

VIDYASAGAR UNIVERSITY



Post Graduate Syllabus
in
MASTER IN HOSPITAL ADMINISTRATION
(M.H.A.)
[w.e.f.: 2019-2020]

MISSION

This course will provide opportunity of acquiring in-depth knowledge of Management of Hospital and Healthcare institutions to the individuals working in Hospitals and other Healthcare organisations, and those seeking career in healthcare field so to provide them with greater career opportunities. In view of acute scarcity of trained professional managers and administrators to manage medical and health services efficiently and effectively, create a pool of trained manpower that will enable the country to meet the challenges of providing quality healthcare to the people of India at cost affordable to the people and the country.

OBJECTIVES OF THE COURSE

Impart the theoretical and practical knowledge to the students in the field of managing the Medical and Health services.

1. Provide social, economic, cultural, political, policy, legal, ethical perspective of health and health services within India and at international level.
2. Provide theoretical base of Management of health organisations.
3. Provide knowledge about planning and organising hospital and healthcare organisations/ services/ activities.
4. Provide adequate knowledge of various functions concerned with the management of various aspects of the organisation like human, financial, commercial, strategy, marketing, quality, materials & equipments, information, etc.

ELIGIBILITY FOR ADMISSION

1. Candidates should have a Bachelor's degree in MBBS/ BDS/ BAMS/ BHMS/ BNYS/ BPT from any recognised university.
2. B. Sc Nursing (Basic or Post Basic)/ B. Pharm /B. Sc in Allied Health Sciences/Bachelor degree in Arts/ Commerce/Science/Law from a recognised university.

JOB PROSPECT

1. People with an advanced degree in health administration will get opportunity to work in medical and health service management. These professionals plan, direct, and coordinate medical and health care services.
2. The study of Master in Hospital Administration (MHA) helps the candidate to identify the changing technological need of the Company/ hospitals and to act in pace with the same.
3. The course helps to find opportunities with public health departments, nursing homes, etc apart from hospitals.
4. By gaining experience in the role of hospital manager, one can move into the role of a chief executive officer or head of the department of the organizations.
5. Employers include tourist boards, tour operators and travel agents, tourist information centres and any business associated with a tourist attraction.
6. After passing the course they can also find job openings in health agencies, laboratories and other health and allied services.

PROGRAMME OUTCOME: - The programme outcome of Master in Hospital Administration are practically unlimited. A student can choose a certain sub-field, such as finance, human resources, patient care, information systems or supply chain management, or aim for a top job as a health administrator, clinical research manager, nursing home administrators, clinical manager, health information managers. You have a lot of workplaces to choose from: Health care managers work for hospitals, pharmaceutical companies, nursing homes, universities, federal agencies, insurers and private medical practices. To take advantage of as many career paths as possible, consider your educational level. A bachelor's degree in health-care administration qualifies you for entry-level work, including marketing assistant or accounts-receivable supervisor, master's for mid-level jobs such as department manager, marketing director or contract negotiator, and a doctoral degree or professional certificate to run a big hospital or clinic. Hospital administration systems allows us the ability to optimize and digitize all the processes within the institution, which will help to improve customer service, reduce process costs, streamline the search of medical records, bills, patients, doctors, etc.

**SYLLABUS
FOR
MASTER IN HOSPITAL ADMINISTRATION (M.H.A.)
FIRST SEMESTER**

SL. NO	PAPER CODE	COURSE TITLE	CONDUCT HOURS PER WEEK				MARKS		
			L	T	P	CREDITS	Int Asst.	End Sem	Total
THEORY			L	T	P	CREDITS	Int Asst.	End Sem	Total
1.	MHA-101	Basic Concepts of Health	2	1		2	10	40	50
2.	MHA-102	English Language and Communication	2	1		2	10	40	50
3.	MHA-103	Hospital and Health System	2	1		2	10	40	50
4.	MHA -104	Principles of Management & Organization Behaviour	2	1		2	10	40	50
5.	MHA -105	Epidemiology and Health Care in its Changing Scenario	2	1		2	10	40	50
6.	MHA -106	Marketing Management	2	1		2	10	40	50
7.	MHA -107	Management Accounting	2	1		2	10	40	50
Total Theory						14	350		

PRACTICAL									
8.	MHA -191	Language Lab-I			4	4		100	100
9.	MHA -192	Exposure of Students at Different Health Care Institution			4	4		100	100
Total Practical						8	200		
Total of Semester						22	550		

SECOND SEMESTER

SL. NO	PAPER CODE	COURSE TITLE	CONDUCT HOURS PER WEEK				MARKS		
			L	T	P	CREDITS	Int Asst.	End Sem	Total
THEORY									
1.	MHA-201	Support and Utility Services	2	1		2	10	40	50
2.	MHA-202	Human Resource Management	2	1		2	10	40	50
3.	MHA-203	Materials Management	2	1		2	10	40	50
4.	MHA -204	Quality Management in Hospital	2	1		2	10	40	50
5.	MHA -205	Hospital & Pharmaceutical Management	2	1		2	10	40	50
6.	MHA -206	Medical Record Science	2	1		2	10	40	50
7.	MHA -207	Quantitative Methods of Management	2	1		2	10	40	50
Total Theory						14	350		
PRACTICAL									
8.	MHA -291	Language Lab-II			4	4		100	100

9.	MHA -292	Exposure of Students at Different Health Care Institution			4	4		100	100
Total Practical						8	200		
Total of Semester						22	550		

THIRD SEMESTER

SL. NO	PAPER CODE	COURSE TITLE	CONDUCT HOURS PER WEEK				MARKS		
			L	T	P	CREDITS	Int Asst.	End Sem	Total
THEORY									
1.	MHA-301	Clinical Services Area	2	1		2	10	40	50
2.	MHA-302	Hospital Information System	2	1		2	10	40	50
3.	MHA-303	Legal Aspects of Health	2	1		2	10	40	50
4.	MHA -304	Industrial Relations	2	1		2	10	40	50
5.	MHA -305	Research Methodology	2	1		2	10	40	50
6.	MHA -306	Hospital Equipment Management	2	1		2	10	40	50
7.	MHA -307	Health Economics	2	1		2	10	40	50
Total Theory						14	350		
PRACTICAL									
8.	MHA -391	Seminar on Assigned			4	4		100	100

		Topics							
9.	MHA -392	Training in Hospital-Minor Project			4	4		100	100
Total Practical						8	200		
Total of Semester						22	550		

FOURTH SEMESTER

SL. NO	PAPER CODE	COURSE TITLE	CONDUCT HOURS PER WEEK				MARKS		
			L	T	P	CREDITS	Int Asst.	End Sem	Total
THEORY									
1.	MHA-401	Health Insurance	2	1		2	10	40	50
2.	MHA-402	Disaster Management	2	1		2	10	40	50
3.	MHA-403	Hospital Waste Management	2	1		2	10	40	50
4.	MHA-404	Hospital Operations Management	2	1		2	10	40	50
5.	MHA-405	Public Relations in Hospitals	2	1		2	10	40	50
Total Theory						10	250		
PRACTICAL									
6	MHA-491	Training in Hospital-			4	4		100	100

		Major Project						
7	MHA-492	Grand Viva			4	4		100 100
Total Practical						8	200	
Total of Semester						18	450	

BASIC CONCEPTS OF HEALTH

Code: MHA 101

2L+1T=3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course Outcome: This study helps to understand the students about the various concept of health like determinant and dimension of health and prevention of diseases. It remains dynamic concept about human physiology and practice. This will help to make out the common term used in healthcare industries.

Module:-I 8L

Concept of Health and Disease

Concept of health & disease and well-being, Natural history of disease and role of hospitals to offer various levels of care, Prevention aspect of diseases, Dynamics of disease transmission, Changing pattern of diseases, Concept of health indicators.

Module:-II 3L

Preliminary Human anatomy and Physiology

Basic concepts of human anatomy, Basic concepts of human physiology.

Module:-III 4L

Fundamentals of Basics Human Systems.

Module:-IV 5L

Basics of Medical Terminology and Prescription Writing.

Recommended Reading

1. Textbook of Preventive & Social Medicine- Dr. K. Park.

2. Human Anatomy- Prof. Samar Mitra.
3. Human Anatomy- Prof. A. K. Dutta.
4. Text Book of Human Physiology- Dr. C. C. Chatterjee.
5. Robbin's Textbook of Pathology – Robbin, Cotran, Kumar.
6. Textbook of Microbiology – Ananantanarayan & Paniker.
7. Textbook of Pharmacology: Dr. K. D. Tripathi.

ENGLISH LANGUAGE & COMMUNICATION

Code: MHA 102

2L+1T=3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course Outcome: Students will get an idea on communication and its functions. They will understand the barriers of communication and how to overcome them. The concept about the need of business letters, drafting, oral communication and the application of communication skills will enhance their personal skills.

Module:-I

5L

Introduction to Communication

Meaning and Definition - Process - Functions - Objectives - Importance - Essentials of good Communication - Communication barriers - Overcoming communication barriers.

Types of Communication

Written - Oral - Face-to-face - Silence - Merits and limitations of each type.

Module:-II

6L

Business Letters

Need and functions of business letters - Planning & layout of business letter - Kinds of business letters - Essentials of effective correspondence.

Drafting of business letters

Enquiries and replies - Placing and fulfilling orders - Complaints and follow-up - Sales letters - Circular letters - Application for employment and resume - Report writing - Notices, Agenda and Minutes of the Meetings – Memos.

Module:-III

6L

Oral Communication

Meaning, nature and scope - Principles of effective oral communication - Techniques of effective speech - Media of oral communication (Face-to-face Conversation - Teleconferences – Press Conference – Demonstration - Radio Recording - Dictaphone – Meetings - Rumor - Demonstration and Dramatization - Public address system Grapevine - Group Discussion - Oral report - Closed circuit TV). The art of listening - Principles of good listening.

