

COURSE STRUCTURE

1stSemester									
Sl No.	Subject Code	Subject	Duration in Hours/Lecture	Duration in Hours for practical	Lecture/Week	Total hours /subject	Internal Marks	External Marks	Total Marks
Theory									
1	101	HOSPITAL MANAGEMENT THEORIES	1		3	60	30	70	100
2	102	ENVIRONMENT& ECOLOGY	1		3	60	30	70	100
3	103	HOSPITAL ACCOUNTING SYSTEM	1		3	60	30	70	100
4	104	COMMUNICATION & HEALTH SYSTEM	1		3	60	30	70	100
5	105	MARKETING MANAGEMENTIN HOSPITAL	1		3	60	30	70	100
Practical									
6	106	LANGUAGE: (English)	-	20		20	Grades		Grades
7	107	COMMUNICATIO N SKILL:	-	20		20	Grades		Grades
Total			-	40	15	340	150	350	500

2nd Semester									
Sl No.	Subject Code	Subject	Duration in Hours /Lecture	Duration in Hours for practical	Lecture/ Week	Total hours /subject	Internal Marks	External Marks	Total Marks
Theory									
1	201	HEALTH ECONOMICS	1		3	60	30	70	100
2	202	FINANCIAL MANAGEMENT IN HOSPITAL	1		3	60	30	70	100
3	203	SUPPORT & UTILITY SERVICES - I	1		3	60	30	70	100
4	204	Medical Terminology-I	1		3	60	30	70	100
5	205	HEALTH INFORMATION SYSTEM AND SOFTWARE	1		3	60	30	70	100
Practical									
6	206	Hospital Overview Training	-	20		20	Grades		
7	207	Basic Computer:	-	20		20	Grades		Grades
Total			-	40	15	340	150	350	500

3rd Semester									
Sl No.	Subject Code	Subject	Duration in Hours /Lecture	Duration in Hours for practical	Lecture/ Week	Total hours /subject	Internal Marks	External Marks	Total Marks
Theory									
1	301	SUPPORT UTILITY & CLINICAL SERVICES-II	1		3	60	30	70	100
2	302	FUNDAMENTALS OF RESEARCH METHODS	1		3	60	30	70	100
3	303	Public Health and Epidemiology - I	1		3	60	30	70	100
4	304	MEDICAL RECORD MANAGEMENT	1		3	60	30	70	100
5	305	MEDICAL TERMINOLOGY -II	1		3	60	30	70	100
Practical									
6	306	SOFT WARE MANAGEMENT	-	20		20	Grades		Grades
Total			-	20	15	320	150	350	500

4th Semester									
Sl No.	Subject Code	Subject	Duration in Hours /Lecture	Duration in Hours for practical	Lecture/ Week	Total hours /subject	Internal Marks	External Marks	Total Marks
Theory									
1	401	Public Health and Epidemiology -II	1		3	60	30	70	100
2	402	Bio Statistics	1		3	60	30	70	100
3	403	Fundamentals of Inventory Management	1		3	60	30	70	100
4	404	Clinical Law and Ethics	1		3	60	30	70	100
5	405	Biomedical Waste Management & Disaster Management	1		3	60	30	70	100
Practical									
6	406	MINOR PROJECT	-	20		20	Grades		Grades
Total			-	20	15	320	150	350	500

SYLLABUS

BACHELOR IN HOSPITAL ADMINISTRATION (BHA) Course

UNDER WEST BENGAL UNIVERSITY OF HEALTH SCIENCES (WBUHS)

SEMESTER-I

101: HOSPITAL MANAGEMENT THEORIES

Objective:

This subject focuses on acquainting the student with the principles and practices essential for managing a hospital organization. With an objective of imbibing a professional approach amongst students towards hospital management, the subject encompasses management principles, functions and processes, discussing their significance and role in effective and efficient management of healthcare organizations

Contents:

Unit-I

1. Introduction to Management

- a. Evolution of Management
- b. Definition of Management
- c. Importance of Management

2. Basics of Classical Management Theories with Special Reference to

- a. Details on Frederic W. Taylor's Scientific Management
- b. Henry Fayol's Administrative Management (14 Principles)
- c. Basic Idea of Max Weber Bureaucratic Management
- d. Maslow's Hierarchy of needs

3. Basic Concepts of Different approaches towards Management

- a. Human Relationship Approach
- b. Behavioral Approach

c. Operational and System Approach

4. Functions of Management

- a. Brief Introduction to POSDCORB Theory by Luther Gulick & Lyndall Urwick (planning, organizing, staffing, directing, coordinating, reporting, budgeting, function)
- b. Fayol's five functions of management
(Planning, Organizing, Commanding, Coordinating, Controlling)

References:

- 1. Koontz Harold, Heinz Weihrich, Essentials of Management, McGraw-Hill International, New Delhi, 2004.
- 2. L.M. Prasad, Principles and Practice of Management, 6th edition, Sultan Chand Publisher, New Delhi, 2001.
- 3. Principles and practice of management-L.M. Prasad, Sultan Chand & sons.
- 4. Management theory and practice-C.B Gupta, Sultan Chand & sons.

102: ENVIRONMENT & ECOLOGY

Objectives:

To create the awareness about environmental problems among people, impart basic knowledge about the environment and its allied problems.

Contents:

Unit-I

- 1. General environment & ecology
 - a. Meaning & Elements of Environment & Ecology
 - b. Environment (Protection) Act 1986 & its importance for Hospital Administration
 - c. Role of NGOs in environment protection
 - d. Brief discussion on Ecological balance and consequences of change.
 - e. Principles of environmental impact assessment & reports

Unit-II

1. Air Pollution and Control

- a. Factors responsible for causing AirPollution in Hospitals
- b. Ecology for Hospital Administrators.
- c. Sources & effects of Air pollutants in the Hospital context
- d. Role of NGOs in environment protection
- e. Primary & Secondary pollutants
- f. Green House Effect & depletion of OzoneLayer
- g. Indoor air pollution
- h. Brief discussion on theAir(Prevention & Control of Pollution)Act,1989

Unit-III

1. Water Pollution and Control

- a. Brief discussion on Hydrosphere,natural water
- b. Pollutants:their origin and effects
- c. Financial implication of water pollution control and steps required to be taken

2. Noise Pollution and Control

- a. Sources
- b. Effects
- c. Standards& control
- d. Recommended noise level in hospital
- e. Measures to control noise in hospitals

Unit-IV

1. LandPollution

- a. Brief understanding of lithosphere
- b. Pollutants(municipal, industrial, commercial, agricultural, hospital,hazardous solid waste)
- c. Differences between hazardous and toxic wastes
- d. Sanitary

e. landfilling

f. Collection and disposal of the solid waste

- g. Recovery and Conversion method used in hospital
- h. Financial implication of land pollution control and steps required to be taken

UnitV

HabitatPollution

References

- a. EnvironmentalScience,Cunningham,TMH
- b. EnvironmentalStudies,A.K.De&A.K.De,NewAgeInternational
- c. EnvironmentalPollutionControlEngineering,C.S.Rao,NewAgeInternational
- d. EnvironmentalManagement,N.K.Oberoi,EXCELBOOKS
- e. EcosystemPrinciples&SustainableAgriculture,Sithampanathan,Scitech

103:HOSPITALACCOUNTINGSYSTEM

Objective

To provide an understanding of the basic principles and processes involved in the accounting system of a hospital.The course will help and develop skills in analyzing accounting statements for decision-making in a hospital setting and practice the preparation of final accounts.

