per the norms set by the Government of Tamil Nadu or an Examination accepted as equivalent thereto by the Academic Council, subject to such conditions as may be prescribed thereto are permitted to appear and qualify for the Master of Science in Hospital Administration Post Graduate Degree Examination of this College after a course of study of two academic years.

OBJECTIVE OF THE COURSE :

1. To learn efficient methods of Hospital Administration
2. To understand the concepts of management with relation to modern hospitals
3. To prepare and train qualified and efficient administrators to manage hospitals
4. To prepare and understand the principles of management and apply, when providing Quality patient Care in selected areas of Clinical Specialty in the Hospital and Community
5. To offer platform for working professionals in hospitals to achieve desired knowledge, skills and attitude in the field of hospital administration and enhance culture of professionalism in their approach.

6. To improve the ability of hospital based professionals in ethical decision making and implementation in key result areas of Hospital Administration.
7. To build skills in the use of managerial tools of planning, organising, and achieve optimal resource utilisation in hospital settings.

SCHEME OF EXAMINATION

Subject Code	Subject	Hrs of Instruction	Exam Duration (Hrs)	Max Marks			Credit Points	
				CA	CE	Total		
First Semester								
15PHM13A	Core-I : Management Principles	4	3	25	75	100	4	
16PHM13B	Core-II : Concept of Health & Healthcare Management	4	3	25	75	100	4	
16PHM13C	Core-III : Organizational Behavior	5	3	25	75	100	4	
16PHM13D	Core-IV : Bio statistics and Operation Research	5	3	25	75	100	4	
15PHM13E	Core-V : Computer Applications in Health care Services- Business Communication	2	2	10	40	50	2	
16PHM13P	Core Practical -I : Computer Applications in Health care Services	3	2	20	30	50	2	
16PHM13T	Hospital Internship -I	3	Grade A to C					
	Elective- I :	4	3	25	75	100	4	
		30				600	24	

Shree V 24/6/2016
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M.H.A (Students admitted from 2016 – 2017 onwards)

Second Semester								
16PHM23A	Core-VI : Hospital Architecture, Planning, Design And Maintenance	4	3	25	75	100	4	
16PHM23B	Core-VII : Healthcare Economics	4	3	25	75	100	4	
16PHM23C	Core-VIII : Healthcare Marketing& Strategic Management	4	3	25	75	100	4	
16PHM23D	Core-IX : Materials Management	4	3	25	75	100	4	
16PHM23E	Core-X : Legal and Ethical Issues in Healthcare	4	3	25	75	100	4	
16PHM23F	Core-XI : Financial Management & Accounting	4	3	25	75	100	4	
16PHM23T	Hospital Internship - II	3	Grade A to C					
	Elective -II :	3	3	25	75	100	4	
		30				700	28	
Third Semester								
16PHM33A	Core-XII : Hospital Operation Management	5	3	25	75	100	4	
16PHM33B	Core-XIII : Human Resources Management	4	3	25	75	100	4	

M.H.A (Students admitted from 2016 – 2017 onwards)

	and industrial relations						
16PHM33C	Core-XIV : Research Methodology	5	3	25	75	100	4
16PHM33D	Core-XV : Hospital Information System	4	3	25	75	100	4
16PHM33E	Core-XVI : Quality Management in Healthcare	5	3	25	75	100	4
16PHM33T	Hospital Internship -III	3	Grade A to C				
16PHM33F	Hospital Orientation (30 days)*	-	3	-	-	50	2
	Elective -III:	4	3	25	75	100	4
		30				650	26
Fourth Semester							
15PHM43A	Core-XVII Customer Relationship Management	5	3	25	75	100	4
16PHM43V	Project Work (Project 160 marks and viva 40 marks)	15	3	-	-	100	4
	Elective - (Project 80 marks and viva 20)	10	3	-	-	100	4
		30				300	12
		Grand Total				2250	90

M.H.A (*Students admitted from 2016 – 2017 onwards*)

- Hospital Orientation (30 days)* - 10 Marks for Project Report, 30 Marks for External Evaluation and 10 Marks for Internal Evaluation

ELECTIVE - I

(Student shall select any one of the following subject as Elective-I in first semester)

S.No	Subject Code	Name of the Subject
1.	15PHM1EA	Hospital Record Standards and Policies
2.	15PHM1EB	Health Sector in India
3.	15PHM1EC	Fundamentals of TQM

ELECTIVE - II

(Student shall select any one of the following subject as Elective-II in Second semester)

S.No	Subject Code	Name of the Subject
1.	15PHM2EA	Organization and management of hospital records Department
2.	15PHM2EB	Organisation and Administration of Health System
3.	15PHM2EC	TQM Tools and Techniques

ELECTIVE - III

(Student shall select any one of the following subject as Elective-III in Third semester)

S.No	Subject Code	Name of the Subject
1.	15PHM3EA	International Classification of Diseases
2.	15PHM3EB	Health Care Delivery System
3.	15PHM3EC	Total Quality Management in Hospitals

FOR COURSE COMPLETION

Students have to complete the following subject:

1. All the Core papers in I, II, III and IV semester.
2. Value Added Courses in I, II and III semester respectively.
3. One Elective Course in I, II, and III semester.
4. A project in the IV semester.
5. Hospital Internship 45 Hours in I,II and III Semester and evaluation of the report will be done by the internal and external Examiner. Based on their performance Grade will be awarded as follows
 A:- 75 Marks and above
 B:- 60-74 Marks
 C:- 40-59 Marks
 Below 40 marks - (Reappear)
6. Hospital Orientation 30 days during II semester summer holidays and Evaluation will be done in Third semester.

TOTAL CREDIT DISTRIBUTION

Subjects	Credits	Total		Credits	Cumulative Total
Core	4	16 X 100 =	1600	64	76
Elective	4	3 X 100 =	300	12	
Project Work	4	1 X 100 =	100	4	4
Hospital Orientation	2	1X 50 =	50	2	2
Elective	4	1X 100 =	100	4	4
Computer	4	1X 100 =	100	4	4
Total			2250	90	90

**EARNING EXTRA CREDITS IS NOT MANDATORY FOR COURSE
COMPLETION EXTRA CREDITS**

Part	Subject	Credit	Total credits
1.	Publication with ISSN Journal	1	1
2.	Hindi /Other Foreign language	1	1
3.	Paper Presented in Sponsored National/ International Seminar/conference/ workshop	1	1
4.	Online Courses Prescribed By Department / Self study paper	1	1
5.	Representation - Academic/Sports /Social Activities/ Extra Curricular Activities at University/ District/ State/ National/ International	1	1
Total			5

Rules:

The students can earn extra credits only if they complete the above during the course period (I to III sem) and based on the following criteria. Proof of Completion must be submitted in the office of the Controller of Examinations before the commencement of the IV Semester. (Earning Extra credits are not mandatory for Course completion)

1. Publication with ISSN Journal by a student and co-authored by staff member will be given one credit extra.
2. Student can opt Hindi/ French/ Other foreign Language approved by certified Institutions to earn one credit. The certificate (Hindi) must be obtained from Dakshina Bharat Hindi Prachar Sabha and He/ she has to enroll and complete during their course period (first to fifth semester)
3. Award winners in Paper Presentation in Sponsored International Seminar/conference/ Participation in short term workshop (minimum 5 days) will be given one credit extra.
4. Student can earn one credit, if they complete any one Online certification courses / Self study paper prescribed by the concerned department.

Self study paper offered by the Hospital Administration
Department

S. No.	Semester	Course Code	Course Title
1.	I semester to	16PHMSS1	Hospital Hazards Management
2.	III semester	16PHMSS2	Brand Management

List of online courses Prescribed by the department

1. John Hopkins Online
5. Award Winners in /Social Activities/ Extra Curricular /Co-Curricular Activities / Representation in Sports at University/ District/ State/ National/ International level can earn one credit extra.

