

BHARATHIAR UNIVERSITY: COIMBATORE – 641 046
BBA(HOSPITAL MANAGEMENT)

(For the CPP/COP students admitted from the academic year 2015 –2016 onwards)

SCHEME OF EXAMINATIONS – CBCS Pattern

Part	Study Components	Course Title	Ins. Hrs /week	Examinations				Credits
				Dur. Hrs	CIA	Marks	Total	
SEMESTER – I								
I	Language 1		6	3	25	75	100	4
II	English 1		6	3	25	75	100	4
III	CORE I: Management Process		5	3	25	75	100	4
III	CORE II: Economics for Executives		5	3	20	55	75	3
III	Allied Paper I: Mathematics-I		6	3	25	75	100	4
IV	Environmental Studies #		2	-	-	50	50	2
SEMESTER - II								
I	Language-II		6	3	25	75	100	4
II	English - II		6	3	25	75	100	4
III	CORE III: Financial Accounting		5	3	25	75	100	4
III	CORE IV: Industrial Psychology		5	3	25	75	100	4
III	Allied Paper II: Mathematics-II		6	3	25	75	100	4
IV	Value Education – Human Rights #		2	-	-	50	50	2
SEMESTER – III								
III	CORE V: Business Communication		5	3	20	55	75	3
III	CORE VI: Production and Materials Management		5	3	25	75	100	4
III	CORE VII: Marketing Management		5	3	25	75	100	4
III	CORE VIII: Health laws and Ethics		5	3	25	75	100	4
III	Allied Paper III: Bio – Science and Epidemiology		5	3	25	75	100	4
IV	Skill based Subject -1 : Retail Environment		3	3	20	55	75	3
IV	Tamil @ /Advanced Tamil # (or) Non-major elective-I : Yoga for Human Excellence # / Women's Rights # Constitution of India #		2	3	50	50	50	2
SEMESTER - IV								
III	CORE IX: Human Resource Management		5	3	25	75	100	4
III	CORE X: Financial Management		5	3	25	75	100	4
III	CORE XI: Management Information System		5	3	25	75	100	4
III	CORE XII: PC-Software (MS-Office & Tally) PRACTICAL EXAMINATION ONLY		5	3	40	60	100	4

III	Allied IV: Functional English for Executives	5	3	25	75	100	4
IV	Skill based Subject-2 : Consumer Behavior	3	3	20	55	75	3
IV	Tamil @ / Advanced Tamil # (or) Non-major elective-II : General Awareness #	2	-	50		50	2
SEMESTER – V							
III	CORE XIII: Medical Records	6	3	25	75	100	4
III	CORE XIV: Hospital Operation-I (Patient Care)	5	3	25	75	100	4
III	CORE XV: VISUAL BASIC – THEORY	3	3	10	40	50	2
III	CORE XVI: VISUAL BASIC - PRACTICAL	3	3	20	30	50	2
III	Elective I:Health Policy and Indian Public Health Care Institutions	5	3	25	75	100	4
III	Elective II: Research Methods for Management	5	3	25	75	100	4
IV	Skill based Subject –3 : Customer Relationship Management	3	3	20	55	75	3
SEMESTER – VI							
III	CORE XVII: Hospital Architecture planning and design	6	3	25	75	100	4
III	CORE XVIII: Investment Management	6	3	20	55	75	3
III	CORE XIX: Hospital Operation-II (Supportive Services)	5	3	25	75	100	4
III	CORE XX: Case Analysis	5	3	25	75	100	4
III	Elective III : Applied Project Work	-	-	-	-	100*	4
V	Extension Activities @	-	-	50	-	50	2
	Hospital Orientational Training (Along With Project Work) (Certificate Of Hospital Training Should Be Enclosed With The Training Report Of Minimum 30 Pages)	-	-	-	-	100*	4
Total						3500	140

\$ Includes 25% / 40% continuous internal assessment marks for theory and practical papers respectively.

@ No University Examinations. Only Continuous Internal Assessment (CIA)

No Continuous Internal Assessment (CIA). Only University Examinations

* For Project: Report –80% marks; Viva-voce –20% marks

SEMESTER – I MANAGEMENT PROCESS

UNIT -I

Business - meaning -business and profession, requirements of a successful business- Organisation - meaning - importance of business organisation. Forms of business Organisation-Sole traders, partnership, Joint Hindu family firm - Joint Stock Companies - Cooperative Organisations - Public Utilities and Public Enterprises.

UNIT –II

Nature and Scope of Management process – Definitions of Management – Management: a science or an art? - Scientific Management - Managerial functions and roles – The evolution of Management Theory.

UNIT –III

Planning: meaning and purpose of planning - steps in planning - types of planning. Objectives and Policies - Decision making: Process of Decision making - types of Decisions.

UNIT -IV

Organising: Types of organisation - Organisational structure - span of control - use of staff units and committees. Delegation: Delegation and centralisation - Line and Staff relationship. Staffing: Sources of recruitment - Selection process - training.

UNIT - V

Directing: Nature and purpose of Directing. Controlling: Need for co-ordination - meaning and importance of controls - control process - Budgetary and non-Budgetary controls - Modern trends in Management Process - case studies.

REFERENCE BOOKS

1. Business Organisation - Bhushan Y.K.
2. Principles of Management – L.M. Prasad
3. Business Management – Dinkar Pagare
4. Principles of Business organisation and Management – P.N. REDDY

ECONOMICS FOR EXECUTIVES

UNIT - I

Objectives of business firms - Profit Maximisation - Social responsibilities - Demand analysis - Law of Demand - Elasticity of demand.

