

JERUSALEM COLLEGE OF ENGINEERING

(An Autonomous Institution, Affiliated to Anna University, Chennai)



MBA (Hospital Administration)

CURRICULUM AND SYLLABUS

REGULATION 2023

CHOICE BASED CREDIT SYSTEM



VISION OF THE INSTITUTE

Jerusalem College of Engineering is committed in emerging as an international institution of excellence in imparting the finest quality engineering, technology and management education rooted in ethical and societal values through various academic programmes, multi-disciplinary research, consultancy and entrepreneurship activities, and hence in contributing towards social transformation and nation building.

MISSION OF THE INSTITUTE

Generating abundant resources and making conducive policies, the management led by the Chief Executive Officer strives towards promoting globally competitive academic programmes augmented with value added courses, in-plant training, co-curricular activities and ambience that support intellectual growth and skill acquisition.

Promoting collaborative trans-border research programmes, continuing education insynergy with academia, industries and research organisations leading to real time solutions and lifelong learning

Transforming young men and women into competent professionals and entrepreneurs motivated by a passion for professional excellence, driven by human values and proactively engaging in the betterment of the society through innovative practices and academic excellence

Facilitating effective interaction among faculty and students, and fostering network of alumni, industries, institutions and other stakeholders for successful career gain and placement.



DEPARTMENT OF MANAGEMENT STUDIES

Vision of the Department

Department of Management studies strives to develop students as competent professionals and successful entrepreneurs with social concerns and strong ethical values to promote multi-disciplinary research and entrepreneurship for nation building.

Mission of the Department

- To enhance the students as competent professionals through innovative teaching–learning process.
- To equip the students as successful entrepreneurs with leadership qualities.
- To build the ethical values among the students to serve for the betterment of society, industry, and government.
- To cater to the industrial needs through multi-disciplinary research..

MBA (HOSPITAL ADMINISTRATION)

PROGRAM EDUCATIONAL OBJECTIVES

- **PEO-I:** To develop professionals and effective hospital managers with leadership and problem-solving skills.
- **PEO-II:** To create successful entrepreneurs by enhancing their critical thinking and decision-making abilities.
- **PEO-III:** To build ethical behavior for ensuring the sustainable growth of the healthcare organisation and contribute to the development of the nation.
- **PEO- IV:** To motivate training and research in all aspects of hospital services and healthcare administration.

PROGRAM OUTCOMES (PO's)

MBA Graduates will be able to:

- **PO1:** Apply knowledge of management theories and practices to solve business problems
- **PO2:** Foster Analytical and critical thinking abilities for data-based decision making.
- **PO3:** Ability to develop Value based Leadership ability.
- **PO4:** Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- **PO5:** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
- **PO6:** Ability to develop strategies and solve managerial challenges through appropriate research design that creates competitive advantage to the Hospitals.
- **PO7:** Ability to become a global entrepreneur equipped with skills and competencies required for healthcare organisation.



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MBA (HOSPITAL ADMINISTRATION) CHOICE BASED CREDIT SYSTEM

CREDIT SUMMARY

S.NO	CATEGORY	1	2	3	4	Total Credit
1	PC	27	24	-	-	51
2	PE	-	-	28	-	28
3	EEC	2	2	7	12	23
	TOTAL	29	26	35	12	102

SEMESTER I

Sl.No	Code No.	Course Title	T/P	Category	Contact Periods	L	T	P	C
1	JHA2101	Management Science	T	PC	4	4	0	0	4
2	JHA2102	Corporate Behaviour	T	PC	4	4	0	0	4
3	JHA2103	Economic Analysis	T	PC	4	4	0	0	4
4	JHA2104	Accounting Practices	T	PC	4	4	0	0	4
5	JBA2207	Applied Operations Research	T	PC	3	3	0	0	3
6	JHA2105	Information Management Systems	T	PC	4	4	0	0	4
7	JHA2106	Legal Systems	T	PC	4	4	0	0	4
PRACTICALS									
8	JHA2111	Soft Skills I - Managerial Communications	P	EEC	4	0	0	4	2
TOTAL					31	27	0	4	29



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SEMESTER II

Sl.No	Code No.	Course Title	T/P	Category	Contact Periods	L	T	P	C
1	JHA2201	Purchase and inventory management	T	PC	4	4	0	0	4
2	JHA2202	Research Methodology	T	PC	4	4	0	0	4
3	JHA2203	Financial Planning and Control	T	PC	4	4	0	0	4
4	JHA2204	Principles of Marketing	T	PC	4	4	0	0	4
5	JHA2205	Management of Human Resources	T	PC	4	4	0	0	4
6	JHA2206	Medical Records Management	T	PC	4	4	0	0	4
PRACTICALS									
7	JHA2211	Computing Skills for Hospital	P	EEC	4	0	0	4	2
TOTAL					28	24	0	4	26

SEMESTER III (SEVEN Subjects to be opted)

Sl.No	Code No.	Course Title	T/P	Category	Contact Periods	L	T	P	C
1	JHA2001	Strategic Management in Hospitals	T	PE	4	4	0	0	4
2	JHA2002	Hospital Planning and Designing	T	PE	4	4	0	0	4
3	JHA2003	Hospital Support Services And Hospital Utility Services	T	PE	4	4	0	0	4
4	JHA2004	Public Health System	T	PE	4	4	0	0	4
5	JHA2005	Hospital and Pharmaceutical Management	T	PE	4	4	0	0	4
6	JHA2006	Total Quality Management and Hospital Accreditation	T	PE	4	4	0	0	4
7	JHA2007	Supply Chain Management in Hospitals	T	PE	4	4	0	0	4



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8	JHA2008	Hospitals and Disaster Management	T	PE	4	4	0	0	4
9	JHA2009	Hospital Waste Management	T	PE	4	4	0	0	4
10	JHA2010	Healthcare Business Environment	T	PE	4	4	0	0	4
11	JHA2011	Medical Tourism	T	PE	4	4	0	0	4
12	JHA2012	Patient and Healthcare Management	T	PE	4	4	0	0	4
13	JHA2013	Healthcare Laws and Ethics	T	PE	4	4	0	0	4
PRACTICALS									
11	JHA2314	Competency Enhancement for Hospital Management	P	EEC	4	0	0	4	2
12	JHA2315	Internship in Hospitals	P	EEC	10	0	0	10*	5
TOTAL					42	28	0	14	35

*Students need to do their internship after second semester examinations for a period of 30 days. Credit is allotted in the third semester.

SEMESTER IV

Sl.No	Code No.	Course Title	T/P	Category	Contact Periods	L	T	P	C
1	JHA2411	Project work And viva-voce	P	EEC	24	0	0	24	12
TOTAL					24		0	24	12

SEMESTER I

JHA2101	MANAGEMENT SCIENCE	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To enable the students to study the basics of Management.
- To study the importance of planning and decision making.
- To educate the students about organizational structure and hiring.
- To inculcate knowledge in relation to the directing function of management.
- To gain knowledge on various techniques of controlling using computers.

UNIT I MANAGERIAL ROLES AND SKILLS

12

Definition of Management – Science or Art – Manager Vs Entrepreneur - types of managers - managerial roles and skills – History of Management – Scientific, human relations , system and contingency approaches – Types of Business organization - Sole proprietorship, partnership, company- public and private sector enterprises – **Hospital Management system and functions of a hospital.**

UNIT II PLANNING

12

Nature and purpose of planning – planning process – types of planning Policies – Planning premises – Strategic Management – Planning Tools and Techniques – Decisionmaking steps and process- **Principles of Hospital planning– Strategic Planning for Hospitals-Planning for Hospital services-**

UNIT III ORGANISING

12

Nature and purpose – Formal and informal organization – organization structure – types – Line and staff authority – delegation of authority –centralization and decentralization – Human Resource Management – HR Planning, global Recruitment and selection, Training and Development, Performance Management , Career planning and management- **Hospital organization and management – structure in hospitals.**

UNIT IV LEADING

12

Foundations of individual and group behaviour – motivation – motivation theories – motivational techniques – job satisfaction – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication – **Communications in Hospitals and types.**

UNIT V CONTROLLING

12

System and process of controlling – budgetary and non-budgetary control techniques -- use of Computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting- **Controlling methods in hospitals.**

TOTAL: 60 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Have clear understanding of managerial functions.
- Take decisions on uncertainty situations.
- Know about Recruitment and selection process.
- Acquire leadership quality and effective communication skill
- Able to estimate productivity

TEXT BOOKS:

1. Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7th Edition, Pearson Education, 2011.
2. Harold Koontz & Heinz Weihrich “Essentials of management” Tata McGraw Hill, 1998.

REFERENCES:

1. Robert Kreitner & Mamata Mohapatra, “Management”, Biztantra, 2008.
2. JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6th Edition, Pearson Education, 2004.
3. Tripathy PC & Reddy PN, “Principles of Management”, Tata McGraw Hill, 1999.

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	1	2	3	2	1
CO2	3	3	2	2	3	3	3
CO3	3	3	2	1	1	2	3
CO4	3	3	3	2	3	3	3
CO5	1	2	2	1	1	1	2

JHA2102	CORPORATE BEHAVIOUR	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To understand the concepts and need of Organizational behaviour in present environment.
- To provide an overview of theories and practices in organizational behaviour at individual level.
- To educate the students on importance of team building with related theories.
- To gain knowledge on various styles of leadership.
- To impart knowledge on individual behaviour with changing environment.

UNIT I APPROACHES TO CORPORATE BEHAVIOUR 12

Meaning of Corporate behaviour – reduction of corporate mis-behaviour - Definition, need and importance of organizational behaviour – Nature and scope – Frame work – Organizational behaviour models-**key elements of organizational behaviour -approaches to organizational behaviour – challenges and opportunities for organizational behaviour -**.

UNIT II PERSONALITY 12

Personality – types – Factors influencing personality – Learning — The learning process – Learning theories – Emotional Intelligence – Characteristics – Components –Perceptions – Importance – Factors influencing perception – Interpersonal perception- Motivation – Importance – Types –**Personality traits of successful health care professionals- Types of learners in hospitals**

UNIT III GROUP BEHAVIOUR 12

Organization structure – Formation – Groups in organizations – Influence – Group dynamics – - characteristics of groups in hospitals – benefits of group behaviour -improving team work in hospitals.

UNIT IV LEADERSHIP AND POWER 12

Meaning – Importance – Leadership styles – Theories – Leaders Vs Managers – Sources of power – Power centers – Power and Politics- **importance of leadership in hospitals and health care organizations- clinical leadership in hospitals and challenges-goals for hospital administrators.**

UNIT V DYNAMICS OF ORGANIZATIONAL BEHAVIOUR 12

Organizational culture and climate – Factors affecting organizational climate –. Job satisfaction –Determinants – Measurements – Influence on behaviour . Organizational change – Importance – Stability Vs Change – Proactive Vs Reaction change – the change process – Resistance to change – Managing change. Stress— Prevention and Management of stress –Organizational development – Characteristics – objectives.

TOTAL: 60PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Have a better understanding of human behaviour in organization. They will know the framework for managing individual and group performance.
- Gain knowledge on how individual differs and its impact on organization.
- Knowledge on process and norms of team.
- Have better understanding about a leader and the manager.

- Aware on organizational culture, climate and job satisfaction.

TEXT BOOKS:

1. Stephen P. Robins, Organisational Behaviour , PHI Learning / Pearson Education, Edition 17, 2016 (Global edition).
2. Fred Luthans, Organisational Behaviour , McGraw Hill, 12th Edition.

REFERENCES:

1. Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata McGraw Hill, 2007.
2. Nelson, Quick, Khandelwal. ORGB – An innovative approach to learning and teaching. Cengage, 2nd edition. 2012.
3. Ivancevich, Konopaske & Maheson, Organisational Behaviour& Management, 7th edition, Tata McGraw Hill, 2008.
4. UdaiPareek, Understanding Organisational Behaviour, 3rd Edition, Oxford Higher Education, 2011.

WEBSITE REFERENCES

- <https://online.marquette.edu/business/blog/what-is-organizational-behaviour>
- <https://commercemates.com/individual-behaviour-in-organization/>
- <https://wandofknowledge.com/group-in-organisational-behaviour-meaning-types-functions/>
- <https://archive.nptel.ac.in/courses/110/106/110106145/>
- <https://edurev.in/t/109914/Recent-Trends-in-World-Trade-International-Busines>

MAPPING OF CO's - PO's

CO/P O	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	1	1	1	2
CO2	2	3	3	1	1	1	3
CO3	2	3	3	1	1	1	3
CO4	1	2	2	1	1	1	2
CO5	1	2	2	1	1	1	2

JHA2103	ECONOMIC ANALYSIS	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To introduce the concepts of scarcity and efficiency.
- To explain principles of micro economics in present scenario.
- To explain the role of market in developing an economy.
- To describe principles of macro economics to have the understanding of economic environment of business.
- To identify the causes of inflation and its role in the economy.