Contents:

Unit-I

- 1. Introduction to Accounting
 - a. Accounting:Meaning,Objectives and Advantages and limitation
 - b. Functions & attributes
 - c. Branches of Accounting
 - d. Accounting cycle, accounting equation,types of account
 - e. Users of Accounting Information.
 - f. Fundamental Accounting Assumptions:(Going Concern, Consistency ,Accrual.)
 - g. Accounting Principles: (Accounting Entity, Money Measurement Accounting Period, Full Disclosure, Materiality, Prudence, Cost Concept, and Dual Aspect, Revenue recognition, matching.)
- 2. Recording of Transactions Double Entry System
- 3. Rules of Debit and Credit
- 4. Rules of Journal and ledger
- 5. Preparation of trial balance.

Unit-II

- 1. Financial Statements
 - a. Financial Statements:Objective and Importance
 - b. Functions & attributes
 - c. Trading and Profit and Loss Account
 - d. Receivable and payment account

e. Users of Accounting Information.

2. BalanceSheet

- a. Need
- b.Functions & attributes
- c .Grouping
- d . Marshalling of assets and liabilities
- e. Adjustments in Preparation of
Financial Statements

References

1. Financial Accounting, Mukherjee & Mukherjee,-Oxford

Publications

2. Financial Accounting, Hanif & Mukherjee,-McGrawHill Publications

3. Financial Accounting, P.C.Tulsian-Pearson Publications

4. Cost Accounting, B. Banerjee- PHI Publications Maheswari,S.N.,

5. An Introduction to Accounting,Vikas Publications, NewDelhi

104:COMMUNICATION & HEALTH SYSTEM

Objectives:

To provide the students a basic insight into the main features of Indian healthcare delivery system and how it compares with the other systems of the world & to enhance the inter- communication level among the system.

Unit-I

1. Fundamentals of Managerial Communication

- a. Definition, Role and objective of communication
- b. Process of communication
- c. Effective media for communication
- d. Barriers of effective communication & overcoming the barriers
- e. Understanding different social media and its effective usage

Unit-II

1. Concept of Health

- a. Definition of Health & Concept of wellbeing
- b. Approaches to health special reference to Holistic Approach
- c. Spectrum of Health
- d. Dimensions of Health
- e. Determinants of Health
- f. Indicators of health

Unit III

1. Health System

- a. Concept of Health Care & Health System
- b. Levels of Healthcare delivery system in India
- c. Organization of Indian Health Administration
- d. UNICEF
- e. WHO

Unit-IV

1. Definition,Types& Functions of hospital
2. The modern hospital:A complexity
3. Present status of hospitals in India(Public, Private & PPP Models)
4. Peculiarities of hospital systems

References:

1. Preventive and Social Medicine,K.Park-Bhanot
2. Community Medicine,A H Suryakantha-JAYPEE
3. Communication Skills(English,Paperback,N.Gupta,K.Jain,P.Mahajan)-SahityaBhawan Publications-2018.
- 5.CommunicationSkill,KumarSanjay,LataPuspa,Oxford,2ndedition,2018 105:

MARKETING MANAGEMENT IN HOSPITAL

Objective:

This subject will provide an exposure to the conceptual framework of marketing in general . This learning will enable the students to understand the need, relevance and necessity of marketing in today's competitive market environment, facilitates them operationalizing and implementing marketing as an integral functions.

Contents:

Unit-I

- a. Introduction to Marketing
- b. Definition
- c. Nature
- d. Scope & Importance of Marketing
- e. Marketing concepts-traditional and modern
- f. Marketing Environment

MarketingMix

- a. Consumer Behavior and STP

b. Nature and significance of consumer behavior

- c. Stages and participation in buying process
- d. Market segmentation
- e. Targeting
- f. Positioning

Unit-II

1. Product

- a. Concept of Product
- b. Product line
- c. New Product Development
- d. Product life cycle & its stages

2. Price

- a. Importance of price in the marketing mix
- b. Factors affecting price
- c. Methods of pricing

3. Place

- a. Concept & Importance
- b. Concept & role of Channels of distribution
- c. Types of distribution channels
- d. Factors affecting choice of a distribution channel

4. Promotion

- a. Nature and importance of promotion
- b. Promotional methods
- c. Advertising
- d. Personal selling
- e. Sales promotion

Unit-III

- a. Differentiating and positioning
- b. Tools for competitive differentiation
- c. Developing a positioning strategy

2. ServiceMarketing

- a. Segmentwise classification of health-care service marketing
- b. Different types of customers in hospitals and their characteristic features
- c. Different components of health-care service marketing-mix

References

Marketing Management, Philip Kotler-Prentice hall-India Marketing

Management,K.Karunakaran-Himalaya publishing house

Marketing Management, Rajan Saxena-Tata McGraw-Hill

Practical

106:LANGUAGE:(English)

Objectives:

To communicate with other personnel in proper English & enhance communication skill

Contents:

Unit-I:Functional grammar in English

1. Tense

2. Voice

3.Narration

3. Unit-II:

Technical writing in English

1. Fundamentals of Official Letter writing

2. Report writing

3. Comprehension

4. C.V and job application
5. Subject verb agreement
4. Vocabulary
5. Essay writing
6. Posters and publicity materials

107: COMMUNICATION SKILL:

Objectives:

For betterment of students' approach, appearance, communication ability, self-portrayal.

Contents:

1. Grooming: Personal and Professional grooming
2. Personality Development
3. Conversation on current issues
4. Group Discussion, Mock Interview
5. Power Point presentation, Role play

SYLLABUS

BACHELOR IN HOSPITAL ADMINISTRATION (BHA) Course

UNDER WEST BENGAL UNIVERSITY OF HEALTH SCIENCES (WBUHS)

SEMESTER -II

201: **HEALTH ECONOMICS**

Objectives: To provide the students knowledge about the various economical Concepts and the various concepts pertaining to healthcare organisations

Unit I

1. The Fundamentals of Economics

- a. Definition Concepts
- b. Branches of economics
- c. Characteristics and types
- d. Laws of economics
- e. Central Problems of an Economy (Brief Idea)

2. Health economic concepts

- a. Definitions, Concepts & Scope of health economics
- b. Issues and challenges
- c. Elements of economic concepts
- d. Cost Benefit Analysis and Cost Effective Analysis
- e. Healthcare Budgeting

Unit II

Demand

1. Meaning
2. Determinants of demand
3. Laws of demand

Supply

1. Meaning
2. Determinants
3. Laws of Supply

Unit IV

Market and its various forms (Monopoly, Oligopoly, Monopolistic Competition , Perfect Competitive Market)

References

1. Health Economics- Jay Bhattacharya, (Timothy Hyde & Peter Tu) ???
2. Health Economics- Dr. Jeya Singh, Dr. D. Solomon Raj, Dr. D. Jery Josephin
3. Health Economics- Pushpalata Pattnaik
4. Health Economics- P. C. Das

202: FINANCIAL MANAGEMENT IN HOSPITAL

Objective:

The objective of this subject is to expose the students to decision-making by corporate board in the areas of finance function. It will equip the student with concepts, technical and analytical tools for optimal management of financial resources of a business enterprise

Unit-I

1. Introduction to Financial Management

- a. Financial goal
- b. Profit vs .wealth maximization
- c. Financial functions

Unit-II

1. Working Capital Management

- a. Concept & Components
- b. Factors affecting working capital
- c. Classification of Working Capital
- d. Practical problem on Working Capital requirement

2. Capital Budgeting

- a. Definition
- b. Techniques of Capital Budgeting
- c. Practical Problem on-ARR, PBP, NPV and PI

Unit-III

1. Ratio Analysis

- a. Meaning of Ratio Analysis
- b. Classification of Ratios
- c. Importance & Limitation of Ratio Analysis
- d. Practical problems (Only calculation of Liquidity, Solvency, Activity & Turnover Ratio)

References

1. Financial Management, Khan & Jain-TMH
 2. Financial Management,Gupta-Pearson Education
 3. Financial Management,Majumder,Ali&Nesha-ABS
 4. Financial Management,I.M.Pandey–BikashPublications
 5. Financial Management,M.Y.Khan& P.K.Jain,-TMHPublications
- 203: SUPPORT & UTILITY SERVICES - I

Objectives:

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 and non-clinical services in ahospital.