UNIT - II

Production function - Factors of production - Laws of diminishing returns and Law of variable proportions - Economics of Scale – Cost and Revenue Curves - Break - even- point analysis.

UNIT - III

Market structure and prices - Pricing under perfect Competition - Pricing under Monopoly - Price discrimination - Pricing under Monopolistic competition - Oligopoly.

UNIT - IV

Pricing under factors of production; wages - Marginal productivity theory - Interest - Keynes's Liquidity preference theory – Theories of Profit - Dynamic theory of Profit - Risk Theory - Uncertainty theory.

UNIT - V

Government and Business - Performance of public enterprises in India - Price policy in public utilities, Government measures to control Monopoly in India - MRTTP Act.

REFERENCE BOOKS

1. Sankaran - Business Economics
2. Markar Et al - Business Economics
3. Sundaram K.P & Sundaram E - Business Economics

MATHEMATICS - I

UNIT - I

Sets and set operation - Venn Diagrams - Elements of Co-ordinate system.
Matrices, Fundamental ideas about matrices and their operational rules – Matrix multiplication - Inversion of square matrices of not more than 3rd order- solving system of simultaneous linear equations.

UNIT-II

Mathematics of Finance and series simple and compound interest - Arithmetic progression - Geometric progression (Simple problems only).

UNIT-III

Meaning and Definitions of Statistics - Scope and Limitations. Statistical enquiries - Scope of the problem - Methods to be employed types of enquiries - Presentation of data by Diagrammatic and Graphical Method - Formation of Frequency Distribution.

UNIT-IV

Measures of Central tendency - Arithmetic Mean, Median, Mode, Geometric and Harmonic mean, Measures of variation and standard, mean and quartile deviations - Skewness and Kurtosis Lorenz curve, Simple Correlation - Scatter diagram - Karl Pearson's Co-efficient of correlation – Rank correlation - Regression lines.

UNIT-V

Analysis of Time Series: Methods of Measuring - Trend and Seasonal variations - Index number - Unweighted indices - Consumers price and cost of living indices.

* Questions in theory and problems carry 30% and 70% marks respectively

REFERENCE BOOKS

1. Sundaresan and Jayaseelan - An Introduction to Business Mathematics and Statistical Methods
2. Gupta S.P. - Statistical Methods
3. Navaneethan P. - Business Mathematics
4. Statistics - R.S.N. Pillai, Mrs. Bhagavathi
5. P.R. Vittal - Business Mathematics and Statistics

SEMESTER – II FINANCIAL ACCOUNTING

UNIT - I

Basic Accounting concepts - Kinds of Accounts – Financial Accounting vs. Cost Accounting - Financial Accounting vs. Management Accounting -Double Entry Book Keeping – Rules of Double Entry System – Preparation of Journal and Ledger Accounts- problems - Subsidiary books - cash book – types of cash book - problems - purchase book - sales book - sales return and purchase return books.

UNIT - II

Trial balance - Errors – types of errors - Rectification of errors – problems - Bank reconciliation statement – problems.

UNIT - III

Manufacturing - Trading - Profit & Loss Account - Balance sheet. – Problems with simple adjustments.

UNIT - IV

Accounting for non-trading institutions-Income & Expenditure Account- Receipts and Payment Accounts and Balance sheet - Accounting for depreciation – methods of depreciation – problems (straight line method and written down value method only)

UNIT - V

Preparation of accounts from incomplete records.
(Theory and problems may be in the ratio of 20% and 80% respectively)

REFERENCE BOOKS

1. Grewal, T.S. : Double Entry Book Keeping
2. Jain and Narang : Advanced Accountancy
3. Shukla and Grewal : Advanced Accountancy
4. Gupta and Radhaswamy : Advanced Accountancy
5. Gupta R.L. : Advanced Accountancy

INDUSTRIAL PSYCHOLOGY

UNIT - I

Importance and scope of organisational psychology – Individual differences - Intelligence tests - Measurement of intelligence - Personality tests - nature, types and uses.

UNIT - II

Perception - Factors affecting perception - Motivation - theories - financial and non-financial motivation - techniques of motivation - Transactional Analysis - Brain storming.

UNIT - III

Job satisfaction - meaning - factors - theories - Management of job satisfaction - Morale - importance - Employee attitude and behaviour and their significance to employee productivity - job enrichment - job enlargement.

UNIT – IV

Hawthorne Experiment - importance - Group Dynamics - Cohesiveness – Cooperation - competition - conflict - Types of Conflict – Resolution of conflict - Sociometry - Group norms - Role - Status – supervision style - Training for supervisions.

UNIT - V

Leadership - types - theories – Trait, Managerial Grid, Fiedler's contingency - Organisational climate - organisational effectiveness – organisational development - counselling and guidance - Importance of counsellor - types of counselling - merits of counselling.

REFERENCE BOOKS

1. Keith Davis - Human Behaviour at Work
2. Ghos - Industrial Psychology
3. Fred Luthans - Organisational Behaviour
4. L.M. Prasad - Organisational Behaviour
5. Hippo - Organisational Behaviour

MATHEMATICS - II

UNIT - I

Introduction to Operations Research - Meaning - Scope – Models - Limitation.
Linear Programming - Formulation – Application in Management decision making
(Graphical method only)

UNIT - II

Transportation (Non- degenerate only) - Assignment problems - Simple Problems
Only

UNIT - III

Game Theory:- Queuing theory - Graphical Solution – $m \times 2$ and $2 \times n$ type.
Solving game by Dominance property - fundamentals - Simple problems only.
Replacement problem – Replacement of equipment that deteriorates gradually (value of
money does not change with time)

UNIT - IV

CPM - Principles - Construction of Network for projects – Types of Floats –
Slack- crash programme.

