ALAGAPPA UNIVERSITY

StateUniversity/A+GradebyNAAC(CGPA:3.64)/A+GradebyNAAC(CGPA:3.64)inthe3rdCycle/Category-IUniversitybyMHRD-UGC

DIRECTORATE OF COLLABORATIVE PROGRAMMES

MBA
(Health Service Management)

Regulations and Syllabus

[For those who join the Course in July 2023 and after]

CHOICE BASED CREDIT SYSTEM

<h1 style="text-align:center">COURSEREGULATIONS</h1>

VISION

Achieving excellence in the field of health care management education through preparing the young minds in to a competent professional with knowledge and administrative skills and transform them as an asset to the country with the support of The Alagappa University Pedagogy, Extension, Administration and Learning.

MISSION

Toeducateandenrichthestudentknowledge,abilityandskillsetsthroughtheoreticalknowledge and practical training in a systematic approach of teaching and training methodology at our Institute as per the regulation prescribed by the collaborative programs3 of **The Alagappa University, Karaikudi**.

Programme of Level:

1. Choice-Based Credit System

A Choice-Based Credit System is a flexible system of learning. This system allows students to gain knowledge at their tempo. Students shall decide on electives from a wide range of elective courses offered by the Departments/institutions in consultation with the committee. Students undergo additional courses and acquire more than the required number of credits. They can also adopt an inter-disciplinary and intra-disciplinary approach to learning, and make the best use of the expertise of available faculty.

2. Programme

"Programme" means a course of study leading to the award of a degree in a discipline. MSW is a postgraduate programme and the duration is two years spread over four semesters.

3. Courses

'Course' is a component (a paper) of a programme. Each course offered by the Department is identified by aunique Course Code.Acoursecontainslectures/tutorials/laboratorywork/seminars/project work / practical training/report writing /Viva- voce, etc, or a combination of these, to meet effective teaching and learning needs.

4. Credits

The term "Credit" refers to the weight age given to a course, usually about the instructional hours assigned to it. Normally in each of the course's credits will be assigned based on the number of lectures/tutorials/laboratory and other forms of learning required to complete the course contents in a15-week schedule. One credit is equal to one hour of lecture per week. For laboratory/field work one credit is equal to two hours.

5. Semesters

An academic year is divided into two Semesters. In each semester, courses are offered in a minimum of 15 teaching weeks and the remaining3 -5weeks are to beutilized for conduct of examination and evaluation purposes. Each week has30 working hours spread over 5days a week.

6. Departmental/institutional committee

The Departmental/Institutional Committee consists of the faculty of the Department /institution. The committee shall be responsible for admission to all the programmes offered by the Department including the conduct of entrance tests, verification of records, admission, and evaluation. The committee determines the deliberation of courses and specifies the allocation of credits semester-

wise and course-wise. For each course, it will also identify the number of credits for lectures, tutorials, practical's, seminars, etc. The courses (Core/Discipline Specific Elective/Non-Major Elective) are designed by teachers and approved by the Committees. Courses approved by the committees shall be approved by the Board of Studies.

A teacher offering a course will also be responsible for maintaining attendance and performance sheets (CIA -I, CIA-II, assignments, and seminar) of all the students registered for the course.

The department coordinators for Non-major elective (NME) and MOOCs (SLC) courses are responsible to submit the performance sheet to the Head of the department. The Head of the Department consolidates all such performance sheets of courses offered by the department and forward the same to be Controller of Examinations.

7. Programme Educational Objectives-(PEO)

The statements that describe the expected achievements of graduates in their career, and also in particular, what the graduates are expected to perform and achieve during the first few years after graduation.

PEO -1	Become executives in the hospitals and healthcare industry for its operational management.
PEO -2	To become qualified managers as change agent by developing solution for continuous quality improvement in healthcare industry.
PEO -3	Analyze the issues and find solutions for the complex problems in the field of health service management. Device policies, procedures, standard operating protocols for a specific process referring mission of the hospital
PEO -4	Ensure smooth functioning of core process by fore casting, stream lining patient flow, staff scheduling, planning space, facilities, supplies, maintenance, etc., in a hospital
PEO -5	Understand and execute the licensure process need for the hospital setup and promote the hospital facilities.
PEO -6	Develop and apply various employee friendly systems for effective functioning of different administrative activities and support services of a hospital.
PEO -7	En sure optimumutilization of available limited resources in healthcare and there by increase the positive cash flow.
PEO -8	Develop innovative system of operation based on the education and personal experience in the administration department.
PEO -9	Develop strategies for Training, Development, Manpower planning, Recruitment for various category of manpower in the healthcare industry.
PEO-10	Support the General management for making decision with regards to patient care planning and management, conduct various patient and management related events in the hospital.

8. Programme Outcome-(PO)

(POs) alignment closely with Graduate Attributes-Required 10POs. Programme Outcomes are statements that describe what students are expected to be able to do by the time of graduation

Program Outcome (POs) On successful completion of the MBA Health Services Management Program,

PO-1	Students acqui refund a mental skills and knowledge on the **management practices in the field of healthcare.**
PO-2	Gain knowledge on Management concepts, Processes and functions of various departments of the healthcare sector such as **General administration, HRM, Purchase, Quality, Supportive services, Patient care Management, Accounts and financial management.**
PO-3	Understand the medico legal issues and **execute data collection with regard to quality indicator s**oft he hospital organizations
PO-4	Acquire skill to follow up and **maintain the administrative documents** towards ensuring the quality operations of the healthcare industry for accreditation process.
PO-5	Understand the hospital Vision, mission and **exercise micro-operations** in the hospital administration towards the attainment of goals.
PO–6	Aware of various **polices, procedures, laws and environment** of the organization required to start the practice in healthcare industry as a budding manager.
PO-7	Gain knowledge and exercise good relationship skills among the internal and external customers of healthcare industry.
PO-8	Sharpen managerial skills required for healthcare sector
PO-9	Understand the healthcare market, stakeholders and importance of sustainable healthcare through enhanced quality care
PO -10	Acquire managerial working skill in the HR, Purchase, operations, quality, all administrative and supportive department's and perform the functions under supervisions

9. Programme Specific Objectives-(PSO)

PSO-1	Students will gain knowledge in the administrative and management functions of the health service management.
PSO-2	Students infer the various management concepts, medical ethics, patient rights and responsibilities which leads to ensuring the quality patient care.
PSO-3	Students gain knowledge and managerial skills, Execute plans, Control the process and activities of the various departments of the hospitals such as Materials, Manpower,
PSO-4	Students will explore the scope for best management practices and implement in the healthcare administration
PSO-5	Be sensitive to the patient needs and uphold the highest ethical standards in management practices.

