

MASTER OF HOSPITAL ADMINISTRATION

SYLLABUS: 2017-18 Onwards (Outcome Based Education)



Dr. N.G.P ARTS AND SCIENCE COLLEGE (Autonomous)
(Re-Accredited with A Grade by NAAC)
(Affiliated to Bharathiar University,)
Dr. N.G.P. Nagar - Kalapatti Road
Coimbatore - 641 048

SCHEME OF EXAMINATION

Subject Code	Subject	Hrs of Instruction	Duration (Hrs)	Max Marks			Credit Points
				CA	CE	Total	
First Semester							
17PHM13A	Core-I : Management Principles	4	3	25	75	100	4
17PHM13B	Core-II : Concept of Health & Healthcare Management	4	3	25	75	100	4
17PHM13C	Core-III : Organisational Behaviour	5	3	25	75	100	4
17PHM13D	Core-IV : Bio statistics and Operation Research	5	3	25	75	100	4
17PHM13P	Core Practical -I : Computer Applications in Health care Services	5	3	50	50	100	4

17PHM13T	Hospital Internship –I	3	Grade A to C				
	Elective- I :	4	3	25	75	100	4
		30				600	24

Second Semester							
17PHM23A	Core-VI : Hospital Architecture, Planning, Design And Maintenance	4	3	25	75	100	4
17PHM23B	Core-VII : Healthcare Economics	4	3	25	75	100	4
17PHM23C	Core-VIII : Healthcare Marketing& Strategic Management	4	3	25	75	100	4
17PHM23D	Core-IX : Materials Management	4	3	25	75	100	4
17PHM23E	Core-X : Legal and Ethical Issues in Healthcare	4	3	25	75	100	4

17PHM23F	Core-XI : Financial Management & Accounting	4	3	25	75	100	4
17PHM23T	Hospital Internship - II	3	Grade A to C				
	Elective -II :	3	3	25	75	100	4
		30				700	28
Third Semester							
17PHM33A	Core-XII : Hospital Operations Management	5	3	25	75	100	4
17PHM33B	Core-XIII : Human Resource Management and Industrial relations	4	3	25	75	100	4
17PHM33C	Core-XIV : Research Methodology	5	3	25	75	100	4
17PHM33D	Core-XV : Hospital Information System	4	3	25	75	100	4
17PHM33E	Core-XVI : Quality Management in Healthcare	5	3	25	75	100	4
17PHM33T	Hospital Internship -III	3	Grade A to C				

17PHM33F	Hospital Orientation (30 days)*	-	3	-	-	50	2
	Elective –III:	4	3	25	75	100	4
		30				650	26
Fourth Semester							
17PHM43V	Project Work (Project 160 marks and viva 40 marks)	20	3	-	-	200	8
	Elective – (Project 80 marks and viva 20)	10	3	-	-	100	4
		30				300	12
		Grand Total				2250	90

- Hospital Orientation (30 days)* - 10 Marks for Project Report, 20 Marks for External Evaluation and 20 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.	17PHM1EA	Hospital Record Standards and Policies
2.	17PHM1EB	Health Sector in India
3.	17PHM1EC	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.	17PHM2EA	Organization and management of hospital records Department
2.	17PHM2EB	Organisation and Administration of Health System
3.	17PHM2EC	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.	17PHM3EA	International Classification of Diseases
2.	17PHM3EB	Health Care Delivery System
3.	17PHM3EC	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 by internal examiner.

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 (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.	III semester	17PHMSS1	Hospital Hazards Management
2.		17PHMSS2	Brand Management
3.		17PHMSS3	Customer Relationship Management

List of online courses Prescribed by the department

1. John Hopkins Online
2. Go Get Guru Online
3. Alison Online
4. Coursera Online
5. Udemy 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.

17PHM13A	CORE – I MANAGEMENT PRINCIPLES	SEMESTER I
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PREAMBLE:

1. This course provides a basic framework for understanding and applying management theories, methods to analyze, evaluate, and solve problems using methods of management science to various types of Healthcare organizations
2. Use interpersonal & communication skills to be an effective leader and make decisions and act within social and ethical dimensions

COURSE OUTCOMES:

In the successful completion of the course, students will be able to

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Understand fundamental concepts and principles of management and demonstrate knowledge about the historical development, theoretical aspects, and emerging trends and developments in management	K3
CO2	Apply organizational planning systems and Decision making in health care	K3
CO3	Analyze, evaluate and develop organizational skills in health care management.	K5
CO4	Analyze and interpret the elements of directing and its importance in health care management	K5
CO5	Propose controlling techniques for health care organizations.	K6

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

17PHM13A	CORE – I MANAGEMENT PRINCIPLES	SEMESTER I
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Total Credits: 4

Hours Per Week: 4

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 –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- 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.