UNIT -V

PERT - Time scale analysis - critical path - probability of completion of project -
Advantages and Limitations.

Note: Theory and problem shall be distributed at 20% and 80% respectively.

REFERENCE BOOKS

1. Kanti Swarup, Gupta R.K. - Operations Research
2. P.R. Vittal - Operations Research
3. Gupta S.P. - Statistical Methods.

SEMESTER – III

BUSINESS COMMUNICATION

UNIT-I

Essential and Importance of Business Communication Methods of Communication - Types - Barriers.

UNIT-II

Communication through letters - Layout of letter business enquiries - Offers and Quotations - Order - Execution of Orders - Cancellation of Orders - Claims - Adjustments and settlement of accounts - Letters of complaints - Collection letters - Status enquiries - Bank correspondence - Tenders - Letter to the editor.

UNIT-III

Correspondences of Company Secretary with share holders and directors - Agenda - Minutes - Preparation.

UNIT-IV

Communication through reports: Essentials – Importance contents - Reports by individuals - Committees – Annual report - Application for appointment - Reference and appointment orders.

UNIT-V

Internal Communication: Short speeches - Memo – Circulars Notices - Explanations to superiors - Communication media - Merits of various devices - Intercom, Telegrams, Telex and Telephone - Fax - Internet.

TEXT BOOK:

Ramesh M.S. and Oattan Shetty C.C. : Effective Business English and Correspondence.

PRODUCTION AND MATERIALS MANAGEMENT

UNIT-I

Production Management - Functions - Scope - Plant location - Factors - Site location - Plant layout - Principles - Process - Product layout for Production Planning and control - Principles - Information flow - Routing - Scheduling - Despatching - Control.

UNIT-II

Materials Handling - Importance - Principles - Criteria for selection of material handling equipments. Maintenance - Types - Breakdown - Preventive - Routine - Methods study - Time study - definition - Motion study - Principles – work measurement.

UNIT-III

Organisation of Materials Management - Fundamental Principles - Structure - Integrated materials management - Purchasing – procedure - principles - import substitution and import purchase procedure - Vendor rating - Vendor development .

UNIT-IV

Function of Inventory - Importance - Tools - ABC, VED, FSN Analysis - EOQ - Reorder point - Safety Stock - Lead time Analysis Store keeping - Objectives - Functions - Store keeper - Duties - Responsibilities - Location of store - Stores Ledger - Bin card.

UNIT-V

Quality control - Types of Inspection - Centralised and Decentralised. TQM: Meaning - Objectives - elements - Benefits - Bench marking: Meaning - objectives - advantages - ISO: Features - Advantages - Procedure for obtaining ISO.

TEXT BOOKS:

1. Banga and Sharma : Production Management
2. O.P. Khanna : Industrial Engineering and Management
3. M.V. Varma : Materials Management

MARKETING MANAGEMENT

UNIT - I

Definition of Marketing - Marketing Management- Marketing concept - meaning
Importance of marketing in developing countries - Functions of Marketing - Marketing environment: various environmental factors affecting the marketing function.

UNIT - II

Buyer Behaviour - Buying motives - explanation of motivation – Market Segmentation of different bases - Marketing strategy - Market Structure - Definition and types of channel - Channel selection & problems.

UNIT - III

The Product-Marketing characteristics -consumer goods-industrial goods- Production policy - Product Life Cycle (PLC) - Product mix - modification & elimination - packing
- Developing new Products- strategies.

UNIT - IV

Pricing: Meaning to Buyer & Seller - pricing policies – Objective factors influencing pricing decisions - Competitors action to price changes - multiproduct pricing. Physical Distribution - Management of physical distribution - marketing risks.

UNIT - V

Branding Decisions: Brand-Brand Image, Brand Identity-Brand Personality -Positioning and leveraging the brands-Brands Equity.

REFERENCE BOOKS:

1. Philip Kotler - Marketing Management
2. Rajan Nair - Marketing Management
3. Cundiff and Still - Fundamentals of modern marketing

HEALTH LAWS AND ETHICS

UNIT I

CODE OF ETHICS

Introduction – professional ethics– personal qualities of the medical professional-
Negligence.

UNIT II

LAWS RELATED TO MEDICAL PRACTICE

Medical council act – Clinical trials – Disability act – legal aspects of medical records –
Transplantation of human organ act – Prevention of food and adulteration act – medical
termination of pregnancy act, – Birth and death registration act – Pre Natal diagnostic act
– Indian mental health act.

UNIT III

LAWS RELATED TO HOSPITAL ADMINISTRATION

Companies act – law of contracts – consumer protection act

UNIT IV

LAWS RELATED TO SUPPORT SERVICES

Biomedical waste (management and handling rules) – atomic energy act – Indian
electricity act– Indian boiler act – pollution control act.

UNIT V

LAWS RELATED TO HOSPITAL FINANCE

Securities and exchange board of India (SEBI)-securities contract regulation act (law
relating to share transfer) –negotiable instruments act – value added act (VAT)

Scope of study of the above topics to cover definition / scope / penalties / salient feature
/recent amendments affecting hospital management only for the exam evaluation.