10. Programme Specific Outcome (PSOs)

PSO-1	Develop and apply various employee friendly systems for effective functioning of different administrative activities and support services of a hospital.
PSO-2	Ensure smooth functioning of core process by forecasting, streamlining patient flow, staff scheduling, planning space, facilities, supplies, maintenance, etc., in a hospital.
PSO-3	Promote patient centered care with a continuous quality improvement orientation in a hospital.
PSO-4	Understand the need and importance of cost-effective sustainable healthcare through demand generation and enhanced quality care
PSO-5	Use of management information system and various management techniques at HR, Material Management function in healthcare.

1. Eligibility for admission

A candidate who has passed any UG degree from any University/college shall be permitted to appear and qualify for the program.

2. Minimum Duration of Programme

The programme is for two years. Each year shall consist of two semesters viz. Odd and Even semesters. Odd semesters shall be from June / July to October / November and even semesters shall be from November / December to April / May. In each semester, there shall be 90 working days consisting of 6 teaching hours per working day(5days/week).

3. Medium of instruction

The medium of instruction is English.

4. Teaching Methods

The classroom teaching would be through conventional lectures, the use of OHP, Power Point presentation, and novel innovative teaching ideas like television, smart board, and computer- aided instructions. Periodic field visit enables the student for gathering practical experience and up-to-date industrial scenario. Student seminars would be arranged to improve their communicative kills.

The periodic test will be conducted for students to assess their knowledge. Slow learners would be identified and will be given special attention by remedial coaching. Major and electives would be held in the Department and for Non-major electives students have to undertake other subjects offered by other departments.

5. Components

A PG programme consists of several courses. The term "course" is applied to indicate a logical part ofthe subject matter of the programme and is invariably equivalent to the subject matter of a "paper" in the conventional sense. The following are the various categories of the courses suggested for the PG programmes.

Core courses(CC)-"Core Papers" means "the core courses" related to the programme concerned including practicals and project work offered under the programme and shall cover core competency, critical thinking, analytical reasoning, and research skill.

Generic Elective (Allied) - Within the faculty, the students shall undergo two discipline-specific allied courses (one in the first year and another in the second year of his/her study except for computer application).

Discipline-Specific Electives (DSE) - means the courses offered under the programme related to the major but are to be selected by the students, shall cover additional academic knowledge, critical thinking, and analytical reasoning.

Non-Major Electives(NME)-Exposure be yond the discipline.

Self-Learning Courses from MOOCs plat forms.
   - MOOCs shall be voluntary for the students.
   - Students have to undergo a total of 2 Self Learning Courses (MOOCs) one in II semester and another in III semester.
   - The actual credits earned through MOOCs shall be transferred to the credit plan of programmes as extra credits. Otherwise, 2 credits/ course be given if the Self Learning Course (MOOC) is without credit.
   - While selecting the MOOCs, preference shall be given to the course related to employ ability skills.

Dissertation (Maximum Marks:200)
   The candidate shall undergo Dissertation Work during the fourth semester. The candidate should prepare a scheme of work for the dissertation and should get approval from the guide. The candidate, after completing the dissertation, shall be allowed to submit it to the departments at the end of the final semester.

The format to be followed for the dissertation by the student is given below
   - Title page
   - Certificate
   - Acknowledgment Content as follows:

Chapter No.	Title	PageNo.
1	Introduction	
2	Aim and objectives	
3	Review of Literature	
4	Materials and Methods	
5	Results	
6	Discussion	
7	Summary and Conclusion	
8	References	

Format of the title page

<div align="center">

Title of Dissertation

</div>

Dissertation submitted in partial fulfillment of the requirement for the degree of--------of--------- in _____to the _____.

<div align="center">

By (Student Name) (Register
Number) Logo Department of_____

Name and Address of the institute(Year)

</div>

Format of certificates

<div align="center">

Certificate(Guide)

</div>

This   is   to   certify   that   the   Dissertation   entitled"

"
submitted to

--------------- in partial fulfilment for the degree of ---------in ----------------- by Mr/Miss ----------------(Reg. No --------------------------) under my supervision. This is based on the results of studies carried out by him/her in the Department of --------------,--. This dissertation or any part of this work has not been submitted elsewhere for any other degree, diploma, fellowship, or any other similar titles orrecord of any University orInstitution.

<div align="right">

Research Supervisor

</div>

Place:
Date:_____.

<div align="center">

Certificate(HOD)

</div>

_____This   is   to certify that the thesis entitled "_____"submitted   by Mr/Miss ----------------(Reg No:--------------)to the----------------,in partial fulfillment for the award of the degree of-------of-------in----------------------------------is a bonafide record of research work done under the supervision of Dr ,Assistant Professor, Department of___, _____This   is   to further certify that the thesis or any part thereof has not formed the basis of the award to the student of any degree ,diploma, fellowship, or any other similar title of any University or Institution.

<div align="right">

Head of the Department

</div>

Place:

Date:_____.

Declaration (student)

I here by declare that the dissertation entitled"----------------------------------"submitted to the -------------for the award of the degree of-------of-------in------------has been carried out by me under the guidance of Dr.-----------------,Assistant Professor, Department of------------------------------ , ------------, ------------- --.This is my original and independent work and has not previously formed the basis of the award of any degree, diploma, associate ship, fellowship, or any other simil artile of any University or Institution.

(_____)

Place:

Date:_____.

F. Internship

The students shall undergo Internship /industrial training in reputed organizations minimum of two weeks to acquire industrial knowledge during the summer vacation of the second semester. The student has to find an industry related to their discipline (Public Limited/Private Limited/owner/NGOs etc.,) in consultation with the faculty in charge/Mentor and get approval from the Head of the Department and Departmental Committee before going for an internship/ industrial training.

Format to be followed for Internship report

The format /certificate for the internship report to be followed by the student is given below

Title page

Title of internship report

partial fulfillment of the requirement for the
of degree In___.
By (Student
Name) (Register Number)
University Logo
Department of_____

Institute name & address (Year)

Format of certificate (Faculty in charge)

This is to certify that the report entitled"----------------------------"submitted to ....

 in partial fulfillment for the--of in .... by Mr/Miss......