TEXT BOOKS:

1. *Ramasamy.T.* 2013. Principles of Management. Himalaya Publishing Hose, Mumbai. (Fifth revised edition) (UNIT I to V)
2. *R.C.Bhatia.* 2013.Principles of Management. Jain Book Agency, New Delhi.(UNIT I to V)

REFERENCE BOOK:

1. Prasad.L.M. 2016. Principles and practice of Management. Sultan Chand and sons, New Delhi. (Ninth Edition)

17PHM13B	CORE-II CONCEPT OF HEALTH AND HEALTHCARE MANAGEMENT	SEMESTER I
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PREAMBLE:

1. This course makes the students to understand implications of personal and societal behaviour on disease and disease prevention and demonstrate their understanding of health principles
2. Understand the broad view of epidemiological principles of disease and understand various health awareness programmes and actively participate in health decisions

COURSE OUTCOME

CO Number	CO Statement	Knowledge Level
CO 1	Understand about concept of health , and compare different types of disease causation, and demonstrate knowledge on concepts of disease prevention	K4
CO 2	Understand and demonstrate the knowledge on basic anatomy , physiology and different functions of human body	K4
CO 3	Understand and analyze various epidemiological principles and strategic models in conducting field studies	K4
CO 4	Distinguish and compare various levels of Indian healthcare system and analyze the various health policies	K5
CO 5	Understand and asses various health programmes in India and criticize their current progress on public health	K5

MAPPING

CO s	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

17PHM13B	CORE-II CONCEPT OF HEALTH AND HEALTHCARE MANAGEMENT	SEMESTER I
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Total Credits : 4

Hours Per Week : 4

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- Rockfeller 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 , III and V)
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 livingstone Elsevier, (Nineteenth Edition).
2. *S.L. Goel.* 2004. **Healthcare Organization and structure.** Deep and Deep Publications Pvt. Ltd, New Delhi.

17PHM13C	CORE - III ORGANISATIONAL BEHAVIOUR	SEMESTER I
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PREAMBLE:

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

COURSE OUTCOMES:

In the successful completion of the course, students will be able to

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To build knowledge on healthcare organizational behaviour concepts, evolution, process, challenges and principles in healthcare management.	K3
CO2	To analyze and apply the principles of organizational behaviour concerned with personnel behavioural dimensions in healthcare management prospect.	K4
CO3	To classify and apply group dynamics among the healthcare organisational hierarchy personnel	K4
CO4	To explain and determine knowledge under concepts of organizational structure, organizational climate and quality of work life in healthcare organization.	K5
CO5	To assess and apply overall effectiveness of healthcare organizational administration skills using concepts of change and development.	K5,K6

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

17PHM13C	CORE - III ORGANISATIONAL BEHAVIOUR	SEMESTER I
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Total Credits : 4
Hours Per Week : 60

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 – Attitudes and values

UNIT-III

Group Dynamics

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

UNIT- IV

Dynamics of Organisation

Introduction to Organisation – Organisational Structure – Organisational theory – Organisational culture- Organisational change & development –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 2014. Organisational Behaviour.* Sultan and Chand sons, Delhi. Reprinted 2004.
2. *S.S.Khanka. Edition 2013. Organisational Behaviour-* S.Chand and Company Ltd,New Delhi. Reprinted 2007.

REFERENCE BOOK :

1. *Stephen .P.Robbins. 14th Edition. 2011. Organisational behaviour.* PHI Publishers, New Delhi.

17PHM13D	CORE-IV: BIOSTATISTICS AND OPERATION RESEARCH	SEMESTER I
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PREAMBLE:

1. Course explores the nature of data and the challenges involved in the process. It also covers the statistical approach for testing hypotheses and performing data analysis using strategic statistical tools for description and evaluating.
2. Students will also interpret and evaluate statistical analyses used by others, criticize, analyze and interpret the results of experiments or observational studies.