Reference:

Elements of mercantile law - N.D.Kapoor

Bare acts relating to hospital laws - government of India publications.

BIO-SCIENCES & EPIDEMIOLOGY

UNIT I

INTRODUCTION TO BIOMOLECULES

A) Classification, Function and properties of Carbohydrates, Lipids, Proteins and Nuclei acid.

UNIT II

Enzymes – properties of enzymes – enzyme reaction – factors affecting enzyme reactions – enzymes cofactors inhibitions.

UNIT III

INTRODUCTION TO HUMAN BODY

Structure and Functions of Eyes, Ear, Heart, Lungs, Kidney, Brain, Reproductive organs.

UNIT IV

MICROBIOLOGY & PARASITOLOGY

A) Basic Microbiology, Culture media, Aseptic technique and methods, Staining methods.

B) Introduction to Protozoan parasites. Entamoeba histolytica, Plasmodium Vivax, Trichomonas Vaginalis, Food and water borne diseases.

UNIT V

INTRODUCTION TO EPIDEMIOLOGY

Basic concepts and methods of epidemiology, health for all and primary health care – clinical trials, immunization and isolation system, emergency epidemic management system.

References:

Biological Sciences - D.J. Taylor N.P.O

Green G.W.Stout

Principles of Internal Medicine - Harrisons Volume 2.

Skill Based Subject-1: RETAIL ENVIRONMENT

Subject Description: This course presents the basics of retailing, trends in retailing, evolution of retailing and global retail markets.

Goals:

To enable the students to learn the basics in retailing, evolution and trends in retailing.

Objectives:

On successful completion of the course the students should have: understood the features of retailing learnt the theories of retail development learnt retail development in India and global retail markets

Contents:-

UNIT I

Retail: Meaning – Functions and special characteristics of a Retailer – Reasons for studying. Retailing – Marketing-Retailer Equation –Marketing concepts applied to retailing – Retailing as a career – Trends in Retailing.

UNIT II

Retail Model and Theories of Retail Development – Life cycle and phase in growth of retail markets – Business models in retail – other Retail models.

UNIT III

Strategic Planning in Retailing: Situation Analysis – Objectives – Need for identifying consumer needs – Overall strategy, feedback and control – consumer decision-making process.

UNIT IV

Retail in India: Evolution and Size of retail in India – Drivers of retail change in India – Foreign Direct Investment in retail – Challenges to retail developments in India.

UNIT V

Global retail markets: Strategic planning process for global retailing – Challenges facing global retailers – Challenges and Threats in global retailing – Factors affecting the success of a global retailing strategy

REFERENCE BOOKS:

Swapna Pradhan – Retailing Management – Text and Cases, Tata McGraw Hill – 2nd edition, 2004

Barry Berman and Joel R Evans – Retailing Management – A Strategic Approach, Prentice Hall of India, 8th Edition, 2002.

James R. Ogden, Denise Ogden – Integrated, Retail Management – Biztantra 2005

Gibson G Vedamani – Retail Management – Functional

Principles and Practice, Jaico

Publishing House, Second edition, 2004.

SEMESTER – IV

HUMAN RESOURCE MANAGEMENT

UNIT - I

Personnel Management - meaning, nature, scope and objective – Functions of Personnel Department - The Role of Personnel manager - Organisation of personnel department - Personnel Policies and Procedures.

UNIT - II

Manpower planning - Job description - Job analysis - Role analysis - Job specification - Recruitment and Selection - Training and Development.

UNIT - III

Performance appraisal - Job evaluation and merit rating - Promotion - Transfer and demotion - Human relations - approaches to good human relations - Punishment.

UNIT - IV

Wages and Salary administration - Incentive system - Labour welfare and Social Security
- Safety, health and Security - retirement benefits to employees.

UNIT - V

Industrial relations - Trade unionism - Grievance handling – collective bargaining and worker's participation in management.

REFERENCE BOOKS:

1. Tripathy - Personnel Management and Industrial Relations
2. Bhagoiwal - Personnel Management and Industrial Relations
3. Memoria - Personnel Management and Industrial Relations
4. VSP. Rao - Human Resource Management

FINANCIAL MANAGEMENT

UNIT - I (Theory only)

Finance Functions: Meaning - Definition and scope of finance functions - Objectives of Financial management - profit maximization and wealth maximisation. Sources of Finance - Short term - Bank sources – Long term - Shares - debentures, preferred stock - debt.

UNIT - II (Problem & Theory questions)

Financing Decision: Cost of Capital - Cost of Specific Sources of capital - Equity - preferred stock debt - reserves - weighted average cost of capital, Operating Leverage and Financial Leverage.

UNIT - III (Theory only)

Capital Structure - Factors influencing capital structure – optimal capital structure - Dividend and Dividend policy: Meaning, classification - sources available for dividends - Dividend policy general, determinants of dividend policy.

UNIT - IV (Theory only)

Working capital management: Working capital management - concepts - importance - Determinants of Working capital. Cash Management: Motives for holding cash - Objectives and Strategies of cash management. Receivables Management: Objectives - Cost of Credit Extension, benefits - credit policies - credit terms - collection policies.