(Reg No..) under my supervision.
This is based on the work carried out by him/her in the organization M/S ---. This Internship report or any part of this work has not been submitted elsewhere for any other degree, diploma, fellowship, or any other similar record of any University or Institution.

Research Supervisor

Place:

Date:_____.

(HOD)

This is to certify that the Internship report entitled "--------------------------"submitted by Mr/Miss.-----------------(Reg No:------------------) to the--------- , in partial fulfillment for the award of the ---------- of Science in ------- is a bonafide record of the Internship report done under the supervision of --------------, Assistant Professor, Department of ----------------------,and the work carried out by him/her in the organization M/S -------------------------. This is to further certify that the thesis or any part thereof has not formed the basis of the award to the student of any degree, diploma, fellowship, or any other similar title of any University or Institution.

HeadoftheDepartment

Place:

Date:_____.

(Student Declaration)

I here by declare that the Internship Report entitled " ------------ "submitted to the

-------------------for the award of the-----------in------------has been carried out by me under he

supervision of--------------, Assistant Professor, Department of-----------------------,----------- ,

--------------.This is my original and independent work carried out by me in the organization M/S

------------------------ for the period of -------- and has not previously formed the basis of the
award of any degree, diploma, associateship, fellowship, or any other similar title of any
University or Institution.

(_____)

Place:

Date:_____.

Acknowledgment, Content as follows:

Chapter No.	Title	PageNo.
1	Introduction	
2	Aim and objectives	
3	Organization profile/details	
4	Methods/Work	
5	Observation and knowledge gained	
6	Summary and outcome of the Internship study	
7	References	

No. of copies of the dissertation /internship report

The candidate should prepare three copies of the dissertation/report and submit the same for the evaluation of examiners. After evaluation, one copy will be retained in the department library, one copy will be retained by the guide and the student shall hold one copy.

Attendance

       Students must have earned 75% of attendance in each course for appearing on the examination. Students who have earned 74% to 70% of attendance need to apply for condo nation in the prescribed form with the prescribed fee. Students who have earned 69% to 60% of attendance need to apply for condo nation in the prescribed form with the prescribed fee along with the Medical Certificate. Students who have below 60% of attendance are not eligible to appear for the End Semester Examination (ESE). They shall re-do the semester(s) after completion of the programme.

Examination

       The examinations shall be conducted separately for theory and practicals to assess (remembering, understanding, applying, analyzing, evaluating, and creating) the knowledge required during the study. There shall be two systems of examinations viz., internal and external examinations. The internal examinations shall be conducted as Continuous Internal Assessment tests I and II(CIATestI&II).

A. Internal Assessment

       The internal assessment shall comprise maximum of 25 marks for each course.The following procedure shall be followed for awarding internal marks.

Theory-25marks

Sl. No.	Content	Marks
1	Average marks of two CIA test	15
2	Seminar/Group Discussion / Quiz, etc.,	5
3	Assignment/Field trip report/case study reports	5
	Total	**25**

Practical-25marks

Sl. No.	Content	Marks
1	Average marks of two CIA tests (Practical) Experiments Spotter	15
2	Observation note book	10
	Total	**25**

Internship -2 5marks (assess by Guide / Incharge / HOD / supervisor)

Sl. No.	Content	Marks
1	Presentation	15
2	Progress report	10
	Total	**25**

Dissertation – 25 marks (Guide / HOD)

Sl. No.	Content	Marks
1	Two Presentations(mid-term)	15
2	Progress report	20
	Total	**25**

B. External Examination

° There shall be examinations at the end of each semester, for odd semesters in October /November; for even semesters in April/May.

° A candidate who does not pass the examination in any course(s) may be permitted to appear in such failed course(s) in the subsequent examinations to be held in October / November or April / May. However, candidates who have arrears in practical shall be permitted to take their arrear Practical examination only along with regular practical examination in the respective semester.

° A candidate should get registered for the first-semester examination. If registration is not possible owing to a shortage of attendance beyond the con donation limit/regulation prescribed OR belated joining OR on medical grounds, the candidates are permitted to move to the next semester. Such candidates shall re-do the missed semester after completion of the programme.

° For the Dissertation Work, the maximum marks will be 25 marks for thesis evaluation and the Viva-Voce50marks.

° For the internship, the maximum mark will be25marks for project report evaluation and for the Viva-Voce it is 50marks.

° Viva-Voce: Each candidate shall be required to appear for the Viva-Voce Examination (in defense of the DissertationWork/internship).

Dissertation

Dissertation Thesis	25Marks
Viva Voce	50Marks

Internship (Semester IV)

Internship Report	25Marks
Viva Voce	50Marks

Passing minimum

° A candidate shall be declared to have passed each course if he/she secures not less than 40% marks in the End Semester Examinations and 40% marks in the Internal Assessment and not less than 40% for UG and PG 50% in the aggregate, taking Continuous assessment and End Semester Examinations marks together.

° The candidates not obtained 50% in the Internal Assessment are permitted to improve their Internal Assessment marks in the subsequent semesters (2 chances will be given) by writing the CIA tests and by submitting assignments.

° Candidates, who have secured the pass marks in the End-Semester Examination and the CIA but failed to secure the aggregate minimum pass mark (E.S.E + C I.A), are permitted to improve their Internal Assessment mark in the following semester and /or in University examinations.

° A candidate shall be declared to have passed the Project Work if he /she gets not less than 40% in each of the Project Report and Viva-Voce and not less than 40 % UG and in PG 50% in the aggregate of both the marks for Project Report and Viva-Voce.

° A candidate who gets less than 40% for UG and PG 50% in the Project Report must resubmit the Project Report. Such candidates need to take again the Viva-Voce on the resubmitted Project.

Each student should have taken 83 credits as a core course, Internship course (core), credits as a major elective; 4 credits as a non-major elective, 7 credits as dissertation work, in addition, MOOCs courses as extra credits, thus totaling least 90 + extra credits required to complete degree course.