15PHM13A	CORE-I : MANAGEMENT PRINCIPLES	SEMESTER - I
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Total Credits: 4
Hours Per Week: 4

OBJECTIVES :

1. To introduce the management concepts and principles as an induction to the management course.
2. To apply the principles of management in the hospital administration
3. To improve the decision - making, planning, organizing, staffing, leading and controlling the process of the management.

CONTENTS

UNIT-I

Evolution of Management science: Definition, nature, principle and process of management -management as science or art – management as process –The managerial Roles –Role of values & ethics in health management- Modern Management Theories

UNIT- II

Planning: Meaning, definition and features – pervasive nature of planning – process, importance, techniques of planning – Characteristics of good plan –Objectives –management by Objectives – MBE strategic planning. Policy- Procedure, methods and rules-Types of policy – Planning definition and features- pervasive nature of planning- Process, importance, techniques of planning- Decision making-Types of decisions- Common problems and difficulties in decision making- Decision Support system (DSS)-Models- Forecasting- Types and elements - limitations

UNIT- III

Organizing: Nature, purpose and importance-elements of organising – formal and informal organization – Limitations of informal organization- forms of organization- organizational development- Delegation- Principles, tasks and needs- Barriers of effective delegation-Process of delegation- Guidelines for effective delegation

UNIT- IV

Directing: Behavioural models - creativity - Leadership - Traits of Leader - Importance of leadership - functions of leader - distinction between leadership and manager - Trait theory - Leadership theory - Power styles- motivation -Motivation techniques - Job enrichment - Hierarchy of needs theory - McClelland's theory - ERG theory - Equity theory- reinforcement theory

UNIT- V

Controlling - control system and processes - characteristics of control - Limitations of control-Control techniques-Budget controlling methods-Gantt chart - PERT/CPM - flow chart, flow process charts, work distribution charts. Modern management concepts -Management models in healthcare industry- PPP- Hub & spoke model-Brown field and green field models of hospitals

TEXT BOOKS :

1. *Rathi Narayanan*. 2007. **Principles of Management**. Eswar Press, Chennai.(UNIT I to V)
2. *Ramasamy.T*. 2013. **Principles of Management**. Himalaya Publishing Hose, Mumbai. (Fifth revised edition) (UNIT I to V)

REFERENCE BOOK:

1. *Prasad.L.M*. 2001. **Principles and practice of Management**. Sultan Chand and sons, New Delhi. (Sixth edition)

16PHM13B	CORE-II : CONCEPT OF HEALTH & HEALTHCARE MANAGEMENT	SEMESTER - I
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Total Credits: 4
Hours Per Week: 4

OBJECTIVES :

1. To learn about the Concept of Health, Disease and Prevention of diseases
2. To study the Basic Anatomy and Physiology of Human Body
3. To learn about the Nosocomial infection, mode of transmission of communicable diseases and Infection control measures.

CONTENTS

UNIT-I

CONCEPT OF HEALTH AND DISEASES

Concept of health - Definition and dimensions of health - spectrum of health - determinants of health - indicators of health - concept of disease - concepts of disease causation - natural history of disease - concept of disease control - Concept of prevention - Disease classification

UNIT-II

BASIC ANATOMY AND PHYSIOLOGY & HUMAN SYSTEM

Introduction -The Cell - The tissues - organs and systems - Skeletal system - joint of the Skeleton - Blood - Blood Components - Human System- Cardiovascular System - Urinary System - Respiratory System - Digestive System - Central Nervous System - Reproductive System

UNIT- III

EPIDEMIOLOGY AND INFECTION CONTROL

Definition and basic concepts of epidemiology - Basic measurement - mortality and morbidity - methods of epidemiology - infectious disease epidemiology - investigation of an epidemic outbreak- Nosocomial infection-asepsis-Reservoir, carrier and mode of transmission of communicable diseases -Infection control measures - Host defense - Immune response - Immunization agents - Hazards of Immunization - Disease Prevention and Control-Non communicable Disease- Barrier nursing- Isolation

UNIT- IV

HEALTH ADMINISTRATION & HEALTH POLICIES IN INDIA

Introduction – Health Administration at Centre - Health Administration in State -District Health Administration - Health Administration in rural areas - Village level Health workers - Voluntary Health Agencies - Health Planning in India - National Health Policy - National Housing Policy - National Nutritional Policy - National Population Policy

UNIT- V

NATIONAL AND INTERNATIONAL HEALTH PROGRAMMES

Indian Health Policy - National Family welfare Programmes - Universal Immunization programme - Reproductive and Child Health Programme - National Tuberculosis Control Programme - National Leprosy Eradication Programme - National AIDS Control programme - National Cancer Control Programme - National Mental Health Programme - National diabetic Control Programme-International Health Programmes-Rockefeller Foundation- Ford Foundation - World Bank Programme

TEXT BOOKS :

1. *K. Park.* 2007. **Preventive and Social Medicine.** M/S Banarsidas Bhanot Publishers, (Nineteenth Edition). (UNIT I AND III)
2. *N.Muruges.* 1999. **Basic Anatomy and Physiology.** Sathya Publishers, Madurai (Fifth Edition). (UNIT II)
3. *Dr. B. Sridhar Rao.* 2015. **Principles of Community Medicine.** AITBS Publishers, New Delhi. (Sixth Edition). (UNIT IV)

REFERENCE BOOKS :

1. *Ross and Wilson.* 2006. **Anatomy and Physiology in Health and illness.** Churchill livingstore Elsevier, (Nineteenth Edition).
2. *S.L. Goel.* 2004. **Healthcare Organization and structure.** Deep and Deep Publications Pvt. Ltd, New Delhi.

16PHM13C	CORE-III : ORGANISATIONAL BEHAVIOUR	SEMESTER - I
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Total Credits: 4
Hours Per Week: 5

OBJECTIVES :

1. To study organizational behaviour concepts, process, challenges and principles in management.
2. To apply the principles of organizational behaviour dimensions in management
2. To learn about group dynamics, organizational structure, organizational climate and quality of work life in organization.

CONTENTS

UNIT-I

Introduction to Organisational Behaviour:

Definition – Key elements – Nature and scope – Need for Organisational Behaviour- Types of Management - Challenges faced by Management – Organisational process – Models – Evolution of Organisational behavior- Development of Organisational Behaviour

UNIT-II

Individual dimensions of Organisational Behaviour

Nature of Human Behaviour – Personality – Perception- Learning and Behaviour modification – Motivation – Attitudes and values – Dynamics of stress

UNIT-III

Group Dynamics

Foundations of Group behavior – Organisational conflicts – Job Frustration – Stress Management – Communication – Leadership – Power and Politics

UNIT- IV

Dynamics of Organisation

Introduction to Organisation – Organisational Structure – Organisational theory – Organisational culture- Organisational change & development –

Organisational effectiveness – conflict Management – Transactional Analysis- Quality of Work life

UNIT-V

Organisational Effectiveness

Concept – Approach – Maximisation – Managerial effectiveness – factors

Organisational change

Nature – factors- process- responses to change – Resistance to change – over coming resistance to change – change agents – Organisational growth & change- Organisational development

TEXT BOOKS :

1. *L.M.Prasad. Edition 2000. Organisational Behaviour.* Sultan and Chand sons, Delhi. Reprinted 2004.
2. *S.S.Khanka. Edition 2000. Organisational Behaviour- S.Chand and Company Ltd,New Delhi. Reprinted 2007.*

REFERENCE BOOK :

1. *Stephen .P.Robbins. 11th Edition. 2006. Organisational behaviour.* PHI Publishers, New Delhi.

16PHM13D	CORE-IV : BIOSTATISTICS AND OPERATION RESEARCH	SEMESTER - I
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Total Credits: 4
Hours Per Week: 5

OBJECTIVES :

1. To study the conceptual issues related to Bio statistics
2. To understand frequency distribution and measures of linear regression
3. To learn the related factors of bio statistics in the service sector
4. To understand the different theories and functions of Operational Research

CONTENTS

UNIT- I

Introduction to OR and its Applications

Arithmetic Mean- Median- Mode position average- geometric mean- harmonic mean- selection of appropriate measures of central tendency- measures of dispersions- concept of range- mean deviation- inter quartile deviation range, variance and standard deviation- coefficient of variation and method of calculating standard deviation.

