



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM - CHENNAI
ACCREDITED BY NAAC WITH 'A' GRADE
Marching Beyond 25 Years Successfully

MBA (HOSPITAL AND HEALTHCARE MANAGEMENT)

**Curriculum and Syllabus
Regulations 2021**

(Based on Choice Based Credit System (CBCS))

**Effective from the Academic year
2021-2022**

**Department of MBA
School of Management Studies**

Vision and Mission of the Department

Vision

To be a Centre of Excellence in Management Studies and Commerce, imparting and developing Managerial leadership and entrepreneurial skills to students and provide managers for the global market.

Mission

- Provide an affordable opportunity for diverse group of students and other stakeholders to learn by synergizing education, research, innovation and outreach efforts.
- To inculcate self-discipline, values, ethics and devotion to duty among the students to make them good citizens, leaders, professionals & entrepreneurs.
- To develop the future business leaders through imparting high quality of analytical ability & decision-making capability.
- To offer exposure to global business standards and inculcate strategic management aspiration.

Program Educational Objectives (PEOs)

- PEO1: To provide best quality of education and prepare the students to meet global standards and competitive environment

- PEO2: To inculcate team spirit and leadership capabilities among students to develop business leaders attain organizational development
- PEO3: To impart ethical and moral values to create better citizens and society
- PEO4: To develop entrepreneurial skills to think strategically and encourage them to become entrepreneurs
- PEO5: To motivate students to participate in community development and undertake Industry research projects

Program Outcomes (POs)

PO 1: Apply knowledge of management theories and practices to solve business problems.

PO 2: Foster Analytical and critical thinking abilities for data-based decision making.

PO 3: Ability to develop Value based Leadership ability.

PO 4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of Business

PO 5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO 6: Create, select and apply appropriate modern tools & techniques for analyzing, interpreting and solving business complexities.

PO 7: Develop an aptitude for creativity, innovation and entrepreneurship.

PO 8: Adapt life-long learning and professional development to enrich knowledge and competencies

Program Specific Outcomes (PSOs)

PSO 1: Apply Healthcare and Hospital concepts comprising of Public relations, marketing for health care executives, human resources management and healthcare insurance to select suitable project proposal for a hospital Industry.

PSO 2: Assess global opportunities and challenges to contribute towards Healthcare and hospital growth through strategies such as expansion, and new venture development.

PSO 3: Utilize critical awareness in current issues (e.g., diversity, social responsibility, sustainability, innovation, etc.) in business and management and exhibit ability to lead research and practice in the core domain.

VELS INSTITUTE OF SCIENCE, TECHNOLOGY AND ADVANCED STUDIES (VISTAS), CHENNAI
CHOICE BASED CREDIT SYSTEM (CBCS)

MBA (HOSPITAL AND HEALTH CARE MANAGEMENT) - REGULATIONS 2021

(Applicable to all the candidates admitted from the academic year 2021-22 onwards)

1. DURATION OF THE PROGRAMME

1.1. Two years (Four semesters)

1.2. Each academic year shall be divided into two semesters. The odd semesters shall consist of the period from July to November of each year and the even semesters from January to May of each year.

1.3 There shall be not less than 90 working days for each semester.

2. ELIGIBILITY FOR ADMISSION

2.1. The details of Eligibility for Admission

Passed Bachelor Degree of minimum 3 years duration.

Obtained at least 50% marks (45% marks in case of candidates belonging to reserved category) in the qualifying examination.

3. MEDIUM OF INSTRUCTION

The medium of instruction for all PG programme is English.

4. CREDIT REQUIRMENTS AND ELIGIBILITY FOR AWARD OF DEGREE

A Candidate shall be eligible for the award of Degree only if he/she has undergone the prescribed course of study in VISTAS for a period of not less than TWO academic years and passed the examinations of all the prescribed courses of FOUR Semesters earning a minimum of 102 credits as per the distribution given in the course structure.

5. COURSE

Each course / subject is to be designed under lectures / tutorials / laboratory or field work / seminar / practical training / Assignments / Term paper or Report writing etc., to meet effective teaching and learning needs.

6. COURSE OF STUDY AND CREDITS

The Course Components and Credit Distribution shall consist of:

The total number of subjects of study shall be 25 out of which 18 shall be compulsory subjects and of the remaining 7 will be Electives, Internship after Second semester and Project Work in the Final Semester with a Viva-voce.

The FULL-TIME candidates shall take 8 subjects (7 Core Theory + 1 Practical) in the First semester, 8 subjects (7 Core Theory + 1 Practical) along with Summer internship in the Second Semester, 7 Elective subjects (Theory) in the Third Semester and 2 subjects (Core Theory) and a Project Work in the Fourth Semester.

Internship: The students have to undergo an Internship for thirty days in between second and third semester. The maximum marks for Internship will be 100. The Internship will be evaluated through Viva voce Exam by the guide and an External expert.

Project: The students will do a Project work for Four months in the Fourth Semester. The Maximum marks for Project Work will be 300. The project Work will be evaluated through Viva voce Exam by the guide and an External expert. The components of Project Work will be 100 marks for Dissertation and 200 marks for Viva voce.

To offer Elective Subjects to the students, a Minimum enrolment in the Elective Subjects shall be TEN.

For each course, credit is assigned based on the following:

Contact hour per week		CREDITS
1 Lecture hour	-	1 Credit
1 Tutorial hour	-	1 Credit
2 Practical hours	-	1 Credit

(Laboratory / Seminar / Project Work / etc.)

7. REQUIREMENTS FOR PROCEEDING TO SUBSEQUENT SEMESTER

7.1. **Eligibility:** Students shall be eligible to go to subsequent semester only if they earn sufficient attendance as prescribed therefor by the Board of Management from time to time.

7.2. **Attendance:** All Students must earn 75% and above of attendance for appearing for the University Examination. (Theory/Practical)

7.3. **Condonation of shortage of attendance:** If a Student fails to earn the minimum attendance (Percentage stipulated), the HODs shall condone the shortage of attendance on medical grounds up to a maximum limit of 10% (i.e. between 65% and above and less than 75%) after paying the prescribed fee towards the condonation of shortage of attendance. The students with attendance of less than 65 and more than 50% shall be condoned by VC on the recommendation of HODs on genuine grounds, will be permitted to appear for the regular examination on payment of the prescribed condonation fee.

7.4. **Detained students for want of attendance:** Students who have earned less than 50% of attendance shall be permitted to proceed to the next semester and to complete the Program of study. Such Students shall have to repeat the semester, which they have missed by rejoining after completion of final semester of the course, by paying the fee for the break of study as prescribed by the University from time to time.

7.5. **Transfer of Students and Credits:** The strength of the credits system is that it permits inter Institutional transfer of students. By providing mobility, it enables individual students to develop their

capabilities fully by permitting them to move from one Institution to another in accordance with their aptitude and abilities.

7.5.1. Transfer of Students is permitted from one Institution to another Institution for the same program with same nomenclature, provided, there is a vacancy in the respective program of Study in the Institution where the transfer is requested.

7.5.2. The marks obtained in the courses will be converted into appropriate grades as per the University norms.

7.5.3. The transfer students are not eligible for Ranking, Prizes and Medals.

7.5.4. Students who want to go to foreign Universities upto two semesters or Project Work with the prior approval of the Departmental / University Committee are allowed to transfer of their credits. Marks obtain in the courses will be converted into Grades as per the University norms and the students are eligible to get CGPA and Classification.

8. EXAMINATION AND EVALUATION

8.1. EXAMINATION:

i) There shall be examinations at the end of each semester, for odd semesters in the month of October / November, for even semesters in April / May. A candidate who does not pass the examination in any course(s) shall be permitted to appear in such failed courses in the subsequent examinations to be held in October / November or April / May.

ii) A candidate should get registered for the first semester examination. If registration is not possible owing to shortage of attendance beyond condonation limit / regulations prescribed OR belated joining OR on medical grounds, the candidates are permitted to move to the next semester. Such candidates shall re-do the missed semester after completion of the programme.

iii) The results of all the examinations will be published through University Website. In the case of passed out candidates, their arrear results, will be published through University Website.

8.2 To Register for all subjects: Students shall be permitted to proceed from the First Semester up to Final Semester irrespective of their failure in any of the Semester Examination, except for the shortage of attendance programs. For this purpose, Students shall register for all the arrear subjects of earlier semesters along with the current (subsequent) Semester Subjects.

8.3. Marks for Continuous Internal Assessment (CIA) Examinations and End Semester Examinations (ESE)

8.3.1 There shall be no passing minimum for Continuous Internal Assessment (CIA) Examinations.

8.3.2 For End Semester examination, passing minimum shall be 50% (Fifty Percentage) of the maximum marks prescribed for the Course/Practical/Project and Viva-Voce.

8.3.3 In the aggregate (CIA and ESE) the passing minimum shall be of 50%.

8.3.4. He / She shall be declared to have passed the whole examination, if he/she passes in all the courses wherever prescribed in the curriculum by earning 102 CREDITS

9. Question Paper Pattern for End Semester Examination

Duration: 3 Hours Max. Marks: 100

Part A	: 8 out of 10 questions	(8 X 5 = 40)
Part B	: 4 out of 6 questions	(4 X 10 = 40)
Part C	: 1 Case Study or Problem is Compulsory	(1 X 20 = 20)

Total Marks for each subject 100 Marks

University Exam 60 Marks

Internal Assessment 40 Mark

10. SUPPLEMENTARY EXAMINATION: Supplementary Examinations are conducted for the students who appeared in the final semester examinations. Eligible criteria for appearing in the Supplementary Examinations are as follows:

10.1. Eligibility: A Student who is having a maximum of two arrear papers is eligible to appear for the Supplementary Examination.

10.2. Non-eligibility for those completed the program: Students who have completed their Program duration but having arrears are not eligible to appear for Supplementary Examinations.

11. RETOTALLING, REVALUATION AND PHOTOCOPY OF THE ANSWER SCRIPTS:

11.1. Re-totalling: All PG Students who appeared for their Semester Examinations are eligible for applying for re-totalling of their answer scripts.

11.2. Revaluation: All current batch Students who have appeared for their Semester Examinations are eligible for Revaluation of their answer scripts. Passed out candidates are not eligible for Revaluation.

11.3. Photocopy of the answer scripts: Students who have applied for revaluation can download their answer scripts from the University Website after fifteen days from the date of publication of the results.

12. The examination and evaluation for MOOCs will be as per the requirements of the regulatory bodies and will be specified at the beginning of the Semester and notified by the university NPTEL-SWAYAM Coordinator (SPOC).

13. CLASSIFICATION OF SUCCESSFUL STUDENTS

13.1. CORE SUBJECTS, PRACTICAL, ELECTIVES COURSES AND PROJECT: Successful Students passing the Examinations and securing the marks

a) CGPA 9.00 to 10.00 shall be declared to have passed the examination in **First class with Outstanding**.

b) CGPA 7.50 to 8.99 shall be declared to have passed the examination in **First class with distinction**.

c) CGPA 6.00 to 7.49 shall be declared to have passed the examination in **First Class**.

d) CGPA 5.00 to 5.99 in the aggregate shall be declared to have passed the examination in the **SECOND Class**.

e) CGPA 4.00 to 4.99 shall be declared to have passed the examination in the **THIRD Class**.