COURSE OUTCOMES:

In the successful completion of the course, students will be able to

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To understand and evaluate the concepts of Central Tendency and Variation	K5
CO2	To learn and apply the knowledge of Correlation and Regression in healthcare	K5
CO3	To measure and utilize the Probability concepts in healthcare	K5
CO4	To learn and measure the various distribution skills associated with healthcare operations research	K5
CO5	To rule on and recommend Operation Research Techniques in Healthcare environment	K5

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

17PHM13D	CORE-IV: BIOSTATISTICS AND OPERATION RESEARCH	SEMESTER I
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Total Credits: 4

Hours Per Week: 5

CONTENTS**UNIT I****Introduction to Statistics 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 distribution- Normal distribution – Probability distribution

UNIT V**Operational research:**

Queuing theory- Introduction- features- performance measures- number system-Patient scheduling- patient waiting- resource allocation

TEXT BOOKS:

1. *J.K.Sharma*. 2012. **Operation Research theory and Applications**. Macmillan India Ltd, 5th Edition.
2. *S.P.Gupta*. 2011.**Statistical Methods**. Sultan Chand and Sons, 41st revised Edition.

REFERENCE BOOK:

1. *N.Gurumani*.2015. **An Introduction to Bio Statistics**. MJP Publishers, Chennai. 2nd revised Edition.

17PHM13P	CORE PRACTICAL-I COMPUTER APPLICATIONS IN HEALTHCARE SERVICES	SEMESTER I
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Total Credits: 4

Hours Per Week: 5

CONTENTS

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 font 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.

17PHM23A	CORE-VI HOSPITAL ARCHITECTURE, PLANNING, DESIGN AND MAINTENANCE	SEMESTER II
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PREAMBLE:

1. To expose the students to planning and operation of functional areas of hospitals.
2. This course helps to develop concepts and strategies for quality and economical hospital architectural projects.

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Compare and analyze the changing role of hospitals.	K4
CO2	Select and elaborate the concept of planning required to build a hospital.	K6
CO3	List and adopt the various legal and other documents and drawing required for hospital project.	K6
CO4	Choose effective hospital standards and design	K6
CO5	Design and create models of various departments of Hospitals	K6

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

17PHM23A	CORE-VI HOSPITAL ARCHITECTURE, PLANNING, DESIGN AND MAINTENANCE	SEMESTER II
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Total Credits: 4

Hours Per Week: 4

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

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

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

TEXT BOOKS :

1. *M Shaharkar*. 2009. 2nd edition **Principles Hospital Administration and Planning**. Jaypee Brothers Medical Publishers (P) Ltd, New Delhi. (UNIT I to III)
2. *S.K.Joshi*. 2014. 2nd revised edition **Quality Management in Hospitals**. Jaypee Brothers Medical Publishers (UNIT IV to V)

REFERENCE BOOK:

1. *G.D.Kunders*. 2007. **Hospital Facilities Planning and Management**. Tata McGraw Hill Pvt Ltd, New Delhi.

17PHM23B	CORE- VII HEALTHCARE ECONOMICS	SEMESTER II
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PREAMBLE:

1. This course makes the students to understand the concepts, principles, models, skills and terminology used in the study of economics and identify the role of supply and demand in market economy
2. Communicate economic information , ideas and issues in a variety of ways and demonstrate an understanding of the role of economic systems in providing solution to economic problems

COURSE OUTCOME

CO Number	CO Statement	Knowledge Level
CO 1	Understand economic terminology and apply the concepts of demand in healthcare scenario	K3
CO 2	Understand and apply the concept of supply and different costs involved in decision making skills and their analysis	K4
CO 3	Analyze the necessary conditions for market economies to function well and identify market advantage and develop strategic pricing	K4
CO 4	Understand and analyze healthcare market functions and assess effective management of resources	K5
CO 5	compare economic problems in healthcare using various budgeting techniques	K5

MAPPING

CO s	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	S	M
CO 2	S	S	S	S	M
CO 3	S	S	S	S	M
CO 4	S	S	S	S	M
CO 5	S	S	S	S	M

17PHM23B	CORE -VII HEALTHCARE ECONOMICS	SEMESTER II
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Total Credits: 4

Hours Per Week : 4

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 possibility frontier in health care- measures of health status

UNIT-II

PRICING AND SUPPLY

Concepts – theory of price determination – utility analysis – supply curves – cost concepts and cost analysis

UNIT- III

MARKET

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

HEALTHCARE 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

FINANCIAL ECONOMICS

Economics of size-economics and diseconomics of scale-input output analysis- capital budgeting– payback period method – NPV – IRR – monetary and fiscal policies

