

**BHARATHIAR UNIVERSITY: COIMBATORE – 641 046**

**M.SC. HOSPITAL ADMINISTRATION WITH COMPULSORY DIPLOMA IN  
HOSPITAL RECORDS MANAGEMENT**

**(FULL TIME) UNDER SEMESTER SYSTEM (Affiliated Colleges)  
(Effective for the Batch 2007-2009)**

**REGULATIONS**

**1. Eligibility for Admission to the Course**

A candidate who has passed ANY Degree Examination as main subject of study of this University or an examination of some other University accepted by the syndicate as equivalent thereto shall be eligible for admission to the Master Degree of this University.

**2. Duration of the Course**

This Course of Study shall be based on Semester System. This Course shall consist of four Semesters covering a total of two Academic Years. For this purpose, each Academic Year shall be divided into two Semesters; the first and third Semesters; July to November and the second and the fourth Semesters; December to April. The Practical Examinations shall be conducted at the end of even Semester.

**3. Course of Study**

The Course of the Degree of Master of Science/Arts/Commerce shall be under the Semester System according to the Syllabus to be prescribed from time to time. This Course consists of Core Subjects and Elective Subjects. There shall be one Paper on applied Skill Oriented, subject preferably in each semester as part of the adjunct Diploma Programme.

**4. Scheme of Examinations**

As given in the respective Board.

**Distribution of Marks**

**Core - 1800**

**Diploma - 400**

**Total Marks – 2200**

**5. Requirement to appear for the Examinations**

a) A candidate will be permitted to take the University Examination for any Semester, if he/she secures not less than 75% of attendance out of the 90 instructional days during the Semester.

b) A candidate who has secured attendance less than 75% but 65% and above shall be permitted to take the Examination on the recommendation of the Head of the Institution to condone the lack of attendance as well as on the payment of the prescribed fees to the University.

c) A candidate who has secured attendance less than 65% but 55% and above in any Semester, has to compensate the shortage of attendance in the subsequent Semester besides, earning the required percentage of attendance in that Semester and take the Examination of both the Semester papers together at the end of the latter Semester.

d) A candidate who has secured less than 55% of attendance in any Semester will not be permitted to take the regular Examinations and to continue the study in the subsequent Semester. He/she has to re-do the Course by rejoining the Semester in which the attendance is less than 55%.

e) A candidate who has secured less than 65% of attendance in the final Semester has to compensate his / her attendance shortage in a manner to be decided by the Head of the Department concerned after rejoining the Course.

#### **6. Restriction to take the Examinations**

a) Any candidate having arrear paper(s) shall have the option to take the Examinations in any arrear paper(s) along with the subsequent regular Semester papers.

b) Candidates who fail in any of the papers shall pass the paper(s) concerned within 5 years from the date of admission to the said Course. If they fail to do so, they shall take the Examination in the revised Text / Syllabus, if any, prescribed for the immediate next batch of candidates. If there is no change in the Text / Syllabus they shall take the Examination in that paper with the Syllabus in vogue, until there is a change in the Text or Syllabus.

In the event of removal of that paper consequent to the change of Regulations and / or Curriculum after a 5 year period, the candidates shall have to take up on equivalent paper in the revised syllabus as suggested by the chairman and fulfill the requirements as per Regulations/Curriculum for the award of the Degree.

#### **7. The Medium of Instruction and Examinations**

The medium of instruction and Examinations shall be in English, except languages.

#### **8. Submission of Record Notebooks for Practical Examinations**

Candidates taking the Practical Examinations should submit bonafide Record Note Books prescribed for the Practical Examinations. Otherwise the candidates will not be permitted to take the Practical Examinations

#### **9. The Minimum (Pass) Marks**

A candidate shall be declared to have passed in a paper if a student obtains not less than 50% of marks in that paper. A candidate shall be declared to have passed the whole Examination if the student passes in all the papers.

### **10. Improvement of Marks in the subjects already passed**

Candidates desirous of improving the marks secured in their first attempt shall reappear once within the subsequent Semester. The improved marks shall be considered for classification but not for ranking. If there is no improvement there shall not be any change in the original marks already awarded.