UNIT I THEMES OF ECONOMICS

12

Scarcity and efficiency in present scenario– three fundamental economic problems – Productive efficiency Vs economic efficiency – economic growth & stability – Micro economies and Macro economies – the role of markets and government – **Nature and scope of health economics- principles of health economics-economics to business decisions.**

UNIT II CONSUMER AND PRODUCER BEHAVIOUR

12

Market – Demand and Supply – Determinants – Market equilibrium – elasticity of demand and supply – consumer behaviour – consumer equilibrium – Approaches to consumer behaviour – Production – Short-run and long-run Production Function – Returns to scale – economies Vs diseconomies of scale – Analysis of cost – Short-run and long-run cost function – Relation between Production and cost function.

UNIT III PRODUCT AND FACTOR MARKET

12

Product market – perfect and imperfect market – different market structures – Firm's equilibrium and supply – Market efficiency – Economic costs of imperfect competition – factor market – Land, Labour and capital – determination of factor price – Interaction of product and factor market – General equilibrium and efficiency of competitive markets.

UNIT IV MACRO ECONOMICS

12

Macro-economic aggregates – circular flow of macroeconomic activity – National income determination – Aggregate demand and supply – Macroeconomic equilibrium – Components of aggregate demand and national income – multiplier effect – Demand side management – Fiscal policy in theory. Activity-Fiscal policy study with reference to current scenario.

UNIT V INFLATION AND UNEMPLOYMENT

12

Short-run and Long-run supply curve – Unemployment and its impact – Okun's law – Inflation and the impact – reasons for inflation – Demand Vs Supply factors –Inflation Vs Unemployment tradeoff – Phillips curve –short- run and long-run –Supply side Policy and management. Activity- Students perception to overcome unemployment in today's environment.

TOTAL: 60 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able,

- To make the students to become familiar with principles of micro and macro economics.
- To create an awareness on the consumer and producer behaviour in present economy
- To analyze the product and factor market conditions
- To study the role of nation income in building a nations economy.
- To study the effects of unemployment and inflation in Indian economy.

TEXT BOOKS:

1. Paul A. Samuelson, William D. Nordhaus, Sudip Chaudhuri and Anindya Sen, Economics, 19th edition, Tata McGraw Hill, New Delhi, 2010.
2. Dr. Varshney R.L and Dr. Maheshwari K. L, Managerial Economics, 19th Edition, 2014.

REFERENCES:

1. N. Gregory Mankiw, Principles of Economics, 7th edition, Cengage, New Delhi, 2014
2. William Boyes and Michael Melvin, Textbook of economics, Biztantra, 9th Edition , 2012.
3. Richard Lipsey and Alec Charystal, Economics, 12th edition, Oxford, University Press, New Delhi, 2011.
4. Karl E. Case and Ray C. fair, Principles of Economics, 12th edition, Pearson, Education Asia, New Delhi, 2014.

WEBSITE REFERENCES:

- 1 <https://www.rbi.org.in>
- 2 <https://data.oecd.org/economy.html>
- 3 <https://www.focus-economics.com>
- 4 www.mospi.gov.in
- 5 <https://www.ibef.org>

MAPPING OF CO's - PO's

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	1	1	1	2
CO2	3	3	3	1	3	3	3
CO3	3	3	3	1	3	3	3
CO4	1	2	2	1	1	1	2
CO5	3	3	3	1	3	3	3

JHA2104	ACCOUNTING PRACTICES	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To acquire a reasonable knowledge in financial accounting.
- To understand the interpretation of financial statements by using various financial tools.
- To understand the concept in cost accounting
- To acquire knowledge in financial planning and control
- To understand the basic concept in company accounts

UNIT I FUNDAMENTAL PRINCIPLES OF ACCOUNTING

12

Meaning and definition – Types of Accounting –Generally Accepted Accounting Principles – Concepts and Conventions – Double Entry System – Journal – Ledger – Trial Balance – Final Accounts – Trading and Profit and Loss Account – Balance Sheet – Closing stock & Adjustments entries

UNIT II FINANCIAL PERFORMANCE ANALYSIS

12

Meaning, Importance, and limitations of financial statement analysis – Ratio Analysis— objectives – Merits and Demerits – Classification of Ratios. Fund flow - Meaning and definition – Objectives – Advantages – Limitations – Funds from operation- Procedure for preparing Fund Flow Statement. Cash flow – Advantages – Limitations – Procedure for preparing Cash Flow statement

UNIT III COST AND MANAGEMENT ACCOUNTING

12

Definitions – Objectives – Advantages and Limitations of Cost Accounting – Classification of Cost Sheet Preparation – Process Costing: Meaning and Definitions – difference between process costing and job costing – preparing process costing – Treatment of Normal Loss, and Abnormal Loss– Marginal costing - Meaning - Advantages – Limitations – BEP Analysis -CVP Application in decision making.

UNIT IV FINANCIAL PLANNING AND CONTROL

12

Meaning of Budget – Characteristics – Advantages and Limitations – Classification of Budgets – Budget Preparation Process – Problems in Cash Budget, Flexible Budget - Performance Budget -Zero Based budgets -Budgetary Controls. Standard Costing and Variance analysis – Meaning and definition - Standard costing and budgetary – simple problems using variance types.

UNIT V HOSPITAL ACCOUNTING

12

Goals of hospital accounting, hospital accounting process – Income and Expenditures in Hospitals - Significance of Computerized Accounting System-- Pre-packaged Accounting software. – Challenges with Hospital Accounting Software-Introduction to Tally.

TOTAL: 60 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Possess a reasonable knowledge and skills in maintaining financial records.
- Have clear knowledge about concepts in company accounts.
- Apply the financial tools in real time.
- Possess clear idea about cost base system.
- Prepare various types of budgets.

TEXT BOOKS:

1. T.S.Reddy&Y.Hariprasad Reddy, Financial & Management Accounting,4th Edition, Margham Publications, 2008.
2. M.Y.Khan&P.K.Jain, Management Accounting, Tata McGraw Hill, 2011.

REFERENCE BOOKS:

1. Ashish K. Bhattacharya, Financial Accounting for Business Managers, 5th Edition, Prentice-Hall of India Pvt. Ltd., 2006
2. R. Narayanaswamy, Financial Accounting- A Managerial Perspective, PHI Learning, New Delhi, 2011.
3. Jan Williams, Financial and Managerial Accounting – The basis for business decisions,15th edition Tata McGraw Hill Publishers, 2010.
4. Horngren, Sundem, Stratton, Burgstahler, Schatzberg, Introduction to Management Accounting, PHI Learning ,2011.

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1. <https://archive.nptel.ac.in/courses/110/101/110101131/>
2. <https://nptel.ac.in/courses/110107127>
3. <https://www.aafmindia.co.in/financial-statement-analysis-tools-limitation-uses-process>
4. <https://icmai.in/icmai/>
5. <https://www.journalofaccountancy.com/>

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CO5	1	2	2	1	1	1	2

JBA2207	APPLIED OPERATIONS RESEARCH	L	T	P	C
		3	0	0	3

COURSE OBJECTIVES:

- To enable students understand various linear programming techniques to solve constrained problems.
- To familiarize students in linear programming extensions such as transportation and assignment problems.
- To enable students solve problems in project management and replacement models.
- To familiarize students in decision theory and to introduce problem solving in game theory.
- To elucidate problem solving in queueing theory.

UNIT I LINEAR PROGRAMMING(9)

Introduction to Linear Programming Problem – Formulation – Graphical method – Simplex method – Big M method – Two phase method.

UNIT II LINEAR PROGRAMMING EXTENSIONS(9)

Duality in linear programming problems – Dual Simplex method – Transportation and Assignment problems (Balanced, Unbalanced and Maximization models)

UNIT III PROJECT MANAGEMENT AND REPLACEMENT MODELS(9)

Critical Path Method – Project Evaluation and Review Technique – Resource Levelling – Resource Allocation.

Replacement Models – Individual replacement model – Group replacement model.

UNIT IV DECISION AND GAME THEORY(9)

Decision making under risk – Decision trees – Decision making under uncertainty. Game Theory - Two person Zero sum games - Saddle point – Arithmetic Method - Dominance Rule - Method of matrices - Graphical method.

UNIT V QUEUEING MODELS(9)

Markovian queues – Birth and death processes – Single and multiple server, Infinite and finite queueing models – Little's formula.

TOTAL: 45 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able

- ·To find optimal solution for real life problems involving conditions and resource constraints.
- ·To solve complex linear programming problems, transportation problems and assignment problems.
- · To apply problem solving skills in project management and replacement models.
- · To use decision theory and game theory as tools for practical problem solving.
- · To solve problems in queueing models.

REFERENCES:

1. Paneerselvam R, “Operations Research”, Prentice Hall of India, 3rd Edition, 2023.
2. Vohra N D, “Quantitative Techniques in Management”, Tata McGraw Hill, 5th Edition, 2017.
3. Hamdy A Taha, “Introduction to Operations Research”, Prentice Hall India, 10th Edition, 2019.
4. Anderson, Sweeney Williams, “An Introduction to Management Science – Quantitative Approaches to Decision Making”, Cengage, 14th Edition, 2019.
4. Srinivasan G, “Operations Research – Principles and Applications”, PHI, 3rd Edition, 2017.
5. Bernard W Taylor, “Introduction to Management Science”, 12th Edition, 2014.

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1. <https://nptel.ac.in/courses/110106062>
2. <https://nptel.ac.in/courses/105108127>
3. <https://nptel.ac.in/courses/110105082>
4. <https://nptel.ac.in/courses/110101133>
5. <https://nptel.ac.in/courses/110107081>

CO-PO MAPPING:

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	-	-	-	-	-
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CO3	2	3	-	-	-	-	-
CO4	2	3	-	-	-	-	-
CO5	2	3	-	-	-	-	-
AVG	2	3	-	-	-	-	-

JHA2105	INFORMATION MANAGEMENT SYSTEMS	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To understand the importance of information in business.
- To know the technologies and methods used for effective decision making in an organization.
- To know the various types of DBMS and its functionalities.
- To know the security issues and corresponding control measures.
- To know the new technologies in information system.

UNIT I INTRODUCTION TO INFORMATION SYSTEMS IN HOSPITALS 12

Data, Information, Intelligence, Information Technology, Information System, evolution, types based on functions and hierarchy, System development methodologies, Functional Information Systems, DSS, EIS, KMS, GIS, International Information System.

UNIT II SYSTEM ANALYSIS AND DESIGN 12

Case tools - System flow chart, Decision table, Data flow Diagram (DFD), Entity Relationship (ER), Object Oriented Analysis and Design (OOAD), UML diagram.

UNIT III DATABASE MANAGEMENT SYSTEMS 12

DBMS – HDBMS, NDBMS, RDBMS, OODBMS, Query Processing, SQL, Concurrency Management, Data Mining, Data warehousing and Data Mart

UNIT IV SECURITY, CONTROL AND REPORTING 12

Security, Testing, Error detection, Controls, IS Vulnerability, Disaster Management, Computer Crimes, Securing the Web, Intranets and Wireless Networks, Software Audit, Ethics in IT.

UNIT V HOSPITAL INFORMATION MANAGEMENT SYSTEM 12

Need of HIMS-Functioning of HIMS-issues and challenges in HIMS- Hospital Management System: features and benefits-Role of information management in ERP, e-business, e-governance, Business Intelligence, Pervasive Computing, Cloud computing, CMM.

TOTAL: 60 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Gain knowledge on effective applications of information systems in business.
- Have knowledge on system development methodologies and development tools.
- Understand the benefits of DBMS variances.
- Aware about different techniques of security and control measures.
- Posses knowledge of new IT initiatives.

TEXT BOOKS:

1. Robert Schultheis and Mary Summer, Management Information Systems – The Managers View, Tata McGraw Hill, 2008.
2. Kenneth C. Laudon and Jane Price Laudon, Management Information Systems – Managing the digital firm, PHI Learning / Pearson Education, PHI, Asia, 2012.

REFERENCES:

1. Rahul de, MIS in Business, Government and Society, Wiley India Pvt Ltd, 2012
2. Gordon Davis, Management Information System: Conceptual Foundations, Structure and Development, Tata McGraw Hill, 21st Reprint 2008.
3. Haag, Cummings and Mc Cubbrey, Management Information Systems for the Information Age, McGraw Hill, 2005. 9th edition, 2013.
4. Turban, McLean and Wetherbe, Information Technology for Management –Transforming Organisations in the Digital Economy, John Wiley, 6th Edition, 2008.
5. Raymond McLeod and Jr. George P. Schell, Management Information Systems,Pearson Education, 2007.

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CO3	1	2	2	1	1	1	2
CO4	1	2	2	1	1	1	2
CO5	1	2	2	1	1	1	2

JHA2106	LEGAL SYSTEMS	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To create the knowledge of Legal perspective and its practices to improvise the business.
- To make students understand the various types of Contract associated with businesses.
- To make the students understand the highlights of Company law.
- To make the students understand the highlights of industrial law.
- To help the students to understand the importance of IPR and environmental protection act.

UNIT I GENERAL LAW OF CONTRACTS 12

Introduction – Definition of contract - Formation of contract –Essential elements – offer, acceptance, consideration, capacity, free consent and legality of the object - Void Contracts-Performance of contracts – offer to perform –Discharge of Contract - Breach of contract and its remedies—Quasi contract.