Module:-IV

3L

Application of Communication Skills

Group Decision-Making - Conflict and Negotiations - Presentation and Interviews - Speeches - Customer Care/Customers Relations - Public Relations (Concept, Principles, Do's and Don't etc. to be studied for each type).

Recommended Reading

1. Business Communication - K. K. Sinha - Galgotia Publishing Company, New Delhi.
2. Media and Communication Management - C. S. Rayudu -Himalaya Publishing House, Bombay.
3. Essentials of Business Communication - Rajendra Pal and J. S. Korlhalli - Sultan Chand & Sons, New Delhi.
4. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi.
5. Business Communication - Dr. S.V. Kadvekar, Prin. Dr. C. N. Rawal and Prof. Ravindra Kothavade - Diamond Publications, Pune.
6. Business Correspondence and Report Writing - R. C. Sharma, Krishna Mohan - Tata McGraw - Hill Publishing Company Limited, New Delhi.
7. Communicate to Win - Richard Denny - Kogan Page India Private Limited, New Delhi.
8. Modern Business Correspondence - L. Gartside - The English Language Book Society and Macdonald and Evans Ltd.
9. Business Communication - M. Balasubrahmanyam – Vani Educational Books.
10. Creating a Successful CV - Siman Howard – Dorling Kindersley.

HOSPITAL AND HEALTH SYSTEM

Code: MHA 103

2L+1T=3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course Outcome: To promote the development of high quality hospital services and community healthcare, awareness of healthcare among all sections of the Indian people, enhancing the women empowerment through the aspect of health education.

Module:-I

4L

Definition and meaning of Health, Holistic approach to health, Basic information relating to health, Historical development of health care system in India.

Module:-II

7L

National Health policy, Goals for Health for all by 2000 AD and beyond, Health committee and their recommendation, benefits to the Health Care systems, Overview of Health Care delivery system.

Module:-III

5L

Definition and meaning of hospital, types of hospitals, historical development of hospitals, growth of hospital in India, Present status of hospitals in India, Future health care system.

Module:-IV

4L

Hospital viewed as a system, Role of Hospitals, Hospital Viewed as a Social system, Peculiarities of hospital systems, cost benefit analysis in health field, managerial proven in National Health Development.

Recommended reading

1. Hospital Management Module-II- NIHW, New Delhi.
2. Hospital Administration-G.D. Kunders.
3. Hospital Administration-Tabish.
4. The Evolution of International health System, Cumper G.E, OUP New York, 1991.
5. Management of Hospital (4 Vols), S.L. Goel & R. Kumar, Deep & deep Publications Pvt. Ltd.
6. Preventive and Social Medicine, K. Park—Bhanot.
7. Community Medicine, AH Suryakantha—JAYPEE.

PRINCIPLES OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR

Code: MHA 104

2L+1T=3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course Outcome: The students can get an insights on evolution of management and it's importance, different school of management, management functions, organizing and staffing control, directing and controlling from where student can improve their leadership skills as well as motivational and managerial skills also.

Module:-I

3L

Introduction to Management: The evolution of Management, Definition and importance of Management. Different schools of Management thought- classical school, Management Sciences School, Behavioural School, Human Relation School.

Module:-II

3L

Management Functions: Planning: Types, Objectives, Steps, Strategies, Planning Process, Decision Making, Organizational Structure, Formal and Informal Organizations, Organizational Culture, Organizing, Direction, Control, Co-ordination, and Communication.

Module:-III

5L

Organizing & Staffing: Meaning and importance, organization structure, span of control, delegation of authority, centralization-decentralization, types of organizations, formal and informal groups in organizations; recruitment- definition, sources, methods; selection- definition, process, barriers; training & development; performance appraisal- definition, methods; human resource audit.

Module:-IV

5L

Directing & Controlling: Meaning of direction, nature of directing; Motivation- definition, different theories of motivation, types of motivation; group- types, stages of group development; leadership- definition, styles, leadership models; Concept of managerial control, importance of control, methods of control.

Module:-V

4L

Organizational Structure, Motivation, Leadership, Group Dynamics, Attitude.

Recommended reading

1. Koontz, H and Wechrich, H., Management, New York, McGraw Hill
2. Luthans, F., Organizational Behaviour, New York, McGraw Hill

3. Banerjee, M., Organisation Behaviour, Allied
4. Prasad, L. M., Organisational Behaviour, Sultan Chand
5. Robbins, S. P., Management, New Jersey, Englewood Cliffs, Prentice Hall Inc.
6. Robbins, S. P., Organizational Behaviour, New Delhi, Prentice Hall.

EPIDEMIOLOGY AND HEALTH CARE IN ITS CHANGING SCENARIO

Code: MHA 105

2L+1T=3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course Outcome: To get insights about the study of disease, aims to prevent and further occurrence of disease, prevention for reducing IMR and MMR. To provide knowledge about preventive measures for controlling the outbreak in different population.

Module:-I

4L

Concept of disease—Natural History, Level of prevention, Rehabilitation, Ice berg phenomenon of disease, Mode of Intervention.

Module:-II

3L

Concept of Epidemiology- Definition and concept, use of epidemiology, Types, Incidence and prevalence.

Module:-III

6L

Concept of Modern Hospital, Concept of Corporate Hospital in developing countries, effect of globalization in health care, functions of modern hospital & changing needs of patients.

Module:-IV

7L

Epidemiological studies: Epidemic, Endemic, Pandemic, Sporadic Investigation of an epidemic Mortality, Morbidity, IMR, MMR.

Preventive measures for disease Outbreak- Vaccination, Immunisation, Surveillance, Monitoring Transmission of Disease- Vehicles of transmission Observational, Analytical & Experimental Studies.

Recommended reading

1. Textbook of Preventive & Social Medicine-K. Park- Bhanot.
2. Text Book of Community Medicine- V. K. Mahajan.
3. 2. Community Medicine, AH Suryakantha-JAYPEE.
4. Principles and practice of community medicine, Asma Rahim-JAYPEE.

MARKETING MANAGEMENT

Code: MHA 106

2L+1T=3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course Outcome: The students can enhance their marketing skills and get a concept on macro and micro environment, marketing planning, marketing research, market segmentation, and at the same time product and pricing decisions, promotional decisions online marketing concept.

Module:-I **5L**

Introduction: Concept, Meaning of Marketing, Evolution, Core Concepts, Selling Vs. Marketing, Marketing Mix.

Marketing Environment: Micro and Macro Environment of Marketing, Environmental Scanning, Organizing and Control.

Module:-II **6L**

Strategic Marketing Planning: Marketing Information System and Marketing Research, Marketing Planning, Competition Analysis.

Markets: Understanding Consumer and Industrial Markets, Demand Measurement and Forecasting, Market Segmentation, Targeting and Positioning.

Module:-III **7L**

Product and Pricing Decisions: Product Decisions, Product Mix, Product Life Cycle, New Product Development, Diffusion and Innovation, Branding and Packaging, Brand Extension, Pricing Methods and Strategies.

Promotion Decision: Promotion Mix, Advertising, Personal Selling, Channel Management, Vertical Marketing Systems, Evaluation and Control of Marketing Effort, Marketing of Services, CRM.

Module:-IV **2L**

Online Marketing: Uses of Internet as a Marketing Medium, Other Related Issues Like Branding, Market Development, Advertising and Retailing on the Net.

Recommended Reading

1. Kotler, P., Keller, K. L., Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education, New Delhi.
2. Etzel, M., Walker, B., Stanton, W. and Pandit, A., Marketing Management, Tata McGraw Hill,
3. Ramaswamy, V. S. and Namakumari, S., Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd., New Delhi.
4. Saxena, Rajan, Marketing Management, Tata McGraw Hill Education Pvt. Ltd., New Delhi.

MANAGEMENT ACCOUNTING

Code: MHA 107

2L+1T=3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course Outcome: To develop the knowledge about scope and purpose of managerial accounting, business transactions, classification of accounts, concept on journal, ledger, trial

balance, profit and loss account, balance sheet, financial statement analysis, costing methods, budgeting.

Module:-I

5L

Management Accounting – an overview, Nature, scope and purpose of managerial accounting – some tools and techniques of managerial accounting; Receivable management-tool for imposing control, collection experience matrix; Working capital – concept of operating cycle, types of working capital and their sources of fund.

Module:-II

3L

Basic accounting and recording of business transaction, Golden Rule, Classification of accounts, Introduction to Accounting standards, Introduction to GAAP, Journal, Ledger, Trial Balance.

Module:-III

6L

Profit & loss Accounts & Balance Sheet – Introduction, Methods of Accounting, Cash Basis and Accrual Basis of Accounting;

Basics of Financial Management – Introduction, Objective, Profit vs. Goal Maximization, Role of finance manager.

Cash Flow & Fund Flow Statement - Preparation of Cash Flow Statement and Fund Flow Statement.

Module:-IV

6L

Financial Statement Analysis - Financial Ratios and their implications.

Elements of cost and costing methods - Introduction to different elements of cost, Introduction to different methods of costing.

Budgeting - Meaning of budget and budgetary control, Revenue and capital budgeting, Cash budgeting.

