


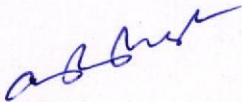
Shree Guru Gobind Singh Tricentenary University Budhera, Gurgaon (Haryana)



**SYLLABI & SCHEME OF EXAMINATION
Of
BBA in Hospital Administration
For
1st to 6th Semester
2017-18**


Dean
Faculty of Commerce & Management
SGT University
Budhera, Gurugram

ORDINANCE OF BACHELOR OF BUSINESS ADMINISTRATIO N


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a. BBA (Hospital Administration) – (3 years, Six semesters)

The BBA in Hospital Administration is a three year full time credit base program spread over six semesters with classroom interaction. For the smooth functioning of a hospital, qualified professionals are required. As a consequence, BBA Hospital Administration program has been developed to churn out professional hospital managers. Such individuals are by far exceedingly well-equipped to face the growing challenges and cater to the specific requirements of modern day hospitals. Hospital Management courses are not only for the science graduates but are also open to non-science graduates.

1. Duration and intake capacity of the Course:

Bachelor of Business Administration (Hospital Administration)	6 Semesters	60
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2. Admission to the courses:

Admission to the courses mentioned at Clause 1 shall be made in accordance with the terms and conditions as prescribed in Chapter 2 of the First Ordinance of SGT University, Gurugram as amended from time to time.

4. Eligibility for admission:

For admission to the 1st Semester of the course as mentioned at Clause 1, the candidate shall fulfill the following criteria:

- a) **Bachelor of Business Administration (General/Dual Specialization):** 10+2 with minimum 40% marks (35% in case of SC/ST)

5. Schedule of admission and payment of fees:

The admission schedule, along with last date for submission of admission forms and payment of fees, shall be fixed by the Vice Chancellor from time to time.

6. Medium of Instructions:

The medium of instructions and examination shall be English for all the courses as mentioned at Clause 1.

7. Attendance requirements/Eligibility to appear in examination:

The student should fulfill the following criteria to be eligible for appearing in the End Term Semester Examination.

- He/She should bear a good moral character.
- He/She should be on the rolls of the Faculty during the semester.
- He/She should have 75% of attendance ruling the respective semester in each subject separately for Theory and Practical.
- The deficiency in attendance, both in theory and practical may be condoned by the Dean of the faculty upto 5% only.
- The deficiency in attendance may be further condoned by the Vice Chancellor in cases of exigencies/extreme circumstances.
- The student, who fulfills the conditions laid down under (a) and (b) above for one or more subjects and not for the other(s), will be allowed to take examination only in such subject(s) in which he/she fulfills the conditions.
- He/She should not be a defaulter in payment of any dues of the SGT University and no disciplinary action is pending against the student.


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8. Exemption from attendance/shortage of attendance to be condoned:

The relaxation in shortage of attendance shall be given as per the following rules:

Sr. No.	Exemptible No. of lectures	Ground of exemption	Competent Authority
1.	All period of the day of Blood Donation	Voluntarily blood donation to the Blood Bank of needy patient	Dean of the Faculty
2.	All period of the day of examination	For appearing in the supplementary examinations (Theory/Practical/Viva – Voce)	
3.	10 days attendance during a semester	For participation in University or Inter-University/College Sports tournaments/Youth Festivals, Cultural Events, NCC/NSS Camps, University Educational Excursions, Mountaineering courses	

Provided:

- That he/she has obtained prior approval of the Dean of the Faculty.
- That credit may be given only for the days on which lectures were delivered or tutorials or practical work done during the period of participation in the aforesaid events.

9. Attendance shortage warning:

Attendance shortage warning will be displayed on the Faculty's Notice Board and/or University Website regularly.

10. Detained students:

If a student has less than 75% attendance in any subject/paper during the respective semester, as provided in Clauses 7 and 8, he/she will not be eligible for appearing in the End Term semester Examination in that particular subject/paper will be deemed as detained in that subject/paper. Such student will repeat the subject/paper along with the regular students of the subsequent batch to qualify/fulfill prescribed conditions to appear in the "Eng Term" examination of the subject/paper.

11. Submission of Examination Forms and payment of examination fee:

The Dean of the faculty shall submit the examination admission forms of those students who satisfy the eligibility criteria to appear in the examinations along with the prescribed examination fee to the Controller of Examinations as per schedule of examination circulated by the Controller of Examinations from time to time.

12. University Examinations:**(a) End Term Semester Examinations:**

The examinations for Odd Semesters shall ordinarily be held in the month of December and for Even Semesters in the month of May/June.

(b) Fail/Re-appear candidates:

Fail/re-appear candidates of the Odd Semesters will take re-appear exams as an ex-student in the subsequent exams of the Odd Semesters. Similarly, for the Even Semesters, he/she will take re-appear exams in the subsequent exams of the Even Semester. However, a candidate appearing in the final semester (Regular) may appear simultaneously in his/her re-appear papers(s) of lower semesters.

(c) Improvement examinations:

After passing all the semesters, a student may appear as an ex-student for improvement of his CGPA for the following purpose:

- Improvement of CGPA equal to 2nd division.
- Improvement of CGPA equal to 55% (aggregate of all the semesters)
- Improvement of CGPA equal to 1st division.

(aa): For improvement, only one chance for each semester will be given within a period of two years of initially passing of the final examination.

(ab): If a candidate appears for improvement and the status/nature of his/her final result does not improve, his/her improvement result will be declared "PRS" (Previous Result Stands).

(ac): The candidate shall be allowed to appear in the improvement examination(s) along with regular candidates as and when the course is offered. No separate examination will be held for improvement of division/grade. In case of change of syllabi, the student shall have to appear for improvement in accordance with the changed syllabi of the concerned course applicable to the regular students of that exam.

13. Distribution of marks:

The distribution of marks shall be as prescribed in the Scheme of Examinations approved by the Board of Studies/Academic Council of the University.

14. Setting of Question Papers:

- a) The Dean of the Faculty shall supply the panel of internal and external examiners duly approved by the Board of Studies to the Controller of Examinations. The paper(s) will be set by the examiner(s) nominated by the Vice Chancellor from the panel of examiners. Internal question bank will also be created and submitted to the Controller of Examinations sticking to the domain of syllabus for use in regular and supplementary examination.
- b) The question paper will be moderated by committee who are proficient in the subject in the office of the Controller of Examinations. The moderation will be done to assure that no question is out of syllabus and there is no mistake in the question and the committee will amend/correct the paper accordingly.
- c) Papers of subsidiary subjects will be set and evaluated by the internal examiners.
- d) An examiner shall be allowed to set not more than three papers in a semester examination.
- e) The examiner(s) will set the question papers as per criteria laid down in the Scheme of Examinations as approved by the Board of Studies/Academic Council of the University.

15. Appointment of Examiners:

The examiners will be appointed as per the following guidelines with the approval of the Vice Chancellor.

- a) An internal/external examiner should be of the level of an Assistant Professor/Consultant/equivalent or above in the respective subject in a University/Institute/College/Hospitals with a minimum experience of 02 years.
- b) One external and one internal examiner will jointly conduct the practical examination.
- c) External examiners shall not be from the same University and should preferably be from outside the State/University.
- d) External examiners shall rotate at an interval of 2 years.

16. Evaluation process – theory, Practical, Project & Internal Assessment:

(a) Evaluation of Answer Books:

The answer books may be evaluated either by the paper setter or any other internal or external examiner to be nominated by the Controller of Examinations with the approval of the Vice Chancellor from the panel of examiners approved by the Board of Studies. Centralized Assessment Programme (CAP) may be adopted for evaluation of the answer papers at central area in the Examination Branch.

(b) Re-evaluation of Answer Books:

Re-evaluation/re-checking of any paper is allowed. The students can apply for re-evaluation/re-checking of any paper through the HoD/Dean of the Faculty within 10 days of the declaration of the result by paying prescribed fee.

(c) Internal Assessment:

- a) 40 marks in each written paper, excluding Training Report, Project Report and Viva-Voce, shall be assigned for Internal Assessment. This internal assessment will be done in the following manner:
 - (i) 5 Marks be allotted for attendance, (01 mark if the attendance is 76%-80%, 02 marks if the attendance is 81-85%, 03 marks if the attendance is 86-90%, 04 marks if the attendance is 91-95% and 05 marks if the attendance is 96-100%.
 - (ii) 20 Marks will be allotted for two mid semester tests. In each course, there will be two mid-semester tests which would be arranged by the concerned faculty.
 - (iii) 10 marks for Seminar, Presentation and
 - (iv) 05 marks for Assignment.
- b) The internal assessment awards of a re-appear student in any semester examination be carried forward to the next examination of the same semester provided that the candidate has obtained the pass marks in the internal assessment.
- c) The concerned teacher shall preserve records on the basis of which the internal assessment awards have been awarded and shall make the same available to the controller of examinations whenever required.
- d) The Dean shall forward the internal assessment to the Controller of the Examinations, at least two weeks before the commencement of the examinations of each semester.
- e) The internal assessment / training report/ project report/practical/viva voce award of a candidate who fails in any semester/paper (s) shall be carried forward to the next examination(s).

(d) Practical Examinations:

(i) Appointment of Examiner :

- The practical examinations shall be conducted by a Board of two examiners consisting of one internal and one external examiner to be nominated by the Vice Chancellor from the panel of examiners recommended by the Board of Studies.
- The distribution of marks in examination of the practical paper will be as per the criteria given below:

Experimental performance	:	60% marks
Viva-Voce	:	30% marks
Laboratory	:	10% marks


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(ii) **Comprehensive Viva-Voce :**

The comprehensive Viva-Voce for project/dissertation shall be conducted by a board of two examiners consisting of one internal and one external examiner to be nominated by the Vice Chancellor from the panel of examiners recommended by the Board of Studies. Evaluation of the Project Report/Dissertation will be done by the External Examiner.

(e) **Evaluation of Project:**

(i) **Topic and appointment of Guide/Supervisor:**

Each student who opts for a Research Paper/Project report etc. will be assigned a teaching faculty as Guide/Supervisor from the faculty. Topic of the Research Paper/Project will be as approved by the Dean of the faculty on the recommendation of the teaching faculty/guide/supervisor.

(ii) **Evaluation/Viva-Voce:**

The student will submit the Project Report in the form of Dissertation on completion of the 4th Semester but before 15th May, failing which it will be acceptable only with late fee of Rs. 1000/- upto 30th May. It will be got evaluated in accordance with above mentioned clause 16 (d) (ii).

17. Criteria for promotion to Higher Semester:

The student shall be promoted to even semesters automatically without any condition of passing minimum number of papers. For promotion to 2nd to 3rd Semester or so, the student shall have to clear at least 50% papers of 1st and 2nd Semester taken together.