UNIT-II

Correlation and Regression:

Introduction- significance of correlation- types of correlation – methods of scatter diagram- graphic method. Coefficient of correlation – coefficient of determination. Introduction to regression –uses- regression lines- regression equations – standard errors of estimations- limitations.

UNIT-III

Probability:

Introduction- types of probability approach- importance- calculations- theorems- mathematical expectations- counting rules- illustrations.

UNIT-IV

Measurement of distributions:

Binomial distribution- Poisson- Normal-student t-test –demography- number system-Patient scheduling- patient waiting- resource allocation

UNIT-V

Operational research:

Queuing theory- Introduction- features- performance measures- probability distributions

TEXT BOOKS :

1. *J.K.Sharma*. 2007. **Operation Research theory and Applications**. Macmillan India Ltd, 3rd Edition.
2. *S.P.Gupta*. 2011.**Statistical Methods**. Sultan Chand and Sons, 41st revised Edition.

REFERENCE BOOK :

1. *N.Gurumani*.2005. **An introduction to bio Statistics**. MJP Publishers, Chennai. 2nd revised Edition.

15PHM13E	CORE-V : COMPUTER APPLICATIONS IN HEALTHCARE SERVICES - BUSINESS COMMUNICATION	SEMESTER - I
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Total Credits: 2
Hours Per Week: 2

OBJECTIVES :

1. To understand and practice MS Office
2. To improve the Business Correspondence
3. To introduce the Concepts of E-Commerce

CONTENTS

UNIT-I

Introducing to Computing: Fundamental of Computers - Generation of computers - Anatomy of Computers - Classification of Computers - Input and Output devices - Memory and operating system - Programming languages - Data processing.

UNIT-II

Introduction to Windows: Application in Windows - word processing (MS Word) - Spreadsheet (MS Excel) - Presentation (MS Power Point).

UNIT-III

Introduction to internet-Computer based literature search-Medical Information -Search Engines-Email creation.

UNIT-IV

Business Correspondence - Principles of Letter Writing - Structure and Layout - Planning and Preparation - Sales Letter - Credit and Collection Letters - Handling Correspondence - Social Correspondence - Report Writing

UNIT-V

Introduction to E-Commerce- E-Commerce framework - Classification of E-Commerce - Business to Business E-Commerce - Characteristics of B2B E-Commerce - other B2B models- Auction - Marketing research of E-Commerce - Advertisement in E-Commerce - Web Advertising - Buying

selling option in E-Commerce – Legal and Ethical frameworks in E-Commerce.

TEXT BOOKS :

1. *Sanjay Saacna.* 2006. **MS Office 2000 for Everyone.** Vikas Publishing House Pvt. Ltd, New Delhi. (UNIT I to II)
2. *Sanjay Saxena.R.C. Sharma. Krishna Mohan.* 2009. **Business Correspondence and Report Writing.** Tata McGraw-Hill Publishing Company Ltd (Third Edition). (UNIT III to IV)
3. *Efraim Turban.David King. Dennis Viehlan. Jae Lee.* 2009. **Electronic Commerce-A Managerial Perspective.** Dorling Kindersley India Pvt. Ltd, (Fourth Edition). (Unit V)

REFERENCE BOOK :

1. *Katherine Murray.* 2006. **2007. MS Office System.** Prentice Hall of India Pvt .Ltd, New Delhi.

16PHM13P	CORE PRACTICAL-I : COMPUTER APPLICATIONS IN HEALTHCARE SERVICES	SEMESTER - I
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Total Credits: 2
Hours Per Week: 3

WORD - Creating a new document with templates & Wizard - Creating own document - Opening/modifying a saved document - converting files to and from other document formats - Using keyboard short-cuts & mouse - Adding symbols & pictures to documents- headers and footers - Finding and replacing text - spell check and Grammar check - Formatting text - paragraph formats - adjusting margins, line space - character space - Changing front type, size - Bullets and numbering - Tables - Adding, editing, deleting tables - Working within tables - Adding, deleting, modifying rows and columns - merging & splitting cells-Mail Merge - Macro shortcut.

EXCEL - Working with worksheets - cells - Entering, editing, moving, copying, cutting, pasting, transforming data - Inserting and deleting of cells, rows & columns - Working with multiple worksheets - switching between worksheets - moving, copying, inserting & deleting worksheets - Using formulas for quick Calculations - Working & entering a Formula - Formatting a worksheet - Creating and editing charts - elements of an EXCEL chart - Selecting data to a chart - Types of chart - chart wizard - Formatting chart elements - Editing a chart - Printing charts.

POWERPOINT - Creating new presentations - Auto content wizard - Using template - Blank presentation - Opening existing presentations - Adding, editing, deleting, copying, hiding slides - Presentations - Applying new design - Adding graphics - Using headers and footers - Animating text - Special effects to create transition slides - Controlling the Transition speed - Adding sounds to slides - Using action buttons.

16PHM23A	CORE-VI : HOSPITAL ARCHITECTURE, PLANNING, DESIGN AND MAINTENANCE	SEMESTER - II
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Total Credits: 4
Hours Per Week: 4

OBJECTIVES :

1. Understand the basic concepts in Hospital architecture and design
2. Understand the importance of designing elements.
3. Develop quality and economical hospital architectural projects.

CONTENTS

UNIT-I HOSPITAL AS A SYSTEM :

Definition of hospital – history of hospitals – changing role of hospitals – hospital as a system – hospital & community.

UNIT-II PLANNING :

Principles of planning – Planning team – Assessment of the extent of need for hospital service - site selection – Master plan – Circulation rules – Distances and Parking – Zonal distribution – space requirement – climatic consideration – Functional brief- Equipping a hospital - construction & commissioning

UNIT-III STATUTORY REQUIREMENTS :

Role of architect – working drawing – legal formalities - the hospital site-design considerations - environments regulations - equipment planning - bed distribution - space requirements, their relationships - construction costs.

UNIT- IV HOSPITAL STANDARDS AND DESIGN :

General standards for designing hospital facilities – Licensing and documentation- General standards for details and finishes – Mechanical standards - Electrical standards – standard for centralized medical gas system – standards for biomedical waste.

UNIT-V PLANNING AND DESIGNING:

Planning and designing emergency department – Surgical Suite –OT – CSSD – Food service department – Laundry- Laboratory – Blood Bank

TEXT BOOKS :

1. *M Shaharkar*. 2006. **Principles Hospital Administration and Planning**. Jaypee Brothers Medical Publishers (P) Ltd, New Delhi. (UNIT I to III)
2. *G.D.Kunders*. 2009. **Designing for Total Quality in Health Care**. Prism Book Pvt Ltd. (UNIT IV to V)

REFERENCE BOOK:

1. *G.D.Kunders*. 2004. **Hospital Facilities Planning and Management**. Tata McGraw Hill Pvt Ltd, New Delhi.

16PHM23B

CORE-VII : HEALTH CARE ECONOMICS

SEMESTER - II

Total Credits: 4
Hours Per Week: 4

OBJECTIVES :

1. To understand the basic concepts of Economics along with the role and responsibilities of Economist
2. To study and understand the demand of Economics in Health care
3. To apply Economics in management scope, functions, and capital budgeting in the field of healthcare

CONTENTS

UNIT- I

Basic Concepts of Economics

Characteristics – dimensions of economics, Economist role and responsibilities- demand- consumer demand utility- Law of demand- demand curve- Indifference curve- Elasticity of demand- Determinance- Production – process- factors of production- Isoquants- production function – production of health – production possibility frontier in health care- measures of health status

UNIT-II

Demand Analysis

Utility analysis – Nature of Demand and determinants – law of demand – Elasticity of Demand- Supply Curves – Cost Concepts and Cost Analysis

UNIT-III

Pricing

Concepts – theory of price determination- kinds of market structures- perfect and pure competition- monopoly- Monopolistic Competition – Oligopoly- price discrimination- Types- national Income and Business Cycle- concepts- measures- methods- economic growth

UNIT- IV

Health care Service Market

Principles of primary health care- services- sources – accesses- healthcare service market- economic analysis- medical care market place- market failure in medical markets- Employment at Indian health service- efficiency- school- market dynamics- healthcare Industry- Segments- Conditions – Pharmaceutical Market

UNIT-V

Economics of size – economics and dis economics of scale – input output analysis – capital budgeting – principles – monetary and fiscal policies – pay back period methods – NPV – IRR – risk, uncertainty and investment decisions – risk adjusted discount rate approach.