14. MARKS AND GRADES: The following table shows the marks, grade points, letter grades and classification to indicate the performance of the student:

14.1. Computation of Grade Point Average (GPA) in a Semester, Cumulative Grade Point Average (CGPA) and Classification

GPA for a Semester: = $\sum_i C_i G_i \div \sum_i C_i$ That is, GPA is the sum of the multiplication of grade points by the credits of the courses

divided by the sum of the credits of the courses in a semester.

Where, C_i = Credits earned for course i in any semester,

G_i = Grade Points obtained for course i in any semester

n = Semester in which such courses were credited.

CGPA for the entire programme: = $\sum_n \sum_i C_{ni} G_{ni} \div \sum_n \sum_i C_{ni}$ That is, CGPA is the sum of the multiplication of grade points by the credits of the entire programme divided by the sum of the credits of the courses of the entire programme

Overall Performance – PG		
CGPA	GRADE	CLASS
4.00 - 4.99	D	Third Class
5.00 - 5.99	C	Second Class
6.00 - 6.69	B	First Class
6.70 - 7.49	B+	
7.50 - 8.19	A	First Class with Distinction*
8.20 - 8.99	A+	
9.00 - 10.00	O	First Class - Outstanding*

14.2. Letter Grade and Class CGPA

The students who have passed in the first appearance and within the prescribed semester of the PG Programme (Major and Elective courses only) are eligible.

15. RANKING

- Students who pass all the examinations prescribed for the Program in the FIRST APPEARANCE ITSELF ALONE are eligible for Ranking / Distinction.
- In the case of Students who pass all the examinations prescribed for the Program with a break in the First Appearance are only eligible for Classification.
- Students qualifying during the extended period shall not be eligible for RANKING.

16. MAXIMUM PERIOD FOR COMPLETION OF THE PROGRAMS TO QUALIFY FOR A DEGREE

16.1. A Student who for whatever reasons is not able to complete the programs within the normal period (N) or the Minimum duration prescribed for the programme, may be allowed two years period beyond the normal period to clear the backlog to be qualified for the degree. (Time Span = N + 2 years for the completion of programme)

16.2. In exceptional cases like major accidents and child birth an extension of one year considered beyond maximum span of time (Time Span= N + 2 + 1 years for the completion of programme).

17. REVISION OF REGULATIONS, CURRICULUM AND SYLLABI

The University may from time-to-time revise, amend or change the Regulations, Curriculum, Syllabus and Scheme of examinations through the Academic Council with the approval of the Board of Management.

Overall credit distribution / Course Components with credits

S.No	Semester	Total number of Subjects	Core / Elective / Lab / Internship / Project Work	Credit Distribution		Total Credits	Total Credits for the Semester
				Credits	No. of Subjects		
1	I	8	7 Core	4	7	28	29
			1 Practical (MOOC)	1	1	1	
2	II	9	7 Core	4	7	28	35
			1 Practical (Community Development Project)	1	1	1	
			1 Internship	6	1	6	
3	III	7	7 Electives	3	7	21	21
4	IV	3	1 Core	3	1	3	17
			1 Core	4	1	4	
			1 Project	10	1	10	
						Total	102

**MBA (HOSPITAL AND HEALTH CARE MANAGEMENT) - REGULATIONS 2021
SEMESTER I**

Code	Course	Hour / Week			C	Maximum Marks		
		L	T	P		CA	SEE	Total
21CMBM11	Management Principles & Organisational Behaviour	4	0	0	4	40	60	100
21CMBM12	Business Statistics	4	0	0	4	40	60	100
21CMBM13	Managerial Economics	4	0	0	4	40	60	100
21CMBM14	Financial Reporting Statements & Analysis	3	1	0	4	40	60	100
21CMBM15	Legal & Business Environment	4	0	0	4	40	60	100
21CMBM16	Business Communication & Soft Skills for Hospitals	4	0	0	4	40	60	100
21CMBM17	Computer Applications for Hospitals	4	0	0	4	40	60	100
21PMBM11	Community Development Project / MOOC / Outbound Experiential Learning Programme	0	0	2	1	40	60	100
		27	1	2	29			

SEMESTER II

Code	Course	Hour / Week			C	Maximum Marks		
		L	T	P		CA	SEE	Total
21CMBM21	Quantitative Techniques	4	0	0	4	40	60	100
21CMBM22	Financial Management for Hospitals	4	0	0	4	40	60	100
21CMBM23	Human Resources Management	4	0	0	4	40	60	100
21CMBM24	Marketing Management	4	0	0	4	40	60	100
21CMBM25	Operations Management for Hospitals	4	0	0	4	40	60	100
21CMBM26	Research Methodology	4	0	0	4	40	60	100

21CMBM27	Organization and Management Of Hospital & Health care Units	4	0	0	4	40	60	100
21PMBM21	Community Development Project	0	0	2	1	40	60	100
21IMBM21	Internship	0	0	12	6	40	60	100
		28	0	2	35			

SEMESTER III

Code	Course	Hour / Week			C	Maximum Marks		
		L	T	P		CA	SEE	Total
21EMBM....	Elective I	3	0	0	3	40	60	100
21EMBM....	Elective II	3	0	0	3	40	60	100
21EMBM....	Elective III	3	0	0	3	40	60	100
21EMBM....	Elective IV	3	0	0	3	40	60	100
21EMBM....	Elective V	3	0	0	3	40	60	100
21EMBM....	Elective VI	3	0	0	3	40	60	100
21EMBM....	Elective VII	3	0	0	3	40	60	100
		21	0	0	21			

SEMESTER IV

Code	Course	Hour / Week			C	Maximum Marks		
		L	T	P		CA	SEE	Total
21RMBM41	Project	0	0	20	10	100	200	300
21CMBM41	Social Entrepreneurship	3	0	0	3	40	60	100
21CMBM42	Universal Human Values	4	0	0	4	40	60	100
		7	0	20	17			

TOTAL CREDITS: 102

ELECTIVE COURSES

ELECTIVE COURSES	L	T	P	C
21EMBM01 - HEALTH CARE INFORMATION SYSTEMS	3	0	0	3
21EMBM02 - HEALTH CARE LAWS & ETHICS	3	0	0	3
21EMBM03 - NETWORKING	3	0	0	3
21EMBM04 - MEDICAL TOUR AND OPERATION	3	0	0	3
21EMBM05-ALLOPATHIC THERAPY IN MEDICO TOURISM	3	0	0	3
21EMBM06-ALTERNATIVE THERAPY IN MEDICAL TOURISM	3	0	0	3
21EMBM07-QUALITY MANAGEMENT & HOSPITAL ACCREDITATION SYSTEMS	3	0	0	3
21EMBM08-MANAGEMENT OF SUPER SPECIALTY SYSTEMS	3	0	0	3
21EMBM09-HOUSEKEEPING MANAGEMENT AND DIETARY SYSTEM	3	0	0	3
21EMBM10 - MEDICAL RECORDS MANAGEMENT	3	0	0	3
21EMBM11-AMBULANCE AND TRANSPORT MANAGEMENT	3	0	0	3
21EMBM12 - HOSPITAL FRONT OFFICE MANAGEMENT	3	0	0	3
21EMBM13- HOSPITAL AND PATIENT RELATIONSHIP MANAGEMENT	3	0	0	3
21EMBM14 - MEDICAL INSURANCE	3	0	0	3
21EMBM15 - STRATEGIC MANAGEMENT FOR HOSPITALS	3	0	0	3
21EMBM16- HOSPITAL ARCHITECTURE PLANNING, DESIGN & MAINTENANCE	3	0	0	3
21EMBM17 - CLINICAL SERVICES	3	0	0	3
21EMBM18 - HOSPITAL SUPPORT SERVICES	3	0	0	3
21EMBM19- EPIDEMIOLOGY AND PUBLIC HEALTH SYSTEMS				

PRACTICAL COURSES

SEMESTER	SUBJECT CODE	PRACTICAL COURSES	L	T	P	C
1	21PMBM11	Community Development Project / MOOC / Outbound Experiential Learning Programme	0	0	2	1
2	21PMBM21	Community Development Project	0	0	2	1
2	21IMBM21	Internship	0	0	12	6
4	21RMBM41	Project	0	0	20	10

COURSE CODE	DEFINITIONS
L	LECTURE
T	TUTORIAL
P	PRACTICAL
C	CREDITS
CC	CORE COURSES
EC	ELECTIVE COURSES
PC	PRACTICAL COURSES

SEMESTER I

COURSE OBJECTIVE: (Employability)

- To describe the fundamentals of Management, significance, scope of management, levels of manager, functions of a manager and basics of organizational behavior.
- To discuss the development of management thought
- To examine and analyze the behavior of individuals and groups in organizations by understanding the concepts of learning, attitudes & perceptions.
- To understand about the organizational structure, its types, decentralization and delegation of the authority.

UNIT I INTRODUCTION TO MANAGEMENT 12

Introduction to Management and Organizational Behavior: Concept of Management, Applying Management theory in practice, Evolution of management thought, Management process and Functions – Managerial Roles – OB Model – Contributing disciplines of OB – MBO

UNIT II INDIVIDUAL PROCESS IN ORGANIZATIONS 12

Individual Processes in Organizations: Foundations for Individual Behavior – Learning - Attitudes and Job satisfaction – Personality and values – Perception - Motivation and Organizational performance. Contemporary theories of motivation.

UNIT III INTERPERSONAL PROCESS IN ORGANIZATIONS 12

Interpersonal process in Organizations: -Communication Process -Methods – Barriers -Grapevine. Transactional Analysis. Group Dynamics: Typology of Groups -Conflicts in groups - Leadership Models and Concepts – leadership theories – Decision making and negotiation - Power and Politics.

UNIT IV ORGANISATIONAL PROCESS 12

Organizational Process and Characteristics: Dimensions of Organization structure – Authority, Responsibility, and Accountability – Delegation – Centralization, Decentralization – Line and Staff Relationship.

UNIT V ORGANIZATIONAL DEVELOPMENT 12

Organizational Development: Resistance to Change - Organizational change - Organizational development – Stress management – Business ethics and corporate social Responsibility.

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Assess the **fundamentals of organizational behavior** and OB Model
- CO – 2 : Analyze the behavior of **individuals and groups** in organizations
- CO – 3 : Describe the concept of **leadership, communication, power and conflict resolution**
- CO – 4 : Demonstrate the **dynamics of organizational change**.
- CO – 5 : Identify the major issues in **business ethics and corporate social responsibility**.

TEXT BOOKS:

1. Harold Koontz & Heinz Wehrich, “Essentials of Management”, TMH, 10th Edition, 2007.

REFERENCE BOOKS:

1. Michael A. Hitt, J. Stewart Black, and Lyman W. Porter, Management, Pearson, 11th Edition, 2011.
2. Koontz & Weirich, Essentials of Management, Tata McGraw Hill Publishing Company, New Delhi. Stoner, Freeman & Gilbert, Management, PHI, 6th Edition.
3. Robbins.S.P. Fundamentals of Management, Pearson, 2003. Robbins.S. Organisational Behaviour, X edn., Prentice-Hall, India.