UNIT - V (Problems & theory questions)

Capital budgeting-meaning-objectives-preparation of various types capital budgeting. (Theory carries 80 Marks, Problems carry 20 Marks)

REFERENCE BOOKS

1. P.V. Kulkarni - Financial Management
2. Khan and Jain - Financial Management - A Conceptual Approach
3. I. M. Pandey - Financial Management
4. S.N. Maheswari - Management Accounting

MANAGEMENT INFORMATION SYSTEM

UNIT I

Introduction to Information Systems - definition - features - steps in implementation of MIS - need for information-information system for decision making- MIS as competitive advantages – MIS structures.

UNIT II

MIS - Strategic information system - MIS support for planning - organising - controlling - MIS for specific functions - personnel, finance, marketing inventory production Data Base Management System Models - hierarchical -network - relational - modular.

UNIT III

Computer Hardware - Description of electronic computers – CPU operations - Classification of computers - main - mini - workstations - micro computers - Super computers - personal computers. Computer Software - types of software - data representation in computers - Introduction to client-server.

UNIT IV

Input devices - mouse - touch screens - MICR - OCR - keyboard - pen based Input - digital scanners - voice input devices - sensors. Output devices - impact printers – nonimpact printers - video display terminals - plotters - voice output devices. Secondary storage devices - magnetic disk, floppy, magnetic tape, optical disk storage – CDROM

UNIT V

Telecommunication revolution - Introduction to Email, internet, intranet and teleconferencing, www architecture, Introduction to E-Commerce, models B_B, B_C, and EDI, EDI applications in business, electronic payment cash, smart cards, and credit cards.

REFERENCES

Management Information System - Murdick and Ross

Management Information System- A contemporary perspective - Kenneth Laudon & Jane Laudon

Management Information System - Gordon B Davis

Management Information System - James O brien

Computer applications in business - Subrama

PC-SOFTWARE (MS-OFFICE & TALLY)

MS OFFICE - Introduction to WORD, POWERPOINT and EXCEL.

WORD - Creating a new document with templates & Wizard - Creating own document - Opening/modifying a saved document - converting files to and from other document formats -Using keyboard short-cuts & mouse - Adding symbols & pictures to documents - headers and footers - Finding and replacing text - spell check and Grammar check - Formatting text - paragraph formats - adjusting margins, line space - character space - Changing front type, size - Bullets and numbering - Tables - Adding, editing, deleting tables - Working within tables - Adding, deleting, modifying rows and columns - merging & splitting cells.

EXCEL - Working with worksheets - cells - Entering, editing, moving, copying, cutting, pasting, transforming data - Inserting and deleting of cells, rows & columns - Working with multiple worksheets - switching between worksheets - moving, copying, inserting & deleting worksheets - Using formulas for quick Calculations - Working & entering a Formula - Formatting a worksheet - Creating and editing charts - elements of an EXCEL chart - Selecting data to a chart - Types of chart - chart wizard - Formatting chart elements - Editing a chart – Printing charts.

POWERPOINT - Creating new presentations - Auto content wizard - Using template – Blank presentation - Opening existing presentations - Adding, editing, deleting, copying, hiding slides - Presentations - Applying new design - Adding graphics - Using headers and footers - Animating text - Special effects to create transition slides - Controlling the transition speed - Adding sounds to slides - Using action buttons.

TALLY - Introduction and Installation, Required Hardware, Preparation for installation of Tally software, installation. Working in Tally : Opening new company, Safety of Accounts or Password, Characteristics, Making Ledger Accounts, Writing voucher, voucher entry, Making different types of vouchers, Correcting sundry debtors and sundry creditors accounts, Preparation of Trial Balance, Books of Accounts, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts & Balance Sheet.

Practicals : Simple problems to be done in WORD, EXCEL and POWERPOINT using all the above mentioned topics.

References :

OFFICE 2000 complete - BPB

Windows 98 complete – BPB

Windows 98 6in1 by JANE CALABRIA and DOROTHY BURKE - PHI

using Microsoft OFFICE 2000 by ED, BOTT – PH

FUNCTIONAL ENGLISH FOR EXECUTIVES

UNIT - I

- Parts of speech – basic grammar rules in English.
- **Enhancing the reading ability** of students (at a speed of minimum 150 words per minute with appropriate stress, voice modulation and correct pronunciation). Students should be exposed to the practice of reading news papers viz., The Hindu, Indian Express, Business Line, Economic Times., etc. and magazines like business world,etc.

UNIT – II

- **Enhancing the spontaneous writing skill** of the students – writing articles on simple topics given – preparing speeches - preparing reports on various events / functions held in the college. Writing letters assuming various capacities and various situations.

UNIT – III

- **Enhancing the spontaneous speaking skill** of the students – self introduction at various forums and during interviews – Effective Public Speaking (EPS) – Role playing. Mock interviews for recruitment – mock press meets.

UNIT – IV

- **Enhancing the presentation skill** of the students – Individual seminar presentation and Group seminar presentation (Students may be organized into groups, which will prepare papers on current issues pertaining to trade, Commerce and industry or any social issue and present the same to audience. Each group may consist of 3 or 4 students.

UNIT – V

- **Enhancing the interpersonal communication skill** of the students – Group Discussion (Students may be organized into 4 or 5 groups. All the groups may be given a management problem relating to real life experiences of trade and industry in the country or the world. They will be asked to find group solution through discussion and the group leader will present the same to the audience in the class.

Skill Based Subject-2 : CONSUMER BEHAVIOUR

Subject Description:

This course presents the basics of consumer behaviour

Goals:

To enable the students to learn the basics of consumer behaviour

Objectives:

On successful completion of the course the students should have: Understood consumer motivation and perception Learnt consumer learning and attitude Learnt consumer decision making

UNIT-I

Introduction - Consumer Behaviour — definition - scope of consumer behaviour — Discipline of consumer behaviour — Customer Value Satisfaction — Retention — Marketing ethics.