UNIT II SPECIAL LAW OF CONTRACTS 12

Sale of Goods Act 1930-Nature of sales contract - Types and formation contract of sale – rights of an unpaid seller-Contract of Agency: Nature of Agency, creation and types of agents, Authority and liability of agent and Principal, Rights and duties of principal and agents, Termination of agency. Negotiable instruments Act 1881 - Nature and requisites of negotiable instruments - Types of negotiable instruments - liability of parties.

UNIT III COMPANY LAW 1956 12

Definition of company- Fundamentals of company Law 1956, Amendment of Company law 2013, Nature and Types of companies, Formation, Memorandum and Articles of Association, Prospectus, Power, Duties and Liabilities of Directors, Winding up of Companies, Corporate governance.

UNIT IV INDUSTRIAL LAW 12

An Overview of Factories Act 1948- Payment of Wages Act 1936 – Payment of Bonus Act 1965- Industrial Disputes Act 1947.

UNIT V CONSUMER PROTECTION ACT, INTRODUCTION OF CYBER LAWS AND GST 12

Consumer Protection Act 1986–Definition of a consumer - Consumer Rights - Consumer Grievances redressal, Types of Consumers Redressal Machineries and forum. Cyber Crimes, IT Act 2000 and 2002, Cyber Laws, Introduction of IPR- Copy rights, Trade Marks, Patent Act, Environmental Protection Act – Introduction to GST and its implication.

TOTAL: 60 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Have Legal insight will be established in the business practices according to the situation of changing environment.
- Gain Knowledge on various business contract and stakeholder management.
- Possess clear view about the company law.
- Know about the various statutory and non-statutory benefits from industry.

TEXTBOOKS:

1. Kapoor,N.D., Elements of Mercantile Law,30thEdition, Sultan Chand &Sons, New Delhi, 2015
2. P.K.Goel, Business Law for Managers, Indian Text Edition, Biztantara Publishers, India, 2008.

REFERENCES:

1. Akhileshwar Pathack, Legal Aspects of Business,4th Edition, Tata McGraw Hill,2009.
2. P.P.S.Gogna, Mercantile Law,11th Edition,S.Chand&Co.Ltd.,India,2015.
3. Maheshwari, S.N. and S.K.Maheshwari, A Manual of Business Law, 6thEdition, Himalaya Publishing House, 2015.

MAPPING OF CO's-PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	2	3	3	3
CO2	1	2	2	1	1	1	2
CO3	1	2	2	1	1	1	2
CO4	1	2	2	1	1	1	2
CO5	1	2	2	1	1	1	2

JHA2111	SOFT SKILLS I - MANAGERIAL COMMUNICATIONS	L	T	P	C
		0	0	4	2

COURSE OBJECTIVES:

- To understand the importance of communication in business.
- To familiarize learners with the mechanics of writing in relation to business.

S.NO.	DETAILS OF EXPERIMENTS	DURATION
1	Group Discussion	5
2	Debating	4
3	Role play	4
4	Precise writing	2
5	Resume Writing	2
6	Mock Interview	4
7	Business Promotion SMS	2
8	Case Studies	3
9	Travelogue	2
10	Reviews – Books, New Product, Movies	2

TOTAL: 30 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Have a better knowledge in business communication

REFERENCES:

1. E.H.McGrath, S.J.2012. Basic Managerial Skills for All. 9thedition,Prentice-Hall of India, New Delhi.
2. Richard Denny,”Communication to Win;Kogan Page India Pvt.Ltd., New Delhi,2008.
3. “Value Education”, Vision for Wisdom, Vethathiri Publications,Erode,2009.

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	2	3	3	3
CO2	3	3	3	2	3	3	3

SEMESTER II

JHA2201	PURCHASE AND INVENTORY MANAGEMENT	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES

- To explain the concepts of purchasing in Hospitals with its principles.
- To illustrate the hospital inventory management with managing lead time's analysis,
- To assess the different types of Standardization, Codification and Classification of materials used in hospitals.
- To explain the planning process and various maintenance to hospital equipment .
- To outline the software skills required for material management in modern hospitals

UNIT I LOGISTIC MANAGEMENT:

12

Importance-objectives-functions- Principles; Purchasing Management – objectives –scope-centralized vs. decentralized purchasing- Principles of Purchasing Management- Tendering Procedures – procurement procedure - Letter of credit

UNIT II INVENTORY CONTROL:

12

significance- objectives-categories of hospital inventories- types of Inventory cost –Inventory Control Systems – Pareto's law; Inventory techniques: ABC/VED Analysis– Lead Time Analysis – Maximum and Minimum Level - Reorder level– Economic Order Quantity (EOQ) – JIT- benefits and challenges of inventory management in hospitals.

UNIT III STORE MANAGEMENT:

12

Importance- objectives and functions- location and layout- documentation and store procedure- storekeeper-Types of stores in a hospital; Standardization-Codification and Classification of materials-role and responsibilities of stores manager in hospitals.

UNIT IV EQUIPMENT PLANNING AND PROCUREMENT:

12

Hospital equipment- Steps in equipment selection — replacement and buy back policy; Utilization: equipment history and documents- maintenance and monitoring of biomedical equipment– Factors leading to poor utilization of equipment – Hospital Procurement – procurement process.

UNIT V RECENT TRENDS IN MATERIALS MANAGEMENT:**12**

Scope and objectives of hospital materials management- functions of materials management in hospitals- Types of Materials used and stored in a hospital -practices for Efficient materials management–purchasing procedure and methods of purchasing-Computerization of Materials management.

TOTAL: 60PERIODS**COURSE OUTCOME (CO):**

At the end of the course, students will be able to,

- Understand the hospital purchase concepts with effective Principles of Purchasing Management.
- Develop skills to focus the hospital inventory management with managing lead time's analysis, and maximum, minimum level, reorder level and safety positions of the inventory.
- Identify the different types of Standardization, Codification and Classification of materials used in hospitals.
- Analyze the equipment planning process and various associated maintenance to hospital equipment and technology
- Develop software skills for material management in modern hospitals

TEXT BOOKS:

1. Purchasing and Materials Management, K C Jain & Jeet Patidar, S. Chand Publishing, 20112.
2. Introduction to Materials Management, Pearson, Pearson Education, Eighth edition, 2017.

REFERENCE BOOKS:

1. "Materials Management: An Integrated Systems Approach" by David J. Burt, Sheila Petcavage, and Richard Pinkerton - Prentice Hall, 2009.
2. Purchasing and Materials Management, P. Gopalakrishnan, McGraw Hill Education; 1st edition, 2017.
3. Purchasing and Supply Chain Management Hardcover, Robert Handfield, Larry Giunipero, James Patterson, Robert Monczka, South-Western College Publishing; 6th edition, 2015.

WEBSITE REFERENCES:

1. <https://www.yourarticlelibrary.com/material-management/purchasing-6-major-principles-of-purchasing-explained/26133>
2. <https://pubmed.ncbi.nlm.nih.gov/31552847/>
3. <https://www.jaypeedigital.com/eReader/chapter/9788180619120/ch16>
4. <https://www.asianhbm.com/technology-equipment/medical-equipment-management>
5. <https://aihms.in/blog/material-management-in-hospitals/>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	1	1	1	2
CO2	1	1	2	1	1	1	2
CO3	1	2	2	3	1	2	2
CO4	1	1	2	1	1	1	2
CO5	1	2	1	1	1	1	2

JHA2202	RESEARCH METHODOLOGY	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To familiarize with various research process.
- To understand the various research design and measurement of its validity.
- To develop the analytical skills of business research in collecting data.
- To explore the interpretation using research tools.
- To understand about writing reports in ethical manner.

UNIT I SIGNIFICANCE OF RESEARCH 12

Business Research – Definition – the research process – Types of Research – Exploratory and causal Research – Research Problems – Research objectives – Research Process -Research hypotheses – characteristics – types-hypothesis setting process-essentials of good research-ethics in research

UNIT II RESEARCH DESIGN AND MEASUREMENT 12

Research design – types of research design – exploratory and causal research design– Descriptive and experimental design – Validity of findings – internal and external validity – Variables in Research – Measurement and scaling – Different scales – Validity and Reliability of instrument.

UNIT III DATA COLLECTION 12

Types of data – Primary Vs Secondary data – Methods of primary data collection – Survey Vs Observation – Experiments – Construction of questionnaire and instrument – Validation of questionnaire – Sampling plan – Sample size – determinants optimal sample size – types of sampling methods.

UNIT IV DATA PREPARATION 12

Data Preparation –need -Data Preprocessing: data cleaning, data integration, data integration, data transformation and data reduction- editing – Coding –Data entry – Validity of data – Qualitative Vs Quantitative data analyses – uses of statistics in data analysis -Application of statistical software for data analysis.

UNIT V REPORT WRITING 12

Research report – Different types – Contents of report – need of executive summary – chapterization – contents of chapter – report writing – the role of audience – readability – comprehension – tone – final proof – report format – title of the report.

TOTAL: 60 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able,

- To gain knowledge about various research process.
- To know about research design and its measurement techniques.
- To become expertise in collection of research data.
- To know how to interpret data in research.
- To gain knowledge how to prepare the research report.

TEXT BOOK:

1. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods, 11th Edition, Tata Mc Graw Hill, New Delhi, 2012.

REFERENCES:

1. Alan Bryman and Emma Bell, Business Research methods, 3rd Edition, Oxford University Press, New Delhi, 2011.
2. Uma Sekaran and Roger Bougie, Research methods for Business, 5th Edition, Wiley India, New Delhi, 2012.
3. William G Zikmund, Barry J Babin, Jon C. Carr, Atanu Adhikari, Mitch Griffin, Business Research methods, A South Asian Perspective, 8th Edition, Cengage Learning, New Delhi, 2012.

MAPPING OF CO's - PO's

CO/P O	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	1	3	3	3
CO2	1	2	2	1	1	1	2
CO3	3	3	3	2	3	3	3
CO4	3	3	3	1	2	2	3
CO5	1	2	2	1	1	1	2

JHA2203	FINANCIAL PLANNING AND CONTROL	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To make students familiarize with fundamentals of finance in organization.
- To analyze capital investment decisions of projects based on capital budgeting techniques.
- To analyze and determine the optimum cost of capital and Capital Structure.
- To familiarize the concept of dividend and dividend decision.
- To assess the working capital needs and effective management of current assets.

UNIT - I INTRODUCTION TO FINANCE

12

Financial Management – Nature, scope and functions of Finance, organization of financial functions, objectives of Financial management, Major financial decisions – Time value of money – Time Value of Money, Future Value and Present Value of Money. Financial Market- Long term sources of funds.

UNIT- II INVESTMENT DECISIONS**12**

Capital Budgeting: Principles and techniques - Nature of capital budgeting- Identifying relevant cash flows - Evaluation Techniques: Payback, Accounting rate of return- Net Present Value, Internal Rate of Return, Profitability Index - Project selection under Capital Rationing.

UNIT- III FINANCING DECISION**12**

Concept of Cost of Capital, Measurement of Specific Costs and Overall Cost of Capital, Concept of Capital Structure- Factors Determining Capital Structure, Theories in Capital Structure –NI, NOI, MM .Leverage- Operating and Financial Leverage –EBIT-EPS Analysis.

UNIT- IV DIVIDEND DECISION**12**

Dividend decision- Issues in dividend decisions, Importance, Relevance & Irrelevance theories – Walters – Model, Gordons model and MM model. – Factors determining dividend policy – Types of dividend policies – forms of dividend- Share Split.

UNIT- V WORKING CAPITAL MANAGEMENT**12**

Working Capital Policy– Objective - Determinants - Factors Affecting Composition of Working Capital – Approaches to working capital and finance - Short term Sources of Finance - Trade Credit, Short-term bank finance and Factoring, Inventories- Receivables - Cash management- inventory management.

TOTAL: 60 PERIODS**COURSE OUTCOMES:**

At the end of the course, students will be able to,

- Understand the foundations of finance and concept of time value of money.
- Examine various methods of capital budgeting and their appropriateness in decision situations.
- Determine capital structure and evaluate various financing options.
- Measure the impact of dividend policy of a business on its share prices
- Estimate working capital needs of a firm and use of various tools of working capital components

TEXT BOOKS:

1. M.Y. Khan and P.K.Jain Financial management, Text, Problems and cases Tata McGraw Hill, 6th edition, 2011.
2. I.M. Pandey Financial Management, Vikas Publishing House Pvt. Ltd., 10th edition, 2012.

REFERENCES :

1. Aswat Damodaran, Corporate Finance Theory and practice, John Wiley & Sons, 2011.
2. James C. Vanhorne –Fundamentals of Financial Management– PHI Learning, 11th Edition, 2012.
3. Prasanna Chandra, Financial Management, 9th edition, Tata McGraw Hill, 2012.
4. G.Sudersena Reddy, Financial Management- Principles & Practices, Himalaya Publishing House, 2nd Edition, 2010.
5. Srivatsava, Mishra, Financial Management, Oxford University Press, 2011.
6. Parasuraman. N.R, Financial Management, Cengage, 2014.