Contents:

Unit-I

1. Support and utility services
 - a. Concept &Meaning
 - b .Importance
 - c. Different services

Unit-II

1. Clinical services
(OPD, IPD, Emergency, Admission and discharge – Defination , Location, Function , Workflow)

Unit-III

1. Support Services
(CSSD, Nursing Station, Ambulatory Service, Blood Bank, Pharmacy, Telemedicine- Defination ,Location, Function , Workflow)

Unit-IV

Utility services
(Dietary, Laundry,Security,Store, Housekeeping - Defination , Location, Function , Workflow)

References

- 1.Hospital facilities planning & management, GdKunders-TMH
- 2.Principles of hospital administration & planning, BMSShakharkar-JAYPEE
- 3.Hospital administration, DC Joshi & MamtaJoshi-JAYPEE
- 4.Essentials for Hospital support services and physical Infrastructure, Madhuri Sharma- JAYPEE
- 5.The hospital administrator, MAGeorge-JAYPEE

6.Hospitals and Nursing homes planning, organizations and management, Syed Amin Tabish-

JAYPEE

7.Hospital administration, CM Francis & Mario CDesouza -JAYPEE

204: Medical Terminology-I

Objective

To introduce the students to the vocabulary, terms used by medical professionals, such as doctors, nurses and medical technologists and about prescription writing and about various medical imaging

UNIT-I

1. Introduction to medical terminology
2. Commonly used Suffix, Prefix and Root word in Medical Terminology

UNIT-II

1. Overview of various kinds of imaging and Prescription Reading
2. Fundamentals of Respiratory system , Cardiovascular System

UNIT –III

1. Medical terminology used by cardiologist
2. Medical Terminology used by Neurologist
3. Medical Terminology used by Gynecologist
4. Medical Terminology used by Gastro intestinologist

.References

- 1.Paramedics-Six in One, JaypeeBrothers

205 :HEALTH INFORMATION SYSTEM AND SOFTWARE

Objective:

This subject will provide models of HIS and help the student develop a subsystem for healthcare management. It will be based OIL experiential learning where the student will develop a subsystem in all its aspects.

Contents:

Unit-I

- 1.Basic Information Concepts
 - a. Data and Information
 - b. Classification ofInformation
 - c. Quality ofInformation
 - d .Resources ofInformation

*Name & Use of Health Information Software should be mentioned

2. Management information system

3. Executive Information System

4. Decision Supportsystem

a. Meaning and Parameters

b.Programmed, Semi Programmed & Non Programmed Decisions,Differences.

Unit-II

1.Hospital InformationSystem

a.Meaning, Genesis,scope

b.Important modules of Hospital ManagementSystem

c.Basic management cycles inhospitals

d.Categories of information system inhospitals

e.Sources of health information

f.Need of information in hospital

g.Advantages of Hospital InformationSystems

Unit-III

1.The Electronic healthrecord

a.Functions of the healthrecord

b.Changing functions of the patientsrecord

c.Advantages & Disadvantages of the paperrecord

d..Advantages & Disadvantages of theHER

f.Roadblocks and challenges to HER implementation

g.The future ofHIS

Unit-IV

1.CRM(Customer RelationshipManagement)

References

1.Preventive and social Medicine, K.Park-Bhanot

2.Medical Records organization and management, GDMogli-JAYPEE

3.Management Information System, Avdesh Gupta& Anurag Malik-LaxmiPublications

4.Davis,G.B.andM.H.Oslon,ManagementInformationSystems- Conceptual Foundations, Structure and Development, TMH,1998.

5. Know your PC : Peter Norton.

6. ComputersToday :Sandors.

- Software concepts.
- File MSF.
- Board view of Operating System (MS-Dos,VNIX, MS-WINDOWS)
- Office Automation Software (MS-Word,MS-Excel, MS-Access, MS- Powerpoint)

Practical

206: Hospital Overview Training

207: Basic Computer:

Objective:

Familiarize the student with: PC environment, software and hardware, advanced SW packages of corporate utility, IT use for presentation with focus to activities related to hospital management.

Contents:

Unit-I

Introduction to computers

Definition, characters, hardware, software, generations of computers,operating system.

Unit-II

Networks and database

Importance of network, types of network, network software and hardware, database languages, Backup features, data recovery security features.

Practices

Windows and MS Office

MS Word: Templates and Wizards, formatting text, , editing, tables and graphics, spell check, printing, macro commands

MS Excel: Data entry, formatting, data handling, functions, formula, goal seek, scenariosolver, filter, graphs, charts and mapping, statistical applications;

MS PowerPoint: Converting Word into PP, formatting, templates, slide show, animation, art and sound, file management, hand outprinting.

MS Access: Data in tables, using forms, queries, reports.

References

- 1.Gordon B. Davis and M. H. Ols'on, Management Information System, McGraw Hill Publishing Company, New Delhi,1998.
- 2.Rajaraman, Fundamentals of Computers Prentice Hall India, New Delhi 1996.Lonnie

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SEMESTER-III

301: SUPPORT UTILITY & CLINICAL SERVICES-II

Objectives:

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 and non-clinical services in a hospital.

Contents:

Unit I

Clinical services

(ICU, HDU, NICU, PICU- Definition, Location, Function, Staffing, Workflow ,Importance)

Unit II

Support Services

(Radiology, Diagnostic, Nuclear Medicine, Mortuary, Therapeutic department-(Definition, Location, Function, Staffing, Workflow ,Importance)

Unit III

Hospital Infection Control

References

1. Hospital facilities planning & management, Gd Kunders-TMH
2. Principles of hospital administration & planning, BM Shakharkar-JAYPEE
3. Hospital administration, DC Joshi & Mamta Joshi-JAYPEE
4. Essentials for Hospital support services and physical Infrastructure, Madhuri Sharma-JAYPEE

5. The hospital administrator, MA George-JAYPEE
6. Hospitals and Nursing homes planning, organizations and management, Syed Amin Tabish JAYPEE
7. Hospital administration, CM Francis & Mario C Desouza-JAYPEE

302: FUNDAMENTALS OF RESEARCH METHODS

To provide basic understanding towards research principles and methods. To introduce important analytical tools for research data analysis. To assist in the development of research proposals/reports

Unit-I

1. Foundation of Research
 - a. Meaning & Objectives of research
 - b. Research process
 - c. Wheel of research(Deduction vs .Induction)
 - d. Conditional Probability (except Bayes Theorem)
2. Research Design
 - a. Concept and Importance of Research design
 - b. Features of a good research design

