

MASTER OF HOSPITAL ADMINISTRATION

SYLLABUS: 2018-19
(Outcome Based Education)



Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

Approved by Government of Tamil Nadu and Accredited by NAAC with 'A' Grade (2nd Cycle)

Dr. N.G.P.- Kalapatti Road, Coimbatore-641048, Tamil Nadu, India

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MASTER OF HOSPITAL ADMINISTRATION

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 Hospital Administration Post Graduate Degree Examination of this College after a course of study of two academic years.

PROGRAMME EDUCATIONAL OUTCOMES

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

| Course Code | Course | 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 and Healthcare Management | 4 | 3 | 25 | 75 | 100 | 4 |
| 17PHM13C | Core-III : Organisational Behaviour | 5 | 3 | 25 | 75 | 100 | 4 |
| 17PHM13D | Core-IV : Biostatistics and Operation Research | 5 | 3 | 25 | 75 | 100 | 4 |
| 17PHM13P | Core Practical - I : Computer Applications | 5 | 3 | 40 | 60 | 100 | 4 |


BoS Chairman/HoD
 Department of Hospital Administration
 Dr. N. G. P. Arts and Science College
 Coimbatore - 641 048



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

Second Semester

| | | | | | | | |
|----------|---|---|---|----|----|-----|---|
| 17PHM23A | Core-V: Hospital Architecture, Planning, Design And Maintenance | 4 | 3 | 25 | 75 | 100 | 4 |
| 17PHM23B | Core-VI : Healthcare Economics | 4 | 3 | 25 | 75 | 100 | 4 |
| 17PHM23C | Core-VII : Healthcare Marketing and Strategic Management | 4 | 3 | 25 | 75 | 100 | 4 |

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|-----------------------|---|-----------|--------------|----|----|------------|-----------|
| 17PHM23D | Core-VIII : Materials Management | 4 | 3 | 25 | 75 | 100 | 4 |
| 17PHM23E | Core-IX : Legal and Ethical Issues in Healthcare | 4 | 3 | 25 | 75 | 100 | 4 |
| 17PHM23F | Core-X : Financial Management and 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-XI : Hospital Operations Management | 5 | 3 | 25 | 75 | 100 | 4 |
| 17PHM33B | Core-XII : Human Resource Management and Industrial Relations | 4 | 3 | 25 | 75 | 100 | 4 |
| 17PHM33C | Core-XIII : Research Methodology | 5 | 3 | 25 | 75 | 100 | 4 |

| | | | | | | | |
|------------------------|---|--------------------|---|----|-----|-------------|-----------|
| 17PHM33D | Core-XIV : Hospital Information System | 4 | 3 | 25 | 75 | 100 | 4 |
| 17PHM33E | Core-XV : Quality Management in Healthcare | 5 | 3 | 25 | 75 | 100 | 4 |
| 17PHM33T | Hospital Internship - III | 3 | - | - | 50 | 50 | 2 |
| 17PHM33F | Hospital Orientation (30 days)* | - | 3 | - | 100 | 100 | 4 |
| | Elective -III: | 4 | 3 | 25 | 75 | 100 | 4 |
| | | 30 | | | | 750 | 30 |
| Fourth Semester | | | | | | | |
| 17PHM43V | Project Work (Project 160 marks and Viva Voce 40 marks) | 16 | - | - | - | 200 | 8 |
| | | 16 | | | | 200 | 8 |
| | | Grand Total | | | | 2250 | 90 |

ELECTIVE - I

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

| S.No | Course Code | Name of the Course |
|------|-------------|---|
| 1. | 17PHM1EA | Hospital Records 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 | Course Code | Name of the Course |
|------|-------------|--|
| 1. | 17PHM2EA | Organisation 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 | Course Code | Name of the Course |
|------|-------------|--|
| 1. | 17PHM3EA | International Classification of Diseases |
| 2. | 17PHM3EB | Healthcare Delivery System |
| 3. | 17PHM3EC | Total Quality Management in Hospitals |

FOR PROGRAMME COMPLETION

Students have to complete the following course:

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
Grade A – 75 Marks and above
Grade B – 60 - 74 Marks
Grade C – 50 - 59 Marks
Below 50 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 | 15 X 100 | 1500 | 60 | 72 |
| Elective | 4 | 3 X 100 = | 300 | 12 | |
| Project Work | 4 | 1 X 200 = | 200 | 8 | 8 |
| Hospital Orientation | 4 | 1X 100 = | 100 | 4 | 4 |
| Hospital Internship | 2 | 1 X50 = | 50 | 2 | 2 |
| Computer | 4 | 1X 100 = | 100 | 4 | 4 |
| Total | | | 2250 | 90 | 90 |

EARNING EXTRA CREDITS IS NOT MANDATORY FOR PROGRAMME 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. | Self Study Paper | 1 | 1 |
| 5. | Representation - Academic/Sports /Social Activities/ Extra Curricular Activities at University/ District/ State/ National/ International | 1 | 1 |
| Total | | 5 | 5 |

Rules:

The students can earn extra credits only if they complete the above during the programme period (III Semester) 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 Programme 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 Third 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 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 | 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. 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.