WEBSITE REFERENCES:

1. <https://rlc.rutgers.edu/>
2. <http://www.ncas.rutgers.edu/writingcenter>
3. WWW.<https://research-methodology.net/>
4. WWW.Classcentral.com

MAPPING OF CO's - PO's

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CO1	2	1	1	1	1	1	2
CO2	2	2	2	1	1	1	2
CO3	2	1	2	1	2	1	1
CO4	2	1	1	2	1	1	1
CO5	2	2	2	1	1	1	2

JHA2204	PRINCIPLES OF MARKETING	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To develop an ideas and nuances of modern marketing.
- To formulate and manage the B2B marketing strategy including all key components.
- To conduct market analysis practices including market segmentation and targeting.
- To compare and contrast different perspectives that characterizes the study of consumer behaviour
- To explain the importance of research in the marketing.

UNIT -I INTRODUCTION

12

Marketing – Definitions - Conceptual frame work – Marketing environment: Internal and External - Marketing interface with other functional areas – Production, Finance, Human Relations Management, Information System. Marketing in global environment– Prospects and Challenges.

UNIT II MARKETING STRATEGY

12

Marketing strategy formulations – Key Drivers of Marketing Strategies - Corporate Strategic Planning – Stages in Industrial buying process - Consumer Marketing — Services marketing –Characteristics – Service Mix- Service gap– Competitor analysis – Process - Designing Competitive Strategies- **Hospital marketing strategies.**

UNIT - III MARKETING MIX DECISIONS

12

Product planning and development–Product cycle–New product Development and Management –Market Segmentation –Targeting and Positioning– Positioning Strategies - Advertising and sales promotions– Steps - Measuring the Effectiveness of Advertising – Pricing Objectives, Policies and methods-**Marketing mix for hospitals.**

UNIT - IV BUYER BEHAVIOUR

12

Understanding industrial and individual buyer behaviour- Influencing factors –Buyer Behaviour Models – Consumer buying behaviour process – Online buyer behaviour – Building and measuring customer satisfaction – customer relationships management – Customer acquisition, Retaining, Defection.- Measuring Customer Lifetime value.

UNIT – V MARKETING RESEARCH

12

Marketing Research: Meaning and Importance of marketing research – Research report- measuring marketing productivity- **Market research in Healthcare: Key components- Importance-process-best practices.**

TOTAL: 60 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Aware of marketing management process.
- Justify marketing strategies and advocate a strategically informed position when considering market plan implementation.
- Describe key marketing concepts, theories of consumers for analyzing a variety of market situation.
- Understands the perspectives of the consumer to acquire, satisfy and retain.
- Have knowledge of research skills in solving marketing related problems.

TEXT BOOKS:

1. Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 14th Edition, 2012.
2. Saxena, Rajan, Marketing Management, Tata-McGraw Hill, New Delhi.

REFERENCES:

1. KS Chandrasekar, “Marketing management-Text and Cases”, Tata McGraw Hill- Vijaynigole, First edition, 2010
2. McCarthy, E. J., Basic Marketing: A managerial approach, Irwin, New York.
3. Micheal R. Czinkota & Masaaki Kotabe, Marketing Management, Vikas Thomson Learning, 2000.
4. Douglas, J. Darymple, Marketing Management, John Wiley & Sons, 2008.

WEBSITE REFERENCES

1. <https://archive.nptel.ac.in/courses/110/104/110104068/>
2. <https://smallbusiness.chron.com/marketing-strategy-formulation-46179.html>
3. <https://coschedule.com/marketing/marketing-mix/marketing-mix-examples>
4. https://www.brainkart.com/article/Understanding-Industrial---Individual-Buyer-Behaviour_7213/
5. <https://www.hotjar.com/blog/market-research>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	1	1	1	1	1	2
CO2	2	2	2	1	1	1	2
CO3	2	2	2	2	2	1	1
CO4	2	1	1	2	1	1	1
CO5	1	2	2	1	1	1	2

JHA2205	MANAGEMENT OF HUMAN RESOURCES	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To provide knowledge about scope and role of HR management.
- To explain the selection and recruitment process.
- To expose the students to the various methods of training and development programs.
- To enrich the students with the concept of career development and motivation techniques.
- To understand various performance appraisal methods.

UNIT - I PERCEPTIVE IN HUMAN RESOURCE MANAGEMENT

12

Nature and Scope, Objectives and Functions of HRM. **Fundamental principles of HRM**- Role and responsibilities of Human Resource-Manager, Concept of International HRM and Strategic HRM, Trends in HRM, Challenges faced by HRM-**HRM functions in Hospitals.**

UNIT- II THE CONCEPT OF BEST FIT EMPLOYEE

12

Importance of Human Resource Planning – Forecasting human resource requirement – Internal and External sources. Selection process screening – Tests - Validation – Interview - Medical examination – Recruitment introduction – Importance – Practices – Socialization benefits.

UNIT - III TRAINING AND EXECUTIVE DEVELOPMENT

12

Types of training methods purpose benefits resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management- **Hospital based training programs.**

UNIT - IV SUSTAINING EMPLOYEE INTEREST

12

Compensation plan – Reward – Motivation – Theories of motivation – Development of mentor – Protégé relationships-personal empowerment.

UNIT- V PERFORMANCE EVALUATION

12

Method of performance evaluation – Feedback – Industry practices. Promotion, Demotion, Transfer and Separation – Implication of job change. The control process – Importance – Methods – Requirement of effective control systems grievances – Causes – Implications – Redressal methods-Quality of life.

TOTAL: 60 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Equip with functional knowledge of HR.
- Have knowledge of recruitment and selection.
- Understand the different methods of training and development programs.
- Gain knowledge about how to sustain an employee within an organization.
- Understand the different techniques of performance evaluation.

TEXT BOOKS:

1. Decenzo and Robbins, Human Resource Management, Wiley, 12th Edition, 2019.
2. Dessler, Human Resource Management, Pearson Education Limited, 16th edition, 2020.

REFERENCES

1. Wayne Cascio, Managing Human Resource, McGraw Hill, 2021
2. Ivancevich, Human Resource Management, McGraw Hill 2017
3. Uday Kumar Haider, Juthika Sarkar, Human Resource Management. Oxford, 2017

WEBSITE REFERENCES:

- <https://icehrm.com/blog/7-basic-principles-of-human-resource-management-that-every-hr-professional-should-know/>
- <https://www.managementstudyguide.com/human-resource-planning.htm>
- <https://hrone.cloud/blog/training-development-hrm/>
- <https://ebooks.inflibnet.ac.in/mgmtp05/chapter/meaning-importance-and-theories-of-motivation/>
- <https://www.personio.com/hr-lexicon/employee-performance-appraisal/>

MAPPING OF CO's - PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	1	2	1	2	2
CO2	1	2	2	1	1	1	2
CO3	1	1	2	1	2	1	1
CO4	1	1	1	2	1	1	1
CO5	2	2	2	1	1	1	2

JHA2206	MEDICAL RECORDS MANAGEMENT	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To explain the importance and types of medical records management history.
- To demonstrate the medical records form and documentation.
- To examine the discrepancies and errors and develop strategies for improving the quality of medical records department in a hospital.
- To get exposure in medical department management including planning, organizing, directing and controlling of medical records department.
- To demonstrate and manage of Ethics for the Medical Professionals.

UNIT I CONCEPTS OF MEDICAL RECORDS

12

Definition – Characteristics of Good Medical Record – Types of Medical Records – History of Medical Records.

UNIT II MEDICAL RECORD FORMS AND THEIR CONTENT

12

Standard Order of Arrangement of Medical Record forms - Analysis of Medical Record- Quantitative & Qualitative - Incomplete Record Control – Filing of Medical Record - Numbering and Filing Systems – Storage - Microfilming and Disk Storage – Retention - Registers & Indexes - Record movement control.

UNIT III ORGANIZATIONAL ASPECTS**12**

Medical Record Department/Services – Policies – Functions - Location, Space and Layout – Equipment - Forms Designing and Control - Medical Records Flow and Processing - Centralized Admitting Services - Methods of Collection of Identification Data - Types of Central Admitting Services.

UNIT IV MEDICAL RECORD DEPARTMENT MANAGEMENT**12**

Planning, Organizing, Directing and Controlling – Personnel - Principal Responsibilities and Duties of the Medical Record Administrator/ Director - Tools of Management in the Hands of the Medical Record Administrator/Director.

UNIT V MEDICAL ETHICS**12**

Medico-Legal Aspects of the Medical Records - Medical Ethics - Hippocratic Oath and Code of Ethics for the Medical Record Professionals - Ownership of the Medical Record Privileged.

TOTAL HOURS: 60**COURSE OUTCOME (CO):**

At the end of the course, students will be able to,

- Understand about importance of medical records management history and types of medical records in healthcare delivery and quality of patient care.
- Develop filing numbering and storage record movement etc.
- Analyse discrepancies and errors and develop strategies for improving the quality of medical records department in a hospital
- Proficient in medical department management including planning, organizing, directing and controlling of medical records department.
- Demonstrate and manage Medico-Legal Aspects of the Medical

TEXTBOOKS:

1. Dean F. Sittig (2014) Electronic Health Records challenges in design and implementation, Apple academic press.
2. Jem Rashbass & Heidi Tranberg Medical Records Use and Abuse, CRC press (Taylor and Francis Group)

REFERENCE BOOKS:

1. Neil S. Skolnik Electronic Medical Records A Practical Guide for Primary Care, Humana Press. ISBN 1278-1-60761-605-4
2. Giovanni Rinaldi New Perspectives in Medical Records Meeting the Needs of Patients and Practitioners, springer publications
3. Francis CM & Mario C de Souza, Hospital Administration, 3 rd Ed., Jaypee Brothers, N. Delhi.

WEB REFERENCES:

1. <https://digitalhealth.folio3.com/blog/10-components-of-a-medical-record/>
2. https://www.aurosiksha.org/lica/ebook/medical_chapter5
3. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4377563/>
4. <https://getreferralmd.com/2014/03/top-5-tools-health-administrators/>
5. https://www.aurosiksha.org/lica/ebook/medical_chapter7

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CO4	2	1	1	2	1	1	1
CO5	1	2	2	1	1	2	2

JHA2211	COMPUTING SKILLS FOR HOSPITAL	L	T	P	C
		0	0	4	2

COURSE OBJECTIVES:

- To impart basic skills in the use of MS Office for creating MIS report and analyzing business data.

S. NO.	DETAILS OF EXPERIMENTS	DURATION
1	Introduction to MS Excel	2
2	Drop Down List	2
3	Conditional Logic – IF, SUMIF, AND, OR, NOT, IFERROR	3
4	Relative and absolute addressing; named cell ranges; referencing by names	2
5	Pivot tables and pivot charts, one-way and two-way data tables	4
6	Goal seek	3
7	Auditing spreadsheets; error trapping; evaluate-formula feature	2
8	Three-dimensional formulae and the table features	3
9	VLookup, HLookup	4
10	Formatting Charts, Adding Graphics to Spread Sheet	3
11	Introduction to MS Power point	2

TOTAL: 30 PERIODS

COURSE OUTCOMES:

At the end of the course, students will be able to,

- Possess the knowledge of MS Word, Spreadsheets, PowerPoint Outlook.

REFERENCES:

1. David M. Levine et al, “Statistics for Managers using MS Excel’ (6th Edition) Pearson, 2010.
2. Hansa Lysander Manohar , “ Data Analysis and Business Modelling using MS Excel “, PHI Learningprivate Ltd, 2017.
3. William J. Stevenson, CeyhunOzgur, ‘Introduction to Management Science with Spreadsheet’, TataMcGraw Hill, 2009.
4. ERP 9.0 Course Kit,Wiley India, 2012

MAPPING OF CO’s - PO’s

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	3	2	3	3	3

SEMESTER III

JHA2001	STRATEGIC MANAGEMENT IN HOSPITALS	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To understand the importance of strategic management and its process in hospitals.
- To develop strategic intent of the hospitals to differentiate from competitors.
- To assess the internal and external environment of Healthcare organization .
- To improve skills in formulation of strategies.
- To evaluate the control the implemented strategy.

UNIT I INTRODUCTION (12)

Introduction of strategy- Phases of Strategic management- Strategic Management process in hospitals- strategic decision making - Corporate Policy: Importance - Characteristics Objectives - Policy Formulation and Development in hospitals-Types of Business Policies - Implementation of Policies in hospitals.

UNIT II STRATEGIC MANAGEMENT PROCESS (12)

Developing a Strategic Vision - Setting Objectives - Crafting Strategy - Strategies and Tactics - Importance of Corporate Strategy - the 7-S Framework- Society and Business: Social Responsibility of Business - Corporate Governance and Ethical Responsibility -Corporate governance- corporate Social Responsibility of hospitals - Corporate Governance and Ethical Responsibility.

UNIT III ENVIRONMENTAL ANALYSIS (12)

Environmental Analysis – Internal environment elements and External Environment elements – Techniques of Internal Analysis - SWOT; Value chain Analysis; Balanced score card; Strategic Advantage profile.

UNIT IV STRATEGY FORMULATION (12)

Strategic Analysis and choice –Steps of strategy Formulation – Input, Matching and decision stages – BCG Matrix, GE Nine Cell MatrixStrategy Formulation and Choice of alternatives: Strategies modernization, diversification integration; Merger, Acquisitions and Joint ventures of hospitals.