WEB SOURCES:

1. <https://us.sagepub.com/en-us/nam/principles-and-practices-of-management-and-organizational-behaviour/book251882#:~:text=Principles%20and%20Practices%20of%20Management%20and%20Organizational%20Behaviour%20provides%20a,performance%20in%20the%20global%20era.>
2. <https://courses.lumenlearning.com/wmopen-organizationalbehavior/chapter/management-theory-and-organizational-behavior/>
3. <https://online.nwmissouri.edu/articles/mba/why-managers-understand-organizational-behavior.aspx>

COURSE OBJECTIVE: (Employability)

- To impart knowledge of basic statistical tools & techniques with emphasis on their application in Business decision process and Management.
- To focus on more practical than theoretical.
- To do statistical analysis informs the judgment of the ultimate decision-maker—rather than

replaces it—some key conceptual underpinnings of statistical analysis will be covered to insure the understandability of its proper usage.

NIT I INTRODUCTION 12

Introduction to Statistics - Collection of Data - Measures of Central Tendency & Dispersion in Frequency Distribution

NIT II PROBABILITY THEORY 12

Probability Theory – Addition, Multiplication & Baye's Theorem, Test for Normality.

NIT III CORRELATION 12

Correlation-Karl Pearson's and Rank Correlation, Regression (linear)

NIT IV HYPOTHESIS TESTING 12

Hypothesis Testing –Test for Single Mean& Two Mean– Chi-Square test, F test – ANOVA.

NIT V TESTS 12

Index Nos - Unweighted and Weighted-Test of Consistency, Time Series Analysis-Measurement of Secular Trend-Seasonal Variations

TOTAL: 60 HOURS**COURSE OUTCOMES:**

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

CO -1 : Explain and evaluate various measures of central tendency and measures of dispersion

CO- 2 : Estimate probabilities by applying probability theory

CO –3 : Calculate correlation, regression and rank correlation

CO – 4: Construct hypotheses and test them by applying statistical tools.

CO – 5 : Apply Time Series Analysis in Market Prediction Rates

TEXT BOOKS:

1. R.S.N. Pillai, V. Bagavathi," Statistics", S.Chand Limited, 7th Ed,2008
2. N.D. Vohra, "Business Statistics", Tata McGraw-Hill Education, 2nd Ed,2013
3. G. V. Shenoy, Uma K. Srivastava, S. C. Sharma," Business Statistics", New Age International,2nd Ed, 2005
4. Beri, "Business Statistics" Tata McGraw Hill,2nd Ed,2009

REFERENCE BOOKS:

1. Keller. G,"Statistics for Management", Cengage Learning, 1st Ed, 2009.
2. J. K Sharma, "Business Statistics", Pearson, 2nd Ed, 2010.
3. Arora PN & others," Complete Statistical Methods", S. Chand, 3rd Ed, 2010

WEBSITES:

1. <https://www.statisticshowto.com/business-statistics/>
2. <https://machinelearningmastery.com/statistical-hypothesis-tests/>

WEB SOURCES:

1. <https://d3bxy9euw4e147.cloudfront.net/oscms-prodcms/media/documents/IntroductoryBusinessStatistics-OP.pdf>
2. <https://statisticsbyjim.com/basics/probability-distributions/>

COURSE OBJECTIVE: (Employability)

- The study the concept of Managerial Economics by applying a series of basic economics principles.
- To gain knowledge on issues related to optimal pricing strategies, demand forecasting, and optimal financing, appropriate hiring decisions, and investment decisions, among others, can be successfully tackled with managerial economics tools.
- To analyse how to incorporate a global perspective to their managerial economics box of tools.

UNIT I INTRODUCTION 12

Introduction to Managerial Economics – Nature and scope of macroeconomics -Incremental principle – equimarginal principle – some decision rules – The risk and uncertainty theory – optimization techniques – Baumol’s sales maximization – least-cost combination.

UNIT II DEMAND DECISIONS 12

Demand Decisions – Demand analysis – elasticity of demand – demand forecasting – types & methods of demand forecasting – trend projection method – least square method of demand forecasting limitations & uses

UNIT III OUTPUT DECISIONS 12

Input-Output Decisions - Production function – Cost and managerial decision making – Cobb-Douglas production functions – Law of variable proportion – short run cost output – long run cost output – economies and dimensions of scale of production.

UNIT IV PRICE-OUTPUT DECISIONS 12

Price-Output Decisions - Market Environment of Price Output Decisions by the Firm and the Industry – Pricing under perfect competition – digopoly pricing strategies and tactics – pricing – pricing in life-cycle of a product -Profit-Maximization & Competitive Markets-Price-Searchers, Cartels, Oligopoly-Advanced Pricing and Auctions.

UNIT V ECONOMIC THEORY 12

The Firm in Theory and Practice - Economic Theory of the Firm – The Behavioral Theory of the Firm - Managerial Theories of the Firm – Profit concepts & analysis – Game Theory and Asymmetric Information.

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Define the basic elements of managerial economics aspects of the firm.
- CO – 2 : Discuss the demand analysis decisions methods as to forecasting.
- CO – 3 : Apply the managerial decision functions of the firm.
- CO – 4 : Examine and elaborate the basic theories related to business practices.
- CO – 5 : Appraise on the decision as to environment and given

TEXT BOOKS:

1. Dean Joel, Managerial Economics, PHI, New Delhi, 1976, First Edition
2. Douglas Evan J, Managerial Economics, Theory, Practice & Problems; PHF, New Delhi; 1983, First Edition

REFERENCE BOOKS:

1. K.K. Seo, Managerial Economics, Richard D. Irwin Inc. 1988
2. I.C. Dhingra, Essentials of Managerial Economics - Theory, Applications and Cases Sultan Chand, New Delhi, 2003

WEB SOURCES:

1. <https://www.cheggindia.com/career-guidance/managerial-economics-principals-types-and-scope/>
2. <https://theinvestorsbook.com/managerial-economics.html>
3. <https://www.analyticssteps.com/blogs/what-managerial-economics-definition-types-nature-principles-scope>

COURSE OBJECTIVE: (Employability)

- To think in a new and more creative way when analyzing or forecasting financial information.
- To introduce new tools common to financial statement analysis and how to use them in practical applications.
- To understand how financial statement information can help solve business problems and increase the ability to read and understand financial statements and related information.

UNIT I INTRODUCTION 12

Introduction to Management Accounting-Need and Importance — Accounting concepts & conventions – Accounting Standards - Overview of IFRS and GAAP. Mechanics of Accounting: Double entry system of accounting, journalizing of transactions; ledger posting and trial balance, preparation of final accounts, Profit & Loss Account, Balance Sheet.

UNIT II ANALYSIS OF FINANCIAL STATEMENTS 12

Analysis of financial statement: Ratio Analysis- solvency ratios, profitability ratios, activity ratios, liquidity ratios, market capitalization ratios; Common Size Statement; Comparative Balance Sheet and Trend Analysis of manufacturing, service & banking organizations.

UNIT III FUNDS FLOW AND CASH FLOW ANALYSIS 12

Fund Flow Analysis: Meaning – uses – Preparation of Fund Flow Statement. Cash Flow Analysis (as per Accounting Standard 3): Meaning – uses – Preparation of Cash Flow Statement.

UNIT IV CAPITAL BUDGETING AND MARGINAL COSTING 12

Capital budgeting – meaning – steps – different types of investment decisions - Different methods – Payback, Net Present Value, Internal rate of return, Profitability index, Average rate of return – Capital rationing Marginal costing – Cost Volume Profit analysis – Break Even analysis – Applications of marginal costing

UNIT V BUDGETING AND FINANCIAL REPORTING 12

Budgeting – Different types of budgeting – Cash budget – Flexible budget. **Financial reporting** – Concepts – users, Objectives of financial reporting – Qualitative characteristics of information in financial reporting – basic problems of disclosure – **Role of SEBI in IFRS** – Statutory disclosures in IFRS – **Corporate reporting practices in India**- Challenges in financial reporting

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

- CO – 1 : State the importance of **common accounting standards**
- CO – 2 : Estimate **Budgeting and Financial Reporting**
- CO – 3 : Prepare **financial statements** through ratio analysis.
- CO – 4 : Analyze **financial reports of financial instruments, mutual funds,**
- CO – 5 : Analyze **cash flow and fund flow** statement

TEXT BOOKS:

1. R.S.N.Pillai&Bagavathi – Management Accounting, Chand & Co. Ltd., New Delhi, 6TH edition 2002.
2. T.S.Reddy&Y.Hari Prasad Reddy – Financial and Management Accounting, Margham publications, 12TH edition 2004.

REFERENCE BOOKS:

1. M.Y.Khan&P.K.Jain – Management Accounting, Tata McGraw Hill publishing company Ltd., 10th edition 2004.
2. R.Narayanaswamy – Financial accounting – A Managerial Perspective, Prentice Hall India Ltd., New Delhi 5th edition, 2014.
3. Paresh Shah Basic Financial Accounting for Management, Oxford Publications, 3rd edition, 2007

WEB SOURCES:

1. <https://corporatefinanceinstitute.com/resources/knowledge/finance/analysis-of-financial-statements/>
2. <https://www.aafmindia.co.in/financial-statement-analysis-tools-limitation-uses-process>
3. <https://www.accountingtools.com/articles/2017/5/14/financial-statement-analysis>

COURSE OBJECTIVE: (Employability)

- To create the knowledge of Legal perspective and its practices to improve the business.
- To describe the nature and classes of contracts.
- To identify the elements needed to create a contract.
- To analyze, interpret the various act related to business, property and business.
- To identify the rights related to copyrights and patents.

UNIT I INTRODUCTION 12

Legal Aspect of Business: Introduction to Business Laws- Business Management and Jurisprudence; structure of the Indian Legal Systems: sources of Law; Manager and Legal System

UNIT II LEGAL ASPECTS 12

Fundamentals of contract laws-Formation of Contracts;- Principles of Contract Laws-Legality of Object Consideration; Performance of contract-Discharge of contract- breach of contract-Quasi contracts.

UNIT III CONTRACT MANAGEMENT 12

Contract Management-Special Contracts-Laws of Agency; Principal-Agent Problem-Bailment, Pledge, Guarantee and Indemnity-Sales of Goods- Principles of Sales of Goods.

UNIT IV TRANSFER OF OWNERSHIP & PROPERTY 12

Transfer of Ownership & Property-Performance of contract-Consumer Protection Laws-Law relating to Business Organizations-Partnership Trusts- Company form of organization.

UNIT V COPYRIGHTS & TRADEMARKS 12

Protecting the property of Business-Copyright, Trademark, secret, Geographical Indications- Alternate Dispute resolutions.

TOTAL: 60 HOURS**COURSE OUTCOMES:**

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

- CO – 1 : Draft a simple employment contract
- CO – 2 : Arrange the basics elements of contracts and classifications of contract
- CO – 3 : Improve their awareness and knowledge about functioning of local business.
- CO – 4 : Improve their awareness and knowledge about functioning of global business.
- CO – 5 : Gather knowledge on evolution of business enterprises

TEXT BOOKS:

1. N.D.Kapoor, Elements of Mercantile Law, S.Chand& Sons, 2013
2. P.P.S.Gogna, Mercantile Law, S. Chand & Co. Ltd., India, Fourth Edition, 2008.
3. Dr. Vinod, K. Singhanian, Direct Taxes Planning and Management, 2008.
4. Richard Stim, Intellectual Property- Copy Rights, Trade Marks, and Patents, Cengage Learning, 2008.