TEXT BOOKS:

1. Dr.S Sankaran 2013 **Managerial Economics** Margham Publications , 5th revised edition
2. *N.K.Ananad Shikha Goel.* 2008. **Health Economics.** AITBS Publishers, India 1st Edition

REFERENCE BOOKS:

1. *D.N.Dwivedi.* 2002. **Managerial Economics.** Vikas Publishing House Pvt Ltd, 6th revised Edition

17PHM23C	CORE-VIII HEALTHCARE MARKETING AND STRATEGIC MANAGEMENT	SEMESTER II
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PREAMBLE:

1. To provide detailed knowledge on service marketing from planning to pricing strategies including control and research.
2. To learn and analyze the Nature of Business Policy and Strategic Management, Characteristics of Strategic Decisions and Business Ethics.

COURSE OUTCOMES:

In the successful completion of the course, students will be able to

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To build and apply knowledge on general aspects of service marketing.	K3
CO2	To assess marketing mix variables and a practical application in context to marketing management cycle processes of research, planning, organizing, implementation and control.	K4
CO3	To analyze and understand about the Nature of Business Policy and Strategic Management, Characteristics of Strategic Decisions and Business Ethics	K4
CO4	To explain in detail about Strategic Management process subjective to marketing management.	K5
CO5	To explain and develop detailed idea about the environmental analysis and its industrial applications.	K5,K6

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

17PHM23C	CORE-VIII HEALTHCARE MARKETING AND STRATEGIC MANAGEMENT	SEMESTER II
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Total Credits : 4

Hours Per Week : 4

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*. 2015.**Text Book of Marketing services**. Macmillan India Limited. (Third Edition)
2. *P.Subba Rao*. 2011. **Business Policy and Strategic Management**. Himalaya Publishing House,(Fourth Edition).

REFERENCE BOOK :

1. *Philip Kotler and Gary Armstrong*. 2012. **Principles of Marketing**. Pearson Education Pvt Ltd, (Twelfth Edition).

17PHM23D	CORE- IX MATERIALS MANAGEMENT	SEMESTER II
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PREAMBLE:

1. The course provides an understanding of decision making for effective and efficient purchase, storage and flow of materials in service organizations.
2. It also helps in developing Cost-reduction techniques in purchase systems and Understanding Modern material planning and delivery.

COURSE OUTCOMES:

In the successful completion of the course, students will be able to

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To Learn and compare the different concepts of Materials Management in healthcare industry	K5
CO2	To build knowledge on the processes involved in Purchasing and to develop skills on the same	K6
CO3	To compare and choose the principles of storekeeping and warehousing in healthcare	K6
CO4	To analyze, interpret and develop the strategic concepts of inventory management in Healthcare	K6
CO5	To apply and propose Materials Management concept for better decision making in Healthcare Institution	K6

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

17PHM23D	CORE- IX MATERIALS MANAGEMENT	SEMESTER II
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Total Credits: 4
Hours Per Week: 4

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

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 – ABC, VED, FSN Analysis– 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.* 2011. **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.* 2012. **Hospital Stores Management an Integrated Approach.** Jay pee Brothers medical publishers Pvt.Ltd, New Delhi.

17PHM23E	CORE-X LEGAL AND ETHICAL ISSUES IN HEALTHCARE	SEMESTER II
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PREAMBLE:

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 and analyze the legal frame work and its importance in Indian Health care.

COURSE OUTCOME

CO Number	CO Statement	Knowledge Level
CO 1	Understand the concept of law in healthcare and explain its relevance information to all its stakeholders	K3
CO 2	Understand and evaluate the needs for the law, concepts and tools used in evaluation and its relevance to operational issues in healthcare industry and general public.	K5
CO 3	Understand and evaluate the necessary conditions for Laws related to functional areas of Hospital Administration and laws related to Healthcare Finance and its effectiveness	K5
CO 4	Understand and explain the healthcare laws related to supportive functions and maximize effective management of the healthcare organization with strategic thinking	K6
CO 5	Analyze and relate pharmaceutical concepts of law and develop skills to meet the client needs using strategies and provide solutions	K6

MAPPING

CO s	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	S	S
CO 2	S	S	M	M	M
CO 3	S	S	S	S	M
CO 4	S	S	S	M	S
CO 5	S	S	S	S	S

17PHM23E	CORE-X LEGAL AND ETHICAL ISSUES IN HEALTHCARE	SEMESTER II
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Total Credits: 4
Hours Per Week : 4

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 :

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

17PHM23F	CORE-XI FINANCIAL MANAGEMENT AND ACCOUNTING	SEMESTER II
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PREAMBLE:

1. This course helps to develop a framework for understanding financial and managerial reports.
2. This course also helps to take financial decisions for managers who are working in health care institutions.