PROGRAMME OUTCOMES:

| PO Number | PO Statement |
|-----------|---|
| PO1 | To understand the major concepts in the functional areas of accounting, marketing, finance, information technology, and management with relation to hospitals. |
| PO2 | To build skills in the use of managerial tools of planning, organising, and achieve optimal resource utilisation in hospital settings. |
| PO3 | Use oral and written communication skills to meet the needs of various audiences. |
| PO4 | Use team, and organizational skills, supervision, and coaching techniques to effectively lead across organization, department, and work group units to meet diverse stakeholder and organizational goals in a variety of healthcare environments. |
| PO5 | Develop innovative solutions to strategic, tactical and operational issues in managing healthcare systems and associated information technology through the combined use of information, data analytics, organizational knowledge, talent management, and critical and design thinking. |

| | | |
|-----------------|---------------------------------------|-------------------|
| 17PHM13A | CORE - I MANAGEMENT PRINCIPLES | SEMESTER-I |
|-----------------|---------------------------------------|-------------------|

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 and 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 healthcare | K3 |
| CO3 | Analyze, evaluate and develop organizational skills in healthcare management. | K5 |
| CO4 | Analyze and interpret the elements of directing and its importance in healthcare management | K5 |
| CO5 | Propose controlling techniques for healthcare 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 |
|----------|---------------------------------|------------|

Total Credits: 4

Hours Per Week: 4

UNIT I

Definition, nature, principle and process of management -management as science or art – management as process –The managerial Roles –Management Theories

UNIT II

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 –Decision making-Types of decisions- Common problems and difficulties in decision making- Decision Support system (DSS)-Models- Forecasting- Types and elements - limitations

UNIT III

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

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 House, 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 |
|-----------------|---|-------------------|

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 OUTCOMES

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

| 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 WITH PROGRAMME OUTCOMES

| 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 |
|-----------------|---|--------------------|

Total Credits: 4

Hours Per Week: 4

UNIT-I

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

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

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

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

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 |
|-----------------|---|--------------------|

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 |
|----------|--------------------------------------|------------|

Total Credits : 4
Hours Per Week : 5

UNIT-I

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

Nature of Human Behaviour - Personality - Perception- Learning and Behaviour modification - Attitudes and values

UNIT-III

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

UNIT- IV

Introduction to Organisation - Organisational Structure - Organisational theory - Organisational culture- Organisational change & development -Transactional Analysis- Quality of Work life

UNIT-V

Concept - Approach - Maximisation - Managerial effectiveness - factors
Nature - factors- process- responses to change - Resistance to change - overcoming 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 |
|-----------------|---|-------------------|

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 |
|-----------------|--|-------------------|

Total Credits: 4**Hours Per Week: 5****UNIT I**

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

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

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

UNIT IV

Binomial distribution- Poisson distribution- Normal distribution – Probability distribution

UNIT V

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 |
|-----------------|--|-------------------|

Total Credits: 4
Hours Per Week: 5

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.

| | | |
|-----------------|--|---------------------|
| 17PHM23A | CORE-V: HOSPITAL ARCHITECTURE, PLANNING, DESIGN AND MAINTENANCE | SEMESTER -II |
|-----------------|--|---------------------|

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.

COURSE OUTCOMES

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

| 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-V: HOSPITAL ARCHITECTURE, PLANNING, DESIGN AND MAINTENANCE | SEMESTER-II |
|----------|--|--------------------|

Total Credits: 4**Hours Per Week: 4****UNIT I**

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

UNIT II

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- VI : HEALTHCARE ECONOMICS | SEMESTER-II |
|-----------------|--|--------------------|

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

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

| 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 WITH PROGRAMME OUTCOMES

| 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 |

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| 17PHM23B | CORE -VI: HEALTHCARE ECONOMICS | SEMESTER-II |
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Total Credits: 4**Hours Per Week: 4****UNIT-I**

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

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

UNIT- III

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

Principles of primary healthcare- 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 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

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| 17PHM23C | CORE-VII: 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 |

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

Hours Per Week: 4

UNIT-I

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

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

UNIT-III

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

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

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).

