

SYLLABUS
OF
MASTER OF BUSINESS ADMINISTRATION
(MBA)
Session 2015-16



ACHARYA VISHNU GUPT
SUBHARTI INSTITUTE OF MANAGEMENT COMMERCE

SWAMI VIVEKANAND SUBHARTI UNIVERSITY
MEERUT, UTTAR PRADESH

MBA-Hospital Administration(2015-16)

The course structure will be as under :

Semester	Classification	Paper Code	Paper	Max. Marks	Total Marks
I	General Management	MBAHA101	Principles & Practice of Management	100	700
		MBAHA102	Accounting For Managers	100	
		MBAHA103	Business Statistics	100	
	Hospital Administration	MBA HA104	Organization & Management Of Hospitals	100	
		MBAHA105	Principles of Hospital Planning & Organization	100	
		MBAHA106	Clinical Diagnostic & Therapeutic Services	100	
	General Management	MBAHA107	Communication For Management	100	
Semester	Classification	Paper Code	Paper	Max. Marks	Total Marks
II	General Management	MBAHA201	Research Methodology	100	700
		MBAHA202	Operations Research	100	
		MBAHA203	Managing Human Resources	100	
	H.A.	MBAHA204	Quality in Health Services		
		MBAHA205	Support & Utility Services –I	100	
		MBAHA206	Support & Utility Services-II	100	
		MBAHA207	Safety & Risk Management	100	
Semester	Classification	Paper Code	Paper	Max. Marks	Total Marks
III	General Management	MBAHA301	Strategic Management	100	700
		MBAHA302	Business Environment	100	
	H.A.	MBAHA303	Legal And Ethical Issues For Hospitals	100	
		MBAHA304	Hospital Engineering & Services	100	
		MBAHA305	Medical Audit And Quality Management	100	
		MBAHA306	Hospital Services Marketing	100	
		MBAHA307	Hospital Waste Management	100	
		MBAHA308	Summer Training Project Report	100	
Semester	Classification	Paper Code	Paper	Max. Marks	Total Marks
IV	General Management	MBA HA401	Term Paper	200	700
	H.A.	MBAHA402	Health System Management	100	
		MBAHA403	Dissertation / Preparation & Presentation of Case Studies in respect to Hospital Administration/ Research Project Report	400	

DETAILED SYLLABUS

MBAHA-101 PRINCIPLES & PRACTICES OF MANAGEMENT

Course Code: MBA-101

L-4

Objective: The main objective is to teach the students the main functions of management as they need a variety of skills to understand human behaviour, communicate with people, motivate employees, adapt to changes, manage new technologies, etc.

UNIT I

(8 Lectures)

Introduction: Meaning, Nature and Scope of Management, Management Approaches, Processes and Functions, Managerial Skills, Tasks and Responsibilities of a Professional Manager; Evolution of Management Thought, Taylor and Fayol' contribution to Management, Bureaucracy, Hawthorne Studies; Management thinkers, Enterprise and Environment; Business Ethics and Social Responsibility: Meaning, Scope and Importance, Recent issues in Business Ethics.

UNIT II

(10 Lectures)

Planning: The Nature and Purpose of Planning, Management by Objectives, Strategies, Policies and Planning Premises. Forecasting. Decision Making; Organizing: Nature & Purpose of Organizing. Span of Management, Departmentation, Line/ Staff Authority & Responsibility, Effective Organizing & Organizational Culture, Organization Charts and Manuals.

UNIT III

(6 Lectures)

Staffing: Definition, Nature and Purpose of Staffing, Human Resource Management and Selection, Performance Appraisal and Career Strategy, Manager and Organization Development: Managing Change, Organizational Conflicts.

UNIT IV

(8 Lectures)

Leading: Managing and the Human Factor; Motivation: Meaning, Scope and Importance, Approaches, Motivation and Performance, Approaches for Improving Motivation, Quality of Work Life; Leadership: Definition, Ingredients, Approaches; Communication: Function, Process and Barriers to Communication; Directing-Meaning, Nature and Scope, Direction and Supervision,

UNIT V

(8 Lectures)

Controlling: Concept, The System and Process of Control, Control Techniques and IT, Productivity and Operations Control; Controlling Methods: Budgetary and non-budgetary, Overall and Preventive Control, The Quality Concept Factors affecting Quality, Developing a Quality Control System, Total Quality Control; International Management: Towards a unified, global Management Theory.

Note: Case study to be covered in each unit, if applicable

Text and Reference Books

1. Essentials of Management: An International Perspective by Koontz & Weihrich, Tata McGraw Hill Education Private Limited, New Delhi.
2. Management (Text and Cases) by V.S.P. Rao and V Hari Krishna, Excel Books, New Delhi.
3. Principles and Practice of Management, L. M. Prasad, Sultan Chand & Sons, New Delhi.
4. Contemporary Management, Gareth R. Jones and Jennifer M. George, fifth Edition, Tata McGraw-Hill Education Private Limited, New Delhi.
5. Management by Stephen P. Robbins, Mary Coulter and Neharika Vohra, Pearson Publication, New Delhi.
6. Management: Principles, Processes and Practices, Anil Bhat & Arya Kumar, Oxford University Press.
7. Management and Organizational Behaviour, Mullins, 7th edition, Pearson Publication, New Delhi.
8. Organizational Theory: Structure, Design and Applications, Robbins, 13th edition, Pearson Publication, New Delhi

MBAHA-102 ACCOUNTING FOR MANAGERS

Objective: The main objective of this course is to make the students familiar with fundamental concepts and process of accounting, significant tools & techniques of financial analysis which form an important part of management planning & financial control system and help the management in resolving problems effectively.

UNIT I

Financial Accounting- Definition, Advantages, limitations and Users of Accounting Information, Accounting Principles and Standards, Accounting Equation.

UNIT II

Mechanics of Accounting: Double Entry System of Accounting, Journalizing & Posting of Transactions; Preparation of Trial Balance, Final Accounts: Profit & Loss Account, Profit & Loss Appropriation Account and Balance Sheet.

UNIT III

Tools of Analysis of Financial Statements - Ratio Analysis- Solvency Ratios, Profitability Ratios, Activity Ratios, Liquidity Ratios, Market Capitalization Ratios ; Preparation of Funds and Cash Flow Statement and its Analysis,

UNIT IV

Cost and Management Accounting- Definition, Features, Comparison between Management Accounting and Cost Accounting. Types of Cost, Cost Volume Profit Analysis-Break Even Analysis, P/V Ratio Analysis and their Implications.

UNIT V

Budgeting: Concept of Budget, Budgetary Control, Advantages and Limitations of Budgetary Control, Types of Budget-Static and Flexible Budget, Cash Budget, Sales Budget and Master Budget.
Neo Concepts for Decision Making: Activity Based Costing, Target Costing & Life Cycle Costing.