18. Credit Based Grading System:

Grading Method: Based on the performance, each student is awarded a final letter grade at the end of the semester, in each subject. The letter grades and the corresponding grade points are as follows:

Range of Percentage of Marks	Letter Grade	Grade Points	Range of Grade Point	Remarks (Classification of performance)
≥90	O	10	9-10	Outstanding
80-89	A ⁺	9	8<9	Excellent
70-79	A	8	7<8	1 st Div. with Distinction
60-69	B ⁺	7	6<7	1 st Division
50-59	B	6	5<6	2 nd Division
41-49	C	5	Above 4<5	3 rd Division
40	P	4	4	Pass
<40	F	0		Fail
	AB	0		Absent
	X	0	Debarred	A student who has been debarred from appearing in an examination either (i) as per recommendation of the subject teacher for unsatisfactory attendance or (ii) by the Institute as a measure of disciplinary action or (iii) for adopting malpractice at an examination, and consequently awarded a grade 'X', may reregister for the subject(s) after the term of the

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				debarment expires, provided that other provisions of this regulation do not prevent him.
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Calculation of SGPA & CGPA

The Semester Grade Point Average (SGPA) is calculated as under:

$$SGPA = \frac{\sum_{i=1}^n CE_i GP_i}{\sum_{i=1}^n CE_i}$$

Where CE_i is the number of credits offered in the i^{th} subject of a semester for which SGPA is to be calculated, GP_i is the corresponding grade point earned in the i^{th} subject and n is number of subjects in the semester.

The cumulative Grade Point Average (CGPA) is calculated as under:

$$CGPA = \frac{\sum_{j=1}^m SG_j NC_j}{\sum_{j=1}^m NC_j}$$

Where SG_j is SGPA earned in the j^{th} semester, NC_j is total credit allotted to the j^{th} semester and m is the number of semester till which CGPA is calculated.

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The conversion from CGPA to equivalent percentage is calculated as under:

$$\text{Equivalent percentage marks} = \text{CGPA obtained} \times 10$$

Calculation of SGPA:

Subject Code	Total Credits	Credits Earned	Grade Point	CE*GP
101	4	4	8.8	35.2
102	4	4	7.2	28.8
103	3	3	8	24
104	3	3	8	24
105	3	3	9.4	28.2
106	3	3	7	21
107	3	3	6.5	19.5
Total	23	23	54.9	180.7

$$\text{SGPA} = \frac{180.7}{23} = 7.86$$

Calculation of CGPA:

Semester	Total Credits(NC)	SGPA(SG)	SG*NC
1 st	32	6.75	216
2 nd	30	7.5	225
3 rd	30	7.8	234
4 th	28	7.25	203
Total	120		878

$$\text{CGPA} = \frac{878}{120} = 7.32$$

19. Pass criteria and grading system:

The minimum percentage of marks to pass the examination will be 40% for B.Com(Pass), B.Com(Hons.), BBA (Analytics), BBA(General/Dual Specialization), BBA(HA), BA(Hons: Economics), MBA(Dual Specialization), MBA(HA), MA(Economics) in theory and practical examination separately (including internal assessment).

20. Declaration of results:

- As soon as possible, after the semester examinations are over, the Controller of Examinations shall publish the results of those students who had appeared in the examinations.
- Each successful student/the student placed in re-appear shall receive a copy of the Detailed Marks Certificate/Grade Card Sheet of each semester examinations.
- The student whose result is declared late without any fault on his/her part may attend the classes of higher semester provisionally at his/her own risk and responsibility, subject to his/her passing the concerned semester examination. In case, the student fails to pass the concerned semester examination, he/she will be governed by the clause 16 & 17 of these regulations.

21. Grace marks:

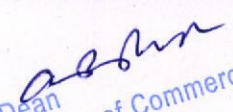
Maximum 1% of total marks excluding internal assessment marks can be awarded to a student in one academic year.

22. Other provisions:

- Nothing in the Ordinance shall debar the University from amending the Ordinance and the same shall be applicable to all the students whether old or new.

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- b) Any other provision not contained in the Ordinance shall be governed by the rules and regulations framed by the University from time to time.
- c) In case of any interpretation, the Vice Chancellor is empowered in this regard and his interpretation shall be the final.
- d) Notwithstanding the integrated nature of this course which is spread over more than one academic year, the Ordinance in force at the time a student joins the course shall hold good only for the examination held during or at the end of the academic year.


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SCHEME OF EXAMINATION


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**BBA HA 1st Semester
Course Curriculum**

BBAHA 1st Semester

Paper Code	Nomenclature	Internal	External	Total	Credits	Remarks	Year
FIRST SEMESTER							
06050103	Medical Terminology	40	60	100	3	Elective	2017, 2018
06050107	English Language	40	60	100	3	Elective	2017, 2018
06050108	Management Concept	40	60	100	3	Elective	2017, 2018
06050109	Business Laws	40	60	100	3	Elective	2017, 2018
06050110	Business Statistics	40	60	100	4	Elective	2017, 2018
06050111	Financial Accounting	40	60	100	4	Elective	2018
SECOND SEMESTER							
06050207	Organizational Behaviour	40	60	100	3	Elective	2017, 2018
06050208	Cost Accounting	40	60	100	4	Elective	2017, 2018
06050209	Hospital & Health System	40	60	100	4	Elective	2017, 2018
06050211	Business Communication	40	60	100	3	Elective	2017, 2018
06050212	Business Informatics	40	60	100	4	Practical	2017, 2018
06050214	Environmental Sciences	40	60	100	2	Elective	2017, 2018
06050215	Customer Relationship Management	40	60	100	3	Elective	2018
THIRD SEMESTER							
06050304	Material Planning and Hospital	40	60	100	3	Elective	2018
06050307	Hospital Operations Management	40	60	100	4	Elective	2017, 2018
06050309	Business Ethics	40	60	100	3	Elective	2017, 2018
06050310	Marketing Management	40	60	100	3	Elective	2017, 2018
06050311	Management Information System	40	60	100	3	Elective	2017, 2018
06050312	Business Environment	40	60	100	3	Elective	2018
FOURTH SEMESTER							
06050407	Human Resource Management	40	60	100	3	Elective	2017, 2018
06050408	Financial Management	40	60	100	4	Elective	2017, 2018
06050409	Business Research Methods	40	60	100	3	Elective	2017, 2018

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06050412	Project Management	40	60	100	4	Elective	2017, 2018
06050414	Hazards & Disaster Management Management	40	60	100	3	Elective	2018
06050415	Health Economics	40	60	100	3	Elective	2018
FIFTH SEMESTER							
06050507	Customer Relationship Management	40	60	100	3	Elective	2017
06050508	Operation Management	40	60	100	4	Elective	2017
06050509	Income & Service Tax	40	60	100	4	Elective	2017
06050510	Epidemiology & Public Health Administration	40	60	100	4	Elective	2017
06050511	Hospital Core Services	40	60	100	4	Elective	2017
06050512	Cont. Material Planning and Management	40	60	100	4	Elective	2017
06050513	Summer Internship Report	0	100	100	1	Practical	2017
06050514	Summer Internship Project Report	0	400	400	20	Practical	2018
06050515	Viva Voce	0	100	100	1	Practical	2018
SIXTH SEMESTER							
06050601	Income Tax and Service Tax	40	60	100	4	Elective	2018
06050604	Hospital Related Law	40	60	100	4	Elective	2017, 2018
06050607	Strategic Management	40	60	100	3	Elective	2017, 2018
06050609	Quality in Health Care	40	60	100	4	Elective	2017, 2018
06050612	Comprehensive Viva	0	100	100	1	Practical	2017, 2018
06050613	E-Commerce	40	60	100	3	Elective	2018
06050614	Hospital Support & Utility Services	40	60	100	3	Elective	2018
06050615	EPIDEMIOLOGY & PUBLIC HEALTH ADMINISTRATION	40	60	100	3	Elective	2018

06050605 - Environment Science & Health
06050610 - Sociology

Semester-wise Credit Breakup

BBAHA curriculum consists of one hundred forty one credits. Equivalent number of credits for each course is indicated in the "Semester Wise Course Description". Semester-wise distribution of credit point is as follows:

Semester	No. of Courses	No. of Credits
I	6	21
II	7	22
III	6	22
IV	7	22
V	8	27

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VI	8	27
Total		141

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SYLLABUS

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**BBAHA First Semester
Management Concepts -06050108**

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

- 2. Objective:** This course is an introduction to the management function. It will focus on the theory and fundamental concepts of management including planning, organization, staffing, directing and controlling. This course will review the evolution of management thought, function and practice and will stress on current approaches and emerging concepts.

3. Syllabus:

Unit - I

Concept of Management: Nature, Process & Significance, Functions of management, Management V/s Administration, Principles of Management, Scientific Management, Management Thought - The Classical School, the Human Relations School, Systems Theory, Contingency Management, Developing Excellent Managers. Cross cultural issues in management.

Unit - II

Planning: Nature and Purpose of Planning, The Planning Process, Principles of Planning, Types of Planning, Advantages, and Limitations of Planning. Organizing: Nature and Purpose of Organizing, Span of Management, Determinants of Span of Management, Line and Staff Relationship, Line-Staff Conflict, Delegation, Kinds of Delegation and Decentralization, Methods of Decentralization.

Unit - III

Staffing: Concept, Nature and Importance of Staffing; Motivation, Nature and Importance of Motivation: Types of Motivation; Leadership: Meaning and Importance, Traits of a leader. Controlling: Nature and Scope of Control, Types of Control, Process of Controlling, Controlling Techniques, Effective Control System.

Unit - IV

Concept and Nature of Objectives: Types of Objectives, Importance of Objectives, Setting Objectives, Management by Objective (MBO), Benefits and Weaknesses of MBO. Strategies and Policies: Concept of Corporate Strategy, Formulation of Strategy, Types of Strategies. The Strategic Planning Process, Types of Policies, Principles of Formulation of Policies, Decision Making Process, Individual Decision Making Models.

4. Suggested Readings:

1. Koontz & Weihrich: Essentials of Management. McGraw Hill
2. C.B. Gupta: Business Organization and Management. Mayur paperbacks.
3. Rao and Narayan; Principles and Practice of Management.
4. Parsad, L. M. Principles and Practice of Management. New Delhi: Sultan Chand.
5. Druker. Peter F. Management Challenges for the 21st century. New Delhi: Butter worth Heinemann
6. Nirmal Singh – Principles of Management – Deep & Deep Publications, Pvt. Ltd., New Delhi.
7. Gupta & Chaturvedi – Organisation & Management, Shree Mahavir Book Depot.
8. P. Subha Rao–Management & Organisational Behaviour, Himlya Publishing House.
9. Harold Koontz & Heinz Weihrich, Essentials of Management, Tata McGraw Hill.
10. Stephen F. Robbins Mary Coulter– Management – Prentice Hall of India Pvt. Ltd.