TEXT BOOKS :

1. *N.K.Ananad Shikha Goel.* 2008.**Health Economics.** AITBS Publishers, India 1st Edition.
2. *D.N.Dwivedi.* 2002. **Managerial Economics.** Vikas Publishing House Pvt Ltd, 6th revised Edition.

REFERENCE BOOK :

1. Even J. Douglas 1983. **Managerial Economics – Theory, Practice and Problems,** Prentice Hall India. 2nd Edition.

16PHM23C	CORE-VIII : HEALTHCARE MARKTING AND STRATEGIC MANAGEMENT	SEMESTER - II
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Total Credits: 4

Hours Per Week: 4

OBJECTIVES :

1. To provide an introduction to all aspects of marketing, including service marketing planning, product planning and development, promotion planning, distribution and pricing.
2. It provides an understanding of the marketing mix variables, and a practical application in the context of the marketing management cycle processes of research, planning, organization, implementation and control.
3. To learn about the Nature of Business Policy and Strategic Management, Characteristics of Strategic Decisions and Business Ethics

CONTENTS

UNIT-I

Service marketing concepts: Marketing concepts- Need- Principles- Services -Marketing environment- Five I's - Salient features- Classification of services - Dichotomous classification of services - Cross classification of Services - Schmenner's Classification.

UNIT-II

Consumer Behaviour: Process - Elements - Service Expectations - Performance - Market Economic Dimensions - Service Style - Segmentation Variables - Market Targeting in Services - Consumer satisfaction

UNIT-III

Marketing of Services: Elements of Marketing Mix - Service Marketing triangles - Service Concepts - Strategic Service Design - Service Product Programming. 7P's of Service Marketing- Product - Price - place -

Promotion – People – Physical Evidence – Process – Branding – Advertisement.

UNIT-IV

Strategic Management: Introduction – Nature of Business Policy and Strategic Management – Characteristics of Strategic Decisions – Strategic Management Process – Business Ethics and Strategic Management – The General Management Function – Nature of Strategic Change – Strategic Decision Making – Creative Problem Analysis.

UNIT-V

Environmental Appraisal: Economic Environment – Political Environment – Socio cultural Environment – Environmental Scanning – SWOT Analysis – Strategic formulation – Generic Strategies – Functional Strategies – Formulating Different Strategies – Evaluating Strategic Alternatives – Strategic Implementation – Leadership – Values – Social Responsibility – Organizational Change – Organizational Development.

TEXT BOOKS :

1. *Mr. Nimit Chowdhary and Mrs. Monika Chowdhary.* 2005. **Text Book of Marketing services.** Macmillan India Limited. (First Edition)
(UNIT I to III)
2. *P.Subba Rao.* 1999. **Business Policy and Strategic Management.** Himalaya Publishing House,(First Edition). (UNIT IV to V)

REFERENCE BOOK :

1. *Philip Kotler and Gary Armstrong.* 2002. **Principles of Marketing.** Pearson Education Pvt Ltd, (Ninth Edition).

16PHM23D	CORE-IX : MATERIALS MANAGEMENT	SEMESTER - II
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Total Credits:4
Hours Per Week:4

OBJECTIVES :

1. To help in decision making for effective and efficient purchase, storage and flow of materials in service organizations.
2. Introduce Cost-reduction techniques in purchase systems
3. Understand Modern material planning and delivery.

CONTENTS

UNIT-I

Importance of material management - need for integrated concept - definition and scope -advantages in integrated material management concept. Organization - based on commodities -based on function - based on Location - interdepartmental relationship - material planning and budgeting - ABC Analysis - Store Selection

UNIT-II

Purchase System - Price Forecasting - Purchase of Capital Equipments - International Purchasing - Buyer and Seller relation and Ethics- tendering procedures- purchase vs. leasing decision.

UNIT-III

Store Keeping and Warehousing - Definition - Objectives - Function - Importance - Role and function of materials manager- concept of stores- types of stores- System and Procedures - Stores Accounting- LIFO -FIFO - Transport and Traffic Management.

UNIT- IV

Inventory Management - Economic Order Quantity - Practical Inventory Systems - Techniques in Inventory Management - PERT- card system and use of bin cards

UNIT-V

Computers in materials management - Material Resource planning system - list MIS reports in material management - Work motion time studies and quality control- Various purchase and store modules- software's used in materials management

TEXT BOOKS :

1. *P.Gopalakrishnan and Sundaresan. 2004. **Materials Management an Integrated Approach.** Prentice Hall of India Pvt. Ltd, New Delhi .(UNIT I to V)*
2. *M.M.Varma. 2010. **Materials Management.** Sultan Chand & Sons New Delhi, (fourth Edition). (UNIT I to V)*

REFERENCE BOOK :

1. *Shakthi Gupta. Sunil Kant. 2004. **Hospital Stores Management an Integrated Approach.** Jay pee Brothers medical publishers Pvt.Ltd, New Delhi.*

16PHM23E	CORE-X : LEGAL AND ETHICAL ISSUES IN HEALTHCARE	SEMESTER - II
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Total Credits: 4
Hours Per Week: 4

OBJECTIVES :

1. To understand the role of governments and law in promoting and protecting health including the function of Courts, legislatures and administrative agencies in relation to health care law and policy.
2. To understand the legal frame work and its importance in Indian Health care
3. To identify and analysis the legal issues in healthcare.

CONTENTS

UNIT-I

Introduction to Health Law and Code of Ethics

Introduction to Health Law – Basic Concepts of Law, Courts and Legal System – Duties and Responsibilities of a Doctor – Hippocratic Oath, Geneva Declaration, Declaration of Helsinki and Medical Code of Ethics – Medical Negligence – Qualities of a Great Medical Professional – Patients rights and responsibilities- Euthanasia.

UNIT-II

Laws related to Medical Practices

The Indian Medical Council Act, 1956 – Clinical Trials – Disability Act, 1995 – Transplantation of Human Organs Act, 1994 – Medical Termination of Pregnancy Act, 2002 – Registration of Births and Deaths Act, 1969 – Pre-Natal Diagnostics Techniques Act, 1994 – Indian Mental Health Act, 1987 – Legal Aspects of Medical Records

UNIT-III

Laws related to Hospital Administration and Hospital Finance

Law of Contract 1872 – Patient and Consumer Protection Act, 1986 – CENVAT – Insurance Regulatory and Development Authority (IRDA) – Service Tax – Sexual harassment Act 2013

UNIT-IV

Laws related to Support Services

Prevention of Food and Adulteration Act 1954 – Bio-Medical Waste (Management and Handling) rules 2011 – Pollution Control Acts and Regulations of India 1981 – Indian Boilers Act 1923

UNIT-V

Laws related to Pharmacy

Pharmacy Legislation in India – Pharmacy Act 1948 – Drugs and Cosmetics Act 1940 – Drugs and Magic Remedies Act 1954 – Narcotic Drugs and Psychotropic Substances Act 1985 – The Drugs Order 1995 (Under the Essential Commodities Act) – Poisons Act and Rules 1919

TEXT BOOKS :

1. *Dr. S. Porkodi and Dr. Ansarul Haque.* 2011. **Health Laws and Health Care System.** Global Academic Publishers and distributors, (First Edition). (UNIT I to V)
2. *D. Samuel Abraham.* 2008. **Laws on Hospital Administration.** B.I. Publications Pvt. Ltd, (First Edition) .(UNIT III to IV)

REFERENCE BOOK :

1. *S.S. Gulshan.* 2006. **Business Law.** Excel Books, (Third Edition).