COURSE OUTCOMES:

In the successful completion of the course, students will be able to

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Explain the general objectives of financial management and apply the fundamental principles, concepts and techniques of financial management.	K5
CO2	Construct the financial statement and analyze and compare the same.	K6
CO3	Develop fund flow, cash flow statements and computing of operation problems.	K6
CO4	Assess and apply the suitability of different financing options for organizing and managing given project.	K5
CO5	Compare the financing costs and benefits of various courses of action and provide output by utilizing appropriate appraisal techniques	K6

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

17PHM23F	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: simple 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 2010, 5th edition 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

17PHM33A	CORE-XII HOSPITAL OPERATIONS MANAGEMENT	SEMESTER III
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PREAMBLE:

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

COURSE OUTCOMES:

In the successful completion of the course, students will be able to

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Understand fundamental concepts and principles of management and demonstrate knowledge about the historical development, theoretical aspects, and emerging trends and developments in management	K2
CO2	Apply organizational planning systems and Decision making in health care	K3
CO3	Examine various types of organizations and its elements	K4
CO4	Analyze elements of directing and its importance in health care management	K4
CO5	Propose controlling techniques for health care organizations.	K5, K6

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

17PHM33A	CORE-XII HOSPITAL OPERATIONS MANAGEMENT	SEMESTER III
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Total Credits: 4

Hours Per Week: 5

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.**HospitalsandNursingHomesPlanningOrganisations and Management** Jaypee Brothers Medical Publishers (P) Ltd,

REFERENCE BOOK :

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

17PHM33B	CORE-XIII HUMAN RESOURCE MANAGEMENT AND INDUSTRIAL RELATIONS	SEMESTER III
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PREAMBLE:

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

COURSE OUTCOMES:

In the successful completion of the course, students will be able to

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	To demonstrate the concepts of HR on the nature, importance and functional skills of Human Resource Management among the healthcare personnel.	K4
CO2	To understand the functional regions of demand and supply forecast used for HR management and to built skill on familiar job terminologies.	K4
CO3	To understand the importance of recruitment, placement, training and development process of Human Resource Management in the Healthcare Industry in a strategic manner.	K5
CO4	To assess various employee welfare acts and to implement the skill based concepts to current healthcare industrial setup.	K5
CO5	To measure, improve and inculcate the different types of performance appraisal strategies used in the healthcare industries.	K5,K6

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	S	S	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

17PHM33B	CORE-XIII HUMAN RESOURCE MANAGEMENT AND INDUSTRIAL RELATIONS	SEMESTER III
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Total Credits : 4

Hours Per Week : 4

CONTENTS

UNIT-I

Introduction to HRM in Hospitals

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

UNIT-II

HR Planning

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 – Manpower requirement Analysis

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

Industrial Relations

Factories Act, 1948 - Maternity Benefit Act,1961 (with latest amendments) - Employee State Insurance Act, [ESI] 1948 - Employees' Provident Fund Scheme, 1952 - Payment of Bonus Act, 1965 – Workmen's Compensation Act, 1923 – Apprentices Act, 1961 – Contract Labour Act (R&A), 1970 - Introduction to payment of wages act 1936 – KRA / KPA

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-

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 :

R.S. Davar.1988. Reprinted 2010. Personnel Management and Industrial relations. Vikas Publishing House Pvt Ltd, New Delhi. 12th revised Edition.

3. *L.M.Prasad. Edition 2014. Organisational Behaviour.* Sultan and Chand sons, Delhi. Reprinted 2004.
4. *S.S.Khanka. Edition 2013. Organisational Behaviour-* S.Chand and Company Ltd, New Delhi. Reprinted 2007.

REFERENCE BOOK :

2. *Stephen .P.Robbins. 14th Edition. 2011. Organisational behaviour.* PHI Publishers, New Delhi.