REFERENCE BOOKS:

1. Balachandran V., Legal Aspects of Business, Tata McGraw Hill, 20
2. Daniel Albuquerque, Legal Aspect of Business, Oxford, 20
3. Ravinder Kumar– Legal Aspect of Business. – Cengage Learning, 2nd Edition-2011.

WEB SOURCES:

1. <https://www.airtract.com/article/the-legal-environment-of-business-%E2%80%93-a-complete-guide#:~:text=Legal%20environment%20of%20business%20is,the%20scope%20of%20the%20firm.>
2. <https://www.indiastudychannel.com/resources/.6169-What-Legal-Environment.aspx>
3. <https://www.lawteacher.net/free-law-essays/international-law/the-law-that-regulates-businesses-in-united-state-of-america-international-law-essay.php>

-

COURSE OBJECTIVE: (Skill Development)

- To study the communication skills
- To apply it in practical business situations, written exercises & e-mails and letters: Re-writing and re-framing of sentences are being delivered.

UNIT I INTRODUCTION 12

Fundamentals of Communication, Business Communication, The Communication Model, Communicating in teams, Overcoming the Barriers to Communication. Non-verbal communication, Introducing the 7 Cs of business writing – Candid, Clarity, Complete, Concise, Concrete, Correct and Courteous, writing business messages, The Stages in writing, Pre writing, Writing and Post writing.

UNIT II REVISING AND CHECKING MESSAGES 12

Revising to improve the content and sentence structure, Avoiding redundant phrases and words, Proof-reading to correct grammar, spelling, punctuation, format, and mechanics, Evaluating whether the message achieves its purpose. The Process of Writing E Mails, breaking it Down – The PAIBO Technique, Structuring an E Mail – The 3 T's – Introduction, Body and Conclusion, Effective Subject lines, Salutation and Signing off. Business reports and Proposals, Format, visual aids and contents, Oral Business presentations

UNIT III ETIQUETTE AND INTERVIEW 12

Meaning, Body Language, Gesture, Postures, Expressions, Dress code, Etiquette etc... Public speaking and Speech composition Technical Speeches and non technical presentation Principles of effective speaking and Presentations. Interview, Exit interview, Appraisal etc.. Importance of Interview, Art of conducting and giving interview Types of Interviews like Placement interview Discipline interview, Appraisal interview, Exit interview etc...

UNIT IV MEETING AND LETTERS 12

Opening and closing of meeting, Brain storming, e-meeting etc.. Importance of Meeting Procedure of conducting Group Discussions Significance of Brain Storming in Business Decisions, Advantages/Disadvantages of E-Meeting Preparing Agenda and Minutes of the meeting. Inquires, Circulars, Quotations, Orders, Memo, Minutes, Notice etc... Types of Letters : Letter Writing – letters - Business letters. Application for a job / covering letter with bio-data. Attitude. Negotiation

skills Social Conversation - Values and ethics - Managing stress.

UNIT V SOFT SKILLS

12

Principles of group discussion - Purpose of group discussion - Preparation - Skills to be acquired — communication, leadership, problem-solving - **Effective participation.** Personality Enrichment - Positive attitude - SWOT Analysis - **Self-confidence and motivation - Inter-personal skills - Projecting a positive social image Time Management** - Goal setting and prioritisation - ABC Analysis—preparing a personal schedule - Short term and long term goals - Implementing goals - Task list organisation Leadership Skills - Setting objectives and taking initiatives - Persuading and negotiating - **Team work - Maintaining morale - Inspiring others**

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Recall the **basics of communication** and its process, elements and importance.
- CO – 2 : Evaluate the **effectiveness of revising, checking and proof reading** the messages.
- CO – 3 : Discuss the **concept of Etiquette and significance of Interviews**
- CO – 4 : Identify **different types of letters to make effective internal and external correspondence**
- CO – 5 : Evaluate the **effectiveness of revising and checking the messages.**

TEXT BOOKS:

1. Sanjay Kumar & Pushpalatha, Communication Skills, Oxford University Press, 2011.
2. Kaul & Asha, Effective Business Communication, PHI 2nd Edition, 2006.

REFERENCE BOOKS:

1. Lesikar R.V & Flately M V, Basic Communication Skills for empowering the internet generation, Tata-McGraw Hill, 2009.
2. Sharma R C & Mohan K, Business Correspondence & Report Writing, TMH, 2009.

WEB SOURCES:

1. <https://www.softskillsusa.com/what-is-meaning-of-business-communication-skills.php>
2. https://www.atctraining.com/soft_skills_definition_of_communication.htm
3. <https://www.jobwise.co.uk/the-importance-of-soft-skills-in-business/>

COURSE OBJECTIVE: (Skill Development)

- To introduce the essential concepts necessary to make effective use of the computer.
- To understand what a computer can do, how it works, and how it can be used to create documents using word processing and spreadsheet applications for personal and business use.

UNIT I INTRODUCTION 12

History of Computer – Definition – Types of Computers –Desktop Computer – Laptop– Functions of Computer – Application and Current Trends for business related problems

UNIT II HARDWARE&SOFTWARE 12

Hardware System – Types of Hardware: Input, storage and output devices – Internal and External Parts of Hardware – Software – System Software: Operating System (OS) such as Microsoft Windows and Macintosh– Application software– Internet

UNIT III MICROSOFT WORD 12

Microsoft Word – History, Version – Features of Word Such as File Creation, Formatting, Editing, Paragraph Formatting, Inserting Header and Footer and Page Number, Inserting Tables, Inserting Symbols, Print Review and Printing

UNIT IV MICROSOFT EXCEL 12

Microsoft Excel – History, Version – Features of Excel Such as File Creation, Formatting, Editing, Organizing the Worksheet,Formulas/Functions, Sorting, Filters, Creating Charts, Print Review and Printing

UNIT V MICROSOFT POWERPOINT 12

Microsoft PowerPoint – History, Version – Features of PowerPoint Such as File Creation, Slide Creation, Formatting, Editing, Adding Transitions and Animation, Print Review and Printing.

TOTAL: 60 HOURS**COURSE OUTCOMES:**

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

- CO – 1 : Describe the fundamentals of computer.
- CO – 2 : Explain the basics of hardware and software.
- CO – 3 : Identify different components of hardware systems.
- CO – 4 : Discuss about the word processing using Microsoft Word.

CO – 5 : Demonstrate **working with Spreadsheets** using Microsoft Excel.

TEXT BOOKS:

1. Turban Rainer and Potter – Introduction to Information Technology, John Wiley & Sons, 2005.
2. Richard D Gitlin, Jeremiah F Hayes, Stephen B Weinstein, Data Communications Principles, Springer, 1992

REFERENCE BOOKS:

1. William Stallings, Data and Computer Communications, Prentice Hall, 2007
2. Behrouz A. Forouzan, DeAnza College, Data Communications and Networking, McGraw-Hills, 2007
3. N.D.Birrell, M.A. Ould, A Practical Handbook for Software Development, Cambridge University Press, 1988
4. Sanjay Saxena, A first course in computers, Vikas Publishing House Pt. Ltd. 2000

WEB SOURCES:

1. <https://mcc.iavalley.edu/academic/computer-science-information-technologies/computer-applications-business/>
2. https://www.oakton.edu/academics/academic_departments/computer_app_business/index.php
3. <https://visionarybusinessperson.com/computer-application-in-business/>

The objective of this course is to take the best teaching learning resources to all to create a levelled platform. To make use of the Indian massive online to the aspiring youth of India

- The students will select a MOOC course from the Swayam platform.
- They will spend 2 hours per week undergoing this practical MOOC course under the guidance of a faculty.
- Every course will have a minimum of 8 to a maximum of 12 assignments depending on the duration of the course.
- Assignments will be submitted as per the requirements of the course.
- The marks scored in the assignments will be taken for internal assessment marks.
- The students will appear for a final practical exam conducted by VISTAS.

COURSE OUTCOMES:

CO-1 : Understand the latest developments in the field of study

CO -2 : Explain the students with latest information about the field of study

CO – 3: Apply the skills in the business world

CO – 4: List the various skills gained through this course

CO – 5: Summarize the concepts for application

COURSE OBJECTIVE: (Employability)

- To acquaint the student with the applications of Statistics and Operations Research to business and industry
- To help them to grasp the significance of analytical techniques in decision making.
- To test on the application of Operations Research to business related problems.

UNIT I LINEAR PROGRAMMING 12

Operations Research – Linear programming (LP) – Formulation – Graphical Solutions – Simplex Method – Duality Concepts – Sensitivity Analysis – Using Excel solver to solve LP Problems

UNIT II TRANSPORTATION AND ASSIGNMENT 12

Transportation Model – Initial Solution: North West Corner Rule, Least Cost Method, Vogel's Approximation method – Assignment Problem.

UNIT III NETWORK MODELS 12

Network Models – Shortest Path Problem: PERT & CPM – Maximum Flow Problem – Minimum Spanning Tree.

UNIT IV GAME THEORY 12

Game Theory – Game – Zero-sum games and Non-zero sum games – Pure & Mixed Strategy – Maximin–Minimax Principle – Dominance Property.

UNIT V QUEUING & SIMULATION 12

Queuing System – Four elements – Kendall's Notation – Queuing models – Birth and Death Model– Simulation– Type: Discrete and Continuous simulation – Simulation models

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

CO – 1: Construct **linear programming models** and explain the solution.

CO – 2: Synthesize and **evaluate transportation, assignment problem**

CO – 3: Synthesize and **evaluate network models**

CO – 4: Synthesize and assess game theory

CO – 5: Evaluate the Queuing System

TEXT BOOKS:

1. Tulsian, P. C., Vishal Pandey, Quantitative Techniques – Theory and Problems, Pearson Publications,2006.
2. Sankar P. Iyer, Operations Research, Tata McGraw-Hill Education,2008
3. REFERENCE BOOKS:
4. Hamdy A. Taha, Operations Research-An introduction, Pearson Education, 8th Edition / Prentice Hall of India,2007.
5. A.Ravindren,DonT.PhillipsandJamesJ.Solberg,OperationsResearchPrinciplesand
6. Practice, John Wiley and Sons, 2nd edition, 2000.

WEBSITES:

- <https://www.britannica.com/science/linear-programming-mathematics>
- <https://www.iitg.ac.in/skbose/qbook/qbook.html>

WEB SOURCES:

- <https://www.slideshare.net/beautifulneha/transportation-problem-in-operational-research>
- <https://www.slideshare.net/benghuid/game-theory-6705811>

COURSE OBJECTIVES: (Employability)

- To familiarize the students with the various sources of Finance which a business house can mobilize.
- To develop the ability to measure the risk and return of various the portfolios.
- To develop the skills to analyze the impact of various financing alternatives on the wealth maximization and valuation of the firm.