Course Structure

S. No.	Course Code		Title of the Paper	T/P	Credits	Hours/ Week	Marks		
							I	E	Total
I Semester									
1	92111	Core1	Principles of Management and Organisational Behaviour	T	4	4	25	75	100
2	92112	Core2	Hospital Administration	T	4	4	25	75	100
3	92113	Core3	Health Economics	T	4	4	25	75	100
4	92114	Core4	Hospital Accounting and Financial Management.	T	4	4	25	75	100
5	92115	Core 5	Human Resource Management	T	4	4	25	75	100
6	92116	Core 6	Hospital Information System	T	4	4	25	75	100
7	92117	GE 1	Business Communication	T	2	2	25	75	100
8	92118	GE 2	Field Observation Visits to Hospitals	P	3	6	25	75	100
9	92119	GE 3	Hospital Work -1 (Summer Posting)	P	4	21 days (8 hrs /week)	25	75	100
			Library			2			
					33	**40**	**225**	**675**	**900**
			Core		**24 credit points**				
			GE		**9 credit points**				
II Semester									
10	92121	Core 7	Health Service Quality Management	T	4	4	25	75	100
11	92122	Core 8	Health Service Marketing and Management	T	4	4	25	75	100
12	92123	Core 9	Supportive Services and Facilities Management	T	4	4	25	75	100
13	92124	Core 10	Research and Statistics	T	4	4	25	75	100
14	92125	Core 11	Hospital Materials Management	T	4	4	25	75	100
15	92126	Core 12	Strategic Management in Health Care	T	4	4	25	75	100
16	92127	GE 4	Hospital Rotational Posting - 1	P	3	6	25	75	100
17	92128	GE 5	Hospital Work -2 Summer Posting	P	4	21 days (8 hrs/ week)	25	75	100
			Library			2			
			Self-learning Course (SLC)- MOOCs**	T		ExtraCredit(2)			
					31	**40**	**200**	**600**	**800**
			Core		**24 credit points**				
			GE		**7 credit points**				
III Semester									
18	92131	Core13	Operations Research	T	4	4	25	75	100
19	92132	Core14	Health Care and Wellness	T	4	4	25	75	100
20	92133	Core15	Legal Aspects of Health Care	T	4	4	25	75	100
21	92134	Core 16	Hospital Planning and Design	T	4	4	25	75	100
22	92135	Core 17	Counselling	T	4	4	25	75	100
23	92136	Core 18	Tele Medicine and Medical Tourism	T	4	4	25	75	100
	92137	GE 6	Hospital Rotational Posting - II	P	3	6	25	75	100
	92138	GE 7	Hospital Work 3 Summer Posting	P	4	21 days (8 hrs/ week)	25	75	100

		Library			2				
		Self-learning course (SLC)- MOOCs**		T			Extra Credit(2)		
					31	**38**	**200**	**600**	**800**
Core					24 credit points				
GE					7 credit points				
IV Semester									
26	92141	Core19	Internship	I	8	16*	25	75	100
27	92142	Core20	Dissertation	D	6	12*	25	75	100
					14	**28**	**50**	**150**	**200**
Total (I Semester to IV Semester)					**109**	**146**	**675**	**2025**	**2700**
Total Core credit (I Semester to IV Semester)					**86**				
Total GE credit (I Semester to IV Semester)					**23**				

* the candidate has to complete the dissertation or project during the internship period 90 working days.

I-SEMESTER					
Course Code	92111	**CORE: 1** **PRINCIPLES OF MANAGEMENT&ORGANISATIONAL BEHAVIOUR**	**T**	**Credits:4**	**Hours/ Week:4**
Course Objectives	colspan5	1. To provide conceptual understanding of Management principles. 2. To familiarize the students with the contemporary issues in Management 3. To understand and appreciate the human behavior in organization 4. To understand the management process and integrated approach in management 5. To understand the current issues that have an implication in administration.
Unit-I	colspan5	Nature of Management–Management is a science, Art, and Profession-LevelsinManagement-ManagerialSkills–HenryFayol's14Principles of management, Management Vs Administration -Social Responsibilities of Business. Management by Objectives (MBO), Policies and Strategies, Decision Making. Planning-Steps in Planning Process –Scope and Limitations - Short Range and Long-Range Planning - Flexibility in Planning Characteristics of a sound Plan.
Unit-II	colspan5	Organizing, Staffing, Directing and Controlling Functions –Organization Structure and Design - Authority and Responsibility Relationships – Span of control - Delegation and Decentralization, Inter departmental Coordination, Formal and Informal organization.
Unit-III	colspan5	Perception and Learning, Principles of learning, Personality and Individual Differences, Motivation and Job Performance-Values, Attitudes and Beliefs, Stress Management, Communication Types-Process–Barriers, Making Communication Effective.
Unit-IV	colspan5	Group Dynamics - Leadership – Styles – Approaches – Power and Politics-Organizational Structure – Organizational Climate and Culture-Organizational Change and Development
Unit-V	colspan5	Comparative Management Styles and approaches-Japanese Management Practices Organizational Creativity and Innovation – Management of Innovation-Entrepreneurial Management - Benchmarking - Best Management Practices across the world - Select cases of Domestic & International organizations'- Management of Diversity.

References and Text Books:
  Koontz, Weirich & Aryasri, PRINCIPLES OF MANAGEMENT,*TataMcGraw-Hill,NewDelhi,2004,*
  Tripathi & Reddy, PRINCIPLES OF MANAGEMENT,*TataMcGraw-Hill,NewDelhi,2008*
  RickyGriffin, MANAGEMENT:PRINCIPLES & APPLICATIONS,*Cengage,NewDelhi,2008*
  Laurie Mullins, MANAGEMENT AND ORGANISATIONAL BEHAVIOUR,
  Pearson NewDelhi,2007
  Meenakshi Gupta, PRINCIPLES OF MANAGEMENT, *PHI Learning, NewDelhi,2009*
  Fred Luthans, ORGANISATIONAL BEHAVIOUR*, Tata McGraw-Hill, New Delhi*
  Stephen Robbins, ORGANISATIONAL BEHAVIOUR, *Pearson, New Delhi*

COURSE OUTCOME

CO1	Understood the concept, evolution and principles of management and its related components. Analyze the applications of management techniques in recent trends.	K2
CO2	Understood and apply the functions of management, and organizational behavior.	K2. K3
CO3	Apply the learning process, analyze and solve the communication barriers in the health care industry.	K3,K5
CO4	Application of team work and understand the group dynamics.	K3
CO5	Analyze the management approaches and leadership style on current affairs at national and international organizations.	K2,K4