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| 17PHM23D | CORE- VIII: 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 |

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| 17PHM23D | CORE- VIII: MATERIALS MANAGEMENT | SEMESTER-II |
|----------|----------------------------------|-------------|

Total Credits: 4
Hours Per Week: 4

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.*

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|----------|--|--------------------|
| 17PHM23E | CORE-IX: 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 healthcare law and policy.
2. To understand and analyze the legal frame work and its importance in Indian Healthcare.

COURSE OUTCOME

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

| 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 WITH PROGRAMME OUTCOMES

| 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 |

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|----------|---|--------------------|
| 17PHM23E | CORE-IX : LEGAL AND ETHICAL ISSUES IN HEALTHCARE | SEMESTER-II |
|----------|---|--------------------|

Total Credits: 4**Hours Per Week: 4****UNIT-I**

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

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

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

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

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).

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| 17PHM23F | CORE-X: FINANCIAL MANAGEMENT AND ACCOUNTING | SEMESTER- II |
|-----------------|--|---------------------|

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 healthcare 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 |

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|-----------------|---|--------------------|
| 17PHM23F | CORE-X : FINANCIAL MANAGEMENT AND ACCOUNTING | SEMESTER-II |
|-----------------|---|--------------------|

Total Credits: 4**Hours Per Week: 4****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

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| 17PHM33A | CORE-XI: HOSPITAL OPERATIONS MANAGEMENT | SEMESTER-III |
|-----------------|--|---------------------|

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 healthcare | K3 |
| CO3 | Examine various types of organizations and its elements | K4 |
| CO4 | Analyze elements of directing and its importance in healthcare management | K4 |
| CO5 | Propose controlling techniques for healthcare 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 |

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

Hours Per Week: 5

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, Quality Department.

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 - Disaster Risks - 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.Hospitals and Nursing Homes Planning Organisations and Management Jaypee Brothers Medical Publishers (P) Ltd, Delhi.

REFERENCE BOOK :

1. *S.K. Joshi*. Quality Management in Hospitals. Jaypee Brothers Medical Publishers (P) Ltd, 2014, Delhi.

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| 17PHM33B | CORE-XII: HUMAN RESOURCE MANAGEMENT AND INDUSTRIAL RELATIONS | SEMESTER-III |
|-----------------|---|---------------------|

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-XII: HUMAN RESOURCE MANAGEMENT AND INDUSTRIAL RELATIONS | SEMESTER-III |
|-----------------|---|---------------------|

Total Credits: 4**Hours Per Week : 4****UNIT-I**

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

UNIT-II

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

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

Factories Act, 1948 - Maternity Benefit Act, 1961 - 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 (with recent amendments)

UNIT-V

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, Mumbai, 4th Edition.

REFERENCE BOOK :

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

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| 17PHM33C | CORE -XIII: RESEARCH METHODOLOGY | SEMESTER-III |
|-----------------|---|---------------------|

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 healthcare | K3 |
| CO3 | Examine various types of organizations and its elements | K4 |
| CO4 | Analyze elements of directing and its importance in healthcare management | K4 |
| CO5 | Propose controlling techniques for healthcare 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 |

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|-----------------|---|---------------------|
| 17PHM33C | CORE -XIII: RESEARCH METHODOLOGY | SEMESTER-III |
|-----------------|---|---------------------|

Total Credits: 4**Hours Per Week: 5****UNIT-I**

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

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

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 operation - Types of analysis - Hypothesis - concept -procedures - tests- limitations - Application of SPSS - 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

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.

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| 17PHM33D | CORE-XIV: HOSPITAL INFORMATION SYSTEM | SEMESTER-III |
|-----------------|--|---------------------|

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 OUTCOMES

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

| 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 data 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 WITH PROGRAMME OUTCOMES

| 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-XIV: HOSPITAL INFORMATION SYSTEM | SEMESTER-III |
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Total Credits: 4**Hours Per Week: 4****UNIT-I**

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

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

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

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

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, United States.
2. *Lilian Burke. Barbara Weill*. 2005. **Information Technology for the Health Professions**. Pearson Prentice Hall, United States. (Second Edition).

REFERENCE BOOK:

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

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

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

COURSE OUTCOMES

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

| 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 WITH PROGRAMME OUTCOMES

| 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-XV: QUALITY MANAGEMENT IN HEALTHCARE | SEMESTER-III |
|----------|--|---------------------|

Total Credits : 4

Hours Per Week: 5

UNIT-I

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

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

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

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

UNIT- V

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- JCI Accreditation.