16PHM23F	CORE-XI : FINANCIAL MANAGEMENT AND ACCOUNTING	SEMESTER - II
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Total Credits:4
Hours Per Week:4

CONTENTS

UNIT-I

Financial Accounting - Definition - Accounting Principles - Concepts and conventions - Trial Balance - Final Accounts (Problems) - Depreciation Methods-Straight line method, Written down value method, Sinking fund method.

UNIT-II

Financial Statement Analysis - Objectives - Reorganizing the Financial Statement Information - Techniques of Financial Statement Analysis: Comparative Statements, Common - Size statement, Trend Percentage - Accounting Ratios: construction of balance sheet using ratios (problems)- Dupont analysis.

UNIT-III

Fund Flow Statement - Statement of Changes in Working Capital - Computation of Fund from Operations - Workings for Computation of various sources and uses - Preparation of Fund Flow Statement - Cash Flow Statement Analysis- Computation of Cash from Operations Problems - Distinction between Fund Flow and Cash Flow Statement. Problems

UNIT-IV

Cost Accounting - Meaning - Distinction between Financial Accounting and Cost Accounting - Cost Terminology: Cost, Cost Centre, Cost Unit - Elements of Cost - Cost Sheet - Problems. Budget, Budgeting, and Budgeting Control - Types of Budgets - Preparation of Flexible and fixed Budgets, master budget and Cash Budget - Problems -Zero Base Budgeting.

UNIT-V

Marginal Costing - Definition - distinction between marginal costing and absorption costing - Break even point Analysis - Contribution, p/v Ratio,

margin of safety - Decision making under marginal costing system-key factor analysis, make or buy decisions, export decision, sales mix decision-Problems

TEXT BOOKS :

1. R L Gupta, M Radhaswamy 2013, Advanced Accountancy: Theory, Method and Application - Vol. 1, Sultan Chand & Sons First edition
2. Khan & Jain 2006, Management Accounting, Tata McGraw-Hill Education, Fourth edition

REFERENCE BOOK :

1. S K Maheshwari S N Maheshwari 2012 A Textbook Of Accounting For Management, Vikas Publishing House Pvt Ltd Third edition

16PHM33A	CORE-XII : HOSPITAL OPERATIONS MANAGEMENT	SEMESTER - III
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Total Credits:4
Hours Per Week:5

OBJECTIVES :

1. To introduce the hospital services management with patient care and define the role of administrator in patient care
2. To understand the operation of ward management system and operation management of clinical services in Hospital
3. To incorporate the application of hospital operation in support services of the hospital for better management

CONTENTS

UNIT-I

Introduction to Hospital – Classification of Hospital - Modern Hospital – Hospital Organisation and Structure – Design strategies to assist healing - Growth of modern Hospital-Planning the whole hospital- Changing system of health services concept.

UNIT-II

Front office - Laboratory, Blood Bank, Radiology and Imaging, Pharmacy, Nutrition and Dietary- Layout of service facilities

UNIT-III

Wards Management, Operation Theatre, Intensive Care Unit, Central Sterile Supply Department, - Nursing Services, Accident and Emergency.

UNIT-IV

Engineering – Civil, Electrical, Plumbing, Bio-Medical; Medical Gas supply – Air-conditioning system, Hot Water and Steam supply – Communication system – Sewage Treatment Plant (STP)

UNIT-V

Fire safety – Mortuary – Tele Medicine –Transport- Laundry – House Keeping

TEXT BOOKS :

1. *G.D.Kunders*. 2004. **Hospital and facilities planning and Design -**
Tata McGraw Hill Publishing Ltd, Delhi.
2. *SyedAminTabish*.2003.**HospitalsandNursingHomesPlanningOrga
nisations and Management** Jaypee Brothers Medical Publishers
(P) Ltd,

REFERENCE BOOK :

1. *S.K. Joshi*. **Quality Management in Hospitals**. Jaypee Brothers
Medical Publishers (P) Ltd,

16PHM33B	CORE-XIII : HUMAN RESOURCE MANAGEMENT AND INDUSTRIAL RELATIONS	SEMESTER - III
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Total Credits: 4

Hours Per Week: 4

OBJECTIVES :

1. To learn the Human Resource functions of trends in the changing environment of Human Resource Management
2. To understand the recruitment, placement, training and development process of Human Resource Management in the Healthcare Industry
3. To inculcate the performance appraisal system and study the laws related to labour work force in Hospital

CONTENTS

UNIT-I

Introduction to HRM in Hospitals

Significance of HRM- Importance- Nature- Characteristics- Functions and Role of HRM – HR systems

UNIT-II

HR Planning

Strategic planning – meaning and objectives – benefits – factors affecting – process – demand forecasting – supply forecasting- action plan – problems – recent trends – Job design – specification – job roles – Job enrichment – Job analysis – Job description – Job sharing - Promotion – transfer- demotion – absenteeism, labour turn over (meanings, purposes, types)- Steps in Career Planning and Development system – Actions – Prerequisites for success – key issues in career development

UNIT-III

Recruitment and Selection

Objectives of Recruitment - Recruitment policy – sources of recruitment – traditional techniques- modern techniques- factors affecting recruitment – assessment of recruitment programme – Selection- - Roll of selection procedure- Organization for selection- selection procedure – Placement –

Induction- Management of changes- technology changes- managing changes- resistance to change- approach to organizational changes- organizational development (meaning, characteristics, values, objectives) - organization culture

UNIT- IV

Communication

Nature and scope - purpose- importance - fundamentals of communications- process- barriers- planning- essentials of effective communications- styles- modes- counseling- types- functions- techniques- collective bargaining in hospitals- essential pre requisites- informal communication

UNIT-V

Employees' Performance Appraisal

History and Definition - purpose- process- advantages- limitation- model appraisal firms- precautions- Methods of appraisal. Wage and salary Administration- Introduction- purpose- meaning- wages Vs salary - Obligations of management- Introduction to payment of wages act 1936 - KRA / KPA

TEXT BOOKS :

1. *R.C.Goyal. 2005. Hospital Administration and Human Resource Management.* Prentice hall of India Pvt Ltd, New Delhi. 4th Edition.
2. *Subbarao. 2009. Personnel and Human resource Management Text and cases.* Himalaya Publishing House Pvt Ltd, 4th Edition.

REFERENCE BOOK :

1. *R.S. Davar.1988. Reprinted 2005. Personnel Management and Industrial relations.* Vikas Publishing House Pvt Ltd, New Delhi. 10th revised Edition.

16PHM33C	CORE-XIV : RESEARCH METHODOLOGY	SEMESTER - III
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Total Credits: 4
Hours Per Week: 5

OBJECTIVES :

1. To introduce the concepts meaning and approach and types of research to the course
2. To apply the fundamentals of sampling and scaling techniques along with methods of data collection
3. To learn the process analyzing of data, Interpretation, report writing and uses of computers in research and documentation

CONTENTS

UNIT-I

Introduction to Research Methodology:

Meaning of Research - objectives of research -Types - Approaches of research - Research process -. Formulation of Research problem - Techniques involved- Research design - meaning - need for research design - features of a good research design - different research design

UNIT-II

Sampling Design:

Steps in sampling design- criteria for selecting sampling procedure - characteristics of good sample design - Different types of sample designs- Random sample - Complex random sampling design

UNIT-III

Sampling Fundamentals:

Need for sampling - Definition - Important sampling distribution - Sampling theory - Standard error - Estimation - Sample size and its determination - scaling techniques - measurement - scales - sources of error - developing measurement tools scaling- Methods of data collection

UNIT-IV

Processing and analyzing of data:

Processing operation – Types of analysis – Hypothesis – concept – procedures – tests- limitations- chi square – conditions – non parametric – parametric tests – ANOVA- One way – Two way ANOVA- Research Format of the WHO and the use of GRIPP (Getting Research into Policy & Planning)

UNIT-V

Interpretation and Report Writing:

Meaning – Techniques – precautions – Significance- steps – layout of research report- types of reports- precautions of writing research reports

TEXT BOOKS :

1. *C.R.Kothari*. 2004. **Research Methodology** (Methods & Techniques). New Age International Publishers, New Delhi. II revised edition.
2. *S.P.Gupta*. 2011. **Statistical Methods**. Sultan Chand & Sons, New Delhi. 41st revised edition.

