

# VIDYASAGAR UNIVERSITY



## **Bachelor of Business Administration (BBA) in Hospital Management**

### **Under Graduate Syllabus**

**[Under Choice Based Credit System (CBCS)]  
(w.e.f. 2019-2020)**

**Vidyasagar University  
Midnapore 721102  
West Bengal**

# VIDYASAGAR UNIVERSITY

## Curriculum for

### Bachelor of Business Administration (BBA) in Hospital Management [Choice Based Credit System (CBCS)]

Year	Semester	Course Type	Course Code	Course Title	Credit	L-T-P	Marks			
							CA	ESE	TOTAL	
<b>Semester-I</b>										
<b>1</b>	<b>I</b>	Core-1	BBAHM-CC-1	Fundamentals of Management and Organizational Behaviour	6	5-1-0	15	60	75	
		Core-2	BBAHM-CC-2	Business accounting	6	4-0-0	15	60	75	
				Business accounting (Practical)		0-0-4				
		GE-1	BBAHM-GE-1	TBD	6	5-1-0	15	60	75	
		AECC-1	BBAHM-Eng /MIL- AECC-1	English/MIL(Bengali/Hindi)	2	1-1-0	10	40	50	
	<b>Semester –I: Total</b>				<b>20</b>				<b>275</b>	
	<b>Semester-II</b>									
	<b>II</b>	Core-3	BBAHM-CC-3	Hospital and health system	6	5-1-0	15	60	75	
		Core-4	BBAHM-CC-4	Medical terminology	6	5-1-0	15	60	75	
		GE-2	BBAHM-GE-2	TBD	6	5-1-0	15	60	75	
AECC-2		BBAHM-ENVS- AECC-2	ENVS	4		20	80	100		
<b>Semester-II : Total</b>				<b>22</b>				<b>325</b>		

Year	Semester	Course Type	Course Code	Course Title	Credit	L-T-P	Marks		
							CA	ESE	TOTAL
				<b>Semester-III</b>					
2	III	Core-5	BBAHM-CC-5	Concept of health	6	5-1-0	15	60	75
		Core-6	BBAHM-CC-6	Clinical services	6	5-1-0	15	60	75
		Core-7	BBAHM-CC-7	Hospital waste management	6	5-1-0	15	60	75
		GE-3	BBAHM-GE-3	TBD	6	5-1-0	15	60	75
		SEC-1	BBAHM-SEC-1	TBD	2	1-1-0	10	40	50
				<b>Semester – III : Total</b>		<b>26</b>			<b>350</b>
				<b>Semester-IV</b>					
	IV	Core-8	BBAHM-CC-8	Hospital operations management	6	5-1-0	15	60	75
		Core-9	BBAHM-CC-9	Support and utility services-I	6	5-1-0	15	60	75
		Core-10	BBAHM-CC-10	Medical record science	6	5-1-0	15	60	75
		GE-4	BBAHM-GE-4	TBD	6	5-1-0	15	60	75
SEC-2		BBAHM-SEC-2	TBD	2	1-1-0	10	40	50	
			<b>Semester – IV : Total</b>		<b>26</b>			<b>350</b>	

Year	Semester	Course Type	Course Code	Course Title	Credit	L-T-P	Marks		
							CA	ESE	TOTAL
3	V			<b>Semester-V</b>					
		Core-11	BBAHM-CC-11	Support and utility services –II	6	5-1-0	15	60	75
		Core-12	BBAHM-CC-12	Quality in health care	6	5-1-0	15	60	75
		DSE-1	BBAHM-DSE-1	TBD	6	4-0-4	15	60	75
		DSE-2	BBAHM-DSE-2	TBD	6	4-0-4	15	60	75
				<b>Semester –V : Total</b>		<b>24</b>			<b>300</b>
	VI			<b>Semester-VI</b>					
		Core-13	BBAHM-CC-13	Legal aspect in health	6	5-1-0	15	60	75

	Core-14	BBAHM-CC- 14	Material management related to hospital	6	5-1-0	15	60	75
	DSE-3	BBAHM-DSE-3	TBD	6	4-0-4	15	60	75
	DSE-4	BBAHM-DSE-4	Project	6	0-0-12	15	60	75
<b>Semester – VI : Total</b>				<b>24</b>				<b>300</b>
<b>Total in all Semester</b>				<b>142</b>				<b>1900</b>

**CC** = Core Course , **AECC** = Ability Enhancement Compulsory Course , **GE** = Generic Elective , **SEC** = Skill Enhancement Course, **DSE** = Discipline Specific Elective , **CA**= Continuous Assessment , **ESE**= End Semester Examination , **TBD** = To be decided, **CT** = Core Theory, **L** = Lecture, **T** = Tutorial, **P** = Practical , **MIL** = Modern Indian Language, **ENVS** = Environmental Studies.

## List of the Core Courses and Electives

### Core Course (CC)

<b>BBAHM- CC-1:</b>	Fundamentals of Management and Organizational Behaviour
<b>BBAHM- CC-2:</b>	Business Accounting
<b>BBAHM- CC-3:</b>	Hospital and Health System
<b>BBAHM- CC-4:</b>	Medical Terminology
<b>BBAHM- CC-5:</b>	Concept of Health
<b>BBAHM- CC-6:</b>	Clinical Services
<b>BBAHM- CC-7:</b>	Hospital Waste Management
<b>BBAHM- CC-8:</b>	Hospital Operations Management
<b>BBAHM- CC-9:</b>	Support and Utility Services-I
<b>BBAHM- CC-10:</b>	Medical Record Science
<b>BBAHM- CC-11:</b>	Support and Utility Services -II
<b>BBAHM- CC-12:</b>	Quality in Health Care
<b>BBAHM- CC-13:</b>	Legal Aspect in Health
<b>BBAHM- CC-14:</b>	Material Management related to Hospital

### Discipline Specific Elective (DSE)

<b>BBAHM-DSE-1A:</b>	Nutrition
<b>Or</b>	
<b>BBAHM-DSE-1B:</b>	Front Office Management
<b>Or</b>	
<b>BBAHM-DSE-1C:</b>	Emergency Service Department
<b>BBAHM-DSE-2A:</b>	Hospital Management Information System
<b>Or</b>	
<b>BBAHM-DSE-2B:</b>	Human Resource Management
<b>Or</b>	
<b>BBAHM-DSE-2C:</b>	Cardiovascular Diseases
<b>BBAHM-DSE-3A:</b>	Disaster Management
<b>Or</b>	
<b>BBAHM-DSE-3B:</b>	Hospital and Pharmaceutical Management
<b>Or</b>	
<b>BBAHM-DSE-3C:</b>	Strategic Management
<b>BBAHM-DSE-4:</b>	Project

## Skill Enhancement Courses (SEC)

- BBAHM-SEC-1A:** Occupational Health  
**Or**  
**BBAHM-SEC-1B:** Advertising & Sales Promotion  
**Or**  
**BBAHM-SEC-1C:** Sales & Distribution Management
- BBAHM-SEC-2A:** Public Relation in Hospital  
**Or**  
**BBAHM-SEC-2B:** Entrepreneurship Development  
**Or**  
**BBAHM-SEC-2C:** Marketing of Hospital Services

## Generic Elective (GE) [Interdisciplinary for BBA (HM) Department]

- BBAHM-GE-1A:** Managerial Economics  
**Or**  
**BBAHM-GE-1B:** Bio-Science & Epidemiology  
**Or**  
**BBAHM- GE-1C:** Social and Preventive Medicine
- BBAHM-GE-2A:** Health Economics  
**Or**  
**BBAHM-GE-2B:** Marketing Management  
**Or**  
**BBAHM-GE-2C:** Consumer Behaviour
- BBAHM-GE-3A:** Medical Tourism  
**Or**  
**BBAHM-GE-3B:** Bio-Statistics  
**Or**  
**BBAHM-GE-3C:** Hospital Equipment Management
- BBAHM-GE-4A:** Biomedical Waste Management  
**Or**  
**BBAHM-GE-4B:** Research Methodology  
**Or**  
**BBAHM-GE-4C:** Industrial Relations

## **Core Courses (CC)**

### **BBAHM-CC-1: Fundamentals of Management and Organizational Behaviour**

**Credits 06**

#### **BBAHMCC1T: Fundamentals of Management and Organizational Behaviour**

##### **Course contents:**

**Unit-I:** Basic forms of Business Ownership; Special forms of ownership: Franchising, Licensing, Leasing; Choosing a form of Business ownership; Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance. Evolution of Management Theory. Managerial functions and Roles. Insights from Indian practices and ethos. **10L**

**Unit-II:** Overview of Planning: Types of Plans & The planning process; Decision making: Process, Types and Techniques. Control: Function, Process and types of Control; Principles of organizing: Common organizational structures; Delegation & Decentralization: Factors affecting the extent of decentralization, Process and Principles of delegation. **10L**

**Unit-III:** Importance of organizational Behaviour. Perception and Attribution: Concept, Nature, Process, Personality: Personality: Learning: Concept and Theories of Learning, reinforcement, Motivation: Concepts and their application, Need, Content & Process theories, Contemporary Leadership issues: Charismatic, Transformational Leadership. Emotional Intelligence **10L**

**Unit-IV:** Groups and Teams: Definition, Difference between Groups and teams; Stages of Group Development, Group Cohesiveness, Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window Organizational Power and Politics: Nature of organizational politics. Conflict: Concept, Sources, Types, Stages of conflict, Management of conflict, Organizational Change: Concept, Resistance to change, Managing resistance to change, Implementing Change, Kurt Lewin Theory of Change. Managing Stress: Insights from Indian ethos **10L**

##### **Suggested Readings:**

1. Gilbert: Principles of Management, McGraw Hill.
2. Greenberg Jerald and Baron Robert A.: Behaviour in Organizations: Understanding and Managing the Human Side of Work, Prentice Hall of India.
3. Kaul Vijay Kumar, Business Organization & Management - Text and Cases, Pearson.
4. Kaul, Vijay Kumar, Management- Text & Cases, Vikas Publication.
5. Kavita Singh: Organizational Behaviour, Vikas Publication.
6. Koontz & Heinz Weihrich: Essential of Management, McGraw Hill.
7. Luthans Fred: Organizational Behaviour, Tata McGraw Hill.
8. Mc Shane L. Steven, Glinow Mary Ann Von & Sharma Radha R. – Organizational Behaviour; Tata McGraw Hill.