UNIT –II

Consumer research — Paradigms — The process of consumer research - consumer motivation — dynamics — types — measurement of motives — consumer perception

UNIT – III

Consumer Learning — Behavioural learning theories — Measures of consumer learning — Consumer attitude — formation — Strategies for attitude change

UNIT – IV

Social class Consumer Behaviour — Life style Profiles of consumer classes — Cross Cultural Customers Behaviour Strategies.

UNIT-V

Consumer Decision Making — Opinion Leadership — Dynamics — Types of consumer decision making — A Model of Consumer Decision Making

REFERENCE BOOKS:

Leon G. Schiffman and Leslie Lazar Kanuk, Consumer Behaviour, Prentice — Hall of India, Sixth Edition, 1998.

Paul Green Berg-Customer Relationship Management -Tata Mc Graw Hill , 2002

Barry Berman and Joel R Evans — Retail Management —A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

Gibson G Vedamani — Retail Management — Functional Principles and Practice, Jaico Publishing House, Second Edition, 2004

SEMESTER – V

MEDICAL RECORDS

UNIT 1

History And Role Of Medical Records In Health Care Delivery- Various Types Of Medical Records; Forms And Designs And Presentation of the records- Uses of Medical Records- Policies-Legal Aspects Of Medical Records-Developments Of Medical Record Forms

UNIT - II

Organization Of Medical Records Dept: Structure , Goals , . Objectives And Functions- Duties And Responsibilities Of Medical Record Officer, Medical Record Technician, Assistant Medical Record Technician. Operational Policies-Working Hours And Shifts Interdependent Relations Of Medical Records Staff And Its Importance.

UNIT -III

Medical Records Security-Retention And Disposal Of Medical records. Documentation Practices Advantages-Filling And Retrieval Of Records And X-Rays Space And Equipments, Requirement For Medical Records Department, Movable And Immovable Filing Tracks: Merits And Demerits

UNIT IV

International Classification Of Disease: History And Uses-Design Of ICD And Structure How to Use ICD -Basic Coding Guidelines-Principles And Rules Of Coding-WHO Guidelines-Indexing Of Diseases And Operations-Salient Features Of The Amendments To The Icd-10.Difference Between Icd-9 And Icd-10- Role Of International classification Of Diseases In Managing Electronic Medical Records.

UNIT V

Information Required For Organizing A Medical Record: Department Methods Of Commissioning Of Medical Record Services And Periodical Evaluation Electronic Medical Records: Advantages – Concerns About Medical Records Computerization – Various Sections Of Electronic Medical Record Systems

REFERENCE

1. Mogli G.D (2001) Medical Records : Organization And Management New Delhi, Jaypee Brothers
2. G.D Kunders (2004) Hospitals : Facilities , Planning And management. New Delhi: Tata Mcgrawhill
3. Acleson E. D (1967) Linkage Of Medical Records : London:Oxford University Press
4. Benjamin, Bernad.1980. Medical Records, 2nd Edition London : William Heinman Medical Books Ltd
5. <http://www.who.int/whosis/icd10/descript.htm>

HOSPITAL OPERATION- I (PATIENT CARE)

UNIT I

Meaning and scope of patient care services – significance of patient care – role of administration in patient care – classification of Hospital.

UNIT II

Front office services – outpatient services – inpatient services – Accident and Emergency services – Billing services

UNIT III

Lab services – Radiology and Imaging services – Rehabilitation services – Blood bank services – Telemedicine

UNIT IV

Operation theatre – Intensive care units – Hospital acquired infections – Sterilization – Nursing services – Ward Management

UNIT V

Concept of quality – Quality control – Quality assurance – ISO 9000 standards – TQM – Accreditation – NABL – JCAHQ – Quality manual – Medical tourism.

FRAME WORK FOR THE ABOVE TOPICS

1. Definition
2. Section or types
3. Role and functions
4. Planning consideration like location, principles, shape, design, types, layout, special requirement
5. Equipment required
6. Staffing
7. Policies and procedures
8. Monitoring and Evaluation

References:

Management process in Health care - S.Srinivasan
Hospital Department Profiles - Gold Berry A.J

VISUAL BASIC (Theory)

Goal: To enable the students to learn Visual programming in windows Environment.

Objective: On successful completion of this course, the students should have understood

- ❖ VB environment with tool bars, controls and components.
- ❖ Programming steps
- ❖ Declaring variables & arrays
- ❖ Fundamentals of Graphics & Files
- ❖ Data bases & SQL

UNIT- I

Getting Started – Visual Basic environment – initial VB screen - single document interface - tool bars and systems control and components - use of file, edit , view , projects , format, Run and Debug, tools,
window menu, properties window, procedures, image controls, text boxes, labels, navigating between controls, message controls, message boxes and grids.

UNIT – II

Steps in programming – the code window – editing tools – statements in VB – Assignment – and property setting – variable, strings, numbers, constants, displaying information – controlling program flow- repeating operation – making decisions – GOTO – string function – RND functions – data and time functions – financial functions.

UNIT – III

Control arrays - lists: one dimensional arrays – array with more than one dimension - using lists functions and procedures – passing by reference /passing by values - code module – global

procedure and global variable – documents for users defined types with statements - common dialog box - MDI forms .

