

BHARATHIAR UNIVERSITY, COIMBATORE-46

PG DIPLOMA IN HOSPITAL AND HEALTH CARE MANAGEMENT

**SEMESTER PATTERN
2008-2009 BATCH ONWARDS
REGULAR FULL-TIME STUDENTS**

SEMESTER-1	PAPERS	MAXIMUM MARKS
PAPER-1	MANAGEMENT PRINCIPLES	100
PAPER-2	FINANCIAL MANAGEMENT IN HOSPITALS	100
PAPER-3	BIOSCIENCE AND EPIDEMIOLOGY	100
PAPER-4	HOSPITAL RECORDS STANDARDS AND POLICIES	100
SEMESTER-2		
PAPER-5	MARKETING AND PUBLIC RELATIONS	100
PAPER-6	PATIENT CARE MANAGEMENT	100
PAPER-7	MATERIALS MANAGEMENT IN HOSPITALS	100
PAPER-8	BIOSTATISTICS AND OPERATION RESEARCH	100

SYLLABUS CONTENT FOR BHARATHIAR UNIVERSITY
I SEMESTER
PAPER 1
MANAGEMENT PRINCIPLES

UNIT I

Evolution of Management science- definition, nature, principle and process of management -management as science or art - management as profession professionalisation of management in India - Integration of Clinical Practice and Management Skills.

UNIT II

Planning - definition and features - pervasive nature of planning - process, importance, technique of planning - Psychological hazards to rational planning Objectives management of Objectives _strategic planning.

Policy, Procedure, methods and rules-Policy making as a guide to action in the organisation- General polices and specific polices in an organisation-Medical records department polices and procedures-physical therapy section-polices and procedures.

Decision making-Strategic and tactical decision-Decision making process- Barriers to rational Choice- bases for decision making-Decision making - decision making tool and techniques - health care practitioners as decision makers.

UNIT III

Organizing - fundamental concepts and principles - formal vs informal organisation -classification of health care organisation - design of organisation structure for hospitals -authority and responsibility - line and staff relationship.

UNIT IV

Staffing and directing - fundamental of staffing - recruitment and selection - training and development - fundamentals of directing - motivation - leadership - supervision - communication.

UNIT V

Controlling - control system and processes - tools of control - control through budgeting and costing - Gantt chart - PERT/CPM - flow chart, flow process charts, work distribution charts.

Reference:

Management principles for health professionals

- JOAN GRATTO LIEBLER
- RUTH ELLEN LEVINE
- JEFFREY ROTHMAN

Principles and practice of management

- L.M. PRASAD

PAPER 2 FINANCIAL MANAGEMENT IN HOSPITALS

UNIT I

SCOPE OF FINANCIAL AND MANAGEMENT ACCOUNTING

Functions - distinction between management accounting, financial accounting and cost accounting- tools and techniques of management accounting- accounting concepts and conventions - Trial Balance - Final Accounts (Problems) - Depreciation Methods- Straight line method, Written down value method.

UNIT II

FINANCIAL STATEMENT ANALYSIS

Financial Statement Analysis - Objectives - Techniques of Financial Statement Analysis: Accounting Ratios: construction of balance sheet using ratios (problems)-Dupont analysis. Fund Flow Statement - Statement of Changes in Working Capital - Preparation of Fund Flow Statement - Cash Flow Statement Analysis- Distinction between Fund Flow and Cash Flow Statement - Problems.

UNIT III

MANAGERIAL COSTING

Cost Accounting - Meaning - Distinction between Financial Accounting and Cost Accounting - Cost Terminology: Cost, Cost Centre, Cost Unit - Elements of Cost - Cost Sheet - Problems.

Marginal Costing - Definition - distinction between marginal costing and absorption costing - Break even point Analysis - Contribution, p/v Ratio, margin of safety - Decision making under marginal costing system-key factor analysis, make or buy decisions, export decision, sales mix decision-Problems.

UNIT IV

BUDGETING AND BUDGETARY CONTROL.

Meaning and definition - difference between forecast and budget - objectives of Budgetary control - advantages and limitations of budgetary control preparation of budget - classification of budget - control ratios.

Capital budgeting Definition - methods of appraisal - importance of capital budgeting control - advantages of capital budgeting - control ratios

UNIT V

FINANCIAL MANAGEMENT

Objectives and functions of Financial Management - Role of Financial Management in the organisation - Sources of finance. Cost of Capital - Computation for each source of finance and weighted average cost of capital - EBIT -EPS Analysis - Operating Leverage - Financial Leverage - problems.

Reference:

1. Double entry bookkeeping – Grewal.T.S.
2. Advanced accountancy – Jain and Narag
3. Cost and management accounting – S.N.Tanton
4. Financial Management - Sharma Sasi K. Gupta

PAPER 3

BIO-SCIENCES & EPIDEMIOLOGY

UNIT I

INTRODUCTION TO BIOMOLECULES

- A) Classification, Function and properties of Carbohydrates, Lipids, Proteins and Nucleic acid.
- B) Enzymes - properties of enzymes - enzyme reaction - factors affecting enzyme reactions - enzymes cofactors inhibitions.

UNIT II

INTRODUCTION TO HUMAN BODY

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

UNIT III

MICROBIOLOGY & PARASITOLOGY

- A) Basic Microbiology, Culture media, Aseptic technique and methods, Staining (simple, Gram staining)
- B) Introduction to Protozoan parasites. Entamoeba histolytica, Plasmodium Vivax, Trichomonas Vaginalis, Food and water borne disease (Salmonellosis, Cholera)

UNIT IV

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.

UNIT V

- A) National health programmes related to communicable diseases- Tuberculosis, AIDS, STD, Leprosy, Malaria.
- B) National health programmes related to Non-communicable diseases - Cancer, Diabetes
- C) Alcoholism & Rehabilitation, Reproductive and child health programmes.