17PHM33C	CORE -XIV RESEARCH METHODOLOGY	SEMESTER III
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PREAMBLE:

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

COURSE OUTCOMES:

In the successful completion of the course, students will be able to

CO NUMBER	CO STATEMENT	KNOWLEDGE LEVEL
CO1	Understand fundamental concepts and principles of management and demonstrate knowledge about the historical development, theoretical aspects, and emerging trends and developments in management	K2
CO2	Apply organizational planning systems and Decision making in health care	K3
CO3	Examine various types of organizations and its elements	K4
CO4	Analyze elements of directing and its importance in health care management	K4
CO5	Propose controlling techniques for health care organizations.	K5, K6

Mapping with Programme Outcomes

COS/POS	PO1	PO2	PO3	PO4	PO5
CO1	S	M	M	S	S
CO2	S	S	S	S	S
CO3	S	S	S	S	S
CO4	S	S	S	S	S
CO5	S	S	S	S	S

17PHM33C	CORE -XIV RESEARCH METHODOLOGY	SEMESTER III
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Total Credits: 4

Hours Per Week: 5

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 :

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

17PHM33D	CORE-XV HOSPITAL INFORMATION SYSTEM	SEMESTER III
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PREAMBLE:

1. This course makes the students to understand and appreciate the role and value of information technology in potentially revolutionizing healthcare
2. Analyze obstacles and success factors for implementation and integration of information, communication and decision technologies in healthcare

COURSE OUTCOME

CO Number	CO Statement	Knowledge Level
CO 1	Understand and analyze various concepts and prerequisites of health informatics	K4
CO 2	Understand and categorize different datas and identify different healthcare organizational cultures	K4
CO 3	Understand , analyze and compare privacy and confidentiality laws involved in maintaining quality health systems	K4
CO 4	Learn , apply and criticize the concept of EMR and telemedicine in healthcare	K5
CO 5	Asses and compare administrative application skills of computer technology in healthcare	K5

MAPPING

CO s	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	M
CO 4	S	S	S	S	M
CO 5	S	S	S	S	M

17PHM33D	CORE-XV HOSPITAL INFORMATION SYSTEM	SEMESTER III
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Total Credits: 4

Hours Per Week: 4

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

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- III

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

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 APPLICATION OF COMPUTERS

Medical Informatics - Administrative Application of Computer technology – Medical Office Administrative Software - Information Technology in Radiology – .Information Technology in Pharmacy – 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 BOOKS:

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

17PHM33E	CORE-XVI QUALITY MANAGEMENT IN HEALTHCARE	SEMESTER III
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PREAMBLE:

3. This course makes the students to understand the quality framework and different quality concepts and their influence in healthcare
4. Understand, distinguish and use several quality tools and techniques and implement various quality certification processes for healthcare industry

COURSE OUTCOME

CO Number	CO Statement	Knowledge Level
CO 1	Understand and identify prerequisites of evolution of quality management and significance of quality gurus works and apply the concepts in the management of modern organizations	K3
CO 2	Evaluate and apply the principles of quality and peculiarities of their implementation	K5
CO 3	Analyze statistical process control data to improve processes, production control, production planning and influence strategic decision making	K5
CO 4	Distinguish, apply and compare various quality concepts ,tools and techniques in process improvement	K5
CO 5	Evaluate process capabilities and specification studies and use quality management certification methods in solving problems of healthcare organization	K5

MAPPING

CO s	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	M
CO 4	S	S	S	S	M
CO 5	S	S	S	S	M

17PHM33E	CORE-XVI QUALITY MANAGEMENT IN HEALTHCARE	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

TOTAL QUALITY MANAGEMENT

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

Simple seven tools of quality control charts- check sheet- histogram- scatter diagram- process mapping- cause and effect diagram- Pareto analysis— PDCA cycle

QUALITY MANAGEMENT PROCESS-II

Control chart for variables- X, X bar and R charts and control charts for attributes- p, Np and c charts. Acceptance sampling plan - quality planning- quality improvement methods- kaizen

UNIT- IV

EVALUATION OF QUALITY SYSTEMS

Quality audits - 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 standards – Documentation of ISO standards -Documentation of quality systems- quality manual- procedure manual- work instruction manual-

TEXT BOOKS:

1. *Besterfield H. Dale.* 2005. **Total Quality Management.** Pearson. (Unit I-IV)
2. *S.K.Joshi.* 2009. **Quality Management in Hospitals.** Jaypee Brother Medical Publishers (P) Ltd, (Unit V)

REFERENCE BOOKS:

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

17PHM1EA	ELECTIVE- I HOSPITAL RECORDS STANDARDS AND POLICIES	SEMESTER-I
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PREAMBLE:

1. This course makes the students to understand the organization of medical records department.
2. Analyze the methods of commissioning and the various sections concerns of electronic medical record system.