Note: *Case study/Numerical to be covered in each unit, if applicable.*

Text and Reference Books

1. S.N. Maheshwari- Financial & Management Accounting, Sultan chand & sons publication.
2. Mukherjee-Financial Accounting for Management, Tata McGraw Hill Publishing
3. Amrish Gupta- Financial Accounting: A Managerial Perspective, Prentice Hall Publication.
4. Sinha- Accounting & Costing for Management, Excel Books.
5. I.M. Pandey- Management Accounting, Vikas Publishing House Pvt Ltd
6. M Y Khan & P K Jain, Management Accounting, Tata McGraw Publishing
7. S.N Maheshwari & S.K. Maheshwari, A Text Book of Accounting For Management,(Vikas Publication)
8. M.N. Arora, Text Book of Cost & Management Accounting, (Vikas Publication)
9. Debarshi Bhattacharya, Management Accounting, (Pearson Publication)

MBAHA- 103 BUSINESS STATISTICS

Course Code: MBA-105

L-4

Objective: To a greater extent, modern management is adopting and applying quantitative techniques to aid in the process of decision-making. An intelligent use of appropriate tools reduces highly complex problem to one of manageable dimensions. The course has been designed to develop familiarity with the application of statistical methods in managerial problem solving and decision-making.

UNIT I

(8 Lectures)

Role of statistics: Applications of inferential statistics in managerial decision-making; Measures of central tendency: Mean, Median and Mode and their implications; Measures of Dispersion: Range, Mean deviation, Standard deviation, Coefficient of Variation (C.V.), Skewness, Kurtosis.

UNIT II

(8 Lectures)

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

UNIT III

(8 Lectures)

Correlation:- Meaning and types of correlation, Karl Pearson and Spearman rank correlation.
Regression:- Meaning, Regression equations and their application, Partial and Multiple correlation & regression :- An overview.

UNIT IV

(8 Lectures)

Probability: Concept of probability and its uses in business decision-making; Addition and multiplication theorems; Bayes' Theorem and its applications.
Probability Theoretical Distributions: Concept and application of Binomial; Poisson and Normal distributions

UNIT V

(8 Lectures)

Estimation Theory and Hypothesis Testing: Sampling theory; Formulation of Hypotheses; Application of Z-test, t-test, F-test and Chi-Square test. Techniques of association of Attributes & Testing.

Note: Case study/Numerical to be covered in each unit, if applicable.

Text and Reference Books

1. Business Statistics, 3rd Edition, JP Sharma, Pearson Publishing
2. Statistics for Management - Richard Levin, Pearson Publishing
3. Statistics a fresh approach - D.H. Sanders, New Delhi: McGraw Hill
4. Principles of Business Statistics, 6th Ed. Andrew Siegel, Academic press
5. Statistics for Management - G.C. Beri, Tata McGraw-Hill Education, 2010
6. Statistical Methods - Gupta S. P, Sultan Chand & Sons, 2002.

MBAHA-104 ORGANISATION AND MANAGEMENT OF HOSPITALS

UNIT I –

- a. Evaluation and Classification of Hospitals**
Definition of Hospital, History of hospitals in India, Classification of hospitals, Hospital as a system
- b. Hospital Organization**
Hospital as an organization, how hospital works, Medical staff & hospital organization
- c. Organizational Analysis**
Concept of organization, Organization structure, Organization effectiveness.

UNIT II –

- a. Role of Hospitals**
Evolution of role of hospitals, Functions of hospitals, Role of hospitals & peculiarities, Hospital as a system, Hospital as community installation, changing role of hospitals, Challenges, strategies and Remedies
- b. Role of Hospital Administration**
Role towards patients, Role towards organization, Role towards community
Attributes, quality and skills of hospital administrator
- c. Patient Satisfaction**
Review of situation (Patient satisfaction, staff satisfaction) Materials & Methods, Action plan
- d. Present Hospital Scenario & Management Orientation**
Present hospital scenario, The Maladies: causes & effect relationship, Management of hospitals: challenges and strategies, Remedial measures

UNIT III Challenges In Hospital Management

- a. Public Relation & Image of Hospital**
Concept of PR, Principles of public relation in hospitals, Public relation department, Patients expectations and satisfaction, Conflicts
- b. Fundamentals of Quality Management**
Historical background, Concept of quality care & quality management, Present Indian scenario, Organization of quality management system, Approach to measurement of quality
- c. Research in Hospital Administration**
Concept & definition of research, Peculiarities of research in hospital administration, Purpose of research in hospital administration, Types of research, Components and categories of research, Prerequisites to conduct a research, Steps in conducting the research, Areas of medico administrative research study
- d. Legal Aspects and Consumer Protection Act**
Medico legal aspects of clinical practices, Consumer protection act, Application of consumer protection act in hospitals, Medical records (Importance and storage custody of Medical records).

MBA HA 105 PRINCIPLES OF HOSPITAL PLANNING AND ORGANIZATION

UNIT I – Hospital- A System, Role & Functions

- a. **Hospital – Changing roles of hospitals,**
Definition of hospital, Factors leading to change of role
- b. **Intramural & Extramural Functions**
Intramural & Extramural Functions of Hospital
- c. **Hospital as a System**
Peculiarities of Hospital System, Overall view of hospital system, Hospital as social system, Components of hospital system.
- d. **Hospital and community**
- e. **PHC changing scenario in hospital field**
PHC, concepts, elements of PHC, Benefits to health care systems, PHC as entry point into hospitals, PHC policy

UNIT II – Planning, Organising and Promoting New Hospital

- a. **Considerations and Guiding principles:** Hospital of Yester Years, Technological Advances, High Cost of Care, Organogram, High Quality Care, Community Orientation, Economic Viability, Architectural Plan
- b. **Preliminary Survey:** Considerations, Study of Existing Facilities, Services and Staff Assessment.
- c. **Finance and Equipment Planning:** Constructing, Furnishing and Equipping, Operating Funds, Financial Assistance, Planning of Equipments.
- d. **Organization and planning:** Project Feasibility, Permanent Organisation, Early Consideration, Operational Plan, Functional Plan.
- e. **Facility Master Plan:** Definition, Key Elements.
- f. **Design Team:** Composition, Role & Responsibilities, Design Development, Climatic Considerations, Area.
- g. **Building Plan & Rules:** Features of Design, Contract, Contact Document, Furnishing and Equipping, Purchase of Capital Equipments.
- h. Climatic Considerations.
- i. Equipping & Furnishing of Hospital.
- j. Commissioning, Opening and Inauguration.