UNIT V STRATEGY IMPLEMENTATION, EVALUATION AND CONTROL (12)

Inter relationships between Strategy formulation and Implementation– Strategic leadership- Importance, criteria for Strategic control –Quantitative and Qualitative controls –Limitations & Barriers –Guidelines for proper control

TOTAL: 60 PERIODS

COURSE OUTCOMES (CO):

No.	Outcomes	Bloom's Taxonomy Level*
CO1	To make the Students to become familiar with strategic management process	K3
CO2	To create an awareness among studentsstrategic intent of the hospitals	K3
CO3	To analyze the internal and external environment of Healthcare organizations	K4
CO4	To get skilled in formulation of strategies	K4
CO5	To study evaluation and the control of implemented strategy.	K4

*: REMEMBER – K1, UNDERSTAND – K2, APPLY – K3, ANALYSIS – K4, EVALUATION – K5, CREATE – K6

TEXTBOOK:

- 1) "Strategic Management of Health Care Organizations" by Peter M. Ginter, W. Jack Duncan, and Linda E. Swayne.
- 2) "Strategic Management for Healthcare Organizations" by S. L. Goel
- 3) "Healthcare Strategic Planning" by Alan M. Zuckerman.
- 4) "Managing Health Services Organizations and Systems" by Beaufort B. Longest Jr.
- 5) "Strategic Management in Health Care" by Cynthia McDermott.
- 6) Health care Management in India: A Strategic Approach" by P. V. Indiresan

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- 1) AppaRao.C.,B.Parvathiswara Rao,K.SivaRamakrishna,StrategicManagement and Business Policy text and cases, Excel book Publishers, New Delhi.
- 2) Azhar Kazmi,StrategicManagementandBusinessPolicy,TataMcGraw-Hill Publishing Company Limited, New Delhi.
- 3) VSPRaoandV.Harikrishna.,StrategicManagement,ExcelBooks.
- 4) Ramawswamy.V.S. &Namakumari.S., Strategic Planning – Formulation of Corporate Strategy, Text and Cases (The Indian Context), Macmillan Business Books
P.SubbaRao.,BusinessPolicy&StrategicManagement,Himalaya Publishers

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- 1.<https://pubmed.ncbi.nlm.nih.gov/>
- 2.<https://www.clearpointstrategy.com/>
3. <https://thehealth24.com/>

CO - PO MAPPINGS:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	1	1	1	2
CO2	2	3	3	1	1	1	3
CO3	2	3	3	1	1	1	3
CO4	1	2	2	1	1	1	2
CO5	1	2	2	1	1	1	2

JHA 2002	HOSPITAL PLANNING AND DESIGNING	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To provide foundational understanding of hospitals as dynamic systems.
- To familiarize students with the principles, procedures, and components of hospital planning.
- To equip students with the skills to analyze hospital service demands.
- To provide knowledge on hospital designing and standards.
- To impart knowledge on planning and managing hospital facilities.

UNIT I HOSPITAL AS A SYSTEM (12)

Definition of Hospital – Classification of Hospitals –Hospital as a System – Hospital Processes – Hospital & Community - Departments In Hospitals - Clinical and Support Services for Hospitals - Role of Supportive Services in Hospital Management - Hospital Administrator: Need, Objectives and Role of Hospital Administrator .

UNIT II HOSPITAL PLANNING (12)

Principles of Planning – Regionalization - Hospital planning team – Planning process –Size of the Hospital – Site Selection – Hospital Architect – Architect Report – Equipping a Hospital – Interiors & Graphics – Construction & Commissioning – Planning for Preventing Injuries – Electrical Safety.

UNIT III TECHNICAL ANALYSIS AND REQUIREMENTS (12)

Assessment of the Demand and need for Hospital Services – Factors Influencing Hospital Utilization – Bed Planning – Land Requirements – Project Cost – Space Requirements –Hospital Drawings & Documents - Preparing Project Report – Layout and Designing.

UNIT IV HOSPITAL STANDARDS AND DESIGN (12)

Building requirement – Entrance & Ambulatory Zone – Diagnostic Zone – Intermediate Zone – Critical zone – Service Zone – Administrative zone – List of Utilities – Communication facility – Biomedical equipment - Voluntary & Mandatory standards – General standards – Mechanical standards – Electrical standards standard for centralized medical gas system – standards for biomedical waste.

UNIT V FACILITIES PLANNING (12)

Planning Consideration and Operations of services: Emergency, Diagnostic Services, CSSD, Pharmacy Services, Dietary Services - Utility Services: Linen & Laundry services - planning and arrangement– Mortuary- Transport – Information system – Planning facilities for Disabled.

TOTAL : 60 PERIODS

COURSE OUTCOME :

Students will be able to

No.	Outcomes	Bloom's Taxonomy Level*
CO1	Define and classify hospitals and various hospital departments	K2
CO2	Describe the principles of hospital planning and identify the key elements	K3
CO3	Analyse the demand and determine hospital space, bed requirements, and project costs for new healthcare facilities.	K4
CO4	Differentiate between various hospital zones and explain the standards applicable to infrastructure.	K3
CO5	Explain the planning process of emergency, diagnostic, and support services.	K2

*: REMEMBER – K1, UNDERSTAND – K2, APPLY – K3, ANALYSIS – K4, VALUATION – K5, CREATE – K6

TEXT BOOKS:

1. Kataram, G.D. Kunders and S. Gopinath, Hospital Planning, Design and Management, Tata McGraw Hill, 2004.
2. Sakharkar, Principal of Hospital Administration and Planning, Jaypee Brothers, Medical Publisher, 2009.

REFERENCE BOOKS:

1. Sreenivasan S., Management Process in Health Care, Jaypee Brothers
2. B.M.Sakharkar, Principles of Hospital Administration and Planning- Jaypee Brothers, 2009.

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1. <https://hospaccxconsulting.com/the-handbook-for-hospital-planning-and-designing-india/>
2. <https://ecampusontario.pressbooks.pub/hospitalunitadministration/chapter/hospital-departments/>
3. <https://www.healthcareexecutive.in/blog/2018/10/25/building-disabled-friendly-hospitals>
4. <https://www.scribd.com/presentation/571830296/Hospital-Support-and-Utility-Services>
5. <https://nhsrcindia.org/sites/default/files/Guidelines-on-CSSD-and-Mechanised-Laundry.pdf>

CO-PO MAPPING:

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	1	1	2	2	2	2
CO2	1	2	1	3	2	2	2
CO3	1	3	2	2	2	3	2
CO4	2	2	1	3	2	3	2
CO5	1	3	1	3	3	3	2

JHA 2003	HOSPITAL SUPPORT SERVICES AND UTILITY SERVICES	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To provide a comprehensive understanding of the organization, role, and integration of clinical and support services in hospital management.
- To explore the significance of emergency and laboratory services in hospitals.
- To understand the procedures and importance of hospital utility services.
- To familiarize students with the infrastructure, function, and management of mortuary and pharmacy services in a hospital setup.
- To impart knowledge on infection control measures, sterilization processes, and occupational safety within hospital premises.

UNIT I BASICS OF HOSPITAL SUPPORT SERVICES (12)

Principles and Methods of Organising - Clinical and Support Services for Hospitals - Role of Supportive Services/Departments in the Hospital Management - Nursing Care and Ward Management- Nursing Services - Types and integration of different Support services.

UNIT II EMERGENCY, LABORATORIES AND RULES (12)

Importance - Duties and Responsibilities - Documentation and Records - Emergency Services: Ambulance Service - First Aid Measures - Meaning-Importance - Various Services Related to Emergency - Laboratories for Investigation: Laboratory Rules - Conduct - Housekeeping - General Rules of Safety - Safety in the Laboratory - Blood Bank Management.

UNIT III UTILITY SERVICES (12)

Linen and Laundry: Meaning - Importance - Type of Service - Laundry Arrangements - Washing Materials - Washing Arrangements - Dietary Services and Hospital Diets: Importance and Function - Equipment - Store - Day Store - Visual Arrangements - General Kitchen - Special Diet Kitchen - Food Distribution.

UNIT IV PHARMACY AND OTHER SUPPORT SERVICES (12)

Mortuary Services: Introduction – Role and Function – Planning Construction – Physical facilities– Equipment – Staffing – Policies and Procedures – Monitoring -- Pharmacy Services: Definition – Brief History – Role , function and types – Planning Consideration – Policies and Procedures – Management issues – Control and evaluation – Computerization in Pharmacy Services.

UNIT V HOSPITAL INFECTION CONTROL (12)

Basics of Disinfection – Sterilization - CSSD: Policies and Procedures, activities and operations - Administrative aspects of Infection Control: HICC and ICT - Occupational Health and Safety - Hospital Acquired Infections- Diagnosis and Surveillance – Effective Infection Control Programmes and practices.

TOTAL: 60 PERIODS

COURSE OUTCOMES:

Students will be able to

No.	Outcomes	Bloom's Taxonomy Level*
CO1	Identify and explain the roles of various support services and departments in hospital operations and patient care.	K2
CO2	Demonstrate knowledge of emergency services, ambulance systems, and basic first aid measures in a hospital setting	K3
CO3	Describe the workflow and safety considerations involved in hospital laundry and dietary services.	K2
CO4	Outline the planning, physical requirements, and management practices of hospital mortuary services.	K3
CO5	Evaluate the principles and practices of disinfection and sterilization used in hospital infection control.	K4

*: REMEMBER – K1, UNDERSTAND – K2, APPLY – K3, ANALYSIS – K4, EVALUATION – K5, CREATE–K6

TEXT BOOKS:

1. Tabish, S. A. (2001). Hospital Administration. New Delhi: Oxford University Press.
2. Sakharkar, B. M. (2009). Principles of Hospital Administration and Planning (2nd ed.). New Delhi: Jaypee Brothers Medical Publishers.
3. Francis, C. M., & D'Souza, M. J. (2000). Hospital Administration and Management. New Delhi: Jaypee Brothers Medical Publishers.

REFERENCES:

1. M. A. George, Hospital Supporting Services and Systems, Daya Publishing House 2010.
2. Lewellyn Davis L, R. Macauly HMC, Hospital Planning and Administration.

WEBSITE REFERENCES:

1. <https://www.scribd.com/presentation/571830296/Hospital-Support-and-Utility-Services>
2. <https://ecampusontario.pressbooks.pub/hospitalunitadministration/chapter/hospital-departments/>
3. <https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin>
4. <https://www.slideshare.net/slideshow/44-supportive-servicespptx/255040602>

CO-PO MAPPING:

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	1	1	1	2	1	1
CO2	1	2	1	3	3	3	1
CO3	2	1	1	3	2	3	1
CO4	2	1	1	3	2	3	1
CO5	2	3	1	3	2	3	1

JHA 2004	PUBLIC HEALTH SYSTEMS	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To introduce students to the fundamental concepts of the public health system.
- To provide students with an understanding of the economic theories and policies that influence the health system.
- To analyse the principles and processes of health planning and implementation.
- To familiarize students with epidemiological interventions of public health.
- To analyze emerging trends in public health.

UNIT I - CONCEPT OF PUBLIC HEALTH

(12)

Meaning & definition of Public Health - Approaches of Public Health - Organizations and sectors that are involved in the public health system: Roles and functions - Essential Public health services - Public health system in India - History of public health in India - National health committees since Independence.

UNIT II - THEORIES AND CONCEPTS IN POLICY FORMULATION

(12)

Welfare economics and investments in human capital; Health Economics– Demand of Health and Health services - Economic evaluation of health care - Economics of markets and market intervention - Role and responsibility of Government in the Health Sector - National Health Policy, 2002 (overview) - National Health Policy, 2017 - National Population Policy.

UNIT III – HEALTH PLANNING, IMPLEMENTATION AND CONTROL

(12)

Health Planning - National Health Programmes - Regulation of Health services and research - Measurement of Health / medical needs and services utilization - Resource Allocation: cost benefit analysis – Eco based budgeting - System analysis and operation research in Health Care Programmes - Control mechanisms.

UNIT IV- EPIDEMIOLOGICAL INTERPRETATION

(12)

Concept of disease: Iceberg phenomenon of disease-Mode of Intervention - Infectious Disease Epidemiology (Epidemic, Endemic, Pandemic, Sporadic) - Measurements of Epidemiology (Mortality, Morbidity) - Epidemiological Methods: Observational, Analytical, Experimental (basic knowledge) - Dynamics of disease - Communicable disease - Non communicable diseases.

UNIT V - RECENT TRENDS IN PUBLIC HEALTH SYSTEMS

(12)

Emerging trends in health care - Recent Trends in Public Health - Future trends affecting public health: challenges and opportunities - Changes in health care delivery systems - Information technologies - Changing needs of public health workforce - Growth in health-related partnerships - Population risk factors - Consumerism and healthcare - Social Determinants of Health.

TOTAL : 60 PERIODS

COURSE OUTCOMES:

Students will be able to,

No.	Outcomes	Bloom's Taxonomy Level*
CO1	Identify the key components of the public health system.	K2
CO2	Apply economic theories such as welfare economics and human capital investment to health system analysis.	K3
CO3	Analyse and describe the principles of health planning, including resource allocation and program implementation.	K4
CO4	Explain the concept of epidemiology and its role in public health.	K3
CO5	Critically evaluate emerging trends in public health.	K5

*: REMEMBER – K1, UNDERSTAND – K2, APPLY – K3, ANALYSIS – K4, EVALUATION – K5, CREATE–K6

TEXT BOOKS:

- 1) Park K, Park's Textbook of Preventive and Social Medicine, Banarsidas Bhanot. 26th Edition, 2021.
- 2) Sanjeev Kelkar, India's Public Health Care Delivery: Policies for Universal Health Care, Springer Nature, 1st Edition, 2021.