Recommended Reading

1. I.M. Pandey: Management Accounting, Vikas Publishing House.
2. N.M. Singhvi, Management Accounting: Text and Cases, Prentice Hall of India.
3. T.P. Ghosh: Fundamentals of Management Accounting, Excel Publications.
4. Ravi M. Kishore, Management Accounting, Taxman Publications.
5. Chakraborty, Hrishikesh – Management Accountancy, Oxford University Press.
6. Horngren, C.T., Introduction to Management Accounting, Prentice Hall of India.
7. Khan and Jain, Management Accounting, Tata McGraw Hill, Delhi.
8. J.C. Varshney: Financial and Management Accounting, Wisdom Publication.
9. Horngren Sundem Stratton, Management Accounting, Prentice Hall of India.
10. Paresh P. Shah, Management Accounting, Wiley India, New Delhi.
11. Pandey IM - Financial Management, Oxford University Press.
12. Prasanna Chandra - Financial Management, Tata McGraw Hill.
13. MacMillan, Jim - Financial Management, Oxford University Press.
14. Paresh P. Shah, Financial Management, Wiley India New Delhi.
15. Khan & Jain - Financial Management, Tata McGraw Hill.
16. James C. Van Horne -- Financial Management & Policy, Prentice Hall of India.
17. Ravi M Kishore - Financial Management, Taxman Publications.
18. Keown, Martin, Petty & Scott, Jr., - Financial Management, Prentice Hall of India.

LANGUAGE LAB-I

Code: MHA 191
4P

FULL MARKS - 100
No of Classes: 40P (1P=1 Hour)

CREDIT: 4

Course Outcome: Students will get the chance to indulge themselves in real time communication process. They will seek out the barriers of communication themselves and strengthen their weaknesses. The role play scenarios will enable them to understand the situations they will be in while pursuing their professions. Various modes of presentation will enhance their reasoning capability.

Module:-I	Conversation on current issues	8L
Module:-II	Group Discussion, Mock Interview	12P
Module:-III	PowerPoint presentation, Role play	12P
Module:-IV	Pronunciation.	8L

Recommended reading

1. Cambridge English Pronouncing Dictionary, Cambridge University Press, India, 2012.
2. A Textbook of English Phonetics for Indian Students by T. Balasubramanian, Macmillan Publisher, 1981.

Exposure of Students at Different Health Care Institutions

Code: MHA 192
CREDIT: 4

FULL MARKS - 100

Course outcome: To develop leadership qualities to function effectively to deliver healthcare services. Manage all type of emergencies under actual practices so that he or she may become capable of functioning independently.

1. EDP / IT

- a. Lay out of EDP / IT Department
Server Room, EDP Lab, Manager's Office, Hardware Engineer, Software Engineer / Programmer, Data Entry Operator
- b. Different sections for data entry
- c. Data collection
- d. Data analysis
- e. Dissemination of information
- f. Storing and preservation of information / record
- g. Optimum utilization of LAN / WAN / MAN system
- h. Different modules used in EDP through ERP system like;

- Registration, OPD, Admission, Discharge, Billing, Emergency, Laboratory, Nursing Station, Operation Theatre, Stores, Pharmacy, Pay-roll, different modules of Oracle and Envision system, Management Information System.
- i. Maintenance of Computer including its accessories
- j. Updating of modules on need based
- k. Application of antivirus system

2. Reception

Participation in the process of:-

- a. Receiving patients and providing information
- b. Providing information of availability of doctors
- c. Fixing appointment with doctors
- d. Arrangement of direct admission for urgent cases
- e. Public Address System
- f. Supervising internal transportation system
- g. No. of Receptionist required to handle the Desk

3. Registration

Participation in the process of:-

- a. Infrastructure – Lay out, Physical facilities,
- b. Patient registration
- c. Assisting in collection of hospital charges
- d. Transmitting information to respective doctor
- e. Assisting in sending patient to the respective departments
- f. Computer based functional activity by Receptionist

4. Admission

Involvement in the process of:-

- a. Documentation of registration for Admission of patients
- b. Preparation of files with relevant papers
- c. Observing the process of receiving advance payment during admission either by cash or credit card
- d. Formalities of procedures for ensuring availability of payee's fund
- e. Distribution of visiting card, literatures, brochure etc. to the client
- f. Transfer of Patient to ward
- g. Ambulance management and billing
- h. Deployment of no. of Receptionist-cum-Office Assistant
- i. Foreign Exchange facilities

5. Billing & Discharge

Involvement in the process of:-

- a. Assimilation of information through LAN from the different departments
- b. Checking of data in the computer
- c. Observation of different billing system like;
 - i. Cash Billing – As per hospital's prevailing rate schedule
 - ii. TPA Billing – As per hospital's prevailing rate schedule
 - iii. Copt. Billing – Tailor-made billing as per agreement
- d. Handing over the bill to the patient party
- e. Providing Birth Certificate, Amputated Certificate, Death Certificate, Referral Letter, as and when required

- f. Providing discharge certificate in original along with all relevant documents for cash payee patient and photo copy of discharge certificate to the corporate and TPA patients
- g. Deployment of no. of Receptionist-cum-Office Assistant
- h. Facilities – Computer, Swapping Machine, Note Counting Machine, Communication facility

6. OPD Services

Involvement in:-

- a. Layout of Reception Desk in OPD
- b. Registration and department wise OPD Card segregation
- c. Location of the concerned Department
- d. Reception of patients
- e. Physical facilities in OPDs
- f. Close supervision of Doctor's Chamber for the followings:-Availability of
 - i. Prescription Pad,
 - ii. Stethoscope
 - iii. View Box,
 - iv. Bed Trolley
 - v. Weigh Machine
 - vi. Torch Light
 - vii. Gloves
 - viii. Liquid soap and towel
- g. Records maintenance of OPD
- h. Supervision of patient waiting area and its seating arrangement
- i. Adequate communication with other departments / units / wards etc.
- j. Public Addressing System
- k. Deployment of Staff like Jr. Doctor, Para Medical Staff, Receptionist, Assistant etc.

7. Public Relations Office

(a) General

Helping patients regarding the followings:

- a. Information – Over phone / e-mail / letter / fax / across the table
- b. Dispatch reports for outstation patients
- c. Providing different types of brochure
- d. Liaison between doctor and patient
- e. Appointment for doctors
- f. Estimation of treatment expenditure
- g. Billing status of IPD patient
- h. Visiting indoor patients to enquire about their facilities
- i. Availability of Public Relations Officer everyday including Sundays and holidays

(b) Corporate

- a. Coordination of admission of company patients and patient having medical insurance for cashless treatment.
- b. Ensuring validity of ID card and referral letter

- c. Filling up the pre-authorization letter and facsimile the patient case history, investigation report, clinical notes etc. to the concerned TPA for verification and approval.
- d. Provide different additional queries regarding the health status and treatment procedure of the patients to concerned TPA.
- e. Informing the admission counter about the status of the patient awaiting admission.
- f. Close liaison with concerned department or doctor of Corporate Houses
- g. Coordination with Billing and other Depts. for collection of paper documentation

8. Pharmacy Services

Involvement in:-

- a. Space requirement as per act
- b. Lay out
- c. Storage facility – different set up for different type of drugs
- d. Equipments
- e. Organizational structure (role and function)
 - i. In-charge
 - ii. Pharmacist and Chemist
 - iii. Sales Technician
 - iv. Cash Counter
 - v. Computer Operator / Office Assistant
 - vi. Attendant
- f. Purchase of drugs – disposables, consumables etc.
- g. Purchase of food items
- h. Quality control
- i. Proper storage of drugs
- j. Sales policy
- k. Record maintenance
- l. Preparation of Accounts
- m. Pharmacy Audit

9. Stores

Observation and participation in:-

Different stores like Medical Stores, Linen Stores, Housekeeping Store, Maintenance Store, Printing & Stationary Store etc.

- a. Space requirement
- b. Lay out (as per category of store)
- c. Storage facility, proper set up for particular type of medical and non-medical items
- d. Issuance policy
- e. Safety measure
- f. Practical application of E O Q
- g. Minimum stock level
- h. Deployment of staff like;
 - i. In-charge
 - ii. Store keeper
 - iii. Record maintenance clerk
 - iv. Attendant / Delivery person

- v. Security etc.
- i. Proper storage procedures
- j. Indents
- k. Issue of item as per indent
- l. Record keeping of issued materials as well as balance stock
- m. Delivery system
- n. Physical verification of stored items periodically

10. House Keeping

Observation of:-

- a. All departments, wards and adjacent areas within the hospital premises
- b. Cleaning process – Moping, Sweeping, Washing, Shampooing (Carpet), Brooming
- c. Process of selection of detergents and disinfectants
- d. Disposal of waste materials
- e. Sources of waste in different areas of hospital
- f. Categories of waste identification in the hospital
- g. Waste segregation according to Biomedical Waste Management & Handling Rules
- h. Application of colour code, including poly pack, bin etc.
- i. Waste transportation process
- j. Internal waste storage system
- k. Disposal process of biomedical waste (solid & liquid)
- l. Management of infected healthcare worker
- m. Use of Personnel Protective Equipment (PPE)
- n. Supervision / leadership style
- o. Staff training for precaution taken
- p. Pest control system
- q. Record maintenance
- r. Waste Tracking
- s. Equipment for wet and dry scrubbing machine
- t. Usage of vacuum cleaner
- u. Garbage Trolley
- v. Roll of
 - i. Operation Manager,
 - ii. Housekeeping Manager,
 - iii. Supervisor (round the clock) in different shift
 - iv. Sweeper
 - v. Ward boy

SECOND SEMESTER

SUPPORT AND UTILITY SERVICES

Code: MHA 201

2L+1T=3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course outcome: It provides operational principles for clinical and support services which act as the backbone. Provide support for entire hospital including central supply and maintenance, also refers the emergency sections including OT, IPD, ICU, Blood Bank etc.

Module:-I **2L**

Introduction: Meaning of support and utility services & their importance.

Module:-II **5L**

Clinical services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments – Operation Theatre, Outpatient Department, and Emergency Department.

Module:-III **6L**

Support services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments - Radiology: Diagnostic and therapeutic, Nuclear Medicine Laboratory, CSSD.

Module:-IV **7L**

Utility services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments - Laundry, Housekeeping, Dietary service, Security services, and Hospital Infection control.

Recommended Reading

1. Principles of Hospital Administration - S. A. Tabish.
2. Hospital Administration - S. L. Goel.
3. Hospital Administration – Francis.
4. Hospital Administration – McGibony.