9. Newstrom John W.: Organizational Behaviour, Tata McGraw Hill.
10. Richard L. Daft: Principles of Management, Cengage Learning India.
11. Robbins Stephen P: Organizational Behaviour, Pearson.
12. Stoner & Wankel: Management, Prentice Hall of India.
13. Y.K. Bhushan: Fundamentals of Business Organization & Management, Sultan Chand & Sons.
14. Navin Mathur, Management Gurus, National Publishing House, New Delhi

## **BBAHM- CC-2: Business Accounting**

**Credits 06**

### **BBAHMCC2T: Business Accounting**

**Credits 04**

#### **Course contents:**

**Unit-I:** Introduction to Financial Accounting. Accounting as an Information System. Importance, Scope, and Limitations. Users of Accounting Information. Generally Accepted Accounting Principles. The Accounting Equation. Nature of Accounts and Rules of Debit and Credit. Recording Transactions in General Journal. Recording Transactions in three column Cash Book. An overview of Subsidiary books – Purchase Book, Purchase Returns Book, Sales Book, and Sales Returns Book. Opening and Closing Entries. Preparation of Ledger Accounts. **8L**

**Unit-II:** Introduction to International Financial Reporting Standards (IFRS). Understanding Accounting Standards issued by the ICAI related to Disclosure of Accounting Policies, Depreciation Accounting, and Revenue Recognition. Methods of charging Depreciation – Straight-line Method, and Written-down-value Method. Preparation of Trial Balance. Adjustment Entries. Post-adjusted Trial Balance. Bank Reconciliation Statement. **8L**

**Unit-III:** Preparation of Financial Statements: Preparing Trading Account, Profit & Loss Account and Balance Sheet for a Sole Proprietor. Understanding contents of Financial Statements of a Joint Stock Company as per Companies Act 2013. Understanding the contents of a Corporate Annual Report. Preparation of Cash Flow Statement as per AS-3 (revised). **8L**

**Unit-IV:** Analyzing Financial Statements: Meaning, objectives, Benefits and limitation of Financial Statement Analysis (FSA); Classification of FSA- i) Internal Analysis & Vertical Analysis; Methods of FSA- Comparative Statements., Common size statements, Trend Ratios and Ratio Analysis; Ratio Analysis – Benefits & limitations, Important Ratio Analyzing Liquidity, Profitability, Leverage and Efficiency. **8L**

### **BBAHMCC2P: Business Accounting (Practical)**

**Credits 02**

**1. Computerized Accounting Systems:** Computerized Accounts by using Tally accounting software: Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Funds Flow

Statement, Cash Flow Statement Selecting and shutting a Company; Backup and Restore data of a Company. **4L**

**2. Computerized Accounting Systems:** Computerized Accounts by using FACT accounting software: Creating a company; Creating Accounting Ledgers and Groups; Vouchers Entry; Generating Reports – Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet. **4L**

**Suggested Readings:**

1. S.N. Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari: An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
2. R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd.
3. Charles T. Horngren, Gart L. Sundem, John A. Elliott, and Donna R. Philbrick, Introduction to Financial Accounting, Pearson.
4. J.R. Monga, Financial Accounting: Concepts and Applications, Mayur Paperbacks.
5. T.P. Ghosh, Financial Accounting for Managers: Taxmann Allied Services Pvt. Ltd.

**BBAHM-CC-3: Hospital & Health System**

**Credits 06**

**BBAHMCC3T: Hospital & Health System**

**Course contents:**

**Unit-I:** **8L**  
Definition and meaning of Health, Holistic approach to health, Basic information relating to health, Historical development of health care system in India.

**Unit-II:** **14L**  
National Health policy, Goals for Health for all by 2000 AD and beyond, Health committee and their recommendation, benefits to the Health Care systems, Overview of Health Care delivery system.

**Unit-III:** **10L**  
Definition and meaning of hospital, types of hospitals, historical development of hospitals, grown of hospital in India, Present status of hospitals in India.

**Unit-IV:** **8L**  
Hospital viewed as a system, Role of Hospitals, Hospital Viewed as a Social system, Peculiarities of hospital systems.

**Suggested Readings:**

1. Hospital Management Module-II- NIHW, New Delhi.

2. Hospital Administration-G.D. Kunders.
3. Hospital Administration-Tabish.
4. The Evolution of International health System, Cumper G.E, OUP New York, 1991.
5. Management of Hospital (4 Vols), S.L. Goel & R. Kumar, Deep & deep Publications Pvt. Ltd.
6. Preventive and Social Medicine, K. Park - Bhanot.  
Community Medicine, AH Suryakantha -JAYPEE.

## **BBAHM-CC-4: Medical Terminology**

**Credits 06**

### **BBAHMCC4T: Medical Terminology**

#### **Course contents:**

#### **Unit-I: Basics of Human Body**

**5L**

Level of Organization of Human - Body planes and Basic examination positions - Overview of various kinds of Medical Imaging

#### **Unit-II: Basics of Human System**

**15L**

Fundamentals of Integumentary System - Fundamentals of Musculo - skeletal System - Fundamentals of Cardio-Vascular System - Fundamentals of Digestive system - Fundamentals of nervous system - Fundamentals of Urinary System - Fundamentals of Endocrine system - Fundamentals of Reproductive system - Fundamentals of Respiratory System - Fundamentals of Lymphatic System

#### **Unit-III: Basics of Medical Terminology**

**15L**

Introduction to medical terminology Word formation & syntax Greek alphabet - Greek & Latin prepositional & adverbial prefixes - Singular & plural endings - Commonly used prefixes in medical terminology - Commonly used suffixes in medical terminology - Commonly used root words in medical terminology - Commonly used medical terms to define different parts of the body

#### **Unit-IV: Basics of Prescription Reading**

**5L**

Common Latin term used in prescription writing - Study of standard abbreviations used in prescription - Study of common abbreviations used in various departments of hospitals

#### **Suggested Readings:**

1. Paramedics-six in One, Jaypee Brothers.
2. Human physiology vol 1&2 by Dr. C Chatterjee.

## **BBAHM-CC-5: Concept of Health**

**Credits 06**

### **BBAHMCC5T: Concept of Health**

#### **Course contents:**

#### **Unit- I**

**12L**

Definition, Meaning of Public Health, Approaches of Public Health, Community Diagnosis and need assessment, Epidemiological basis for health care management, Right to health, Responsibilities of Health, Community Participation.

#### **Unit-II**

**8L**

Health Planning, National Health Policy, 2002(overview), National Health Policy, 2017 National Population Policy.

#### **Unit-III**

**15L**

National Health Programmes (National Dengue control programme, National Leprosy Eradication Control Programme, National Framework for Malaria Elimination (2016-2030) programme, NACPIV(2012-2017), RNTCP, Universal Immunisation Programme including Inradhanush, RCH Phase II, Vision 2020, National Health Mission, National Mental Health Programme, National Family Planning Programme.

#### **Unit-IV**

**5L**

Health Manpower Planning and distribution, Health service Research.

#### **Suggested Readings:**

1. Community medicine, A H Suryakantha—JAYPEE
2. Preventive and Social Medicine, K. Park—Bhanot
3. Healthcare Management and administration, S.L Goel— Deep and Deep publication private Limited.

## **BBAHM-CC-6: Clinical Services**

**Credits 06**

### **BBAHMCC6T: Clinical Services**

**Course contents:**

**Unit-I** **4L**

**Introduction:** Meaning of support and utility services & their importance.

**Unit-II** **10L**

**Clinical services:** Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments – Operation Theatre, Outpatient Department, and Emergency Department.

**Unit-III** **12L**

**Support services:** Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments - Radiology: Diagnostic and therapeutic, Nuclear Medicine Laboratory, CSSD.

**Unit-IV** **14L**

**Utility services:** Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments - Laundry, Housekeeping, Dietary service, Security services, and Hospital Infection control.

**Suggested Readings:**

1. Hospital Administration- Tabish (O.U.P).
2. Principles of Hospital Administration & Planning: B. M. Sakharkar (Jaypee).
3. Hospital Administration & Management: C. M. Francis & D' Souza.

**BBAHM- CC-7: Hospital Waste Management** **Credits 06**

**BBAHMCC7T: Hospital Waste Management**

**Course contents:**

**Unit-I** **8L**

**Hospital Hazards:** Meaning – Types – Physical–Biological Mechanical – Psychological – It's Impact on Employees – Preventive measures.

**Unit-II** **4L**

**Hospital Hazards Management:** Meaning – Need – Principles – Purpose.

**Unit-III** **14L**  
**Biomedical Waste Management:** Meaning – Categories of Biomedical wastes – Disposal of biomedical waste products – Incineration and its importance – Standards for Waste Autoclaving, Micro Waving and Deep Burial – Segregation – Packaging – Transportation – Storage.