Unit-II

- 1.Interpretation of Data
 - a. Types of Research Data-Qualitative Data and Quantitative Data
 - b. One sample and two sample test for means of small sample(t-test)
 - c. Chi-square test for goodness off it and independence of attributes
 - d. F test for two sample S.D and ANOVA (one way)
2. Report Writing
 - a. Layout of research report-(Title Page, Abstract, Body ,Introduction, Methods, Sample, Measures, Design, Results, Conclusions, References, Tables, Figures, Appendices)

b. Significance of report writing

References

1. Nag, N.K. and Nag, S.K. :Statistics(1stSem); Kalyani Publishers
2. Nag, N.K. and Nag, S.K.: Statistics(2ndSem); Kalyani Publishers
3. Das, N.G: Statistical Methods (Vol-I)McGraw Hill Education(India)Pvt.Ltd.
4. Das, N.G: Statistical Methods (Vol-II)McGraw Hill Education(India)Pvt. Ltd.
5. Das, Debajyoti and Das, Arati; Statistics in Biology and Psychology: Academic Publishers
6. Research Methodology by C.R. Kothari-New Age International Publishers

303: PUBLIC HEALTH AND EPIDEMIOLOGY-I

Objectives:

To 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.

Contents:

Unit-I

1. Concept of Public Health
 - a. Meaning & definition of Public Health
 - b. Approaches of Public Health
 - c. Epidemiological basis for health care management
 - d. Right to health, Responsibilities of Health

Unit-II

1. Public Health Care Services in India
 - a. Evolution of public health systems in India(ancient, colonial &post-independence)
 - b. Health Planning in India (Committees, Planning commission, Five year plans, National Health Policies)
 - c. Public health systems in India(Centre, State, District &Village level)
 - d. Health System Models: Full State provision and funding model, NHS Model, Social health insurance model, Minimal State intervention models

e. Global Health Models

Unit-III

1. Health Programmes & Policies

a. Health Planning

b. National Health Policy, 2017

c. National Health Programmes

Unit-IV

3. Concept of disease

a. Concept of disease causation

b. Natural History of disease

c. Iceberg phenomenon of disease-Mode of Intervention

d. Infectious Disease Epidemiology (Epidemic, Endemic, Pandemic, Sporadic)

e. Measurements of Epidemiology (Mortality, Morbidity)

f. Epidemiological Methods: Observational, Analytical, Experimental (basic knowledge)

2. Dynamics of disease

3. Communicable diseases (Influenza, Dengue, Malaria)

4. Non-communicable diseases (Obesity, Coronary Heart Disease,)

References

1. Preventive and social Medicine, K. Park-Bhanot

2. Medical Records organization and management, GD Mogli-JAYPEE

3. Community Medicine, AH Suryakantha-JAYPEE

4. Community Medicine, AH Suryakantha-JAYPEE

5. Principles and practice of community medicine, Asma Rahim-JAYPEE

304: MEDICAL RECORD MANAGEMENT

Objectives:

- To have a special training on medical records, its management, its storage and maintenance.
- To visualize social importance and impact
- To understand the Planning, Organization & Staffing of Medical Record Department
- To know the Physical Facility Contents:

Unit- I

1. Introduction

a. Definition and Types of medical record, Importance of medical record

b. Flowchart of function, Assembling & deficiency check

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

of MR

Unit-II

1. Coding, Indexing, Filing, Computerization of MR, Microfilming,
2. Report and returns by the record department, Statistical information of Hospital
3. ICD10
4. Organizations & management of Medical Records Department
5. Process of arranging medical records

Unit-III

1. Retention of MR
2. Preservation of MR
3. Role of MRD personnel in medical record keeping
4. Basic knowledge of legal aspects of Medical Records including Medical Legal Aspects of Medical

Records:

- a. Indian Evidence Act 1872 as amended. Records as evidence is required in the following cases:

i) In the court of Law

ii) Life Insurance Corporation

iii) Information Technology

iv) Mediclaim

b. Consumer Protection Act

5. Medical Audit

6. E-Medical Record Management System & Procedure

References

1. Preventive and Social Medicine, K.Park-Bhanot
2. Medical Records Organization and Management, GD Mogli- JAYPEE

305: MEDICAL TERMINOLOGY -II

Objectives:

- To give knowledge about the various system of the human body and about various elementary diseases

Unit –I

1. Fundamentals of Digestive system
2. Fundamentals of Excretory System

Unit-II

1. Elementary Diseases of Musculo Skeletal System (Arthritis, Osteoporosis, Bone Fracture)

2. Elementary Diseases of Urinary System(Dialysis, Nephritis)

3. Elementary Diseases of Respiratory System(Asthma, Tuberculosis)

References

1.Paramedics-Six in One, JaypeeBrothers

Practical

306: SOFTWARE MANAGEMENT

Objectives: To aware and get exposure of different software used in various department of Hospital
Introduction to web programming

Unit-I

Introduction to HTML

HTML Basic Formatting Tags

HTML Lists

HTML Images

HTML Hyperlink

HTML Tables

HTML iFrame

HTML Form

HTML Headers

HTML Miscellaneous

Unit-II

Introduction to database management system

Introduction to Databases and Transactions

Database Design,ER-Diagram and Unified Modeling Language

Data Models

Unit-III

Software management

CCU, ICU, OPD etc.

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SEMESTER-IV

401: Public Health and Epidemiology -II

Objectives: To provide students with the knowledge about health policy and the epidemiology of various diseases.

Contents:

Unit-I

☐ Approaches of Public Health

☐ Community Diagnosis and need assessment

Unit-II

☐ National Health Policy,2002(overview)

☐ National Population Policy

☐ Health Manpower Planning and distribution

☐ Health service Research

Unit-III

☐Communicable diseases (Encephalitis,
Tetanus, HIV/AIDS)

☐Non communicable diseases (Diabetes, Cancer)

References

- 1.Preventive and social Medicine, K.Park—Bhanot
2. Community Medicine,AH Suryakantha—JAYPEE
3. Principles and practice of community medicine, Asma Rahim---JAYPEE

402: Bio Statistics

Objectives:This subject intends to familiarize the student with basic statistical tools and techniques and the use of inferential statistics in analyzing quantitative data in the Hospital System.