UNIT I INTRODUCTION**12**

Financial environment – markets – exchanges – Financial statements - Financial Management - An overview, Scope of Financial Management, Agency problem, Organization of finance function - Financial decisions, emerging role of Finance Managers in India- Time Value of Money – Financial planning

UNIT II INVESTMENT DECISION**12**

Capital Budgeting: Principles and techniques, Nature of capital budgeting — Procedure, Advantages and Limitations- Evaluation Techniques, Payback, Accounting rate of return, Net Present Value, Internal Rate of Return, Profitability Index– Capital rationing – Risk analysis in capital budgeting – Capital budgeting practices in India

UNIT III SOURCES OF FINANCE**12**

Long term sources of finance -Cost of Capital – Meaning and Significance – Components – Cost of Equity, Cost of Debt, Cost of Preferred capital, Cost of retained earnings and weighted average cost of capital

UNIT IV FINANCING AND DIVIDEND DECISIONS**12**

Capital Structure Theories-Net Income , Net Operating Income Approaches and MM hypothesis- Optimal Capital Structure-Factors Affecting Capital Structure-EBIT/EPS -Capital Structure Policies in Practice -Financial, Operating and Combined Leverages Dividend decision – Dividend policy - Dividend theories – Walter -Gordon and MM theory - forms of dividend – forms of dividend policy – Share split – Buyback of shares – Financing and Dividend decision practices in India

UNIT V LIQUIDITY DECISIONS

12

Working capital – Concepts – Types – Determinants – Estimation of working capital requirement - Managing the components of working capital – Receivables management and factoring – **Inventory management** – Cash management – Working capital finance – Liquidity decision practices in India.

Total 60 hrs

COURSE OUTCOMES:

CO – 1: Describe about **various financial management concepts**

CO – 2: Categorize and **analyze different capital budgeting techniques**

CO – 3: Estimate cost of capital for long term source of finance

CO – 4: Outline **various capital structure theories and dividend theories**

CO –5: Analyse **working capital management techniques** to maximize the shareholders' value

TEXT BOOKS:

1. I.M.Pandey, Financial Management, Vikas publishing house Ltd., 9th edition, 2007.
2. M.Y.Khan and P.K.Jain, Financial Management, Tata McGraw Hill, 4th Edition, 2004.

REFERENCE BOOKS:

1. James C.Vanhorne, Financial Management and Policy, Pearson Education Asia,1998
2. Brigham & Houston – Fundamentals of Financial Mgmt., Thomson Cengage Learning, 13th Edition, 2014
3. Prasanna Chandra, Financial Management Theory and Practice, Tata McGraw Hill, 7th Edition, 2008.
4. Machiraju, Indian Financial System, Vikas Publishing house.2002
5. Bhalla.V.K, International Financial management – Text and cases, Anmol publications, New Delhi.2004
6. P.V.Kulkarni, Corporate finance, Himalaya Publishing house.2001
7. S.C.Kuchhal, Corporate finance, Chaitanya Publishing house.2001

WEB SOURCES:

1. Financial Markets: <https://corporatefinanceinstitute.com/resources/knowledge/trading->

investing/financial-markets/

2. <https://byjus.com/commerce/what-is-financial-market/>
3. Long, medium and short term source of finance: <https://efinancemanagement.com/sources-of-finance>
4. Investment decision: <https://www.economicdiscussion.net/financial-management/types-of-financial-decisions-in-financial-management/31652>
5. Investment methods <https://economictimes.indiatimes.com/wealth/invest/top-10-investment-options/articleshow/64066079.cms?from=mdr>
6. Problems: Dividend models, Capital budgeting: <https://nptel.ac.in/courses/110/107/110107144/>
7. Working capital: <https://www.accountingnotes.net/working-capital/working-capital-meaning-and-components-business/11033>

COURSE OBJECTIVE: (Employability)

- To teach relevant, practical and applicable human resource management skills to equip the student with the foundation competencies for working as HR practitioners in business.
- To highlight the important challenges facing managers and employees in today's business climate.
- To introduce contemporary theory and practice in modern human resource management and the range of tools and methods available to address HR challenges and problems.

UNIT I HUMAN RESOURCE MANAGEMENT 12

Meaning, Scope & Objectives of HRM, Evolution of HRM, Difference between PM & HRM, HRM function's, HR Policy & procedures. Competitive challenges influencing HRM Qualities & qualification of HR Manager, Line & Staff Roles and Responsibilities of HR Manager/Departments, HRM as a factor of Competitive Advantage

UNIT II HUMAN RESOURCE PROCESS 12

Human Resource Planning – Job Analysis and Design -Recruitment - Selection and placement process – Types of interviews, Placement, Orientation & Induction, Determining training needs analysis, Delivery Methodology, Evaluation, Capacity Building.

UNIT III MANAGING CAREERS 12

Career Planning & Development vs. Employee development. Career stages – Career Choices and Preferences, Mentoring and Coaching, Time Management. Employee Separations, Downsizing & Outplacement, HRIS, Fundamentals of Industrial Relations and Fundamentals of Labour Laws

UNIT IV PERFORMANCE MANAGEMENT 12

Purposes of Performance Management, Performance Appraisal Methods, limitations an problems, Punishment and Promotion, Job evaluation. Wage & Salary fixation, incentives, bonus, ESOPs.Insurance, Fringe Benefits.

UNIT V CONTEMPORARY ISSUES IN HRM 12

Talent Management, Competency Mapping, Industrial Relations – Health & Safety issues, grievance handling, Work Life Balance, Quality of Work Life, HRD in India, International HRM

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Discuss the **History and evolution of HRM.**
- CO – 2 : Explain the importance of **HRM in the organizations**
- CO – 3 : Assess the major **HRM functions and processes of HRM planning**
- CO – 4 : Identify **strategic HR planning and the HRM process to the organization's strategic.**
- CO – 5 : Explain how **training helps to improve the employee performance.**

TEXT BOOKS:

1. Aswathappa.K, Human Resource Management, Text and Cases, Tata McGraw Hill, New Delhi. 2014
2. Gupta. S.C, Advanced Human Resource Management, Strategic Perspective, ANE Books Pvt. Ltd, New Delhi.2009.

REFERENCE BOOKS:

1. Angela Baron and Michael Armstrong, Human Capital Management (Achieving Added Value through People), Kogan Page Limited, United States. 2007
2. Anuradha Sharma and Aradhana Khandekar Strategic Human Resource Management. Response Books, New Delhi. 2006
3. Beer et al, Managing Human Assets, The Free Press: Maxwell Mac Millan Inc, New York. 1984

WEB SOURCES:

1. <https://open.lib.umn.edu/humanresourcemanagement/chapter/1-1-what-is-human-resources/>
2. <https://www.hrdconnect.com/2019/05/22/what-is-hr-management-in-an-organisation/>
3. <https://www.thebalancecareers.com/what-is-human-resource-management-1918143>

COURSE OBJECTIVE: (Employability)

- To understand the basics of market, marketing, marketing environment and business environment and its domain knowledge.
- To understand the core concepts in marketing concepts, critical thinking, problem solving an analysis

UNIT I INTRODUCTION 12

Understanding the term Marketing-Importance of Marketing-Scope of Marketing-Core Concepts-Company Orientation toward marketplace-Marketing and Customer Value-Marketing Environment-Micro and Macro Environment.

UNIT II CONSUMER MARKETS 12

Consumer Markets: Model of Consumer Behavior, Seven Os Structure, Factors Affecting Consumer Behavior, Stages in the Adoption Process, Industrial Markets -Characteristics, Industrial Buyer Behavior, Service Marketing-Characteristics-Marketing Strategy.

UNIT III MARKET SEGMENTATION 12

Market Segmentation: Levels and Bases for Segmentation, Segmenting Consumer Markets, Business Markets, Market Targeting -Evaluating Market Segments -Product Positioning for competitive advantage, Positioning Strategies.

UNIT IV MARKETING PROGRAMME 12

Marketing Programme: Decisions Involved in Product, Branding, Packaging, Product Extension Strategies - Product Line and Product Mix Decisions, New Product Development, Product Life Cycle, Pricing Products, Strategies, Distribution -Channels, Channel Management Decisions, Promotion Mix - Advertising, Sales Promotion, Public Relations, Personal Selling, Promotion Decisions, Place.

UNIT V MARKETING RESEARCH 12

Marketing Research and Control: Marketing Research – Course Objectives: & Scope – Research designs – research procedure – data types & sources, sampling techniques, analysis & reporting. Demand Measurement and Sales Forecasting Methods, Estimating Current and Future Demand. Annual Plan Control, Efficiency Control, Profitability Control and Strategic Control, Marketing Audit, Online Marketing. Ethics in marketing. Case study: Marketing strategy Implementation; Market Segmentation / Targeting / Positioning; Product Levels, Pricing

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Relate the corporate function of marketing.
- CO – 2 : Outline the macro and micro environment in the company's marketing function.
- CO – 3 : Differentiate the consumer and institutional buyer behaviour.
- CO – 4 : Compare and contrast goods and services.
- CO – 5 : Define the target segments for the products

EXT BOOKS:

1. Philip Kotler and Kevin Lane Keller, Marketing Management, PHI 14th Edition, 20 2. KS Chandrasekar, "Marketing management-Text and Cases", Tata McGraw-Hill-Vijaynicole, First edition, 2010.
2. Lamb, Hair and McDaniel, Marketing, 8th Edition, Thomson Learning, 2005, Rajan Saxena, Marketing management, TMH, 2006.

REFERENCE BOOKS:

1. Keith Blois, Marketing, Oxford University Press, 2005.
2. Ramaswamy V.S. Namakumari S, Marketing Management - The Indian Context, Macmillan India Ltd, 2006.

WEB SOURCES:

1. <https://www.iedunote.com/marketing-management#:~:text=Marketing%20management%20is%20the%20process,satisfy%20individual%20and%20organizational%20goals>.
2. <https://www.economicdiscussion.net/marketing-management/what-is-marketing-management/31788>
3. <https://www.indeed.com/hire/c/info/marketing-management>

COURSE OBJECTIVE: (Employability)

- To provide foundational knowledge associated with the operations management
- To describe the various techniques for implementation of operations management based on the forecasting, planning, quality and inventory

UNIT I INTRODUCTION 12

History and Definition – Production Vs. Operations – Manufacturing Vs. Service Operations – Functions – Production Systems – Types of Production Systems – Operations Strategy – Operations Management Vs. Operations Strategy

UNIT II LOCATION, LAYOUT AND FORECASTING 12

Plant Location – Factors influencing location – Plant Layout – Types of Layout – Forecasting – Forecasting technique: Qualitative and Quantitative – Delphi Method – Regression Analysis – Forecasting Error

UNIT III PLANNING 12

Capacity Planning – Aggregate Production Planning (APP) – Disaggregation: Master Production Scheduling (MPS) – Material Requirement Planning (MRP) – Production Planning and Control (PPC)

UNIT IV QUALITY 12

Evolution of Quality – Quality Definition and Contributions by W. Edwards Deming, Joseph M. Juran and Philip B. Crosby – Dimensions of Quality – Process Quality Vs. Product Quality – Seven Basic Quality Tools – Plan-Do-Check-Act (PDCA) Cycle

UNIT V INVENTORY MANAGEMENT 12

Inventory Management – Types of Inventory Models – Independent Demand Vs. Dependent Demand – Basic Economic Order Quantity (EOQ) Model – Analysis: ABC and VED – Push Vs. Pull system – Just-In-Time (JIT) Vs. Material Requirement Planning (MRP)

TOTAL: 60 HOURS**COURSE OUTCOMES:**

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

- CO – 1 : Explain the fundamental concepts of operations and production.
- CO – 2 : Understand the types of production systems.
- CO – 3 : Explain the fundamental concepts of layout and location.