HUMAN RESOURCE MANAGEMENT

Code: MHA 202

2L+1T=3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course outcome: Human Resources Management is a vital part of any large business organization, handling a vast array of tasks from recruiting new employees, conducting interviews, dealing with conflict resolution, and managing the holiday allowance, benefits and payroll for existing employees.

Module:-I **4L**

Nature and Scope of Human Resource Management - Meaning and Definition - Functions - Objectives - Organization of HRM Department - Policy Evolution of Personnel / HRM in General and with reference to HR department in hospital.

Module:-II **5L**

Acquisition of Human Resources / Planning - Forecasting and determination of current and Future Human Resource Requirements - Job Analysis and Job Design - Recruitment - Selection, Orientation and Placement.

Module:-III **5L**

Development of Human Resources - Employment Training and Management Development - Performance Appraisal, Performance Counselling, Maintenance of Human Resource – Employee Compensation - Job evaluation -Incentive Payments - Promotion and Transfer – Policies - Methods.

Module:-IV**6L**

Career Planning and Development - Process - Steps in Career Planning and Development system -Actions - Prerequisites for success - key issues in career development.

Grievance Procedure - Guidelines for handling grievance - Work ethics - Work culture and quality of work life.

Recommended Reading

1. David A. DeCenzo & Stephen P. Robbins. Personnel / Human Resource Management, Prentice Hall of India Private Limited.
2. Flippo, Edwin B. Principles of Personal Management – International Students Edition McGraw Hill Book Company.
3. Human Resource and Personal Management, Tata McGraw Hill Publishing Company.
4. Garry Dessler. Human Resource Management.
5. Goyal. R.C., Hospital Administration and Human Resource Management, Prentice Hal, Of India Private Limited, New Delhi, 2005.
6. V. P. Michael, Human Resource Management and Human relations, Himalaya
7. Publishing House.
8. Arun Monappa – Managing Human Resource - Tata McGraw Hill Publishing Company.
9. Arun Monappa and Mirza Saiyadan, Personnel Management and Human Resource.
10. T. N. Bhagoriwala, Personnel Management and Industrial Relations, Sahitya Bhavan, Agra.

MATERIALS MANAGEMENT**Code: MHA 203****2L+1T=3****CREDIT: 2****FULL MARKS - 50****No of Classes: 20L (1L=1 Hour)**

Course outcome: Material Management is responsible for purchasing the highest quality equipment and products at the lowest possible cost for the organization. Managing, purchasing, inventory control functions, shipping and receiving, also planning and administering department budgets. The students may learn these kinds of activities of this study.

Module:-I**Material Management****6L**

Need, scope and advantages, material forecasting (MRP, MPS, Aggregate Planning), Material Requirement Planning and Budgeting and controlling, Logistics Principles, Components, Importance in Healthcare units, Logistics Supplies, Services and users, Purchase Cycle.

Module:-II**Inventory Planning and Control****5L**

EOQ Models- without shortage, with price breaks, Effect of quantity discount, ABC, FSM and VED clarification, Inventory control.

Scheduling: Gantt Chart, Johnson's Rule.

Module:-III

Purchase Management (8L) **4L**
 Purchase policy, Systems, Procedures, Vendor Selection and Negotiation, Vendor Development and Evaluation, Make or Buy Decision, Legal aspects of purchasing.

Module:-IV **5L**
Principles of Storage and Stores Accounting- Types of Storage-Care and preservation of materials and equipment- Role of computers (4L)
Inspection and Quality Control (6L)
 Types of criteria of Inspection, Statistical Quality Control, Control Charts.

Recommended readings

1. Bedi- Production and Operations Management (2nd edition); Oxford University Press
2. Butta, E S and Sarin; R K- Modern Production, Operations Management, John Wiley
3. Gopalakrishnan and Sundaresan- Materials Management An Integrated Approach, TMH
4. Mahadevan- Operations Management, Pearson Education
5. Dutta- Materials Management; PH1.

QUALITY MANAGEMENT IN HOSPITAL

Code: MHA 204 **FULL MARKS - 50**
2L+1T=3 **No of Classes: 20L (1L=1 Hour)**
CREDIT: 2

Course outcome: It is an approach to know something more attractive hospital quality system which aims to provide quality of care to the define population with maintaining accreditation. It helps to improve the process of healthcare delivery and maintaining harmony among all.

Module:-I **6L**
Fundamentals of Quality Management: Introduction - Objectives - Concept of Quality Care and Quality Management, Dimensions of quality in health care Contribution of quality gurus: Juran, Deming, Approaches to measurement of quality.

Module:-II **6L**
Assessing Quality Health Care: Some attributes of Quality in Health Care - Some attributes of a Good Patient Practitioners Relationship - The measurement of Quality - Procedure for formulating explicit Criteria and standards - Determinants of Quality - Structure - Process - Outcome.

Module:-III **3L**
Total Quality Management - Definition, underlying concepts, implementation and measurement of TQM, Role of communication in implementing TQM, Six Sigma, Lean Thinking, Kaizen, 5S (theoretical knowledge only).

Module:-IV **5L**
Quality planning, Quality Manual, Benchmarking QCI (functions, structure), Fundamentals of ISO 9001:2000 (objectives and components), Accreditation -with special emphasis on NABH, NABL Accreditation and JCI (sequential process of getting certified)

Recommended readings:

1. Bester field H.Dale, Total Quality Management, Pearson New Delhi, 2005.
2. Sridhar Bhat, Total Quality Management, Himalaya House publications, Mumbai, 2002
Sundara Raju, S.M., Total Quality Management: A Primer, Tata McGraw Hill, 1995.
Srinivasan, N.S. and V. Narayana, Managing Quality- concepts and Tasks, New Age International, 1996.
3. Kume, H., Management of Quality, Productivity Press, 1996
4. Dennis, Lock., Handbook of Quality Management, 1992
5. Hammer, M. and Spect. Business Process Reengineering, 1995. ISQUA Journal.

HOSPITAL AND PHARMACEUTICAL MANAGEMENT**Code: MHA 205****2L+1T=3****CREDIT: 2****FULL MARKS - 50****No of Classes: 20L (1L=1 Hour)**

Course outcome: The broad objective of the program is to build the knowledge and skillset to perform as efficient professionals in health sector. It cover the areas like health IT, bio-pharma, medical device, venture investing and global health.

Module:-I**5L****Drug Development:**

Economics of New Drug Development - Need – In vention Methods: Chemical, Natural, Microbial, Biotechnological etc, Including Devices, Toxicity, Activity Screening Methods, pre – Chemical Development Stages : Acute, Sub Acute and Chronic Toxicity Stidies, Special Tests and their Significance, Investigational New Drugs (IND) Status Clinical Development Phase, I ,II & III Studies and their Significance, New Drug Application (NDA) Product Launch.

Module:-II**6L****Pharmaceutical development Process:**

Pre – Formulation Studies, Importance of Pharmacokinetics, Pharma –Co Dynamics, Understanding of oral Dosage Forms: Powders , Tablets : Costing Syrups, Elixirs, Suspensions, Capsules, Topical Preparations, Radio Diagnostic and Therapeutic Agents, Vaccines, Hormones, Cosmetics, Biotechnological and surgical Products Concepts of Sustained Release, Modified Release Dosage Forms, Herbal Drug, Prosthetic Material Neutral ceuticals.

Module:-III**4L****Pharmacy Law:**

Pharmaceutical Legislations, Drugs and Pharmaceutical Industry, Drugs and Cosmetics Act 1940 & Rules 1945 and its Amendments, Pharmacy Act1948, Drugs Price Control Order, Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954 national Health Policy.

Module:-IV**5L****Concepts & Issues Related to Health care Technology:**

Introduction – Problems and Constraints Associated with health care Technology - Present Trends in Health care Technology – Hospitals and Technology – Dealing with Technological Problems. Planning and Adopting Appropriate Technology in Health care – Mechanism to

Ensure Appropriate use of health care Technologies – Developing Sources of Information on Hospital Technology – Medical Communications to Doctors – Evaluation methods of Health Technology.

Recommended readings:

1. A.R.Gennero: Remington Pharmaceutical Science, Mark Publishing co. P. A.
2. Mital: Text book of Pharmaceutical Jurisprudence, Mirali Prakasan. New Delhi.
3. Vijay Malik: Drug laws, Law book House.

MEDICAL RECORD SCIENCE

Code: MHA 206

FULL MARKS - 50

2L+1T=3

No of Classes: 20L (1L=1 Hour)

CREDIT: 2

Course outcome: It is reference to know about the patients case history and foremost important in the healthcare. It is helpful to communicate with other departmental healthcare personnel and reduces the risk management exposure in healthcare industries.

Module:-I

6L

Role of MR in health care delivery-Definition, Types of MR, Importance of MR, Flow chart of function, Assembling & deficiency check Format types of MR,

Module:-II

4L

Characteristics of MR, ownership of MR, Maintenance of records in the ward, Content of MR.

Module:-III

4L

Coding, Indexing, Filing, Computerization of MR, Microfilming, Hospital statistics, ICD, Process of arranging medical records.

Module:-IV

6L

Organization & management of MRD, Retention of MR, Preservation of MR, Role of MRD personnel, Legal aspects of MR (Medico legal cases), Medical Audit.

Recommended reading:

1. Principles of Hospital Administration & Planning: B. M. Sakharkar (Jaypee)
2. Hospital Administration: C. M. Francis (Jaypee)
3. Principles of Hospital Administration & Planning: B. M. Sakharkar (Jaypee)
4. Hospital Administration: C. M. Francis (Jaypee)

QUANTITATIVE METHODS OF MANAGEMENT

Code: MHA 207

FULL MARKS - 50

2L+1T = 3

No of Classes: 20L (1L=1 Hour)

CREDIT: 2

Course outcome: The quantitative techniques help in decision making process in the way that identifies the factors which influence the decisions and quantify them. It becomes easier to resolve the complexity of the decision making. Some of the quantitative techniques such as correlation, regression and probability etc.