REFERENCE BOOK :

1. *Dr.Suresh K Sharma Stephen*. 2011. **Nursing Research and Statistics**. ELSEVIER Publishers, New Delhi.

16PHM33D	CORE-XV : HOSPITAL INFORMATION SYSTEM	SEMESTER - III
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Total Credits:4
Hours Per Week:4

OBJECTIVES :

1. To assume the practical components of the Hospital Information System
2. To manage the information that health professionals need to perform their jobs effectively and efficiently.
3. To discuss the Security, Privacy and Confidentiality issues involved in utilizing health data and Information System
4. This course will make the student to apply Health Information Management software, tools, and techniques to authentic healthcare situations

CONTENTS

UNIT-I

The Information System: Importance of Information-Impact on Healthcare - The future of healthcare technology -World of Informatics: Importance- Rights - Structure. Health Informatics - Components-Goals-Classification - Future

Electronic Communications: A bit of history - Hardware and software for connecting - Methods of accessing information - World Wide Web (WEB) - Communication Technologies -Summary

UNIT-II

Role of information: Right information - process of decision making - Literature Database - Problems in Literature seeking - Standards of Information seeking. Securing the information: Privacy and confidentiality-Computer Crimes - Security - Law - Role of HealthCare Professionals in protecting the Information- Data based concepts (ER Diagram)

UNIT-III

Changing Information System: Impact for Automation – Organizational Culture – Resistance to Change – Importance of Managing change – Management Strategies. Information becomes Knowledge through Research: Types – Data Management – Ethical Issues

UNIT-IV

Electronic Health Record: Functions- Implementation – Advantages – Disadvantages. Telehealth: Types – Initiatives – Advantages – Barriers – Future. Future of Informatics: Globalization of Information in Public Health, Education, Knowledge, Security, Wireless computing – Barriers

UNIT-V

Administrative Applications of Computers – Medical Informatics – Administrative Application of Computer technology – Medical Office Administrative Software – Accounting – Insurance – Information Technology in Radiology – X-ray – Ultrasound – Digital Imaging techniques – Blood less Surgery – Computer Assistance Surgery – Laser surgery. Information Technology in Pharmacy – Drug trials – Computerized Pharmacy – Tele Pharmacy

TEXT BOOKS :

1. *Kathleen M. Young.* 2000. **Informatics for Health Professionals.** F.A Davis Company. (UNIT I to IV)
2. *Lilian Burke. Barbara Weill.* 2005. **Information Technology for the Health Professions.** Pearson Prenticehall, (Second Edition). (UNIT V)

REFERENCE BOOK :

1. *Dee Megonagle and Kathleen Mastrian.* 2010. **Nursing Informatics and the foundation of Knowledge.** Jones and Bartlett India Pvt.ltd, (First Edition).

16PHM33E	CORE-XVI : QUALITY MANAGEMENT IN HEALTH CARE	SEMESTER - III
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Total Credits:4
Hours Per Week:5

CONTENTS

UNIT-I

ASPECTS OF QUALITY

Quality in healthcare – definition- evolution of quality, quality gurus, quality Indian & international scenario, cost of quality, awareness of quality, quality obstacles and benefits

UNIT-II

TQM

Characteristics of quality gurus, ethics in quality, quality council, quality statements, strategic planning, customer perception of quality, customer feedback, service quality, translating needs into requirements, customer retention, employee motivation teams, recognition & rewards, performance appraisal & employee involvement

UNIT-III

QUALITY MANAGEMENT PROCESS-I

Process in service organization and their control- Simple seven tools of quality control- check sheet- histogram- scatter diagram- process mapping- cause and effect diagram- pareto analysis- control chart and advanced tools of quality – PDCA cycle

QUALITY MANAGEMENT PROCESS-II

SQC- control chart for variables- \bar{X} , \bar{X} bar and R charts and control charts for attributes- p, Np and c charts. Acceptance sampling plan and occurrence

Approaches to quality management- facets of quality- quality planning- quality improvement methods- kaizen

UNIT-IV

EVALUATION OF QUALITY SYSTEM

Quality audits- decimal audit- Benchmarking, six sigma, JIT, Balance score card, FMEA, stages of FMEA, process & types

UNIT-V

ACCREDITATION / CERTIFICATION

Accreditation- nursing care standards, – NABL- NABH-introduction to ISO 2000- ISO 14000 and ISO 18000- Documentation of quality systems- quality manual- procedure manual- work instruction manual- records for ISO 2000

TEXT BOOKS :

1. *Bester field H. Dale.* 2005. **Total Quality Management.** Pearson.
2. *S.K.Joshi.* 2009. **Quality Management in Hospitals.** Jaypee
Brother Medical Publishers (P) Ltd,

REFERENCE BOOK :

1. *SridharBhat.* 2002 **Total Quality Management.** Himalaya House
Publication.

15PHM43A	CORE-XVII: CUSTOMER RELATIONSHIP MANAGEMENT	SEMESTER - IV
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Total Credits:4
Hours Per Week:5

OBJECTIVES:

1. To enable the students to learn the basics of Customer Relationship Management
2. To Understood Relationship Marketing
3. To Learn Sales Force Automation
4. To Learn Database Marketing

CONTENTS

UNIT-I

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT-II

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT-III

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT-IV

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT-V

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

TEXT BOOKS :

1. S. Shajahan. 1997. **Relationship Marketing**. Mc Graw Hill.
2. Paul Green Berg. 2002, **CRM** .Tata Mc Graw Hill.

REFERENCE BOOK :

1. Philip Kotler. 2005, **Marketing Management**. Prentice Hall

15PHM1EA	ELECTIVE- I: HOSPITAL RECORDS STANDARDS AND POLICIES	SEMESTER-I
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Total Credits: 4
Hours per Week: 4

OBJECTIVES :

1. To create awareness on the role of hospital records in health care delivery in hospitals.
2. To make the students understand the computer applications in hospital records management in a hospital.
3. To make the student aware of various standards and policies in hospital records management.
4. To impart knowledge on the international codification system and the implementation procedures in the health care system.

CONTENTS

UNIT-I

Medical Records: History And Role of Medical Records In Health Care Delivery: Medical Records Policies-Legal Aspects of Medical Records-Developments of Medical Record Forms

UNIT-II

Medical Records; Various Types of Medical Records; Forms and Uses. Quality Assurance Aspects, Forms and Designs and Presentation of the records.

UNIT-III

Medical Records Security-Retention and Disposal of Medical records. Documentation Practices that Increase Malpractice & Risks. Documenting Telephonic Conversations, Telemedicine Encounters

UNIT-IV

Focus on Specific Documentation Issues: Documenting Diagnosis Information, Documenting Refusal of Medical Advice or Treatment, Termination of Care. Issues in Email Documentation

UNIT-V

Electronic Medical Records: Advantages – Concerns about Medical Records Computerization – Various Sections of Electronic Medical Record Systems.

TEXT BOOKS :

1. *Mogli G.D* .2001. Medical Records-Organization & Management, New Delhi, Jaypee Brothers
2. *G.D Kunders*. 2004 Hospitals-Facilities, Planning & management, NewDelhi:TataMcgraw hill

REFERENCE BOOK:

1. *Acleson E. D*. 1967. Linkage Of Medical Records - London:Oxford University Press

15PHM1EB	ELECTIVE- I: HEALTH SECTOR IN INDIA	SEMESTER-I
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Total Credits: 4
Hours per Week: 4

CONTENTS

UNIT-I

Development of health sector in India- Evolution of health care system-
Medicine in antiquity- Pre-colonial period – colonial period- Present
period-the status of Indian health.

