

(Abstract)

B.B.A Hospital Administration Programme under Choice Based Credit Semester System in Outcome Based Education system (OBE) in Affiliated colleges- Scheme and Syllabus - Implemented with effect from 2023 admissions - Orders issued.

ACADEMIC C SECTION

ACAD/ACAD C4/25495/2023

Dated: 09.02.2024

- Read:-1.Go. (MS) No.371/2022/HEDN dated 01.07.2023
2. U.O. No. Acad/Acad A2/13767/2023 dt 04.10.2023
3. Syllabus submitted by the Principal, Devamatha Arts and Science College, Paisakkary dtd. 04.12.2023
4. Acad/Acad C4/25495//2023 dated 15.12.2023.
5. Remarks furnished by the subject expert, Dr. Bindu K vide e- mail dtd 27.12.2023
6. Remarks furnished by the subject expert, Prof. Gabriel Simon Thattil vide e-mail dated 31.01.2024
7. Orders of Vice Chancellor in file of even No. dated 8-2-2024

ORDER

1. As per paper read (1) above sanction has been accorded by the Government, to start B.B.A Hospital Administration programme (CBCSS) at Devamatha Arts and Science College, Paisakkary and University has granted provisional affiliation for the same vide paper read (2) above.
2. In the circumstance of nonexistence of Board of studies, the Principal, Devamatha Arts & Science College, Paisakkary forwarded the syllabus of the programme for approval vide paper read 3 above.
3. Considering the exigency of the matter, the Vice chancellor has entrusted the Dean, Faculty of Commerce and Management Studies and former Chairperson, Board of studies in Management studies to vet the the Scheme and syllabus of B.B.A Hospital Administration programme submitted by the College authorities.
4. These experts after vetting the syllabus remarked that the programme is well structured and meets the requirement of a UG programme in BBA . the content is adequate and the same can be implemented as designed (paper read (5) & (6) above.
5. The Vice Chancellor, after considering the matter in detail and in exercise of the powers of the Academic Council conferred under section 11(1) Chapter III of Kannur University Act, 1996 and all other enabling provisions read together with, **accorded sanction to approve and implement the Scheme and Syllabus of B.B.A Hospital Administration programme under Choice Based Credit and Semester System (in OBE- Outcome Based Education System) in Affiliated Colleges under the University w.e.f 2023 admission , subject to report to the Academic Council.**
6. The Scheme and Syllabus of B.B.A Hospital Administration programme under Choice Based Credit and Semester System (in OBE- Outcome Based Education System) in Affiliated Colleges under the University w.e.f 2023 admission is uploaded in the University website.
7. Orders are issued accordingly.

Sd/-
Narayanadas K
DEPUTY REGISTRAR (ACAD)
For REGISTRAR

To: 1. The Principal, Devamatha Arts and Science College, Paisakkary .
2. Convenor, Curriculum Syllabus Monitoring committee.

Copy To: 1. The Examination Branch (Through PA to CE)
2. PS to VC / PA to PVC / PA to R/PA to FO
3. DR / AR 1 (Acad) / AR II Exam/SWC/Acad D/Computer Programmer
4. SF / DF /FC
5. IT Centre (for uploading on the website)



Forwarded / By Order
M. S. S.
SECTION OFFICER

B

(Abstract)

B.B.A Hospital Administration Programme under CBCSS in Outcome Based Education system (OBE) in Affiliated colleges- Defect-rectified Syllabus and Model Question papers -Approved & Implemented with effect from 2023 admissions - Orders issued.

ACADEMIC C SECTION

ACAD/ACAD C4/25495/2023

Dated: 14.07.2025

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- Read:-1.U.O No. ACAD/ACAD C4/25495/2023 dated: 09.02.2024
2.U.O. Note No. EXC I/EXC I-V/4166/2024 dated.16.01.2025.
3. E-mails from the Chairperson, Board of Studies in Management Studies (UG) dated 05.02.2025 and 16.04.2025.
4.Minutes of the meeting of all Deans of Faculties held on 04.06.2025
5.Orders of the Vice Chancellor in File No. ACAD C/ACAD C3/2948/2025 dated 04.06.2025.

ORDER

- 1.The Scheme and Syllabus of the B.B.A Hospital Administration Programme under under Choice Based Credit and Semester System (in Outcome Based Education) in Affiliated Colleges were approved and implemented w.e.f 2023 admission vide paper read (1) above.
- 2.Meanwhile, the Examination Branch vide paper read (2), requested to rectify certain errors in the approved syllabus and and also requested to furnish the model question papers for the programme as the approved syllabus did not contain the same.The matter was then communicated to the Chairperson,Board of Studies in Management Studies (UG).
- 3.Subsequently, the Chairperson of the Board of Studies in Management Studies (UG) vide paper read (3) above, submitted the defect-rectified syllabus along with the model question papers of the B.B.A Hospital Administration programme , for approval.
- 4.The Dean ,Faculty of Commerce and Management studies verified the the defect-rectified Syllabus along with the Model question papers and recommended their approval at the combined meeting of the Deans of Faculties held on 04.06.2025.
- 5.The Vice Chancellor, after considering the recommendation of the meeting of all Deans of Faculties and in exercising the powers of the Academic Council conferred under the Section 11 (1) chapter III of Kannur University Act 1996,and all other enabling provisions read together with, has **approved the defect-rectified Syllabus and Model question papers of the B.B.A Hospital Administration programme under Choice Based Credit and Semester System (in Outcome Based Education) and accorded sanction to implement the same in Affiliated Colleges of the University w.e.f.2023 admission, subject to report to the Academic Council.**
- 6.The defect-rectified Syllabus along with the Model question papers of the B.B.A Hospital Administration programme w.e.f 2023 admission is appended with this U.O. and uploaded in the University website.

Orders are issued accordingly.

Sd/-

Bindu K P G

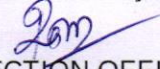
DEPUTY REGISTRAR(ACADEMIC)

For REGISTRAR

To: 1.The Controller of Examinations(through the PA)
2.The Principals of Affiliated Colleges offering the Programme
3.The Chairperson, Board of Studies in Management Studies (UG)

Copy To: 1. PS to VC / PA to PVC / PA to R/PA to FO/PA to CE (to circulate among the section concerned)
2. DR / AR (Acad) / AR I , II Exam/JR II Exam
3. EX C1 Section.
4. Computer Programmer
5. Web Manager (for uploading on the website)
6. SF/DF/FC

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KANNUR UNIVERSITY
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(Abstract)

B.B.A Hospital Administration Programme under CBCSS in Outcome Based Education system (OBE) in Affiliated colleges- -Change of Course code -Approved &Implemented with effect from 2023 admission - Orders issued.

ACADEMIC C SECTION

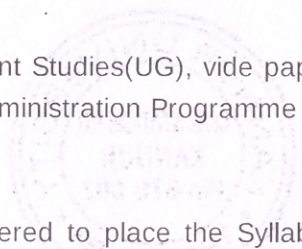
ACAD C/ACAD C4/21584/2025

Dated: 12.01.2026

- Read:-1.U.O Nos. ACAD/ACAD C4/25495/2023 dated: 09.02.2024 and 14.07.2025
2.U.O. Note No.SO-EM/Syllabus Corrections/2025 dated.17.09.2025.
3.Minutes of the meeting of Board of Studies in Management studies (UG) held on 22.09.2025.
5.E-mail dtd. 10.10.2025 from the Dean, Faculty of Commerce & Management Studies
6.E-mail dtd. 04.11.2025 from the Chairperson, Board of Studies in Management Studies (UG).
7.Minutes of the meeting of the Standing Committee of the Academic Council held on 05.12.2025
8.Orders of the Vice-Chancellor in file of even number dtd. 12.01.2026.

ORDER

- 1.The Scheme and Syllabus of the B.B.A Hospital Administration Programme under under Choice Based Credit and Semester System (in Outcome Based Education) in Affiliated Colleges were approved and implemented w.e.f 2023 admission vide paper read (1) above.
- 2.Meanwhile,the Examination Branch vide paper read (2), sought clarification on the Course Code "BHA" used for the B.B.A. Hospital Administration Programme. The matter was then communicated to the Chairperson, Board of Studies in Management Studies (UG).
- 3.Accordingly, the Board of Studies in Management Studies (UG), at its meeting held on 22.09.2025, resolved to submit the modified Scheme and Syllabus after changing the Course Code from **"BHA"** to **"BBH," to be implemented from the First Semester onwards of the B.B.A. Hospital Administration Programme w.e.f 2023 admission.**
- 4.The minutes of the meeting was forwarded to Dean, Faculty of Commerce & Management Studies, who recommended approval of the proposed change in the Course Code.
- 5.Subsequently, the Chairperson, Board of Studies in Management Studies(UG), vide paper read (5), forwarded the Scheme and Syllabus of the B.B.A. Hospital Administration Programme with the modified Course Code.
- 6.The Vice-Chancellor, after examining the matter in detail, ordered to place the Syllabus with modified Course Code along with the minutes of the Board of Studies meeting and the remarks of the Dean, before the Standing Committee of the Academic Council for consideration.



7.The Standing Committee of the Academic Council, at its meeting held on 05.12.2025, considered the matter and recommended approval of the modification in the Course Code in the Syllabus of the B.B.A. Hospital Administration Programme implemented in affiliated colleges w.e.f .2023 admission.

8.The Vice Chancellor, after considering the recommendation of the Standing Committee of the Academic Council and in exercise of the powers of the Academic Council conferred under the Section 11 (1) chapter III of Kannur University Act 1996,and all other enabling provisions read together with, **approved the Scheme and Syllabus of the B.B.A. Hospital Administration Programme under CBCSS (in Outcome Based Education) with the modified Course Code and accorded sanction to implement the same in the affiliated colleges of the University w.e.f.2023 admission, subject to report to the Academic Council.**

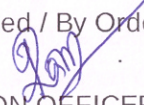
9.The modified Scheme and Syllabus of the B.B.A. Hospital Administration Programme under Choice Based Credit and Semester System (in Outcome Based Education) w.e.f 2023 admission are appended to this U.O. and uploaded on the University website.

Orders are issued accordingly.

Sd/-
Jisha K P
Assistant Registrar II
For REGISTRAR

To: 1.The Controller of Examinations(through the PA)
2.The Principals of Affiliated Colleges offering the Programme
3.The Chairperson, Board of Studies in Management Studies (UG)

Copy To: 1. PS to VC / PA to PVC / PA to R/PA to FO/PA to CE (to circulate among the section concerned)
2. DR / AR (Acad) / AR I , II Exam/JR II Exam
3. EXC 1 Section.
4. Computer Programmer
5. Web Manager (for uploading on the website)
6. SF/DF/FC

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SECTION OFFICER





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(Abstract)

B.B.A Hospital Administration Programme under CBCSS (in Outcome Based Education) in Affiliated colleges w.e.f. 2023 admission - Typographical error in the Mark distribution of the Course "6B16BBH-Hospital Orientation Training " in the Sixth Semester Syllabus -Rectified and implemented - Orders issued.