Mapping Course Outcome Vs Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	S(3)	L (1)	M (2)	M(2)	L (1)	L (1)	S(3)	S(3)	S (3)
CO2	S(3)	M (2)	L (1)	L(1)	L(1)	M(2)	M(2)	S(3)	L (1)	S (3)
CO3	M(2)	M (2)	S(3)	M (2)	S (3)	M (2)	S (3)	L (1)	S (3)	L (1)
CO4	L(1)	S (3)	L(1)	M (2)	S(3)	L(1)	L(1)	L(1)	L(1)	S(3)
CO5	M(2)	M (2)	S(3)	M(2)	M(2)	L(1)	M(2)	M(2)	L(1)	M(2)
W.Av	3.8	2.4	1.8	1.8	2.2	1.4	1.8	2	1.8	2.4

S- Strong – (3), M-Medium –(2), L-Low(1)

Mapping Course Outcome Vs Programme specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L (1)	S (3)	L(1)	L(1)	S (3)
CO2	S(3)	S(3)	L(1)	L(1)	S(3)
CO3	S(3)	M(2)	M(2)	M(2)	M(2)
CO4	S (3)	S(3)	S(3)	M(2)	M(2)
CO5	S(3)	M(2)	M(2)	S (3)	M(2)
W.Av	3.2	2.6	1.8	1.8	2.4

S- Strong – (3), M-Medium –(2), L-Low(1)

Course Code	92112	CORE 2 HOSPITAL ADMINISTRATION	T	Credits:4	Hours/Week:4
Course Objectives	1. To Understand professional management practice in health care 2. To learn how to manage service organizations by accepting the in built challenges 3. To amiliarize with theoretical inputs on the structure and functions of different clinical departments 4. To understand the non-clinical departments of hospitals and healthcare organizations 5. To expose with professional management of hospital operations.				
Unit–I	**Hospital and Hospital Administration** Definition of hospital -Types and classification of Hospitals - Role of Hospital in Healthcare - Clinical & Non – Clinical – Supportive & Ancillary services, Types of Healthcare Organizations and Composition of Healthcare Sector - - Challenges of Healthcare Organizations Hospital Administration-Introduction Organizational Structure of Hospitals - Governing Board, Executive Board and Advisory Board- Medical Administration, Nursing Administration and Hospital Administration- -Roles and Responsibilities of Managers in Hospitals Rationale of Hospital Administration-Functions of Hospital administrator – Problem solving techniques in hospital – Hospital Statistics				
Unit–II	**Front Desk, In-patient (IP) & Out-Patient services (OPD)** Front desk, Patient Registration, Documentation. Objectives and functions Billing: Inpatient & Outpatient Billing. Out Patient department – objective, Functions, policy and procedures, Day Care, In Patient Services - Admission, Transfer and discharge Procedures and Protocols. Ward Management				
Unit–III	**Clinical Lab Services & Imaging services** Clinical Laboratory and Imaging Services: Functions - Importance of Laboratory service and Radiology department, policies and procedures, process and common problems in Lab and imaging service. Trans fusion services–movement of each unit of blood – managerial issues in blood bank. Functions of other departments viz, Physiotherapy/ Cardiology / Nephrology / Neurology				
Unit– IV	**Operation Theatre process, zoning, ICU management & Nursing department** Operation Theatre (OT): objectives, Functions, Process, zoning, policies and procedures, Intensive Care Unit (ICU): types of ICU, Management of ICU. Nursing Service: Nursing activities and tasks, Organization of nursing services and nursing care methods. Common problems in OT, ICU and Nursing services				
UNIT V	**Emergency department & Central Sterile Supplies Department (CSSD):** Emergency department (ED): Registration, Triage, ED process, policies and procedures for Medico – legal cases Ambulance services, Forms and registers to be maintained, Communication system receiving emergency cases, common problems in emergency department, Central Sterile Supplies Department (CSSD): Policies and procedures, CSSD process, Equipment's used in CSSD, Indicators in CSSD, Common problems in CSSD				

References and Text Books:

B.M.Sakharkar,**Principles of Hospital Administration and Planning** (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)

C.M.Francisandetal., **Hospital Administration** (Jaypee Brothers Medical Publishers Pvt.Ltd.,New Delhi)

Hospital Administration, DCJ oshi, Mamta Joshi, Jaypee Brothers Medical Publishers

Hospital Administrator"s Deskbook, RobertC. Benjamin & RudolphC.Kemppainen,Prentice-Hall Inc.

SyedAminTabish,HospitalAndNursingHomesPlanning,Organisations&Management,JaypeeBr othersMedical Pub(P) Ltd.

REFERENCES:
Managing a Modern Hospital, A.V.Srinivasan, Response Books, IEd.
Principles of Hospital Administration and Planning, BMSakharkar, Jaypee Brothers, IEd.
Hospital Administration And Management: A Comprehensive Guide (English) 1st Edition
(Paperback) By Dasgupta –Jaypee Brothers

COURSE OUTCOME

CO1	Understand the types of hospital, its composition and services, evaluate the challenges of health care organizations	K2. K5
CO2	Understand the process, function sand structure of inpatient and outpatient departments and ward management	K2
CO3	Understand the process flow and analyze common problems, managerial issues of clinical lab and radio diagnosis.	K2, K4
CO4	Understand the process flow of ICU, OT, Nursing services and analyze common problems, managerial issues of the same.	K2,K4
CO5	Understand the process flow of ED, CSSD and registers, medico legal procedures and analyze common problems of CSSD.	K2 K4

Mapping Course Outcome vs Programme Outcome

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	S (3)	M (2)	S (3)	S (3)	M (2)	M (2)	M (2)	M (2)
CO2	L (1)	S (3)	L (1)	M (2)	S (3)	S (3)	M (2)	M (2)	M (2)	M (2)
CO3	M (2)	S (3)	M (2)	M (2)	S (3)	S (3)	L (1)	L (1)	M (2)	M (2)
CO4	M (2)	S (3)	M (2)	M (2)	S (3)	S (3)	L (1)	L (1)	M (2)	M (2)
CO5	M (2)	S (3)	S (3)	S (3)	S (3)	S (3)	L (1)	L (1)	M (2)	M (2)
W.Av	**2**	**2.8**	**2.2**	**2**	**3**	**2.6**	**1.5**	**1.5**	**2**	**2**