Module:-I

5L

Introduction: Concept & Meaning, Scope, Importance, Statistical Organizations in India, Limitations of Statistics.

Data and Presentation: Statistical Data, Types, Methods of Collection, Sources, Presentation of Data.

Module:-II

5L

Measures of Central Tendency: Mean, Median, Mode, Applied Areas in Business.

Measurement of Dispersion: Relative and Absolute Measures, Variances, Coefficient of Variance, Concept of Skewness, Applied Areas in Business.

Module:-III

6L

Correlation and Regression: Concept of Correlation, Types, Measures, Concept of Regression, Regression Equation, Trend Equation, Applied Areas in Business.

Index Numbers: Concept, Types, Measures of Price and Quantity Index, TRT & FRT, CLI, Applied Areas in Business.

Module:-IV

4L

Probability: Theory of Probability, Probability Distributions-Binominal, Poisson, Normal and Exponential.

Recommended Reading

1. Goon Gupta and Das Gupta, Fundamentals of Statistics, Vol. 1, The World Press Pvt. Ltd., Kolkata.
2. Gupta and Kapoor, Fundamentals of Mathematical Statistics, Sultan Chand and Sons, New Delhi.
3. Praveen, R. V., Quantitative Aptitude and Reasoning, PHI Learning
4. Sharma, Arun, How to prepare for Quantitative Aptitude for the CAT, Tata McGraw Hill

LANGUAGE LAB-II

Code: MHA 291

FULL MARKS - 100

4P

No of Classes: 40P (1P=1 Hour)

CREDIT: 4

Course Outcome: Students will get the chance to indulge themselves in real time communication process. They will seek out the barriers of communication themselves and strengthen their weaknesses. The role play scenarios will enable them to understand the situations they will be in while pursuing their professions. Various modes of presentation will enhance their reasoning capability.

Module:-I	Conversation on current issues	8L
Module:-II	Group Discussion, Mock Interview	12P
Module:-III	PowerPoint presentation, Role play	12P
Module:-IV	Pronunciation.	8L

Exposure of Students at Different Healthcare Institutions

Code: MHA 292

FULL MARKS - 100

CREDIT: 4

Course outcome: A quality internship could be one of the fastest ways to improve the professional skills, communication skills, and administrative knowledge. The study helps access and understands about the latest medical tools and computer programs.

1. Laboratory Services

Observation of

- a. Location
- b. Structural facility
- c. Administrative Area
- d. Laboratory equipment
- e. Lighting in laboratory
- f. Laboratory furniture
- g. Special mechanical and electrical equipments
- h. Various functional units
 - i. Clinical pathology
 - ii. Hematology
 - iii. Bio Chemistry
 - iv. Histology
 - v. Bacteriology and Serology
- i. Auxiliary service area
- j. Collection of samples and delivery of reports
- k. Requirements for various quality accreditation systems
- l. Organization
 - i. Sr. Microbiologist
 - ii. Microbiologist
 - iii. Lab. In-charge
 - iv. Technician
 - v. Research Fellow
 - vi. Computer Operator
 - vii. Attendant

2. Imaging Services

Observation of

- a. Layout of X-ray rooms
- b. Various types of imaging machines and its usages

- c. Maintenance of imaging machines
- d. Protective gears
- e. Precaution taken for Hazardous radio activity
- f. Licenses required
- g. General and special investigations
- h. Layout of Reception area
- i. Dress changing area of patient
- j. Film processing room
- k. Analysis of developed film and preparation of report
- l. Storing of developed film
- m. Delivery of film to patient / ward
- n. Roll of Radiologist, Technicians, and Office Assistant of Radiology Dept.

3. Personnel / H. R. Department

Observation of

- a. Present employee status
- b. Selection and recruitment procedure
- c. Employee appraisal system
- d. Employee training and development system
- e. Retirement and retirement benefit system
- f. H. R. Audit
- g. Wage Administration

4. Laundry & Linen Services

Observation of

- a. Location
- b. Work flow
- c. Physical facilities of Laundry
 - i. Receiving, Storing, Sorting, washing area
 - ii. Central Disinfection Area
 - iii. Cleaned Linen processing room
 - iv. Laundry Manager's Office
 - v. Staff Room
 - vi. Sewing and inspection area
 - vii. Supply storage room
 - viii. Solution Preparation area
 - ix. Cleaned Linen issue area
 - x. Natural ventilation and light
 - xi. Free Linen movement area
- d. Other facilities
 - i. Adequate Water supply
 - ii. Drainage system
 - iii. Adjacent power supply
 - iv. Steam
 - v. Compressed air
- e. Arrangement of equipments
- f. Soiled linen receiving from ward, OT, other areas
- g. Process of sorting and cleaning, washing, drying, ironing
- h. Collection and storing process of cleaned linen
- i. Sorting of discarded linen and sending them to the Store

- j. Process of linen distribution
- k. Maintenance of hygiene
- l. Infection control process
- m. Process of staff training
- n. Process of co-ordination among the related departments
- o. Manpower for Laundry
 - i. Laundry Manager
 - ii. Supervisor
 - iii. Supporting staff

5. Kitchen & Dietary Services

- a. Overview of kitchen lay out and its adjacent areas
 - b. Physical facilities
 - i. Receiving area
 - ii. Washing area
 - iii. Preparation area
 - iv. Cooking area
 - v. Storing area
 - vi. Food Distribution area
 - vii. Garbage disposal area
 - viii. Office of Kitchen Manager
 - ix. Office Kitchen Staff
- c. Work Flow
- d. Patient visit and observation of the diet chart preparation
- e. Observation and process of
 - i. Coordination with Dietitian before preparing process of food for patient
 - ii. Receiving and storage of perishable and non-perishable food
 - iii. Process of calculation the quantity of perishable & non-perishable items to be cooked
 - iv. Washing, cutting, preparation and cooking process
 - v. Storage of cooked food and precaution to be taken
 - vi. Delivery process of hot food (Hot Trolley) to patient according to diet chart
 - vii. Process of distribution of food in the cafeteria and dining hall
 - viii. Maintenance of hygiene by kitchen staff
 - ix. Safety measure
 - x. Receiving of soiled utensils and left over food
 - xi. Collection of utensils and washing process
 - xii. Garbage disposal system
 - xiii. Maintenance of Accounts
 - xiv. Pest control system
 - xv. Process of supervision and leadership style
 - xvi. Educational programme, research, dietary counselling etc.
 - xvii. Periodical audit
- f. Organization
 - i. Qualified Kitchen Manager
 - ii. Dietitian
 - iii. Head Cook, Cook, Stuart, Malachi, Helping Staff

6. Marketing

Observation / involvement in:-

- a. Office Lay out
- b. Different types of advertisement for projection
- c. Fixture required for marketing
 - i. Banner
 - ii. Leaflet
 - iii. Hoarding
 - iv. CD / VCD / DVD
- a. Media Management (Print, Electronic)
- b. Event Management (Camp, Seminar, CME)
- c. Institutional / Corporate marketing
- d. Direct marketing
- e. Channel / Franchise marketing
- f. Data analysis
- g. Patient feed back
- h. Organization
 - i. Head of Marketing
 - ii. Departmental Manager
 - iii. Regional and Territory Manager
 - iv. Marketing Executive
 - v. Office Assistant

7. Computerization of Medical Record

Observation / involvement in

All elements of physical records maintenance plus

- a. Alphanumerical data
- b. Machine generated data
- c. Image data
- d. Interpretation of data
- e. Derived data
- f. Storage process of electronic data
- g. Data classification
- h. ICD – 10 System and its use in electronic records maintenance system.

8. Security Service

Observation of

- a. Security room and posts
- b. Security services in the hospital
- c. Role of Security during patient visiting hours
- d. Traffic control inside the hospital
- e. Maintenance of fire precautions
- f. Process of medico legal activities

9. Transportation Services

Observation of:

- a. Different internal and external transport
- b. Different ambulances
- c. Ambulances enmarked for communicable disease
- d. Facilities given in the emergency ambulance
- e. Maintenance of ambulance
- f. Maintenance of internal transportation

10. Wards

Observation of

- a. Ward Composition- Beds Patient Ratio
- b. Lay out
- c. Types of ward
- d. Physical facilities
 1. Nursing Station
 2. Doctor's room
 3. Dirty utility room
 4. Dress Changing room
 5. Sanitary facilities
 6. Dressing room for minor treatment
 7. Isolation room
 8. Ward Pantry
 9. Day room
 10. Barrier Nursing
 11. Other facilities
 - i) Ward side Laboratory
 - ii) Linen Store
 - iii) Drug Store etc.
- e. Other Equipment facilities
 1. Electronic Monitoring Devices
 2. Ventilation Devices – Natural & Mechanical
 3. Ward Lighting
 4. Calling Bell
 5. Fire Alarm System
- f. Organization
 1. Resident Medical Officer
 2. Nursing Superintendent
 3. Floor Co-coordinator
 4. Nursing In-charge
 5. Nursing Personnel
 6. Nursing Trainee
 7. Ward Boy
 8. Communication facilities
 9. Methods of patients' record keeping in wards / technical / medical details
- g. Admission and Discharge procedures
- h. Billing system / generation of bills based on bed head ticket entry
- i. Cleanliness
- j. Duty arrangement of various medical and para medical staff

THIRD SEMESTER

CLINICAL SERVICE AREA

Code: MHA 301

2L+1T=3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course outcome: Students will get an idea on primary function of clinical services, to make availability of essential and lifesaving treatment like pharmacy, ward management, ICU etc. these are the activities to contribute to facilitate the services.