ACADEMIC C SECTION

ACAD/ACAD C4/25495/2023

Dated: 21.05.2026

- Read:-1.U.O Nos. ACAD/ACAD C4/25495/2023 dated: 09.02.2024 and 14.07.2025
2. E-mails from the Chairperson, Board of Studies in Travel and Tourism dated.31.01.2026 and 11.05.2026
3. Order of the Registrar in the file of even number dated.21.05.2026

ORDER

- 1.The Scheme, Syllabus and Model question papers of the B.B.A Hospital Administration Programme under under Choice Based Credit and Semester System (in Outcome Based Education) in Affiliated Colleges were approved and implemented w.e.f 2023 admission vide paper read (1) above.
- 2.Meanwhile, upon verification of the syllabus, errors were observed in the mark distribution table of the Course **6B16BBH: Hospital Orientation Training** in the sixth semester syllabus of the B.B.A Hospital Administration Programme w.e.f 2023 admission and the matter was communicated to the Chairperson, Board of Studies in Management Studies (UG) .
- 3.Subsequently, the Chairperson of the Board of Studies in Management Studies (UG) vide paper read (2) above, submitted the syllabus after correcting the typographical error in the mark distribution of the paper **6B16BBH: Hospital Orientation Training** of the B.B.A Hospital Administration programme , for approval.
- 4.The Registrar has approved the correction of the typographical error made in the approved syllabus and permitted to issue orders in this regard.
- 5.The corrected syllabus of the B.B.A Hospital Administration programme w.e.f 2023 admission is appended to this U.O. and uploaded on the University website.
- 6.Orders are issued accordingly.

Sd/-


Jisha K P
Assistant Registrar II
For REGISTRAR

- 1.The Controller of Examinations(through the PA)
2.The Principals of Affiliated Colleges offering the Programme
3.The Chairperson, Board of Studies in Management Studies (UG)



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3. EX C1 /EM Section.
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BBA HOSPITAL ADMINISTRATION SYLLABUS 2023 ONWARDS

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BBA HOSPITAL ADMINISTRATION PROGRAMME

Credit and Courses			
Sl. No.	Category of course	Number of courses	Credits
1	English Common Course(ECC)	2×4 =8 2×3=6	14
2	Additional Common Course(ACC)	2×4=8	8
3	General Awareness Course Ability Enhancement Course(AEC) Skill Enhancement Course (SEC)	2×4=8 2×4=8	16
4	Core course(CC) Discipline Specific Elective course(DSEC)		64
5	Complementary Elective Course(CEC)	4×4=16	16
6	Generic Elective Course(GEC)	1×2=2	2
Total			120

Semester	Course Title*	Type of Course	Credits	Hours per week	Total Credits	Total Hours
I	English Common Course I	ECC	4	5	22	25
	English Common Course II	ECC	3	4		
	Additional Common Course I	ACC	4	5		
	Core Course I. Principles and Practices of Management	CC	3	3		
	Complementary Elective Course 1 Statistics for Business Decisions	CEC	4	4		
	Complementary Elective Course 2 Managerial Economics	CEC	4	4		
II	English Common Course III	ECC	4	5	21	25
	English Common Course IV	ECC	3	4		
	Additional Common Course II	ACC	4	5		
	Core Course 2 Hospital Architecture ,Planning and Maintenance	CC	2	3		
	Core Course 3 Entrepreneurship Development	CC	4	4		
	Complementary Elective Course 3 Quantitative Technique for Business Decisions	CEC	4	4		

III	Skill Enhancement Course I Numerical Skills	SEC	4	5	20	25
	Ability Enhancement Course I Personality development and communication skills	AEC	4	4		
	CoreCourse4 Financial Accounting	CC	4	6		
	CoreCourse5 Marketing Management	CC	4	5		
	Complementary Elective Course4 Health Care Laws, Ethics and Medical Terminology	CEC	4	5		
IV	Core Course 6 Human Resource Management	CC	4	6	21	25
	Core Course7 Financial Management	CC	4	5		
	CoreCourse8 Hospital Operations Management	CC	4	5		
	CoreCourse9 Industrial Visit and Report	DSEC	1	0		
	Skill Enhancement Course II Hospital Information System	SEC	4	5		
	Ability Enhancement Course II Environmental Studies	AEC	4	4		
V	CoreCourse10 Business Research Methods	CC	4	5	18	25
	CoreCourse11 Accounting for Management	CC	4	6		
	CoreCourse12 Elective I	DSE	4	6		
	Corecourse13 Elective II	DSE	4	6		
	Generic Elective Course	GEC	2	2		
VI	CoreCourse14 Organisational Behaviour	CC	4	6	18	25
	CoreCourse15 Banking Theory and Practice	CC	4	5		
	CoreCourse16 Hospital Orientation Training	CC	2	2		
	CoreCourse17 Elective III	DSE	4	6		
	CoreCourse18 Elective IV	DSE	4	6		
Total					120	150

PARTA:

BBA HOSPITAL ADMINISTRATION CORE COURSES WORK

AND CREDIT DISTRIBUTION

(2023 ADMISSION ONWARDS)

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
1B01BBH	Core Course I. Principles and Practices of Management	I	3	3	3
2B02BBH	CoreCourse2 Hospital Architecture, Planning and Maintenance	II	3	2	3
2B03BBH	CoreCourse3 Entrepreneurship Development	II	4	4	3
3B04BBH	CoreCourse4 Financial Accounting	III	6	4	3
3B05BBH	CoreCourse5 Marketing Management	III	5	4	3
4B06BBH	CoreCourse6 Human Resource Management	IV	6	4	3
4B07BBH	CoreCourse7 Financial Management	IV	5	4	3
4B08BBH	CoreCourse8 Hospital Operations Management	IV	5	4	3
4B09BBH	CoreCourse9 Industrial Visit And Report	IV	0	1	-
5B10BBH	CoreCourse10 Business Research Methods	V	5	4	3
5B11BBH	CoreCourse11 Accounting For Management	V	6	4	3
5B12BBH	Core12 Elective I	V	6	4	3
5B13BBH	Core13 Elective II	V	6	4	3
6B14BBH	CoreCourse14 Organisational Behaviour	VI	6	4	3
6B15BBH	CoreCourse15 Banking Theory and Practice	VI	5	4	3
6B16BBH	CoreCourse16 Hospital Orientation Training	VI	2	2	-
6B17BBH	CoreCourse17 Elective III	VI	6	4	3

6B18BBH	CoreCourse18 Elective IV	VI	6	4	3
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DISCIPLINE SPECIFIC ELECTIVE COURSES HOSPITAL

ADMINISTRATION

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
5B12BBH	Health Care Environment and Management	V	6	4	3
5B13BBH	Hospital Facilities Management	V	6	4	3
6B17BBH	Patient Care Management	VI	6	4	3
6B18BBH	Health Insurance and Medical Tourism	VI	6	4	3

PART B

GENERAL AWARENESS COURSE

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
3A11BBH	Skill Enhancement Course I Numerical Skills	III	5	4	3
3A12BBH	Ability Enhancement Course I Personality Development and Communication Skills	III	4	4	3
4A13BBH	Skill Enhancement Course II Hospital Information System	IV	5	4	3
4A14BBH	Ability Enhancement Course II Environmental Studies	IV	4	4	3

PART C

COMPLEMENTARY ELECTIVE COURSE

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
1C01BBH	Statistics for business Decisions	I	4	4	3
1C02BBH	Managerial Economics	I	4	4	3
2C03BBH	Quantitative Techniques For Business Decisions	II	4	4	3
3C04BBH	Health Care Laws, Ethics and Medical Terminology	III	5	4	3

GENERIC ELECTIVE COURSE

COURSE CODE	COURSE TITLE	SEMESTER	HOURS PER WEEK	CREDIT	EXAM HRS
5D01BBH	Customer Relationship Management	V	2	2	2
5D02BBH	Service Marketing	V	2	2	2
5D03BBH	E-Commerce	V	2	2	2
5D04BBH	Event Management	V	2	2	2
5D05BBH	Disaster Management	V	2	2	2

EVALUATION

ASSESSMENT	WEIGHTAGE
EXTERNAL	4(40MARKS)
INTERNAL	1(10MARKS)

CONTINUOUS INTERNAL ASSESSMENT

COMPONENT*	WEIGHTAGE**	REMARKS
COMPONENT1 INTERNAL TEST	2	TWO TESTS (6MARKS)
COMPONENT 2 ASSINGMENT/SEMINAR/VIVA	1	INDIVIDUAL OR GROUP (4MARKS)

EVALUATION FOR GENERIC ELECTIVE

ASSESSMENT	WEIGHTAGE
EXTERNAL	4(20MARKS)
INTERNAL	1(5MARKS)

CORE COURSE I : PRINCIPLES AND PRACTICES OF MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1B01BBH	3	3	3

COURSE OUTCOME

CO 1: Acquaint with the basics of management.

CO2: Understand the process and functions of management.

CO3: Familiarize the students with the current management practices.

Co4: Develops administrative skills

Module I: Management: Definition, Nature, Purpose, Scope, Features, levels and functions- Evolution of Management Thoughts- classical, neo classical and modern, Contributions made by Taylor, Fayol, and Maslow.

(20 Hrs)

Module II: Planning and organising: Planning-Meaning, Nature, characteristics, types, steps in Planning - Decision making Process - types of Decisions. Organising - Meaning, Principles, Delegation of Authority- centralisation and decentralisation-meaning and differences

(20 Hrs)

Module III: Staffing and directing: Staffing- meaning, process. Directing - Meaning, Nature, Principles, Importance, Elements. Controlling- meaning, process-, control techniques- Need for co-ordination.

(20 Hrs)

Module IV: Trends in Management -

Work life balance-meaning, components (self management, time management, stress management). BPO - KPO - meaning, importance and differences

(12 Hrs)

Books for Reference:

1. Principles of Management LM Prasad, Himalaya
2. Harold Koontz & Heinz Weihrich, Essentials of Management, Tata McGraw Hill, New Delhi
3. P.C.Tripathy And P.N.Reddy, Principles of Management, Tata McGraw Hill, New Delhi
4. Richerd L Daft, Principles of Management, Cengage Learning, India Edition, New Delhi.
5. T.Ramasami, Principles of Management, Himalaya Publications, Mumbai.
6. S.P.Robbins, David A Decenzo and Mary Coulter, Fundamentals of Management, Pearson Education, New Delhi.

Marks including choice:

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

**SEMESTER I
COMPLEMENTARY ELECTIVE COURSE I: STATISTICS FOR BUSINESS
DECISIONS**

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1C01BBH	4	4	3

COURSE OUTCOMES

CO1: Understand the importance and relevance of statistics, primary data, secondary data and the statistical technique as applicable to business

CO2: Classify, tabulate and represent the statistical data in appropriate manner using statistical methods

CO3: Analysis trend and seasonality in a time series data

CO4: Construct index numbers and enable to compare the price movements of commodities over different time periods.

CO5: Identify the correlation between variables

CO6: Problem solving and fit the regression line which enable to draw conclusion about data distribution.

Module I

Introduction -Meaning and Definition of Statistics-Functions-scope-uses-advantages and limitations-Collection of data-types of data - Primary data, Secondary data, Classification and tabulation of statistical Data- Diagrammatic and graphical representation of data

(20 Hrs)

Module II

Time series- Components- Methods of studying secular trend- Free hand curves-Semi Average Method- Moving Average Method-Method Least Squares

(15 Hrs)

Module III

Index Numbers- meaning and definition-uses-Problems in the construction of Index numbers- Types of Index numbers- Methods of construction of Index numbers- Tests- Fixed

base and chain base methods-Consumer price index: uses and methods of construction
(17Hrs)

Module IV

Correlation and Regression Analysis-meaning- definition-Methods of correlation- Karlpearson’s coefficient of correlation -Spearman’s Rank correlation- concurrent Deviation method-probable error-Simple Regression Analysis-regression line-regression equations- algebraic methods and their applications in business. (20Hrs)

References

Statistical Methods- S.P.Gupta

Business Statistics- J.K Sharma

Business Statistics- P.R.Vital

Fundamentals of Mathematics and Statistics by V.K.Kapoor and S.C Gupta

Marks including choice:

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

SEMESTER I
COMPLEMENTARY ELECTIVE COURSE II: MANAGERIAL ECONOMICS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
I	1C02BBH	4	4	3

COURSE OUTCOMES

CO1. Understand basic managerial economic concepts

CO2. Understands economics and related disciplines and relationships

CO3. Apply economic analysis in the formulation of business policies

CO4. Use economic reasoning to problems of business

Module I

Introduction to Managerial Economics: Concept, meaning, scope. Managerial economics and other disciplines. Basic economic concepts in decision making.

