

**Part I : M.Phil. Degree Course : HOSPITAL ADMINISTRATION**

**Paper I: RESEARCH METHODOLOGY (Theory & Techniques)**

**UNIT I:**

**Research:** Definition -Meaning – Purpose- Research Methodology – Meaning -Objective – Significance - Research Process – Research Methods Vs Research methodology - Types of research.

**UNIT II:**

**Steps in Research:** Identification, selection and Formulation of Research problem – Research Design – Types & Features of Research Design- Formulation of Hypothesis – Review of Literature - Sampling Technique- Theory- Types of sampling –Steps in sampling –Sampling and Non Sampling error.

**UNIT III:**

**Data for Research:** Primary data –meaning –collection methods – Observation- Interview- Questionnaire - Schedule –Pretest –Pilot study -Experimental & Case studies .Secondary data-Meaning & Relevance .Processing data – Checking, Editing, Coding, Transcription & Tabulation.

**UNIT IV:**

**Data Analysis:** Meaning & Methods –Quantitative and Qualitative analysis. Statistics in Research: Measures of central tendency –Dispersion – Measures of Relationship: Regression and correlation.

Hypothesis testing –Parametric test: Testing of significance mean, proportion variance and correlation –testing of difference between means, proportions, variances and correlation coefficients. Chi – Square Test for association and Goodness of Fit –ANOVA and MANOVA.

**UNIT V:**

**Report writing:** Interpretation –Techniques in Interpretation - Precautions in Interpretation – Research Report– Steps in Report Writing – Structuring a Report –Editing and Evaluating the Final Draft. Introduction to SPSS Package.

**References:**

- Research Methodology - C.R.Kothari,(2000) Wiswara Prakasam, New Dehi.
- Research Methods for Commerce and Management – K.V.Rao, (1993), Sterling Publishing Ltd, New Dehi.
- Business Research Methods – Cooper and Schmidt, (1999),Tata Mcgraw Hill.

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## **Part I : M.Phil. Degree Course**

### **Paper II: TRENDS IN HOSPITAL ADMINISTRATION RESEARCH**

#### **UNIT I:**

**Research in Hospital Management** – Need, Concept and Process – Research as a Decision support system –Types and Approaches ,Tools and Techniques, Relevance – Research on functional areas – scope and application .

#### **UNIT II:**

**Research for Hospital Marketing:** Research on service marketing –Hospital Marketing Information Systems –Research on market segmentation ,Customer Relationship Management –Research on Pricing of Health services- Research on Positioning the market- Developing a positioning strategy – Research on Promotional methods in service sector - Health Insurance-Telemedicine – Medical Tourism.

#### **UNIT III:**

**Research for Hospital Personnel Management :** Research on Recruitment ,Selection – Research on Training – Research on Leadership –Research on Employee motivation ,Job satisfaction , Absenteeism , Welfare measures ,Quality of Work life –Research on Personnel Information System .

#### **UNIT IV:**

**Research for Finance Decisions :** Research on Financing Sources of Capital -Research on Cost of Capital –Research on Capital Structure – Research on Risk –Return of projects – Research on Working Capital Management –Research on Cash Management – Research on Financial Information System.

#### **UNIT V:**

**Research On Hospital Strategies:** Research on Alliances, Mergers, Acquisitions, Reorganizations .Corporate Governance –Ethics –Social Responsibility - Total Quality Management –Role of NABH & JCAHO – Current Trends and Strategies in Indian Hospitals.

#### **References:**

- Marketing Management – Philip Kotler , McGraw-Hill, 2006.
- Strategic Marketing For Health Care Organizations: Building A Customer-Driven Health System - Philip Kotler , Joel Shalowitz ,Robert J.Stevens , Prentice Hall,2008 .
- Financial Management –Khan M.Y. and Jain .P.K ,Tata McGraw Hill Publishers ( 2000)
- Financial Management – IM Pandey , Vikas Publishing House Pvt Ltd ,2005.
- Personnel administration and Management – S.L.Goel, (1995) Sterling Publishers,New Delhi.
- Human Resource Management – P.C.Tripathi, (2004) 17th Edition, Sultan Chand and Sons, New Delhi.
- Total Quality Management – James. R. Evens
- Strategic Management in Health care organizations – 3<sup>rd</sup> edition – Blackwell Publizers

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