Module:-I **7L**
Ward Management

Module:-II **3L**
Intensive Care Unit (General and Specialized)

Module:-III **2L**
Transplantation Unit

Module:-IV **4L**
Operation Theatre

Module:-V **4L**
Mortuary, Blood Bank

Recommended readings:

1. Rajiv Mishra, Rachel Chatterjee, Sujatha Rao, India Health Report, Oxford University Press, New Delhi, 2005.
2. A.R. Gennero: Remington Pharmaceutical Science, Mark Publishing co. P. A.
3. Mital: Text book of Pharmaceutical Jurisprudence, Mirali Prakasan. New Delhi.

HOSPITAL INFORMATION SYSTEM

Code: MHA 302

2L+1T=3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course outcome: The student will get benefited of these systems include easy access to information, improving the quality of documentation, reducing the errors especially the medical errors, improving the quality of patient care, enhancing the information integration, reducing hospitals costs, extending the database, and improving hospital management.

Module:-I **4L**
E-commerce/E-business

Overview, Definitions, Advantages & Disadvantages of E-commerce

Decision Support System (DSS) **2L**

Definition, Relationship with MIS, Evolution of DSS, Characteristics, Classification, Objectives, Components, Applications of DSS.

Module:-II **6L**
Database Management System (DBMS)

What is a DBMS? Need for using DBMS. Concept of tables, records, attributes; SQL.

Outsourcing

Concept of BPO, KPO, Data Warehousing and Data Mining, Concepts of Data warehousing, data mart, meta data, multidimensional modelling, Online Analytical Process (OLAP), Online Transaction Processing (OLTP).

Module:-III

7L

Health Information Management

Introduction to Health Information System, Objective, Benefits, Source of information, Ratio analysis, Health system research.

Hospital Information system

Introduction, Classification of Hospital Information system, Data collection, Data analysis, Benefits of Hospital Information system.

Module:-IV

3L

Managerial Process and approaches to management decision making and its implications for information system.

Recommended readings

1. Green. E. Paul. Danald S. Tull, Gerald Albaum, Research far Marketing Decisions, Prentice Hall, New Delhi, 1996.
2. Ghosal, A., Elements of Operations Research, Hindustan Publishing Corporation, New Delhi. 1969
3. Plane DR and Kochenberger GA, Operations Research for Managerial Decisions, Richard D Irwin Inc. Homewood, Ill.1972
4. Gordon B.Davis and M.H. Olson, Management Information Systems – Conceptual foundations, structure and development, McGraw Hill Publishing, 1984.
5. EridMuford. Effective Systems design and requirements analysis, McGraw Hill 1995.
6. Mahadeo Jaiswal & Monika Mital, Management Information System, Oxford University Press, 2005.
7. Rajesh Narang, Data Base Management System, Prentice – Hall India Private Limited. New Delhi. 2004.
8. Sadagopan .S. Management Information System, Prentice Hall India Private Limited, New Delhi 2004.
9. Kenneth .C.Laudon& Jane P.Laudon Management Information System Prentice - Hall India Private Limited, New Delhi, 2006.
10. Jerome Kanter, Managing with Information, Prentice Hall – India Private Limited, New Delhi, 2004, 4th Edition.
11. Internet: An Introduction – CIS Series, Tata McGraw Hill.
12. Informatics for Healthcare professional - Kathleen M,
13. Management Information system - James O’Brien, Tate McGraw Hill

LEGAL ASPECTS OF HEALTH

Code: MHA 303

2L+1T = 3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course outcome: Ethical standards may promote the values of cooperation and collaborative work. Finally, ethical standards in medical care promote other important moral and social values such as social responsibility, human rights, and patients' welfare, compliance with the law, SMC's regulations, and patients' safety.

Module:-I **3L**

General Law of Contract:

Essentials of a Contract – Offer and acceptance – Capacity of Parties - Free Consent – Consideration and legality of object – Void argument and Contingent Contract.

Module:-II **7L**

Legal Aspect and Consumers Protection Act:

Introduction – Medico–Legal Aspect on Clinical practice – Duties and Responsibilities of Doctors – Professional Secrets and Privileged Communication – Consent - Implied Consent and Expressed Consent.

Consumer Protection Act (1986): Definition – Consumer Protection Council – Consumer Disputes Redressal Agencies – Other Salient features – Application of C.P Act in Hospital – Recent judgment of Supreme Court – Implication for Health Professionals.

Module:-III **6L**

PNDT Act, West Bengal Clinical Establishment Act- 2000, Organs Transplantation Act.

Module:-IV **4L**

Shops and Establishment Act (1963):

Objectives - Scope and Coverages – Main Provisions – Registration of Establishment – Opening and Closing Time – Working Hours – Closing Day – Health and Safety.

Recommended readings

1. Consumer Protection Act. 1986.
2. Francis D., Government and Business, Himalaya Publishing House, 1988.
3. Gupta D and Gupta, S. Government and business, Vikas Publishing House 1987
4. Varma, D.P.S Monopolies, Trade Regulations and Consumer Protection, Tata McGraw Hill, New Delhi, 1985.
5. R.K. Chaube, Consumer Protection and the Medical Profession, Jaypee Publishing, New Delhi, 2000.
6. Steven D. Edwards, Nursing Ethics, A Principle Based Approach, Macmillan Press Ltd., London, 1996.
7. Indian Penal code, Indian Evidence Act, Criminal Procedure Code.
8. Industrial Disputes Act, Indian Companies Act.

INDUSTRIAL RELATIONS

Code: MHA 304

2L+1T=3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course outcome: - The most important benefit of industrial relations is that it ensures uninterrupted production. From the study students will learn how to reduced industrial

dispute, industrial unrest, strike, lock outs can be avoided through good industrial relation. This ensures smooth running of the organization and continuous production.

Module:-I **5L**

Introduction: - Concept, Approach to IR, Parties to IR, System and Objectives to IR.

Module:-II **5L**

Trade Union: - Origin, growth, structure, and management of trade union.

Module:-III **4L**

ID: - Causes, Types Trends and settlement of disputes, strikes and lockout, legality and regularity provisions.

Module:-IV **6L**

Discipline- Concept, objective, code of conduct, Rules of Natural Justice.

Recommended Readings:

1. Monappa, Arun : Industrial Relations, Tata McGraw Hill.
2. Marchington, M : Managing Industrial Relations, Tata McGraw Hill.

RESEARCH METHODOLOGY

Code: MHA 305

2L+1T=3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course outcome: - The study of research methodology gives training to apply them to a problem. The study of research methodology provides students the necessary training in choosing methods, materials, scientific tools and training in techniques relevant for the problem chosen.

Module:-I **5L**

Introduction: Meaning, Objectives, Types of Research: Exploratory Studies, Descriptive Studies, Causal Studies, Action Research, Conclusive Research, Research Methods and Methodology, Steps of Research Methodology, Quantitative & Qualitative Methods.

Module:-II **5L**

Scaling: Types of Scale, Attitude Measurement, Parametric and Non- Parametric Test (One Sample Sign Test, Wilcoxon Signed Rank Test, Mann-Whitney U Test.

Sampling: Sample and Sampling, Need, Types, Determination of Sample Size, Reliability, Validity, Sampling Theory and Sampling Distributions, Sampling Errors.

Module:-III **4L**

Methods of Data Collection: Primary Data Collection Methods: Observation, Interview, Case Studies, Documentary Sources, Questionnaire Methods, Questionnaire Designing using

Scaling Technique, Secondary Data Collection Methods: Classification of Secondary Data, Benefits & Drawbacks of Secondary Data, Evaluation of Secondary Data.

Module:-IV

6L

Hypothesis: Normal Distribution, Test of Hypothesis, Types of Error in Testing of Hypothesis, Large and Small Sample Tests, t, Z, F and Chi-square Tests, Analysis and Interpretation of Data.

Data Analysis & Interpretation: Multivariate Analysis: Basic Concepts and Types of Multivariate Techniques, Factor Analysis, Multiple Regression Analysis, Time Series & Forecasting.

Recommended readings:

1. Hair J F, Bush R P & Ortina D J. Marketing Research: with a change of information environment. 3rd Ed. Tata McGraw Hill, New Delhi: 2006.
2. Cooper D & Schinder P. Business Research Methods. 8th Ed. Tata McGraw-Hill Publishing Company Ltd. New Delhi: 2003
3. Newman W L. Social Research Methods: Qualitative and Quantitative Approaches. 5th edition. Allyn and Bacon. Boston; London: 2006
4. Trochim W M K. Research Methods. 2nd Ed. Biztantra. New Delhi; 2003
5. Paul G E, Tull D S & Albaum G. Research for Marketing Decisions Prentice Hall. New Delhi: 1996
6. David L J & Wales H G. Market Research. Prentice Hall of India. New Delhi: 1999
7. Beri G C. Marketing Research. 3rd Ed. Tata McGraw Hill Publishing Company Ltd. New Delhi: 2000
8. Das, Lal Practise of Social Research. Rawat Publication, Jaipur: 2000
9. Das, Lal Designs of Social Research, Rawat Publication, Jaipur 2005
10. Kothari C R. Research Methodology Methods & Techniques. New Age International Private Ltd., New Delhi: 2000

HOSPITAL EQUIPMENT MANAGEMENT

Code: MHA 306

FULL MARKS - 50

2L+1T=3

No of Classes: 20L (1L=1 Hour)

CREDIT: 2

Course outcome: Medical equipment plays an important role in healthcare delivery. It is core asset for any healthcare facility to ensure medical equipment is safe and effective, there is a need to understand it's associated management methodology.

Module:-I

5L

List of common Medical Equipments used in Hospital, Justification of purchase proposal, Hospital Need Assessment.

Module:-II

7L

Equipment selection guideline, Estimation of cost and Q.C. Planning Purchase / Installation / Commissioning of Medical Equipments Replacement of old equipments and Buyback Policy.