TEXT BOOKS:

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

REFERENCE BOOK:

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

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

Hours Per Week: 16

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

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

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 OUTCOMES

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

| 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 WITH PROGRAMME OUTCOMES

| 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 |

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

Total Credits: 4

Hours Per Week: 4

UNIT-I

Medical Records: History And Role of Medical Records In Healthcare 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

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

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 OUTCOMES

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

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|------------------|---|------------------------|
| CO 1 | Understand the Evolution and Development of Healthcare 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 Healthcare and recent trends in Hospitals | K6 |

MAPPING WITH PROGRAMME OUTCOMES

| 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 |

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

Total Credits: 4

Hours Per Week: 4

UNIT-I

Development of health sector in India- Evolution of healthcare 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 Healthcare 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.

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

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 OUTCOMES

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

| 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 WITH PROGRAMME OUTCOMES

| 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 |

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

Total Credits: 4

Hours Per Week: 4

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, London
2. *S.K.Joshi.* 2009. **Quality Management in Hospitals.** Jaypee Brother Medical Publishers (P) Ltd, Delhi.

REFERENCE BOOK :

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

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| 17PHM2EA | ELECTIVE- II : ORGANISATION 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 OUTCOMES

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

| CO NUMBER | CO STATEMENT | KNOWLEDG E 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 WITH PROGRAMME OUTCOMES

| 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 |

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| 17PHM2EA | ELECTIVE- II : ORGANIZATION AND MANAGEMENT OF HOSPITAL RECORDS DEPARTMENT | SEMESTER-II |
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Total Credits: 4

Hours Per Week: 3

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.

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| 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 OUTCOMES

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

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|------------------|--|------------------------|
| CO 1 | Understand the concept of Health, various levels of Healthcare 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 WITH PROGRAMME OUTCOMES

| 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 |

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

Total Credits: 4

Hours Per Week: 3

UNIT-I

Concept of Health and Disease - Health Environment - Levels of Healthcare - 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.

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| 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 OUTCOMES

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

| 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 WITH PROGRAMME OUTCOMES

| 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 |

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| 17PHM2EC | ELECTIVE- II TQM TOOLS AND TECHNIQUES | SEMESTER-II |
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Total Credits: 4**Hours Per Week: 3****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, London.
2. *S.K.Joshi.* 2009. **Quality Management in Hospitals.** Jaypee Brother Medical Publishers (P) Ltd, Delhi.

REFERENCE BOOK :

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

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

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 OUTCOMES

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

| 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 WITH PROGRAMME OUTCOMES

| 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 |

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| 17PHM3EA | ELECTIVE- III : INTERNATIONAL CLASIFICATION OF DISEASES | SEMESTER-III |
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Total Credits: 4

Hours Per Week: 4

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 Pres

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| 17PHM3EB | ELECTIVE- III: HEALTHCARE DELIVERY SYSTEM | SEMESTER-III |
|-----------------|--|---------------------|

PREAMBLE

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

COURSE OUTCOMES

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

| CO NUMBER | CO STATEMENT | KNOWLEDGE LEVEL |
|------------------|---|------------------------|
| CO 1 | Understand the overview of healthcare 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 WITH PROGRAMME OUTCOMES

| 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 |

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| 17PHM3EB | ELECTIVE- III : HEALTHCARE DELIVERY SYSTEM | SEMESTER-III |
|----------|---|--------------|

Total Credits: 4

Hours Per Week: 4

UNIT-I

Healthcare delivery system - An Overview - Common terms of healthcare management: Terms related to levels of healthcare; 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

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

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 OUTCOMES

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

| 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 WITH PROGRAMME OUTCOMES

| 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 |

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

Total Credits: 4**Hours Per Week: 4****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, London.
2. *S.K.Joshi.* 2009. **Quality Management in Hospitals.** Jaypee Brother Medical Publishers (P) Ltd, Delhi.

REFERENCE BOOK :

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

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| 17PHMSS1 | HOSPITAL HAZARDS MANAGEMENT | SEMESTER -III |
|----------|-----------------------------|---------------|

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.
2. The Biomedical waste management system categories are also learned.

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 healthcare 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, Jabalpur.

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| 17PHMSS2 | CUSTOMER RELATIONSHIP MANAGEMENT | SEMESTER-III |
| Total Credits:1 | | |

COURSE OBJECTIVE:

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

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, New Delhi.
2. Paul Green Berg. 2002, **CRM**. Tata Mc Graw Hill, New Delhi

REFERENCE BOOK :

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

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