UNIT-II

System of medicine- Ayurveda – Yoga – Naturopathy – Siddha – Unani –
Homeopathy – Modern Allopathic medical system.

UNIT-III

Administrative structure in National level-Health Minister of State-
Deputy ministers – Departments under health ministry- Role, duty and
functions.

UNIT-IV

Medical care infrastructure in India- Types of medical infrastructure
hospitals- Subcentres- Primary Health –centres - Community Health
centres.

UNIT-V

Review of different reports on Health Care in India- Recent trends in
hospital administration.

TEXT BOOKS :

1. *Kunders G.D. "Hospitals Facilities Planning and Management"*. Tata McGraw-Hill Publishing company ltd, New Delhi.
2. *Goyal R.C. Hospital Administration and Human Resource Management*. Prentice Hall of India (P) Ltd, New Delhi.

REFERENCE BOOK :

1. *Goel.S.L. Health Care Organization and Structure*. Deep &Deep Publications Pvt Ltd, New Delhi.

15PHM1EC	ELECTIVE- I: FUNDAMENTALS OF TQM	SEMESTER-I
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Total Credits: 4
Hours per Week: 4

OBJECTIVES :

1. To create awareness on the role of Total Quality Management (TQM) in health care delivery in hospitals.
2. To make the students understand the fundamentals of TQM in a hospital.
3. To make the student aware of various tools and techniques in Total quality Management.

To impart knowledge on the TQM standards followed in Health care institutions.

CONTENTS

UNIT-I

Concept of Quality in emerging scenario of TQM - Origin and Philosophy of TQM -Factors motivating introduction of TQM -Role of HRD in TQM - Role of Participatory culture in TQM.

UNIT-II

TEI (Total Employee Involvement) Strategy in TQM - Role of TEI - small group activities in TQM - Role of Quality Circles and Work Improvement teams (WITs). Good Laboratory Practices (GLP) and Good Manufacturing Practices (GMP)

UNIT-III

Role of Continuous Improvement in TQM - Benchmarking and Business process reengineering - Quality costs and Planket Burman methods - Kaizen - JIT, TAGUCHI, SMED, CEDAC.

UNIT-IV

Documentation - Apex (Quality System) Manual / Procedure and Departmental manuals and work Instructions preparations. Role plays exercise on Documentation.

UNIT-V

Auditing - Types of Auditing - Internal Auditing - Second and Third party auditing - Role of Internet Auditing in ISO Systems.

TEXT BOOKS:

1. *Bester field H. Dale.* 2005. **Total Quality Management.** Pearson.
2. *S.K.Joshi.* 2009. **Quality Management in Hospitals.** Jaypee Brother Medical Publishers (P) Ltd,

REFERENCE BOOK :

1. *Sridhar Bhat.* 2002. **Total Quality Management.** Himalaya House Publication

15PHM2EA	ELECTIVE- II: ORGANIZATION AND MANAGEMENT OF HOSPITAL RECORDS DEPARTMENT	SEMESTER-II
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Total Credits: 4
Hours per Week: 3

CONTENTS

UNIT-I

Organization of Medical Records Dept: Structure, Goals, Objectives and Functions- Inpatient and Outpatient Services Accident and Emergency Services

UNIT-II

Collection and Analysis of Statistics: Advantages-Filing and Retrieval of Records and X-Rays

UNIT-III

Job Description: Duties and Responsibilities of Medical Record Officer, Medical Record Technician, Assistant Medical Record Technician. Operational Policies-Working Hours and Shifts

UNIT-IV

Interdependent Relations of Medical Records Staff and Its Importance .Space And Equipments, Requirement for Medical Records Department, Movable And Immovable Filing Tracks: Merits And Demerits

UNIT-V

Information Required For Organizing a Medical Record: Department Methods of Commissioning Of Medical Record Services and Periodical Evaluation

TEXT BOOKS:

1. *Mogli G.D* .2001. Medical Records-Organization & Management, New Delhi, Jaypee Brothers
2. *G.D Kunders*. 2004 Hospitals-Facilities, Planning & management, NewDelhi:TataMcgraw hill

REFERENCE BOOK:

1. *Acleson E. D*. 1967. Linkage Of Medical Records - London: Oxford University Press.

15PHM2EB	ELECTIVE- II:ORGANISATION AND ADMINISTRATION OF HEALTH SYSTEM	SEMESTER-II
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Total Credits: 4
Hours per Week: 3

CONTENTS

UNIT-I

Concept of Health and Disease - Health Environment – Levels of Health Care – Health Indicators – Health for all vision- – importance of health- Need of Health Information - Health statistics –Advantages & disadvantages-Health Information System in India.

UNIT-II

Common rates & ratios-Bed occupancy ratio, Morbidity ratios, birth rate ratios etc -Incidence & prevalence rates

UNIT-III

International Classification of Diseases - Health reports- Notifiable diseases

UNIT-IV

National Health -All National Health Programmes-Programmes objectives, action plan, targets,operations, achievements and constraints of various National Health Programmes.

UNIT-V

International Health to conceptualise the role of health - International Health agencies/NGOs agencies and the international health - International Health Regulations.

TEXT BOOKS :

1. *Talluru Sreenivas.* **Management of Hospitals.** A.P.H. Publishing Corporation, New Delhi.
2. *Goyal R.C.* **Hospital Administration and Human Resource Management.** Prentice Hall of India (P) Ltd, New Delhi.

REFERENCE BOOK :

1. *Goel.S.L.* **Health Care Organization and Structure.** Deep &Deep Publications Pvt Ltd, New Delhi.

15PHM2EC	ELECTIVE- II:TQM TOOLS AND TECHNIQUES	SEMESTER-II
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Total Credits: 4
Hours per Week: 3

CONTENTS

UNIT-I

Benchmarking – Introduction – Process of Benchmarking – Benefits – Pitfalls – Success Indicators – Gap Analysis process – Benchmarking template – Initiating the process of Benchmarking.

UNIT-II

Benchmarking process – what to benchmark – Benchmark Analysis – Determining current competitive gap – Projecting future performance levels- Integration – Developing action level – Implementing and Monitoring – Rehabilitation- Maturity-beyond Benchmarking.

UNIT-III

Quality Function deployment –QFD Concept – QFD process – QFD Team – Benefit of QFD – Voice of the customer – Organisation of Information.

UNIT-IV

Organisational Reengineering – Conceptual framework process – Process Re-engineering- BPR Philosophy – Possibilities and pitfalls – BPF framework – Opportunity assessment – Impact Assessment – Planning Implementation of the transition.

UNIT-V

Statistical Process Control: History, Development, Statistical fundamentals, Pareto diagram, Process flow diagram, Cause and effect diagram, check sheets, Histogram –Various Control charts – Different Control charts for Variable state of Control – Scatter Diagrams – Problems

TEXT BOOKS :

1. *Bester field H. Dale.* 2005. **Total Quality Management.** Pearson.
2. *S.K.Joshi.* 2009. **Quality Management in Hospitals.** Jaypee Brother Medical Publishers (P) Ltd,

REFERENCE BOOK :

1. *Sridhar Bhat.* 2002. **Total Quality Management.** Himalaya House Publication

15PHM3EA	ELECTIVE- III:INTERNATIONAL CLASIFICATION OF DISEASES	SEMESTER-III
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Total Credits: 4
Hours per Week: 4

CONTENTS

UNIT-I

International Classification of Disease: History and Uses-Design of ICD and Structure

UNIT-II

How to Use ICD -Basic Coding Guidelines-Principles and Rules of Coding-WHO Guidelines

UNIT-III

International Classification of Procedures in Medicines-Indexing Of Diseases and Operations

UNIT-IV

Salient Features of the Amendments to the ICD-10.Difference between ICD-9 And ICD-10

UNIT-V

Role of International Classification of Diseases in Managing Electronic Medical Records. Importance of Using ICD in Mental and Health Statistics

TEXT BOOKS :

1. *Mogli G.D* .2001. Medical Records-Organization & Management, New Delhi, Jaypee Brothers
2. *G.D Kunders*. 2004 Hospitals-Facilities, Planning & management, NewDelhi:TataMcgraw hill

REFERENCE BOOK :

1. *Acleson E. D*. 1967. Linkage Of Medical Records - London: Oxford University Press

15PHM3EB	ELECTIVE- III: HEALTH CARE DELIVERY SYSTEM	SEMESTER-III
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Total Credits: 4
Hours per Week: 4

CONTENTS

UNIT-I

Healthcare delivery system - An Overview - Common terms of healthcare management: Terms related to levels of health care; primary, secondary and tertiary - Systems of Medicine - Preventive and Curative medical care - General and specialty Hospitals Indian Systems of Medicine.