**Unit-IV** **14L**

**Human Waste Disposal and Sewage Disposal:** Diseases carried from excreta – Sanitation barrier- Methods of Excreta disposal – Sewage wastes: Meaning – Composition – Aims of Sewage disposal – Decomposition of Organic Matter – Modern, BMW management handle and rules 1998.

**Suggested Readings:**

1. Sharma – Holistic approach to Hospital Waste Management published by Dept. of Hospital Administration – AIIMS, New Delhi, 2006.
2. Principles of Hospital Administration and Planning, by B. M. Sakharkar published by: Jaypee Brothers, Medical Publishers (P) Ltd., New Delhi, 2010.
3. Hospital Administration’ by D.C. Joshi and Mamta Joshi, Published by Jaypee Brothers, Medical Publishers, New Delhi, 2011.

**BBAHM-CC-8: Hospital Operations Management** **Credits 06**

**BBAHMCC8T: Hospital Operations Management**

**Course contents:**

**Unit-I**

**Introduction:** **6L**

Definition of Hospital, Overview of Professional service units of a hospital (clinical and non-clinical).

**Unit-II**

**Professional Management:** **6L**

Concept of Professional management, Management of Indian hospital-challenges and strategies.

**Unit-III**

**Hospital Planning:** **20L**

Hospital Planning-concept, Guiding principles in planning hospital facilities & services Planning the hospital building, Stages in planning, Finance, Location, Need assessment survey of community, factors determining site, legal requirements, design consideration, Project management & implementation, Gantt Chart Planning the operational units, engineering, lighting etc.

#### **Unit-IV**

#### **Organization of the Hospital: 8L**

Management structure, Governing body, Hospital committees and hospital functionaries Duties and responsibilities of various levels of management.

#### **Suggested Readings:**

1. Management of Hospital (4 Vols), S.L Goel & R. Kumar, Deep Publications Pvt. Ltd.
2. Hospital Management. In Tropics & Subtropics, James A. William, McMillan, London, 1991.
3. Hospital facilities planning & management, Gd Kunders—TMH
4. Principles of hospital administration & planning, BM Shakharkar—JAYPEE
5. Hospital administration, DC Joshi & Mamta Joshi—JAYPEE
6. Essentials for Hospital support services and physical Infrastructure, Madhuri Sharma - JAYPEE
7. The hospital administrator, MA George---JAYPEE
8. Hospitals and Nursing homes planning, organizations and management, Syed Amin Tabish - JAYPEE.

#### **BBAHM-CC-9: Support & Utility Services-I Credits 06**

#### **BBAHMCC9T: Support & Utility Services-I**

#### **Course contents:**

#### **Unit-I 4L**

**Introduction:** Meaning of support and utility services & their importance.

#### **Unit-II 10L**

**Clinical services:** Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments – Operation Theatre, Outpatient Department, and Emergency Department.

#### **Unit-III 12L**

**Support services:** Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments - Radiology: Diagnostic and therapeutic, Nuclear Medicine Laboratory, CSSD.

**Unit-IV** **14L**

**Utility services:** Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments - Laundry, Housekeeping, Dietary service, Security services, and Hospital Infection control.

**Suggested Readings:**

1. Hospital Administration- Tabish (O.U.P).
2. Principles of Hospital Administration & Planning: B. M. Sakharkar (Jaypee).
3. Hospital Administration & Management: C. M. Francis & D' Souza.

**BBAHM-CC-10: Medical Record Science** **Credits 06**

**BBAHMCC10T: Medical Record Science**

**Course contents:**

**Unit-I** **12L**

Role of MR in health care delivery-Definition, Types of MR, Importance of MR, Flow chart of function, Assembling & deficiency check Format types of MR.

**Unit-II** **8L**

Characteristics of MR, ownership of MR, Maintenance of records in the ward, Content of MR.

**Unit-III** **8L**

Coding, Indexing, Filing, Computerization of MR, Microfilming, Hospital statistics, ICD, Process of arranging medical records.

**Unit-IV** **12L**

Organization & management of MRD, Retention of MR, Preservation of MR, Role of MRD personnel, Legal aspects of MR(Medico legal cases), Medical Audit

**Suggested Readings:**

1. Principles of Hospital Administration & Planning: B. M. Sakharkar (Jaypee).

2. Hospital Administration: C. M. Francis (Jaypee).

## **BBAHM-CC-11: Support & Utility Services-II**

**Credits 06**

### **BBAHMCC11T: Support & Utility Services-II**

#### **Course contents:**

#### **Unit-I**

#### **Mortuary Services: 8L**

Introduction – Role and Function – Planning Construction – Physical facilities – Equipment – Staffing – Policies and Procedures – Monitoring.

#### **Unit-II**

#### **Pharmacy Services: 8L**

Introduction – Definition – Brief History – Role , function and types – Planning Consideration – Policies and Procedures – Management issues – Control and evaluation – Computerization in Pharmacy Services.

#### **Unit-III**

#### **Fire Hazards and Fire Manual Guideline: 10L**

Introduction – Elements of fire – Fire hazard – Cause of Hospital Fire - Classification of fire – Fire protection – Fire points and Escape Route – Risk evaluation – meaning of fire manual – Guideline – Elements of Fire safety – Fire safety training – Do's and Don'ts for electrical fire prevention – Action to be taken in case of fire in a Hospital.

#### **Unit-IV 14L**

#### **Integrated Hospital and Patient Care Information System:**

Meaning – objectives – Need – Designs of HIS – Application of HIS – Stages of computerisation – HIS Design objectives and consideration - Conceptual Database Design – meaning of Patient Care information System – elements of Patient Care information System – Direct Care Process - Efficiency of care providers – Improved information access – in Patient Care.

#### **Suggested Readings:**

1. Principles of Hospital Administration - S. A. Tabish.
2. Hospital Administration - S. L. Goel.

3. Hospital Administration – Francis.
4. Hospital Administration – McGibony.
5. Essentials for Hospital support services and physical Infrastructure, Madhuri Sharma--- JAYPEE.

## **BBAHM-CC-12: Quality in Health Care**

**Credits 06**

### **BBAHMCC12T: Quality in Health Care**

#### **Course contents:**

#### **Unit-I**

**12L**

**Fundamentals of Quality Management:** Introduction - Objectives - Concept of Quality Care and Quality Management, Dimensions of quality in health care Contribution of quality gurus: Juran, Deming, Approaches to measurement of quality.

**Techniques of Quality Management:** Improving Hospital Performance - Patient Participation - Quality Health Care through Patient Satisfaction - Conceptual model of potential Contribution in quality in the health care system-Implementation of quality management system in improving health care system, Quality Circle

#### **Unit-II**

**12L**

**Organization wide quality improvement in Health care:** Introduction- organizing for quality assessment- Quality Assurance and quality improvements.

**Assessing Quality Health Care:** Some attributes of Quality in Health Care - Some attributes of a Good Patient Practitioners Relationship - The measurement of Quality - Procedure for formulating explicit Criteria and standards - Determinants of Quality - Structure - Process - Outcome.

#### **Unit-III**

**6L**

Definition, underlying concepts, implementation and measurement of TQM, Role of communication in implementing TQM, Six Sigma, Lean Thinking, Kaizen, 5S (theoretical knowledge only).

#### **Unit-IV**

**10L**

Quality planning, Quality Manual, Benchmarking QCI (functions, structure), Fundamentals of ISO 9001:2000 (objectives and components), Accreditation -with special emphasis on NABH, NABL Accreditation and JCI (sequential process of getting certified)

#### **Suggested Readings:**

1. Quality management in healthcare, S.K Joshi-JAYPEE.
2. Hospital administration, CM Francis & Mario C desouza-AYPEE.
3. Hospital and health services administration principles and practice, Syed Amin Tabish- OXFORD.
4. A Text on Total Quality Management, Asish Bhatnagar- Vrinda Publication.

## **BBAHM-CC -13: Legal Aspects of Health**

**Credits 06**

### **BBAHMCC13T: Legal Aspects of Health**

#### **Course contents:**

#### **Unit-I**

**6L**

##### **General Law of Contract:**

Essentials of a Contract – Offer and acceptance – Capacity of Parties - Free Consent – Consideration and legality of object – Void argument and Contingent Contract.

#### **Unit-II**

**14L**

##### **Legal Aspect and Consumers Protection Act:**

Introduction – Medico–Legal Aspect on Clinical practice – Duties and Responsibilities of Doctors – Professional Secrets and Privileged Communication – Consent - Implied Consent and Expressed Consent.

**Consumer Protection Act** – Definition – Consumer Protection Council – Consumer Disputes Redressal Agencies – Other Salient features – Application of C.P Act in Hospital – Recent judgment of Supreme Court – Implication for Health Professionals.

#### **Unit-III**

**12L**

##### **Biomedical Waste Management and Handling Rule – 1998:**

Meaning – Classification of Bio-medical waste – Treatment and disposal – Colour Coding and type of Container for Disposal of Bio-medical wastes – Biomedical waste Management Rule - Annexure of Ministry of Environment and Forest Notification in regard to Bio-Medical Waste Management and Handling Rule 1998(Schedule I-VI)

#### **Unit-IV**

**8L**

##### **Shops and Establishment Act:**

Objectives - Scope and Coverages – Main Provisions – Registration of Establishment – Opening and Closing Time – Working Hours – Closing Day – Health and Safety.