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BBAHA First Semester
Financial Accounting -06050111

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

1.

2. Objective: The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

3. Syllabus:

Unit-I

Introduction: Meaning, Objectives, Process, Limitations and Basic Terms of Accounting; Generally Accepted Accounting Principles; Journalizing, Posting and Preparation of trial balance.

Unit-II

Capital and Revenue Items; Reserves and Provisions; Depreciation: Meaning, Causes, Accounting Procedure; Methods of Computing depreciation, Straight line method and Diminishing balance method, Change of method.

Unit-III

Final Accounts with adjustments; Rectification of errors.

Unit-IV

Accounting for Non-Profit organizations; Accounts from incomplete records.

4.Suggested Readings :

1. Gupta, R.L., Radha Swami, M., Financial Accounting, Sultan Chand and Sons., New Delhi.
2. Monga J.R., Ahuja, Girish, Sehgal, Ashok: Financial Accounting, Mayur Paper Back, Noida.
3. Shukla, M.C., Grewal, T.S. and Gupta, S.C.; Advanced Accounts, S. Chand and Company, New Delhi.
4. Goel, D.K., Financial Accounting, Arya Publications, New Delhi.


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**BBAHA First Semester
Medical Terminology -06050103**

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: This course provides an opportunity to develop skills for interpreting and understanding medical terms and abbreviations that are essential for working with auto accident, personal injury, or medical malpractice cases

3. Syllabus

Unit –I

Introduction to Medical Terminology, Word Formation & Syntax, Greek Alphabets, 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, Common Latin Terms used in Prescription Writing, Study of Standard Abbreviations, Commonly used Medical Terms to Define Different parts of external human body.

Unit –II

Different parts, basic Functions and Importance of the Following Systems in Human Body; Digestive system, Respiratory system, Muscular Skeletal System, Commonly terminologies used by gastroenterologist, ENT surgeon & orthopaedecian.

Unit-III

Different parts, basic Functions and Importance of the Following Systems in Human Body; Circulatory System, Male Reproductive System, Female Reproductive System, Commonly terminologies used by cardiologist gynecologist (including family planning) and oncologist

Unit-IV

Different parts, basic Functions and Importance of the Following Systems in Human Body, Central Nervous System, Excretory System, Endocrine Glands, Commonly terminologies used by neurologist, endocrinologist & dentist

4. Suggestive Readings:

1. Medical Terminology: A Living Language, by Bonnie F. Fremgen and Suzanne S. Frucht, 5th Edition
2. Quick Medical Terminology: A Self-Teaching Guide (Wiley Self Teaching Guides) by Shirley Soltesz Steiner and Natalie Pate Capp
3. Basic Medical Terminology Concepts (2nd Edition) by Marilyn White Wilson
4. Medical Terminology: The Basics (Quick Study Academic)
5. Medical Terminology: The Body (Quick Study Academic) by BarCharts
6. A guide for beginners to medical terminology by Beatrice Saxon (1960)


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: The word 'Law' denotes rules and principles either enforced by state or self imposed by the members of a society to control and regulate people's behavior with a view to securing justice, peaceful living and social security. With the increasing complexities of the modern business world, the scope of 'Business Law' has enormously widened. The need for the knowledge of law cannot be over-emphasized. Every person is presumed to know the law. As such it is indispensable for the people engaged in economic and commercial pursuits to acquaint themselves with the general principles of the basic business laws.

3.Syllabus:

Unit- I

The Indian Contract Act, 1872 : Contract, Essentials of valid Contract, Formation of Valid contract - Offer and Acceptance, Void Agreement Capacity of Parties and Consideration Free consent, Legality of object, Discharge of a Contract, Remedies for breach of contract and Quasi contract, Indemnity and Guarantee, Bailment and Pledge, Contract of Agency

Unit - II

The Companies Act, 2013: Formation of Company, Kinds of companies, Incorporation of a company, Memorandum and Articles of Association, Functioning of Company: Prospectus – Contents, Abridged Prospectus & Red-Herring Prospectus, Directors: Appointment, Removal, Power & Duties, Meetings, Winding up

Consumer Protection Act, 1986: Basic concepts, Rights of Consumers, Redressal Machinery under the act, Procedure for complaints under the act, Relief available to consumers

Unit- III

Negotiable Instrument Act, 1881: Kinds of negotiable instruments, Promissory Note, bill of exchange, Cheques, Crossed Cheques, Penalties in case of dishonor of Cheques Sales of Goods Act, 1930: Essentials of valid sales, Conditions and Warranties, Transfer of Ownership, Rights of Unpaid Seller, Performance of Contract of sale

Unit- IV

Partnership Act, 1932: Partnership and its essentials, Rights and Duties of Partners, Types of Partners Minor as a partner, Doctrine of Implied Authority, Registration & dissolution of Firms, settlement of accounts, Limited Liability Partnership, 2008, IT Act, 2000, Environmental protection Act – Introduction

4.Suggested Readings:

1. Ashok Sharma, Business regulatory Framework, V.K. Publications
2. N.D.Kapoor, Business Law. Sultan Chand & Co., New Delhi
3. M.C.Kuchhal, Business Laws, Sultan Chand & Co., New Delhi


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: The overarching objective of Business Statistics is for students to describe data and make evidence based decisions using inferential statistics that are based on well-reasoned statistical arguments.

3.Syllabus:

Unit -I

Meaning and Definition of Statistics, Classification and Tabulation of Primary and Secondary data, Presentation of data, Graphic diagrammatic presentation, Mean Median, and Mode, Functions & Limitations of Statistics, Geometric Mean, Harmonic Mean

Unit -II

Range, Inter Quartile Range, Quartile Deviation, Mean Deviation and Standard Deviation, Coefficient of variation, Lorenz Curve, Skewness and its Measures, Graphical Measure of Dispersion, Kurtosis, Moments, Time series analysis

Unit -III

Co-relation co-efficient, regression lines and equations, Regression coefficients, Methods of Simple Regression Analysis, Coefficient of Correlation by Concurrent Deviation Method, The coefficient of Determination

Unit -IV

Probability: Concept, Addition and Multiplication laws, Expectation. Probability distributions: Binomial, Poisson, Normal, Baye's Theorem

4.Suggested Readings :

1. Dr.S.P.Gupta, Statistical methods, S.Chand & Co., New Delhi.
2. D.N.Elhance, Veena Elhance, B.M.Aggarwal, Fundamentals of Statistics, Kitab Mahal.
3. N.P.Aggarwal, Quantitative Techniques, Ramesh Book Depot., Jaipur.
4. R.P.Hooda, Statistics for Business and Economics, Mcmillan India Ltd., New Delhi.


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: To gain a solid understanding of human behavior in the workplace from an individual, group, and organizational perspective. This course deals with human behavior in organizations. Conceptual frameworks are applied to course topics which include: motivation, learning and development, group dynamics, leadership, communication, power and influence, change, diversity, organizational design, and culture.

3.Syllabus:

Unit -I

Changing paradigm of management—Contingency and contemporary Approach to Management, Management of strategic Change, Knowledge Management, Learning Organization. Foundations of Individual Behavior: The organization and the individual: Personality: Determinants and Attributes, Job Attitudes, Learning and Learning Theories, Perception , Cross cultural issues.

Unit -II

Motivation: Definition and concept, theories of motivation- Maslow's Hierarchy of Needs, Herzberg's Two Factor theory, ERG theory, Vroom's Expectancy theory, Equity theory, Reinforcement theory and Behaviour Modification.

Unit -III

Foundations of Group Behaviour: Defining and Classifying Groups, stages of group development, Group Structure, Group Processes, Group Dynamics, Group v/s Team, Team Effectiveness. Group and Inter-group Relations.

Unit - IV

Leadership: Nature and Significance of leadership, leadership in different cultures, leadership theories and Styles : Trait theories, Behavioural theories. Contingency theories. Situational theory, Path Goal theory, emotional intelligence and leadership effectiveness, Recent developments in Leadership Theory.

4.Suggested Readings :

- 1) Griffin, Ricky W, Organizational Behaviour, Houghton Mifflin Co., Boston.
- 2) Hellreigel, Don, John W. Slocum, Jr., and Richards W. Woodman, Organizational Behavior, South Western Faculty Publishing, Ohio.
- 3) Hersey, Paul, Kenneth H. Blanchard and Dewey E Johnson, Management of Organisational Behaviour: Utilizing Human Resources, Prentice Hall, New Delhi.
- 4) Ivancevich; John and Micheol T. Matheson, Organisational Behaviour and Management, Tata McGraw- New Delhi.Hill
- 5) C.B. Gupta, Business Organization and Management, Mayur paper backs


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: The purpose is to expose the students to the costing process and how cost information could play a significant role in Management of Organisations.

3.Syllabus:

Unit-I

Meaning, objectives and advantages of cost accounting, Difference between financial, cost, and management accounting. Cost concepts and classifications. Preparation of cost sheet

Unit-II

Material (inventory) Control : Concept of Material Cost. Meaning and objectives of material control. Accounting and control of purchases, storage and issue of materials. Methods of pricing of material issues. Fixation of inventory levels - minimum level, maximum level, danger level and methods of valuing material issues. Replacement, treatment of material losses.

Unit-III

Labour Cost Control : Meaning and Computation of Labour cost. Concept, objectives and importance of labour cost control. Time keeping and book keeping. Concept and treatment of labour turnover, idle time, overtime and fringe benefits. Wage payment: time wage system, piece wage system, incentive wage plans – individual plans and group plans.

Unit-IV

Concept, classification, allocation, apportionment and absorption of overheads, Under-absorption and over-absorption. Capacity costs. Treatment of certain items in costing: interest on capital, packing expenses, research and development expenses. Activity based costing.

Methods of costing : unit costing, job costing, contract costing, process costing (process losses, valuation of work in progress, joint and by-products), service costing (only transport).

4.Suggested Readings :

1. Cost Accounting by M.L Aggarwal, Sahitye Bhawan Publications.
2. Cost Accounting by SP Gupta, VK Publication.
3. Cost accounting by Asish Bhattacharyya, PHI Publication


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BBAHA Second Semester
HOSPITAL AND HEALTH SYSTEM -06050209

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: provide the students a basic insight into the main features of Indian health care delivery system and how it compares with the other systems of the world.