References:

Biological Sciences - D.J. Taylor N.P.O, Green G.W. Stout
Principles of Internal Medicine - Harrisons Volume II
Microbiology - Prescott
Anatomy & Physiology - Rose & Wilson

PAPER 4

HOSPITAL RECORDS STANDARDS AND POLICIES

UNIT 1

Medical Records: History And Role Of Medical Records In Health Care Delivery: Medical Records Policies-Legal Aspects Of Medical Records-Developments Of Medical Record Forms.

UNIT 2

Medical Records; Various Types Of Medical Records; Forms And Uses. Quality Assurance Aspects, Forms And Designs And Presentation of the records.

UNIT 3

Medical Records Security-Retention And Disposal Of Medical records. Documentation Practices That Increase Malpractice Risks. Documenting Telephonic Conversations, Telemedicine Encounters.

UNIT 4

Focus On Specific Documentation Issues: Documenting Diagnosis Information, Documenting Refusal Of Medical Advice Or Treatment, Termination Of Care. Issues In E-Mail Documentation.

UNIT 5

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. Aclson 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

II SEMESTER

PAPER 5

MARKETING & PUBLIC RELATIONS

UNIT – I

Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction -Value chain - Delivery network, Marketing environment, Adapting marketing to new liberalized economy - Digitalization, Customization, Changing marketing practices, e-business - setting up websites; Marketing Information System, Strategic marketing planning and organization.

UNIT II

Buyer Behaviour, Market Segmentation and Targeting, Positioning and differentiation strategies, Product life cycle strategies, New product development(services), Product Mix and Product line decisions, Branding and Packaging, Price setting - objectives, factors and methods, Price adapting policies, Initiating and responding to price changes.

UNIT III

Marketing channel system - Functions and flows; Channel design, Channel management - Channel dynamics - VMS, HMS, MMS; Market logistics decisions- Customer database, Data warehousing and mining. Attracting and retaining customers, Controlling of marketing efforts.

UNIT IV

Integrated marketing communication process and Mix; Advertising, Sales promotion and Public relation decisions. Direct marketing - Growth, Benefits and Channels; Telemarketing; Sales force objectives, structure, size and compensation.

UNIT V

Organisation and Marketing of health care services - administrative and professional services-analysis of the structure and functions of various services-patient services information services-Internet medicine-promoting referral doctor system-telemedicine - medical tourism -public relation programme-current trends&issues in marketing of health services.

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

PAPER 6

PATIENT CARE MANAGEMENT

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
Hospitals Facilities Planning And Management – G.D.Kunders

PAPER 7

MATERIAL MANAGEMENT

UNIT I

Importance of material management - need of integrated concept - definition and scope - advantages in integrated material management concept. Organisation - based on commodities -based on function - interdepartmental relationship - material planning and budgeting - concept of logistics management.

UNIT II

Purchase management - negotiation - purchase system - Material requisition - Purchase order -limited tender - open tender - comparative statement - follow-up purchase orders purchase of capital items - payback period approach - return on investment approach - Internal Rate of return - Discounted cash flow method.

UNIT III

Import purchase procedure - capital equipment letter of credit - Bill of lading - import substitution - public buying rate and running contracts - service contracts. Buyer seller relation and ethics.

UNIT IV

Stores management - store keeping - objectives - functions - locations and layout- Store keeper - duties - responsibilities - stores system and procedures - goods received notes - goods receipt voucher - bin card - stores issue voucher - discrepancy report - stores accounting and stock verification - LIFO - FIFO average price method.

Inventory control - replenishment of stock - tools -ABC, VED and FSH Analysis - EOQ - Ro-eder point - safety stock - lead time analysis.

UNIT V

Computers in materials management application - inventory control system - Material Resource planning system - list MIS reports in material management.

Reference:

Material Management - M.M. Varma

Material Management – Dr.C.B.Gupta and Rajan Nair

An Integrated Approach Inventory Control Theory & Practice – Gopalakrishnan

Materials Management – C.B.Agarwal

PAPER 8

BIOSTATISTICS AND OPERATION RESEARCH

UNIT I

FREQUENCY DISTRIBUTION AND MEASURES OF CENTRAL TENDENCY AND DISPERSION

Conceptual issues - frequency distribution - characteristics and Diagrams - Arithmetic mean - median, mode position averages, percentiles - geometric mean - Harmonic mean - selection of appropriate measures of central tendency - Measures of Dispersion - Concept of Range - Mean Deviation - Inter quartile deviation Range, Variance and Standard Deviation - Coefficient of variation and method of calculating standard deviation.

UNIT II

LINEAR REGRESSION AND CORRELATION

Introduction - scatter diagram, Correlation and regression - correlation coefficient and Regression equation and restrictions - multiple regression and other extensions.

UNIT III

PROBABILITY AND PROBABILITY DISTRIBUTION

Introduction to probability - measurement of probability and Laws of probability for independent events - conditions probability, Baye's theorem and applications of probability - probability distribution - Binomial poisson, Normal "t" other - Sampling and basis of statistical inferences - Definition and conceptual issues - types of population sample size population listing - sampling distribution and statistical inference - types I & II Errors.

UNIT IV

OPERATION RESEARCH

Introduction - Evaluation of operation research - Techniques of operation research - limitation of operation research - queuing theory - transportation modules - Simulation.

UNIT IV

Network Models: PERT - CPM- PERT COST - resource allocation - float and slack - other network models.

References:

- Business Statistics - R.S.N. Pillai & Bagavathi
- Statistical Methods - Elhance
- Statistical Methods - S.P.Gupta
- Bio Statistics - Sundar Rao