Contents:

Unit-I

☐ Measures of Central tendency:Mean,Median,Mode

☐ Measures of Dispersion:Range,Standard deviation

☐ Concept of Correlation and Regression

☐ Concept of Correlation using scattered diagram

☐ Derivation of regression equation

☐ significance of correlation using student's t distribution

Unit-II

☐ .Basic Concept of Population and Sample

☐ Collection of Data: Primary data, Secondary data

☐ Method of Collection

☐ Presentation of Data:

☐ Tabular presentation

☐ Frequency distribution

☐ Diagrammatic representation (Pie diagram, Bar diagram, Histogram, Frequency

Polygon)

Probability

☐ Meaning & definition of Probability

☐ Calculation of probability

☐ (Repeated trials, Drawing with replacement, drawing without replacement)

☐ Significance of correlation using student's t distribution

☐ Conditional Probability (except Bayes Theorem)

Concept of discrete and continuous probability distribution

☐ Normal Distribution

☐ Poisson Distribution,

☐ Binomial Distribution

References

1. Nag, N.K. and Nag, S.K. : Statistics (1st Sem); Kalyani Publishers
2. Nag, N.K. and Nag, S.K. : Statistics (2nd Sem); Kalyani Publishers
3. Das, N.G : Statistical Methods (Vol-I) McGraw Hill Education (India) Pvt. Ltd.
4. Das, N.G : Statistical Methods (Vol-II) McGraw Hill Education (India) Pvt. Ltd.
5. Das, Debajyoti and Das, Arati; Statistics in Biology and Psychology: Academic Publishers
6. Research Methodology by C. R. Kothari-New Age International Publishers

403: Fundamentals of Inventory Management

Objectives: The main objective of this subject is to maintain inventory at appropriate level, to avoid excessive or shortage of inventory because both the cases are undesirable, to prepare

students for practical problems and fundamentals of inventory management

Contents:

Unit-I

Inventory Control

- ▣ Definition & objectives of inventory control
- ▣ Types of inventory cost
- ▣ Types of inventory control system
- ▣ Pareto's law
- ▣ ABC/VED/SDE analysis
- ▣ Leadtime
- ▣ Buffer stock-reorder level
- ▣ Economic order quantity

Unit-II

Basic Knowledge of Hospital Stores management

- ▣ Location & Layout
- ▣ Types of inventory cost
- ▣ Standardization
- ▣ Codification & Classification of materials
- ▣ Material accounting & physical distribution
- ▣ Store documentation
- ▣ Condemnation & disposal of scrap
- ▣ Surplus & obsolete materials
- ▣ Types of stores in hospital
- ▣ Preservation of Stores

Unit-III

Hospital Purchase management

- ▣ Vendor selection & evaluation
- ▣ Vendor rating
- ▣ Methods of payments
- ▣ Tendering procedures

6. Research Methodology by C. R. Kothari-New Age International Publishers

403: Fundamentals of Inventory Management

Objectives:The main objective of this subject is to maintain inventory at appropriate level, to avoid excessive or shortage of inventory because both the cases are undesirable, to prepare students for practical problems and fundamentals of inventory management

Contents:

Unit-I

Inventory Control

- ❑ Definition & objectives of inventory control

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- ❑ ABC/VED/SDEanalysis

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- ❑ Bufferstock-reorder level

- ❑ Economic order quantity

Unit-II

Basic Knowledge of Hospital Stores management

- ❑ Location & Layout

- ❑ Types of inventory cost

- ❑ Standardization

- ❑ Codification & Classification of materials

- ❑ Material accounting & physical distribution

- ❑ Store documentation

- ❑ Condemnation & disposal of scrap

- ❑ Surplus & obsolete materials

- ❑ Types of stores in hospital

- ❑ Preservation of Stores

Unit-III

HospitalPurchasemanagement

- ❑ Vendor selection & evaluation

- ❑ Vendor rating

- ❑ Methods of payments

☐ Tendering procedures

Concept & Framework of supply chain management

Purchasing process

Meaning of purchasing

Objectives of purchasing

5R's of purchasing

Centralised & Decentralized purchasing

DGS&D- General principles of procurement of medicine

Equipment in DGHS under the MOHFW, GOI

Unit-IV

☐ Strategies for Hospital equipment planning and Selection

☐ Hospital equipment utilization distribution management (Logistics Management)

☐ Distribution of materials to various departments

☐ Auxiliary services

References

1. Production (Operation) Management, L. C. Jhamp-Everest

2. Production and materials management, K. Sridhara Bhatt-Himalaya

3. Hospital stores management an integral approach, Shakti Gupta-JAYPEE

4. Shakti Gupta, Sunil Kanth—Hospital Stores Management, Jaypee Brothers

5. Srinivasan A.V. (ed), Managing a modern hospital, Chapters 6, 7, 8, 9, Response Books, New Delhi, 2000.

6. Gopalakrishna, P., Materials Management, Prentice Hall, New Delhi, 1997.

7. Gopalakrishna, P., Purchasing and Materials Management, Tata MC. Graw Hill, New Delhi, 1995

404: Clinical Law and Ethics

Objectives: 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. To familiarize the students in matters of liability hospital medical negligence and medical malpractice in diagnosis, administration of drugs, surgery etc.

Contents:

Unit I

General Law of Contract

- ☐ Essentials of a Contract
- ☐ Offer and acceptance
- ☐ Capacity of Parties
- ☐ Free Consent
- ☐ Consideration and legality of object
- ☐ Void agreement and Contingent Contract

Unit-II

- ☐ Consumer Protection Act
- ☐ W.B.Clinical EstablishmentAct
- ☐ Legal aspects relating to organ transplantation
- ☐ MTP Act

Unit-III

- ☐ Drugs and Cosmetic Acts
- ☐ ESI ACT
- ☐ PNDT ACT
- ☐ Legal liability of hospitals
- ☐ Criminal, civil and tortuous
- ☐ Liability for negligence
- ☐ Absolute liability and vicarious liability
- ☐ Legal remedies available to patients
- ☐ Medical ethics
- ☐ Ethical Principles & rules
- ☐ Core concepts of medical ethics
- ☐ Lawðics-a comparison
- ☐ Geneva Declaration
- ☐ Law in relation to medical profession
- ☐ Indian Medical degree ACT
- ☐ IMC ACT Consent- Implied and Expressed Consent
- ☐ Medical Negligence Helsinki declaration on medical research
- ☐ ICMR guidelines of medical research

☐ Euthanasia

☐ Ethical framework on decision making

References

1.Commercial Law:Arun Kumar Sen&Jitendra Kumar Mitra

2.Medical Ethics:C.M.Francis, JayPee

3.Anoop Kaushal K, Medical negligence and legal remedies,
3rd edition,universal law Publisher NewDelhi,2004.

4.R.K. Chaube, consumer protection and the Medical profession,
Jaypee Publishing, New Delhi,2000.

5.Indian Medical council act.Goswami,

6.Labor law

7.Commercial Laws–N.D.Kapoor

405: Biomedical Waste Management& Disaster Management

Objectives:To understand the significance of nosocomial infections, biomedical waste
and its proper collection, segregation & disposal. Improve the understanding of
disaster risk, hazards,and vulnerabilities & strengthen the disaster prevention.

Contents:

Unit-I

- o Definition of Biomedical Waste
- o Definition of different type of biomedical waste
- o BMW-segregation, collection, transportation, disposal
- o Biomedical Waste(Management and Handling) Rules 1998 amendment 2016

☐ Unit-II

- o BMW management & methods
- o Modern technology for handling BMW
- o Monitoring & controlling of cross infection(Protective devices)
- o BMW from administrative point(Budget, Health check-up, Insurance)
- o Disposal techniques & Pre- treatment

Unit- III

1. Concept and basics of Disaster Management and mass casualties Management
 - a. Types of disaster: Natural & Man made disasters
 - b. Needs for disaster planning
 - c. Assessment of Disaster Preparedness

d. Disaster cycle

e. Definition

Unit-IV

1. Triage Fire Hazards

2. Fire Manual Guideline

3. Elements of Fire-Fire Hazard

4. Cause of Hospital Fire-Fire points

5. Rules for fire fighting

6. Disaster management Rules

References

1. Preventive and Social Medicine by K.Park

2. Disaster Management by Dr. SArulsamy
Hospital waste management and its monitoring, Madhuri Sharma JAYPEE

3.Hospital Management-S.L.Goel

4. Hospital Administration-Francis

5.Bio-Medical Waste Act & Rules Govt.of India

6.Curent Issues in BMW Waste Handling-ISHA, Bangalore

Practical

406: MINOR PROJECT

Objective

To impart the practical knowled ge through observation methods,help formulate a rigorous problem related to hospital on the basis of their observation from hospital.