CO – 4 : Predict the demand using the different forecasting techniques.

CO – 5 : Explain the fundamental concepts of various planning.

TEXT BOOKS:

1. Ajay Garg. Production and Operations Management, Tata McGraw-Hill Education, 2017.
2. Stevenson J. William, Operations Management, 9th Edition, TMH, 2007.

REFERENCE BOOKS:

1. Roger Schroeder, Susan Goldstein, M. Johnny Rungtusanatham. Operations Management, McGraw-Hill Education, 2010.
2. Lee J. Krajewski and Larry P. Ritzman, 2007, Operations Management strategy and analysis, 9th Edition, Pearson Education / Prentice Hall of India, 2007.

WEB SOURCES:

1. <https://corporatefinanceinstitute.com/resources/knowledge/strategy/operations-management/>
2. <https://managementhelp.org/operationsmanagement/>
3. <https://hbr.org/topic/operations-management>

COURSE OBJECTIVE: (Employability)

- To develop a research orientation among the students and acquaint them with **fundamentals of research methods.**
- To have a knowledge about research and how research is conducted.
- To understand the **data collection methods the sampling methods** and the data analysis method.
- To create awareness about the importance of research in all fields.

UNIT I INTRODUCTION 12

Introduction to Research – Meaning of research-**Research applications in social and business sciences**
 – Characteristics of good research study — Types of Research – **Research process**– Defining the Research problem – Problem identification process – Research Questions – **Literature Survey** – **Formulating the research hypothesis – Writing a research proposal**

UNIT II RESEARCH DESIGN AND MEASUREMENT 12

Research design – Definition – **types of research design** – Descriptive Research Designs: Exploratory – Cross-sectional studies and Longitudinal studies; Experimental Designs – **Data Collection – Types of data** – **Primary and Secondary data – Methods of primary data collection** – Online Interviews and Focus Groups – Observation – **Interview** – Case study Questionnaire and Schedule – **Construction of questionnaire – pilot study**

UNIT III SAMPLING AND DATA COLLECTION 12

Sampling concepts- Sample vs Census – Non Sampling error-Sampling Techniques – **Probability and Non-probability sampling methods**- Determination of Sample size- Types of Measurement Scales: Attitude; **Classification of Scales**: Single item vs Multiple Item scale, Comparative vs Non-Comparative scales, Measurement Error, Criteria for Good Measurement.

UNIT IV DATA PROCESSING AND ANALYSIS THROUGH SPSS 12

Data Processing Operations– editing – Coding –Data entry – **Classification and Tabulation of Data** – Univariate and Bivariate Analysis of Data: Descriptive vs Inferential Analysis – Chi-square Analysis – Analysis of Variance – t test – Procedure for testing hypothesis

UNIT V REPORT DESIGN AND WRITING 12

Introduction - **Research Report - Different types** – Criteria of Good Research -Structure of the research report – Title, Table of Contents – Synopsis, bibliography - Introductory Section –**Research**

Design – Result Section – Recommendation & Implementation Section- - **Bibliography** – Citation rules Research ethics – Research databases –research metrics – Publication ethics – **Use of plagiarism software** – Turnitin – Urkund and open source software tools

TOTAL: 60 HOURS

COURSE OUTCOMES:

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

- CO – 1 : Demonstrate how **research to be conducted in a systematic way**
- CO – 2 : Develop **hypothesis and understand procedure for experimenting hypothesis**
- CO – 3 : Construct a questionnaire, interpret the results with the **help of various statistical tools**
- CO – 4 : Analysis the data using the **SPSS software**
- CO – 5 : Discuss the Researchers Ethical code and plagiarism software tools

TEXT BOOKS:

1. Kothari, C.R., Research Methodology”, Methods and Techniques, New Age International, 6th Edition, 2010.

REFERENCE BOOKS:

1. Panneerselvam, R., “Research Methodology”, Prentice-Hall of India, New Delhi, 7Th Edition,2004.
2. Donald R. Cooper, Pamela S. Schindler and J K Sharma, Business Research methods,11thEdition, Tata McGraw Hill, New Delhi, 20 .

WEB SOURCES:

1. <https://nptel.ac.in/courses/121106007>
2. <https://nptel.ac.in/courses/110107080>
3. https://www.sagepub.com/sites/default/files/upm-binaries/36330_Chapter2.pdf
4. <https://www.youtube.com/watch?v=LKH1Kp7TQA4>

**21CMBM27 ORGANIZATION AND MANAGEMENT OF HOSPITAL &
HEALTH CARE UNITS**

4004

COURSE OBJECTIVE : (Employability)

- Understand the structure and functions of different departments of hospital and health care organization.
- Developing skills in planning, building and managing hospitals and health care.
- Application of the concepts and techniques of Modern Management in different health care units.

UNIT – I INTRODUCTION

Concept of Hospitals – Planning and Design of a Hospital (Building & Physical Layout) – space Required for Separate Functions – Different types 14 of Hospitals – Problems and constraints in different type of Hospitals – History of Hospital Development – Departmentation and organization structure of different types of hospitals.

UNIT – II DEPARTMENTATION IN HOSPITAL

Organization – Structure – Vertical & Horizontal – Clinical & Non – clinical – supportive & Ancillary Service Departments.

UNIT – III MANAGEMENT AND ORGANIZATION OF CLINICAL SERVICES

Organization and Administration of various clinical services – Outpatient service – Inpatient Services – Emergency Services – Operation Theater – ICUs - super Specialty Service including their utilization study – Nursing Care and Ward Management.

UNIT – IV ORGANIZATION AND MANAGEMENT OF UTILITY SERVICES

Organizing and Managing Facility Support Services – Laundry – Housekeeping – Pest control managing the Estate (Hospital Security) – Recent trends in disaster Management – Hospital Engineering Services (Plumbing, electricity, Civil, A/c, Lifts)- Ambulance Service.

UNIT – V EVALUATION OF HOSPITAL AND HEALTH SERVICES

Accreditation – Setting of objective – Health indicators – applying Economic concepts to

Service Evaluation – **Assessing Patient Satisfaction** – Techniques of **Hospital Service Evaluation** – Indicators of Hospital Efficiency and Effectiveness – Evaluation of Quality of Hospital Services – **Management of Hazard and Safety in a Hospital Setup** – Nursing Services in a Hospital – current – Issues in Hospital Management – Telemedicine – **Bio Medical Waste Management** – Organ Transplantation – Rehabilitation Services – **Health Insurance and Managing Health Care** – Medical audit – Hazard and Safety in a hospital Setup.

Course Objectives: (Employability)

- Articulate the historical roles of community-based recreation and park agencies within those communities.
- Analyse the contemporary interrelationships of public, private, and nonprofit leisure service agencies within communities.
- Evaluate the potential personal and societal benefits of leisure service agencies.
- Analyse the social, economic, and environmental impacts of park and recreation departments, youth serving agencies, special recreation opportunities, and leisure businesses upon their communities.
- Describe ways in which the programs and facilities administered by of park and recreation departments, youth serving agencies, special recreation opportunities, and leisure businesses may have an impact on the development of the community.
- Synthesize strategies for exploring community needs through conduct of needs assessments, societal/community inventories, and community census and record analyses.
- Articulate the need for community partnerships in community development.
- Use community and external resources through pursuit of grants, fees and charges, marketing strategies and community partnerships.

1. Communities and their projects: Rationale; Identification of community projects; project and program management; project cycle; theories of project development and management: contingency, system, chaos, scientific method, classical theory, human relations and cultural theory.

2. Viability, and risks in community projects; cost-benefit analysis, sustainability, scaling up and replication of community projects; project log frames; deliverables; monitoring and evaluation tools; impact assessment; challenges in project development; social and ethical audits.

3. Methods and approaches in community development: directive and community driven approaches; Community-based participatory research (CBPR); Rapid Rural Appraisal (RRA), Participatory Learning and Action (PLA), Participatory Action Research (PAR), Participatory Rural Appraisal (PRA);

Community capacity building; social capital development.

4. Ecological sustainable development; asset-based community development; civil society based community development; community assessment and mobilization; communication of innovation; community dialogue

COURSE OUTCOME:

CO-1: Analyze the contemporary interrelationships of public, private, and non-profit leisure service agencies within communities.

CO-2: Evaluate the potential personal and societal benefits of leisure service agencies.

CO-3: Synthesize strategies for exploring community needs through conduct of needs assessments, societal/community inventories, and community census and record analyses.

CO-4: Describe ways in which the programs and facilities administered

CO-5: Articulate the need for community partnerships in community development

COURSE OBJECTIVE: (Employability)

The internship module aims to provide the student with:

- A practice-oriented and 'hands-on' working experience in the real world or industry, and to enhance the student's learning experience.
- An opportunity to develop a right work attitude, self-confidence, interpersonal skills and ability to work as a team in a real organisational setting.
- An opportunity to further develop and enhance operational, customer service and other life-long knowledge and skills in a real world work environment.
- Pre-employment training opportunities and an opportunity for the company or organisation to assess the performance of the student and to offer the student an employment opportunity after his/her graduation, if it deems fit.

COURSE OUTCOMES:

At the end of the course, a student will be able to

CO -1: Understanding the application of knowledge and skill sets acquired from the course and workplace in the assigned job function/s.

CO – 2: Applying real life challenges in the workplace by analyzing work environment and conditions, and selecting appropriate skill sets acquired from the course.

CO – 3: Create critical thinking and problem-solving skills by analyzing underlying issue/s to challenges.

CO – 4: Understanding the ability to harness resources by analyzing challenges and considering opportunities.

CO – 5: Understanding appreciation and respect for diverse groups of professionals by engaging harmoniously with different company stakeholders.

COURSE OBJECTIVE : (Employability)

- The course will assist the students in understanding basic laws affecting operations of a Hospital and Healthcare Management

UNIT I CODE OF MEDICAL ETHICS

9

Principle of medical ethics-confidentiality-informed consent-decisions on life-sustaining therapy- Communication, barriers to it and information sharing. Medical Ethics/Doctor Patient Relationship - List of Offences & Professional Misconduct of Doctors, as per Medical Council of India.

UNIT II ADVANCED ETHICAL DECISIONS & MAJOR LAWS

9

Advance decisions to refuse treatment- Doctor and Criminal Abortion- Ethical issues in stroke management- Ethical issues in dementia- Quality of life in healthcare decisions. Prenatal Diagnostic Techniques, Regulations & Prevention of Misuse Act 1994 (PNDT Act) - Transplantation of human organs Act 1994-The Medical Termination Of Pregnancy Act Labour Laws Applicable to a Hospital- Indian Trade Union Act 1926/Industrial Dispute Act 1947- The Bombay Shops & Establishment Act- The Workmen's Compensations Act- The Industrial Employment (Standing Orders) Act 1946- Payment of Wages Act- Employee Provident Fund Act-Maternity Benefit Act.