(20 hours)

Module II

Demand Analysis:- Law of demand, Determinants of demand, Price elasticity of demand, Income elasticity of demand, cross elasticity of demand, uses of elasticity for analyzing demand.

(20 hours)

Module III

Cost Analysis: Cost concepts and determinants of cost, cost output relationship in short and long period. Supply: Introduction to supply and supply curves.

(20 hours)

Module IV

Pricing Analysis: Price determination under perfect, imperfect competition and monopoly. Types of pricing methods

(12 hours)

References:

1. Managerial Economics: Analysis, Problems and Cases, P.L. Mehta.
2. Managerial Economics: Varshney and Maheshwari.
3. Managerial Economics: D. Salvatore.
4. Managerial Economics: Pearson and Lewis
5. Managerial Economics: G.S. Gupta

Marks including choice:

Module	Marks
I	17
II	17
III	16
IV	10
Total	60

II SEMESTER

CORE COURSE II

2B02BBH: HOSPITAL ARCHITECTURE, PLANNING AND MAINTENANCE

Semester	Course Code	Hours per Week	Credit	Exam hours
2	2B02BBH	3	2	3

Objectives:

- > To understand the necessity of architecture and planning in Hospitals
- > To get familiarised with the designing and maintenance of hospital systems

UNIT. I

Hospital as a system: Definition of hospital — classification of hospitals — changing role of hospitals — role of hospital administrator — hospital as a system — hospital & community. **10 Hours**

UNIT II

Planning: 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 **10 Hours**

UNIT III

Technical analysis: 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. **10 Hours**

UNIT IV

Hospital standards and design: 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 **15 Hours**

UNIT V

Facilities planning: Transport - Communication — Food services - Mortuary — Information system — Minor facilities — others. **9 Hours**

REFERENCES

G.D.Kunders, Designing For Total Quality In Health Care

Gupta S.K;Sunilkant Chandra Shekhar; R Satpathy, Modern Trends In Planning And Designing Of Hospitals

Syed Amin Tabish,Hospital And Nursing Homes Planning, Organisations & Management

G.D.Kunders, Hospitals, Facilities Planning And Management

Marks including choice:

Unit	Marks
I	10
II	15
III	15
IV	10
V	10
Total	60

SEMESTER II

COMPLEMENTARY ELECTIVE COURSE III: QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
II	2C03BBH	4	4	3

COURSE OUTCOME

CO1. Understands concepts of quantitative techniques

CO2. Develops analytical thinking and logical reasoning for effective decision making

CO3. Apply probability theories in real life situations

CO4. Understands theoretical distributions and hypothesis testing and its applications in live situations

Module I:

Quantitative Techniques-Introduction-Meaning and definition-Application of Quantitative Techniques in business-Limitations **(12 hours)**

Module II:

Probability -Concept of Probability-Meaning and definition-Approaches to probability-Theorems of probability-Addition theorem-Multiplication theorem-Conditional probability-Inverse probability-Bayes's theorem. **(15 hours)**

Module III:

Theoretical Distribution - Binomial distribution - Basic assumptions and characteristics - Fitting of binomial distribution - Poisson distribution - characteristics - Fitting of Poisson distribution - Normal distribution - features and properties - Standard normal curve. **(20 hours)**

Module IV:

Statistical Inference - Testing of hypothesis - Procedure -Null & Alternate hypothesis - Level of significance - Critical region- Degrees of freedom- Errors in testing- Two tail test and One tail test Parametric tests & Non parametric tests (only theory) **(25 hours)**

REFERENCE

1. S.P. Gupta, Statistical Methods, Sultan Chand & Co.
2. S.C. Gupta & V.K. Kapoor, Fundamentals of Mathematical Statistics, S. Chand & Co.
3. B.L. Agarwal, Basic Statistics, New Age International
4. Quantitative Techniques in Management : Vohra
5. R. K. Ghosh, S. Saha, Business Mathematics & Statistics, New Central Book Agency

Marks including choice:

Module	Marks
I	10
II	17
III	20
IV	13
Total	60

SEMESTER II
CORE COURSE III : ENTREPRENEURSHIP DEVELOPMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
II	2B03BBH	4	4	3

COURSE OUTCOME

CO 1: Understand different stages of business and create innovative thinkers to take forward new initiatives.

CO2: Acquaint them with the challenges faced by the entrepreneur

CO3: Familiarize the students the entrepreneurship opportunities available in the society.

CO4: Develop the motivation to enhance entrepreneurial competency.

Module I: Introduction: The Entrepreneur: Definition, Emergence of Entrepreneurial Class; Theories of Entrepreneurship; Role of Social Economic Environment; Characteristics of Entrepreneur; Leadership; Risk Taking; Decision Making and Business Planning. **(18 Hrs)**

Module II: Concept of women entrepreneur -problems of women entrepreneur -Promotion of a Venture: Opportunities Analysis; External Environmental Analysis- Economic, Social and Technological; Competitive Factors; Legal Requirements of establishment of a new unit and Rising of Funds; Venture Capital. **(16 Hrs)**

Module III: Entrepreneurial Behaviour: Innovation and entrepreneur; Entrepreneurial Behaviour and psycho-theories, social responsibility. Entrepreneurial Development Programmes (EDP): EDP, its role, relevance and achievements; role of government in organizing EDP's critical evaluation **(20 Hrs)**

Module IV:

Role of entrepreneur: Role of an entrepreneur in economic growth as an innovator, generation of employment opportunities, complimenting and supplementing economic growth, bringing about social stability and balanced regional development of industries:

(18 Hrs)

Books for Reference:

1. Entrepreneurship. : Vasant Desai.
2. Entrepreneurship Development: Taneja& S.L. Gupta.
3. Venture Capital -The Indian Experience: Pandey, I.M.
4. Environment and Entrepreneur Tandon B.C
5. A practical guide to industrial entrepreneurs: Srivastava S.B.
6. Project Preparation, Appraisal, Implementation: Chandra, Prasana
7. Entrepreneurship New Venture Creation; Holt

Marks including choice:

Module	Marks
I	15
II	13
III	17
IV	15
Total	60

III SEMESTER

CORE COURSE IV : FINANCIAL ACCOUNTING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
III	3B04BBH	6	4	3

COURSE OUTCOMES

CO1: Understands accounting concepts and principles

CO2: Apply knowledge regarding concepts in the preparation of final accounts of sole traders

CO3: Understands the basic concepts of company, shares and share capital

CO4: Demonstrates skills in preparation of final accounts of companies

Module I: Introduction To Accounting: Meaning and Definition of Accounting, Objectives of Accounting, Accounting Cycle or Process, Branches of Accounting, Functions of Accounting, Users of Accounting, Limitations of Accounting and Generally Accepted Accounting Principles- Accounting Concepts, Principles and Conventions only. **(30 hours)**

Module II: Final accounts of sole trading concern: Preparation of Manufacturing, Trading and Profit and Loss Accounts and Balance Sheets with Adjustments for Outstanding and Prepaid Expenses, Accrued and Unearned incomes, Depreciation, Bad and Doubtful Debts and Closing Stock. **(30 hours)**

Module III: Company accounts: Meaning and Definition of Companies, Characteristics of Companies, Types of Companies, Meaning of Shares and Share Capital, Types of Shares, Accounting Entries for Issue of Shares for Cash, Forfeiture of Shares, and Re-issue of Shares. **(25 Hours)**

Module IV: Final accounts of companies: Preparation of Balance Sheet and Statement of Profit and Loss Accounts, Corporate Dividend Tax (CDT), Internal and External Reconstruction- Amalgamation, Merger and Acquisition (Theory Only). **(33 Hours)**

Reference

Advanced accounting : SP Jain and KL Narang

Advanced Accounting :Shukla, Grewal

Advanced Accounting: SN Maheswary

Advanced Accounting: BS Raman

Marks Including Choice

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

III SEMESTER

CORE COURSE V: MARKETING MANAGEMENT

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM HOURS
III	3B05BBH	5	4	3

COURSE OUTCOME

CO 1. Develop knowledge on the concept modern marketing, marketing environment, marketing mix, market segmentation and target marketing.

CO 2. Enhance knowledge on product decision, product mix, product life cycle, pricing strategies and price discrimination

CO 3. Apply the concept of market promotion, market promotion mix and sales promotion techniques in real business situations.

CO 4. Understand the new market realities, direct marketing, online marketing and customer relationship marketing.

CO 5. Identify the key characteristics of customer relationship marketing and common draw back.

CO 6. Develop idea on branding and strategies of branding

CO 7. Acquire skill in preparing advertisement copy very effectively.

Module I: Introduction to Modern Marketing: Definition-Nature and Importance of marketing, evolution of marketing, Marketing environment; Macro and Micro environment, important marketing concepts-selling and marketing-Marketing mix, consumer behaviour, market segmentation; bases for market segmentation; Target Market ;Branding -definition, importance , branding strategies and packaging.

(20 Hours)

Module II: Product Decision: Concept of product; Product Dimension; Concept of product mix, Product line and Product Items; Product mix Dimensions; New product concept and reasons of failure of the new product; Product Life cycle- Concept of pricing; significance of price in marketing; Pricing objectives; Factors affecting price; discounts and rebates; pricing strategies; price discrimination.

(20 Hours)

Module III: Market Promotion : Concept of market promotion; Objectives of Market Promotion; Elements of Market Promotion mix: advertising, personal selling , sales promotion, publicity and public relations; Advertising : functions of advertising; advertisement copy, advertising media; types of advertising media; characteristics of effective media ; ethical aspects of advertising; Personal selling : Concept, Features and Significance; Difference between advertising and personal selling ; functions of a salesman; characteristics of a good salesman; Distribution decision: Physical distribution; channel of distribution; Types of channel distribution; Sales promotion: sales promotion schemes; sample; coupon; price off; premium plan; trade fairs and exhibitions. **(30 Hours)**

Module IV: New Marketing Realities: Direct marketing and online marketing: Concept of Direct and online Marketing; Activities; Benefits and limitations; Green Marketing: Concepts; Need and Importance; Green Marketing efforts and managerial Implications; Customer Relationship Marketing(CRM): Concept and importance; Components of CRM Programme; Concept of e-CRM; Common draw backs of CRM Programme.

(20 Hours)

References:

1. Philip Kotler, Marketing Management- Prentice Hall
2. Stanton, Etzel and Walker, Marketing Management-McGraw Hill
3. R. Saxena, Marketing Management- Tata McGraw Hill
4. Majumdar, Marketing Research
5. Marketing Management : RSN Pillai and Bagavathy
6. Marketing Management : SP Bansal

Marks Including Choice

Module	Marks
I	13
II	13
III	20
IV	14
Total	60

III SEMESTER

SKILL ENHANCEMENT COURSE I: NUMERICAL SKILLS

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM HOURS
III	3A11BBH	5	4	3

COURSE OUTCOMES

CO 1. Understand common numerical methods

CO 2. Apply numerical methods to obtain approximate solutions to mathematical problems

CO 3. Analyse and evaluate the accuracy of common numerical methods

CO 4. Derive numerical methods for various mathematical operations and tasks

Module I: Arithmetic : Average, Mixtures - Ratios and proportions - Computations of interest - Simple interest - Compound interest - effective yield - Future value, present value - Amortization - depreciation - continuous compounding.