Practical,help doan independent study,and encourage working in a team

Pedagogy

Identifying several situations and able to Project work and make a project report.

Contents

Every student will do a detailed study on the topic selected for the project,Faculty will examine this and decide on the topic of project.

The Process involves:
Formulation of objectives

☐ Data collection

☐ Analysis of data

☐ Inferences,conclusions and recommendations

☐ Summary

SYLLABUS

BACHELOR IN HOSPITAL ADMINISTRATION (BHA) Course UNDER WEST

BENGAL UNIVERSITY OF HEALTH SCIENCES (WBUHS)

SEMESTER-V

5th Semester									
Sl No.	Subject Code	Subject	Duration in Hours/Lecture	Duration in Hours for practical	Lecture / Week	Total hours /subject	Internal Marks	External Marks	Total Marks
Theory									
1	501	Development HUMAN RESOURCE MANAGEMENT (HRM)	1		3	60	30	70	100
2	502	PLANNING & ORGANIZATION OF HOSPITAL	1		3	60	30	70	100
3	503	BIOMEDICAL INSTRUMENTATION	1		3	60	30	70	100
4	504	STRATEGIC MANAGEMENT	1		3	60	30	70	100
5	505	ORGANIZATIONAL BEHAVIOUR	1		3	60	30	70	100
Practical									
6	506	HOSPITAL VISIT AND BMW VISIT		20		20	Grades (?)		Grades (?)
Total			-	20	15	320	150	350	500

Shalika Bha
6.5.24

Dr. Nilay Saha
06/5/24

Rabin Singh
6/5/24

Soumen Ganesan
06/05/24

6/5/24

Sudipta Choudhury
PGIMS 6/5/24

6/5/24

501: HUMAN RESOURCE MANAGEMENT (HRM)

Objective:

In today's competitive world, organizations can only thrive on human resources as their cutting edge. Good people management helps the organizations to leverage their strengths and attain a sustainable growth. Any HR intervention taken up, as such should be in line with the long term and short term goals and strategies of the organization. This subject acquaints the students with major functions of HRM aligned with the business strategy, as HR is the function that can link people and strategy to achieve organizational performance.

Unit-I

1. Introduction to Human Resource Management (HRM)

- a. Nature & Scope of HRM
- b. Definition & Function
- c. Objectives
- d. Organization Structure of HRM Department with respect to Hospital
- e. Human Resource Information Systems

Unit-II

1. Human Resource planning

- a. Acquisition of Human Resources
- b. Human Resource Requirements
- c. Job Analysis and Job Design
- d. Selection
- e. Orientation
- f. Placement

Unit III

1. Human Resource Development (HRD)

- a. Employee Training
- b. Management Development
- c. Performance appraisal
- d. Performance Counseling
- e. HRD instruments and interventions

SR.
06/05/24

2. Maintenance of Human Resources

- a. Employee Compensation

Shobhit Chandra
06/05/24

SR
06/05/24

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06/05/24

SR
06/05/24

S. Saha
06/05/24

- b. Job Evaluation
- c. Incentive Payments
- d. Promotion & Transfer
- e. Policies & Methods

3. ^{Methods} ~~Diagnostic model of the training process~~ Hospital Perspective

Unit IV

- 1. Grievance handling
 - a. Definition of Grievance
 - b. Grievance procedure
 - c. Principles and guidelines for grievance handling

2. Impact of trade unions on industrial relations

AB fundamentals of

3. Industrial Disputes

- a. Causes & Remedial Measures
- b. Collective bargaining

4. Work Ethics & Work Standards

Unit V

- 1. Career Planning & Development
 - a. Process
 - b. Steps in Career Planning & Development
 - c. Key Issues in Career Development

References:

- 1. Aswathappa, Human Resource & Personal Management, TMH
- 2. Gomez- Mezia, Managing Human Resources, Pearson Education
- 3. Personnel Management, CB Mammoria- Himalaya

SR
06/05/24

502: PLANNING & ORGANIZATION OF HOSPITAL PLANNING.

Objectives:

To expose the students to planning and operation 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. A chapter on research in Hospital Services and Resources is also added to give impetus for research in this field.

Contents:

AB

Unit-I

1. Introduction to Hospital
 - a. Definition of Hospital
 - b. Objectives of hospital
 - c. Classification of Hospital
 - d. Functions of Hospital

Unit-II

1. Concept of Professional management
 - a. Definition of Professional management
 - b. Professional management implementation
 - c. Nature and characteristic of professional management
 - d. Overview of Professional service units of a hospital (clinical and non- clinical)
 - e. Challenges of Indian hospital
 - f. Management of Indian hospital-challenges and strategies

Unit-III

1. Hospital Planning
 - a. Guiding principles in planning hospital facilities & services Planning the hospital building
 - b. Principles of Hospital Planning
 - ~~c. Conception of idea~~
 - d. Development of Hospital planning team
 - e. Six basic question related to hospital planning
 - f. ^{*}Emerging issue and strategic essential related to (Hospital planning) ^{*}
 - ~~g. Conception of idea~~
 - ~~h. Market survey~~
 - ~~i. Feasibility study~~
 - ~~j. Financial Planning of Hospital~~
 - ~~k. Equipment planning~~
 - l. Stages in planning
 - ~~m. Planning the operational units, engineering, lighting~~
 - ~~n. Gantt Chart~~

Unit-IV

1. Organization of the hospital
 - a. Management structure
 - b. Governing body
 - c. Hospital committees and hospital functionaries ^{ch.} Duties and responsibilities of various levels of management
*viz. Hosp. Mgmt. Com. Quality Acc. Com.
Inf. Cont. Com. Com. in Ed. & Pl. Product
Med. Person Com. Ppt. Satisfaction Com.*

References:

1. The Hospital Administrator, MA George-JAYPEE
2. Hospitals and Nursing Homes Planning, organizations and Management, Syed Amin Tabish-JAYPEE

3. Hospital Administration, CM Francis & Mario CDesouza-JAYPEE
4. Hospital Facilities planning & Management, GdKunders-TMH
5. Hospital Administration, DC Joshi & MamtaJoshi-JAYPEE

OVERVIEW OF

503: BIOMEDICAL INSTRUMENTATION EQUIPMENTS

Objective:

Subject is intended to cover the Operations and Maintenance aspects with reference to minimum Utilization of resources in a hospital.

Contents:

Unit-I

1. List of common medical equipment & its uses, maintenance & management.
 - a. CT
 - b. MRI
 - c. X-Ray
 - ~~d. USG~~
 - e. ECG
 - f. Multi-channel machine. *monitors*
 - g. Infusion Pump.
 - h. Syringe Pump.
 - i. Anaesthesia Machine.
 - j. Heart-Lung Machine.
 - k. IABP
 - l. ABG analysis machine
 - m. USG Doppler
 - n. Echocardiography
 - o. PFT machine
 - p. Ventilator
 - ~~q. Cell saver machine.~~
 - ~~r. Diathermy~~
 - s. ACT machine
 - t. Defibrillator
 - u. Incubator- laboratories & neonate.
 - ~~v. Sterilizer- Autoclave, ETO, Plasma.~~
 - ~~w. Laparoscopy set.~~
 - ~~x. Colonoscopy set.~~

Unit-II

1. Equipment selection guideline.
2. Estimation of cost and planning.
3. Purchase, installation, commissioning.
4. Replacement and buy back policy.
5. International and indigenous standards

Unit-III

Maintenance Management

98
06/05/24

For 6/5/24

1. Objectives.
2. Types of maintenancesystems.
3. Equipment history anddocuments.
4. Maintenanceplanning.
5. Sparesmanagement.
6. Replacementpolicy.
7. Depreciation and loss ofvalue.