UNIT III ORGANIZATIONAL & PROCEDURAL LAWS

9

Indian Contract Act- Nursing Home-Registration Ac- Birth-Death Registration Act Regulation of genetic counseling center - Regulation of pre-natal diagnostic technique - Determination of Sex prohibited - Dying Declaration - Definition - Precautions - Procedure of Recording - Special Circumstances - Importance (Section 32 & 157 of Indian Evidence Act) - Death Certificate - Precautions while issuing death certificate - Contents of Death Certificate - Importance of Death Certificate

UNIT IV MEDICAL JURISPRUDENCE

9

Introduction & Legal Procedure - Medico legal aspects of death injuries -

General aspects - Medical ethics - **Consumer Protection Act**- The lawful use of restraints- **Quality of life in healthcare decisions**- Ethical issues in health and social care.

UNIT V LEGAL FRAMEWORK FOR HOSPITALS

9

Introduction to Legal framework - **Patient's rights & provider's responsibility** - Medical Malpractice- Management of Medical Malpractice - **Medico Legal Aspects** - Impotence - Sterility - Sterilization & Artificial Insemination - **Medico Legal aspects of Psychiatric & mental Health** - Toxicology - Laws Relating to Toxicology. - Organ Transplantation Act - Tamil Nadu Clinics Act

TOTAL : 45

REFERENCES

1. Parikh's Text Book of Medical Jurisprudence & Toxicology - By Dr. C.K. Parikh - CBS Publications.
2. Medical Negligence & Compensation - By Jagdish Singh - Bharat Law, Jaipur.
3. Medical Negligence & Legal Remedies - By Anoop K. Kaushal - Universal.
4. R. A. Hope, Tony Hope, Julian Savulescu, Judith Hendrick. 'Medical Ethics and Law:The Core Curriculum', Elsevier Health Sciences(2008).
5. Gurucharan S Sai. 'Medical ethics and Elderly,3rd edition', Radcliffe Publishing Ltd.(2009)
6. Consumer Protection Act
7. Maternity Benefit Act, 1961
8. ESI Act, 1948
9. Organ Transplantation Act

21EMBM07 QUALITY MANAGEMENT AND HOSPITAL ACCREDITATION SYSTEM

3 0 0 3

COURSE OBJECTIVES (Employability)

1. To provide the evolution of Quality Management
2. To provide the principles and multiple aspects of TQM
3. To provide the process approach to QM in Hospitals.
4. To provide the concept of QA methods, patient satisfaction and quality certification systems (ISO)
5. To provide the step by step procedure of NABH accreditation in hospitals.

UNIT I EVOLUTION OF QUALITY MANAGEMENT

9

Evolution of quality control, Quality characteristics - Variables and attributes - Non confirming and non confirming unit - Defect - Standard or specification - Quality of design - Quality of conformance - Quality of performance - Total Quality Control -Concept of quality - Quality control - Quality assurance

UNIT II

9

Quality management in Hospital Department - Front office, OPD, Casualty, Laboratory, OT, ICU, CCU, MRD, Dietary, Laundry, Housekeeping, CSSD, IP and Nursing, Emergency & Trauma Care - Canteen - Hospital Stores. Patient safety management - Hospital acquired infection control - equipment maintenance- Assessing quality - Patient satisfaction survey.

UNIT III

9

Medical audit, Clinical audit- Nursing audit - Accreditation and ISO. TQM -team work - Employee involvement - Key result areas - Leadership.TQM tools - Quality function Deployment (QFD) - Concurrent Engineering - FMEA - Demings P-C- D- A- Cycle - JIT - Kaizan - Zero defect programme. Statistical tools in TQM - Flow diagram - 5StechniquesPareto Analysis - Cause and effect diagram - Control charts. Bench marking - Business Process Reengineering - Six sigma.

UNIT IV

9

ISO 9000&14000 standards - TQM -Accreditation - NABL - JCAHQ - Quality manual -

Quality - Quality Assurance in Hospitals Sop's - Patient Orientation for Total Patient Satisfaction- Environment Management Systems

UNIT V

9

Service Quality -productivity - Quality costs in service organizations. Quality management philosophies .Planning for quality - Creating quality culture - patient centered quality - Training for quality- Accreditation survey processes-Achieve a state of continuous readiness for Accreditation

TOTAL : 45 HOURS

COURSE OUTCOME

1. Understand the basics of Quality Control and Management.
2. Understand the benefits of TQM, Implementation of Quality tools
3. Application of process approach in the QM in Hospital departments and assist in elimination of NVA
4. Application of QA in hospitals and ISO certifications
5. Implementation of NABH in hospitals by Gap Analysis.

REFERENCES

1. S.K. Joshi - Quality Management in Hospitals Jaypee Brothers.
2. James R. Evans & William M. Lindsay: The Management and Control of Quality ; Jaico Publishing House, Bombay.
3. Kunders, G D (2002) - Designing for Total Quality in Healthcare, Prism BooksPvt Ltd, Bangalore.
4. Total Quality Management of hospital nutrition services. M Rosita Schiller, Ph.D., Karen Miller-Kovach, Mary Angela Miller.
5. Total Quality Management, Dr. K.C. Arora, S.K. Kataria& Sons, New Delhi
6. Creating Quality, William J. Kolarik, McGraw-Hill International Editions.

COURSE OBJECTIVES (Employability)

- To introduce briefly the ambulance & transport management and allied services.
- To elaborately discuss on Ambulance Design and Equipment, Transportation and corporate Profit.
- To detail on Crisis Management and broadly cover Transportation Regulation.
- To discuss on Legal obligations, Preventive Maintenance, Security and culture.
- To brief on various acts governing transport management.

UNIT I**9**

Introduction-transportation ambulance types-Advanced Life Support Ambulance Basic Life Support Ambulance -Patient Transport Ambulance-Emergency services Ambulances-Allied services-telephone management-the supply chain-the economy Maintaining ambulance in optimum operation condition- vehicle check and audits

UNIT II**9**

Ambulance Design and Equipment-Minimum Ambulance Rescue EquipmentEmergency drugs-medicines-Recruitment-validation-Training to handle in house Ambulance emergency procedures- Checklist measures- Roles of paramedics, midwives, community nurses, hospice workers in emergency handling via ambulance. Transportation and corporate Profit performance -developing a transportation Strategy.

UNIT III**9**

Crisis Management-Anxiety & Stress Management-the Emergency response team-police assistance- Information handling & processing-Establishing customer service levels - Developing and Reporting customer service standards - Impediments to an Effective customer Service strategy - Improving customer Service Performance Transportation - time and place utility - Transportation interface - Factors influencing Transportation costs / pricing -Transportation Service Characteristics - the Transportation system – Transportation Regulation - Regulatory Reforms.

UNIT IV**9**

Legal obligations-constraints-precautions-safety belts-driver(s), passenger, Patients child

restraint device-incubator-stabilization-traffic lane rules & regulations-posted speed limits-right of way through intersections-proceeding through red lights, taking turns pedestrian crossings-vehicle breakdown- driving speed-following distance-driving in reverse-railroad crossings-warning systems and lights- norms for parking, standing, stopping, loading & unloading-Preventive Maintenance-Security-culture.

UNIT V

9

The Motor Vehicle Act, 1988- Rules of the road Regulations 1989- Overall Dimensions of Motor Vehicles (Prescription of conditions for exemption) Rules 1991-Use of Red light on the top front of the vehicle -The motor Transport workers Act 1961-The Road Transport Corporations Act 1950 -The Central Road fund (State Roads) Rules 2007

TOTAL : 45

COURSE OUTCOMES

CO- 1 :The student is introduced to ambulance services, types and allied services.

CO -2: The student becomes aware of Minimum Ambulance Rescue Equipment and developing a transportation Strategy.

CO – 3 :The student understands the Emergency response team, Transportation interfaces, Transportation Service Characteristics & regulatory reforms involved.

CO – 4:The student develops an understanding Legal obligations, Preventive Maintenance, Security and precautionary norms in place.

CO – 5: The student becomes aware of various governmental regulations on transport

REFERENCES

1. Fawcett,'Supply Chain Management', Pearson Education India, 01-Sep-2008 - 600 pages
2. Edward J. Bardi, John Joseph Coyle, Robert A. Novack'Management of Transportation', Thomson/South-Western, 2006
3. Les Pringle,'Call the Ambulance',Transworld Publishers, 2010.

COURSE OBJECTIVES : (Employability)

- To Introduce Routine Admission/ Discharge Procedures/ Discharge Summary, Telephone etiquettes and manners.
- To brief Effective handling of different Categories of Patients - Paid / Non-Paid, Emergency, VIPs.
- To elucidate on Importance of Communication in Healthcare.
- To describe on Team Building / Team Dynamics, Attitude building, Anger, Conflict, Crisis & Stress Management.
- To elaborate on basic Reception Duties.

UNIT I

9

Introduction to hospital Industry. Routine Admission/Discharge Procedures/Discharge Summary, Telephone etiquettes and manners. Front desk grooming and other essentials - body language, speech modulation which includes articulation, variation control of pitch and tonal quality. Dressing sense and basic Grooming tips for the Front Office.

UNIT II

9

Outpatient services - inpatient services - Accident and Emergency Services. Relevance and importance of Customer / Patient Service Excellence in Healthcare. Effectively handling different Categories of Patients - Paid / Non-Paid, Emergency, VIPs etc. Challenges in Catering to Insurance and other Corporate patients Handling Irate Customers and patient attenders Ensuring patient satisfaction - Contribution of the Front Office.

UNIT III

9

Importance of Communication in Healthcare. Communication is Less talking and more Listening - Learn why? Communicating with traumatized patients and their attenders Effective Communication for Front Office involved in Billing and Accounts. Communicating and empathizing with attenders of a deceased patient Interdepartmental Communication - Issues and challenges

UNIT IV

9

Team Building / Team Dynamics. Attitude building. Anger, Conflict, Crisis & Stress Management. Multi-tasking. NABH & other quality standards applicable to the Front Office

Importance of Documentation, Automation and IT in the Front Office. Medical terminology applicable to Front Effectively Handling Waiting time in the OPDs

UNIT V

9

Reception Duties- Collecting Patient Information-Information management in case sheets- Billing and Coding- Making Appointments- **Minor Office Equipment Usage Emergency handling.**

TOTAL : 45

COURSE OUTCOMES

CO-1 :The student is introduced to **fundamentals of front office management** in hospital environment.

CO-2 :The student becomes aware of basic **Outpatient services and inpatient services**& becomes capable of devising plans to ensure patient satisfaction.

CO-3 :The student becomes aware of **handling communication with traumatized patient** and their attenders.

CO-4 :The student realizes the **Importance of Documentation, Automation and IT** in the Front Office.

CO-5 :The student is equipped with basics of **reception duties and handling minor equipment's**.

REFERENCES

1. Mosby's Front Office Skills for the Medical Assistant De A. Eggers, Anne M. Conway
2. Patient Care services and Hospitals. Dr S Porkodi
3. From Front Office to Front Line: Essential Issues for Health Care ...Forwarded by Ross. Willson, MD
4. Hospital Management. Dr. Mohammed Akbar Ali Khan

OBJECTIVES : (Employability)

1. To provide the introduction to Health Insurance.
2. To provide the concepts of Regulations and Intermediaries in health insurance
3. To provide the information about Health insurance frauds
4. To provide the concept of business in Health insurance products
5. To provide the information about Medical Insurance and its operational aspects.