### **Suggested Readings:**

1. Consumer Protection Act, 1986.
2. Francis D., Government and Business, Himalaya Publishing House, 1988.
3. Gupta D and Gupta, S. Government and business, Vikas Publishing House 1987
4. Varma, D.P.S Monopolies, Trade Regulations and Consumer Protection, Tata McGraw Hill, New Delhi, 1985.
5. R.K. Chaube, Consumer Protection and the Medical Profession, Jaypee Publishing, New Delhi, 2000.

## **BBAHM-CC-14: Materials Management Related to Hospital**

**Credits 06**

### **BBAHMCC14T: Materials Management Related To Hospital**

#### **Course contents:**

#### **Unit-I**

##### **Material Management**

**12L**

Need, scope and advantages, material forecasting (MRP, MPS, Aggregate Planning), Material Requirement Planning and Budgeting and controlling, Logistics Principles, Components, Importance in Healthcare units, Logistics Supplies, Services and users, Purchase Cycle.

#### **Unit-II**

##### **Inventory Planning and Control**

**10L**

EOQ Models- without shortage, with price breaks, Effect of quantity discount, ABC, FSM and VED clarification, Inventory control.

**Scheduling:** Gantt Chart, Johnson's Rule.

#### **Unit-III**

##### **Purchase Management**

**8L**

Purchase policy, Systems, Procedures, Vendor Selection and Negotiation, Vendor Development and Evaluation, Make or Buy Decision, Legal aspects of purchasing.

#### **Unit-IV**

**10L**

**Principles of Storage and Stores Accounting:** Types of Storage-Care and preservation of materials and equipment- Role of computers

**Inspection and Quality Control:** Types of criteria of Inspection, Statistical Quality Control, Control Charts.

**Suggested Readings:**

1. Bedi- Production and Operations Management (2nd edition); Oxford University Press
2. Butta, E S and Sarin; R K- Modern Production, Operations Management, John Willey
3. Gopalakrishnan and Sundaresan- Materials Management An Integrated Approach, TMH

**Discipline Specific Elective (DSE)**

**BBAHM-DSE-1A: Nutrition**

**Credits 06**

**BBAHMDSE1AT: Nutrition**

**Credits 04**

**Course contents:**

**Unit-I**

**10L**

**Elements of Nutrition** - Cells (Basic Structure), definition of Nutrition, Nutrients and Diet, types of Diet, types of nutrients, Concept of food groups, Balanced diet.

**Concept of Diet Therapy:** Definition of Diet therapy and therapeutic diets, purposes and types for introduction of therapeutic diets, Enteral and Parenteral nutrition.

**Unit-II**

**10L**

**Macronutrients:-**

Carbohydrate (types, functions and metabolism), Protein (types, functions and metabolism), Fat (Types, functions and metabolism).

**Micronutrients:** vitamins and minerals (Functions and daily requirement, deficiency disorders).

**Dietary Fibers:** Definition, Types and Physiological Function

**RDA-** definition and requirement of macro nutrients for infant, Children, adult, pregnancy and lactation.

**Amino acid-** definition, function and types.

**Unit-III**

**8L**

Malnutrition: classification, causes & control, PEM, Obesity and its control, Digestion and absorption of food, Role of hormones in metabolism, BMR (Basal Metabolic Rate).

**Unit-IV**

**12L**

Nutritional factors and epidemiology and nutritional management in Iron deficiency anaemia, Iodine deficiency disorders, Vitamin A prophylaxis Program. National programmes for prevention of nutritional deficiency disorders.

**BBAHMDSE1AP: Project Report**

**Credit 02**

Submit a Project Report (on any chosen topic from DSE-1 A )

**Suggested Readings:**

1. Srilakshmi, B. 2000. Dietetics. Wiley Eastern Ltd. 4835/24, Ansari Road, Daryaganj. New Delhi.
2. Swaminathan, H. 1995, Essentials of Food and Nutrition Vol I &Vol. II Bappco. Bangalore.
3. Mahan, L.K. and Escott-Stump, S. (2000): Krause's Food Nutrition and Diet- Therapy, 10th Edition, W-13 Saunders Ltd.
4. Nutrition and Dietetics: Subhangini A. Joshi- Tata McGraw Hill.
5. Nutrition Science: B. Srilakshmi- New Age International Publishers.

**Or**

**BBAHM-DSE-1B: Front Office Management**

**Credits 06**

**BBAHMDSE1BT: Front Office Management**

**Credits 04**

**Course contents:**

**Unit-I**

**6L**

Meaning and importance of front office management, Functions of front office department.

**Unit-II**

**12L**

Physical facilities, location and layout of the department, Equipment required in the department, Organization of the department, Staffing pattern of the department, Job description of the employees of the front office department, Qualities of a good front office representative.

**Unit-III**

**10L**

Managing front office-patient admission, telephone etiquette, cash and bill section, Qualities of a good telephone operator, Reception activities-importance of reception, attributes of a good reception.

**Unit-IV**

**12L**

Role of the front office in interdepartmental communication, Time Motion Study, Team work in front office-team building, importance of team building in hospitals, characteristics of effective team, Problem areas of the department.

**BBAHMDSE1BP: Project Report**

**Credit 02**

Submit a Project Report (on any chosen topic from DSE-1 B )

**Suggested Readings:**

1. Hospital facilities planning & management, GdKunders—TMH
2. Principles of hospital administration & planning, BM Shakharkar—JAYPEE
3. Hospital administration, DC Joshi & Mamta Joshi—JAYPEE
4. Essentials for Hospital support services and physical Infrastructure, Madhuri Sharma---JAYPEE
5. The hospital administrator, MA George---JAYPEE
6. Hospitals and Nursing homes planning, organizations and management, Syed Amin Tabish—JAYPEE
7. Hospital administration, CM Francis & Mario C desouza---JAYPEE

**Or**

**BBAHM-DSE-1C: Emergency Service Department**

**Credits 06**

**BBAHM-DSE1CT: Emergency Service Department**

**Credits 04**

**Course contents:**

**Unit-I**

**15L**

Location of Emergency in hospital; Basic layout of Emergency: Receiving patients, Patient examination zone, Patient investigation zone, Procedure room, Cardio Pulmonary Resuscitation Unit, Dead patient barrier, EMO's Office, Nursing Station.

**Unit-II**

**15L**

Infrastructural facilities: Office of EMO, Nursing Office; Equipment; Legal procedure system; Emergency Operation Theatre: Arrangement of instruments and oxygen for minor Operation, Sterilization and fumigation of O.T. Room.

**Unit-III**

**10L**

Admission procedure; Billing for day care procedure in Emergency Dept.; Staffing: Medical, Para Medical; Security.

**BBAHMDSE1CP: Project Report**

**Credit 02**

Submit a Project Report (on any chosen topic from DSE-1 C )

**Suggested Readings:**

1. Hospital facilities planning & management, GdKunders—TMH
2. Principles of hospital administration & planning, BM Shakharkar—JAYPEE
3. Hospital administration, DC Joshi & Mamta Joshi—JAYPEE
4. Essentials for Hospital support services and physical Infrastructure, Madhuri Sharma---JAYPEE
5. The hospital administrator, MA George---JAYPEE
6. Hospitals and Nursing homes planning, organizations and management, Syed Amin Tabish—JAYPEE
7. Hospital administration, CM Francis & Mario C D' Souza---JAYPEE

**BBAHM-DSE-2A: Hospital Management Information System**

**Credits 06**

**BBAHMDSE2AT: Hospital Management Information System**

**Credits 04**

**Course contents:**

**Unit-I**

**10L**

**Basic Information Concepts**-Data and Information, Classification of Information, Quality of Information, Resources of Information, Concept of Management and System, Component of System, Executive Information system, Decision support system.

**Unit-II**

**10L**

**Hospital Information System** - Genesis, scope, basic management cycles in hospitals, categories of information system in hospitals, sources of health information, uses of health and hospital data, managing information system, and need of information in hospital; Advantages of Hospital Information Systems, Development of Hospital Information Systems.

**Unit-III**

**10L**

**The Electronic health record-** Functions of the health record, Changing functions of the patients record, Advantages of the paper record ,Disadvantages of the paper record , Optically scanned records Advantages of the EHR , Disadvantages of the EHR, Roadblocks and challenges to HER implementation -The future of HIS.

**Unit-IV**

**10L**

**Basics of Electronic Communications-**Methods of accessing information Telemedicine, Types of Technology - Clinical initiatives -Administrative initiatives, Advantages and Barriers of telemedicine, Future trends, Knowledge management, Advances in public health, Speech recognition, Wireless computing Security, Barriers of Information Technology implementation CRM (Customer Relationship Management), what is CRM? Why CRM ? Advantages of CRM, Disadvantages of CRM.

**BBAHMDSE2AP: Project Report**

**Credit 02**

Submit a Project Report (on any chosen topic from DSE-2A )

**Suggested Readings:**

1. Management Information Systems: O' Brien, TMH
2. Management Information Systems: Arora& Bhatia, EXCEL BOOKS
3. Management Information Systems: M. M. Oka. EPH.
4. Waman S Jawadekar: Management Information Systems – Text and Cases 3ed.
5. McGraw Hill
6. MahadeoJaiswal & Monica Mittal: Management Information Systems, OUP
7. Forouzan: Data Communication & Networking, TMH.
8. Tanenbaum: Computer Networks, Pearson Education
9. Ivan Bayross: SQL & PL/SQL, BPB ISRD, Introduction to Database Management.

**Or**

**BBAHM-DSE-2B: Human Resource Management**

**Credits 06**

**BBAHMDSE2BT: Human Resource Management**

**Credits 04**

**Course Contents:**

**Unit-I**

**6L**

**Nature and Scope of Human Resource Management** - Meaning and Definition - Functions - Objectives - Organization of HRM Department - Policy Evolution of Personnel / HRM in General and with reference to HR department in hospital.