UNIT-II

Specialty-wise terminology - Pathology terms of common use - clinical, diagnostic and therapeutic terms - Pediatric services - Dental - Psychiatric - Casualty and Emergency - neurology - obstetric and Gynecology - Dermatology intensive care - coronary care services.

UNIT-III

Medical Records - Admission, Billing, Nursing Records ,Diagnostic Records, Infection Control Records, Maintenance of Operation Theatres Records, Maintenance of Intensive Care Units Records ,Clinical Records - Housekeeping Records - Food Records - Engineering Records - Maintenance Records - Security Records - Fatal Documents - Mortuary Maintenance Records - Transportation - Medico Legal Records

UNIT-IV

Disaster Management: Basic concepts, Principles of disaster planning , Objectives of a hospital disaster plan ,Disaster Committee , Organisation, roles and responsibilities , Organising disaster facilities

Medical Insurance - Insurance Policy - Health Insurance in Indian Scenario - Economics of Life and Health Insurance - Importance - Health Insurance Policies - Administration of Health Insurance Schemes.

Biomedical Waste management & handling rule Management - Schedules - Segregation. Bio medical waste Collection- Transportation-

Disposal- Modern technology for handling BMW- Radioactive waste handling.

UNIT- V

Computers in Medicine - System design, Multichannel computerised ECG, EMG and EEG data acquisition, storage and retrieval, transmission of signal and images. Patient Monitoring - Physiological monitoring, automated ICU, computerised arrhythmia monitoring, information flow in a clinical lab, computerised concepts, interfacing to HIS.Computers in Medical Systems and Medical Research.

TEXT BOOKS :

1. *Goyal R.C. Hospital Administration and Human Resource Management.* Prentice Hall of India (P) Ltd, New Delhi.
2. *Goel.S.L. Health Care Organization and Structure.* Deep &Deep Publications Pvt Ltd, New Delhi.

REFERENCE BOOK :

1. R.D.Lee. 1999, Computers in Medicine, Tata McGraw-Hill, New Delhi

15PHM3EC	ELECTIVE- III: TOTAL QUALITY MANAGEMENT IN HOSPITALS	SEMESTER-III
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Total Credits: 4
Hours per Week: 4

CONTENTS

UNIT-I

TQM - Leading practices - Ethics - Role - Quality Assurance - Quality Control - Customer satisfaction - Customer perception of quality - Service quality - Translating needs into requirements - Customer retention - Employee motivation Teams - recognition and reward - Performance Appraisal Benefits - Employee involvement.

UNIT-II

TQM in service sector - TQM and Management relationship - Personnel Management in TQM environment - Labour relations in TQM environment - Relationship development.

UNIT-III

Continuous process Improvement - process - Improvement strategies - Types of problems - PDSA cycle - Problem solving method - Six Sigma.

UNIT-IV

Six Sigma Assessment Methodology - Leveraging the internet for supply chain efficiency - Current state of ecommerce - Supplier Buyer Integration - Steps to Improve Supply Chain Management.

UNIT-V

Statistical Quality Control - Tools and Techniques in process and quality management - Program identification tools and their role in quality management - Tools for data collection and analysis - scope of Statistical process control measurement and control - Process measurement - Corrective action.

TEXT BOOKS :

1. *Bester field H. Dale.* 2005. **Total Quality Management.** Pearson.
2. *S.K.Joshi.* 2009. **Quality Management in Hospitals.** Jaypee Brother Medical Publishers (P) Ltd,

REFERENCE BOOK :

1. *Sridhar Bhat.* 2002. **Total Quality Management.** Himalaya House Publication

16PHMSS1	HOSPITAL HAZARDS MANAGEMENT	SEMESTER-I to III
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Total Credits: 1

COURSE OBJECTIVE :

1. The objective of this course is to enable students to understand hazards in hospital environment and infection control system in hospital. The Biomedical waste management system categories are also learned.

CONTENTS

UNIT-I

Hospital Hazards: Meaning – Types – Physical – Biological Mechanical Psychological – Its impact on employees- Preventive measures. Hospital Hazards Management: Meaning – Need – Principles – Purpose.

UNIT-II

Control of Hospital Acquired infection: Types of infection – Common Nosocomial infection and their Causative Agents – Prevention of hospital acquired infection – Role of central sterile supply department – Infection control committee – Monitoring and control of cross infection- Staff health.

UNIT-III

Biomedical Waste Management: Meaning – Categories of biomedical wastes – Disposal of biomedical waste products – Incineration and its importance – Indian Medical Association – TNPCB Rules and Schedules – Standards for Waste autoclaving, micro waving and deep burial – Segregation – Packaging – Transportation – Storage

UNIT-IV

Human Waste Disposal and Sewage Disposal: Diseases carried from excreta – Sanitation barrier – Methods of excreta disposal – Sewage wastes: Meaning – Composition – Aims of Sewage disposal – Decomposition of organic matter – Modern sewage treatment – Drawbacks of improper disposal of wastes – Solid and liquid.

UNIT-V

Medical Insurance: National Insurance companies – Paramount health Care Services – Third party insurance – Payment terms and conditions – limitations of liability and indemnity.

REFERENCE BOOK :

1. Park.K, (2013) Text Book on preventive and Social Medicine, 23rd Edition, Banarsidas Bhanot

16PHMSS2	BRAND MANAGEMENT	SEMESTER-I to III
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Total Credits: 1

COURSE OBJECTIVE :

1. The objective of this course is to enable students to understand branding and its related decisions and to gain an insight into the organisational nuances of brand management function.

CONTENTS

UNIT-I

Basics Understanding of Brand - Definition - Branding Concepts - Functions of Brand - Significance of Brands - Different Types of Brands - Co branding - Store brands.

UNIT-II

Strategic Brand Management process - Building a strong brand - Brand positioning - Establishing Brand values - Brand vision - Brand Elements - Branding for Global Markets - Competing with foreign brands.

UNIT-III

Brand image Building - Brand Loyalty programmes - Brand Promotion Methods - Role of Brand ambassadors, celebrities - On line Brand Promotions.

UNIT-IV

Brand Adoption Practices - Different type of brand extension - Factors influencing Decisions for brand extension - Re-branding and re-launching - brand rejuvenation.

UNIT-V

Branding strategies - Measuring Brand Performance - Brand Equity Management - Brand Equity Measurement - Brand Leverage - Global Brand Audit - Role of Brand Managers- Branding challenges & opportunities - Case Studies.

TEXT BOOKS :

1. Kevin Lane Keller, Strategic Brand Management: Building, Measuring and Managing, Prentice Hall, 3rd Edition, 2007.
2. Mathew, Brand Management – Text & cases, MacMillan, 2008.

REFERENCES :

1. Paul Tmepoal, Branding in Asia, John Willy, 2000.
2. Ramesh Kumar, Managing Indian Brands, Vikas Publication, India, 2002.
3. Tyboust and Kotter, Kellogg on Branding, Wiley, 2008

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