Mapping Course Outcome Vs Programmes specific out come

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S (3)	S (3)	M (2)	M (2)	S (3)
CO2	M (2)	M (2)	L (1)	M (2)	L (1)
CO3	M (2)	S (3)	M (2)	M (2)	L (1)
CO4	M (2)	S (3)	M (2)	L (1)	M (2)
CO5	M (2)	S (3)	M (2)	L (1)	M (2)
CO6	S (3)	S (3)	S (3)	M (2)	S (3)
W.Av	**2.3**	**2.8**	**2**	**1.6**	**2**

Course Code	92113	CORE 3 HEALTH ECONOMICS	T	Credits:4	Hours/Week:4
Course Objectives		1. To introduce the economic concepts 2. To familiarize with the students the importance of economic approaches in managerial decision making 3. To understand the applications of economic theories in business decisions Improve the decision-making process in health sector 4. Analyze issues in utilization of health services from an economic perspective 5. Strengthen capacity to apply economics principles in health sector 6. Develop critical understanding of micro /macro economics concepts in Health care			
Unit–I		**INTRODUCTION** Nature & scope of managerial economics - Micro and Macro Economics – Relationship between Managerial Economics with other Disciplines -Management and economics –Need to know Managerial Economics to Managers – Gap between Theory and Practice and their roles & responsibilities of Managerial Economics-Managerial economics Concepts. Principles of Economics; Meaning, Relevance and its Application in Health care.			
Unit–II		**ECONOMICS AND DEMAND& SUPPLYANALYSIS** Macro-Economic Aggregates – Circular Flow of Macroeconomic Activity – National Income Determination- Monetary Policy-Fiscal Policy In Theory. Micro-Economics - Demand - Types of demand - Determinants of demand - Demand function - Demand elasticity - Demand forecasting - Supply - Determinants of supply - Supply function - Supply elasticity-Equilibrium.			
Unit-III		**MARKETSTRUCTUREANDPRICING** Different market structures –perfect and imperfect market –Determinants of Price - Pricing under different objectives and different market structures –Priced is crimination- Pricing methods in practice. Market and how does it works, Market Mechanism in Health care,			
Unit-IV		**CONCEPTS OF COSTS AND ECONOMIC EVALUATION** Financial Costs Vs Economic Costs (opportunity costs), Direct, Indirect, Average, Marginal, Total, and Unit Costs, Component of Costs: Fixed and Variable; Capital and Recurrent Costs, Issues to be considered in costs calculation, Meaning, importance and forms of Economic Evaluation: Cost- minimization Analysis (CMA), Cost-Effectiveness Analysis (CEA), Health Outcomes;DisabilityAdjustedLifeYears(DALY),C/ERatio,SensitivityAnalysis,Cost-Benefit Analysis(CBA),C/B Ratio, Cost-Utility Analysis (CUA):Utility, value, preference; Quality Adjusted Life Years (QALY),Healthy Years Equivalent (HYE), C/U Ratio.			
Unit–V		**HEALTH ECONOMICS, PRODUCTION ANDCOSTOFHEALTHCARE** Health economics: Salient features – Roles – Factors related to Health care–scarcity in Healthcare–Health care in Free Market–Health Expenditure status Cost Function and Economies of Scale, Cost of delivering health services, Change in Technology / Technology Diffusion, Production–Short-run and long –run Production Function–Returns to scale–economies Vsd is economies of scale-I so quants-Managerial uses of production function. National health policy – Evaluation of National Health Policies – National rural health mission. National urban health mission .			

Textbooks

Yogesh Maheswari, MANAGERIAL ECONOMICS, PHI Learning, New Delhi, 2005
Gupta G.S., MANAGERIAL ECONOMICS, Tata McGraw-Hill, New Delhi
Moyer &Harris, MANAGERIAL ECONOMICS, Cengage Learning, New Delhi, 2005
Geetika, Ghosh & Choudhury, , MANAGERIAL ECONOMICS, Tata McGrawHill,
Michael Drummond and etal, Methods for the Economic Evaluation of Health Care
Programme (Oxford University Press, Second Edition)

References

AnneMillsandLucyGilsonHealthEconomicsforDevelopingCountries:ASurvivalKit(LondonSchoolofHygieneandTropicalDisease)
RexfordE.SanterreandStephenP.Neun,HealthEconomics:Theories,InsightsandIndustryStudies(The DrydenPress,HarcourtBrace &Co.,Orlando)

Course Outcome

CO1	Understand the economics concept and apply in health care industry and analyze its relevance.	K2, K3, K4
CO2	Analyze the issues and problems in utilization of health services from an economic perspective of demand and supply.	K4
CO3	Understand the market structure and pricing strategies inthefieldof healthcare	K2
CO4	Analyze and evaluate the costs and economies of the health care	K4,K5
CO5	Understand the production function and unit costing of health care.	K2

Mapping Course outcome Vs Programme Out come

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S (3)	S (3)	L (1)	S (3)	S (3)	S (3)	L (1)	S (3)	S (3)	M (2)
CO2	S (3)	S (3)	S (3)	M (2)	M (2)	L (1)	L (1)	S (3)	S (3)	S (3)
CO3	M (2)	M (2)	L (1)	L (1)	L (1)	M (2)	S (3)	L (1)	S (3)	S (3)
CO4	M (2)	S (3)	L (1)	S (3)	M (2)	M (2)	M (2)	M (2)	M (2)	M (2)
CO5	L (1)	S (3)	L (1)	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	M(2)
W. Av	2.2	2.8	1.4	2.2	2	1.8	1.6	2.2	2.8	2.4

Mapping Course outcome Vs Programme Specific Out come

Core 3	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	S (3)	M(2)	S (3)	M(2)
CO2	M(2)	S (3)	S (3)	S (3)	M(2)
CO3	L(1)	M(2)	S (3)	S (3)	L(1)
CO4	M(2)	S (3)	S (3)	S (3)	S(3)
CO5	S (3)	S (3)	L (1)	S (3)	L(1)
W.Av	2	2.8	3	3	1.8