**Unit-II**

**10L**

**Acquisition of Human Resources / Planning** - Forecasting and determination of current and Future Human Resource Requirements - Job Analysis and Job Design - Recruitment - Selection, Orientation and Placement.

**Unit-III**

**12L**

**Development of Human Resources** - Employment Training and Management Development - Performance Appraisal, Performance Counselling, Maintenance of Human Resource – Employee Compensation - Job evaluation -Incentive Payments - Promotion and Transfer – Policies - Methods.

**Unit-IV**

**12L**

**Career Planning and Development** - Process - Steps in Career Planning and Development system -Actions - Prerequisites for success - key issues in career development.

**Grievance Procedure** - Guidelines for handling grievance - Work ethics - Work culture and quality of work life.

**BBAHMDSE2BP: Project Report**

**Credit 02**

Submit a Project Report (on any chosen topic from DSE-2 B )

**Suggested Readings:**

1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India
2. Venkatapathy R. & Assissi Menacheri, Industrial Relations & Labour Welfare, Adithya Publications, CBE, 2001.
3. VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books,
4. Biswas, Debasish, The Romance of Human Resource Management, Himalaya
5. Aswathappa, Human Resource & Personal Management, TMH
6. Gomez - Mezia, Managing Human Resources, Pearson Education
7. Personnel management, CB Mamoria - Himalaya.

**Or**

**BBAHM-DSE-2C: Cardiovascular Diseases****Credits 06****BBAHMDSE2CT: Cardiovascular Diseases****Credits 04****Course contents:****Unit-I****8L**

Essential anatomy & physiology of cardiovascular system. Classical signs & symptoms of heart disease. Blood pressure.

**Unit-II****12L**

Basic concepts of investigations: X-Ray, ECG, Eco-cardiography with C-Doppler, Holter monitoring, CT scanning, coronary angiography. Biochemical changes in C.V. diseases.

**Unit-III****10L**

Therapeutic procedures of heart like cardiac Resuscitation, Defibrillation etc. Basic concepts of cardiac failure, Cardiogenic shock, pulmonary edema, Cardiac arrest.

**Unit-IV****10L**

Basic concepts of cardiac surgery- Prosthetic heart valves, cardiac transplantation, coronary angioplasty. Replacement of heart valves. Control of cardiovascular diseases

**BBAHMDSE2CP: Project Report****Credit 02**

Submit a Project Report (on any chosen topic from DSE-2 C )

**Suggested Readings:**

1. Srilakshmi, B. 2000. Dietetics. Wiley Eastern Ltd. 4835/24, Ansari Road, Daryaganj. New Delhi.
2. Mahan, L.K. and Escott-Stump, S. (2000): Krause's Food Nutrition and Diet- Therapy, 10th Edition, W-13 Saunders Ltd.

**BBAHM-DSE-3A: Disaster Management****Credits 06****BBAHMDSE3AT: Disaster Management****Credits 04**

**Course contents:**

**Unit-I** **6L**

Concept and basics of disaster Management and mass casualties Management. Types of disaster: Natural & Manmade disasters

**Unit-II** **14L**

Disaster and disaster preparedness plan - Definition, Disaster preparedness plan, Needs for disaster planning, Assessment of Disaster Preparedness, Changing concept of disaster management, recent trends and advancement in disaster management

**Unit-III** **8L**

Hospital Disaster plans - essentials for effective implementation, objectives of a hospital disaster plan, Principles, Essential requisites. A suggested model on Hospital Disaster Plan, Triage.

**Unit-IV** **12L**

**Fire Hazards and Fire Manual Guideline**

Introduction, Elements of fire, Fire hazard, Cause of Hospital Fire, Classification of fire, Fire protection, Fire points and Escape Route, Risk evaluation, meaning of fire manual, Guideline, Elements of Fire safety, Fire safety training, Do's and Don'ts for electrical fire prevention, Action to be taken in case of fire in a Hospital.

**BBAHMDSE3AP: Project Report** **Credit 02**

Submit a Project Report (on any chosen topic from DSE-3 A )

**Suggested Readings:**

1. Shailendra K. Singh: Safety & Risk Management, Mittal Publishers.
2. J.H. Diwan: Safety, Security & Risk Management, APH.
3. Stephen Ayers & Garmvik: Text Book of Critical Care, Holbook and Shoemaker.
4. Disaster Management by Dr. S Arulsamy.

**Or**

**BBAHM-DSE-3B: Hospital and Pharmaceutical Management** **Credits 06**

**BBAHMDSE3BT: Hospital and Pharmaceutical Management****Credits 04****Course contents:****Unit-I****10L**

**Drug Development:** Economics of New Drug Development - Need – In vention Methods: Chemical, Natural, Microbial, Biotechnological etc, Including Devices, Toxicity, Activity Screening Methods, Pre – Chemical Development Stages : Acute, Sub Acute and Chronic Toxicity Studies, Special Tests and their Significance, Investigational New Drugs (IND) Status Clinical Development Phase, I, II & III Studies and their Significance, New Drug Application (NDA) Product Launch.

**Unit-II****12L**

**Pharmaceutical Development Process:** Pre – Formulation Studies, Importance of Pharmacokinetics, Pharma–Co Dynamics, Understanding of oral Dosage Forms: Powders , Tablets : Costing Syrups, Elixirs, Suspensions, Capsules, Topical Preparations, Radio Diagnostic and Therapeutic Agents, Vaccines, Hormones, Cosmetics, Biotechnological and surgical Products Concepts of Sustained Release, Modified Release Dosage Forms, Herbal Drug, Prosthetic Material Neutral ceuticals.

**Unit-III****8L**

**Pharmacy Law:** Pharmaceutical Legislations, Drugs and Pharmaceutical Industry, Drugs and Cosmetics Act 1940 & Rules 1945 and its Amendments, Pharmacy Act1948, Drugs Price Control Order, Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954 national Health Policy.

**Unit-IV****10L**

**Concepts & Issues Related to Health Care Technology:** Introduction – Problems and Constraints Associated with health care Technology – Present Trends in Health care Technology – Hospitals and Technology – Dealing with Technological Problems. Planning and Adopting Appropriate Technology in Health care – Mechanism to Ensure Appropriate use of health care Technologies – Developing Sources of Information on Hospital Technology – Medical Communications to Doctors – Evaluation methods of Health Technology.

**BBAHMDSE3BP: Project Report****Credit 02**

Submit a Project Report (on any chosen topic from DSE-3 B )

**Suggested Readings:**

1. A.R. Gennero: Remington Pharmaceutical Science, Mark Publishing co. P. A.
2. Mital: Text book of Pharmaceutical Jurisprudence, Mirali Prakasan. New Delhi.
3. Vijacy Malik: Drug laws, Law book House.

**Or**

**BBAHM-DSE-3C: Strategic Management** **Credits 06**

**BBAHM-DSE3CT: Strategic Management** **Credits 04**

**Course contents:**

**Unit-I** **8L**

**Introduction:** Strategic Management- Concept, Definition, Characteristics, and Objectives.

**Unit-II** **10L**

**Corporate Strategy:** Concept, Components of Strategy Formulation, Ansoff's Growth Vector, BCG Model, Porter's Generic Strategies.

**Unit-III** **12L**

**Competitor and Industry Analysis:** Strategic Dimension and Group Mapping, Strategies in Industry Evolution, Fragmentation, Maturity and Decline, Competitive Strategy.

**Unit-IV** **10L**

**Corporate Level Strategy:** Expansion, Retrenchment and Combination Strategies, Corporate Restructuring.

**BBAHMDSE3CP: Project Report** **Credit 02**

Submit a Project Report (on any chosen topic from DSE-3C)

**Suggested Readings:**

1. Kazmi, Azhar, Business Policy and Strategic Management, Tata McGraw –Hill
2. Glueck, William F., Strategic Management and Business Policy, Tata McGraw –Hill
3. Porter, Michael, Strategic Management, Prentice Hall of India
4. Budhiraja, S. B., & Atheya, Cases in Strategic Management, Excel Books
5. Hunger, David J. and Wheelen, Thomas I., Strategic Management, Addison-West International Edition
6. Cherunilam, F., Strategic Management, Himalaya Publishing House, Mumbai

7. Ansoff, H. I., Implementing Strategic Management, Prentice Hall International Edition  
 8. Das, Ranjan, Crafting the Strategy, TMH, New Delhi.

<b>BBAHM-DSE-4:</b>	<b>PROJECT</b>	<b>Credits 06</b>
<b>BBAHMDSE4P:</b>	<b>Project</b>	<b>Credits 06</b>

Project in Field / Hospital / Industry Training.

*Skill Enhancement Courses (SEC)*

<b>BBAHM-SEC-1A: Occupational Health</b>	<b>Credits 02</b>
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**BBAHMSEC1AT: Occupational Health**

**Course contents:**

<b>Unit-I</b>	<b>3L</b>
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Occupational environment-man & physical, chemical & biological agents. Occupational hazards-physical, chemical, mechanical, psychological hazards.

<b>Unit-II</b>	<b>2L</b>
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Occupational diseases.

<b>Unit-III</b>	<b>8L</b>
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Accidents & injury. Radiation hazards. Control of hazards in industries. Indian Factories Act 1948.

<b>Unit-IV</b>	<b>7L</b>
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ESI Act 1948. Workman's Compensation Act 1952.