MBA HA 106- Clinical Diagnostic & Therapeutic Services

Unit –I CLINICAL SERVICES –I

- a. Accident and Emergency Services role and functions ,planning consideration physic, equipment requirement, staffing requirement, policy and procedures monitoring & Evaluation, Managerial Issues.
- b. Out- & Patient Services:
Types and functions, planning consideration, Organizational and Managerial Consideration, Monitoring and Evaluation.
- c. Operating Suites (O.T)
Types, Planning and design consideration (Location, size , number, grouping, zoning concept, electrical and HVAC consideration, Manifold Facility, cabling, plumbing & sanitary installations, fire fighting and finishing, equipment, staffing, policy & procedures, Managerial Issues.
- d. Intensive Care Unit (I.C.U)
Definition, generic goals, distributive justice and objectives, types, staffing, pattern, planning and organizing, considerations, equipments and staff requirements, policy & procedures, coordination and control.

UNIT-II CLINICAL SERVICES –II

- a. In-patient services-
Role and function, planning and organizing considerations, policy & procedures, managerial Issues, monitoring and evaluation .
- b. Nursing services organization & Administration
Development, role, Functions- tasks & Activities organization, job description , staffing pattern.

UNIT-III

Ward management and nursing care concept, nursing needs of patient, nursing service department/nursing unit, organization & management of units, nursing care methods

UNIT-IV

Physical medicine, rehabilitation and disability – definition, types, magnitude & causes, goals and objectives, physical facilities, staffing & equipping consideration, policy & procedure, managerial issues, legal status.

MBAHA-107 COMMUNICATION FOR MANAGEMENT

Course Code: MBA-107

L-4

Objective: The objective of this course is to equip students with the written and technical communication skills they need to communicate effectively in a complex and ever-changing contemporary work environment.

UNIT I

(8 Lectures)

INTRODUCTION: Role of communication, defining and classifying communication, purpose of communication, process of communication, importance of communication in management, communication structure in organization, barriers & gateway in communication, 7 C's of communication.

UNIT II

(8 lectures)

ORAL COMMUNICATION; What is oral Communication, principles of successful oral communication, two sides of effective oral communication, effective listening, non-verbal communication, Body language, Paralanguage. WRITTEN COMMUNICATION: Purpose of writing, clarity in writing, principles of effective writing, writing technique, electronic writing process.

UNIT III

(12 lectures)

BUSINESS LETTERS AND REPORTS: Introduction to business letters, Types of business letter, Layout of business letter, writing memos, what is a report purpose, kinds and objectives of reports, writing reports
CASE METHOD OF LEARNING: Understanding the case method of learning, different types of cases, overcoming the difficulties of the case method, reading a case properly (previewing, skimming, reading, scanning), case analysis approaches (systems, behavioral, decision, strategy), analyzing the case, dos' and don'ts for case preparation

UNIT IV

(8 Lectures)

EMPLOYMENT COMMUNICATION : Writing CVs, Group discussions, interview, types of interview, candidates preparation, Interviewers preparation; Impact of Technological Advancement on Business Communication; Communication networks, Intranet, Internet, e mails, teleconferencing, videoconferencing.

UNIT V

(8 Lectures)

PRESENTATION SKILLS: What is a presentation: elements of presentation, designing a presentation, Advanced visual support for business presentation, types of visual aid, Appearance & Posture, Practicing delivery of presentation. GROUP COMMUNICATION: Meetings, Notice, Planning meetings, objectives, participants, timing, venue of meetings, leading meetings, Minutes of Meeting, Media management, the press release, press conference, media interviews, Seminars, workshop, conferences, Business etiquettes.

Note: Case study to be covered in each unit, if applicable.

Text and Reference Books

1. Business Communication Today, 9th edition, Bovee, Thill and Chaturvedi; Pearson Publication, New Delhi.
2. Basic Business Communication by Lesikar, Flatley, Rentz and Neerja Pandey; 11th edition; Tata McGraw Hill Education Private Limited, New Delhi
3. Business Communication: Concepts, Cases and Applications, by Chaturvedi; 2nd Edition; Pearson Publication, New Delhi.
4. Business Correspondence and Report Writing: A practical Approach to Business and Technical Communication by Sharma; 4th edition; Tata McGraw Hill Education Private Limited, New Delhi
5. Effective Business Communication by Murphy, Hildebrandt and Thomas; 7th edition; Tata McGraw Hill Education Private Limited, New Delhi
6. Communication for Business: A practical Approach by Taylor and Chandra; 4th edition; Pearson Publication, New Delhi.

MBAHA-201 RESEARCH METHODOLOGY

Course Code: MBA-201

L-4

Objective: This course emphasizes the basic methodologies, as well as introduces a variety of techniques, and demonstrates how research applies to field of management.

UNIT I (8 Lectures)

Introduction: Concept of Research and Its Application in Various Functions of Management, Research at different levels of Business Administration. Types of Research, Types of Business Problems Encountered by the Researcher, Problems and Precautions to the Researchers.

Problem Definition, Components of Problem, Types of Problem in Research, Process of Research, Research Design: Exploratory, Descriptive and Conclusive or Experimental Research Design.

UNIT II (9 Lectures)

Sampling: Concept, Sample Size and Sampling Procedure, Probability and Non-Probability Sampling Techniques, Determination and Selection of Sample Member,

Data Collection: Secondary and Primary Data, Advantages & Disadvantages, Methods of Data Collection: Observation, Interview, Questionnaire & Schedule, Procedure of Questionnaire and Schedule construction, Types of Questions, Sequencing of Questions, Check Questions, Length of Questionnaire, Precautions in Preparation of Questionnaire, Difference between Questionnaire & Schedule.

UNIT III (7 Lectures)

Measurement and Scaling: Types of Scales, Difficulty of Measurement, Sources of Error, Criteria for a Good Scale.

Attitude Scales: The Concept of Attitude, Component of Attitude, General Procedure in Attitude Scaling, Selected Attitude Scales, Rating Methods, Limitations of Attitude Measurement. Likert & Thurston Scales.

UNIT IV (10 Lectures)

Analysis of Data: Coding, Editing and Tabulation of Data, Various Kinds of Charts and Diagrams Used in Data Analysis: Bar and Pie Diagrams and their Significance. Measurement and Central Tendency, Measure of Dispersion and their Advantages. Hypothesis Testing, Bi-variate Analysis: Chi square, Correlation, Rank Correlation, Regression Analysis, Analysis of Variance (ANOVA). Overview of Factor and Cluster Analysis, Use of SPSS in Data Analysis.

UNIT V (6 Lectures)

Report Preparation: Types and Layout of Research Report, Precautions in Preparing the Research Report. Bibliography, References and Annexure in the Report, Drawing Conclusions, Suggestions and Recommendations to the Concerned Persons.

Note: Case study/Numerical to be covered in each unit, if applicable.

Text and Reference Books

1. Research Methodology by C. R. Kothari. – New Age
2. Business Research Methods by Donald C Cooper and Pamela S. Schindler, Tata Mcgraw Hill.
3. Marketing Research Rajendra Nargundkar. – TMH
4. Marketing Research by N. K. Malhotra.- Pearson
5. Research Methodology by Ranjeet Kumar. – Pearson
6. Marketing Research by Beri. – TMH

MBAHA-202 OPERATIONS RESEARCH

Course Code: MBA-202

L-4

Objective: The purpose of this course is to provide the participants with a sound conceptual understanding and application of various scientific methods and techniques for business decision making in an efficient and effective way.