References

1. Medical Technology, application in hospital environment, calibration tests, maintenance of hazards Srinivasan A.V.(ed),
2. Managing a Modern Hospital, Chapters 12, Response Books, New Delhi, Barry, Jay Hazier,
3. Principles of Operations Management, Prentice Hall, New Jersey,

504: STRATEGIC MANAGEMENT

Objectives:

This subject will integrate all management concepts to look at the organization from futuristic - both long and short term point of view. The emphasis will be on organizational analysis, planning and formulation of strategies.

Contents:

Unit-I

1. Introduction to strategic management

- a. Vision
- b. Mission
- c. Values
- d. Policy

2. Strategic management process

~~3. SBU~~

Unit-II

1. Porter's Value Chain

2. Porter's Five Forces & Application in Hospital

3. McKinsey's 7s Framework

4. Industry characteristics analysis

5. Nature and degree of competition

Unit-III

1. Organizational analysis

2. Identification & Analysis of Strength-Weakness-Opportunity-Threat(SWOT)

3. Critical success factor

~~4. Environmental Scanning~~

5. Business Process Reengineering(BPR)
6. Corporate strategy analysis
7. BCG Matrix
8. GE 9Cell Matrix

Unit-IV

1. Balance Score Card(BSC)
2. Contingency planning
- ~~3. Product life cycle~~
4. Strategic Implementation

~~International Institute of Hospital Management-45 & Allied Health Sciences~~

References

1. Oster Sharon M. Strategic Management for non profit organizations, Oxford publishers, New Delhi.
2. Lawrence R. Jauch and WF Glueck, Business Policy and strategic management, 6th edition, Frank brothers, New Delhi, 2003.
3. Srivastava; Management Policy ,1nd Strategic Management; Himalaya Publications, Mumbai. . Allio, Robert J;
4. The practical Strategist - Business and corporate strategy for 1990s, Indus publications, 1994.
5. Kazhmi, Business Policy and strategic management, Tata Mc Graw Hill, New Delhi, 2002.

505: ORGANIZATIONAL BEHAVIOUR

Unit-I

- a) Concepts of Organizational Behavior (OB)
- b) Historical development
- c) Major components of OB
- d) Basic approaches of OB
- e) Fundamental principles of OB
- f) Challenges and opportunities
- g) Behavioral Concepts
- h) Cognitive process
- i) Perception process

Unit-II Motivation

- a) Different types of motives
- b) Motivation process
- c) Selected theories of motivation with special reference to MASLOW and McGREGORE
- d) Motivating medical and paramedical professionals
- e) Personality and Attitude
- f) Meaning, Determinants of motivation
- g) The Big Five Model/ personality attributes. 1 by / trait
- h) Attitude: Formation, components of attitudes

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Unit-III

1. Group Dynamics & Teambuilding
 - a. Definition of Team & Group
 - b. Stages of Group Formation
2. Leadership
 - a. Meaning & Trait of Leaders
 - b. Styles of Leadership and Its Application With Examples (Democratic, Autocratic, Strategic, Transformational, Coach, Laissez faire, Bureaucratic)
3. Conflict management
 - a. Definition, sources, Types of conflict, Overview of Conflict Resolution with special reference to Ego State Model and JOHARI'S WINDOW

References:

1. SyedAminTabish, Hospital and Health Services Administration~ Principles & Practice, OxfordUniversity Press, New Delhi,2001.
2. James A.F. Stoner, R. Edward Freeman and Denier R. Gilbert Jr., Management, Prentice Hall India, New Delhi,1997.
3. Kountz Harold, Heinz Weihrich, Management – A global perspective, 19th edition, Mc Graw Hill International, New Delhi,2005.
4. Srinivasan A.V. Japanese Management – The Indian context, Tata Me Oraw Hill, New Delhi,2000.
5. Koontz Harold, Heinz Weihrich, Essentials of Management, Mc Oraw Hill International, New Delhi,2004.
6. L. M. Prasad, Principles and Practice of Management, 6th edition, Sultan Chand Publisher, New Delhi,2001.
7. Principles and practice of management-L.M. Prasad, Sultan Chand &sons.
8. Management theory and practice-C.B Gupta, sultan Chand &sons.

Practical

506: HOSPITAL VISIT AND BMW VISIT

Objective:

To have a practical exposure of various departments of a hospital and to understand the significance of nosocomial infections, biomedical waste and its proper collection, segregation, transportation, disposal. It is included in the syllabus to make the students aware of the functioning of different departments of hospital. Students are required to prepare and submit a filled survey / Study Report to the H.O.D. of visiting Hospital as also to his own college.

R. Kalladaya
G.S.24

11/11/24
06/05/24

Dr. B. Singh
06/05/24

For
CIS/24

06/05/24

S. S. S. S.
G.S.24

SYLLABUS
BACHELOR IN HOSPITAL ADMINISTRATION (BHA) Course
UNIVERSITY OF HEALTH SCIENCES (WBUHS)
SEMESTER-VI

6th Semester									
Sl No.	Subject Code	Subject	Duration in Hours/Lecture	Duration in Hours for Practical	Lecture/ Week	Total hours /subject	Internal Marks	External Marks	Total Marks
Theory									
1	601	TOTAL QUALITY MANAGEMENT IN HEALTH CARE SERVICES	1		3	50 / 60	30	70	100
2	602	HEALTH INSURANCE AND MEDICAL TOURISM	1		3	50 / 60	30	70	100
3	603	PUBLIC RELATIONS	1		3	50 / 60	30	70	100
4	604	SPECIAL PAPER	1		3	50 / 60	30	70	100
	604 A	OCCUPATIONAL HEALTH							
	604 B	DISASTER MANAGEMENT							
	604 C	SERVICE MARKETING							
	604 D	FRONT OFFICE MANAGEMENT							
Practical									
5	605	(MAJOR PROJECT) HOSPITAL REPORT PRESENTATION:	-	2 Months					100/ Grade
6	606	GRAND VIVA							100/ Grade
Total			-	2 Months	12	200/240	120	280	600

601: TQM in Health Care Services

Objectives:

To provide basic knowledge on the concepts of TQM on s journey towards continuous improvement of quality patient care.