**Suggested Readings:**

1. International Labour Standards, Occupational Safety and Health Convention, C155, International Labour Organisation, Geneva, 1981

2. International Labour Standards, Occupational Safety and Health Recommendation R164, International Labour Organisation, Geneva, 1981.
3. Preventive and social Medicine, K. Park - Bhanot.

**Or**

**BBAHM-SEC-1B: Advertising & Sales Promotion**

**Credits 02**

**BBAHMSEC1BT: Advertising & Sales Promotion**

**Course contents:**

**Unit-1: 2L**

Communication Process: Basic communication process, role of source; Encoding and decoding of message, media, audience, feedback and noise.

**Unit-II: 4L**

Advertising and Communication Mix: Different advertising functions; Types of advertising; Economic aspects of advertising; Advertising process – an overview; Setting advertising objectives and advertising budget.

**Unit-III: 4L**

**Creative Aspects of Advertising:** Advertising appeals, copy writing, headlines, illustration, message, copy types; Campaign planning.

**Advertising Media:** Different types of media; Media planning and scheduling

**Unit-IV: 4L**

**Impact of Advertising:** Advertising Agency roles, relationship with clients, advertising department; Measuring advertising effectiveness; Legal and ethical aspects of advertising. Social implications of advertising.

**Unit-V: 6L**

**Sales Promotion:** Meaning, nature, and functions; Relationship between sales promotion and advertising, future of sales promotion Limitation of sales promotion; Types of sales promotion schemes; Consumer and trade, sales promotion.

**Sales Promotion Schemes:** Sampling; Coupon; Price off; Premium plan; consumer contests and sweepstakes; POP displays; Demonstration; Trade fairs and exhibitions; Sales promotion techniques and sales force.

**Suggested Readings:**

1. Aaker, David and Myers John G., et.al: Advertising Management, Prentice Hall of India.
2. Kazmi & Batra: Advertising & Sales Promotion, Excel Books.
3. Arun Kumar: Marketing Management, Vikas Publishing House.
4. Border W.H.: Advertising, John Wiley.
5. Sengupta Subroto: Brand Positioning Strategies for Competitive Advantage, TMH.

**Or**

**BBAHM-SEC-1C: Sales & Distribution Management**

**Credits 02**

**BBAHMSEC1CT: Sales & Distribution Management**

**Course contents:**

**Unit-1:** **4L**

**Personal Selling:** Nature and importance; Functions of a salesman; Personal selling as a career. Salesmanship and Qualities of Salesman Psychology in Selling, Buying Decision Process, Types of Buying

**Situation:** Buyer-seller dyads; Product knowledge; Customer knowledge – buying motives and selling points.

**Unit-II:** **4L**

**Sales Management:** Market potential, Sales Potential; Sales Forecasting and Budgeting: Developing Sales forecast, Approaches to Sales Forecasting, Sales Budget, Sales Quota.

**Training and Motivating Sales force:** Managing the Sales Training process – ACMEE Method, Motivating and Compensating the Sales force, Sales force, compensation, Sales Territory.

**Unit-III:** **6L**

**Theories of Selling:** AIDAS Theory; Buying Formula Theory.

**Scientific Selling Process:** Basic steps in personal selling – prospecting, pre-approach, and qualifying.

**Unit-IV:** **6L**

**Approach and Presentation:** Methods of approaching a customer; Presentation process and styles; Presentation planning.

**Objection Handling:** Types of objections; Handling customer objections

**Closing Sales and Follow up:** Methods of closing sale; Executing sales order – Follow-up importance and process

**Suggested Readings:**

1. Sahu. P. K.: Salesmanship & Sales Management, Vikas Publication.
2. Sales Management: Still, Cundiff, Govoni at al., Pearson Education.
3. Ramneek Kapoor: Fundamentals of Sales Management, Macmillan.
4. Robert. J. Calvin: Sales Management, TMGH
5. Pingali Venugopal: Sales and Distribution Management: An Indian Perspective, SAGE

**BBAHM-SEC-2A: Public Relation in Hospital**

**Credits 02**

**BBAHMSEC2AT: Public Relation in Hospital**

**Course contents:**

**Unit-I** **5L**

**Public Relations:** Definition, function, principles, planning and implementation, emerging trends of PR,

**Unit-II** **7L**

Role of PR in healthcare. Qualities of hospital PRO, Functions Organization of PR Department Importance of PR in Hospital Environment Management: - Media, Government, Patients & Their Relations, Employee Relations, Political Parties.

**Unit-III** **2L**

PR in Crisis management, Event management in hospitals.

**Unit- IV** **6L**

Laws and ethics of PR, Role of PR in marketing, PR, advertisement and propaganda, PR agencies and PR counselling.

**Suggested Readings:**

1. Public Relations Principles and Practices by Iqbal S Sachdeva.
2. Principles of HOSPITAL Administration and Planning by B M Sakharkar.

Or

**BBAHM-SEC-2B: Entrepreneurship Development**

**Credits 02**

**BBAHMSEC2BT: Entrepreneurship Development**

**Course contents:**

**Unit-I: 2L**

Theories of Entrepreneurship, Role and Importance of Entrepreneur in Economic Growth.

**Unit-II: 4L**

Entrepreneurial Behaviours: Entrepreneurial Motivation, Need for Achievement Theory, Risk-taking Behaviour, Innovation and Entrepreneur

**Unit-III: 3L**

Entrepreneurial Talents: Definitions, Characteristics of Entrepreneurs, Entrepreneurial Types, Functions of Entrepreneur

**Unit-IV: 6L**

Entrepreneurial Development in India: History, Objectives, Stages of Growth, Target Group, Programmes, Govt. Policy towards SSI's.

**Organization Assistance:** New Ventures, Industrial Park (Meaning, Features, & Examples), Special Economic Zone (Meaning, Features & Examples) Financial Assistance by Different Agencies, Small Scale Industries, The Small Industries Development Bank of India(SIDBI), The State Small Industries Development Corporation(SSIDC)

**Unit-V: 5L**

Project Feasibility Analysis: Business Ideas – Sources, processing; Input Requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation Entrepreneurial strategy: New Entry, Entry Strategy, Risk Reduction Strategy for New Entry.

**Suggested Readings:**

1. Arya Kumar: Entrepreneurship, Pearson.
2. Lall & Sahai: Entrepreneurship, Excel Books
3. Pareek, U & Venkateswara Rao, T: Developing Entrepreneurship – A Handbook on Systems, Learning Systems, New Delhi.
4. Chakraborty, Tridib: Introducing Entrepreneurship Development, Modern Book Agency.
5. Manimala, M.J.: Entrepreneurial Policies and Strategies, TMH.

Or

**BBAHM-SEC-2C: Marketing of Hospital Services**

**Credits 02**

**BBAHMSEC2CT: Marketing of Hospital Services**

**Course contents:**

**Unit -I** **4L**

**Understanding Services Marketing:** Introduction, services in modern economy, classification of services, differences in goods versus services, reasons for growth in services sector, services triangle.

**Unit -II** **6L**

**Consumer behaviour in services:** Customers interact with service operations, purchase process, customers' needs and expectations, difficulty in evaluation of services, service business system, the search for customer loyalty, understanding CRM, CRM systems.

**Unit -III** **6L**

**Service product and revenue management:** Planning and creating services, identifying and classifying supplementary services, branding service products, new service development, objectives and foundations for setting prices, methods of service pricing, revenue management.

**Unit- IV** **4L**

**Communication-mix and Distribution of Services:** Challenges and opportunities in communicating services, objectives for marketing communications, branding and communications, Distribution in a service context, options for service delivery, decisions about place and time, service delivery in cyberspace.

**Suggested Readings:**

1. Services Marketing-People, technology and strategy by Christopher Lovelock, Jochen Wirtz and Jayanta Chatterjee, Pearson education 2006.
2. Services Marketing by K. Rama Mohana Rao, Pearson education 2005
3. Services Marketing-Integrating customer focus across the firm by Valarie A Zeithaml & Mary J Bitner, 2005
4. Services Marketing by S.M. Jha, Himalaya publishers, 2006. Essentials of Healthcare Marketing by Eric N. Berkowitz, Jones & Barrett publishers, 2006

**Generic Elective (GE)**  
**[Interdisciplinary for BBAHM Department]**

**BBAHM-GE-1A: Managerial Economics**

**Credits 06**

**BBAHMGE1AT: Managerial Economics**

**Course contents:**

**Unit-I:**

Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply; Theory of consumer behavior: cardinal utility theory, ordinal utility theory (indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and Giffen goods), revealed preference theory. **10L**

**Unit-II:**

Producer and optimal production choice: optimizing behavior in short run (geometry of product curves, law of diminishing margin productivity, three stages of production), optimizing behavior in long run (iso - quants, iso - cost line, optimal combination of resources) Costs and scale: traditional theory of cost (short run and long run, geometry of cot curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope. **10L**

**Unit-III:**

Theory of firm and market organization : perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes) ; monopoly (basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly), price discrimination, multi plant monopoly ; monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity) ; oligopoly (Cournot's model, kinked demand curve model, dominant price leadership model, prisoner's dilemma) **12L**

**Unit-IV:**

Factor market: demand for a factor by a firm under marginal productivity theory (perfect competition in the product market, monopoly in the product market), market demand for a factor, supply of labour, market supply of labour, factor market equilibrium. **8L**

**Suggested Readings:**

1. Dominick Salvatore (2009). Principles of Microeconomics (5<sup>th</sup> Ed.) Oxford University Press.

2. Lipsey and Chrystal. (2008). Economics. (11th ed.) Oxford University Press.
3. Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan.
4. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7<sup>th</sup> Ed.). Pearson.