3.Syllabus:

Unit -1

Definition and Meaning of Health, Concept of Health, Holistic Approach to Health, Basic Information Relating to Health, Historical Development of Health Care System in India, Determinants to Health, Responsibility for Health, health & Development, Indicators of Health, Concept of Disease, Concept of Causation, Natural History of Disease, Concepts of Control, Modes of Intervention, Definition and Meaning of Hospital, Historical Development of Hospitals, Growth of Hospital in India.

Unit II

Present State of Government Hospitals, National Health Policy, Goals for Health for All by 2000, Ad and Beyond, Health Committees and their Recommendations, Health Plan Outlays during 1951 till Date, National Health Budget, Purpose, Types & Practices in Indian Context, Hospital Viewed as a System, Role of Hospitals, Hospital Viewed as a Social System.

Unit III

Changing Concept of Hospitals during 1990-2003, Modern Hospital as a Complex Entity, Present Status of Hospitals in India, Reforms of Healthcare System. , Peculiarities of Hospital Systems, Benefits to the Health Care Systems, Overview of Health Care Delivery System, Role of Hospitals in Primary Health

Unit IV

Evaluating Health System, health Programmes in India, Managerial Process in National Health Development, Cost Benefit Analysis in Health Field.

4. Suggestive Readings:

1. Cumper G.E. Evolution of International Health System. Oxford University Press. New York
2. Goel, S.L and R. Kumar. Management of Hospital. Deep & Deep, New Delhi
3. Park, K. Ocial Medicine. BanarsidasBhanot Publishers.
4. Eugenia L. Siegler,Saeid Mirafzali,Janice Foust. An Introduction to Hospitals and Inpatient Care.
5. Leon Gordis. Textbook of Epidemiology
6. Oxford Text Book of Public Health -Oxford Medical Publication
7. David Armstrong. An Outline of Sociology as Applied to Medicine

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BBAHA Second Semester
Managerial Skills -06050210

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: To offer exposure of essential managerial skills to students and developing these skills in the students.

3.Syllabus:

Unit I

Introduction to skills & personal skills Importance of competent managers, skills of effective managers, developing self awareness on the issues of emotional intelligence, self learning styles, values, attitude towards change

Unit II

Problem solving and building relationship: Problem solving, creativity, innovation, steps of analytical problem solving, limitations of analytical problem solving, impediments of creativity, multiple approaches to creativity, conceptual blocks, conceptual block bursting.

Unit III

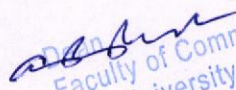
Building relationship Skills for developing positive interpersonal communication, importance of supportive communication, coaching and counselling, defensiveness and disconfirmation, principles of supportive communications, Personal interview management

Unit IV

Team building: Developing teams and team work, advantages of team, leading team, team membership, Empowering and delegating: Meaning of empowerment, dimensions of empowerment, how to develop empowerment, inhibitors of empowerment, delegating works.

4.Suggested Readings:

1. V.S.P.Rao Managerial Skills Excel Books, 2010, New Delhi
2. David A Whetten, Cameron Developing Management skills, PHI 2008
3. Ramnik Kapoor Managerial Skills PathMakers ,Banglore
4. Kevin Gallagher, Skills development for Business and Management Students,Oxford,2010
5. Krishnamohan & Meera Banerjee, 1998. Developing Communication Skills, New Delhi: McMillan India Ltd.
6. Ragendra Pal & Korlahali J.S. 1996. Essentials of Business Communication, New Delhi: 1996: Sultan Chand & Sons.


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: The objective of the course is to help the students to acquire the basics of interpersonal communication, corporate communication and soft skills, so as to improve their communication skills and ability to understand others along with the personality development as per the requirement of the corporate world. Students will learn to analyze, understand and write clear and concise business communication statements and strengthen their oral presentation competence.

3.Syllabus:

Unit-I

Basics of Communication, Seven C's of Effective Communication, Nature and Process of Communication, Types of Communication: verbal and non-verbal. Different forms of communication. Barriers to Communication: Linguistic, psychological, interpersonal, cultural, organizational etc.

Unit-II

Letter Writing, presentation, inviting quotations, sending quotations, and social correspondence, , Office Memos, Notices, Agenda, Minutes of Meetings, Report Writing, types of business reports, structure of reports, E-mail Writing

Unit-III

E-Correspondence, Viewing and Reviewing of Books and Forms of Writing (C.V and Job Application)

Unit-IV

Applied Grammar – Structure of Sentences, Importance of Vocabulary, Antonym & Synonyms, Homophones Writing Bibliography/ Citations/References, Brochures, Spoken English, Presentation of Plans, Speech, Preparation, Mode of Delivery of presentations; Addressing the Audience.

4.Suggested Readings :

1. Kaul, Asha, Business Communication, PHI, New Delhi
2. Kaul, Asha, Effective Business Communication, PHI, New Delhi
3. Chaturvedi, P.D., and Mukesh Chaturvedi, Business Communication , Pearson Education
4. McGrath, E.H., Basic Managerial Skills for All, PHI, New Delhi
5. Rai, U., & Rai, S. M. (2015). Business communication. Himalaya Publishing House.
6. Verma, S (2014). Business Communication: Essential strategies for 21st Century Managers
7. KoneraArun, Professional Communication, Tata McGraw Hill, New Delhi.


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: To offer exposure of essential computer skills to students and developing these skills in the students.

3.Syllabus:

Unit I: Operating Systems

DOS: External and Internal Commands and Features.

WINDOWS 7: Basic Operations, utilities and features.

UNIX: Introduction, features and basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, ch mod, rmdir, who, who am I, banner, date, kill, etc.).

Unit II: MS Office 1

MS Word 2007: Word basics, formatting text and documents, working with headers, footers and footnotes, tabs, tables and sorting, working with graphics, templates, wizards and sample documents, introduction to mail merge and macros.

MS Access 2007: Database creation, screen/form design, report generation using wizard

Unit III: MS Office 2

MS Excel 2007: Excel basics, rearranging worksheets, excel formatting tips and techniques, introduction to functions, Excel's chart features, working with graphics, using worksheet as databases, automating "what-if" projects.

MS PowerPoint 2007: PowerPoint basics, creating presentation the easy way, working with text in PowerPoint, working with graphics in power point.

Unit IV: Information Technology

Introduction to IT and its development, Impact and Future of IT in Business Organisation, Overview of the following: 4 GL, Image processing, Virtual Reality, Video Conferencing, Decision Support System, Expert System, Artificial Intelligence, and Information Super Highways.

4.Suggested Readings:

1. Balagurusamy **Fundamentals of Computer** 1e, Tata MacGrawHill
2. Deepak Bharihoke **Fundamentals of Information Technology** Excel books
3. Manish Mahajan **IT Infrastructure & Management** Acme learning
4. Rashi Agarwal **Computer Organisation and Design**, Acme learning


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective:

To expose the students for operations of hospitals in a detailed manner which will include all facets of hospital planning activities covering every department that is involved both in clinical care as well as supportive services.

3.Syllabus:

Unit-I

Promoting and building a new Hospital: Planning the Hospital, Guiding Principles in planning Hospital Facilities and Services in Planning, Preliminary Survey, Financial Planning Equipment Planning, Assessment survey of Community, Factors determining site, legal requirements, design consideration, Project Management

Unit-II

Planning and designing administrative services, Financial Management Unit, Hospital Information System, nursing Service Administrative Unit, Human resource management, Marketing and public Relations Unit

Unit-III

Planning & Designing Medical & Ancillary Service ;Out Patient services, Emergency Services, Clinical Laboratories, Radiological Services, Surgical Department, Labour and delivery suites, Physical Therapy, Occupational Therapy, Speech and Hearing therapy, Planning and Designing nursing services- general Nursing unit, Paediatric Nursing Unit, Obstetric Nursing Unit, Psychiatric Nursing Unit, Intensive Care Units

Unit-IV

Planning and Designing Supportive Services; CSSD, Pharmacy, Admitting department, Housekeeping services, Public areas

NOTE

Planning and designing the system would include: Location, Flow chart of operation, design based on flow chart, Physical facilities and space requirements, Statutory requirements, Special features, Problem situation, Auxiliary requirements, Work load estimation- Documentation, Equipment & supplies.

4. Suggested readings:

- 1.Principles of Hospital Administration & Planning: B.M.Sakharkar
- 2.Park's textbook of Preventive & Social medicine
- 3.Management of Hospitals: S.L.Goel, R.Kumar
- 4.Hospital & Health Services administration, Tabish.
- 5.Kunders, G.D.Hospitals- facilities planning and management

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BBAHA Third Semester
Health Economics -06050308

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The primary aim of this subject is to provide a clear, concise introduction to micro economic concepts, health economics as applied to hospital sector.

3. Syllabus:

Unit-I

Nature and Scope of Health Economics :Introduction to Economics, definition and meaning, basic concept of Health Economics, Natural Resources of a country, Economic Levels, GNI, GDP, per capita income, Net national Product (NNP).

Unit-II

Utility analysis in Health economics: Concept of cost in health care, Fixed and Variable costs, Opportunity cost, Cost Benefit and Cost effective analysis.

Unit-III

Evaluation in Health Economics: Economic evaluation of health programs, basic Economics of Health programs in India and for communicable and non-communicable diseases.

Unit-IV

Demand and Supply in Health care; Concept of Demand and Supply in health Care, Price Elasticity and characteristics of Third party Administrators in Hospital Economics.

4. Suggested Readings:

1. Park's Textbook of Preventive and Social Medicine. 22nd ed.
2. Philips, Ceri J. Health Economics: An introduction for health Professionals. Oxford: Blackwell Publishing.
3. Clewer, Ann and D Perkins. Economics for Health Care Management. Prentice Hall.
4. Folland S. A. C. Goodman and M. Stano. Economics and Health and Healthcare. Prentice Hall.
5. Adhikary, Manab. Business Economics. New Delhi: Excel Books.
6. Mehta, Paul. Managerial Economics. New Delhi: Sultan chand.
7. Dhingra, I.C. Fundamental of Business Economics. New Delhi: Sultan Chand.


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BBAHA Third Semester
HOSPITAL HAZARD & DISASTER MANAGEMENT-06050301

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The objective of this paper is to acquaint the students with various hospital hazards

3. Syllabus:

Unit-I

Hospital hazards meaning- Types- Physical- Biological Mechanical- Psychological- Its impact on employees- Preventive measures- Hospital Hazards Management: Meaning- Need- Principles- Purpose.

Unit - I

Control of Hospital Acquired infections: Control of hospital acquired infection, Types of infection- Common Nosocomial infection and their Causative Agents- Prevention of hospital acquired infection- Role of central sterile supply department - Monitoring and control of cross infection - Staff Health - Patient Safety.