Module:-III

5L

Estimation of Breakeven point and Profit – Projection in hospital budget Medical Equipment Maintenance (In-house and AMC), Action condemned items of hospital.

Module:-IV **3L**

Local, National and International availability of Medical Equipments.

Recommended readings:

1. Materials Management – Gopala krishnan.
2. NIHFW Monograph - Govt. of India.
3. Hospital Administration’ by D.C. Joshi and Mamta Joshi, Published by Jaypee Brothers, Medical Publishers, New Delhi, 2011.

HEALTH ECONOMICS

Code: MHA 307

FULL MARKS - 50

2L+1T = 3

No of Classes: 20L (1L=1 Hour)

CREDIT: 2

Course outcome: - Knowledge of health economics enables the policy makers to take decision on how to acquire resources for the health sector, and how best to use the scarce resources for the production of health services.

Module:-I **3L**

Introduction to Managerial Economics - Meaning, nature and scope, business decision making- role of a manager, fundamental concepts of Managerial Economics.

Module:-II **5L**

Demand and Supply Analysis - meaning, determinants and types of demand, supply meaning, Law of supply, Elasticity of demand (Price, income and cross price), Change in Total Revenue, AR, MR and Price elasticity.

Module:-III **7L**

Health Economics: Definition, Scope & Objectives, Demand & Supply for Health Services. Health as a private and a public good. Investment in Public & Private Health, Pattern of Health expenditure in India;

Module:-IV **5L**

Principles of economic evaluation as applied to health care: Cost effectiveness analysis, Cost Benefit Analysis, Input- output Analysis; Population, Health & Economic Development. Economics of breast feeding, quality of life & statistics in health economic evaluation including QALY's and DALY's.

Recommended Reading

1. Damodaran, Suma – Managerial Economics – Oxford University Press
2. Pindyck and Rubinfeld (Sixth Edition) - Micro Economics – Prentice Hall of
3. IndiaPvt. Ltd/Pearson Education Salvatore,
4. Health Economics in India Hardcover – by Prasant Panda (Editor), Himanshu Rout ,
5. Publisher: New Century Publications; 1 edition
6. Michael Drummond and et al, Methods for the Economics Evaluation of Health Care

7. Programme (Oxford University Press, Second Edition)
8. P.L.Mehta, Analysis, Problems, and Cases, Sultan Chand.
9. Sampat Mukhopadhyay, Managerial Economics in the Global Context, Central.
10. Thomas C R and S Charles Maurice, Managerial Economics, The McGraw-Hill Co.
11. Damodaran Suma, Managerial Economics, Oxford.

SEMINAR ON ASSIGNED TOPICS

Code: MHA 391
4P

FULL MARKS - 100

CREDIT: 4

Course Outcome: Students will get the chance to indulge themselves in real time communication process. They will seek out the barriers of communication themselves and strengthen their weaknesses. The role play scenarios will enable them to understand the situations they will be in while pursuing their professions. Various modes of presentation will enhance their reasoning capability.

- Student will be assigned a topic by the faculty member
- Student will study on the topic from different on line and printed sources.
- Student will prepare a report for submission under guidance of the faculty member
- Student will be evaluated by continuous evaluation and course end viva-voce.

TRAINING IN HOSPITAL – MINOR PROJECT

Code: MHA 392
CREDIT: 4

FULL MARKS - 100

Course outcome: A quality internship is a great way to gain direct experimental learning that will help to find a position in the field of Healthcare industries. It is considered as a strategic step towards rewarding and successful career.

1. Central Sterile Supply Department (CSSD)

Observation of

- a. Location
- b. Name and function of equipments
- c. Items processed by Central Sterile Supply Department
- d. Sterilization technique
 - i. Heat
 - ii. Gas
 - iii. Liquid
 - iv. Ionizing radiation
 - v. Others
- e. Work flow
- f. Clean zone, dirty zone
- g. Pooling of materials, equipments
- h. Function of different equipments used for sterilization
- i. Process of receiving and distribution of materials
- j. Technique of Gauge folding
- k. Cleaning, drying and packing of sterilized materials

- l. Segregation of Dirty zone and clean zone
- m. Process of receiving and distribution of materials
- n. Quality control checking of sterilization in collaboration with Micro-biology Lab.
- o. Organization
 - i. CSSD Supervisor
 - ii. Technologist
 - iii. Technical Assistant
 - iv. Para medical staff
 - v. Attendant
- p. CSSD Committee

2. Library in Hospital

Observation the functioning of:-

- a. Library work flow
- b. Physical facilities
- c. Procurement of books and journals as per Good Office Committee (GOC) norms
- d. Receiving the purchased books / periodicals, audio visual journals etc.
- e. Preservation of books in the Shelves
- f. Catalogue preparation
- g. process of issue and collection of books
- h. Updating of catalogue annually
- i. Library rules and regulations
- j. Preparation of Membership Card
- k. Repair of damaged books
- l. Ascertaining of lost books and journals
- m. Arrangement of educational programme through Video Satellite system
- n. Stock verification of Library items periodically

3. Emergency

Observation of:-

- a. Location of Emergency in hospital
- b. Basic lay out of Emergency
 - i. Receiving patients
 - ii. Patient examination zone
 - iii. Patient investigation zone
 - iv. Procedure room
 - v. Cardio Pulmonary Resuscitation Unit
 - vi. Dead patient barrier
 - vii. EMO's Office
 - viii. Nursing Station
- c. Infrastructural facilities
 - i. Office of EMO
 - ii. Nursing Office
- d. Equipments
- e. Legal procedure system
- f. Emergency Operation Theatre
 - i. Arrangement of instruments and oxygen for minor Operation
 - ii. Sterilization and fumigation of O.T. Room
- g. Admission procedure
- h. Billing for day care procedure in Emergency Dept.
- i. Staffing
 - i. Medical

- ii. Para Medical
- j. Security
- 4. Critical Care Unit**
- Observation / involvement in:-
- Physical structure and facilities
- a. Organizational structure
- b. Bed orientation pattern
- c. Lighting system
- d. Monitoring system including connection to centralized monitoring system
 - 1. Invasive
 - i. Central Venus Pressure (CVP)
 - ii. Arterial Blood Pressure monitoring
 - iii. Cardiac output monitoring
 - iv. Pulmonary Arterial monitoring
 - 2. Non-invasive
 - i. Heart bit rate
 - ii. Blood Pressure
 - iii. Respiratory rate
 - iv. Intake & output monitoring

Maintenance of sterility and general cleanliness

- a. Maintenance of sterility of the ward
- b. Maintenance of sterility of clothing used in CCU
- c. General sterilizing procedures before examination of the patient

Administration of CCU

- a. Qualified doctor having experience in CCU (as per WHO ratio)
- b. Qualified nurse having experience in CCU (as per WHO ratio)
- c. Deployment of qualified paramedical staff as per WHO ratio)

Workflow

- a. In flow of patient
- b. Type of patients commonly admitted in CCU
- c. Pattern of treatment patient receive in CCU
- d. Type of patient actually needs life saving support
- e. Out flow of patient
- f. Counselling with outside visitors / patient

Party Equipment maintained in CCU

- a. Monitor
- b. Ventilator
- c. Defibrillator
- d. ECG and other equipments used in CCU

Equipment maintained in specialized CCU

- a. Intra Aortic Balloon Pump
- b. Photo Therapy Machine

Maintenance of uninterrupted gas and power supply system and their utilization

- a. Continuous wall flow oxygen
- b. Compressed air
- c. Suction Apparatus (Vacuum Pump)

- d. Uninterrupted Power Supply (UPS) line

5. Medical Records

Observation / involvement in:-

- a. Assembly of records
- b. Quantitative and qualitative analysis
- c. Different classification of records
- d. Methods of deficiency check
- e. Completion of incomplete records
- f. Retrieval of medical records
- g. Coding system
- h. Indexing system
- i. Generation of statistics and analysis
- j. Reporting to various statutory authorities
- k. Methods of numbering
 - i. Serial number
 - ii. Unit number system
 - iii. Serial unit numbering
- l. Filing System
 - i. Decentralized system
 - ii. Centralized system
 - iii. Various other methods
- m. Types of forms

6. Operation Theatre

Observation / involvement in:-

- a. Location
- b. Zoning of Operation Theatre
- c. Infrastructural facilities
- d. Centralized and decentralized Operation Theatres
- e. Equipment requirement
- f. Procurement and maintenance including annual maintenance contract
- g. Functions and policies of Operation Theatres
- h. Manpower requirement
 - i. Medical Superintendent
 - ii. In-charge
 - iii. Anaesthetist
 - iv. Nursing personnel
 - v. Technician
 - vi. Ward Boy
- i. Duties and responsibilities including standard operation procedures
- j. Safety procedures
- k. Methods of checking operating rooms for readiness to receive patient
- l. Periodical sterilization / fumigation
- m. Sterile supply
- n. Equipments procurement and maintenance.

FOURTH SEMESTER

HEALTH INSURANCE**Code: MHA 401****2L+1T=3****CREDIT: 2****FULL MARKS - 50****No of Classes: 20L (1L=1 Hour)**

Course outcome: - Students will get an idea about health insurance, provides financial protection or benefit in case the individual have a serious accident or illness. Health coverage can help protect the individual from high, unexpected costs.

Module:-I**3L**

Introduction – Economics of Life and Health Insurance – Importance - socio - political realities Insurance terminology.

Module:-II**3L**

Health Policy vis-à-vis Health Insurance Policies- Indian scenario – different products – demand and scope – limitations.

Module:-III**8L**

Administration of health Insurance Schemes like CGHS & ESI and Social Security Measures. TPAs, governing mechanisms including IRDA - Health Insurance Taxation - Standardization and grading of hospital services Role of vigilance and real-time information about the services.