UNIT – IV

Fundamentals of Graphics and files - screen – the line and shapes – graphics via codes, lines & boxes, Circle, ellipse, pie charts, curves, paint picture method – graph control - file commands - file system controls - sequential files – random access files - binary files .

UNIT – V

Clip board, DDE, OLE, Data control – programming with data control – monitoring changes to the data bases – SQL basics – Data Base Objects.

REFERENCE BOOK:-

1. Visual Basic 5 from the Ground Up - Gary cornell Tata McGraw hill Publishing

VISUAL BASIC PRACTICALS

List of programs

1. Develop a VB project to check user name and password given by user.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
4. Develop a VB project to enter and display student information.
5. Develop a VB project to scroll text from left to right using timer.
6. Develop a VB project to display system date and time on screen.
7. Develop a VB project to find day of a week of a given date.
8. Develop a VB project for mini calculator function.
9. Develop a VB project for monthly calendar using flex grid.
10. Develop a VB project to view all image file in your system.
11. Develop a VB project for notepad.
12. Develop a VB project for document typing using MDI forms.
Use Employee information for the following projects.
13. Develop a VB project to insert a record in MS –Access database using ADO.
14. Develop a VB project to modify a record in MS – Access database using ADO.

Visual Basic & Oracle - Practical

1. Develop a VB project to check user name and password given by user.
2. Develop a VB project to add and remove items from the list box.
3. Develop a VB project to copy all items in a list box to combo box.
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9. Develop a VB project for monthly calendar using flex grid.
10. Develop a VB project to view all image file in your system.
11. Develop a VB project for notepad.
12. Develop a VB project for document typing using MDI forms.
Use Employee information for the following projects.
13. Develop a VB project to search a record in MS-Access database using data control
14. Develop a VB project to delete a record from MS-Access database
using Data Control
15. Develop a VB project to perform the following operation in MS - Access
database using DAO
 - a) Move first record
 - b) Move next record
 - c) Move previous record
 - d) Move last record

16. Develop a VB project to insert a record in MS -Access database using ADO.
17. Develop a VB project to modify a record in MS - Access database using ADO.
Use student information for the following projects.
18. Develop a VB project to search a record in a Oracle database using data control.
19. Develop a VB project to delete a record from Oracle data base data control.
20. Develop a VB project to perform the following operation in Oracle database using DAO.
a) Move first record b) Move next record c)Move previous record d)
Move last record
21. Develop a VB project to insert a record in Oracle database using ADO.
22. Develop a VB project to modify a record in Oracle database using ADO

HEALTH POLICY AND INDIAN PUBLIC HEALTH CARE INSTITUTIONS

UNIT I

OVERVIEW OF HEALTH CARE DELIVERY SYSTEM AND HOLISTIC APPROACH

Overview of health care delivery system – brief history of evolution – growth of health care services after independent— holistic approach to health –role and advantages of alternate form of medicine – concepts only yoga, naturopathy – Siddha vaidya – unani – homeopathy – traditional Chinese medicine – reiki – role and advantages. Salient features of various committees.

UNIT II

HEALTH CARE INFRASTRUCTURE

Health care infrastructure – national level – state level – district level –block level, primary health center level – sub center level – village level . District health organisation – health for all (2000) primary health care – principles – components of primary health care infrastructure – sub centers – primary health care centers –community health centers.

UNIT III

HEALTH CARE AGENCIES – DEFINITION – FUNCTION

Role of private sector & voluntary organization. National health care agencies – Indian red cross / society – hind kusht nivaran singh – Indian council for child welfare – tuberculosis association of India – bharat sevak samaj – central social welfare board – kashuriba memorial fund – family planning association of India – an Indian blind relief society – all India women’s conference.

International health care agencies – UNICEF, WHO, UNDP, World Bank, CARE – Rockefeller foundation – ford foundation Colombo plan

UNIT IV

NATIONAL HEALTH PROGRAMMES

Programme related communicable and non communicable diseases – overview – achievements – progress – malaria control Programme – national tuberculosis control Programme – national leprosy eradication Programme – Programme against AIDS and STDs. National Programme for control of blindness – national iodine deficiency disorders control Programme (NIDDCP) – national mental health Programme – national cancer control Programme – national diabetes control Programme – health related Programme – integrated child development scheme- minimum need Programme.

UNIT V

HEALTH POLICIES

National health policy – salient features – population policy 2000. Pharmaceutical legislation in India – Pharmacy act – drugs and cosmetics act – narcotics and psychotropic substances act – drug and magic remedies act – poisons act and rules.

Reference:

Drug and pharmacy laws in India - H.K.bharathi
Government of India publications regarding drug policy
Planning a community health programme - mabry C esther
Community health nursing - StanhopLancaster
Textbook of prevention and social medicine - B.K.mahajan M.C. Gupta

RESEARCH METHODS FOR MANAGEMENT

UNIT -I

Research - Definition - Importance - Advantages and Limitations. The research process - problem identification - Design of research - Types of Design - Sampling process and selection - sample types - Sample size and sampling errors.

UNIT -II

Data Collection - methods - tools - Questionnaire – Interview Schedule - Kinds of Data - Attitude measurement of scaling technique - Editing, Coding, Tabulation.

UNIT -III

Statistical Data Analysis - Hypothesis - its sources - formulation and testing of Hypothesis - Z test, T test - Chi-square test (Simple Problems Only)

UNIT -IV

Interpretation and report writing - steps in writing reports - layout of report, types, and principles of report writing - Graphical representation of results.