### **11. Classification of successful candidates**

A candidate who passes all the Examinations in the first attempt within a period of two years securing 75% and above marks in the aggregated shall be declared to have passed with First Class with Distinction.

Successful candidates passing the P.G. Degree Examinations, securing 60% marks and above shall be declared to have passed the examination in First Class. All other successful candidates shall be declared to have passed the Examination in Second Class.

### **12. Ranking**

A candidate who qualifies for the PG Degree Course passing all the Examinations in the first attempt, within the minimum period prescribed for the Course of Study from the date of admission to the Course and secures 1st or 2nd Class shall be eligible for ranking and such ranking will be confined to 10% of the total number of candidates qualified in that particular subject to a maximum of 10 ranks.

The improved marks will not be taken into consideration for ranking.

### **13. Conferment of the Degree**

No candidate shall be eligible for conferment of the Degree unless he / she has undergone the prescribed Course of Study for a period of not less than four Semesters in an Institution approved of by and affiliated to the University or has been exempted there from in the manner prescribed and has passed the Examinations as have been prescribed.

### **14. Revision of Regulations and Curriculum**

The above Regulation and Scheme of Examinations will be in vogue without any change for a minimum period of three years from the date of approval of the Regulations. The University may revise /amend/ change the Regulations and Scheme of Examinations, if found necessary.

### **15. Transitory Provision**

Candidates who have undergone the Course of Study prior to the Academic Year 2007-2008 will be permitted to take the Examinations under those Regulations for a period of four years i.e. up to and inclusive of the Examination of April 2012 thereafter they will be permitted to take the Examination only under the Regulations in force at that time.

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**(FULL TIME) UNDER SEMESTER SYSTEM (Affiliated Colleges)  
(Effective from the academic Year 2007-2008)**

**REQUIREMENTS/ ADDITIONAL INSTRUCTIONS**

**1. MINIMUM COURSE REQUIREMENTS:**

Candidates for the degree shall besides undergoing the prescribed courses for the study, do practical work by the way of case study, project report, prescribed hospital work, hospital visits, etc., under the guidance of staff and to the satisfaction of the head of the institution.

**Hospital Orientation Programme:**

The students are expected to undergo Hospital Orientation Programme as given below, 15 days of hospital orientation during the first and second semester. Students after undergoing the hospital orientation shall submit a small summary report of their observation consisting of six pages and also make a presentation of the same, which can be considered for the internal evaluation. The knowledge acquired by the students during the hospital institutional training will also be evaluated along with project viva voce examination.

**Internship training:**

The institutions conducting the MHM programme are required to have a tie up with public or private hospitals for providing internship training arrangement with multiple hospitals both in public and private sector is suggested (Ratio of beds: Students is 10:1). The institutions are expected to sign a formal Memorandum of understanding (MOU) for this purpose with which they are having a tie up arrangement.

The candidates shall abide by the stipulated timings, discipline, rules and regulations of the hospital to which they will be assigned for the practical training, orientation/internship. Internship training can be up to a period of six months provided the project done in the same hospital. If incase project done outside of hospital then three months of project study and three months of hospital training is required during the fourth semester.

**Field Visit:**

At least two in each semester and one visit attendance is compulsory for students to primary health center, government general hospital, mental hospital, specialized hospital facilities for treatment like eye, heart, kidney etc., drug de-addiction center, senior citizen home, hospital for terminally ill patient recommended.

**Short Module Programmes:**

Following short module programmes are recommended during course of programme and which are not for evolution.

1. Communication skill – 8hrs
2. Placement training – 8hrs
3. Personality development – 8 hrs
4. Leadership training programme –8 hrs

This is in order to promote industry academic interaction an institution shall invite experts for the hospital industry for talks on a monthly basis. 75% attendance of the students in the meeting is compulsory.

### **Guest Lecture Session:**

Institution shall conduct lecture meetings by calling eminent professionals from the Health Care industry during the course of an academic year. 75% attendance for this student in this meeting is compulsory. It is also recommended that institutions conduct one or two conference on hospital administration every year, which will improve industry – academic interaction and provide better job prospects for students.

No candidates shall be eligible for the degree unless the candidates has completed the prescribed courses of study and passed the prescribed examination.