Unit - II

Biomedical Waste Management: Meaning-Categories of Biomedical Wastes- Disposal of biomedical waste products- Incineration and its importance- Indian Medical Association- Government Rules and Schedules – Standards for Waste autoclaving, microwaving and deep burial- Segregation- Packaging- Transportation- Storage.

Unit - III

Disaster: Meaning- Types- Manmade- Natural- Need for Disaster Management (NDMA)- Management of Natural Disaster: Food , Earth Quake, Drought, Cyclone, tsunami- Epidemics: Cholera, Plague, Typhoid, Jaundice - Management of epidemics.
Management of manmade disaster-Nuclear, Biological, Chemical Disasters- Accidents: Road, Train, Fire- Management
Management of disaster- Prevention- Method Precautions- Ambulance Management- Role of Hospitals, Community, Voluntary agencies and Government in disaster management.

4. Suggested Readings:

1. Shahunth and Panekar V. First Aid. Vora Medical Publication.
2. First Aid Manual: Accident and Emergency. Vora Medical Publication.
3. Park. K. Preventive and Social Medicine.
4. Park, K. Textbook on Hygiene and Preventive Medicine. Banarsidas Bhanot.

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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: Business ethics constitutes moral principles or rules of behavior which should govern the conduct of business enterprises. It sets the guidelines for judging what is right and what is wrong in the behavior of businessman. It implies just and fair conduct on the part of a businessman which goes beyond observing laws and government regulations. Hence the need of studying Business ethics.

3. Syllabus:

Unit-I

Thinking conceptually about Politics: Liberty, Equality, Justice, Rights and Recognition, The idea of a good society. Concept of Business Ethics and Corporate Social Responsibility. Drivers of CSR, ISO 26000

Unit-II

Domain of Politics and ethics: Democracy and Welfare State, Market and Globalization. Approaches to Moral Reasoning: Consequentialism, Deontology, Teleological reasoning.

Unit-III

Politics and Ethics in Business: Corporate Code of Ethics.

(a) Environment

(b) Accountability

(c) Responsibility

(d) Leadership

(e) Diversity

Corporate Social Responsibility, Arguments For and Against; Strategic Planning and Corporate Social Responsibility; Corporate Philanthropy

Unit-IV

Corporate scandals- Maxwell communication, Enron, WorldCom, Anderson worldwide, Satyam computers. Whistle Blowing, Insider Trading, Discrimination, Discriminative and affirmative action, Advertising and marketing: False or deceptive advertising, consumer rights and safety. Common governance problems noticed in various corporate failures.

4. Suggested Readings:

1. Christine A Mallin, Corporate Governance (Indian Edition), Oxford University Press, New Delhi.
2. Andrew Crane Dirk Matten, Business Ethics (Indian Edition), Oxford University Press, New Delhi.
3. J. P. Sharma, Corporate Governance, Business Ethics & CSR, Ane Books Pvt. Ltd., New Delhi.
4. Bhanu Murthy, K. V. and Usha Krishna, Politics Ethics and Social Responsibilities of Business, Pearson Education, New Delhi
5. Hugh La Follette, Theorizing about Ethics' in Ethics in Practice: An Anthology, Blackwell.
6. Michael F. Wagner, A Historical Introduction to Moral Philosophy, Prentice Hall.

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BBAHA Third Semester
Marketing Management -06050310

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective:

1. To identify core concepts of marketing and the role of marketing in business and society.
2. Inculcate ability to develop marketing strategies based on product, price, place and promotion objectives.
3. Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.
4. Ability to apply knowledge and skills to real-world experiences in an internship.

3. Syllabus:

Unit -I

Introduction to marketing, difference between marketing and selling, Evolution of marketing concepts, Marketing Mix, Marketing process, Marketing environment

Unit- II

Determinants of consumer behavior, consumer purchase decision process; market segmentation-concept, importance and bases, Target marketing, Differentiation and positioning, Product differentiation v. market segmentation

Unit- III

Product and Product line decisions; Branding, Packaging and Labelling decisions, Product life cycle, New Product Development; Pricing decisions; Pricing policies and strategies.

Unit- IV

Marketing Channels, Retailing, Wholesaling, Warehousing and Physical distribution, Conceptual introduction to supply chain management, conceptual introduction to customer relationship marketing; Promotion Mix and factors affecting promotion mix, Types of Marketing- Tele Marketing, E-Marketing- service Marketing, Rural Marketing- features and importance, suggestion for improvement of Rural Marketing.

Project work

1. Supply Chain for various consumer goods e.g. fast-selling and perishable goods.
2. Promotional methods and strategies of on line retailers and fixed place retailers in contrast; of automobile companies, of fresh food chains etc.

4. Suggested Readings:

1. Kotler, Keller, and Jha, Marketing Management, Pearson Education
2. Zikmund and D'Amico, Marketing, Thomson Learning
3. Etzel, Walker, Stanton & Pandit, Marketing Concepts and Cases.
4. Arun Kumar, Meenakshi, Marketing Management, Vikas Publishing House.
5. Saxena, Rajan, Marketing Management, Mc Graw Hill
6. Chhabra and Grover: Marketing Management, Dhanpat Rai


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: The objective of this paper is to acquaint the students with management information system are of great importance for business decision-making.

3. Syllabus:

Unit- I

Data vs Information, Importance of Information, Types of Information System, Transaction Processing System, Decision Support System, Group Decision Support System, Executive Information System.

Unit- II

Management Information System: Concept, Information System Requirements at Different Management Levels, Decision Making and Information System, Decision Making Process, Decision Making Model, Problem Solving and System Approach to Problem Solving.

Unit- III

System Analysis and Design, SDLC, Role of System Analyst, Functional Information System: Production Information System, Marketing Information System, Financial Information System, Human Resource Information System

Unit- IV

Information System Resources, Ethical and Social Issues in Managing Information System Resources, Cyber Crime, Information Security and Cyber Laws, Audit of Information System

4. Suggested Readings:

1. Management Information Systems, Mudrick & Ross, Prentice Hall of India
2. Management Information Systems, Sadagopan, Prentice Hall of India
3. Management Information Systems, CSV Murthy, Himalaya publications.
4. Management Information system, O'Brien Marakas, Tata Mc Grew hill (9th Edition, 2010)
5. Management Information system, L M Prasad, Sultan Chand Publishing House(2nd Edition ,2011)
6. Information system concepts for Management, Lucas,H.C, Tata Mc Grew Hill (1st Edition, 1986)
7. Managing Information system in the digital Firm, Loudon K.C, Prentice Hall of India (2006)

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**BBAHA Fourth Semester
Human Resource Management -**

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization in order to achieve business objectives. In this course, students will learn the basic concepts of HRM, various parts of HRM, such as HR policy, organizational structure, HR systems (recruitment, selection, placement, training evaluation, compensation and development) and organizational culture.

3. Syllabus:

Unit I

Nature of Human Resource Management-Concepts, Objectives and Functions; HRD-Concept and Mechanisms; Role and status of HR Manager; Organization of HR Department; HR Policies; HRM in globally competitive environment; Strategic Human Resource Management.

Unit II

Acquiring Human Resource: Human Resource Planning, Job analysis and job design, employee involvement, flexible work schedules, Recruitment and Selection-new trends; Placement and induction; Right sizing.

Unit III

Developing human resource: Employee training, training need assessment, Training methods and evaluation, cross cultural training, Designing executive development programme, Techniques of Executive development, Career planning and development.

Unit IV

Enhancing and rewarding performance: Establishing Performance Management system; Performance Appraisal-Techniques of appraisal; Potential Appraisal and employee counselling; Establishing reward and pay plans-job evaluation, wage and incentive plans, employee benefits, ensuring safety and healthy work environment.

Project Work:

1. Recruitment and Selection Policies of known companies in the neighbourhood with special reference to executives at three levels—entry level, middle level and top level, of technical hands, professionals and managerial executives.
2. Training and development programmes in different companies—manufacturing companies, service companies, IT companies etc. for different levels of employees—goals, contents, techniques and renewals.

4. Suggested Readings:

1. Dessler, Human Resource Management, Prentice Hall
2. Decenzo & Robbins, Fundamentals of Human Resource Management, Wiley India.
3. Werther and Davis: Human Resource Management, Prentice Hall
4. Chhabra, T.N., Human Resource Management, Dhanpat Rai & Co., Delhi.
5. Gupta, C.B., Human Resource Management, Sultan Chand & Sons, Delhi.


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The objective of the study is to expose the student to analytical framework guiding financial decision making within the business firm. Emphasis is placed on financial analysis, the evaluation of investment opportunities available to the firm, working capital management, and the analysis of alternative means of financing the firm. To be effective in finance, student must understand how supply and demand interact to determine prices and interest rates and how changes in national economic variables affect industries and firms within that economy.

3. Syllabus:

Unit-I

Financial Management: Meaning, concept, significance, objectives and scope; financial decisions. Time value of money, Risk and Return Analysis.

Unit- II

Financial Planning: Concept and theories. Capitalization: meaning, types (over capitalization, undercapitalization and optimum capitalization). Financial forecasting: Meaning, purpose, process, types, methods and theories. Sources of finance

Unit-III

Capital Structure: Concept, patterns, point of indifference, theories, sound capital mix, capital gearing, financial distress and pecking order theory. Leverages: Meaning and types (financial leverage, operating leverage, composite leverage).

Cost of Capital: Concept, significance, computation of cost of capital (cost of debt, Inflation adjusted cost of debt, cost of preference capital, cost of equity share capital and CAPM, cost of retained earnings and weighted average cost of capital).

Unit-IV

Capital Budgeting: Nature, significance and techniques. Risk and uncertainty in capital budgeting; risk adjusted discounting rate, certainty equivalent method, sensitivity technique, probability technique, standard deviation technique, co-efficient of variation method and decision tree analysis.

Management of Cash and Marketable Securities: Objectives of Cash Management, Factors Determining Cash Needs, Receivables Management: Meaning, Objectives, Credit Policies. Inventory Management: Introduction, Objectives, Techniques.

4. Suggested Readings:

1. Gupta, S.K.. & Sharma, R.K., Financial Management: Theory and Practice. Sultan Chand and Sons
2. Goel, D. K., Goel, R., & Goel, S., Accounting for Management and Financial Management. Avichal Publishing Company.
3. Pandey, I. M., Essentials of Financial Management, 4th Edition. Vikas Publishing House.
4. Maheshwari, S. N., Financial Management: Principal and Practices. New Delhi, Sultan Chand.