**Or**

**BBAHM-GE-1B: Bio-Science & Epidemiology**

**Credits 06**

**BBAHMGE1BT: Bio-Science & Epidemiology**

**Course contents:**

**Unit - I: Introduction to Bio-molecules**

**8L**

Classification, structure, function and properties of Carbohydrates, Lipids, Proteins and Nucleic acid. Water and Life.

**Unit - II: Enzymes**

**8L**

**Enzymes** – properties of enzymes – enzyme reaction – factors affecting enzyme reactions – enzymes cofactors inhibitions. Enzyme kinetics. Clinical Enzymology.

**Unit - III: Introduction to Human Body**

**8L**

General anatomy of the human body - basic concepts of: Body planes, tissues (Types, origin & function), organs.

Blood: composition, haemopoiesis, hemoglobin, hematostasis, blood groups and introduction to basic concepts of transfusion.

Introduction to functional anatomy, basic mechanism, structure and function of Muscular system, Nervous system, Neuromuscular system, Cardiovascular system, Endocrine system, Respiratory system, Gastrointestinal system, Renal system, Special sense – vision, hearing, taste, smell, touch; Reproductive system. Assisted Reproductive Technology.

**Unit - IV: Microbiology & Parasitology**

**8L**

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**

**8L**

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

**Suggested Readings:**

1. Biological Sciences - D.J. Taylor N.P.O Green G.W.Stout
2. Campbell, N.A. and Reece, J.B.(2008) Biology 8<sup>th</sup>Edn. Pearson Benjamin Cummings, San Francisco.
3. Principles of Internal Medicine - Harrisons Volume
4. Human Physiology by Stuart I Fox, 9<sup>th</sup>Edn. McGraw Hill, 2006.
5. Text book of Medical Physiology by Guyton and Hall, 11<sup>th</sup> Edition, W.B.Saunders and Co., 2006.

**Or**

**BBAHM- GE-1C: Social and Preventive Medicine**

**Credits 06**

**BBAHMGE1CT: Social and Preventive Medicine**

**Course contents:**

**Unit-I: Concepts of Health and Disease:** Definition of health, determinants of health. Agent, host and environmental factors in health and disease. Multifactorial etiology of disease. **6L**

**Unit-II: Epidemiology: a. Principle of Epidemiology and Epidemiological methods:** Terms used in describing disease transmission and control. Morbidity and mortality indicators. Measurements of epidemiological indicators, Epidemiology study designs. Concept of association, causation and bias. Screening for diseases. **b. Epidemiology of communicable diseases:** Extent of problem, Diagnosis- clinical and lab, Treatment and control, Health Programmes. Respiratory infections: measles, rubella, mumps, influenza, diphtheria, whooping cough, tuberculosis. Intestinal infections: Poliomyelitis, viral hepatitis, cholera, typhoid, food poisoning, acute diarrheal diseases. Arthropod-borne infections: dengue, malaria, filariasis, leishmaniasis. Zoonosis: rabies, Surface infections: leprosy, HIV/AIDS **c. Epidemiology of Chronic non-communicable disease and conditions:** Coronary heart disease, cancer, diabetes, hypertension, blindness. **16L**

**Unit-III: Health & Nutrition and Reproductive & Child Health: a. Health & Nutrition:** Concept of Balanced diet - nutritional requirement. Nutrition related disorders- Protein energy Malnutrition, Vitamin A deficiency, Iron deficiency anemia, Iodine deficiency disorders. **b. Reproductive and Child Health:** Child Health, Maternal Health, Immunization, Population Control Measures. **6L**

**Unit-IV: Environment and Health, Occupational Health: **8L****

**a. Environment and Health**

Water pollution: Indicators of water pollution, Prevention and Control. Air pollution: Indicators of air pollution, Prevention and Control.

**b. Occupational Health:** Basic Concepts (Silicosis and Byssinosis)

**Unit-V: Health Care system in India:** Health planning, National Health Policy, Primary Health Care, Health Care delivery system in India. **4L**

**Suggested Readings:**

1. Park's Textbook of Preventive and social Medicine by K. Park. 15<sup>th</sup> Edition M/s Banarsi Das Bhanot Publishers, 1997.

**BBAHM-GE-2A: Health Economics** **Credits 06**

**BBAHMGE2AT: Health Economics**

**Course contents:**

**Unit-I: The Fundamentals of Economics** **4L**

Economic Organizations-Utility, Wealth, Production, Capital-Central Problems of an Economy.

**Unit-II: Demand & Supply** **10L**

Demand- meaning- determinants of demand- law of demand- elasticity of demand- price, income and cross elasticity. Supply -meaning- determinants- law of supply - Demand vs. Supply.

**Unit-III: Cost** **10L**

**Short-run and long-run** costs, average and marginal costs, total, fixed and variable costs. Various forms of market- monopoly, perfect competition, monopolistic competition and oligopoly- Pricing strategies.

**Unit-IV: Scope and coverage of Health Economics** **10L**

Health as an investment- Population and Economic Development- Health financing from various sources. Cost Benefit Analysis and Cost Effective Analysis-Health Care Budget: Purpose, types and practices in Indian context.

**Unit-V:**

Economics of Health Programmes for Nutrition, Economics of abuse of tobacco & Alcohol, Economics of Breast feeding. **6L**

**Suggested Readings:**

1. Health Economics-Jay Bhattacharya, Timothy Hyde & Peter Tu

2. Health Economics- Dr. JJeyasingh, Dr. D. Solomon Raj, Dr.D Jery Josephin
3. Health Economics- Pushpalata Pattnaik
4. Health Economics- P.C.Das

**Or**

**BBAHM-GE-2B: Marketing Management**

**Credits 06**

**BBAHMGE2BT: Marketing Management**

**Course contents:**

**Unit-I** **10L**

**Introduction:** Definition, nature, scope and importance of Marketing, Marketing mix; Marketing environment, marketing concepts - traditional and modern.

**Consumer Behaviour and Market Segmentation:** Nature and significance of consumer behaviour; stages and participation in buying process, Market segmentation - concepts and importance; Bases for consumer market segmentation.

**Unit-II** **8L**

**Product:** Concept of Product; product line; New Product development, Product life cycle concept.

**Pricing:** Importance of price in the marketing mix; Factors affecting price, methods of pricing.

**Unit-III** **8L**

**Promotion:** Nature and importance of promotion-promotional methods- advertising -personal selling-sales promotion.

**Channels of distribution:** Concept and role; Types of distribution channels; Factors affecting choice of a distribution channel

**Unit-IV** **14L**

Differentiating and positioning: Tools for competitive differentiation, developing a positioning strategy.

**Service Marketing:** Segment wise classification of health-care service marketing, different types of customers in hospitals and their characteristic features, different components of health-care service marketing-mix.

**Suggested Readings:**

1. Kotler, P., Keller, K. L., Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education, New Delhi.

2. Etzel, M., Walker, B., Stanton, W. and Pandit, A., Marketing Management, Tata McGraw Hill,
3. Ramaswamy, V. S. and Namakumari, S., Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd., New Delhi.
4. Saxena, Rajan, Marketing Management, Tata McGraw Hill Education Pvt. Ltd., New Delhi.

**Or**

**BBAHM-GE-2C: Consumer Behaviour**

**Credits 06**

**BBAHMG2CT: Consumer Behaviour**

**Course contents:**

**Unit-I** **6L**

**Consumer Behaviour:** Concept, Diversity, Application of Consumer Behaviour Principles to Strategic Marketing, Characteristics of Indian Consumers.

**Unit-II** **12L**

**Individual Determinants of Consumer Behaviour:** Consumer Needs, Motivation: Positive and Negative Motivation, Rational versus Emotional Motives; Attention, Perception and Consumer Imagery, Learning and Memory, Consumer Attitudes Formation and Change, Consumer Values and Lifestyles, Consumer Innovativeness and Personality Traits.

**Unit-III** **10L**

**External Determinants of Consumer Behaviour:** Influence of Culture and Subculture, Social Class, Reference Groups and Family Influences, Diffusion of Innovations: the Diffusion Process, the Adoption Process.

**Unit-IV** **12L**

**Buying Decision Process:** Problem Recognition, Information Search, Alternative Evaluation, Decision Rules and Selection, Outlet Selection and Purchase, Post Purchase Behaviour and Customer Satisfaction, Concept of Involvement, Extensive Problem Solving, Limited Problem Solving, Routinized Responsive Behaviour.

**Suggested Readings:**

1. Schiffman, L. G. and Kanuk, L. L., Consumer Behaviour, Pearson Education, New Delhi.
2. Hawkins, D. I. Best, R. J. and Coney, K. A. and Mookerjee, A., Consumer Behaviour, Building Marketing Strategy, Tata McGraw Hill, New Delhi.
3. Solomon, Michael R., Consumer Behaviour: Buying, Having and Being, PHI Learning Pvt. Ltd., New Delhi.
4. Assel, Henry, Consumer Behaviour, Cengage Learning, New Delhi.
5. Majumdar, R., Consumer Behaviour: Insights from the Indian Market, PHI Learning Pvt. Ltd., New Delhi.
6. Loudon, David L. and Della, Bitta J., Consumer Behaviour, Tata McGraw Hill, New Delhi.

## **BBAHM-GE-3A: Medical Tourism**

**Credits 06**

### **BBAHMG3AT: Medical Tourism**

#### **Course contents:**

#### **Unit-I:**

Medical tourism: - concept, typology evolution of Medical Tourism. Benefits of medical tourism. Economics of medical tourism. Global medical tourism scenario. Countries promoting medical tourism. Indian medical tourism, potential and problems, market size and growth.