Course Code	92114	**Core: 4** **HOSPITAL ACCOUNTING AND** **FINANCIAL MANAGEMENT**	T	Credits:4	Hours/ Week:4
Course Objectives	colspan="5"	1. Gain in-depth knowledge in basic accountancy 2. Understand the need for financial management 3. To acquaint the students with the fundamental's principles of Financial Cost and Management Accounting. 4. To enable the students to prepare analyze and Interpret Financial Statements 5. To enable the students to take decisions using Management Accounting Tools.
Unit–I	colspan="5"	Book - keeping and Accounting – Financial Accounting – Concepts and Conventions – Double Entry System– Preparation of Journal, Ledger and Trial Balance– Preparation of Final Accounts –Trading, Profit and Loss Account and Balance Sheet with adjustment entries, simple problems only-Capital and Revenue Expenditure and Receipts
Unit–II	colspan="5"	Depreciation – Causes–Methods of Calculating Depreciation–Straight Line Method, Diminishing Balance Method and Annuity Method - Ratio Analysis – Uses and Limitations –Classification of Ratios–Liquidity, Profitability, Financial and Turnover Ratios – Simple problems only
Unit-III	colspan="5"	FundsFlowAnalysis–FundsFromOperation,SourcesandUsesofFunds,PreparationofSchedule of Changes in Working Capital and Funds Flow Statements – Uses and Limitations -Cash Flow Analysis – Cash From Operation – Preparation of Cash Flow Statement – Uses andLimitations–DistinctionbetweenFundsflowandCashFlow–onlysimpleproblems
Unit–IV	colspan="5"	Need, Elements, Stages and Terms of Budgeting-Operating Budget: Activity / Zero Based Budgeting-Capital Budgeting: Return on Investment-Problems of Budgeting in Hospitals and Overcoming Problems- Costing- Basics of Cost Accounting: Types and Elements-Cost Behaviour-Cost Centres-Cost Volume Profit Analysis / Breakeven Analysis-Hospital Rate Setting / Pricing Decision-Cost Containment
Unit–V	colspan="5"	Cost Accounting - Elements of Cost - Types of Costs - Preparation of Cost Sheet – StandardCosting–VarianceAnalysis–MaterialVariances–LabourVariances– simpleproblemsrelatedto Material and Labour Variance sonly

Text Books:
1. Jelsy Josheph Kuppapally, ACCOUNTING FOR MANAGERS, PHI, Delhi, 2010.
2. Paresh shah, BASIC ACCOUNTING FOR MANAGERS, Oxford, Delhi, 2007
3. Ambrish Gupta, FINANCIAL ACCOUNTING FOR MANAGEMENT, Pearson, Delhi, 2004
4. Narayanaswamy R, FINANCIAL ACCOUNTING, PHI, Delhi, 2011
5. Steven F. Kukla, Cost Accounting and Financial Analysis for the Hospital Administrator (American Hospital Publishing Inc., AHA)

References:
1. VHAI, **An Accounting Guide for Voluntary Hospitals in India**(The Voluntary Health Association of India, NewDelhi)

COURSEOUTCOME:

CO 1	Understand and construct core concept of financial management with reference to hospitals.	K 1 , K 6
CO 2	Categorize the accounting system based on company expenses and incomes.	K 4
CO 3	Recognize and apply cash flow management in hospitals	K 2, K 3
CO 4	Understood and develop the departmentalized accounting in hospitals	K 2, K 3
CO 5	Construct depreciation, budgeting and rate setting and pricing.	K 1 , K 6

Mapping Course outcome Vs Programme Out come

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
C0 1	S (3)	S (3)	L (1)	M (2)	M (2)	M (2)	L (1)	S (3)	S (3)	M (2)
C0 2	S (3)	S (3)	L (1)	S (3)	M (2)	S (3)	M (2)	S (3)	S (3)	S (3)
C0 3	M (2)	S (3)	M (2)	M (2)	M (2)	M (2)	M (2)	L (1)	S (3)	M (2)
C0 4	S (3)	M (2)	M (2)	M (2)	M (2)	L (1)	L (1)	M (2)	S (3)	S (3)
C0 5	M (2)	S (3)	L (1)	M (2)	M (2)	L (1)	L (1)	S (3)	S (3)	M (2)
W. Av.	2.6	2.8	1.8	2.2	2	1.8	1.8	2.4	3	2.4

Mapping Course Outcome Vs Programme Specific Outcome

CO	PSO1	PSO2	PSO3	PSO4	PSO5
C0 1	S (3)	S (3)	L (1)	S (3)	M (2)
C0 2	L (1)	S (3)	L (1)	S (3)	L (1)
C0 3	M (2)	M (2)	M (2)	S (3)	M (2)
C0 4	M (2)	M (2)	M (2)	S (3)	M (2)
C0 5	L (1)	L (1)	M (2)	S (3)	M (2)
W. Av.	1.8	2.2	1.6	3	1.8

Course Code	92115	Core 5: HUMAN RESOURCE MANAGEMENT	T	Credits:4	Weekly 4 hours
Course Objectives	colspan=5	1. To learn about the fundamental concepts of human resource management. 2. To outline the process involved in human resource planning. 3. To gain knowledge on the need and various techniques used in performance appraisal. 4. Understand the principles of Sourcing, Induction, Developing and Retention 5. Develop Performance Indicators and analyze the latest tools in Performances Management

Unit-I	**HUMAN RESOURCE PLANNING & MANAGEMENT:** Concept, objective sand importance of Human Resource Planning, Process of HR Planning. Job analysis-– Definition, Process benefits, Job description, Job Specification, Job Design and its techniques, Human resource acquisition - Recruitment sources, methods, steps and Techniques, Selection- Process – Methods, Interview - types – process, Induction and Placement, Promotion and Transfer. Meaning and Definition of Human Resource Management, Evolution of the concept of HRM; HRM Objectives, scope, and functions, Roles and Responsibilities of the Human Resource Manager, Qualities and Competencies and challenges of Human Resource Manager, HRM Policies and Procedures, Corporate Social Responsibility and Green HRM
Unit-II	**TRAININ GAND DEVELOPMENT :** Training and Development, Principles of Learning, Training –Need –Area - Methods – types of training, Training Need Analysis, Evaluating Training Program, Career and Succession planning –Need -career stages- organizational career planning-Succession Management, Executive and management development -Concept–steps -methods. **EXERCISE:**"Training Need Assessment" "Developing the Talent You Have: Strategies for Training and Development"
Unit–III	**PERFORMANCEMANAGEMENT:** Performance appraisal–objectives –process- need- methods of appraisals, 360 degree feedback and Job evaluation – objectives, process and methods. HR Information and Records, Periodic Reports on Manpower- Turnover and Absenteeism, HR Accounting HR Audit, Productivity Analysis in Healthcare, Motivation –determinants-theories of motivation. **Exercise:**"Performance Evaluation Form"
Unit- IV	**COMPENSATION MANAGEMENT:** Objectives and Principles of compensation, Components of compensation, Wages and Salary Administration, Rationale Wage and Salary Policy, Wage determination, Theories of wage – Pay and Incentive System- incentives Financial and Non-Financial Incentives, Group and Individual Incentive, fringe benefits –Executive compensation.
Unit - V	**THE EMPLOYEE RELATIONS FUNCTION**: The concept of industrial relations, Role of the management in industrial relations, Trade unions: meaning, need and function, Workers' participation in management, Laws related to industrial relation, The labour welfare and social security, employee health and safety, International Labor Organization (ILO), Organization Culture and Change, Code of Conduct, Values and Work Ethics, Occupational Hazards: Health and Safety Welfare Programmes and Counseling.