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BBAHA Fourth Semester
MEDICAL RECORD MANAGMENT -06050411

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: The course includes a study of techniques for interpreting medical records related to these types of cases. The student will learn basic concepts related to records including; determination of accuracy, how technology can impact record retrieval, what to look for within the record and the basic principles of medical summaries

3.Syllabus:

Unit I

Hospital Records: Meaning – Functions- Importance of medical records to patients, Doctors, Hospitals, Public , Education and Research.

Hospital Records: Types & contents

Unit- II

Functional organization of MRD; physical facilities ,planning of medical record for 200 bedded hospital, medical record committee ,responsibilities of mrd processing of records , coding and indexing.

Unit- III

Records Management: Registers, forms, importance. Principles of record keeping – Merits and limitation – Electronic form records maintenance. Hospital statistics – Evaluation of medical care (Medical, Nursing, Pharmacy etc. audits).

Unit- IV

Medical Registers: Meaning- Types- Purpose- Advantages- Principles of designing records- Registers in various departments – Common issues. Medical forms and Reports: Meaning- Types and significance- Principles of designing- Statutory registers and reports to be maintained- specimens.

4. Suggested Readings:

1. Pal, Rajendra, and J.S. Korlahalli. *Essentials of Business Communication*. New Delhi: Sultan Chand.
2. Ghosh, K. Prasantha . *Office Management*. New Delhi: Sultan Chand.
3. Francis, C.M., and Mario C. De Souza. *Hospital Administration*. 3rd ed. New Delhi: Jaypee Brothers.
4. George, M.A. *Hospital Administrator*. New Delhi: Jaypee Brothers.
5. Mogli. J.D. *Medical Records: Organization & Management*. New Delhi: Jaypee Brothers.


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: Student will become familiar with mechanism for conducting business transactions through electronic means. Student will able to explain various aspects of E-Commerce.

3. Syllabus:

Unit-I

Introduction: Meaning, nature, concepts, advantages and reasons for transacting online, categories of E-Commerce. Planning Online Business: Nature and dynamics of the internet, pure online vs. brick and click business; assessing requirement for an online business designing, developing and deploying the system, one to one enterprise.

Unit-II

Technology for Online Business: Internet, IT Infrastructure, Middleware, contents: Text and Integrating E-business applications. Mechanism of making payment through internet: Online payment mechanism; Electronic Payment systems; payment Gateways; Visitors to website; tools for promoting websites; Plastic Money: Debit Card, Credit Card;

Unit- III

Laws relating to online transactions: Salient Features. Applications in E-Commerce: E-commerce applications in manufacturing, wholesale, retail and service sector.

Unit-IV

Virtual existence: Concepts, working, advantages and pitfalls of Virtual organization, workforce, work zone and workspace and staff less organization. Designing an E-Commerce Model for a middle level organization: The conceptual design, giving description of its transaction handling, infrastructure and resources required and system flow chart. Security in E-Commerce: Digital Signatures, Network security, Data encryption with secret keys, data Encryption public keys.

4. Suggested Readings:

1. Amor, Daniel. E Business R, Pearson
2. Greenslein & Feinman. Electronic Commerce. TMH
3. David Whiteley. E-Commerce: Strategy, Technologies and Applications. TMH.
4. Joseph, P.T. E-Commerce- A Managerial Perspective. PHI.
5. Elias M. Awad. Electronic Commerce: from vision to fulfilment. PHI.


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BBAHA Fourth Semester
Business Research Methods -06050409

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The course provides basic knowledge on research methods that equips one to make decisions based on actual business conditions. At the end of this course, students will be able to demonstrate knowledge in different types of research methods and techniques; display skill in performing statistical and research analysis and compose structured reports that reflect in appropriate decision making.

3. Syllabus:

Unit - I

Meaning, Purpose, Characteristics and Managerial Value of Business Research, Criteria for a good Business Research Study, Types of Business Research Studies, Business Research Methods and Research Methodology, Organizing Business Research Function, Characteristics of a Good Report on Research Study, Role of Business Research in Making Decisions, Issues and Trends in Business Research, Role of Computers in Business Research, Business Research Process, Business Research Problem.

Unit II

Definition of Business Research Design, Type of Business Research Design, Statistical/Formal Experimental Design, Sampling, Sampling Process, Type of Sampling Methods, Characteristics of a Good Sample Design, Scale Classification, Business Measurement Scales, Scaling Techniques, Comparative & Non-Comparative Scaling Techniques

Unit III

Methods of Data Collection- Questionnaire and Schedules, Processing of data, Preliminary Analysis: Statistical Average, Measures of Dispersion, Simple Correlation and Regression

Unit IV

Meaning of Hypothesis Testing, standard error Hypothesis Testing- Student t-test, z-test on one variable

4. Suggested Readings:

1. CR Kothari, Research Methodology methods and techniques ,New Age international Pvt Ltd
2. SL Gupta and Hitesh Gupta, Business Research Methods, McGraw Hill Education Pvt. Ltd.
3. Deepak Chawla & Neena Sondhi, Research Methodology, Vikas Publishing House Pvt. Ltd.
4. TN Srivastava & Shailaja Rego, Business Research Methodology, Tata McGraw Hill Education Pvt. Ltd.


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: To develop understanding of project planning. To develop ability to monitor and control projects and risk involved. To become familiar with tools and techniques used in managing projects. .

3. Syllabus:

Unit 1: Introduction to Project:

Project concept, Characteristics, Types, Project life cycle, Project phases, Project selection, Technical analysis and technology selection, Market potential analysis and techniques of long term forecasting

Unit 2: Project Feasibility:

Financial feasibility, Project cost determinants, Project financing, Project Appraisal, Financial feasibility with risk, Types of risk, techniques of risk evaluation and its mitigation.

Unit 3: Network Analysis:

Construction of networks, CPM, various types of floats and their application, PERT and its applications, Time cost relationship, crashing for optimum cost and optimum time

Unit 4: Project Monitoring:

Earned Value Analysis, abandonment analysis, Reasons for failure, project manager's skills and functions, matrix organization, Social Cost Benefit Analysis, UNIDO approach, shadow pricing.

4. Suggested Readings:

1. Gido, Effective project management, 3rd Edition. 2008, Cengage Learning
2. Gray & Larson, Project Management: The Managerial Process, 3rd Edition. 2010, TMH
3. Pinto, Project Management: Achieving Competitive Advantage, Pearson, 2010
4. Sunil Abrol, Cases in Project Management, 2010, Excel Books
5. Maylor, Project Management, 3rd Edition, 2010, Pearson
6. McManus, Information Systems Project Management, 2010, Pearson
7. Kloppenborg, Contemporary Project Management, 1st Edition, 2008 Cengage Learning
8. Gopalakrishnan – Textbook of Project Management, 2005 – Macmillan Publishers
9. Joy- Total Project Management, 2005, Macmillan Publishers


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BBAHA Fifth Semester
Hospital Support and Utility Services 06050503

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: : To enable the students gain insights into various aspects like importance, functions, policies and procedures, equipping, controlling, co-ordination, communication, staffing, reporting and documentation of non clinical services in a hospital

3. Syllabus:

Unit-I

Diagnostic-Radiology & Imaging Services, Hospital Laboratory etc, Blood Bank & Transfusion Services, Ambulance Services, Pharmacy, Dietary Service, Hospital Laundry and Linen

Unit-II

Housekeeping, Hospital Engineering and Maintenance, Biomedical Department, Medical Records-confidentiality of records, reception, enquiry, Mortuary.

Unit-III

Definition of Biomedical Waste, BMW – Segregation, collection, transportation, disposal, Liquid BMW, Radioactive waste, Metals / Chemicals / Drug waste, BMW Management & methods of disinfection, Modern technology for handling BMW, Monitoring & controlling of cross infection (Protective devices)

Unit-IV

Hospital Acquired Infection - Source and Control, Telemedicine.

4. Suggested Readings:

- 1.Shakharkar B.M., Principles of Hospital Administration and Planning
- 2.Hospital managerial services Volume -4, S.L. Goel, R. Kumar
- 3.Hospital Core Services: Hospital administration in 21st century Vol 1 Kumar R, S.L. Goel


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: Emphasize on the importance of acquiring customers and retaining them for a life time. To provide a conceptual understanding of CRM, its processes, and structure, enable participants to develop analytical approaches, methodologies, tools, and techniques for applying CRM.

3. Syllabus:

Unit-I

Customer Relationship Management Fundamentals: CRM Concept, Emergence of CRM practice, CRM cycle, Significance of CRM, CRM Strategy, CRM framework, Customer Life Time Value, Relationship Life Cycle.

Unit-II

Building Customer Relationship Management: Requisites for Effective Customer Acquisition, Customer Knowledge Management for Effective CRM, Customer Retention Process, Zero customer Defections, Strategies to Prevent Defection and Recover Lapsed Customers

CRM Implementation: CRM framework for Implementation, Implementing CRM Process, Integration of CRM with ERP System, Barriers to effective CRM Gartner's Competency model of CRM.

Unit-III

Functional Components of CRM: Database Management: Database Construction, Data Warehousing, architecture, Data Mining. Characteristics, Data Mining tools and techniques, Meaning, Significance, Advantages- Call Center, Multimedia Contact Center.

Unit-III

Impact of CRM on Marketing Channels: Meaning, how does the traditional distribution channel structure support customer relationship, emerging channel trends that impact CRM.

Trends and Issues in CRM: CRM in e- business (B2B & B2C), Measuring the Effectiveness of CRM, E-CRM in business.

4. Suggested Readings:

1. Dr. Mallika Shrivastava, Customer Relationship Management. S. Chand publication
2. Atul Parvatiyar, Customer Relationship Management- Emerging tools, concepts and application. Tata Mc Graw Hill
3. Anderson, K. (2001). Customer Relationship Management. New York: McGraw Hill.
4. Bowersox Donald, J. (2007). Supply Chain Logistics Management. New York: McGraw Hill Higher Education.


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: The course is designed to make the students familiar with different types of Production, plant layout and material handling, operations planning and control, inventory management, quality management etc. and to acquaint them with appropriate tools and techniques needed for understanding the operational situation.

3. Syllabus:

Unit-I

Production/Operations Management- Introduction, evaluation, objectives, difference between products and services (from POM view point), difference between manufacturing and operation. Production Systems- Types, production to order and production to stock, role of production manager.

Unit-II

Plant location- Factors affecting locations and evaluating different locations.

Plant layout- Meaning, objectives, characteristics and their types, materials handling.

Unit-III

Production Planning and Control- Meaning, objectives, advantages and PPC elements, Production planning techniques- sequencing and assignment problems.

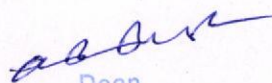
Work study- meaning, objectives, prerequisites and procedure and tools of work study, Procedure and techniques of work measurement.