**10L**

#### **Unit-II:**

Concept and Dimensions of holistic health care:– the body, Mind and Spirit relationship. AYUSH- Ayurveda, Yoga & Naturopathy, Siddha, Unani, Homoeopathy, Aromatherapy.

**10L**

#### **Unit-III:**

Leisure, lifestyle and tourism: – Tools for wellness: medicine, therapy:-therapeutic recreation, psychology, nutrition, rehabilitation, cosmetics. Factors influencing health and wellness tourism. Forms of health tourism- medical tourism, spa tourism, Ayurveda tourism, Yoga & Meditation tourism, holistic tourism, spiritual tourism, Ashram tourism.

**10L**

#### **Unit-IV:**

Origin and development of wellness tourism over ages - health as a motivator to travel, - Ancient centers of healing and bath. - Concept, Definitions and dimensions of Health, wellness and well being – spirituality – Quality of Life (QOL) – Typologies of Health tourism - Factors affecting growth of health tourism. **10L**

### **Suggested Readings:**

1. Vishnudevananda Swami, The Complete Illustrated Book of yoga
2. Kulkarni , Sonali (2008) Spa and Health Tourism, Book Enclave, Jaipur
3. Pruthi, Raj (2006) Medical Tourism in India, Arise Pub, Newdelhi
4. Rajagopalan, S., (2006) Health Tourism – An Introduction, The ICAFI University Press, Hyderabad
5. Balakrishnan (2006) Kalaripayattu, Penguin Books,

**Or**

### **BBAHM-GE-3B: Bio-Statistics**

**Credits 06**

#### **BBAHMGE3BT: Bio-Statistics**

#### **Course contents:**

#### **Unit-I**

**8L**

**Basic Concept of Population and Sample:** Collection of Data (from health information system): Primary data, Secondary data, Method of Collection.

Presentation of Data: a) Tabular presentation, b) Frequency distribution, c) Diagrammatic representation (Pie diagram, Bar diagram, Histogram, Frequency polygon)

#### **Unit-III**

**4L**

**Measures of Central tendency:** Mean, Median, Mode Measures of Dispersion: Range, Standard deviation. Correlation and regression (Bivariate data): Concept of Correlation and Regression, Concept of Correlation using scattered diagram, Derivation of regression equation, significance of correlation using student's t distribution

#### **Unit-III**

**12L**

**Probability:** Meaning & definition of Probability, important terminology, calculation of probability (Repeated trials, Drawing with replacement, drawing without replacement) Conditional Probability (except Bayes Theorem), Probability of independent events.

#### **Unit-IV**

**6L**

**Concept of discrete and continuous probability distribution:** Normal Distribution, Poisson Distribution, Binomial Distribution.

**Suggested Readings:**

1. Nag, N.K. and Nag, S.K.: Statistics (1<sup>st</sup> & 2<sup>nd</sup> Sem); Kalyani Publishers
2. Das, N.G: Statistical Methods (Vol-I) McGraw Hill Education (India) Pvt. Ltd.
3. Das, N.G: Statistical Methods (Vol-II) McGraw Hill Education (India) Pvt. Ltd.
4. Das, Debajyoti and Das, Arati; Statistics in Biology and Psychology: Academic Publishers.

**Or**

**BBAHM-GE-3C: Hospital Equipment Management**

**Credits 06**

**BBAHMG3CT: Hospital Equipment Management**

**Course contents:**

**Unit-I** **10L**

List of common Medical Equipments used in Hospital, Justification of purchase proposal, Hospital Need Assessment.

**Unit-II** **12L**

Equipment selection guideline, Estimation of cost and Q.C. Planning Purchase / Installation / Commissioning of Medical Equipments Replacement of old equipments and Buyback Policy.

**Unit-III** **12L**

Estimation of Breakeven point and Profit – Projection in hospital budget Medical Equipment, Maintenance (In-house and AMC), Action condemned items of hospital.

**Unit-IV** **6L**

Local, National and International availability of Medical Equipments.

**Suggested Readings:**

1. Materials Management – Gopalakrishnan.
2. NIHFV Monograph - Govt. of India.
3. Hospital Administration' by D.C. Joshi and Mamta Joshi, Published by Jaypee Brothers, Medical Publishers, New Delhi, 2011.

## **BBAHM-GE-4A: Biomedical Waste Management**

**Credits 06**

### **BBAHMGE4AT: Biomedical Waste Management**

#### **Course contents:**

#### **Unit-I**

**14L**

Meaning, importance and aims of biomedical waste management Major sources of biomedical waste; classification and categories of hospital waste Diseases associated with biomedical waste; safety measures to be adopted while handling biomedical waste

#### **Unit-II**

**6L**

Collection, segregation, transportation and storage of biomedical waste

#### **Unit-III**

**10L**

Disposal techniques Pre-treatment-chemical disinfection, autoclave, hydroclave, microwave irradiation Final disposal incineration, safe pit for sharps, landfill, deep burial

#### **Unit-IV**

**10L**

Biomedical Waste Management and Handling Rules, 1998 Biomedical Waste Management (Amendment) Rules, 2016 and 2018 Fundamentals of healthcare waste management as per WHO

#### **Suggested Readings:**

1. Sharma – Holistic approach to Hospital Waste Management published by Dept. of Hospital Administration – AIIMS, New Delhi, 2006.
2. Principles of Hospital Administration and Planning, by B. M. Sakharkar published by: Jaypee Brothers, Medical Publishers (P) Ltd., New Delhi, 2010.
3. Hospital Administration' by D.C. Joshi and Mamta Joshi, Published by Jaypee Brothers, Medical Publishers, New Delhi, 2011.
4. Hospital waste management and its monitoring, Madhuri Sharma--- JAYPEE

**Or**

## **BBAHM-GE-4B: Research Methodology**

**Credits 06**

### **BBAHMGE4BT: Research Methodology**

#### **Course contents:**

## Unit-I

10L

**Introduction:** Meaning, Objectives, Types of Research: Exploratory Studies, Descriptive Studies, Causal Studies, Action Research, Conclusive Research, Research Methods and Methodology, Steps of Research Methodology, Quantitative & Qualitative Methods.

## Unit-II

10L

**Scaling:** Types of Scale, Attitude Measurement, Parametric and Non- Parametric Test (One Sample Sign Test, Wilcoxon Signed Rank Test, Mann-Whitney U Test.

**Sampling:** Sample and Sampling, Need, Types, Determination of Sample Size, Reliability, Validity, Sampling Theory and Sampling Distributions, Sampling Errors.

## Unit-III

8L

**Methods of Data Collection:** Primary Data Collection Methods: Observation, Interview, Case Studies, Documentary Sources, Questionnaire Methods, Questionnaire Designing using Scaling Technique, Secondary Data Collection Methods: Classification of Secondary Data, Benefits & Drawbacks of Secondary Data, Evaluation of Secondary Data.

## Unit-IV

12L

**Hypothesis:** Normal Distribution, Test of Hypothesis, Types of Error in Testing of Hypothesis, Large and Small Sample Tests, t, Z, F and Chi-square Tests, Analysis and Interpretation of Data.

**Data Analysis & Interpretation:** Multivariate Analysis: Basic Concepts and Types of Multivariate Techniques, Factor Analysis, Multiple Regression Analysis, Time Series & Forecasting.

### Suggested Readings:

1. Hair J F, Bush R P & Ortina D J. Marketing Research: with a change of information environment. 3<sup>rd</sup> Ed. Tata McGraw Hill, New Delhi: 2006.
2. Cooper D & Schinder P. Business Research Methods. 8<sup>th</sup> Ed. Tata McGraw-Hill Publishing Company Ltd. New Delhi: 2003
3. Giri, Biswas. Research Methodology for Social Sciences, Sage Publications, New Delhi, 2018
4. Newman W L. Social Research Methods: Qualitative and Quantitative Approaches. 5<sup>th</sup> edition. Allyn and Bacon. Bosto; London: 2006
5. Trochim W M K. Research Methods. 2<sup>nd</sup> Ed. Biztantra. New Delhi; 2003
6. Paul G E, Tull D S & Albaum G. Research for Marketing Decisions Prentice Hall. New Delhi: 1996
7. David L J & Wales H G. Market Research. Prentice Hall of India. New Delhi: 1999
8. Beri G C. Marketing Research. 3<sup>rd</sup> Ed. Tata McGraw Hill Publishing Company Ltd. New Delhi: 2000

9. Das. Lal Practise of Social Research. Rawat Publication, Jaipur: 2000  
10. Das, Lal Designs of Social Research, Rawat Publiction, Jaipur 2005  
11. Kothari C R. Research Methodology Methods & Techniques. New Age International Private Ltd., New Delhi: 2000

Or

**BBAHM-GE-4C: Industrial Relations**

**Credits 06**

**BBAHMGE4C: Industrial Relations**

**Course contents:**

**Unit-I** **10L**

**Introduction:** - Concept, Approach to IR, Parties to IR, System and Objectives to IR.

**Unit-II** **10L**

**Trade Union:** - Origin, growth, structure, and management of trade union.

**Unit-III** **8L**

**ID:** Causes, Types Trends and settlement of disputes, strikes and lockout, legality and regularity provisions.

**Unit-IV** **12L**

**Discipline** - Concept, objective, code of conduct, Rules of Natural Justice.

**Suggested Readings:**

1. Monappa, Arun: Industrial Relations, Tata McGraw Hill.
2. Biswas, Debasish: Industrial Relations and Labour Welfare, Abhijeet Publications, New Delhi
3. Marchington, M: Managing Industrial Relations, Tata McGraw Hill.