No candidates shall be admitted to the examination unless not less than 75% of the total lectures and class session have been attended and he /she has produced a certificate from the head of the institution certifying to that effect.

## **2. METHODS OF STUDY**

The programme of study is designed to prepare students for responsible positions in the management of hospitals. This is a newly emerging field of management in India. The programme is designed to provide the graduates a strong experiential component in their training as an integral part of their academic training.

The programme is designed to provide a steadily increasing involvement in hospital operations over the four semesters with project work beginning in the 2nd year after the student has mastered knowledge oriented courses essential to performing well in the project assignments. Students will be posted to at least five different hospital sections during their two years, and on completion of each posting will make a report on section purposes, measures of effectiveness used, and significant problems and / or opportunities facing the section. The possible assignments include the following sections:

- Out patient service
- Nursing service (in patient service)
- Personnel and manpower development
- Operating rooms
- Laboratory
- Medical records

- Laundry
- Food services- dietary services
- Equipment and facility maintenance
- Materials management department
- Marketing and public relations
- Information technology
- Financial accounting house keeping security services
- Pharmacy

### **External assessment**

The external assessment shall be through examination to be conducted for each theory course at the end of each semester by the university.

1. The knowledge acquires by the students by the two hospital orientation programme will be evaluated in the fourth semester by the internal faculty.
2. Hospital internship training will be evaluated in the fourth semester by the internal faculty.

### **3. QUALIFICATION FOR TEACHERS**

Candidates with M.H.M (Post Graduate Degree In Hospital Management) /M.B.A / CA / ICWA/ fellow of two year full time post graduate diploma from Indian institute of health management and research, Jaipur / any medical professional / non medical professional with a post graduate diploma in Hospital Administration in from reorganized university with minimum five years managerial experience in hospital may be appointed as teachers.

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**SCHEME OF EXAMINATIONS**

**Semester I**

SL.NO	NAME OF THE SUBJECTS	CONTACT HOURS	University Examinations	
			Duration	Max. Marks
1	MANAGEMENT PRINCIPLES	60	3	100
2	FINANCIAL MANAGEMENT IN HOSPITALS	60	3	100
3	COMPUTER APPLICATION IN HEALTH CARE SERVICES(PRACTICALS ONLY)	60	3	100
4	EPIDEMIOLOGY AND PUBLIC HEALTH	60	3	100
5	BASIC BIOLOGICAL SCIENCES	60	3	100
6	HEALTH ECONOMICS	60	3	100

**Semester II**

SL.NO	NAME OF THE SUBJECTS	CONTACT HOURS	University Examinations	
			Duration	Max. Marks
1	HOSPITAL ARCHITECTURE, PLANNING AND DESIGN	60	3	100
2	ORGANISATIONAL BEHAVIOUR	60	3	100
3	MATERIALS MANAGEMENT	60	3	100
4	BIO STATISTICS & OPERATION RESEARCH	60	3	100
5	HOSPITAL OPERATION – I (PATIENT CARE)	60	3	100
6	HOSPITAL OPERATION – II (SUPPORTIVE SERVICES)	60	3	100

**Semester III**

SL.NO	NAME OF THE SUBJECTS	CONTACT HOURS	University Examinations	
			Duration	Max. Marks
1	MARKETING & PUBLIC RELATIONS	60	3	100
2	HUMAN RESOURCES MANGEMENT AND INDUSTRIAL RELATIONS	60	3	100
3	RESEARCH METHODOLOGY	60	3	100
4	HOSPITAL INFORMATION SYSTEM	60	3	100
5	HEALTH LAWS & POLICIES	60	3	100

**Semester IV**

SL.NO	NAME OF THE SUBJECTS	CONTACT HOURS	University Examinations	
			Duration	Max. Marks
1	HOSPITAL ORIENTATION 1 & 2 ( 15 DAYS EACH DURING FIRST & SECOND SEMESTER)			-
1	INSTITUTIONAL TRAINING	180		-
2	PROJECT WORK	180		100

### **III SEMESTER MARKETING & PUBLIC RELATIONS**

#### **UNIT – I UNDERSTANDING MARKETING MANAGEMENT**

Fundamentals of Marketing the critical role of marketing in organizations and society – the concept of marketing – the rapid adoption of marketing management – hospital managers and environment.