(20 Hours)

Module II: Algebra : Real and imaginary numbers - Rational and irrational numbers - Set theory- Union of sets- intersection of sets - Venn diagram - Elements of co - ordinate system, matrices -operational rules - Inverse of a matrix.

(20 Hours)

Module III: Theory of equations: Meaning, types of equations - simple linear and simultaneous equations (Only two variables) Eliminations and substitution method only. Quadratic equations factorization and formula method ($ax^2+bx+c = 0$ form only) Problems on business application.

(25 Hours)

Module IV: Progression: Arithmetic Progressions, Finding the 'n' th term of an AP and also sum to n terms of AP. Insertion of arithmetic means in given terms of AP and representation of AP. Geometric Progression. Finding the 'n' th term of GP. Insertion of GMs in given GP and also representation of GP. Mathematics of finance simple and compound interest(Simple problems only)

(25 Hours)

References :

1. Applied Numerical analysis - P K Kandasamy, K Thilakavathi, Gunavathi
2. Numerical methods : Gerald
3. Essentials of college mathematics for Business, Economics, life science and social science : Raymond Barnett, Michael Ziegler.
4. Business Mathematics : Padmalochan Hazarika

Marks Including Choice

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

ABILITY ENHANCEMENT COURSE I: PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
III	3A12BBH	4	4	3

COURSE OUTCOMES

CO 1: Understand the ‘self’ through analysis of one’s own strengths, weaknesses, opportunities and threats to face the challenging and competitive world.

CO2: Set new goals specific, measurable, achievable, realisable and time-bounded to reshape the personality and identify the shortcomings to be corrected.

CO3: Develop inter personal skills and problem solving skills.

CO4: Understand the role of body language in effective communication.

CO5: Critically evaluate the need for stress management and experience the essence of different techniques in reducing stress.

CO6: Perform effectively the assigned work to the fullest satisfaction; with utmost concentration and self motivation to achieve success in near future.

Module I: Introduction to Personality Development: Definition of Personality- Human Growth and Behaviour- Importance of Personality Development- Techniques in Personality development a) Self-confidence through SWOC b) Mnemonics c) SMART Goal setting d) Time Management and effective planning. **(15 Hrs)**

Module II: Communication Skills: a) Intra personal communication and types of Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking, Written communication- Basics of Letter writing, memorandum, notice, email, and report writing- Resume writing. **(20 Hrs)**

Module III: Etiquettes and Manners: Social etiquettes, phone etiquettes, Customer interaction etiquette, Dining- Business etiquettes- Professional etiquette tips- Boss Management. **(12 Hrs)**

Module IV: Presentation skills: How to face an Interview? - Preparations before, during and after interview, DOs and Donts for interviewee- Group Discussions- problem solving, Creativity and Leadership skills. **(10 Hrs)**

Module V: Stress Management:

Concentration and Relaxation exercises: Yoga, Meditation- Need for Work Life Balance- Role of Emotional Intelligence and Spiritual Intelligence in Self Acceptance and Self Growth.

(15 Hrs)

References

1. Personality Development and Communication Skills by S.S. Narula; reprinted 2013.
2. Communicating at Work - Principles and Practices for Business and the Professions by Adler, The McGraw Hill Company, 9th Edition
3. Business Communication and Personality Development by Biswajit Das & Ipseeta Satpathy, The Excel Publications, 1st Edition
4. Developing Soft Skills by Robert M. Sherfield, Rhonda J., Patricia J. Moodi; Cornerstone Publications.
5. "The Art of Stress-Free Living" by Sri Sri Ravi Shankar.
5. Winning at Interviews by Edger Thorpe, Showik Thorpe; Pearson Publications, 1st Edition.
6. "How to stop worrying and start living" by Dale Carnegie.
7. Complete Guide to Relieving Stress and Living A Peaceful Life - 2015 Edition by Jen Steifer.

Marks Including Choice

Module	Marks
I	13
II	16
III	10
IV	8
V	13
Total	60

III SEMESTER

COMPLEMENTARY ELECTIVE COURSE 4: 3C04BBH: HEALTH CARE LAWS, ETHICS AND MEDICAL TERMINOLOGY

Semester	Course Code	Hours per Week	Credit	Exam hours
3	3C04BBH	5	4	3

Objectives:

- > To get acquainted with the legal provision and issues related to health care
- > To familiarize with the medical terminologies
- > To understand the ethical issues in health care system

Module I

Laws relating to Hospital formation: Promotion Forming society-The Companies Act-Law of Partnership-A Sample Constitution for the Hospital-The Tamil Nadu Clinics Act ~ Medical Ethics

12 Hours

Module II

Laws relating Purchases and funding: 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. **20 Hours**

Module III

Laws pertaining to Hospitals: 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. **18 Hours**

Module IV

Medical Terminology 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. **20 Hours**

Module V

Illness 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 **20 Hours**

REFERENCES

Bm Sakharkar, Principles Of Hospital Administration And Planning —Jaypee Brothers Publications,
Francis Cm,Mario C De Souza ; Hospital Administration - Jaypee Brothers Medical Publishers

Marks Including Choice

Module	Marks
I	10
II	15
III	10
IV	15
V	10
Total	60

IV SEMESTER

CORE COURSE VI : HUMAN RESOURCE MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4B06BBH	6	4	3

COURSE OUTCOME

CO1: understand basic concept and principles of Human Resource Management.

CO2: sensitize to the training process and methods.

CO3: equip with the importance of the performance management system in enhancing employee performance.

CO4: equip with the importance of the performance management system in enhancing employee performance.

Module I: Human resource management-introduction-meaning- evolution of Human Resource management-objectives of HRM-importance of HRM-functions and process of HRM-HR Manager-Duties and responsibilities. **(15 Hours)**

Module II : Acquiring Human Resources - HR planning -meaning-importance of HR planning-benefits of HR planning-HR planning process-job analysis-meaning-process of job analysis-methods-Job description-contents of job description-job specification- contents of job specification-methods of job analysis-job evaluation -meaning-methods-benefits- job enlargement-job enrichment- **Recruitment**-meaning and definition-sources of recruitment-**selection**-meaning-steps in selection process-difference between recruitment and selection-placement-induction and orientation. **(25 Hours)**

Module III: Developing Human Resources- Training and Development- training- meaning-need for training- training process-benefits of training-methods of training-types of training-importance of training in HRD-Executive development. **(16 Hours)**

Module IV: Rewarding Human Resources- performance Appraisal-meaning-definition-objectives-methods of performance appraisal-uses and limitations-compensation management-objectives-wage system-time rate -piece rate-incentives-factors influencing wage system-promotion- types-bases of promotion-benefits-transfer-types-demotion-reasons.

(18 Hours)

Module V: Human Resource Problems- Employee Discipline-meaning -importance- Absenteeism-causes-measures to control absenteeism- labour turnover-lay off- grievance redressal-grievance -meaning-causes of grievance-importance of grievance redressal-procedure of grievance handling. (16 Hours)

Skill Development Programmes

- Prepare chart showing the function of HRM and a brief explanation on the need for each function
- Prepare an advertisement for recruitment and selection of candidate for any organisation of your choice
- Develop a format for performance appraisal of an employee.
- Choose any MNC and present your observation on training programme.

(18 Hrs)

References:

Human Resource Management-text and cases-VSP Rao
Human Resource Management-Aswathappa
Human Resource Management-L.M.Prasad
Human Resource Management-T.N.Chabbra
Personnel Management-Edwin.B.Flippo.McGraw Hill
Personnel Management-C.B.Mamoria

Marks including choice:

Module	Marks
I	10
II	17
III	11
IV	12
V	10
Total	60

IV SEMESTER

CORE COURSE VII : FINANCIAL MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4BO7BBH	5	4	3

COURSE OUTCOMES

CO 1. Understand the concept and objective of financial management

CO 2. Develop the ability to select the feasible and viable investment proposal

CO 3. Apply decision making tools in organisational context

CO 4. Ability to assess the risk and return of investment projects

Module I: Financial Management: Meaning, scope and objectives, Goals of financial management - Profit maximization - wealth maximization **(10 Hours)**

Module II: Cost of capital Meaning and significance - Computation of cost of Debt - cost of preference capital - Cost of equity - Weighted average cost of capital. Capital structure - Meaning and definition - Factors affecting capital structure - Optimal capital structure - over capitalization - under capitalization - EBIT - EPS analysis. **(25 Hours)**

Module III: Working capital Management Meaning and definition - concepts of working capital - Factors affecting working capital - types of working capital- Financing of working capital - operating cycle concept of estimating working capital (Practical problems and theory) **(25Hours)**

Module IV: Capital budgeting: Meaning, definition - importance - techniques of capital budgeting - payback period - average rate of return - Net present value method - profitability methods - IRR - Merits and demerits of Non discounting and discounting techniques. **(30 Hours)**

References:

1. Financial management : M Y Khan and P.K Jain
2. Financial management: I MPandey
3. Financial management :R K Sharma &Shashi K Gupta
4. Financial management : Prasanna Chandra
5. Financial management :Geoffrey Knott

Marks including choice:

Module	Marks
I	5
II	15
III	20
IV	20
Total	60

IV SEMESTER

CORE COURSE VIII : 4B08BBH: HOSPITAL OPERATIONS MANAGEMENT

Semester	Course code	Hours per week	Credit	Exam hours
4	4B08BBH	5	4	3

Objectives:

- > To identify the important functions and its management in Hospitals
- > To familiarise with the supporting services and procurement management of Hospitals

Module I

Front Office - Admission — Billing — Medical Records — Ambulatory Care Death in Hospital — Brought-in Dead - Maintenance and Repairs Bio Medical Equipment **18 Hours**

Module II

Clinical Services - Clinical Departments — Out patient department (OPD) - Introduction — Location — Types of patients in OPD — Facilities - How pattern of patients — Training and Coordination; Radiology — Location — Layout — X-Ray rooms — Types of X-Ray machines - Staff - USG - CT - MRI ECG. **20 hours**

Module III

Supporting Services — House Keeping — Linen and Laundry, - Food Services - Central Sterile Supply Department (CSSD) **12 Hours**

Module IV

Facility Location and Layout importance of location, factors, general steps in location selection - Types of lay outs — product, process, service facility layout Work standards, techniques of work measurement- Work sampling, calibration of hospital equipments. Productivity measures, value addition, capacity utilization, productivity - capital operations, HR incentives calculation, applications in hospital.