REFERENCES:

- 1) S.L . Goel, Public Health Policy and Administration, Deep and Deep Publications, 2005.
- 2) Joann G. Elmore & Dorothea Wild & Heidi D. Nelson & David L. Katz, Jekel's Epidemiology, Biostatistics, Preventive Medicine, and Public Health, Elsevier Publication, 5th Edition, 2020.

WEBSITE REFERENCES:

- 1) <https://worldhealth.net/news/8-emerging-trends-in-public-health>
- 2) <https://cdn.who.int/media/docs/default-source/searo/india/publications/health-workforce-in-india-where-to-invest--how-much-and-why.pdf>
- 3) <https://www.nursingawareness.com/message.php?id=143>

CO-PO MAPPING:

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	1	1	2	2	2	2
CO2	1	2	2	2	1	3	2
CO3	2	2	2	3	2	3	2
CO4	2	3	1	2	2	2	2
CO5	1	2	2	3	2	3	3

JHA2005	HOSPITAL AND PHARMACEUTICAL MANAGEMENT	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To understand how environmental factors influence health and emerging trends in healthcare.
- To explore the development of healthcare systems and the role of various healthcare providers in India.
- To gain insight into India's healthcare delivery structure and key national health policies, schemes, and insurance programs.
- To understand the basics of pharmacy, drug development, regulations, and career opportunities.
- To learn about different drug forms and how medicines are safely packed and stored.

UNIT -I INTRODUCTION

(12)

Physical Environment – Water requirements, Pollution, Purification; Air, Sound, Ventilation – Pollution and control; Biological environment; Social and cultural and economic environmental factors; Political and Legal factors affecting health; Technological factors and natural factors in health care. Emerging Approaches In Healthcare And Recent Trends

UNIT -II EVOLUTION OF HEALTH CARE SYSTEMS

(12)

Functioning of modern hospitals & changing need of patients, Changing concepts of health and disease; Public health; Health Committees in India; Primary Health Care approach – Principles and elements; .Public& private sectors in health; Indigenous systems of medicine (AYUSH); Voluntary organizations.

UNIT-III NATIONAL HEALTHCARE POLICY

(12)

Healthcare delivery system in India, primary, secondary and tertiary levels of healthcare, Healthcare delivery system in India, primary, secondary and tertiary levels of healthcare. Types of policies: Population Policy; Drug Policy; Blood Policy; Medical education Policy; Public Health Acts; health insurance; Community health insurance schemes; ESI Scheme; CGHS; Defence and Railways health programmes.

UNIT- IV PHARMACY

(12)

History of profession of Pharmacy in India in relation to pharmacy education, industry and organization, Pharmacy as a career Pharmacy Pharmacopeias, Pharmacodynamics, Economics of new drug development; Medical devices; Pharmacy legislations and regulations; IND; New drug promotion and launching; Nutraceuticals.

UNIT –V DRUG FORMULATION AND PACKAGING

(12)

Drug formulations – Powders, tablets, syrups, elixirs, suspensions, capsules, topical preparations; Materials used for packaging of pharmaceutical products, factors influencing choice of containers, legal and official requirements for containers, stability aspects of packaging materials, quality control tests.

TOTAL: 60 Periods

COURSE OUTCOMES:

Students will be able to,

No.	Outcomes	Bloom's Taxonomy Level*
CO1	Recall how environmental, social, and legal factors affect health and emerging healthcare trends.	K1
CO2	Explain the evolution of healthcare systems and the role of different healthcare providers.	K2
CO3	Analyze India's healthcare delivery system and key health policies and insurance schemes.	K4
CO4	Understand the basics of pharmacy, drug development, regulations, and medical devices.	K2
CO5	Apply knowledge of drug formulations and packaging standards in pharmaceutical practice.	K3

*: REMEMBER – K1, UNDERSTAND – K2, APPLY – K3, ANALYSIS – K4, VALUATION – K5, CREATE–K6

TEXTBOOKS:

- 1) 'Kieran Walshe and Judith Smith' Healthcare Management McGraw-Hill Education 2006
- 2) Joshi.S.K(2010).Law and practice of Medicine. Jaypee Brothers Medical publications.
- 3) LizHaggard, Sarah Hosking, Healing the Hospital Environment: Design, Maintenance, and Management of Healthcare Premises

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- 1) S.L.GOEL, Healthcare Management and Administration, Deep & Deep publications Pvt. Ltd., New Delhi.
- 2) Lachman L, Liberman H.A and Kanig J.L., "Theory and Practice of Industrial Pharmacy", Lea and Febiger.

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- <https://www.who.int/health-topics/health-systems>
- <https://www.india.gov.in/national-health-policy-2017>
- <https://www.pharmacareerinsider.com/history-of-the-pharmacy-profession-in-india-with-a-focus-on-pharmacy-education/>
- <https://drugstocker.com/pharmaceutical-packaging-processes-types-materials-and-functions/>

CO PO MAPPING

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2			3	1	1	
CO2	1			3	2		
CO3	3	2	2				2
CO4	2		1		3		2
CO5		1	3		2	3	3

JHA2006	TOTAL QUALITY MANAGEMENT AND HOSPITAL ACCREDITATION	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES

- To explain the concepts of Quality Management, growth and its significance in healthcare organization.
- To demonstrate the principles of TQM from people and implication perspective.
- To illustrate the tools and techniques of TQM and its practices in Indian Hospitals.
- To explain the process concepts of TQM and its implications in hospital administration.
- To gain insight in hospital accreditation process and authorities in India and abroad.

UNIT I INTRODUCTION TO QUALITY MANAGEMENT (12)

1. Quality concepts - Dimensions - Origin & growth of Quality Management - Quality Gurus - TQM Framework - Importance and Significance of TQM for Hospitals - Prerequisites of Quality Management in Hospitals - Quality Statements, Customer Focus, Customer Orientation, Customer satisfaction, Customer Complaints, Customer Retention, Costs of Quality.

UNIT II TQM PRINCIPLES (12)

Leadership, Strategic Quality Planning - Employee Involvement, Motivation, Empowerment, Team and Teamwork, Quality Circles Recognition and Reward, Performance Appraisal, Continuous Process Improvement, PDCA Cycle, 5S, Kaizen, Supplier Partnership, Partnering, Supplier Selection, Supplier Rating.

UNIT III TQM TOOLS & TECHNIQUES (12)

Seven QC Tools – Stratification, Check Sheets, Control Chart, Histogram, Pareto Chart, Cause-and-effect diagram & Scatter diagram - Quality function deployment (QFD) - voice of consumer - FMEA - reliability - design process. New Management and planning tools - Poka yoke.

UNIT IV TQM AND PROCESS (12)

Process management - Business process re-engineering - principles, applications & process. Statistical process control - process capability - Quality management system - Continuous Process Improvements – Benchmarking, Lean and Six- Sigma.

UNIT V HOSPITAL ACCREDITATION (12)

Concept of Hospital Accreditation - ISO 2000 & 14000 - NABL, NABH, JCI & JCAHO - . Accreditation Scenario in India and abroad - Organization and authorities for accreditation in India - Accreditation process.

TOTAL : 60 PERIODS

COURSE OUTCOMES

At the end of the course students will be able to:

COs	Outcomes	Bloom's Taxonomy Level*
CO1	Demonstrate the significance of quality concepts in healthcare organization.	K2
CO2	Analysis the process for effective communication to total quality management team work including Employee involvement in healthcare key result areas.	K4
CO3	Apply TQM tools and techniques to facilitate the continuous process improvement	K3
CO4	Apply process control to facilitate the continuous process improvement in hospitals.	K3
CO5	Understand the concept of Hospital Accreditation including India and abroad Organizations for accreditation process in systematically.	K2

TEXTBOOK

1. Dale H. Besterfield, Carol Besterfield-Michna, Glen H. Besterfield and Mary Besterfield-Sacre, 2003. Total Quality Management, Pearson Education, New Delhi.
2. Principles of Hospital Administration and Planning, by B.M. Sakharkar published by : Jaypee Brothers, Medical Publishers (P) Ltd., New Delhi, 2010

REFERENCE BOOKS

- 1) John S. Oakland, 2003. Total Quality Management text with cases, Butterworth Heinmann, Oxford/New Delhi
- 2) Sridhar Bhat, Total Quality Management, Himalaya House pub., Mumbai, 2002
- 3) Sundara Raju S.M., Total Quality Management: A Primer, Tata McGraw Hill
- 4) Sakharkar, B. M., & Jaypee Brothers (Jaypee digital). (2009). Principles of Hospital Administration & Planning. (Jaypee Books.) Jaypee Brothers Medical Publisher (P) Ltd.

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- 1) https://onlinecourses.nptel.ac.in/noc20_mg34/preview
- 2) <https://www.aiqmindia.com/online-certified-tqm-manager.php>
- 3) <https://www.tandfonline.com/toc/ctqm20/current>

CO-PO MAPPING

	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	3	2	2	1	1	2
CO2	2	2	3	3	2	2	3
CO3	2	2	3	3	1	2	3
CO4	3	3	2	2	2	1	2
CO5	2	1	3	3	2	2	3

JHA2007	SUPPLYCHAIN MANAGEMENT IN HOSPITALS	L	T	P	C
		4	0	0	4

COURSEOBJECTIVES

- To explain the concept and evolution of SCM and Supply chain planning framework for the healthcare organizations.
- To demonstrate the dynamics of supply chain management, demand fluctuation in health care sector.
- To make familiarize concepts of supply chain coordination and integration its technological impact.
- To illustrate the inventory control techniques and its best practices in supply chain
- To explain the ethics aspect and recent trends in supply chain management.

UNIT I INTRODUCTION TO SCM IN HEALTH CARE (12)

Definition, scope and significance of SCM in hospitals - Key issues of SCM, Competitive strategy vis-à-vis supply chain strategy, Achieving strategic fit- Supply chain planning framework -Traditional SCM vs. Healthcare SCM - Challenges and Opportunities in SCM.

UNIT II SUPPLY CHAIN DYNAMICS (12)

Supply chain dynamics, managing demand fluctuation, risk and uncertainty in a supply chain. Quick response/Efficient customer response (ECR) strategy, Global score card. Bullwhip effect - causes and consequences, Bullwhip effect quantification, Impact of centralized information on bullwhip effect, mitigating strategies

UNIT III SUPPLY CHAIN COORDINATION AND INTEGRATION (12)

Supply chain coordination - need for coordination in hospital -types and mechanism in supply chain coordination - Collaborative Planning, Forecasting, and Replenishment (CPFR) - Vertical and horizontal integration in healthcare SCM.

UNIT IV SUPPLY CHAIN AND LOGISTICS (12)

Selective Inventory Control in health care, Role of logistics and transportation in a health care supply chain, Modes of logistics, transportation and their performance characteristics, Trade-offs in transportation, Reverse logistics, Best practices in supply chain and logistics in health care.

UNIT V RECENT TRENDS IN SUPPLY CHAIN (12)

Supply chain data analytics, Data based Supply chain performance analysis and benchmarking- Managing sustainability and ethics in Supply Chain Management. Recent trends in Supply chain management.

TOTAL : 60 PERIODS

COURSE OUTCOME(COS):

At the end of the course students will be able to

COs	OUTCOMES	Blooms Taxonomy Levels
CO 1	Describe the fundamental framework and scope of supply chain management for the healthcare organizations.	K2
CO 2	Effectively plan demand, manage inventory, and coordinate supply to optimize the overall supply chain network.	K2
CO 3	Evaluate the causes and consequences in demand fluctuations and take appropriate decisions.	K3
CO 4	Develop the effective inventory control in health care supply chain including the maintenance of the stock records.	K3
CO 5	Analysis the impact of recent trend technology with ethical standards for sustainable supply chain process and performance.	K3

TEXT BOOK:

1. Chopra, S. and Meindl, P, 'Supply Chain Management: Strategy, Planning and Operation', 2015, 6th edition, Pearson Education.
2. David Simchi-Levi, Philip Kaminsky, Edith Simichi-Levi and Ravi Shankar 2008. Designing and Managing the Supply Chain. Concepts, Strategies and Case Studies, McGraw-Hill, New Delhi, 2008.

REFERENCE BOOKS:

- 1) Janat Shah, 2017. Supply Chain Management-Text and Cases, Pearson Education, Noida 201309.
- 2) Cachon, G. and Terwiesch, 'Matching supply with demand', 2013, Tata McGraw Hill, New Delhi.
- 3) Rangaraj, N., Raghuram, G. and Srinivasan, M.M., 'Supply Chain Management for Competitive Advantage: Cases and Concepts', Tata McGraw Hill, New Delhi, 2009.
- 4) Sharma, Sunil, 'Supply Chain Management: Concepts, Practices and Implementation', Oxford University Press, New Delhi, 2010.
- 5) Webster, S. 'Principles & tools for Supply Chain Management', 2008, McGraw Hill.