UNIT I

Operations Research:- Uses, Scope and Applications of Operation Research in managerial decision-making.

Decision-making environments:- Decision-making under certainty, uncertainty and risk situations; Decision tree approach and its applications.

UNIT II

Linear programming: Mathematical formulations of LP Models for product-mix problems; graphical and simplex method of solving LP problems; sensitivity analysis; duality.

Transportation problem: Various methods of finding Initial basic feasible solution and optimal solution.

Assignment model: Algorithm and its applications.

UNIT III

Game Theory: Concept of game; Two-person zero-sum game; Pure and Mixed Strategy Games; Saddle Point; Odds Method; Dominance Method and Graphical Method for solving Mixed Strategy Game.

Sequencing Problem: Johnsons Algorithm for n Jobs and Two machines, n Jobs and Three Machines, Two jobs and m - Machines Problems.

UNIT IV

Queuing Theory: Characteristics of M/M/I Queue model; Application of Poisson and Exponential distribution in estimating arrival rate and service rate; Applications of Queue model for better service to the customers.

Replacement Problem: Replacement of assets that deteriorate with time, replacement of assets which fail suddenly.

UNIT V

Project Management: Rules for drawing the network diagram, Applications of CPM and PERT techniques in Project planning and control; Crashing of operations.

Note: Case study/Numerical to be covered in each unit, if applicable.

Text and Reference Books

1. Operations Research : Theory, Methods & Applications, SD Sharma
2. Operations Research: An Introduction, Hamdy A. Taha (Prentice Hall of India Private Ltd., New Delhi, 1998)

MBAHA-203 MANAGING HUMAN RESOURCES

Course Code: MBA-203

L-4

Objective: This Course will cover the concepts, methods and techniques and issues involved in managing human resource so as to facilitate employing, maintaining and promoting a motivated force in an organization.

UNIT I

(8 Lecture)

Introduction: Evolution & Growth - Personnel Management, Human Resource Management, Concepts & Significance of HRM, Principles and Objectives, Policies and Practices, Role of HR managers; Evolution of HRM environment – external and internal. Strategies and Strategic Management, Strategic Management Process – Environmental Scanning, Strategy Formulation, Implementation and evaluation.

UNIT II

(8 Lecture)

Designing and Developing HR System: Human Resources planning: Definition, purposes, processes and limiting factors; Job Analysis – Job Description, Job Specification, job enrichment, job enlargement; Recruitment: recruitment policy, recruitment procedures, recruitment methods and evaluation; Selection: the selection procedure, the design of application form, selection methods, the offer of employment, and evaluation of process.

UNIT III

(8 Lecture)

Human Resource Development: Concepts, Different Techniques, Development function; Training and Development: Purpose, Methods and issues of training and management development programmes; Performance Appraisal: Definition, Purpose of appraisal, Procedures and Techniques including 360 degree Performance Appraisal.

UNIT IV

(8 Lecture)

Compensation Management: Compensation Administration: Nature and Objectives of compensation, components of pay structure in India, Different forms of employee compensation for Executives & Non- Executives. Wage Policy in India – Minimum Wage, Fair Wage and Living Wages, Fringe Benefits.

UNIT V

(8 Lecture)

Behavioral Dimensions of HRM: Understanding Human Behavior, Grievance Procedures: Definition, Disciplinary Procedure, Grievance Handling Procedure. Industrial Relations: Nature, importance and approaches of Industrial Relations. Promotion, Transfer and Separation: Promotion – purpose, principles and types Separation – lay-off, resignation, dismissal, retrenchment, Voluntary Retirement Scheme.

Note: Case study/Numerical to be covered in each unit, if applicable.

Text and Reference Books

1. Bhattacharyya – Human Resource Management, Text and Cases (Excel Books, .),
2. Aswathappa K - Human Resource and Personnel Management (Tata McGraw Hill, 5th Ed.).
3. Decenzo- Human Resource Management (Wiley Dreamtech)
4. Dessler – Human Resource Management (Pearson Education, 13th Ed.)
5. Ivansevich – Human Resource Management (Tata McGraw Hill, 10th Ed.)
6. Mondy – Human Resource Management (Prentice hall, 10th Ed.)
7. Bernardi – Human Resource Management (Tata McGraw Hill, 4th Ed.)
8. Singh. Nisha - Human Resource Management (Himalaya Publication)

MBAHA- 204 QUALITY IN HEALTH SERVICES

UNIT I

Recent Trends in hospital administration:-Introduction, Past trends, Recent trends
Challenges to administrators:-Challenges and strategies, Remedial measures

UNIT II

Re-Engineering:-Definition, Re-engineering challenges, Reverse engineering, Business process reengineering (BPR), Data Art's method, the Synengem business process- reengineering system,
Telemedicine:-Definition, Common elements of tele medicine, Benefits and disadvantages, Challenges of telemedicines, Principles guiding telemedicines

UNIT III

Artificial Intelligence:-Definition, Problems of AI, Characteristics of AI, Advantages & disadvantages of AI, Application of AI
Accreditation:-Definition, Concept, Benefits, Cost, Quality assurance, Process for health care, NABL, Process of accreditation, International healthcare accreditation

MBAHA-205 SUPPORT AND UTILITY SERVICES -I

UNIT I : Sterile Supply Services in Hospitals

Definition and scope of sterile supply services, Aims & objectives of CSSD, Planning & design consideration, Sterilisation process, Operational considerations, Monitoring & performance evaluation, Managerial considerations

UNIT II :Medical Records Department

Definition medical records, Purpose planning organization & staffing, Physical facilities, Processing of records & their flow, Coding & indexing, Storage and retrieval, Reports & returns, Medical legal aspects of medical records,

UNIT-III : Linen and laundry services

Definition, importance, Roles & functions, Type of laundry services, Categories of linen, Planning consideration, Laundry process, Linen distributions system, Administrative policies & procedures, Linen control, Quality assurance

UNIT-IV

Dietary Services

Role & functions, Planning considerations, Physical facilities & layout, Staffing, Management issues, Policies & procedures, Control & evaluation mechanism

UNIT-V

Housekeeping and Maintenance Services

Components of housekeeping, Importance role & functions, Types, Organization structure staffing & training, Cleaning agents, Basic cleaning operations, Costing of housekeeping services control, Evaluation & quality assurance, Recent trends in housekeeping services

MBAHA-206 SUPPORT AND UTILITY SERVICES -II

UNIT I

Mortuary Services

Role & functions, Planning considerations, Physical facilities, Equipment, Staffing, Politics & procedures, Monitoring,

UNIT II

Patient Transportation System-Ambulance Services

Patient transportation system general, Development of ambulance services, Aim & objectives, Definition of ambulance, Role & functions of ambulance services, Transportation of patients staff & visitors, Classification & types of ambulance, Design, Staffing pattern & equipment of ambulance, Polices & precedence of ambulance services, Ambulance services deptt, State of ambulance services in country

UNIT III

Sanitation and waste Management, Guide lines of waste disposal in Hospital

Importance of hospital waste management, Types of hospital waste, Implication of hospital waste, Legal & ethical aspects of waste management, Waste classification, Segmentation, & storage, Treatment & disposal, Management issues

MBAHA-207 SAFETY & RISK MANAGEMENT

UNIT –I -Hospital Acquired Infection

Definition, Epidemiology, Routes of spread control & prevention, Hospital infection control committee, Surveillance, Training & education, Universal Precautions for healthcare workers.