20 Hours

Module V

Purchasing strategy process - organizing the purchasing function ~ financial aspects of purchasing — tactical and operational applications in purchasing. Inventory Management: valuation and accounting for inventory - physical location and control of inventory — planning and replenishment concepts — protecting inventory: Value Management, Value engineering, value analysis. **20 Hours**

REFERENCES

Madhuri Sharma, Essentials For Hospital Support Services And Physical Infrastructure,

Sakharkar Bm, Principles Of Hospitals Administration And Planning, Jaypee

Francis Cm, Mario C De Souza. Hospital Administration, New Delhi, 2000

Prabhu Km, Sood Sk, Hospital Laboratory Services Organization And Management, Journal Of Academy Of Hospital Administration, 1990

Marks including choice:

Module	Marks
I	10
II	10
III	10
IV	15
V	15
Total	60

IV SEMESTER

SKILL ENHANCEMENT COURSE II: 4A13BBH: HOSPITAL INFORMATION SYSTEM

Semester	Course code	Hours per week	Credit	Exam hours
4	4A13BBH	5	4	3

Objectives:

- » To understand the role of IT in hospital management
- > To familiarise with the latest developments in technology with relevance to hospitals

Module I

The Information Explosion: Information is important — Impact on society — Impact on teaching and learning — Impact on Government — Impact on Healthcare — The future of healthcare technology - The future healthcare record -Preparing for the future - Summary. The world of Informatics. **18 Hours**

Module II

The Electronic health record: Functions of the health record —Changing functions of the patients record — Advantages of the paper record — Disadvantages of the paper record — Optically scanned records — The electronic health record - Automating the paper record — Advantages of the EHR — Disadvantages of the EHR — Bedside or point-of-care systems — Human factors and the EHR - Roadblocks and challenges to EHR implementation -The future **20 Hours**

Module III

Securing the Information: Privacy and confidentiality and Law — Who owns the data? — Security — Computer crime - Role of healthcare professionals —Summary. Information Systems cycle: The information systems cycle — Analysis — Design phase - Development — Implementation — Why some projects fails? **20 Hours**

Module IV

Electronic Communications: A bit of history — Hardware and software for connecting — Methods of accessing information — World Wide Web (WEB) - Communication Technologies **12 Hours**

Module V

TelehealthHistorical perspective on telehealth - Types of Technology — Clinical initiatives — administrative initiatives — Advantages and Barriers of telehealth — Future trends - SummaryThe future of Informatics: Globalization of Information Technology —Electronic communication — Knowledge management — Genomics — Advances in public health - Speech recognition — Wireless computing — Security - Telehealth — Informatics Education — Barriers to Information Technology implementation **20 Hours**

REFERENCES:

Kathleen M., Informatics for Healthcare Professional

James O'brien, Tate Mcgraw Hill, Management Information System

Peter Norton, Introduction To Computer, Tata Mcgraw Hill

Marks including choice:

Module	Marks
I	10
II	10
III	15
IV	10
V	15
Total	60

IV SEMESTER

ABILITY ENHANCEMENT II: ENVIRONMENTAL STUDIES

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4A14BBH	4	4	3

Course Outcomes

CO1. Acquire knowledge about environment and enable to contribute towards maintaining and improving the quality of the environment.

CO2. Understand the importance of protecting the environment and effect of environmental hazards

CO3. Analysis the ecosystem and the bio diversity nature of our country

CO4. Apply the awareness to point our Hot -spot of bio diversity in India and its conservation

CO5. Identify the effect of environmental Degradation and the role of Government in protecting the environment

CO6. Formulate some action plan to engage in activities for preventing environmental degradation.

Module I: Environmental studies- Meaning- definition-scope-Importance-Need-Components of environment: Lithosphere, Hydrosphere, Atmosphere and biosphere-need for public awareness-Natural resources: Forest resources. Water resources, Mineral resources, Energy Resources-Land resources-Role of individual in the conservation of natural resources-Equitable use of natural resources for sustainable life styles.

(18 Hours)

Module II: Eco-system- concept-Structure-Producers- Consumers- Decomposers-Energy flow in the eco-system-Bio-Diversity and its conservation: Introduction-Definition of genetic species and eco-system diversity- Value of Bio- diversity-Consumptive use- productive use- social , ethical and aesthetic value- Hot -spot of Bio-diversity- Threats to bio diversity- endangered and endemic species of India-Conservation of bio diversity: In -situ and Ex-situ conservation.

(18 Hours)

Module III: Environmental Degradation-Meaning-Types of pollutions- Causes, effects and control measures of Air pollution, Water pollution, Soil pollution- control of Urban and

Industrial waste-Environmental Ethics-Issues and possible solutions-Climate change- Global warming-acid rain- Ozone layer Depletion- solid waste management

(18 Hours)

Module IV: Environmental Protection -National environment Policy- Environmental legislations-International conventions and agreements -GATT / WTO and environment-Role of central government -Pollution control Board and its role in environment protection- Environmental Impact Assessment (EIA)- Eco-friendly products- Environment Audit- Role of NGO in environment protection.- Environmental movements-Chipko Movement-Apico Movement-Silent Valley-Environmental communication and Public awareness.

(18 Hours)

References

1. Environment Management- G.N.Pandey, Vikas Publishing House
2. Text Book of Environment- K.M.Agrawal, MacMillan
3. Ecology and Economics-Ram Prasad Sengupta- Oxford
4. The Biodiversity of India-BharuchaErach, Mapin Publishing Ltd, Ahmadabad
5. UGC

Marks Including Choice

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

SEMESTER IV

CORE COURSE IX : INDUSTRIAL VISIT AND REPORT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
IV	4B09BBH	NIL	1	-

Every student shall prepare and submit a report based on industrial visit during the IVth semester under the guidance of a faculty member 1 month before the end of the semester. Evaluation shall be done internally. The maximum marks for the course shall be 25.

COURSE OUTCOMES

CO 1: acquire hands on experience of how industry operations are executed

CO2: analyses real life environment of business

CO3: enhance interpersonal skills and communication techniques.

CO4: acquire practical knowledge of industry practices and regulations

Internal Evaluation 25 marks	
Components	Marks
Punctuality	2
Organisation of Report	18
Viva voce	5
Total	25

CORE COURSE X: BUSINESS RESEARCH METHODS

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B10BBH	5	4	3

COURSE OUTCOMES

- CO 1.** Acquire basic concepts of research and its types
- CO 2.** Gain insight and acquire the ability to apply different research designs
- CO 3.** Acquire skill of data processing in terms of tabulation and classification.
- CO4.** Generate the ability to write research reports based on approved formats.

Module I: Introduction to research- Definition - Features -Scope of Research - Types of Research: Basic, Applied, Exploratory, Descriptive ,Experimental Research , Quantitative and Qualitative-Research Process - Steps in Research **(15Hrs)**

Module II: Research problem - Sources of research problem- Data collection- Primary and Secondary Data, Tools and techniques for collection of Data: Observational and Survey Methods - Questionnaire - Schedule, Difference between Questionnaire and schedule. **(25 Hrs)**

Module III: Research design-Meaning, Importance-Sampling Design: Selection of Appropriate Statistical Techniques : Probability: Cluster, Stratified, Systematic, Quota, Non probability: Judgemental, Convenience, snowball -Attitude measurement techniques . **(30 Hrs)**

Module IV

Report writing- Types of Reports, Contents, stages of Report writing- Footnote-Bibliography **(20Hrs)**

References

1. O.R.Krishnaswamy; Research methodology in Social Sciences, HPH, 2008.
2. R. Divivedi: Research Methods in Behavior Science, Macmillan India Ltd., 2001.
3. J.K. Sachdeva: Business Research Methodology HPH
4. S.N. Murthy, V. Bhojanna: Business Research Methods Excel Books
5. Levin &Rubin: Statistics for Management, Prentice Hall of India, 2002
6. Gupta S; Research Methodology and Statistical Techniques, Deep & Deep Publication (P) Ltd., 2002
7. Thakur D: Research Methodology in Social Sciences, Deep & Deep Publications (P) Ltd.,1998.
8. Tripathi P.C:A Textbook of Research Methodology, Sultan Chand & Sons, 2002.
9. Cooper: Business Research Methods 6th edition, MC Graw Hill,
10. C.R. Kothari, Research Methodology, Vikas Publications
11. Usha Devi N, Santhosh Kumar - Business Research Methodology

Marks Including Choice

Unit	Marks
I	15
II	20
III	15
IV	10
Total	60

V SEMESTER

CORE COURSE XI : ACCOUNTING FOR MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5B11BBH	6	4	3

COURSE OUTCOMES

CO 1. Understand the concepts of cost and management accounting

CO 2. Prepare cost sheet and budgets of an organisation

CO 3. Analyse financial statements of corporate organisations using accounting ratios

CO4. Apply the concepts of marginal costing and standard costing in decision making

Module I: Management Accounting -Meaning, Definition, Nature, Scope, Difference between financial accounting, cost accounting and management accounting-Limitations of financial accounting- Recent trends in management reporting

(15 hours)

Module II: Cost Accounting- Concepts, objectives, scope, Uses- Elements of cost- cost classification-cost centre, cost unit- preparation of cost sheet.

(15 hours)

Module III: Analysis and Interpretation of financial statements- Meaning, types, Methods (Brief discussion only)- Ratio Analysis: Meaning and nature, Uses, Limitations- Types of ratios: Liquidity-solvency- Turnover- Profitability-Market test ratios- Judgement of financial stability through ratios (stress should be given to problem solving and interpretation skills) **(30 hours)**

Module IV: Marginal costing: concept-definition-features- CVP Analysis: Meaning, importance, Limitations, Uses of P/V ratio- Margin of safety—Breakeven chart- Application of CVP analysis(Theory only)

(24 hours)

Module V: Cost control Techniques: Budgetary control: concepts, objectives,- steps in budgetary control- Preparation of Budgets- (Cash budget and flexible budget only)- Standard costing: concept, uses, steps- Difference between budgetary control and standard costing- Variance analysis: (Material and labour

(24 hours)

References

Management Accounting: Sharma RK and Sasi K guptha

Management Accounting: RSN Pillai and Bagvathi

Cost Accounting : SP Jain and KL Narang

Cost Accounting :Dr D Agarwal

Marks Including Choice

Unit	Marks
I	10
II	10
III	15
IV	15
V	10
Total	60

VI SEMESTER

CORE COURSE XIV: ORGANISATIONAL BEHAVIOUR

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B14 BBH	6	4	3

CO1. Understand concepts, theories and techniques in the field of human behavior at individual, group and organization level.

CO 2. Understand personality determinants within personal and organizational context.

CO3. Understand concepts of learning and motivation and its context in organizational setting.

CO4. Identify the role and relevance of group dynamics in organizational management.

Module I: Organisational Behaviour - Definition, meaning and nature, scope and application in management, Contribution of other disciplines to OB, Emerging issues in OB - Attitude, Meaning, Characteristics, and Components of Attitude, Attitude formation, change in attitude and barriers to attitude.,- Leadership, leadership styles. **(18 hours)**

Module II: Personality- Determinants of personality, Factors- Personality theories- Trait theories, Type theories, psycho analytic theories and humanistic theories. **(25 hours)**

Module III: Perception- factors affecting perception,-Learning, theories of learning- classical, operant, and social theories- Motivation, role and importance, Theories of motivation- Herzberg, McGregor, Maslow, Bandura **(25 hours)**

Module IV : Group behavior- Group dynamics, features and types of group, stages of group development, group norms, group cohesion- Group conflict, types of conflict, conflict resolution **(20 hours)**

Module V : Organisational change and development- Nature of work change, Types of change, Factors influencing change, overcoming resistance to change - Organisational development- meaning, benefits and steps in OD **(20 hours)**

References:

1. K. Aswathappa, Organizational Behaviour, HPH.
2. Appanniah&, Management and Behavioural Process, HPH.
3. Rekha&Vibha - Organizational Behavioural, VBH. 20
4. Robbins, Organizational Behaviour, International Book House.
5. John W. Newstrom&Kieth Davis, Organizational Behaviour, McGraw Hill.
6. P.G. Aquinas Organizational Behavior, Excel Books.
7. Fred Luthans, Organizational Behaviour. McGraw Hill.
8. M. Gangadhar. V.S.P.Rao and P.S.Narayan, Organizational Behaviour
9. M.N.Mishra: OrganisationalBehaviour and Corporate Development, HPH.
10. Karamapl : Business Management & Organizational Behavioral I.K. International
11. N.S. Gupta, Organizational Behaviour, HPH.
12. Jit. S. Chandan, OrganisationalBehaviour, Vikas Publishing House.
13. Sharma R.K & Gupta S.K, Management and Behaviour Process, Kalyani Publishers.
14. K. Venkataramana, OrganisationalBehaviour, SHBP.