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<https://www.scribd.com/document/117354253/NPTEL-Lecture-series>
https://www.youtube.com/watch?v=GFLpWVKLv_8.
<https://www.scirp.org/journal/paperinformation?paperid=117085>.
<https://www.mdpi.com/2071-1050/11/21/5949>

CO - PO MAPPING:

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	1	2	3	2	3
CO2	3	3	2	3	1	2	1
CO3	2	2	1	2	2	3	2
CO4	2	3	2	3	3	2	3
CO5	3	2	2	2	1	2	1

JHA 2008	HOSPITALS AND DISASTER MANAGEMENT	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To introduce various types of hazards present in hospitals.
- To explain the causes and nature of fire hazards in hospitals.
- To study the biological effects of radiation and safety concerns in diagnostic imaging.
- To explain the disaster cycle and classify types of disasters.
- To understand the importance and strategies of preparedness in disaster scenarios.

UNIT I HAZARDS AND HOSPITALS

(12)

Meaning and types of hazards (physical, biological, mechanical and psychological) and their impact on employees; Preventive measures; Hospital Hazards Management - meaning, need, principles and purpose; Universal precautions for health care workers; Hospital Emergency Management Systems, Green Hospitals.

UNIT II FIRE HAZARDS

(12)

Fire Hazard Triangle; Causes of Hospital Fires; Fire Protection –Structure Planning and Design Consideration; Central Air - conditioning Facilities; Electric installation; Water supply- firepoints and Escape routes; Fuel Store; Manual Call Points; Means of Escape; Risk evaluation

UNIT III RADIATION HAZARDS

(12)

Biological effects of radiation hazards; Diagnostic Imaging Radiation protection and safety; Radiation safety monitoring; Principles in the layout of a diagnostic X-ray room; Video imaging modalities, contrast media, laser imaging; Magnetic Resonance Imaging –Planning constraints, preventive measures against magnetic field hazards; Nuclear Medicine Department; Radiation Protection Facility; Radioactive Waste

UNIT IV DISASTER MANAGEMENT

(12)

Objective, basic concepts, disaster cycle; Classification of disasters; Disaster Process – Spectrum of disaster Management; Disaster management in India–national level, state Level; Principles of disaster Planning; Disaster and health problems; Organization of Medical Relief; Principles of Mass Casualty Management; Disaster Administration; Disaster Manual; Disaster Training and Drill; Logistics and Supply Chain. Case studies.

UNIT V DISASTER PREPAREDNESS

(12)

Aim, objectives and measures; Medical preparedness: Communication systems; Models. Phases and Use of Technology; Disaster Plan-objectives, need, purpose, planning and implementation. Hospital Incident Response System; Pre-Hospital and Hospital Components; Continuity of Essential Services; Triage; Surge Capacity for Medical Response; Post-disaster Recovery; Practical Arrangements.

Total: 60 Hours

COURSE OUTCOMES:

No.	COURSE OUTCOMES	Bloom's taxonomy level*
CO1	Gain insights on the concepts and importance of hospital hazards.	K2
CO2	Evaluate the role of design, electrical systems, and air conditioning in fire prevention	K2
CO3	Understand various imaging modalities and their specific safety measures.	K2
CO4	To explore organizational and administrative strategies for disaster management	K3
CO5	Explore models and phases of medical readiness using technology	K3

*REMEMBER–K1, UNDERSTAND–K2, APPLY–K3, ANALYSIS–K4, EVALUATION–K5, CREATE – K6

TEXT BOOKS:

1. Ray, Suresh. (2010). Nurses role in disaster management. CBS publishers.
2. Mondal, D., Basu, D. (2020). Disaster Management: Concepts and Approaches. India: CBS Publishers & Distributors.

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1. G, J. S. (2012). Disaster Management for Healthcare Professionals. India: Jaypee Brothers Medical Publishers Pvt. Limited.
2. Arora, P. (2013). Disaster Management: Medical Preparedness, Response and Homeland Security. United Kingdom: CAB International.
3. National Disaster Management Guidelines: Landslides and snow avalanches. (2007). India: National Disaster Management Authority, Government of India.

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2. <https://pmc.ncbi.nlm.nih.gov/articles/PMC10771935/>
3. <https://pmc.ncbi.nlm.nih.gov/articles/PMC8352360/>
4. <https://www.eird.org/isdr-biblio/PDF/Establishing%20a%20mass%20casualty.pdf>

CO-PO MAPPING:

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	1	1	1	2	1	1
CO2	1	1	1	3	2	3	1
CO3	1	1	1	3	2	3	1
CO4	1	1	1	3	2	3	1
CO5	1	2	1	3	2	3	1

JHA2009	HOSPITAL WASTE MANAGEMENT	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To understand the types, sources, and health hazards of hospital waste.
- To learn methods to prevent and control hospital acquired infections.
- To gain an understanding about the segregation of biomedical waste.
- To explain the proper techniques for managing waste, including its collection, storage, transportation, and treatment.
- To gain insights on safety and protective measures followed in hospital waste management.

UNIT -I HOSPITAL WASTE (12)

Definition and scope of biomedical/hospital waste, Sources, Categories and Routes of hospital waste, Hazards associated with poor waste management, Associated Diseases, Control of Hazards, Need, Objective and importance of Bio Medical Waste Management Programme in Health Care Facilities; Steps in Management of BMW.

UNIT -II CONTROL OF HOSPITAL ACQUIRED INFECTION (12)

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.

UNIT-III SEGREGATION OF HOSPITAL WASTE (12)

Categories of biomedical waste: Infectious, sharps, pathological, chemical, etc., Color coding and labelling system, Types of bins and containers used. Human Waste and Sewage Disposal: Diseases carried from excreta; Methods of Excreta disposal; Sewage wastes: Meaning, composition; Aims of Sewage disposal; Drawbacks of improper disposal of wastes

UNIT- IV MANAGEMENT OF HOSPITAL WASTE (12)

Collection, Packaging, Storage and Transportation; Treatment and Disposal of biomedical waste products: Incineration, autoclaving, deep burial, microwaving, Treatment of Radioactive, sharps and liquid waste; Role of Common Biomedical Waste Treatment Facilities (CBWTFs)

UNIT -V SAFETY AND PROTECTIVE MEASURE (12)

Biomedical Waste Management Rules Responsibilities of hospital staff, waste handlers, and management; Principles of Safe Handling; Personal Protective Devices and other Protective Measures; Occupational Safety; Training and immunization of Doctors, Nurses, Nodal Officers and Waste Management Analyzers. Waste minimization techniques

TOTAL: 60 HOURS

COURSE OUTCOMES:

No.	Outcomes	Bloom's taxonomy levels
CO1	Explain the various sources of waste in health care facilities.	K2
CO2	Classify hospital-acquired infections and select appropriate methods to prevent and control their spread.	K4
CO3	Examine different biomedical waste management procedures, including how waste is separated, colour-coded, and labelled.	K4
CO4	Apply safe practices for collection, transportation, and treatment of biomedical waste.	K3
CO5	Analyse the legal, safety, and procedural responsibilities of healthcare staff, and implement protective measures and waste minimization strategies.	K4

TEXTBOOKS:

1. Madhuri Sharma, Hospital waste management and its monitoring, -Jaypees. Publications, 2nd Edition, 2017.

REFERENCES:

1. Srishti., (2000). 5 th survey of medical waste disposal practices in health care units of Delhi. New Delhi.
2. Singh, Anant. Preet & Kaur. Sukhjot.(2012). Bio-medical waste disposal. Jaypee Brothers Medical Publishers.
3. Shishir Basarkar, Hospital Waste Management: A Guide for Self-Assessment and Review by Jaypees. Publications, 2nd Edition, 2021
4. Kumar, P., Reddy, K. V. K., & Mishra, S. (n.d.). Bio-medical waste management manual. All India Institute of Medical Sciences, New Delhi

WEBSITES REFERENCES:

1. [Infection Control and Biomedical waste management | Most Important class for NORCET](#)
2. [Infection Control Practices to reduce healthcare associated infections](#)
3. [Bio-medical waste and its segregation | Energy](#)
4. [Guidelines for Management of Healthcare Waste Waste Management Rules, 2016 by Health Care Facilities](#)
5. [Essential Guide to Medical Waste Management \(16 Minutes\)](#)

CO PO MAPPING

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1			3		2	
CO2		3	2	2		3	
CO3	3			3		2	
CO4	3	3		2	2	3	
CO5	2		3	3	2	2	

JHA2010	HEALTH CARE BUSINESS ENVIRONMENT	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To familiarise with the healthcare environment
- To understand the concepts of management with relevance to hospitals
- To develop managerial insight of healthcare policies into the changing healthcare market
- To understand the impact of global health issues on business strategy
- To build strategic thinking skills for managing healthcare organizations in a dynamic environment

UNIT I – HEALTHCARE SYSTEMS IN INDIA (12)

Types of Healthcare Services – Health Services pyramid Issues in Healthcare Delivery – Patterns of old Healthcare and New Healthcare – Factors Influencing Change in Healthcare Delivery System – Future trends of Indian Health Care system

UNIT II - A CONCEPTUAL APPROACH TO UNDERSTANDING THE HEALTH CARE SYSTEMS (12)

Evolution – Institutional Setting - Outpatient services – Medical Services – Surgical Services – Operating department – Paediatric services – Dental services – Psychiatric services – Casualty & Emergency services – Hospital Laboratory services – Anaesthesia services – Obstetrics and Gynaecology services – Neuro – Surgery service – Neurology services.

UNIT III OVERVIEW OF HEALTH CARE SECTOR IN INDIA (12)

Primary care – Secondary care – Tertiary care – Rural Medical care – urban medical care – curative care – Preventive care – General & special Hospitals-Understanding the Hospital Management – Role of Medical, Nursing Staff, Paramedical and Supporting Staff - Health Policy - Population Policy - Drug Policy – Medical Education Policy

UNIT IV HEALTH CARE REGULATION (12)

WHO, International Health regulations, IMA, MCI, State Medical Council Bodies, Health universities and Teaching Hospitals and other Health care Delivery Systems

UNIT V EPIDEMIOLOGY AND EMERGING APPROACHES IN HEALTH CARE AND RECENT TRENDS (12)

Aims – Principles – Descriptive, Analytical and Experimental Epidemiology - Methods – Uses Related Ethical and Legal issue – contracting in Health care – Effective Media communication – Robotic surgery – Telemedicine – Medical Tourism

TOTAL :60 Hours

TEXTBOOKS:

1. BM Sakharkar, Principles of Hospital Administration and Planning –Jaypee brothers' publications.
2. Walshe Healthcare Management, McGraw Hill Edition.
3. Arun Kumar, (ed) Encyclopaedia of Hospital Administration and Development, Anmol publications, New Delhi, 2000.
4. Text Book of Preventive and Social Medicines - K. Park, M/s Banarasidas Bhanot.

REFERENCES

1. Rowland HS, Rowland BL: Hospital Administration Handbook, Aspen System Corporation: Rockville, 1984.
2. Timmreck Thomas C: An Introduction to Epidemiology, Third Edition 2002
3. Medical records manual: A guide for Developing countries WHO regional office, stylus Publication.
4. Mogli GD: Medical Records, Organization and Management, Jaypee Brothers Medical Publishers (P) Ltd., New Delhi, 2001.
5. Tabish, S. A. (2001). Hospital and health services administration: Principles and practice. New Delhi: Oxford University Press.

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2. <https://www.who.int/health-topics/health-systems>
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4. <https://journals.sagepub.com/home/hsma>
5. <https://www.ispor.org/heor-resources>
6. <https://www.ahrq.gov/prevention/resources/rice/index.html>

CO PO MAPPING

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	3	2	2	2	-	2
CO2	-	3	2	-	2	2	-
CO3	-	3	3	3	3	3	2
CO4	-	3	2	3	3	2	2
CO5	2	2	-	2	-	2	-

JHA 2011	MEDICAL TOURISM	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To understand the history and evolution of medical tourism.
- To understand the industrial aspects of medical tourism.
- To know the components of medical tourism products.
- To explore the ethical, legal and economic issues associated with medical tourism.
- To evaluate the future prospects of medical tourism.

UNIT I INTRODUCTION (12)

Global Health Care, Medical Tourism – Meaning, Definition, Services, History and Growth, Nature and Scope of Medical Tourism, Classification and Components of Medical Tourism. Wellness Tourism, Difference between Wellness Touri and Medical Tourism.

UNIT II MEDICAL TOURISM INDUSTRY (12)

Medical Tourism Business- Global Medical Tourism Scenario, Medical Tourism Markets at Global Level, Stakeholders, Countries Promoting Medical Tourism. Benefits of Medical Tourism, Factors Responsible for the Growth of Medical Tourism- Structure of the Industry and Services- History of Health Tourism Industry in India - SWOT Analysis.