Unit-IV

Inventory Control- Objective, advantages and techniques (EOQ model and ABC analysis). Quality control - meaning and importance, inspection, quality control charts for variables and attributes and acceptance sampling.

4. Suggested Readings:

1. Singh, S. P., Production & Operation Management, Vikas Publication
2. Aswathappa, K., G. Sudarsana Reddy, B. Krishna Reddy, Production & Operation Management, Himalaya Publishing House
3. Mahadevan. B, Operations Management, 2010, Pearson Education.
4. Stevenson J. William, Operations Management, 2009, 9th Ed. Tata McGraw-Hill.
5. James R Evans, David A. Collier, Operations Management, 2007, Cengage Learning.
6. Danny Samson and Prakash J. Singh, Operations Management-An integrated approach, 2009, 1st Ed. Cambridge Press.
7. Kanishka Bedi, Production and Operations Management, 2007, 2nd Ed. Oxford University Press.
8. Everett. Adam, Jr. and Ronald J. Elbert, Production and Operations Management Concepts, Models and Behaviour, 2003, Prentice Hall of India, 5th Ed.



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Note: The Examiner shall set nine questions in all covering the whole syllabus. Question No.1 will be compulsory covering all the units and shall carry 8 short questions. Seven questions will be of 2 marks each and one question of 1 mark. Rest of the eight questions will be set from all the four units. Two questions will be set from each unit out of which the candidate shall be required to attempt four questions, selecting one question from each unit. Each question shall carry 15 marks.

UNIT- I

Basic concepts: Introduction to Income-Tax and the law governing it. Definitions: Person, assessee, assessment year, previous year, gross total income, total income, maximum marginal rate of tax. Residential status ; Scope of total income on the basis of residential status .Exempted income under section 10 of the Act. relevant for individuals.

UNIT - II

Computation of income under different heads - Salaries ; - Income from house property ; - Profits and gains of business or profession (only simple problems) ; - Capital gains (excluding special cases) only simple problems; - Income from other sources ; Concept of Tax Deduction at source with examples of simple cases;

UNIT- III

Total income and tax computation - Income of other persons included in assessee's total income ; - Aggregation of income and set-off and carry forward of losses ; - Deductions from gross total income; - Computation of total income of individuals;- Tax liability of an individual.

UNIT- IV

Service tax – concepts and general principles, Charge of service tax and taxable services, Valuation of taxable services, Payment of service tax and filing of returns, Penalties .

Readings:

1. Singhanian, Vinod K. and Monica Singhanian. Students' Guide to Income Tax. Taxmann Publications Pvt. Ltd., New Delhi.
2. Ahuja, Girish and Ravi Gupta. Systematic Approach to Income Tax. Bharat Law House, Delhi.
3. Chandra, Mahesh., S.P. Goyal and D.C. Shukla. Income Tax Law and Practice. Pragati Prakashan, Delhi.
4. Pagare, Dinkar. Law and Practice of Income Tax. Sultan Chand and Sons, New Delhi.
5. V.S. Datey. Indirect Tax Law and practice, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
6. Dr. Vinod K. Singhanian, Element of Service Tax, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.


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BBAHA fifth Semester
Income Tax Law and Planning –Not in SOE

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: The objective of the study is to expose the students to Tax environment In India. Direct tax is introduced with the aim to make the students with the Income tax law, especially the focus is to familiarizes the students with the legal terms and their meaning under the Income Tax Law.

3.Syllabus:

Unit I

Rebate & Relief of Tax, computation of Total income of individuals, computation of Tax liability of individuals, Filling and Filing of return (ITR- I and II)

Unit II

Assessment of Hindu undivided families, Assessment of firms & Association of persons

Unit III

Income Tax Authorities & their powers, procedure for assessment, Deduction of Tax at source (TDS) Advance payment of Tax

Unit IV

Recovery & Refund of Tax, Appeals & Revision, Penalties, Offences & Prosecutions

4.Suggested Readings:

1. Direct Taxes Law & Practice. Dr. H C Mehrotra & Dr. S P Goyal, Sahitya Bhawan Publications, Agra.
2. Direct Taxes & Practice. Dr. V K Singhanian, Taxman Publications.
3. Direct Taxes Law & Practice. Dr. Bhagwati Prasad, Wishva Prakashan, New Delhi
4. Simplified Approach to Income Tax. Dr. Girish Ahuja & Dr. Ravi Gupta, Sahitya Bhawan Publishes & Distributors, Agra

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BBAHA Fifth Semester
Epidemiology and Public Health Administration-06050510

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: the main objective is that students should have the knowledge and skills to be able to describe and discuss the role and contribution of epidemiology to health.

3. Syllabus:

Unit I Demography Trends: World population trends, Indian Population trends, Health implications. Health Policy : Meaning , Need, National Health Policy 2002, Priorities, National Health programmes. Health services: Committees on health services and planning, Health services through Five Year Plans, Health for All 2000, National Rural Health Mission.

Unit - I

Health Care : Concept of health care, Levels, Health care system in India, Classification of hospitals. Organization for Health: Indian Council for Child Welfare, Tuberculosis , International Health Organizations: WHO, UNICEF, UNDP.

Unit—II

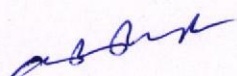
National Health Programmes related to Communicable Diseases: NVBDCP (Malaria, Filariasis), RNTCP-2 (Tuberculosis), NLEP (Leprosy), NACP-2/3(AIDS)

Unit -III

National Health Programs related to Non Communicable Diseases: NPCDCS (Cancer, Diabetes), NBCP(Blindness), NMHP (Mental Health), RMNCH+A (Reproductive and Child Health Programme). Health related National Programme: Integrated Child Development Scheme (ICDS), water supply and sanitation, Minimum needs programme.

4. Suggested readings:

1. Park, K. *Park Textbook of Preventive and Social Medicine*. 22nd ed. Delhi: Banarsidas Bhanot Publishers.
2. Francis, C.M. and Mario OdeSouza. *Hospital Administration*. New Delhi: Jaypee Brothers.
3. Study Material on Hospital Administration. Vol. 2- Health Care Systems in India.
4. Study Material on Hospital Administration. Vol. 3- Health and Family Welfare Management.


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: To enable the students gain insights into various aspects like importance, functions, policies and procedures, equipping, controlling, co-ordination, communication, staffing, reporting and documentation of both clinical services in a hospital.

To understand the processes and details related to effective patient care and to further increase the satisfaction level of patients

3.Syllabus:**Unit-I**

Hospital Services: Meaning, Types: Clinical, Non-Clinical Support services , Nursing and Administrative Services: Functions — Department in the hospital management, Hospital administration — Hospital administrator — Duties of hospital administrator — Teaching — Training services (in-service education, attached medical college or paramedical sciences etc.) — General and medical purchase — General Stores — Computer and hospital information system — Telemedicine.

Unit -II

Clinical Services: Meaning — Importance — Types : Anesthesia , Internal Medicine, Cardiology, Dermatology, Endocrinology , Gastroenterology , Nephrology , Neurology , Oncology , Orthopedics , Plastic surgery, General Pediatrics, Urology , Obstetrics and Gynecology, Neonatology, Physiotherapy ; Brief explanation of each services.

Unit -III

Non-Clinical Services: Meaning — Importance — Types — Blood bank — clinical bio-chemistry — Clinical pathology — Clinical hematology — Histopathology — Microbiology — Immunology — radiology — Nuclear medicine — Radio therapy — Pharmacy — Staff health — Medical staff organization and community health — Brief explanation of each service.

Unit - IV

Hospital Support Services: Reception and Outpatient — Dietary and catering — House -keeping and environment, Sanitation, Linen Laundry — Security — Engineering and maintenance — Ambulance and Transport services — Telephone, Electricity and Water supply.

4. Suggested Readings:

1. Llewellyn and Davis Macaulay.Hospital Planning and Administration.
2. George.The Hospital Administrator.New Delhi: Jaypee Brothers.
3. Hospital Administration: Office Journal of I.H.A.Hospital Medical International Pvt. Ltd.,
4. Samant, Kusum. Hospital Ward Management.Mumbai: VoraMedical Publications.
5. Sakharkar, B.M.Hospital Services and Planning.New Delhi: Jaypee Brothers.

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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: Hospitals carry a large inventory of drugs, sophisticated and highly costly equipment besides beds, furniture and linen. The student should be conversant with Inventory and various methods of control and Purchase management

3.Syllabus:

Unit-I

Materials Management: Concept, objectives, importance and functions of material management. Material Planning- concept, significance and procedure. Material control- concept and steps. .. Relevance of materials management.

Unit – II

Purchasing - Meaning, objectives and importance of purchase. Functions of Purchase Department. Vendor evaluation techniques, Price and quality considerations, Tendering procedures, Types of purchasing

Unit –III

Inventory Control - Concept, objectives, functions and significance of inventory control. Methods of Inventory control. Distribution management (Logistic Management) – concept, steps and techniques. Cost associated with inventories- Ordering cost, carrying cost, over stocking cost, under stocking cost, other costs associated with service level. Inventory control Techniques, Economic order quantity (EOQ), inventory models: safety stocks, fixation of re-order level

Unit –IV

Stores Management – Meaning, objectives and functions of store management. Location of stores – determinants, centralized versus decentralized storing. Security and safety measures in stores management.

4. Suggested readings:

1. Jha, S.M. Hospital Management. Mumbai: Himalaya Publishing House.
2. Ammer S. Purchasing and Materials Management for Health Care Institutions. North Eastern University.
3. Jha, S.M. Services Marketing. Chap. 12- Hospital Marketing. Mumbai: Himalaya Publishing House.
4. Sharma, F. C. Purchase and Materials Management. Mahavir Book Depot.


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BBAHA Sixth Semester
Hospital Support and Utility Services 06050614

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2. Objective: : To enable the students gain insights into various aspects like importance, functions, policies and procedures, equipping, controlling, co-ordination, communication, staffing, reporting and documentation of non clinical services in a hospital

3. Syllabus:

Unit-I

Diagnostic-Radiology & Imaging Services, Hospital Laboratory etc, Blood Bank & Transfusion Services, Ambulance Services, Pharmacy, Dietary Service, Hospital Laundry and Linen

Unit-II

Housekeeping, Hospital Engineering and Maintenance, Biomedical Department, Medical Records-confidentiality of records, reception, enquiry, Mortuary.

Unit-III

Definition of Biomedical Waste, BMW – Segregation, collection, transportation, disposal, Liquid BMW, Radioactive waste, Metals / Chemicals / Drug waste, BMW Management & methods of disinfection, Modern technology for handling BMW, Monitoring & controlling of cross infection (Protective devices)

Unit-IV

Hospital Acquired Infection - Source and Control, Telemedicine.