Marks Including Choice

Unit	Marks
I	10
II	10
III	15
IV	15
V	10
Total	60

VI SEMESTER

CORE COURSE XV: BANKING THEORY AND PRACTICE

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
VI	6B15 BBH	5	4	3

COURSE OUTCOMES

- CO1. Acquire knowledge about basics of banking
- CO2. Understands the law and practices of banking
- CO3. Understands the various banking terminologies
- CO4. Acquire knowledge of modern banking practices

Module I: Introduction to banking: origin and development of banking- structure of banking in India- Commercial banks- Functions-central bank-RBI: functions, fiscal and monetary policy- Banking Regulation Act 1949, Loans and advances: fixed advance, cash credit, overdraft, letter of credit, bill discounted- principles of sound lending.

(20 Hours)

Module II: Banker and customer relationship: Banker and customer-meaning- General and special relationship- Types of customers and account holders- minors, joint account holders, partnership firms, joint stock company with limited liability, executors, trustees, clubs and associations, joint hindu family- Procedure for opening and closing of accounts.

(25 Hours)

Module III: Negotiable instruments: Introduction-meaning and definition, features, kinds of negotiable instruments(meaning only)- cheques: meaning, definition, features- parties - crossing of cheques- types of crossing- Endorsement: meaning, essentials, kinds of endorsement, Dishonour of cheque, reason for dishonour.

(25 Hours)

Module IV: Technology in banking : need and importance- virtual banking- ATM- credit card- Debit card- Telebanking,m-banking, internet banking- RTGS(Real time Gross settlement), NEFT, Electronic Fund Transfer(EFT), SWIFT (society for worldwide interbank financial telecommunication)- concept of core banking- Universal banking and Green banking(concept only)

(20 Hours)

Skill Development Activities

- collect and fill account opening form of SB and current A/c
- collect and fill pay-in-slip of SB and current A/c
- Draw different types of endorsement of cheques
- List customer services offered by at least two banks of your choice

References

1. Banking Theory law and practice: Gorden and Natarajan, Himalaya Pub.
2. Banking law and practice : Maheswari.S.N., Kalyanipublishers
3. Banking Theory law and practice: Shekhar.K.C, Vikas publishing House
4. Modern banking: K.P.M. Sundharam and E.N.Sundharam, Sulthanchandans sons

Marks Including Choice

Unit	Marks
I	15
II	15
III	15
IV	15
Total	60

VI SEMESTER CORE COURSE XVI :6B16BBH:Hospital Orientation Training

Semester	Course code	Hours per week	credit	Exam hours
6	6B16BBH	2	2	-

COURSE OUTCOMES

CO1: Analyses real hospital situations

CO2: Acquires group dynamic skills through group involvement

CO3: Develops solutions or inferences on the problem under study

CO4: Synthesize facts in the form of a report

During the sixth semester, the candidate shall do a research project on the basis of the one-month internship at the selected hospital. This research project is envisaged as a practical application of the research methodology course studied in the BBA Hospital Administration Programme. The students have to submit the internship training certificate along with the project.

Structure of the Project Report

1. Title page
2. Declaration by the student
3. Bonafide Certificate from the guide countersigned by HOD and an internship certificate from the hospital.
4. Acknowledgement
5. Table of Contents
6. List of Tables
7. List of figures
8. List of Symbols, Abbreviations
9. Chapter 1: Introduction (Background information, Statement of the Research problem, objectives of the study, Research methodology, etc.)
10. Chapter II: Review of literature
11. Chapter III: Theoretical framework
12. Chapter IV: Data Analysis and Interpretation

13. Chapter V: Summary of findings, implications and Recommendations
14. Bibliography (books, journal articles, etc., used for the project work).
15. Appendix (Questionnaire, specimen copies of forms, other exhibits, etc.)

Page size and typing instructions

The project report shall be prepared on A4-sized bond paper. The report shall be printed and spiral-bound/hard-bound with not less than 60 pages. The general text of the report shall be typed with 1.5-line spacing. The general text shall be typed in the font Times New Roman with font size 12. Paragraphs shall be arranged in justified alignment with margins of 1.25 on top, bottom, left and right of the page with portrait orientation. No border line should be given to the pages.

Evaluation of the project report

A maximum of 50 marks shall be awarded for the project report. Out of the Total 50 marks, 40 marks shall be given by the external examiners, and 10 marks shall be given by the internal examiners.

Internal Evaluation	10
Project Evaluation	20
External Viva Voce	20
Total Marks	50

PART B

DISCIPLINE SPECIFIC ELECTIVE COURSE IN HOSPITAL ADMINISTRATION

CORE COURSE XII (DSEC):-5B12BBH: HEALTH CARE ENVIRONMENT AND MANAGEMENT

Semester	Course code	Hours per week	Credit	Exam hours
5	5B12BBH	6	4	3

Objectives:

>> To familiarize with the healthcare environment

> To understand the concepts of management with relevance to hospitals

Module I

Introduction - Theoretical frame work - Environment - Internal and External — Environmental Scanning -Economic Environment — Competitive Environment — Natural Environment — Politico Legal Environment - Socio Cultural Environment - International and Technological Environment.

18 Hours

Module II

A Conceptual Approach to Understanding the Health Care Systems — Evolution — Institutional Setting - Out Patient services - Medical Services — Surgical Services - Operating department - Pediatric services — Dental services — Psychiatric services — Casualty & Emergency services — Hospital Laboratory services - Anesthesia services — Obstetrics and Gynecology services - Neuro — Surgery service — Neurology services. **20 Hours**

ModuleIII

Overview of Health Care Sector in India — 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

20 Hours

Module IV

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

20 Hours

ModuleV Epidemiology — Aims — Principles - Descriptive, Analytical and Experimental Epidemiology - Methods - Uses **12 Hours**

REFERENCES

Seth,M.L. Macroeconomics, Lakshminarayanaagrawal, Edu, Pubagra.1996

Peter,Z& Fredrick, B. Health Economics, Oxford Pub., New York, 1997

Shanmugansundaram, Y., Health Economics, Oxford Pub. New York, 1997

Marks including choice:

Module	Marks
I	15
II	15
III	10
IV	10
V	10
Total	60

CORE COURSE XIII (DSEC): 5B13BBH : HOSPITAL FACILITIES MANAGEMENT

Semester	Course Code	Hours per week	Credit	Exam hours
5	5B13BBH	6	4	3

Objectives:

>> To get familiarised with support service systems

> To get acquainted with hazards and its management in hospital environment

Module I

Nutrition and Dietary services — Pharmacy services — Medical Records services. **12 Hours**

Module II

Facilities Engineering — Maintenance of Civil Assets — Electrical supply and Water supply — Medical gas pipeline — Plumbing and Sanitation — Air conditioning system — Hot water and Steam supply - Communication Systems —Biomedical engineering departments in modern hospitals. **30 Hours**

Module III

Laundry services — House keeping services - CSSD-Energy conservation methods - AMC. **13 Hours**

Module IV

Ambulance services - Mortuary services — Hospital security services. **10 Hours**

Module V

Disaster management ~ Fire hazards — Engineering Hazards — Radiological hazards.- Outsourcing of Support services —Waste disposal and management - few case studies.

25 Hours

REFERENCES:

G.D.Kunders: Hospital and Facilities Planning And Design

Jacob Kline: Hand Book Of Bio-Medical Engineering

Webster J.G And Albert M. Coe: Clinical Engineering Principles And Practices

Antony Kelly: Maintenance Planning and Control

Marks including choice:

Module	Marks
I	10
II	15
III	10
IV	15
V	15
Total	60

CORE COURSE XVII (DSEC): 6B17BBH: PATIENT CARE MANAGEMENT

Semester	Course code	Hours per week	Credit	Exam hours
6	6B17BBH	6	4	3

Objectives:

> To understand the importance of patient care management

> To be acquainted with the disaster and safety & Security Management in Hospitals

Module I

Patient centric management-Concept of patient care, Patient-centric management, Organization of hospital departments, Roles of departments/managers in enhancing care, Patient counseling & Practical examples of patient centric management in hospitals-Patient safety and patient risk management. **20 Hours**

Module II

Quality in patient care management-Defining quality, Systems approach towards quality. Towards a quality framework, Key theories and concepts, Models for quality improvement & Variations in practice **18 Hours**

Module III

Patient classification systems and the role of casemix-Why do we need to classify patients, Types of patient classification systems, ICD 9 (CM, PM). Casemix classification systems, DRG, HBG, ARDRG., Casemix innovations and Patient empowering classification systems. **20 Hours**

Module IV

Medical ethics & auditory procedures-Ethical principles, Civic rights, Consumer Protection Act, Patient complaints powers & procedures of the district forum. State and National commission, Patient appeals, Autopsy. Tort liability, Vicarious liability. Medical negligence. Central & state laws, Use of investigational drugs, Introduction/need & procedures for medical audit, Audit administration & Regulating committees-Confidentiality and professional secrecy. ethics of trust and ethics of rights - autonomy and informed consent, under trading of patient rights — universal accessibility — equity and social justice, human dignity **30 Hours**

Module V

Disaster preparedness-Policies & procedures for general safety. fire safety procedure for evacuation, disaster plan and crisis management . Policies & procedures for maintaining medical records, e-records, legal aspects of medical records, its safety, preservation and storage.

20 Hours

REFERENCES:

Goel S L & Kumar R. Hospital Core Services: Hospital Administration Of The 21st Century 2004 Ed., Deep Deep Publications Pvt Ltd: New Delhi

Gupta S & Kant S. Hospital & Health Care Administration: Appraisal And Referral Treatise 1998 Ed., Jaypee, New Delhi

Marks including choice:

Module	Marks
I	12
II	12
III	12
IV	12
V	12
Total	60

COURSE XVIII (DSEC): 6B18BBH:HEALTH INSURANCE AND MEDICAL TOURISM

Semester	Course code	Hours per week	Credit	Exam hours
6	6B18BBH	6	4	3

Objective:

The primary aim of this subject is to acquaint students to the concept of health insurance, product development, and various health insurance products both at individual and group level, the economic services of health insurance, underwriting of health insurance policies, marketing of insurance policies, aims management, the party administration etc., so that the students are ready for the challenges of the healthcare insurance which is emerging as a sector holding great promise.

Module I

Introduction, History of Health Insurance, Principles of Health Insurance, Health insurance Products, Group Insurance Products, Concepts of insurance, life and nonlife **20 Hours**

Module II

Introduction to Claims management . Cashless & Reimbursement claim, Significance of claims settlement. Third Party Administrator(TPA) **20 Hours**

Module III

Economic and financial management of Health Insurance, Marketing and servicing of Health insurance. IT Applications and Legal framework in Health Insurance, . Ethical issues in insurance **25 Hours**

Module IV

introduction to Medical tourism Concept, Advantage & Disadvantage, Benefits of Medicattourism, Medical Tourism Organizations, Trends in Demand for Medical Tourism Medical Tourism Potentials of india **25 Hours**

REFERENCES

- 1, Mediclaim&Health Insurance By Prof Kshiti] Patukale
2. Do We Care: India's Health System By K. Sujatharao
3. Principles Of HOSPITAL Administration And Planning By 8 M Sakharkar
- 4, Kenneth Black, Jr. Harold D. Skipper, Jr, Ire And Health Insurance, Thirteenth Edition, Pearson Education Pvt. Ltd., Delhi, 2003.