#### **UNIT – II MARKETING RESEARCH AND INFORMATION**

Marketing research system – Marketing research process – Characteristics of marketing research Overcoming barriers to use marketing research. Marketing information system – internal record System – Marketing intelligence system – Marketing decision support system – Marketing Mix – Service quality – Dimensions of service quality – special characteristics of service quality.

#### **UNIT – III MARKETING STRATEGY AND SERVICES DEVELOPMENT**

Corporate and strategic planning – business strategic planning – marketing process – service Planning – Developing new services – challenges in new services Development, Effective Organizational arrangements, managing the new services development process- marketing Strategies for product (services) life cycle Designing marketing strategies for market leaders, Challengers, followers & mishears – designing and managing Global marketing strategies.

#### **UNIT – IV PRICING AND CHANNELS**

Pricing – Objectives – types – strategies for pricing – pricing of medical services –pricing of support services.

Selecting and managing marketing channels – channel functions and flows – channel levels – channels in service sector – Channel management decisions – channel co-operations, conflict and completion.

Market segmentation – Internal marketing – word of module marketing.

**UNIT – V**  
**PROMOTING HOSPITAL SERVICES AND PUBLIC RELATIONS**

Positioning the market offering – developing a positioning strategy – Promotional method in service sector – Medical camp, conferences, Web site development, internet medicine, public internet programmes, promoting referral doctor systems, Hospital image building programmes – advertising a medium of promotion – advertising media – press, radio, television, films, posters, hoarding, neon signs, city transport – effectiveness of different media.

Public Relations – customer (client) value and satisfaction – attracting and retaining customers(clients) – Media relations – Organising press meet, press releases.

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Reference:

Marketing Management – Analysis, Planning	
Implementation and Control	- Philip Kotler
Fundamentals of Modern Marketing	- Cundiff and Still
Marketing Management	- William J Stanton
Marketing of Hospital Services	
Service Marketing –text cases and readings	- Lovelock
Practical public Relations	- Sam Black

## **HUMAN RESOURCES MANAGEMENT AND INDUSTRIAL RELATIONS**

### **UNIT-1**

An introduction to HRM in hospitals – evolution of HRM- HRM and personnel department – nature, characteristics, functions and role of HRM – need for HRM in hospital- organization of HRM in hospitals- HR Managers- policies and procedures for HRM.

### **UNIT-II**

Manpower planning – job analysis- job descriptions –job specifications- recruitment, selection, placement- training and development.

### **UNIT-III**

Job changes- promotion- demotion- transfer- separation- performance appraisal- human relations in hospitals- job evaluation- wage and salary administration – personnel audit- social security and retirement benefits.

### **UNIT-IV**

Industrial relations- employees association- trade union-functions responsibilities structure – employer- employee relation- participative management – collective bargaining in hospitals discipline and disciplinary actions – employee welfare measures- need for training – different types of training programmes in hospitals.

### **UNIT-V**

Labour policy and labour laws with emphasis on hospital management- ESI act- Industrial dispute act – payment of wages act- minimum wages act – workman compensation act, 1923 – laws related to child labour – maternity benefit act – contract labour act – bonus act – gratuity act provident fund act – equal remuneration act – maternity benefit act – contract labour act.

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### **References:**

- |   |   |  |
|---|---|--|
| Handbook of hospital personnel management   | – | R.Cgoel                                |
| Human resource management                   | – | P.C Tripathi                           |
| Personnel management                        | – | C.B Memoria                            |
| Industrial law                              | - | N.D Kapoor                             |
| Industrial relations and labour legislation | - | Dr.R.Venkatapathy,Adhitya<br>publisher |

## **RESEARCH METHODOLOGY**

### **UNIT-I**

Introduction to research methodology: meaning of research – objective of research – relevance to management with special reference to hospital management – research orientation and managerial performance.

### **UNIT-II**

Formulation of the problem – research design – meaning – need for research design – features of a good research design – different research design.

### **UNIT-III**

Sampling fundamentals- sampling techniques – types- uses and limitations – measurement and scaling techniques – methods of data collection.

### **UNIT-IV**

Processing and analyzing of data – hypothesis testing – small and large sample – test for population mean – chi- square distribution – goodness of fit test – introduction to ANOVA.