Module:-IV**6L**

Health Insurance Providers – Government and Private – Micro-insurance, the role and responsibilities of provider-insurer-patient and the regulatory agencies, agreement of insurance, concept of indemnity, IRDA.

Recommended readings:

1. Gupta, P.K., Insurance and Risk Management, Himalaya Publishing House, 2004.
2. Commercial Laws- N.D Kapoor.
3. IRDA Regulation- New Delhi.

DISASTER MANAGEMENT**Code: MHA 402****2L+1T=3****CREDIT: 2****FULL MARKS - 50****No of Classes: 20L (1L=1 Hour)**

Course outcome: It is crucial that hospitals remain safe and functional during and after disasters. Disaster management efforts aim to reduce the potential losses from hazard. It helps to conduct appropriate assistance to the victim disaster.

Module:-I**3L**

Concept and basics of disaster Management and mass casualties Management. Types of disaster: Natural & Manmade disasters

Module:-II**7L**

Disaster and disaster preparedness plan - Definition, Disaster preparedness plan, Needs for disaster planning, Assessment of Disaster Preparedness, Changing concept of disaster management, recent trends and advancement in disaster management

Module:-III **4L**

Hospital Disaster plans - essentials for effective implementation, objectives of a hospital disaster plan, Principles, Essential requisites. A suggested model on Hospital Disaster plan, Triage.

Module:-IV **6L**

Fire Hazards and Fire Manual Guideline

Introduction, Elements of fire, Fire hazard, Cause of Hospital Fire, Classification of fire, Fire protection, Fire points and Escape Route, Risk evaluation, meaning of fire manual, Guideline, Elements of Fire safety, Fire safety training, Do's and Don'ts for electrical fire prevention, Action to be taken in case of fire in a Hospital.

Recommended Reading:

1. ShailendraK.Singh : Safety & Risk Management, Mittal Publishers.
2. J.H.Diwan : Safety, Security & Risk Management,APH.
3. Stephen Ayers & Garmvik : Text Book of Critical Care, Holbook and Shoemaker.
4. Disaster Management by Dr. S Arulsamy.

HOSPITAL WASTE MANAGEMENT

Code: MHA 403

2L+1T=3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course outcome: Hospital wastes have a significant impact on health and environment, to collect information on treatment, handling and disposal of medical waste. It helps to study for determining the type of wastes generated in healthcare industries.

Module:-I **4L**

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

Module:-II **2L**

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

Module:-III **7L**

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

Module:-IV **7L**

Human Waste Disposal and Sewage Disposal: Diseases carried from excreta – Sanitation barrier- Methods of Excreta disposal – Sewage wastes: Meaning – Composition – Aims of

Sewage disposal – Decomposition of Organic Matter – Modern, BMW management handle and rules 1998.

Recommended readings:

1. Sharma – Holistic approach to Hospital Waste Management published by Dept. of Hospital Administration – AIIMS, New Delhi, 2006.
2. Principles of Hospital Administration and Planning, by B. M. Sakharkar published by: Jaypee Brothers, Medical Publishers (P) Ltd., New Delhi, 2010.
3. Hospital Administration’ by D.C. Joshi and Mamta Joshi, Published by Jaypee Brothers, Medical Publishers, New Delhi, 2011.

HOSPITAL OPERATIONS MANAGEMENT

Code: MHA 404

2L+1T = 3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course outcome: The healthcare operation management need to provide direction and guidance to the organization about roles and responsibilities. It reduces readmission by providing quality of care, improving effectiveness. Streamlining and optimizing utilization of various assets including high tech equipment.

Module:-I

4L

Front Office – Admission – Billing – Medical Records – Ambulatory Care - Death in Hospital – Brought - in Dead - Maintenance and Repairs Bio Medical Equipment.

Module:-II

6L

Clinical Services - Clinical Departments – Out patient department (OPD) – Introduction – Location – Types of patients in OPD – Facilities – Flow pattern of patients – Training and Co-ordination.; Radiology – Location – Layout – X-Ray rooms – Types of X-Ray machines – Staff - USG – CT – MRI – ECG.

Module:-III

4L

Guiding principle in planning hospital facilities and services, planning the hospital building, planning the operational unit, engineering, lighting etc.

Module:-IV

6L

Facility Location and Layout importance of location, factors - general steps in location and selection decision process - types of lay outs – product, process, service facility layout; techniques of work measurement, time and motion study, standard time, PMT, work sampling, calibration of hospital equipment.

Recommended Reading

1. Madhuri Sharma, Essentials for hospital support services and physical infrastructure, Jaypee Brothers Publications.
2. Sakharkar BM, Principles of hospitals administration and planning, Jaypee Brothers publications.
3. Francis CM, Mario C de Souza: Hospital Administration, New Delhi, 2000.

4. Reaction of patients towards evening OP services in Delhi Hospitals, Hospital Administration, 14 (13), 1977.
5. Chakravarthy S: Planning of Surgical Suites, National workshop on hospital planning and Design, AIIMS, New Delhi, 1987.
6. Prabhu KM, Sood SK: Hospital Laboratory Services Organization and Management, Journal of Academy of Hospital Administration, 2(1) 1990.
7. S.L.GOEL, Healthcare Management and Administration, Deep & Deep Publications Pvt. Ltd., New Delhi.
8. Srinivasan, A.V.(ed), Managing a Modern Hospital, Chapters 12, Response Books, New Delhi,2000.
9. Schroedev, Roger G., Operations Management – Decision Making in Operations Function, McGrawHill, New Delhi.
10. Buffa, Elwood S. and Sarin, Rakesh K., Modern Production/Operations Management, John Wiley & Sons, Singapore, 1987.

PUBLIC RELATIONS IN HOSPITAL

Code: MHA 405

2L+1T=3

CREDIT: 2

FULL MARKS - 50

No of Classes: 20L (1L=1 Hour)

Course outcome: - The aim of the study of public relations is to inform the public, prospective customers, investors, partners, employees, and other stakeholders, and ultimately persuade them to maintain a positive or favourable view about the organization, its leadership, products, or political decisions.

Module:-I

5L

Public Relations: Definition, function, principles, planning and implementation, emerging trends of PR,

Module:-II

7L

Role of PR in healthcare, Qualities of hospital PRO, Functions Organization of PR Department Importance of PR in Hospital Environment Management, Media, Government, Patients & Their Relations, Employee Relations, Political Parties.

Module:-III

2L

PR in Crisis management, Event management in hospitals.

Module:-IV

6L

Laws and ethics of PR, Role of PR in marketing, PR, advertisement and propaganda, PR agencies and PR counselling.

Suggested Readings:

1. Public Relations Principles and Practices by Iqbal S Sachdeva.
2. Principles of HOSPITAL Administration and Planning by B M Sakharkar.

TRAINING IN HOSPITAL - MAJOR PROJECT

Code: MHA 491
CREDIT: 4

FULL MARKS - 100

Course outcome: To learn about the challenges and competitive working environment in healthcare industries and students also learn how to make meaningful improvements to healthcare processes using what they have learned towards their programs.

At this academic Level, the Project is of some great significance in the testing of a candidate's virtuosity in Health Administration and judges his or her ability to independently take charge of Project/System development. All candidates are required to get the synopsis of the Project approved from the department. The Project is to be taken up only after obtaining the approval of the department.

Authenticity of the Project Work

It should be an original work, of real life value and not copied from existing material from any source and certificate to the effect will be provided with Project duly countersigned by the Supervisor/Guide.

How to submit Final Project

The student will submit his/her Project Report in the prescribed format along with the requisite fee. The Project Report should include:

- a. Two Hardcopy of Project Report.
- b. Softcopy of Project Report.
- c. The Project Report may be about 100 pages

The following suggested guidelines may be followed in preparing the Final Project Report:

1. Good quality white executive bond paper A4 size should be used for typing and duplication. Care should be taken to avoid smudging while duplicating the copies.
2. Page specification (written paper and source code)
 - Left margin– 1.2 inch.
 - Right margin– 1 inch.
 - Top margin – 1 inch.
 - Bottom margin– 1 inch.
3. Page numbers – all text pages as well as program source code listing should be numbered at the bottom center of the pages.

Guidelines for submission of Project Report

a) Supervisor/Guide for Final Project

A supervisor/Guide should be a person of eminence in the area in which the student has chosen the Project. In the case of a Candidate from an institute conducting the accredited course, all help including the nomination of the supervisor/guide will be rendered by the institute concerned. The Candidate should ensure that the facilities are available in the organization (where the Project is taken up) and also the same are extended to them. The guide of Final Project would be a person having Ph D / MD with 5 years of experience in the field of Hospital Operation and Management.

b) Format of Final Project

1. Project Cover page in the prescribed format
2. Acknowledgement from the Organization where the Candidate has undergone training or the Organization where the Candidate has made the Project.
3. Project Completion Certificate duly signed by the Project Guide/ Principal and Head of the Department
4. Approved copy of the Project synopsis, along with the copy of the synopsis approval letter.
5. Main report should contain:
 - a) Objective & scope of the Project.
 - b) Theoretical background
 - c) Definition of problem
 - d) Formulation of research Hypothesis
 - e) System planning (PERT Chart)
 - f) Methodology adopted
 - g) Results and Statistical analysis
 - h) Discussion
 - i) Summary and Conclusion
 - k) References or Bibliography.
6. List of abbreviations, figures, tables
7. Reference
 - Bibliography
 - Website
8. Soft Copy of the Project on CD/DVD

GRAND VIVA

Code: MHA 492
CREDIT: 2

FULL MARKS - 100

It is a common Compulsory Paper for all Final Semester Students. Grand Viva will be conducted from first semester to fourth semester papers by a Board of Examiners to be decided by the Board of Studies. Board of Examiners will consist of all the internal teachers and one external teachers chosen from healthcare specialization areas.