UNIT III PRODUCTS OF MEDICAL TOURISM (12)

Types of Medical Tourism - Types of Treatment In Medical Tourism: Outbound, Inbound, Intrabound Health Tourism Services, Medical Tourism Products – Factors And Steps For Designing Product Or Tour Package – Pre-Tour Arrangements – Tour Operators- Post Tour Management - Claiming Health Insurance, Medical Tourism Facilitators, International Patient Services, Challenges In Medical Tourism

UNIT IV LEGAL ASPECTS OF MEDICAL TOURISM (12)

Legal Aspects: Certification and accreditation in Medical tourism – Ethical, Legal Economic and environmental issues in medical tourism, Risks, Approvals and formalities- Destination guidelines- Planning - Safety, Quality and Accreditation Issues, Case management Considerations, Travel and Transportation, Health insurance- Financing Medical treatment-Cost containment, Legal rights affecting Medical Tourists, Medical Malpractice Issues- An Introduction to National Accreditation Board for Hospitals & Healthcare (NABH) and Joint Commission International (JCI).

UNIT V PROMOTIONS AND PUBLIC RELATIONS (12)

Recent Trends in Medical Tourism- Future Prospects of Medical Tourism- Role of Governemnt in Medical tourism- Government Support- Medical Tourism and Promotional Strategies: Branding – Digital Marketing - Promotion strategies adopted by various Hospitals- Public relations – Case Studies.

Total: 60 Hours

COURSE OUTCOMES:

No.	Outcomes	Bloom's taxonomy level*
CO1	Explain how medical tourism fits into the broader global healthcare framework	K2
CO2	Identify key global markets, stakeholders and the roles they play in shaping the medical tourism industry.	K2
CO3	Describe the responsibilities of medical tourism facilitators and tour operators,	K2
CO4	Identify the legal frameworks that govern patient rights, medical liability, and dispute resolution in medical tourism	K3
CO5	Compare promotional strategies adopted by leading hospitals and healthcare groups through real-world case studies	K3

*REMEMBER–K1,UNDERSTAND–K2,APPLY–K3,ANALYSIS–K4,EVALUATION–K5, CREATE – K6

TEXT BOOKS:

1. Maria K.Todd, 'Medical Tourism Business Development',5th edition, Kindle books,2017
2. Global Perspectives on the Opportunities and Future Directions of Health Tourism. (2023). United States: IGI Global.
3. www.ibef.org-'Health tourism :Destination India' India brand equity foundation
4. John Breese 'The definitive guide to Medical Tourism 'Prong media,2010

REFERENCE BOOKS:

1. Connell, J. (2011). Medical Tourism. United Kingdom: CABI.
2. Milica Z. Bookman, Karla R. Bookman 'Medical tourism in developing countries'Paperback,2007.
3. Edward kelly, 'Medical Tourism'-WHO-2013

WEBSITE:

- 1) <https://www.ibef.org/industry/healthcare-india>
- 2) <https://tourism.gov.in/sites/default/files/2022-05/National%20Strategy%20and%20Roadmap%20for%20Medical%20and%20Wellness%20Tourism.pdf>
- 3) [Navigating Legal and Ethical Concerns in Medical Tourism | Medical Tourism Magazine | Medical Travel | Health Tourism](#)
- 4) [Scope of Medical Tourism in India & The Legal Scenario | International Journal of Law Management & Humanities](#)

CO-PO MAPPING:

CO\PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	1	1	1	2	1	1
CO2	1	1	1	3	2	3	1
CO3	1	1	1	3	2	3	1
CO4	1	1	1	3	2	3	1
CO5	1	2	1	3	2	3	1

JHA2012	PATIENT AND HEALTHCARE MANAGEMENT	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To explain the fundamental concepts of patient rights.
- To identify standardized assessment criteria used for evaluating patient conditions, needs, and treatment priorities.
- To analyse the role of healthcare reforms, regulations, and policies.
- To identify common risks associated with healthcare technologies, such as electronic health records (EHRs), medical devices, and telemedicine platforms.
- To examine the importance of patient-centered care.

UNIT I INTRODUCTION (12)

Introduction: Patient Rights – Patient Behavior – Models - Patient Motivation – Patient Perception – Attitudes – Attitude Change – Personality, Patient Involvement and Decision Making, Reference Group Influence – Opinion Leadership – Family Decision Making.

UNIT II HEALTH POLICIES AND PROCEDURES (12)

Policies and Procedures of the Hospitals for patients and personnel: Service Buying Behaviour – Psychographics – Lifestyles – Information Search Process – Evaluating Criteria

UNIT III PATIENT CARE PROCESS (12)

Patient Care: Introduction, Importance of improving the quality care of patients, role of natural and human resources in patient care management, patient counselling: for surgical procedures, for treatment, grief counselling; protocols, Medicare standards, Role of Medical Superintendent, Hospital Administrator, Resident Medical Officer, Night Duty Executive; Public and guest relation; importance in patient care.

UNIT IV INTRODUCTION OF HEALTHCARE TECHNOLOGY (12)

Introduction; Problems and constraints associated with healthcare Technology; Present trend in Healthcare Technology; Hospitals and Technology; Dealing with Technological Problems

UNIT V APPLICATION OF HEALTH CARE TECHNOLOGY (12)

Healthcare Technology in developing countries; Planning and adopting appropriate Technology in healthcare; Mechanism to ensure appropriate use of healthcare Technologies; Developing sources of information on hospital technology-Evaluation -Application of technology: In diagnostic Service areas (Radiology, Lab Services etc), In clinical Services areas (Nephrology, Urology, Cardiology etc), In therapeutic services, and In patient support areas.

TOTAL: 60 PERIODS

COURSE OUTCOMES (CO):

No.	Outcomes	Bloom's Taxonomy Level*
CO1	To make the students to become familiar with concepts of patient rights	K3
CO2	To evaluate patient condotions.	K3
CO3	To analyze the impact of healthcare reforms on healthcare systems and patient care.	K4
CO4	To get skilled in various risks associated with healthcare technologies.	K4
CO5	To study the importance of patient-centered care	K4

*: REMEMBER – K1, UNDERSTAND – K2, APPLY – K3, ANALYSIS – K4, EVALUATION – K5, CREATE – K6

TEXTBOOK:

- 1)"Health Care Management: Organization Design and Behavior" by Stephen M. Shortell & Arnold D. Kaluzny.
- 2)"Patient Safety and Healthcare Management" by James T. Reason
- 3)"The Healthcare Manager's Guide to Business, Finance, and Leadership" by Charles R. McConnell.
- 4)"Managing Health Services Organizations and Systems" by Beaufort B. Longest, Kurt Darr, and James L. Alexander.
- 5)"Introduction to Health Care Management" by Sharon B. Buchbinder and Nancy H. Shanks.

REFERENCES:

- 1)Srinivasan, A.V. (ed), Managing a Modern Hospitals, Response Books, New Delhi, 2000.
- 2)Wiley Blackwell, Improving Patient care BMJI Books.

WEBSITE REFERENCES:

- 1) <https://www.verywellhealth.com/>
- 2) <https://www.v-comply.com/blog/policy-on-policies-hospital-procedures>
- 3) <https://www.digicast-technologies.com/>
- 4) <https://kissflow.com/>

CO - PO MAPPINGS:

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	1	2	2	1	1	1	2
CO2	2	3	3	1	1	1	3
CO3	2	3	2	1	1	1	2
CO4	1	2	2	1	1	1	2
CO5	1	2	2	1	1	1	2

JHA2013	HEALTH CARE LAWS AND ETHICS	L	T	P	C
		4	0	0	4

COURSE OBJECTIVES:

- To familiarize students with the legal framework involved in establishing a hospital.
- To understand the implications of the Law of Contracts, FEMA, Insurance, and EXIM Policies in hospital management.
- To provide knowledge of key laws relevant to hospital operations and medical practices.
- To develop the ability to interpret and use medical terms in healthcare communication.
- To give an overview of diseases, infection control, and hospital departments.

UNIT –I LAWS RELATING TO HOSPITAL FORMATION (12)

Promotion-Forming society-The Companies Act-Law of Partnership-A Sample Constitution for the Hospital-The Tamil Nadu Clinics Act - Medical Ethics – Licences required for Hospitals.

UNIT –II LAWS RELATING PURCHASES AND FUNDING (12)

Law of contracts-Law of Insurance-Export Import Policy- FEMA-Exemption of Income Tax for Donations-Tax Obligations: Filing Returns and Deductions at Source. Laws pertaining to Health: Central Births and Deaths Registration Act, 1969- Recent amendments - Medical Termination of Pregnancy Act, 1971-Infant Milk Substitutes, Feeding Bottles and Infant Food Act, 1992.

UNIT-III LAWS PERTAINING TO HOSPITALS (12)

Transplantation of Human Organs Act, 1994-Pre-natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994-Medical Negligence
Medico Legal Case - Dying Declaration-MCI Act on medical education. The Biomedical Waste (Management and Handling) Rules-Radiation Safety System.

UNIT- IV MEDICAL TERMINOLOGY (12)

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

UNIT –V ILLNESS AND HOSPITAL SERVICES (12)

Classification and description of diseases-Infection Control- Medical asepsis, Nosocomial infection and communicable diseases, Reservoir, carrier and mode of transmission-Overview of Hospital Services -Intensive care unit - Coronary care Unit - Burns, paraplegic & Malignant disease treatment - Hospital welfare services - Hospital standing services - Indian red cross society - Nursing services- Pharmacy - Medical Stores - Housekeeping - Ward Management - Central sterile supply department-Medical Records - Fatal documents - Medical Registers - Statutory records.

TOTAL: 60 Hours

COURSE OUTCOMES:

No.	Outcomes	Blooms taxonomy levels
CO1	Demonstrate understanding of the Tamil Nadu Clinics Act and medical ethics applicable in healthcare.	K2
CO2	Apply rules for hospital transactions, handle insurance and import/export of medical equipment, and manage taxes and donation records.	K3
CO3	Interpret laws pertaining to hospitals and implement rules for governing them.	K4
CO4	Recognize and apply medical terms, abbreviations, and symbols commonly used in healthcare settings.	K3
CO5	Analyze hospital operations and implement strategies to prevent the spread of infections.	K4

TEXTBOOKS:

- 1) B. M. Sakharkar, *Principles of Hospital Administration and Planning*, Jaypee Brothers Medical Publishers, 2nd Edition, [Year not specified].
- 2) Rimpi Gupta, C. M. Francis, *Medical Ethics as per Revised MCI Curriculum*, Jaypee Brothers Medical Publishers (P) Ltd., 4th Edition, 2020.

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1. Madhuri Sharma, Hospital waste management and its monitoring, -Jaypee Publications, 2nd Edition, 2017.
2. Joydeep Das Gupta, Hospital Administration and Management, Jaypee Brothers, 3rd Edition, 2023
3. Mogli G. D., Medical Records Organization and Management, Jaypee Publications 2/e Edition, 2023
4. Caesar Roy, Health Laws in India, Manakin Press, 1st Edition, 2018.

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1. [Directorate of Medical and Rural Health Services](#)
2. [The Infant Milk Substitutes, Feeding Bottles And Infant Foods \(Regulation Of Production, Supply And Distribution\) Rules, 1993](#)
3. <https://www.imalko.in/downloads/laws.pdf>
4. [Medical Terminology Prefixes for Nursing & Medical Terms](#)
5. [Infectious Diseases Overview, Animation](#)

CO PO MAPPING

CO/ PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2		3		2	2
CO2	3	3		2	1	3	2
CO3	2	2		3	1	2	2
CO4	2	1		1		2	3
CO5	3	3		2	2	3	3

JHA2314	COMPETENCY ENHANCEMENT FOR HOSPITAL MANAGEMENT	L	T	P	C
		0	0	4	2

COURSE OBJECTIVES:

- To understand key hospital operations and patient care management.
- To enhance decision-making, negotiation, and apply quality standards, technology, finance, legal, and HR principles in healthcare.

S.NO.	DETAILS OF EXPERIMENTS	DURATION
Hospital Operations		
1	Planning and Design/ Department Visit	4
2	Front Office Operations	4
Quality Improvement		
3	Patient-centric aspects and organizational aspects of NABH standards	2
4	Infection Control	2
Patient Care Management		
5	Patient Care Observation	4
6	Shadowing of healthcare professionals	4
Technology and Information Systems		
7	Electronic Health Records (EHR)	2
Finance and Economics		
8	Healthcare Reimbursement/ insurance- Case Study	2
Legal and Ethical Considerations		
9	Healthcare Law Medical Ethics - Case Study	2
Human Resource Management		
10	Recruitment, Selection and Employee retention - SIMULATION	4

TOTAL: 30 PERIODS

COURSE OUTCOMES:

Students will be able to,

- Co-ordinate hospital functions and improve patient care using quality standards and technology.
- Analyze healthcare finance, legal issues, and implement effective HR strategies.

REFERENCES

1. Wallace J. Hopp, William S. Lovejoy, 2012, "Hospital Operations: Principles of High Efficiency Health Care", 1st edition, Pearson FT Press, Michigan.
2. Gupta Joydeep Das, 2018, "Hospital Administration and Management: A Comprehensive Guide" 2nd edition, Jaypee publication, New Delhi.

WEBSITE REFERENCE:

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- https://qps.nhsrindia.org/sites/default/files/2022-04/Operational-Guidelines-for-Improving_Quality_Public_Health_Facilities_2021.pdf
- <https://nabh.co/wp-content/uploads/2024/01/Draft-NABH-Accreditation-standards-for-Hospitals-6th-Edition.pdf>

MAPPING OF CO's-PO's

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	2	2	2	2	3	2	1
CO2	2	3	1	3	1	2	2