COURSE OUTCOME

CO Number	CO Statement	Knowledge Level
CO 1	Understand the history of Medical records, Policies, and legal aspects of Medical record Department	K3
CO 2	Analyze various types of Medical records, Quality Assurance Aspects and presentation of medical records	K4
CO 3	Evaluate the retention and disposal of medical record practices	K5
CO 4	Evaluate the Medical record documentation issues	K5
CO 5	Create and Understand the E-Medical records and its concerns	K6

MAPPING

CO s	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

17PHM1EA	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

17PHM1EB	ELECTIVE- I HEALTH SECTOR IN INDIA	SEMESTER-I
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PREAMBLE:

1. This course makes the students to understand the Health sector in India
2. Analyze the various medical administrative structure in India and recent trends in Hospital Administration.

COURSE OUTCOME

CO Number	CO Statement	Knowledge Level
CO 1	Understand the Evolution and Development of Health care System	K3
CO 2	Analyze various system of medicines and its operations	K4
CO 3	Evaluate the administrative structure and various functions of health ministry Department	K5
CO 4	Evaluate the Medical Infrastructure Hospitals	K5
CO 5	Create and review of different reports on Health Care and recent trends in Hospitals	K6

MAPPING

CO s	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

17PHM1EB	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.

17PHM1EC	ELECTIVE- I FUNDAMENTALS OF TQM	SEMESTER-I
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PREAMBLE:

1. This course makes the students to understand the Fundamentals of TQM in a Hospital
2. Analyze the various tools and techniques used in TQM

COURSE OUTCOME

CO Number	CO Statement	Knowledge Level
CO 1	Understand the concept and origin of TQM	K3
CO 2	Analyze various strategies of TQM (TEI, GLP, WITs, GMP)	K4
CO 3	Evaluate the various role in continuous improvement in TQM	K5
CO 4	Create and evaluate the various documentation on Quality Manual and Procedure	K6
CO 5	Understand and analyze various Internal Auditing in ISO systems	K4

MAPPING

CO s	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

17PHM1EC	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

17PHM2EA	ELECTIVE- II ORGANIZATION AND MANAGEMENT OF HOSPITAL RECORDS DEPARTMENT	SEMESTER-II
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PREAMBLE:

1. This course makes the students to understand the Organization and Management of Hospital Records Department
2. Analyze the various roles and responsibilities of Medical record staff and evaluation system.

COURSE OUTCOME

CO Number	CO Statement	Knowledge Level
CO 1	Understand the concept and organization of Medical record Department	K3
CO 2	Evaluate the Medical record filling and retrieval system	K5
CO 3	Evaluate the various roles of medical record officers and operations	K5
CO 4	Create and evaluate the requirement of medical record department and tracking system.	K6
CO 5	Understand and analyze medical record services and periodic evaluation.	K4

MAPPING

CO s	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

17PHM2EA	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-Filling 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.

17PHM2EB	ELECTIVE- II ORGANISATION AND ADMINISTRATION OF HEALTH SYSTEM	SEMESTER-II
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PREAMBLE:

1. This course makes the students to understand the organization and administration of Health System.
2. Understanding various National and International Health Programmes.

COURSE OUTCOME

CO Number	CO Statement	Knowledge Level
CO 1	Understand the concept of Health, various levels of Health care system.	K3
CO 2	Analyze various ratios related to Birth rate, Death rate and Morbidity rate	K4
CO 3	Evaluate the International classification of various diseases.	K5
CO 4	Evaluate various roles of All National Health Programmes and its objectives.	K5
CO 5	Understand the role of International Health Agencies	K3

MAPPING

CO s	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	M
CO 5	S	S	S	S	M

17PHM2EB	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.

17PHM2EC	ELECTIVE- II TQM TOOLS AND TECHNIQUES	SEMESTER-II
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PREAMBLE:

1. This course makes the students to understand the concept of TQM Tools and Techniques.
2. Understanding various benchmarking and process re-engineering in Quality system.

COURSE OUTCOME

CO Number	CO Statement	Knowledge Level
CO 1	Understand the concept of Benchmarking system.	K3
CO 2	Analyze various Benchmarking process and its implementation	K4
CO 3	Evaluate the Quality Functional Deployment and its benefits.	K5
CO 4	Evaluate Organizational Re-engineering framework and impact assessment.	K5
CO 5	Analyze the statistical process control and its development	K4

MAPPING

CO s	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	M	M

17PHM2EC	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

17PHM3EA	ELECTIVE- III INTERNATIONAL CLASSIFICATION OF DISEASES	SEMESTER-III
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PREAMBLE:

1. This course makes the students to understand the international classification of Diseases.
2. Understanding the importance of using ICD in Mental and Health Statistics.