### **UNIT-V**

Interpretation, precautions in interpretations – report writing – steps in report writing- computers and research – uses of computers in research and documentation – introduction to SPSS package.

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#### **References:**

- |  |   |                                  |
|--|---|----------------------------------|
| Research methodology                       | – | C.R. Kothari                     |
| Business research methods                  | – | Cooper Schmidt, Tata McGraw Hill |
| Research methods for commerce & management | – | K.V. Rao                         |

## **HOSPITAL INFORMATION SYSTEM (INCLUDING MEDICAL RECORDS)**

### **OBJECTIVES:**

To understand the importance and application of information technology industries; to learn the modern methods of promoting business through internet, to lay emphasis on current e-commerce trends; to study and understand the importance of data resources for organization; to explore the information needs of hospitals and understand the importance of computerization of medical data.

### **UNIT-I INTRODUCTION TO INFORMATION SYSTEMS IN BUSINESS**

The need for information systems – the increasing value of information technology – the network of computing- business process reengineering – IT as a tool for competitive advantage.

### **UNIT-II MANAGERIAL OVERVIEW – HARDWARE/SOFTWARE**

Computer peripherals – input technology trends – voice recognition and response optical scanning – output technologies and trends – video output – storage trends application software for end users – word processing and desktop publishing – system software – operating systems – programming languages.

### **UNIT-III DATA BASE MANAGEMENT SYSTEMS**

Foundation data concepts- the data base management approach – types of database – database structures – data mining – benefits and limitations of data base management.

### **UNIT-IV THE INTERNET AND ELECTRONIC COMMERCE**

Business use of the Internet – Interactive marketing – E.Commerce application – Business to Business commerce.

**UNIT V**  
**HOSPITAL INFORMATION SYSTEM AND MEDICAL RECORDS**

Management decision and related information requirement – Concept of networking hospital information system – Clinical information system – Administrative information system – Support service technical information system.

Role of medical records in health care delivery – general medical records standards and policies – legal aspects of medical records – medical audit computerization of medical records information needs in the hospital information Needs in the hospital – sources health information – uses of health and hospital data.

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Reference:

Mgt Information System	-	James A.O'Brien
Managing aModern Hospital	-	A.V.Srinivasan
Mgt Information System in Hospital	_	A.K.Saini
Dynamic Hospital Information	-	Gilad J.Kuperman
Health Mgt information System	-	Smith, Jack
-A Handbok for decision makers		
Medical Records	-	GD.Mogli

## **HEALTH LAWS AND POLICIES**

### **UNIT I**

Code of ethics – introduction – professional ethics – personal qualities of the medical professional.

#### **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, 1971 – birth and death registration act – sex determination act – Indian mental health act, 1987 .

### **UNIT II**

#### **LAWS RELATED TO HOSPITAL ADMINISTRATION**

Companies act – law of contracts – consumer protection act

#### **LAWS RELATED TO SUPPORT SERVICES**

Biomedical waste (management and handling rules) – atomic energy act – Indian electricity act, 1956 – Indian boiler act – pollution control act.

#### **LAWS RELATED TO HOSPITAL FINANCE**

Securities and exchange board of India (SEBI) - securities contract regulation act – negotiable Instruments act – value added act (VAT) – patient bill – IRDA – service tax.

### **UNIT III**

#### **OVERVIEW OF HEALTH CARE DELIVERY SYSTEM**

Overview of health care delivery system – brief history of evolution – growth of health care services after independent salient features of various committee. health care infrastructure – National level – state level – district level –block level, primary health center level – sub center level – village level – role of private sector & voluntary organization.

### **UNIT IV**

#### **HEALTH CARE AGENCIES – DEFINITION – FUNCTION**

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 V**

### **HEALTH POLICIES**

National health policy – salient features – population policy 2000. Pharmaceutical legislation in India – historical development of pharmaceutical education in India and its present status. Pharmacy act – drugs and cosmetics act – narcotics and psychotropic substances act – drug and magic remedies act – poisons act and rules.

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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
- Export management - T.A.S. Balagopal
- Bare acts relating to hospital laws - government of India publications.
- 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