Marks including choice:

Module	Marks
I	15
II	15
III	15
IV	15
Total	60

PART - C

GENERIC ELECTIVE COURSES

GENERIC ELECTIVE COURSE I: CUSTOMER RELATIONSHIP MANAGEMENT

SEMESTER	COURSE CODE	HOURS	CREDIT	EXAM
		PER WEEK		HRS
V	5D01BBH	2	2	2

Course Outcomes:

Co1: Understand the concept of CRM in digital era with modern changes in the recent world.

Co2: Identify the dimensions to evaluate customers' satisfaction .

Co3: Apply various strategies to improve the customer loyalty and maintaining the long-term-customer relationships.

Co4: Analyse the recent initiatives taken by MNCs to improve customers' satisfaction coping-up to their expectations.

Module I: Introduction to CRM- CRM Definitions, Emergence of CRM practice, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation. **(12 Hrs)**

Module II: Customer Satisfaction-Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Rationale of Customer Satisfaction, Measuring Customer Satisfaction, Customer satisfaction and marketing program evaluation, Customer Satisfaction Practices.

(14 Hrs)

Module III: Emerging Perspectives: Rural CRM, customer relationship management practices in retail industry, hospitality industry, banking industry, telecom industry, aviation industry.

(10Hrs)

References

1. Alok Kumar Rai, “Customer Relationship Management-Concepts and Cases”, PHI Learning Pvt. Ltd, 2012.
2. Bhasin, “Customer Relationship Management”, Wiley Dream tech publishers, 2012
Alok Kumar Rai, “Customer Relationship Management-Concepts and Cases”, PHI Learning Pvt. Ltd, 2012.
3. Chaturvedi, “Customer Relationship Management”, Excel Books, 2009.
4. Sheth J N, Parvatiyar A. and Shainesh G,”Customer relationship management-
5. Emerging Concepts, Tools, & Applications”, Tata McGraw-Hill Education , 2009.

Marks including choice:

Module	Marks
I	10
II	12
III	8
Total	30

GENERIC ELECTIVE COURSE II: SERVICE MARKETING

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D02BBH	2	2	2

Course Outcomes:

CO1: Appreciate the challenges facing the services marketing in traditional commercial marketing, e-marketing and non - commercial environments.

CO2: Identify the differences between marketing physical products and intangible services, including dealing with the extended services marketing mix, and the four unique traits of services marketing.

CO3: Recognise the challenges faced in services delivery as outlined in the services gap model.

CO4: Forecast the new innovations in the services industry and become the recipients of better services quality ensured by best corporates.

Module I: Introduction- Growth of service sector - Definition, features and types of services - designing of service - Service Marketing versus Goods Marketing- 7 P's Services Marketing Mix-- Service marketing triangle- Service mapping . **(10Hrs)**

Module II: Consumer Behaviour in Services Marketing-Customer expectation of services - Factors influencing customer expectation of services - Customer perception of services - Customer satisfaction . **(6Hrs)**

Module III : Management of Services Marketing- Service strategy for an effective demand - Service strategy for supply - market segmentation, Targeting and Positioning. **(8 Hrs)**

Module IV: Delivering Quality Services-Quality gap - the customer expectation vs. actual services - Technique to augment the gap - Performance gap - Promise vs. Delivery - Strategy for augmenting the gap - Communication gap—Measuring Service Quality: SERVQUAL Scale.

(12Hrs)

Reference Books

1. S.M. Jha, “Services Marketing” Himalaya Publishing House. 2017
2. Christopher Lovelock “Services Marketing” Pearson Education, 11th edition 2017
3. Adrian Payne, “The Essence Of Services Marketing” Prentice Hall of India Pvt Ltd., 2014.
4. B Santhanam, “Services Marketing” Margham Publications, 2014
5. K. Douglas, Hoffman, John E.G. Bate Son “Essentials of Service Marketing” Dryden Press Series, 2013.
6. Helen Woodroffe - “Services Marketing” Macmillan publications, 2012.

Marks including choice:

Module	Marks
I	8
II	5
III	7
IV	10
Total	30

GENERIC ELECTIVE COURSE III: E-COMMERCE

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D03BBH	2	2	2

Course Outcomes:

CO1: Familiarize the basic concepts and methods of e-commerce

CO2 :Understand how e-commerce affect today's business world

CO3:Identify the precautionary measures to be followed while entering in online transactions.

CO4: Analyze factors influencing the success of e-commerce.

Module I; Introduction to e-commerce:- Meaning, Concept, Origin. Importance, features, benefits of e-commerce. Challenges and limitations of e-commerce. **(10Hrs)**

Module II: Business models of e-commerce:- B2B, B2C, C2C. Factors influencing the success of e-commerce. **(6 Hrs)**

Module III: Electronic payment systems:- Introduction, Online payment methods, Debit card, credit card, e-cash, e-smart card, e-cheque, e-wallet, stored value card (gift card), Electronic fund transfer(EFT), Digital currency, M-commerce. **(12Hrs)**

Module IV: Recent trends in e-commerce:- Digital signature, digital certificate, Biometrics Information & Technology Act 2000, Security issues in e-commerce. **(8Hrs)**

References

1. Ashoke Ghose, Basics of E-commerce. Legal & Security Issues: NIIT Publisher
2. .Bejajnath E-commerce, The cutting Edge of Business
3. R Kalakota E-commerce
4. Douglas, The internet book
5. Aleon, Internet in a nutshell
6. Internet and web design. R&D Wing, Mac Million
7. Rayport, Jeffrey F and Jaworksi, Bernard J, Introduction to E-Commerce, Tata Mc Graw Hill, New Delhi

Marks including choice:

Module	Marks
I	8
II	5
III	10
IV	7
Total	30

GENERIC ELECTIVE COURSE IV: EVENT MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D04BBH	2	2	2

Course Outcomes:

CO1: Understand the concept and significance of event management.

CO2: Familiarize the techniques to improve event finance, sponsorship and cost control.

CO3 : Practice preparing time limits for event.

CO4: Develops skill for conducting an event

Module I: Introduction to Event Management: concepts - nature - scope - Evolution of professional event management- significance and components of events - event co ordination.

(8Hrs)

Module. II: Conceptualizing and designing Event: key elements of events - activities in event management - planning - organizing - staffing - leading - co ordination - controlling - event management information system.

(10Hrs)

Module. III

Event Production - Staging an event - choosing the event site - developing the theme - conducting rehearsals - providing services - arranging catering - inter personal skills. Event Marketing, Finance Management in events, Safety and security in event.

(10Hrs)

Module IV: Evaluation of Event Performance: basic evaluation process - measuring performance - formative evaluation - objective evaluation - summative evaluation - correcting deviations.

(8Hrs)

References

1. Event Marketing and Management :Sanjaya Singh Gaur &Sanjay.V.Saggere
2. Successful event management : Anton Shorie, Bryn Parry
3. Event Management : A.K.Bhatia
4. Best Practices in Modern event Management : Gold Blatt
5. Professional Event co ordination : Julia Rutherford Silvers
6. Event Planning : Judy Allen
7. Hand book of conferences and meetings b y David seekin

Marks including choice:

Module	Marks
I	7
II	8
III	8
IV	7
Total	30

GENERIC ELECTIVE COURSE V: DISASTER MANAGEMENT

SEMESTER	COURSE CODE	HOURS PER WEEK	CREDIT	EXAM HRS
V	5D05BBH	2	2	2

Course Outcomes:

CO1: Understand the factors contributing to disaster

CO2: Acquire knowledge about the various precautionary measures to reduce the disasters

CO3: Understand the IT techniques in disaster management

CO4 : Identify the role of NGO and Govt. in disaster management

Module I: Disaster:- Meaning, Definition, Phases of disaster. Classification of disaster:- Natural- Flood, Cyclone, Earthquake, Landslide; Man-made- Fire, Pollution, Nuclear disaster, Biological disaster (Causes & effects) **(12 Hrs)**

Module II: Vulnerability Analysis:- Vulnerability:- meaning, concept. Strategic development for vulnerability analysis. Disaster Risk Reduction (DRR) **(6Hrs)**

Module III: Disaster Management: Pre disaster prevention, Prediction. Disaster preparedness- disaster preparedness plan; long term and short term. Warnings, safety measures. Post disaster management:- Damage assessment, remedial measures, rehabilitation. **(12Hrs)**

Module IV: Role of IT in disaster management: Role of Govt. NGO, Volunteers and social workers in disaster management. **(6Hrs)**

References

1. R.B Singh(Ed) :Disaster Management, Rawat Publications, New Delhi
2. H.K Gupta(Ed) :Disaster Management, Universiters Press, India:

3. R.B Singh : Space Technology for Disaster Mitigation in India (INCED), University of Tokyo

4. Dr. Satender :Disaster Management in Hills, Concept Publishing Co., New Delhi

5. M.C Gupta : Manuals on Natural Disaster Management in India, National Centre for Disaster Management, IIPA, New Delhi.

6. R.K Bhandani : An Overview on Natural and Manmade Disaster & their
44 Reduction, CSIR, New Delhi.

7. R.B Singh(Ed) :Environmental Geography, Heritage Publishers, New Delhi.

Marks including choice:

Module	Marks
I	10
II	5
III	10
IV	5
<u>Total</u>	<u>30</u>

Second Semester BBA Degree Examination

2B02BBH: Hospital architecture, planning and Maintenance

Time:3 hours. Max mark:40

PART -A

(6*1=6)

Answer all questions: Each question carries 1 mark.

1. Define Hospital.
2. What do you mean by hospital planning?
3. What is hospital architect?
4. Who is a hospital administrator?
5. What do you mean by electrical safety?
6. What is a diagnostic zone?

PART -B

(6*2=12)

Answer any 6 questions.Each question carries 2 marks. 7. Explain Regionalization.

8. What do you mean bed planning in a hospital?
9. Who all are included in the hospital planning team?
10. Explain principles of hospital planning.
11. What are the supportive services provided by hospitals?
12. Why are mechanical standards important in hospitals?
13. What are the biomedical equipment used in hospitals?
14. What is a mortuary?

PART -C

(4*3=12)

Answer any 4 questions.Each question carries 3 marks

15. What are the roles of a hospital administrator?
16. Briefly explain preparation of project report in hospital.
17. Describe architect report and its contents.
18. What are the standards for biomedical waste ?
19. Explain hospital as a system .
20. What are the functions of a mortuary?

PART-D

(2*5=10)

Answer any 2 questions Each question carries 5 marks.

21. Explain the classification of hospitals.
22. Explain the process of hospital planning
23. What are the factors influencing hospital utilisation ? 24. What are the building requirements for a hospital?

Third Semester BBA Degree Examination

3C04BBH: HEALTH CARE LAWS, ETHICS AND MEDICAL TERMINOLOGY

Time: 3 hours Max. Mark: 40

PART-A

Answer all the questions. Each question carries 1 mark (6*1=6)

1. What do you mean by medical ethics?
2. Define company.
3. Expand the term “FEMA”
4. What is medical negligence?
5. What is ICU?
6. Explain housekeeping.