UNIT –II -Disaster Management,

Basic concepts, Disaster management in India, Principles of planning, Disaster committee, Organization role & responsibilities, Organizing disaster facilities, Disaster response, Disaster manual, Disaster drill

UNIT –III -Security Organization and Management

Security Threats & vulnerability of hospitals, Role & functions of security as service in hospitals, Security organization & physical security measures, Access control concepts, Integration of security technology, Selection and management of dept., Security staff/control security agency, Security & law

UNIT –IV -Fire Hazards, Fire Manual

Elements of fire, Fire hazards triangle, Causes of hospital fire, Fire progression curve & smoke danger, Classification of fires, Fire protection, Structure planning & design consideration, Fire points & escape routes, Risk evaluation.

STRATEGIC MANAGEMENT

Course Code: MBA-301

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4 4

Objective: This course aims to provide an organization perspective and integrates functional areas. This helps in understanding how organizational strategies are formulated and implemented in a changing global environment.

UNIT I

(8 Lectures)

Introduction, Strategic Management, Business Policy, Corporate Strategy, Basic Concept of Strategic Management, Mission, Vision, Objectives, Impact of globalization, Basic Model of Strategic Management, Strategic Decision Making, Impact of Internet and E-Commerce, Role of Strategic Management in Marketing, Finance, HR and Global Competitiveness.

UNIT II

(8 Lectures)

Environmental Scanning, Industry Analysis, Competitive Intelligence ETOP Study, OCP, SAP Scanning, Corporate Analysis, Resource based approach, Value-Chain Approach, Scanning Functional Resources, Strategic Budget and Audit.

UNIT III

(6 Lectures)

SWOT Analysis, SWOC Analysis, TOWS Matrix, Various Corporate Strategies: Growth/ Expansion, Diversification, Stability, Retrenchment & Combination Strategy.

UNIT IV

(10 Lectures)

Process of Strategic Planning, Stages of corporate development, Corporate Restructuring, Mergers & Acquisitions, Strategic Alliances, Portfolio Analysis, Corporate Parenting, Functional Strategy, BCG Model, GE 9 Cell, Porters Model: 5 Force and Porters Diamond Model, Strategic Choice.

UNIT V

(8 Lectures)

Strategy Implementation through structure, through Human Resource Management: through values and ethics. Mc Kinsey's 7S Model, Organization Life Cycle, Management and Control, Activity based Costing, Strategic Information System.

Note: *Case study/Numerical to be covered in each unit, if applicable.*

Text and Reference Books

1. Thomas L. Wheelen & J. David Hunger; Concepts in Strategic Management and Business Policy; Pearson Education
2. Porter, M.E., Competitive Strategy, Free Press, New York.
3. Porter, M.E., Competitive Advantage: Creating and Sustaining Superior Performance, Free Press, New York.
4. Hitt, Ireland and Hoskisson; Strategic Management: concepts & Cases; South-Western Thomson learning
5. Peter Fitzroy & James Hulbert; Strategic Management– Creating value in turbulent times; John Wiley and Sons, Inc.
6. Strategic Management: Formulation, Implementation and Control by John A. Pearce II, Richard B. Robinson, Jr. & Amita Mital, 10th Edition (Special Indian Edition), McGraw Hill. 2008.

BUSINESS ENVIRONMENT

Course Code: MBA-302

L C

4 4

Objective: The objective of this course is helping student understand the environment of a business and its role in the growth of a business.

UNIT I

(8 Lectures)

The concept of Business Environment, significance and nature. Environment Scanning: meaning, nature and scope, the process of environmental scanning, Interaction between internal and external environments, basic philosophies of Capitalism and Socialism with their variants. Concepts of Mixed Economy.

UNIT II

(8 Lectures)

Overview of Political, Socio-cultural, Legal, Technological and Global environment. An introduction to MRTP, FEMA, SEBI Act, Consumer Protection Act; The changing dimensions of these laws and their impact on business.

UNIT III

(8 Lectures)

Philosophy and strategy of planning in India; Industrial Policy in recent years; Policy with regard to small scale industries; the monetary policy and fiscal policy, Stock Exchange-BSE-NSE. Depository system in India (Options, Futures and Derivatives)

UNIT IV

(6 Lectures)

RBI-Role and functions, banking structure reforms; Narasimhan Committee Recommendations, Financial Sector reforms.

E-Banking in India-objectives, trends and practical uses-Recent technological developments in Indian Banking (ATM, Debit and Credit Cards, EMI, EFT)

UNIT V

(10 Lectures)

Consumerism, Social Responsibility of business enterprises, New Economic Policy, Globalisation, EXIM policy, FDI policy, Multinational Corporation (MNCs) and Transnational Corporations (TNCs), Global Competitiveness.

Note: Case study/Numerical to be covered in each unit, if applicable.

Text and Reference Books

1. Essential of Business Environment: Text,Cases & Exercisese, XIth edition by K Aswathappa, Himalaya Publishing House
2. Business Environment by F Cherunelum IXth edition by K Aswathappa, Himalaya Publishing House
3. The Economic & Social Environment, Xth edition by Bibek Debroy, Global Business Press
4. Case in Business Environment- by David W Conklin- Sage South Asia edition
5. Business Environment- by Seikh Saleem- Pearson
6. Indian Economy- by Rudra Datt & Sundram- S. Chand
7. Economic Survey-by Government of India

MBAHA303. LEGAL AND ETHICAL ISSUES FOR HOSPITALS

Objective: The Hospital being a part of the larger socio political set up the student will be exposed to the legal and ethical issues pertaining to the Hospitals.

UNIT-1:

Establishment, Registration and Regulation of Health Care Organization: Registration and Regulation of Healthcare organization under Andhra Pradesh Private Medical Care Establishment Act 2002; Formation of Health care Organization under Partnerships and Corporate basis (private and public) and compliance with Medical Council of India Act.