COURSE OUTCOME

CO Number	CO Statement	Knowledge Level
CO 1	Understand the history and uses- ICD design and structure	K3
CO 2	Analyze Basic coding guidelines and principles.	K4
CO 3	Evaluate the Diseases Indexing and Operations.	K5
CO 4	Evaluate Amendments of ICD 9 and ICD 10	K5
CO 5	Analyze the role of electronic medical records and its importance	K4

MAPPING

CO s	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	M	M
CO 5	S	S	S	S	S

17PHM3EA	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

17PHM3EB	ELECTIVE- III HEALTH CARE DELIVERY SYSTEM	SEMESTER-III
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PREAMBLE:

1. This course makes the students to understand the Health care Delivery System.
2. Understanding the concept of Disaster Management, Biomedical waste and usage of computers in medicine.

COURSE OUTCOME

CO Number	CO Statement	Knowledge Level
CO 1	Understand the overview of health care delivery system.	K3
CO 2	Analyze the clinical terminology in specialty wise.	K4
CO 3	Evaluate the organization of Medical records department	K5
CO 4	Evaluate the importance of disaster management system in hospital	K5
CO 5	Analyze the computer applications in Medicine.	K4

MAPPING

CO s	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	M	M
CO 5	S	S	S	S	S

17PHM3EB	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

17PHM3EC	ELECTIVE- III TOTAL QUALITY MANAGEMENT IN HOSPITALS	SEMESTER-III
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PREAMBLE:

1. This course makes the students to understand the Total Quality Management in Hospitals.
2. Understanding the concept of continuous process improvement and its applications.

COURSE OUTCOME

CO Number	CO Statement	Knowledge Level
CO 1	Understand the overview of TQM.	K3
CO 2	Analyze the application of TQM in various sector.	K4
CO 3	Evaluate the tools and techniques of TQM	K5
CO 4	Evaluate the assessment methodologies of TQM	K5
CO 5	Analyze the statistical quality control system.	K4

MAPPING

CO s	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	S	S	S	S	S
CO 2	S	S	S	S	S
CO 3	S	S	S	S	S
CO 4	S	S	S	S	S
CO 5	S	S	S	S	S

17PHM3EC	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 - PDCA 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

17PHMSS1	HOSPITAL HAZARDS MANAGEMENT	SEMESTER -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

17PHMSS2	BRAND MANAGEMENT	SEMESTER-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

17PHMSS3	CUSTOMER RELATIONSHIP MANAGEMENT	SEMESTER--III
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Total Credits:1

OBJECTIVES:

1. To enable the students to learn the basics of Customer Relationship Management
2. To Understand 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

17PHM43V	PROJECT WORK	SEMESTER--IV
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Total Credits: 8

Hours Per Week: 20

The curriculum prescribes for the IV semester PROJECT WORK in any of the areas of Hospital Administration.

The following are the guidelines that the student should adhere to

OBJECTIVE

- To enhance the ability of the student to apply management theories to practical business situations.
- To develop the analytical and presentation skills.

Criteria for hospital selection

The hospital should be preferably a multi specialty one with a minimum of 300 beds. The student could choose the location.

Guidelines

- The student should furnish details of the person whom he/she is reporting to in the organization to the faculty guide.
 - The student should observe the working and functions of the organization for a week and report to the faculty guide about the topic, its suitability and its implications.
 - The topic is to be finalized within a week with necessary modifications if any
 - The student should get the research methodology and the methods of data collection approved from the guide and then start the Data collection.
- Three weeks could be utilized for the purpose of Data collection. The student is to meet the guide to Discuss on the tools of data analysis and meet the guide with analysis and interpretations.

The student should present for each reviews as per the scheduled date.

Content of the Report for Project

- The Title page
- Certificate from company

- Bonafide Certificate
- Acknowledgement
- Table of contents
- List of tables
- List of figures
- List of appendices
- List of abbreviations used
- Executive summary

Chapters

- Introduction
- Methodology
- Analysis and interpretation
- Findings and Inference
- Recommendations / Suggestions

The Annexure

- Appendix
- References