4. Suggested Readings:

- 1.Shakharkar B.M., Principles of Hospital Administration and Planning
- 2.Hospital managerial services Volume -4, S.L. Goel, R. Kumar
- 3.Hospital Core Services: Hospital administration in 21st century Vol 1 Kumar R, S.L. Goel


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: The objective of the course is to develop a holistic perspective of an organization and to enable the students to analyse the strategic situation facing the organization, to access strategic options available to the organization and to implement the strategic choices made by it.

3.Syllabus:

Unit-I

Strategic Management: Strategy concept, levels of approaches to strategic decision making, process of strategic management, roles of strategist, strategic intent- mission, objectives, and strategic business unit.

Unit-II

Environment and Organization Appraisal: Environment concept and components, ETOP and PESTEL, SWOT analysis, BCG matrix, SPACE approach

Unit-III

Strategy Formulation and Implementation: Corporate level and Business level strategies, behavioural implementation - leadership, value and ethics, functional strategies- plans and policies

Unit-IV

Strategic Evaluation and Control: an overview of strategic evaluation and control, techniques of strategic evaluation and control

4.Suggested Readings :

1. Kazmi, Azhar, Business Policy and Strategic Management, Tata McGraw Hill Publishing Company Ltd., New Delhi
2. Gerry Johnson, Kevan Scholes, Richard Whittington, "Exploring Corporate Strategy", 2009, Pearson Edition Ltd, United Kingdom, 2nd Edition.
3. Arthur A Thompson Jr, Strickland A.J., John E. Gamble and Arun K. Jain, "Crafting and Executing Strategy - The Quest for Competitive Advantage - Concepts and Cases", Tata McGraw Hill Education Private Limited, New Delhi.
4. Michael Hitt, Ireland, Hoskission, "Strategic Management", 2010, Cengage Learning, New Delhi.
5. Fred R. David, "Strategic Management- Concepts and Cases", 2010, PHI Learning, New Delhi.
6. Loizos Heracleous, "Strategy and Organisation" 1st Edition, 2009, Cambridge


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: Study of this subject provides an understanding of the scope of an entrepreneur, key areas of development, financial assistance by the institutions, methods of taxation and tax benefits, etc.

3.Syllabus:

Unit I

Entrepreneur, Types of Entrepreneurs, Difference between Entrepreneur and Intrapreneur, Entrepreneurship in Economic Growth, Factors Affecting Entrepreneurial Growth, Entrepreneur Vs. Professional Manager, Major Motives Influencing an Entrepreneur, Achievement Motivation, Training, Entrepreneurship Development Programs- Need, Objectives

Unit II

Medium Enterprises , Small Enterprises – Definition, Classification – Characteristics, Ownership Structures; Sickness in small business – concept, magnitude, causes and consequences, Corrective measures. Government Policy for Small Scale Enterprises. Micro, Small & Medium Enterprises (MSMEs) Policy in India

Unit III

Steps involved in setting up a Business – identifying, selecting a Good Business opportunity, Market Survey and Research, Techno Economic Feasibility Assessment – Preparation of Preliminary Project Reports – Project Appraisal

Unit IV

Sources of finance, Term loans, Financial institutions, Capital structure, Management of working Capital, Costing, Break Even Analysis.

Institutions for Entrepreneurial Development; Role of Banks and Financial Institutions and their assistance to entrepreneurs

4.Suggested Readings:

1. S.S.KHANKA, Entrepreneurial Development, S.Chand & Co, New Delhi, 1999
2. Hisrich R D and Peters M P, Entrepreneurship, Tata McGraw-Hill
3. Vasanta Desai, Dynamics of Entrepreneurial Development and Management.
4. Balakrishnan, Financing of Small Scale Enterprises
5. Rabindra N. Kanungo, Entrepreneurship and innovation, Sage Publications, New Delhi



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BBAHA Sixth Semester
Quality in Health Care -06050609

1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: To understand the concept of quality and its relation to healthcare scenario

3.Syllabus:

Unit-I

Definition, concepts of Quality assurance, Continuous quality improvement - Benefits, Awareness and Obstacles – Quality Vision, Mission and Policy Statements – Customer Perception of Quality.

Unit-II

Overview of the contributions of Walter Shewhart, Deming & Juran and others- Concepts of quality circle - Japanese 5S Principles and 8D Methodology, Kaizen.

Unit-III

Processes in service organization and their control, simple seven tools of quality control, Process Mapping, Cause and Effect diagram, Pareto analysis, control charts

Unit-IV

Quality Improvement techniques,Implementing strategies – Quality circles, Benchmarking for Quality Standards- ISO 9000 Series- ISO2000, ISO 14000, ISO 18000, Accreditation with special emphasis on NABH Accreditation

4. Suggested readings

1. Quality Management in Hospitals by S. K. Joshi
2. Total Quality Management, Aswathappa – Himalaya Books House
3. Quality Management, P. C. Tripathy
4. Hospital Quality Assurance: Risk Management & Program evaluation, Jesus J. Pena
5. Donald E. Lighter and Douglas C Fair: Quality Management in Health Care – Principles and
6. Methods, Jones and Bartlett publishers, second edition.
7. Daigh RD. Financial implications of a quality improvement process.
8. McLaughlin CP and Kalauzny AD. Total quality management in health, Healthcare management review.


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective:

To acquaint the students with various legal aspects concerning type and character of the health care organizations and its duties towards patients and its employees

3.Syllabus:

Unit -I

Law and establishment of hospitals-private and public, legal requirements under Medical Council Acts.

Unit-II

Legal aspects relating to organ transplantation, MTP Act, 1971, Basics of Drugs and Cosmetic Acts, ESI Act, PNDT Act, Human experimentation, clinical trials, industrial dispute act

Unit-III


Legal liability of hospitals - criminal, civil and tortuous; liability for negligence, consumer protection law, absolute liability and vicarious liability, law of tort, criminal law and consumer protection act

Unit-IV

Confidentiality and professional secrecy, codes of conduct: Hippocrates oath and declaration of Geneva – MCI regulation – professional conduct, etiquette and ethics.

4. Suggested readings:

1. Medico-legal Aspects of Patient Care, 3rd Edition, R. C. Sharma, Peepee Publishers & Distributers-2008
1. Khergamwala, J.S., The Negotiable Instrument Acts, N.M. Tripathi, Bombay
2. Ramaiyam, A., Guide to the Companies Act, Wadhwa, Nagpur
3. Shah, S.M., Business Law for Managers, Sultan Chand, New Delhi
4. Tulisian P.C., Busienss Law, TMH, New Delhi
5. Chandra Bose, Business Laws, PHI
6. Bulchandani, Business Law for Management, Himalaya Publishing House.
7. Kumar, Legal Aspect of Business 1 st Edition,Cengage Learning


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: The main objective is to develop a sense of community responsibility by becoming aware of scientific issues in a larger social context.

3.Syllabus:

Unit-I

General meaning of environment & relevance of the subject environment & ecology for hospital administrator. Brief outline of environment protection act 1986 & its importance for hospital administration Legislation vs social obligation of hospitals. Role of NGO'S like green peace in environment protection. Ecology – brief outline on elements of ecology; brief discussion on ecological balance & consequences of change, principles of environment al impact assessment.environmental impact assessment report (EIA)

Unit -II

Air Pollution & Control – Factors responsible for causing air pollution in hospitals, sources & effect on air pollution in hospital context. Primary and secondary pollutant, green house effect, depletion of green layer. Brief discussion on the air (prevention & control of pollution) act, noise pollution-sources, effect. Standards and control

Unit -III

Water pollution & control-brief discussion on hydrosphere, natural water, pollutant; their origin & effects, river/lake/ ground water pollution, the financial implication of water pollution control & steps required to be taken. Standards and control in relation to the effect of legislation by central and state boards for prevention and control of water pollution

Unit -IV

Land pollution- brief understanding of lithosphere – pollutant-municipal, industrial, commercial, and agricultural, hospital hazardous solid waste, their original effects, collection and disposal of solid waste, recovery& conversion methods in relation to an hospital enterprise with discussion about financial implication.

4. Suggested Readings:

1. Environmental science, Cinningham,
2. The Environmental Studies, A.K.De &A.K.De, New Age International
3. Park k. Text Book on Preventive and Social Medicine, Banarsidas Bhanot


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1. Assessment

Internal Assessment Marks(Mid-Term & Surprise Test, Assignments, Class Participation and Seminar)	External Evaluation		Total Marks
40	End Term Marks: 60	Time : 3 Hours	100

2.Objective: This course would enable the students to gain knowledge about basic and applied principle of sociology which is a scientific study of society.

4. Syllabus:

Unit - I

Introduction: Meaning, Definition and scope of sociology, Its relation to Anthropology, Psychology, Social Psychology, Method of sociological investigations, Case study, social survey, questionnaire, interview and opinion poll methods, Importance of its study with special reference to health care professionals. Social factors in Health and Disease. Role of social factors in health and disease

Unit - II

Culture and Health: Concept of health, Concept of culture, Culture and health, Culture and health disorders. Family: meaning and definitions, Functions and types of family. Changing family patterns, Influence of family on individual's health, family and nutrition, the effect of sickness in the family and psychosomatic disease and their importance to physiotherapy. Community: Rural Community. Health hazards to rural communities. Health hazards to tribal community. Urban community. Health hazards of urban communities.

Unit - III

Socialization: Meaning and nature of socialization- Primary, Secondary and Anticipatory socialization, Agencies of Socialization. Social group: Concept of social group, influence of formal and informal group on health and sickness. Role of primary groups and secondary group in the hospital and rehabilitation set up. Social Security: Social Security and social legislation in relation to the disabled- Social Work: Meaning of social Work- The role of medical Social Worker.

Unit - IV

Social change: Meaning of social changes, Factors of social changes. Human adaptation and social change, Social change and stress. Social change and deviance, Social change and health Programme. Role of social planning in the improvement of health and rehabilitation. Social problems of disabled: Consequences of the following problems in relation to sickness and disability, remedies to prevent these problems. Population Explosion, Poverty and employment, Beggary, Juvenile delinquency, Prostitution, Alcoholism- Problems of Women Employment.

4. Suggested Readings:

1. Sociology 7th edition ;Philip W. Sutton
2. An Introduction To Sociology, VIDYA BHUSHAN
3. Caste In Contemporary India Sociology Book, Surinder S. Jodhka
4. Changing Indian Society, YOGESH ATAL
5. Doing Social Work Research, Roger Smith
6. Feminist Theory Reader: Local And Global Perspectives, Carole R. McCann & Seung-kyung Kim
7. Fundamentals Of Sociology, P. S. J. Gisbert

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