PART –B

Answer any 6 questions. Each question carries 2 marks

(6*2=12)

7. State the importance of fatal documents
8. What do you mean by routes of medication?
9. What is the most important aspect of medical record keeping?
10. What is the Central Sterile Supply Department in the hospital?
11. Explain the function of the Indian Red Cross Society.
12. What do you mean by medico-legal cases?
13. Explain the dying declaration.
14. Explain the significance of the Central Birth and Death Registration Act. PART – C

Answer any 4 questions. Each question carries 3 marks (4*3=12)

15. Explain the importance of Export import policy in case of purchasing and funding of hospital.
16. What are the objectives of the Biomedical Waste Management Rule 2016? 17. Explain hospital welfare services.
18. Explain the transplantation of human organs Act, 1994. Describe the major problems involved in organ transplants.
19. What is the importance of medical education? explain the role of the Medical Council of India in education.
20. Explain the tax obligation concerning purchase and funding in the medical field

PART – D

Answer any 2 questions. Each question carries 5 marks (2*5=10)

21. Explain the laws relating to hospital formation.
22. Explain the major diseases and medical specialties.
23. Explain the major laws pertaining to health?

24. What are the various nosocomial infections and communicable diseases?

4 SEMESTER BBA DEGREE EXAMINATION
4B08BBH: HOSPITAL OPERATIONS MANAGEMENT

Time:3 hours. Max mark:40

PART A

(6*1=6)

Answer all question each carries 1 mark

1. What do you mean by admission of hospital?
2. What is medical record?
3. What is OPD?
4. Which are the specialities in clinical department?
5. What is the full form of CSSD?
6. What do you mean by value analysis?

PART B

(6*2=12)

Answer 6 questions each carries 2 marks.

7. What is house keeping?
8. Explain CT?
9. Write any two types of XRay machines?
10. What are the supportive services provided in hospital?
11. Briefly explain MRI and ECG?
12. Explain the types of patients in OPD
13. What do you mean by laundry and linen?
14. Explain value engineering?

PART C

(4*3=12)

Answer any 4 questions each carries 3 marks

15. Explain characteristics of medical records?
16. Explain the types of linen used in hospital?
17. Explain radiology and its types .
18. Explain importance of facility location?
19. Explain types of layout?
20. Explain role of front office in hospital?

PART D

(2*5=10)

Answer any 2 questions each carries 5 marks

21. Explain importance of OPD services and points to be considered while visiting OPD?
22. Explain general steps in location selection?
23. Explain techniques of work measurement?
24. Explain CSSD and its objectives

4 SEMESTER BBA DEGREE EXAMINATION

4A13BBH: HOSPITAL INFORMATION SYSTEM

Time:3 hours. Max mark: 40

PART A

(6*1=6)

Answer all questions each carry 1 mark.

1. What do you mean by information?
2. What is an electronic health record?

3. What is EHR?
4. What do you mean by knowledge?
5. What do you mean by telehealth?
6. What is public health?

PART B

(6*2=12)

Answer 6 questions each carries 2 marks

7. Explain the future of healthcare technology.
8. What are the functions of health records?
9. What are optically scanned records?
10. What is computer crime?
11. What is the design phase?
12. What is the world wide web?
13. What are the different communication technologies?
14. What is crenomics?

PART C

(4*3=12)

Answer any 4 questions each carries marks.

15. Briefly explain the future health care technology.
16. Describe the functions of health records.
17. Briefly explain the Roadblocks and challenges of EHR implementation. 18. Explain the design phase development and implementation 19. Explain globalisation and technology.
20. Explain about informatics education.

PART D

(2*5=10)

Answer any 2 questions each carries 5 marks.

21. What do you mean by information and explain its impact in various fields?
22. Briefly explain the advantages and disadvantages of paper records.
23. Explain the role of healthcare professionals in the new world.
24. Briefly explain about electronic communication, its impact and public health.

**4 SEMESTER BBA DEGREE EXAMINATION 4B08BBH: HOSPITAL
OPERATION MANAGEMENT**

Time:3 hours. Max mark:40

PART A

(6*1=6)

Answer all question each carries 1 mark

1. What is OPD?
2. What is the use of ECG in MRI?
3. Write the full form of CSSD?
4. What are the biomedical equipment used in hospitals? 5. What is calibration of medical equipment?
6. What do you mean by inventory management?

PART B

(6*2=12)

Answer 6 questions each carries 2 marks.

7. What are the important medical records kept in the hospital? 8. What are the 3 types of x-ray machines?
9. Explain housekeeping.
10. What do you mean by capacity utilisation?
11. What do you mean by value management?
12. What are the supporting services provided in the hospital? 13. What is the use of USG test?

14. Explain work sampling.

PART C

(4*3=12)

Answer any 4 questions each carries 3 marks

15. Briefly explain ambulatory care death in hospital. 16. Explain the type of patients in OPD.

17. Explain value engineering.

18. What are the techniques of work measurement? 19. Explain planning and replenishment concepts.

20. Explain about CSSD.

PART D

(2*5=10)

Answer any 2 questions each carries 5 marks

21. What is facility location ? Explain the general steps in location selection. 22. Explain process of purchasing strategy.

23. What are the importance of clinical services and what are facilities provided in hospitals?

24. Explain applications in hospital.

4 SEMESTER BBA DEGREE EXAMINATION
4A13BBH: HOSPITAL INFORMATION SYSTEM

Time: 3 hours. Max mark: 40

PART A

(6*1=6)

Answer all questions each carry 1 mark.

1. Write two advantages of paper record?

2. what is meant by automating the paper record?
3. What is Electronic record?
4. What is bedside or point care system?
5. What do you mean by EHR?
6. What is cyber crime?

PART B

(6*2=12) Answer 6 questions each carries 2 marks

7. What are the disadvantages of paper record?
8. Who owns the hospital information data?
9. Write a short note on hospital information system ?
10. What is EHR briefly explain?
11. What are the functions of EHR?
12. What is telehealth?
13. What is information system cycle ?
14. What is the future of health care technology?

PART C

(4*3=12) Answer any 4

questions each carries marks.

15. Why Hospital Information is important?
16. Describe the functions of health records.
17. Briefly explain computer crime?.
18. Explain history of information system?
19. How EHR is beneficial to patients

20. What is the role of health care professionals in EHR

PART D

(2*5=10)

Answer any 2 questions each carries 5 marks.

21. What are the differences between paper record and electronic records?

22. Briefly explain cyber crimes and security of data?

23. What are the advantages and barriers of telehealth.

24. How important EHR in modern world?

Fifth Semester BBA Degree Examination

5B12BBH Healthcare environment and management

Time: 3 hours Max. Mark: 40 PART-A

Answer all the questions. Each question carries 1 mark

(6*1=6)

1. What do you mean by rural medical care?

2. Explain the term “Epidemiology”.

3. What is environmental scanning?

4. What is a competitive environment?

5. Expand the terms IMA and MCI

6. What do you mean by pediatric services?

PART –B

Answer any 6 questions. Each question carries 2 marks

(6*2=12)

7. Explain the importance of hospital laboratory services.

8. Explain the aim of epidemiology.

9. What do you mean by outpatient services?
10. Explain different types of Surgical services
11. Explain Medical education policy.
12. Explain the importance of hospital management.
13. Explain various stages in environmental scanning.
14. What are the elements of Primary health care?

PART – C

Answer any 4 questions. Each question carries 3 marks

(4*3=12)

15. What do you mean by Anesthesia services? Explain various types of Anesthesia.
16. Explain the evolution of the hospital healthcare system
17. Explain the role of Nursing and Paramedical staff
18. Explain the importance of the International and technical environment in the hospital sector
19. Explain the importance of the state medical body council.
20. Differentiate between general and special hospitals.

PART – D

Answer any 2 questions. Each question carries 5 marks

(2*5=10)

21. What are the major healthcare regulations? Explain.
22. What is epidemiology? Explain the principles and methods of epidemiology
23. Explain the important internal and external environment factors which affect the hospital business
24. Describe the healthcare sector in India?

Fifth Semester BBA Degree Examination
5B13BBH Hospital facilities management

Time: 3 hours Max. Mark: 40 PART-A

Answer all the questions. Each question carries 1 mark (6*1=6)

1. Expand the term CSSD.
2. What do you mean by radiological hazards?
3. What is AMC?
4. State any two duties of a Biomedical engineer.
5. What do you mean by engineering hazard?
6. What do you mean by the maintenance of civil assets?

PART –B

Answer any 6 questions. Each question carries 2 marks (6*2=12)

7. explain the functions of housekeeping services
8. what is the main equipment mainly used in laundry services?
9. Briefly explain mortuary services
10. Explain the major equipment and its uses in an ambulance
11. Explain important engineering facilities in the hospital
12. What do you mean by Pharmacy services?
13. Factors should be taken care of in hospital air conditioning
14. How outsourcing of support services will be beneficial to the hospital sector?

PART – C

Answer any 4 questions. Each question carries 3 marks (4*3=12)

15. Explain the hot water and steam water supply and its importance in hospital
16. Explain the importance of the biomedical engineering department in the modern hospital

17. Explain the communication system existing in the healthcare sector 18. Explain waste disposal and management systems in the hospital sector 19. Briefly explain CSSD

20. State the functions of Nutrition and dietary services

PART – D

Answer any 2 questions. Each question carries 5 marks (2*5=10)

21. Explain various energy conservation methods.

22. Explain medical gas pipeline system.

23. Explain the importance of medical records services 24. Explain disaster management

6 Semester BBA Degree Examination

6B18BBH: Health insurance and Medical Tourism

Time:3 hours. Max mark:40

PART -A

(6*1=6)

Answer all questions :Each question carries 1 mark.

1. What do you mean by insurance?
2. What is a cashless claim?
3. What is medical tourism?
4. What do you mean by reimbursement claim?
5. Write an example for health insurance?
6. Who is third party administrator?

PART -B

(6*2=12)

Answer any 6 questions.Each questions carries 2 marks.

7. What is the difference between life and non life insurance? 8. What do you mean by health insurance?

9. Write any 2 disadvantages of medical tourism?
10. Explain group insurance.
11. Explain TPA
12. What is the importance of financial management of health insurance? 13. Explain claim management?
14. What is the advantage of taking health insurance?

PART -C

(4*3=12)

Answer any 4 questions. Each question carries 3 marks

15. Explain the principles of health insurance.
16. What are the ethical issues in insurance?
17. Explain briefly about cashless and reimbursement claims. 18. Explain the marketing and servicing of health insurance. 19. List out the benefits of medical tourism.
20. Explain briefly on medical tourism organization.

PART-D

(2*5=10)

Answer any 2 questions Each question carries 5 marks.

21. Explain the concept of insurance and its products.
22. Explain the significance of claim management.
23. Explain IT applications and legal framework in Health insurance. 24. What are the trends in demand for medical tourism potentials in india?

6 Semester BBA Degree Examination

6B17BBH: Patient Care Management

Time:3 hours. Max marks:40

PART A

(6*1=6)

Answer all questions. Each question carries 1 mark.

1. What do you mean by patient care?
2. What is patient centric management?
3. Define quality?
4. What do you mean by DRG?
5. What do you mean by e-records?
6. Write any 2 types of autopsy?

PART B

(6*2=12)

Answer any 6 questions. Each question carries 2 marks.

7. Explain patient counselling?
8. Explain casemix?
9. What do you mean by tort liability?
10. What is medical negligence?
11. What do you mean by medical audit?
12. Why are medical records important in hospitals?
13. Explain disaster plans?
14. What is the use of investigational drugs?

PART C

(4*3=12)

Answer any 4 questions. Each question carries 3 marks.

15. Explain the role of managers in enhancing care?
16. What are the models for quality improvement?
17. Why do we need to classify patients?
18. Briefly explain civic rights?
19. Explain medical ethics.
20. Explain the procedure for evacuation?

PART D

. (2*5=10)

Answer any 2 questions. Each question carries 5 marks.

21. Explain importance of patient counselling and practical examples of patient centric management.
22. Explain casemix innovations and patient empowering classification systems.
23. Explain patient complaints, powers and procedures.
24. What are the policies and procedures for maintaining medical records?