UNIT-2:

Hospitals and Labour Enactments: Hospital as an Industry – Unrest in Hospitals – Dispute Settlement Mechanism, Arbitration, Conciliations and Adjudication of Disputes; Role of Trade Unions, Unfair Labour Practices and Victimization – Disciplinary Actions – Requisitions of a valid disciplinary enquiry – Service Conditions – Retrial benefits – Social Security and Insurance.

UNIT-3:

Hospital Services and Law: Contractual obligations in Hospital Services – Requisites of a valid contract – Hospital as a ‘bailee’ – Physicians – Patient relations – duties towards patients by medical and Para-medical staff – medical ethics and code of conduct to be observed in rendering hospital services, MCI Guidelines, OATHS.

UNIT-4:

Medico Legal Issues: Police Investigation – Giving evidence – Court deliberations organ transplantation – Euthanasia (mercy killing) – Diagnosis, prescriptions and administration of drugs – Post treatment serves – Anesthesia, Surgery and sale of drugs.

UNIT-5:

Liability of Hospitals: contractual liability – Award of damages and principles relating thereto, criminal liability and defenses available to hospitals and medical staff. Tortuous liability and vicarious liability. Legal remedies available to patients. Remedies under contract law, tort, criminal law and consumer protection act. CP Act, RTI.

References:

1. S.L. Goel, Healthcare Management and Administration, Deep & Deep Publications Pvt. Ltd. New Delhi, 2010.
2. Srinivasan, A.V. (ed.), Managing a Modern Hospital, Chapter 12, Response Books, New Delhi, 2009.
3. Encyclopedia of Bio-medical Ethics – Two Volumes.

MBAHA304. HOSPITAL ENGINEERING SERVICES

UNIT I - Basic Engineering Services:-

Civil assets

Land & sitting, Hospital Buildings, Internal electrification & lighting, Ventilation, Internal water supply, Public health services, Lighting protection, Lifts & dumbwaiters, Structured cabling, Internal buildings, Hospital roads, Pathways & drains, Horticulture, Arboriculture & landscaping

Electricity Supply

Sources of supply & standard voltage, Electric sub-station, Switch boards & power distribution, Load segregation, Spot power improvement, Stand by power supplies, Stand by DG-Sets, UPS, Earthing Electrical inspectors, Future expansions.

Water supply

Sources & nature of water, Hard & soft water, PH value of water, Physical & clinical standards, Bacteriological qualities, Analysis report, Disinfection of water, Reverse osmosis

Process, ultra pure water, Quantity assessment, Water supply system

Steam supply

Hot water & steam, Steam boilers, Steam distribution system, Boiler feed water

Central Medical Gases, Air and Clinical Vacuum Delivery System.

Boiler feed water, system elements, source equipment, distribution system, terminal units, Liquid oxygen system, Maintenance tips

UNIT II - Allied Engineering Services

Air Conditioning and Refrigeration

Air-conditioning, Air-conditioned Areas, Temperature and Humidity, Air-conditioning Load Factors and Design Parameters, Air-conditioning Plant, Central Chilled Water system, Testing of the Plant, Power and Water Requirements, Fire Dampers, Air Filtration, Air-conditioning of OT, Caution and Common Mistakes, Winter Heating, Desert Coolers, Refrigeration

Non conventional energy devices

Conventional and Non-conventional Sources of Energy, Bio-gas Plants, Solar Stills and Cookers, Space heating with solar Energy, Solar Water Heaters, Electricity Through Steam, Electricity Through Photovoltaic, Wind Power, Final Picture

Energy Conservation

Energy Saving Possibilities, First Steps to Conservation, Other issues, Energy conservation and Maintenance, Conservation by Hem Recovery, Energy conservation and Management

Maintenance operations and stores management

Maintenance Categories, Comparison of Activities, Design out Maintenance, Requirements, Walk Around Inspection, Maintenance Spares and Stores, Requirement Analysis, Procurement, Storage and Preservation

Workshop Facilities

Workshop Sections, Trades, Tradesmen Strength, Tools and Work Materials, Workshop Management

Engineering Services Department.

Types of Equipment, Engineering Services Department)

UNIT III - Engineering Hazards:

Hospital Planning and Design

Hospital Layout, Design Soundness, Hospital Safety

Physical Environment

Light, Color, Sound, Climate, Ventilation

Building Elements and Materials

Slip Hazards- Floors, Ramps, Steps and Stairs, Walls and Ceiling, Elevators, Shielding, Opening- Doors and Windows

Hospital Installations

Electric Supply, Water Supply, Sanitary Equipment, Life Safety and Emergency Power, Communication System, Medical Gases, Piped Air and Vacuum

General Standards for Details and Finishes

Preventive maintenance programme

MBAHA305 MEDICAL AUDIT AND QUALITY MANAGEMENT

Objective : The objective of the course is to provide an indepth knowledge about the medical audit leading to TQM

UNIT-1:

Introduction – Definition – Origins & Development in Medical Audit – Medical Audit Policy – Concept of Medical Audit – Medical Record, Medical Audit Relationship – Medical Audit related to Diagnosis, Investigations and therapy.

UNIT-2:

Use of Computers in Audit Process – Medical Audit – Global Perspective – Types of Medical Audit – Appraisal of Medical Audit – Methods of Medical Audit.

UNIT-3:

Introduction – Concept – Definition – Origin & Growth of Quality Management – Importance and Significance of TQM for Hospitals – Prerequisites of Quality Management in Hospitals – Role of Medical Record in Quality Management – Quality Circles – Quality Assurance.

UNIT-4:

Quality Management in Hospital : Front Office – OPD – Casualty – Labs – OT – CSSD – IP – Dietary, HK, ICU – Nursing – Laundry – Canteen – TQM team work – Employee involvement – Key result areas – leadership – TQM Tools – Quality function deployment – Concurrent engineering – FEMA – Demings – P.C.D.A. Cycle – JIT (Just in Time) – Kaizan – ‘O’ defect progrmme – Statistical Tools in TQM – flow diagram – Pareto Analysis – Cause and effect diagram – Control Charts – Bench Marking – Business Process Reengineering – TQM practices in Indian Hospitals.

UNIT-5:

Accreditation – Introduction – Concept of Hospital Accreditation – Accreditation Scenario in India and abroad – Organisations, authorities for accreditations in India – Accreditation process – Role of the government in developing an accreditation system.

Suggested Books:

1. ‘Hospital Administration’ by D.C. Joshi and Mamta Joshi, Published by Jaypee Brothers, Medical Publishers, New Delhi, 2011
2. Medical Audit by Anjan Prakash – Published by Jaypee Brothers, Medical publishers (P) Ltd., New Delhi, 2011
3. Principles of Hospital Administration and Planning, by B.M.Sakharkar published by : Jaypee Brothers, Medical Publishers (P) Ltd., New Delhi, 2010

MBAHA306. HOSPITAL SERVICES MARKETING

Objective : The objective of this course is to enhance the marketing skills of the student with special reference to Hospital Services marketing.