Contents:

Unit-I

1. Quality Care and Quality Management
 - a. Approaches to measurement of Quality.
2. Techniques of Quality Management in Hospital
 - a. Improving Hospital Performance
 - b. Patient Participation
 - c. Quality Health Care through Patient Satisfaction
 - d. Conceptual model of potential Contribution in quality in the health care system
3. Organization wide Quality Improvement in HealthCare
 - a. Introduction
 - b. Organization wide Quality Improvement fundamentals
 - c. A Quality Improvement model of daily Patient Care
 - d. Quality Assurance and Quality improvement
 - e. Attributes of Quality in HealthCare
 - f. Attributes of a Good Patient Practitioners Relationship

Unit-II

1. Total Quality Management
 - a. Contribution of Quality Gurus
 - b. Tools of quality control
 - c. Approaches to Quality Management in hospitals(NABH / NABL / ISO)

Unit-III

1. Benchmarking
2. Business Process Reengineering
3. Brainstorming
4. Accreditation for Hospitals

References

1. Quality management in healthcare, S.K Joshi-JAYPEE
2. Hospital administration, CM Francis & Mario C D esouza-JAYPEE
3. Hospital&HealthServicesAdministrationPrinciples&Practice,SyedAminTabish- OXFORD
4. A Text on Total Quality Management, Asish Bhatnagar – Vrinda Publication

602: HEALTH INSURANCE AND MEDICAL TOURISM

Objective:

The primary aim of this subject is to acquaint students to the concept of health insurance, product development, and various health insurance products - both at individual and group level, the economic services of health insurance, underwriting of health insurance policies, marketing of insurance policies, claims management, third-party administration etc., so that the students are ready for the challenges of the healthcare insurance which is emerging as a sector holding great promise.

Contents:

Unit-I

1. Introduction
 - a. History of Health Insurance
 - b. Principles of Health Insurance
 - c. Health Insurance Products
 - d. Group Insurance Products
 - e. Concepts of insurance – General and life

Unit-II:

1. Introduction to claims management
2. Cashless & reimbursement claim
3. Significance of claims settlement.
4. Third Party Administrator(TPA)

Unit-III

1. Economic and financial management of Health Insurance
2. Marketing and servicing of Health Insurance
3. IT Applications and Legal framework in Health Insurance
4. Ethical issues in insurance

Unit-IV

1. Introduction to Medical tourism
2. Different Concept of Medical Tourism.

References

1. Medclaim & Health Insurance by Prof Kshitij Patukale
2. Do We Care: India's Health System by K. Sujatha Rao
3. Principles of HOSPITAL Administration and Planning by B M Sakharkar
4. Kenneth Black, Jr .Harold D. Skipper, Jr, Lire and Health Insurance ,thirteenth edition , Pearson Education Pvt.Ltd., Delhi,2003.
5. Board of Editors, Group and Health Insurance vol. I -III, the ICFAI University Press, Hyderabad, 2004.

603: PUBLIC RELATION

Objective:

This subject will give the insight into the application of public relations in various situations in a Hospital environment and student will be aware about that

Contents:

Unit-I

Introduction: definition, function, principles, planning and implementation. Emerging trends of public relations.

Unit II

Role of PR in healthcare. Qualities of hospital PRO. Functions, organization of PR Department. Importance of PR in Hospital Environment Management:

- a. Patients relationship
- b. Employee Relations
- c. Media
- d. Government

Unit III

PR in Crisis management, Event management in hospitals.
Laws and ethics of PR

Unit IV

Role of PR in marketing. PR, advertisement and propaganda. PR agencies. PR council

References

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

604: SPECIAL PAPER

604 A: OCCUPATIONAL HEALTH

Objective:

This subject will aim that the student will know the promotion and maintenance of the highest degree of physical, mental and social well-being, health hazards in occupations.

Contents:

Unit-I

Occupational environment: Human & physical environment. Chemical & biological agents.
Occupational hazards: Physical, Chemical, Mechanical, Psychological hazards.

Unit-II

Occupational diseases: Skin diseases, Lung diseases, Accidents & injury, Radiation hazards, Control of hazards in industries.

Unit III

Indian Factories Act 1948, ESI Act 1948, Workman's Compensation Act 1952. .

References

1. Preventive and Social Medicine, K Park-Bhanot

604 B: DISASTER MANAGEMENT

Objective: To understand the concept of disaster risk, hazards, vulnerabilities.

And disaster prevention.

Contents:

Unit-I

Fundamentals of Disaster Management

- a. Concept and basics of disaster management and mass casualties management.
- b. Definition of Disaster Management and types of disaster: Natural & Man made disasters and importance
- c. Disaster cycle
- d. Needs for disaster planning

Unit-II

- A. Importance of Disaster Management Study
- B. Disaster Management Act 2005
- C. State level Disaster Management

Unit- III

Response of health care sector in Disaster Management

References

1. Preventive and Social Medicine by K.Park
2. Disaster Management by Dr. S Arulsamy Hospital waste management and its monitoring, Madhuri Sharma JAYPEE

604 C : SERVICE MARKETING

Unit-I

- a. Fundamentals of Marketing
- B. Nature Characteristics and methods of service delivery.

Unit-II

- a. Service, Product , Branding

1. Brand services and Brand Equity
- b. Price and Promotion of Services
1. Pricing Challenges,
2. Advertising Services
3. Digital Marketing

Unit- III

Challenges and Strategies of Service Marketing

1. Positioning of service- How to create a positioning strategy
2. Market Planning for service
3. Developing and managing the customer Service

References

1. Marketing Management, Philip Kotler-Prentice hall-India
2. Marketing Management, K. Karunakaran-Himalaya publishing house
3. Marketing Management, Rajan Saxena-Tata McGraw-Hill

604 D: FRONT OFFICE MANAGEMENT

Objective:

This subject aims to manage the daily operations of the Front Desk, ensuring maximum efficiency and productivity; build and develop a strong Front Desk team, through ongoing training and performance management; carry out administrative duties as required to maintain the smooth running of the Front Office Department.

Contents:

Unit-I

Introduction, Definition & functions of Front office Management & Department.

Unit-II

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

Unit-III

Managing front office-patient admission, telephone etiquette, cash and bill section. Qualities of a good telephone operator.

- a. Reception activities
- b. Importance of reception
- c. Attributes of a good reception & receptionist

Unit-IV

Role of the front office in interdepartmental communication.

Team work in front office

- a. Team building
- b. Importance of team building in hospitals
- c. Characteristics of effective team

Main problem areas in Front Office Department. Time & Motion Study

Unit-V

Guest Relation in connection with health care sector

Practical

605: HOSPITAL REPORT PRESENTATION:

Objective

The exposure to and understanding of the internal working of the various departments of the hospital is essential for every student to appreciate and assimilate the learning in the educational programme. The subject is designed to facilitate this learning-objective and is based on the principle of “learning by observation”. This subject will also help to learn “working in teams”.

Pedagogy

All departments, administrative and clinical, will be divided into “Activity Clusters” in a typical large hospital. Every student, in the team, will be exposed to every activity area in rotation. The student- team will visit the Cluster on the allotted days and study the activities as per the guideline provided by the faculty.

The students are encouraged to make Power Point Presentations.

Evaluation

Total marks of 100 will be distributed as:

1. 50 for the content of reports
2. 30 for the presentation on the assigned department
3. 20 for attendance

The evaluation will be done by a panel of three members including head of the concerned department of the hospital.

Contents:

The program will start right from the beginning of the 6th semester. A brief introduction of the hospital, formation, of teams, and announcement of schedules will precede this. Hospital project schedule is minimum for two days in each activity zone.

The structure of learning will be:

1. Objectives of the activity Cluster
2. Hierarchy and structure
3. Identifying major and critical activities
4. Studying the processes of the activity cluster from system point of view: input- process- output
5. Identification of areas in need improvement.
6. Each team will be assigned one major process of the department and they will be asked to present the details of the particular process through systems framework.

7. The students will be detailed for duties along with the departmental executive which is intended to acclimatize students to the environment of the hospital, so that they would appreciate special demands and understand various protocols, etc.