UNIT -V

Application of research: Product research - Price research - Motivation research – Promotion research – Distribution research - Sales control research - Media research.

TEXT BOOKS:

1. Boyd and Westfall : Marketing Research
2. Gown M.C. : Marketing Research
3. Green Paul and Tall : Marketing Research
4. C.R. Kothari : Research Methodology

Skill Based Subject-3 : CUSTOMER RELATIONSHIP MANAGEMENT

Subject Description: This course presents the basics of Customer Relationship Management

Goals: To enable the students to learn the basics of Customer Relationship Management

Objectives: On successful completion of the course the students should have:
Understood Relationship Marketing Learnt Sales Force Automation Learnt Database Marketing

UNIT – I

Overview of Relationship marketing – Basis of building relationship – Types of relationship marketing – customer life cycle

UNIT – II

CRM – Overview and evolution of the concept – CRM and Relationship marketing – CRM strategy – importance of customer divisibility in CRM

UNIT – III

Sales Force Automation – contact management – concept – Enterprise Marketing Management – core beliefs – CRM in India

UNIT – IV

Value Chain – concept – Integration Business Management – Benchmarks and Metrics – culture change – alignment with customer eco system – Vendor selection

UNIT – V

Database Marketing – Prospect database – Data warehouse and Data Mining – analysis of customer relationship technologies – Best practices in marketing Technology – Indian scenario.

REFERENCE BOOKS:

- S. Shajahan – Relationship Marketing – Mc Graw Hill, 1997
Paul Green Berg – CRM – Tata Mc Graw Hill, 2002
Philip Kotler, Marketing Management, Prentice Hall, 2005
Barry Berman and Joel R Evans – Retail Management – A Strategic Approach- Prentice Hall of India, Tenth Edition, 2006

SEMESTER -VI

HOSPITAL ARCHITECTURE PLANNING AND DESIGN

UNIT I

Concept of hospitals – planning and design of hospital(building and physical layout) – Space required for separate function – different types of hospitals – problems and constraints in different type of hospitals – history of hospital development- Department and organization structure of different types of hospital.

Departmentation in Hospital

Organisation – structure – Vertical & Horizontal – Clinical & Non clinical – supportive & ancillary service departments

UNIT II

Concept of project management – concept of project – categories of projects – projects life cycle phase – project management concepts – tools and techniques for project management.

UNIT III

Project formulation – stages – bottlenecks – feasibility report – financing arrangements – finalization of projects – implementation of schedule.

UNIT IV

Organising human resources and contracting – project manager – project manager's authority – The project manager – roles and responsibilities of project manager project organization – accountability in project execution – contracts and tendering ,selection of contractors – team building

UNIT V

Organizing system and procedures – working of system – design of system – project work system design – work break down structure – project execution plan – project procedure manual project control system – planning scheduling and monitoring – monitoring contracts and project diary.

Project implementation stages direction – communication in a projects – coordination guidelines for effective implementation reporting in project management – project evaluation and its objectives types and methods.

Reference:

How to evaluate equipment and service contract - Henry Alder

Hospital Electrical Standards - Mary Ann.Kelly

Hospital facilities planning and Design - G.D.Kuders

INVESTMENT MANAGEMENT

UNIT I

Concept of investment-important - alternate forms of investment-LIC schemes-bank deposits-government securities-mutual fund schemes-post office schemes-provident fund-company deposits-real estate-gold & silver.

UNIT II

Investment in shares and debentures-comparison with other forms of investment-primary market: role of NIM mechanics of floating new issues secondary market: function mechanics of security trading-OTCEI-NSE futures & options.

UNIT III

Risk-kinds-measures of risk-returns. Valuation of securities - valuation of bonds valuation preference and equality shares.

UNIT IV

Security analysis-fundamental analysis: economic, industry and company analysis technical analysis: Dow theory-types of shares -important share patterns.

UNIT V

Efficient Market theory. Random Walk Theory-weak form-semi strong form .Portfolio Analysis: Markowitz theory-optimum portfolio.

REFERENCE BOOKS:

1. Preethi Singh Investment Management
2. Bhalla G.S. Investment Management
3. Francis Investment Management
4. Dr.Avadhani Stock Market Analysis.

HOSPITAL OPERATION – II (SUPPORTIVE SERVICES)

UNIT I

Nutrition and dietary services – pharmacy services – Medical records services

UNIT II

Facilities Engineering – Maintenance of Civil Assets- Electrical supply and water supply –Medical gas pipeline – plumbing and sanitation – Air conditioning system – Hot water and steam supply – Communication system – Biomedical engineering department in modern hospital.

UNIT III

Laundry services – Housekeeping services – Energy conservation methods- Cost containment measures in a hospital

UNIT IV

Transportation services – Mortuary services – Hospital security services

UNIT V

Disaster management – Fire Hazards – Engineering Hazards – Radiology hazards

FRAME WORK FOR THE ABOVE TOPICS

1. Definition
2. Section or types
3. Role and functions
4. Planning consideration like location, principles, shape, design, types, layout, special requirement
5. Equipment required
6. Staffing
7. Policies and procedures
8. Monitoring and Evaluation

References:

Hospital and facilities planning and Design - G.D.Kunders
Hand Book of Bio-Medical Engineering - Jacob Kline
Clinical Engineering Principles and Practices - Webster J.G. and Albert M.Cook
Maintenance Planning and Control - Antony Kelly
Hospital Engineering in Developing Country - Hans Pfeiff, Veera