UNIT – 1

Core concepts of Marketing – Marketing Environment Analysis – Competition Analysis – The scope of Hospital Services Marketing.

UNIT – 2

Service Characteristics and their strategic implications, Service Consumer Behaviour – Service Marketing strategy – Market segmentation – targeting and positioning – Service Marketing Mix – Service Triangle.

UNIT – 3

Designing health care service products – New Service Development process – PLC – Physical evidence – Pricing Strategies, Channel management in Hospitals, Franchisee management.

UNIT – 4

Internal marketing – Importance and Objectives – Roles of a service employee – Internal marketing strategies ; External marketing – Promotional mix – Promotional campaign design ; Interactive marketing.

UNIT – 5

Service distribution ; Service Demand and Capacity Management ; Service Quality Management – GAP model, SERVQUAL model – Service recovery strategies.

Reference Books :

- Ramamohana Rao, K., Services Marketing, Pearson Education (Asia),
Kotler Philip, Marketing Management (Millennium Edition), PH1, New Delhi, 2006.
Zeithaml bitner, Yalarie A., Service Marketing – Cases in Marketing Management, MC Graw Hill, New York, 2007
Srinivasan, R., Services Marketing (The Indian Context), Prentice Hall India, New Delhi, 2006
Bhattacharya. C., Services Marketing, Excel Books, New Delhi, 2006.
Ravi Shankar, Services Marketing (Indian Perspective), Excel Books New Delhi, 2004.
Christopher Lovelock & Jochen Wirtz, Services Marketing (People, Technology and Strategy), Pearson Education, New Delhi, 2004.
Saxena, Rajan, Marketing Management, Tata McGraw Hill, New Delhi, 2008
Still, Richard R, Edward W. Cundiff and Norman A.P. Govani, Sales Management PH1, New Delhi, 2007.
Milica Z. Bookman, Karla R. Bookman ; Medical Tourism in Developing Countries, Palgrave Macmilan, 2007.

MBAHA307 HOSPITAL WASTE MANAGEMENT

Objective : The Objective of the Course is to familiarize the learner with the importance, techniques and the procedures involved in the management of Hospital Waste.

UNIT-1:

Hospital Hazards: Meaning – Types – Physical–Biological Mechanical – Psychological – Its Impact on Employees – Preventive measures.

UNIT-2:

Hospital Hazards Management: Meaning – Need – Principles – Purpose.

UNIT-3:

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 or Cross-Infection
– Staff Health.

UNIT-4:

Biomedical Waste Management: Meaning – Categories of Biomedical wastes – Disposal of biomedical waste products – Incineration and its importance – Standards for Waste Autoclaving, Micro Waving and Deep Burial – Segregation – Packaging – Transportation – Storage.

UNIT-5:

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.

Reference Books:

1. Sharma – Holistic approach to Hospital Waste Management published by Dept. of Hospital Administration – AIIMS, New Delhi, 2006.

MBAHA308. Summer Training Project Report of 100 Marks of 06 to 08 weeks duration just after 2nd Semester

MBA(HA) 401: Term Paper

The written term paper must have the following structure and include all of the following elements:

- I. THE PAPER SHOULD BE A MINIMUM OF 5 PAGES (double-spaced; Times New Roman 12 font), excluding the title page and literature cited.

- II. First (title) page must include:
 1. Descriptive title
 2. Author
 3. Abstract (NOTE: MAXIMUM 200 WORDS)

- III. Subsequent pages must include:
 4. Introduction
 5. Hypotheses and predictions, if any (these can be incorporated into the introduction or presented below a separate sub-heading)
 6. Research Methodology
 7. Data Analysis and Interpretation
 8. Conclusion and future implications.
 9. Literature Cited

- IV. The term paper will be of 200 marks. Evaluation of the term paper will be as follows:
 1. He / She will be required to publish in a ISSN no. Journal of repute OR in National / International Conference or Seminar with ISBN Proceedings.
 2. In case if the student fails to publish paper then the committee formed by the competent authority will take the decision.
 3. Maximum of three students can participate in writing a term paper.
 4. Allotment of supervisor will take place as per the area of interest.
 5. Rules of plagiarism will be as per university norms.

- V. Supervisor will be a core faculty of the department. The finalization of the name of supervisor will be done only after the consent of the supervisor.

MBAHA402 HEALTH SYSTEM MANAGEMENT

UNIT I – Community Health

Concept in community health

Introduction, Natural history of disease (Interaction of agent, Host and environmental factors), (Spectrum of disease), Determinants of health, Levels of prevention (Interventions), (Primary prevention, Secondary prevention, Tertiary prevention), Indicators of health, (Mortality indicators, Morbidity Indicators, Disability indicators, Nutritional status indicators, Utilization rates, Indicators of social and mental health, Environmental indicators, Socio-economic indicators, Health care delivery indicators, HFA indicators, Indices), Epidemiological Surveillance, (Definition of surveillance, Purpose/Use of surveillance, Methods of surveillance, Epidemiological surveillance system, Limitations of surveillance)

Health for all and Primary health care

Introduction, Concept, Scope and vision of HFA, Primary health care and components, Principles of primary health care, (A new course of action for health, Implications of the primary health care approach, Distribution of primary health care centers), Role of hospitals in primary health care, (Hospitals versus primary health care: A false antithesis, The need for hospital involvement, Role and functions of the hospital at the first referral level, Issues in role of hospital in primary health care), Health for all (HFA) in the Twenty-First Century, (Targets, Primary health care infrastructure)

Basics of epidemiology and Biostatistics

Introduction, Concept of epidemiology, Important epidemiological principles and concepts (Natural history of disease, Epidemiological triad, Levels of prevention/intervention, Risk approach in health care, Measurement), Epidemiological methods, (Descriptive epidemiological studies, Analytical epidemiological studies), Epidemic management, (Patterns of epidemics, Epidemic forecasting and management), Screening, Biostatistics, (Sampling, Measures of central tendency, Correction, Regression, Standard error of sampling distribution, Significance testing, Tests of Significance)

Occupational health

Introduction, Definition and scope of occupational health (Definition, Scope), Health problems due to industrialization, Occupational hazards (Physical hazards, Chemical hazards, Biological hazards, Psycho-social hazards, Prevention and control hazards)

Occupational diseases (Identification and diagnostic criteria of occupational diseases, Examples of some occupational diseases, Notifiable occupational diseases, Compensable occupational diseases, Prevention of occupational diseases), Occupational Health Services (Role of international organization, Need for OHS in industries, Organization of OHS, Functions of OHS, Model occupational health services for factories mines), Occupational Health Management (Occupational health policy, Organization structure, Participative approach, Action Plan, Duties and responsibility to be fixed, Involvement of

the employees, Role of trade unions, Sharing information, Human resource development, Occupational Health in India: Present Scenario, Emerging Occupational Health Issues in Future,