OUTCOME

1. Understands the history, development, demand of Health Insurance.
2. Understands the importance and implement health insurance regulations and intermediaries.
3. Understands and controls the health insurance frauds in the hospitals.
4. Understands of business of health insurance products.
5. Understands the medical insurance & its operational aspects.

UNIT I INTRODUCTION**9**

Basic principles of general insurance; History and development of health insurance; The Role of Health Insurance in the Health Care System; The Demand for Health Insurance; Health Insurance and the Production of Health; The Conventional Theory of the Demand for Health Insurance; Nyman's Theory of the Demand for Health Insurance Current scenario- International; Current scenario- Indian; The Performance of the Private Health Insurance Industry

UNIT II REGULATIONS AND INTERMEDIARIES IN HEALTH INSURANCE**9**

Insurance Act, 1939; Insurance Regulatory and Development Authority (IRDA); Consumer Protection Act, 1986; Insurance Ombudsman; Evolution of TPA industry in India; Working and role of TPA; Managed health care; Regulations relating to the intermediaries; other intermediaries

UNIT III HEALTH INSURANCE FRAUDS**9**

Introduction; Measures to control insurance fraud and abuse; Case studies; IT and

control of health insurance frauds and abuse;

UNIT IV HEALTH INSURANCE PRODUCTS **9**

The Business of Health Insurance; The Health Insurance Product; Pricing of Health Insurance Products; Underwriting of Health Insurance Products; Controlling the Costs of Health Care; The Health Insurance Contract; Selling and Marketing Health Insurance Products ; Administering Health Insurance; International; Indian health insurance products;

Interpretation of terms and conditions; Specific ailment based products- HIV and Diabetes;

Community based health insurance; Social Health Insurance- ESIS and CGHS;

UNIT V OPERATIONAL ASPECTS **9**

Claims and utilization management; International Classification of Diseases (ICD); Provider management; Medical underwriting

TOTAL : 45

REFERENCES:

1. Arrow, Kenneth J. "Uncertainty and the Welfare Economics of Medical Care." American Economic Review (December 1963): 941-73.
2. Miller, Richard D. "Estimating the Compensating Differential for Employer-Provided Health Insurance" International Journal of Healthcare Finance and Economics 4 (2004): 27-41.
3. Cutler, "Equality, Efficiency, and Market Fundamentals: The Dynamics of International Medical- Care Reform" Journal of Economic Literature (Sept. 2002) 881-906.
4. Miller, et al. "Covering the Uninsured: What is it Worth?" Health Affairs web exclusive (March 31, 2004).
5. Levy, Helen and David Melzer. "What Do We Really Know About Whether Health Insurance Affects Health" (Dec. 2001) University of Chicago, mimeo
6. Lillie-Blanton, Marsha and Catherine Hoffman, "The Role of Health Insurance Coverage in Reducing Racial/Ethnic Disparities.

OBJECTIVES : (Employability)

1. The Course aims to develop the the understanding the evolution, importance of strategic management - the various types of strategies, steps involved in strategy planning etc.
2. The course aims at exposing the students to the meaning and importance of Corporate strategy, how strategy is distinct from a strategic plan and also various types of strategies,
3. The course aims at imparting knowledge to the students on various marketing concepts related to the Hospitals such as - Product diversification in Hospitals, types of diversifications, Dimensions of corporate strategies, Social audit, social marketing, business ethics etc.
4. The course aims at teaching the student about the organizational environment in Hospitals, Organizational life cycle, its evolution and its various phases.
5. The course aims at improving the students' understanding on the impact of technology on various issues related with - managerial effectiveness, people and structure, CSR initiatives of Hospitals, Government's role in Healthcare Industry, Strategies for International operations, Globalization of Business and Strategic Control process.

OUTCOME

1. The student is expected to understand the meaning an importance of strategy and the various steps in strategy formulation.
2. Students are expected to understand the terms Strategy and Strategic plan, corporate strategy, classification of strategies and the various types of strategies.
3. Student should be able to analyze and discuss the various marketing concepts related to service delivery in Hospitals and are also expected to understand their applications.
4. Student should be able to understand the concept of organizational environment, organizational life cycle and should also be able to discuss the various phases of it.

5. The student expected to understand the importance of technology in Healthcare administration, the CSR initiatives expected out of Hospitals, the role played by Government and strategies for international operations of Hospitals.

UNIT I **9**

Strategic Management - Evolution - Nature and importance of Strategic Management - Relationship between Strategic Management and Operational Management. Corporate planning: Difference between operational and strategic planning-Characteristics of strategic steps involved in a strategic plan - Business Policies for hospitals - originated policy - appealed policy externally imposed policy - Method of formulating a new or revised policy, Policy Administrations - Functional Policies - Relationship of business policies to company goals, plans and strategies. Types of policies used in Corporation .

UNIT II **9**

Corporate strategy - Distinction between strategy and strategic plan - Defensive strategy - Offensive strategy - Classifications strategies - Competitive Analysis - Industry Analysis - Self Analysis of organizations- Strategic use of marketing variables - Business Portfolio Analysis - Merger - Horizontal merger - Vertical merger - conglomerate merger - Product extension - Market extension - Pure conglomerate extension - Acquisition - Joint Venture.

UNIT III **9**

Concept of Product Diversification with reference to hospitals - Classification of diversification - Single product diversification - Horizontal diversification - Conglomerate diversification - Market penetration - Market development - Product development - Diversification in selected Indian Industries
- Case Study of some Indian industries - Corporate image - Corporate image versus brand image - Dimensions of corporate image - Survey method to determine the corporate image - Social Audit - Social Performance - Business ethics - Evolution - Concepts - Social Marketing - Social Auditing - Basic procedures - Benefits of Social audit.

UNIT IV **9**

Organizational environment in hospitals- stable environment - changing environment - Turbulent environment - Matching the system to the environment -

Matching system - organic system Differentiation - Integration - Organizational Life Cycle - Evolution - Revolution Creativity - Direction, Coordination - Collaboration - Management environment - Social - Cultural - Economic Political - Educational - Ethic environment

UNIT V

9

Impact of technology - An organizational structure - Impact of cultural values on managerial effectiveness - people and structure - Managers and employees structure - Social responsibilities of business with reference to hospital industry - Areas of involvement. The Government's role in Healthcare Industry - Strategies for International operations - Globalization of Business - Strategic Control process.

TOTAL : 45

TEXT BOOKS

1. Charles W.L. Hill & Gareth R. Jones - 'Strategic Management Theory, An Integrated approach'
- Houghton Mifflin Company, Princeton New Jersey, All India Publisher and Distributors, Chennai, 1998.
2. Thomas L. Wheelen, J. David Hunger - 'Strategic Management' Addison Wesley Longman Singapore Pvt., Ltd., 6th Edition, 2000.

REFERENCES

1. Igor Ansoff Corporate Strategy. (Tokyo McGraw Hill Book Co)
2. Aaker A. David, Developing Business Strategies, John Wiley & Sons, New York, 1984
3. Steiner and Minor: Business Policy - Concept and cases. (North Holland and Publications)
4. Keith Davis and Robert Blomstrom: Business and Society, Environment & Responsibility (New York, McGraw Hill Book Co)
5. William F. Gluk: Strategy Formation and Management Actions
6. P.K. Ghosh: Business Policy - Strategic Planning & Management
7. AzharKazmi: Business Policy
8. Lloyd L. Byars: Strategic Management: Planning & Implementation
9. Porter Michel, Competitive Advantages

21EMBM09 HOUSEKEEPING MANAGEMENT AND DIETRY SYSTEMS 3 0 0 3

OBJECTIVES : (Employability)

1. To educate on basic principles governing Housekeeping management and dietary system.
2. To discuss elaborately on different cleaning procedures specific to hospital areas and hospital waste management.
3. To educate briefly on Hazards of hospital waste.
4. To discuss in large on Basic methods of extinction of fire.
5. To introduction to diet, planning and management of hospital therapeutic diet.

OUTCOME

1. The student becomes fluent in the Basic principles of sanitation and peculiarity to hospital environment.
2. The student becomes accustomed to basic knowledge about cleaning equipments , operation techniques, maintenance.
3. The student becomes aware of the basic principles and methods of handling and disposal of solid, liquid, pathological and nuclear waste.
4. The student knows the principles of working of different Fire Fighting Equipment and is aware of tackling dangerous situation.
5. The student develop an insight into Monitoring hygienic cooking, storage of food items, manpower planning, quality control, menu planning, material management, as per NABH requirements.

UNIT I

9

Housekeeping- Introduction, Importance and Significance. Inter and Intra-departmental co-ordination of housekeeping. Basic principles of sanitation and peculiarity to hospital environment.- Basic principles of personal hygiene-Infrastructure planning-Location, size, physical facilities, environmental issues, administrative area, functions of staff in the dietary services

UNIT II

9

Basic knowledge about different detergent and disinfectants - Different cleaning

procedures applicable to different hospital areas - Basic knowledge about cleaning equipments
- Their operation techniques

- Their maintenance. Different processes of Water treatment & purification, removing bacteria-Basic principles of ventilation, composition of Air, Air flow, Humidity and temperature. Common types of odor and their source of origin. Removal and control technique of different types of odors. Various equipments and materials used for odor control operations. Hospital Waste - Source and generation of waste.

UNIT III

9

Hazards of hospital waste to hospital population and community. Principles of collection of different types of hospital wastes and special precautions. Transportation methods of different types of hospital waste from the source to the place of final disposal. Basic principles and methods of handling and disposal of solid, liquid, pathological, nuclear waste. Final disposal of waste.

UNIT IV

9

Classification of fire, importance of fire in hospital. Basic methods of extinction of fire. Principles of working of different types of Fire Extinguishers. Principles of working of different Fire Fighting Equipment. Awareness of tackling dangerous situation e.g. Earthquake, Cyclones, Floods etc. Basics of life cycles of pestes, Rodents. Vulnerable areas of pestes and Rodent nuisance. Disease transmission by pestes and Rodents and other animals. Prevention, control and eradication of pestes, Rodents and other animals. Acquire basic knowledge in Linen and their importance in hospital. Classification & Characteristics of linen. Role of good material management in effective linen service. Housekeeping equipment management, environmental and infectious control.

UNIT V

9

Introduction to diet, planning and management of hospital diet, therapeutic diet, diet counseling to patient, dietary education, diet service management- Monitoring hygienic cooking, storage of food items, manpower planning, quality control, menu planning, material management, NABH (National Accreditation Board for Hospital and Health care providers).

TOTAL : 45

REFERENCES

1. Housekeeping training manual, Andrews, Sudhir, New Delhi : Tata Mcgraw-Hill

Publication Company,1985.

2. Hotel, Hostel and hospital housekeeping, Branson, Joan C. and Lennox, Margret, London:ELST,1988.
3. Managing Housekeeping operations, Margaret M. Kappa, AletaNitschke, Patricia B.Schappert, EI-AH&LA, USA.Thomas, B.: Manual of Dietetic Practice, 1996.
4. Roday, Sunetra. Food Hygiene and Sanitation.