Health Insurance

Introduction, Historical Overview and Evolution (Constitutional provisions, Social security concepts), Health Insurance Schemes (Central government health scheme (CGHS), Employees state insurance scheme), Emerging Scenario (Situational Analysis, Insurance regulatory and development act (IRDA), Likely Set-up after privatization)

UNIT II - Health System In India

Health care delivery system

Introduction, Evolution of Health Care Delivery System (Brief history of evolution, Salient features of various committees, Changing trends in evolution of health care delivery system), Health Care Infrastructure (National level, State level, District level, Block level, Primary health centre level, Sub-centre level, Village level), Non-Governmental Sector (Role of private sector, Role of Voluntary organizations, Role of Indigenous system of medicine)

Holistic approach to health

Introduction, Evolution of Medicine (Ayurveda, Yoga, Naturopathy, Siddha Vaidya System, Unani medicine, Homeopathy, Traditional Chinese medicine, Acupuncture, Reiki),

Role of Alternate Systems of Medicine, Holistic Medicine, Need for Application in Indian Scenario, Training and Support (Education System, Medical and paramedical education, Post-graduate specialization, Primary health care, Secondary and tertiary health care, Logistics of training, Economics of holistic medicine,

Health and Population Policy and strategy

Introduction, National Health Policy, (Elements of national health policy, National health policy- indicators and goals), Population Policy (Population policy statements-1976 and 1979, Revised strategy of family welfare, Population policy- Future perspectives and)

District health organization

Introduction, District Health Office, (Organizational structure of health care system at district level, Functions of district health office), District Level Planning and Management (CMO's Role, Decentralized district planning: concept and machinery, Designing the district health plan), District Health Information System (Sources of health information, Flow of routine health information)

Regionalization of health care

Introduction, Concept and History of Regionalization, Elements of Regionalization (Structure, Demarcation of Region, Hierarchy of services, Primary level, Secondary level, Tertiary level), Structuring of Authority and Responsibility, Disturbing Variables, The Regionalization Process (Coordination within the region, Monitoring, Basis of regionalization, Panchayat raj)

UNIT III - National Health Programmes

Programme related to communicable diseases

Introduction, Programmes Against Malaria and Other Vector-borne Diseases (National anti-malaria programme (NAMP), National filaria control programme (NFCP), Kala Azar control programme, Japanese encephalitis control programme), National Tuberculosis Control Programme, National Leprosy Eradication Programme, Programmes against AIDS and STDs (National AIDS control programme, National leprosy eradication programme), National guinea worm Eradication Programme

Program related to non communicable diseases

Introduction, National Programme for Control of Blindness (Importance, Historical development, Objectives of the programme, Programme strategies, infrastructures and activities), National Iodine Deficiency Disorders Control Programme (NIDDCP) (Importance, Historical development, Objectives of the programme, Programme strategies, infrastructures and activities), National Mental Health Programme (Importance, Historical development, Objectives of the programme, Programme strategies, infrastructures and activities), National Cancer Control Programme (Importance, Historical development, Objectives of the programme, Programme strategies, infrastructures and activities), National Diabetes Control Programme (Importance, Historical development, Objectives of the programme, Programme strategies, infrastructures and activities), Role of Hospital and District Health Managers

Reproductive and child health programme

Introduction, Evolution of the RCH Programme (Transition from MCH and FP to family welfare and CSSM programme, Need for holistic approach towards women's development, International conference on population and development (ICPD) and programme of action (POA), India's commitment towards ICPD, POA and launching of RCH Programme), Objectives of RCH programme, Paradigm Shift in the RCH programme (Target-free programme based on community needs assessment, Decentralized participatory planning, Integrated RCH package, State/District specific RCH strategy, Greater emphasis on quality of care, Comprehensive integrated training with district as coordinator, Involvement of the Panchayati Raj system, Increased involvement of NGOs and private and corporate sector, Area specific IEC campaigns, Gender concerns, Increased male participation in the programme), Components and Packages of Services under RCH programme (Recommended package of services under RCH programme,

Programme interventions, Safe motherhood components, Child survival components, Contraceptive services for the eligible couples, Prevention and Management of RTIs and STIs, Adolescent health services, Special care components- Cancer and infertility services), Organization and Infrastructural Facilities for Implementation of RCH Programme (Organization Set-up for delivery of RCH programme, Infrastructural facilities for delivery of RCH programme, Special facilities and projects under RCH programme, Role of Hospitals in implementation of RCH programme)

Managerial Dimensions of RCH Programme (Community needs assessment based decentralized planning, Human Resource development and capacity building, Management of material resources, Funding and reimbursement procedures under RCH programme, Management information system (MIS), Monitoring of RCH programme, Partnership development - Intersect oral cooperation and involvement of NGOs), Improving Quality of Services

Health Related Programmes

Introduction, Integrated Child Development Scheme (Aims and objectives, Organization, Services Rendered, Beneficiaries, Staff of the ICDS under health department, Criteria for project site), Water Supply and Sanitation (Importance of water and sanitation, Sources of water supply, Classification of water-borne diseases, Safe drinking water, Concept of total environmental sanitation, Rural health services).

MBA HA 403 : Dissertation / Preparation & Presentation of Case Studies in respect to Hospital Administration/ Research Project Report

- I. In the fourth semester, every student will have to submit a Dissertation on a problem/topic (from the Specialization Groups) to be assigned by the Head of the Department under the supervision of a core Faculty member of the Department.
- II. The Dissertation will carry 400 marks. It will consist of (i) Evaluation of Dissertation (300 Marks) and (ii) Viva on Dissertation (100 Marks).
- III. The Head of the Institution will constitute a Dissertation committee each year consisting of Head of Department & Senior faculty members. The proposed Supervisor of the student undertaking the dissertation work will also be present during the presentation of the work.
- IV. The Student will submit a synopsis of the proposed work. He/she will give a presentation before the Dissertation Committee. A revised synopsis would have to be presented in 7 working days before the committee again.
- V. The dissertation would have to be completed within 90 days from the date of approval of the synopsis. After which the student will present the finished work before the dissertation committee on a predefined date. Changes suggested must be incorporated by the student in the final submission. If the student fails to appear for the presentation, he/she will be given a second chance only on medical grounds.
- VI. The External examination will be conducted by two External Examiners appointed by the University. Each examiner will award marks out of 200 (150 for report and 50 for presentation). The total of both the examiners would be tabulated to give final marks out of 400.
- VII. The report will contain the objectives and scope of the study, research methodology, use and importance of the study, analysis of the data collected, conclusions and recommendations. It will contain appropriate charts, diagrams and bibliography. A certificate of the Supervisor and the Head of the Department certifying the authenticity of the report shall be attached therewith. The student will submit three copies of the report. The number of pages in the report will be 100 or more. The report should be typed in A-4 size paper.