References and TextBooks:

VenkataRatnamC.S.&SrivatsavaB.K.,PERSONNELMANAGEMENTANDHUMANRESOURCES,*TataMc-GrawHill,NewDelhi,,*

Aswathappa,HUMANRESOURCEMANGEMENT,*TataMcGrawHill,NewDelhi,2010*

GarryDessler&Varkkey,HUMANRESOURCEMANAGEMENT,*Pearson,NewDelhi,2009*

AlanPrice,HUMANRESOURCEMANAGEMENT,*CengageLearning,NewDelhi,2007*

PravinDurai,HUMANRESOURCEMANGEMENT,*Pearson,NewDelhi,2010*

Snell,Bohlander&Vohra,HUMANRESOURCESMANAGEMENT,*Cengage*

Ivancevich,J.(2011),*HumanResourceManagement*,10[th]edn,McGraw-Hill

DavidA.DeCenzoandStephenP.Robbins,**HumanResourceManagement**(JohnWiley&Sons Inc.,NewYork

OnlineResource:

https://hbsp.harvard.edu/human-resource-management/

Gupta,A.K.&Govindarajan,V.((2002).CultivatingaGlobalMindset,*AcademyofManagement*,*16*(1),116-126

Howe,N.& Strauss,W.(2007).TheNext20Years:HowCustomerandWorkforce AttitudesWillEvolve, *HarvardBusiness Review,85*(7/8),41-52

Kirby,J.(2005).Toward aTheoryofHighPerformance.*HarvardBusinessReview,83(7)*,30-39

DevelopingtheTalentYouHave:StrategiesforTrainingandDevelopment,7089BC,HBSP

1Tutorialhour=(30hours)Assignment,creativeexercise,smallcasestudyandmanagementgames

COURSEOUTCOME:

CO 1	Understood the role of HRM, its challenges and apply the same in the hospital sector.	K2, K3
CO 2	Understood the HR Planning function and perform unique recruitment and selection functions	K2, K6
CO 3	Understand and develop TNA, Training calender and training and development program for the hospitals.	K2, K6
CO 4	Understand and prepare performance appraisal techniques , KRA and KPI for each categories of hospital employees	K2, K4
CO 5	Understood and analyze the compensation administration of the hospital employees.	K2, K4

Mapping Course Outcome Vs Programme out come

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	S (3)	S (3)	L (1)	S (3)	S (3)	S (3)	L (1)	S (3)	L (1)	S (3)
CO 2	S (3)	S (3)	L (1)	S (3)	M (2)	M (2)	S (3)	S (3)	L (1)	S (3)
CO 3	S (3)	S (3)	M (2)	M (2)	M (2)	M (2)	S (3)	M (2)	M (2)	M (2)
CO 4	M (2)	S (3)	L (1)	M (2)	M (2)	M (2)	S (3)	M (2)	L (1)	S (3)
CO 5	M (2)	S (3)	L (1)	L (1)	S (3)	L (1)	L (1)	M (2)	S (3)	S (3)
W.Av	2.6	3	1.2	2.2	2.4	2	2.2	2.4	1.6	2.8

Mapping Course Outcome Vs Programme specific out come

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S (3)	M (2)	L (1)	M (2)	S (3)
CO 2	S (3)	M (2)	M (2)	L (1)	L (1)
CO 3	S (3)	L (1)	M (2)	M (2)	L (1)
CO 4	S (3)	S (3)	S (3)	M (2)	M (2)
CO 5	M (2)	M (2)	L (1)	L (1)	M (2)
W. Av	2.8	2	1.8	1.6	1.8

Course Code	92116	Core 6: HOSPITAL INFORMATION SYSTEM	T	Credits:4	Hours/Week:4
Course Objectives	colspan="5"	• To understand the role of IT in hospital management • To familiarize with the latest developments in technology with relevance to hospitals • To understand and apply the information security and privacy in the Health Care Industry • To understand evolution of electronic communication Technology • To understand, apply tele health in Hospital sector
Unit–I	colspan="5"	The Information Explosion: Information is important–Impact on society–Impact on teaching and learning –Impact on Government –Impact on Healthcare–The future of healthcare technology–The future healthcare record – Preparing for the future–Summary. Transaction Processing System (TPS) , Decision support system (DSS) , Executive Support System (ESS),and Management Information System (MIS)The world of Informatics.
Unit–II	colspan="5"	The Electronic health record: Functions of the health record–Changing functions of the patients record–Advantages of the paper record–Disadvantages of the paper record–Optically scanned records–The electronic health record–Automating the paper record–Advantages of the EHR– Disadvantages of the EHR.
Unit-III	colspan="5"	Securing the Information: Privacy and confidentiality and Law– Who owns the data?–Security – Computer crime – Role of healthcare professionals – Summary. Information Systems cycle: The information systems cycle – Analysis – Design phase – Development – Implementation –Why some projects fails?
Unit–IV	colspan="5"	Electronic Communications: A bit of history – Hardware and software for connecting–Methods of accessing information–World Wide Web(WEB)–Communication Technologies – Analysis tools like Excel and SPSS. Basics of cloud computing and Data warehousing and Mining.
Unit-V	colspan="5"	Tele health– Historical perspective on telehealth – Types of Technology – Clinical initiatives –Administrative initiatives– Advantages and Barriers of telehealth–Future trends – Summary-ThefutureofInformatics:GlobalizationofInformationTechnology–Electroniccommunication – Knowledge management – Advances in public health–Speech recognition –Wireless computing – Security – Telehealth – Informatics Education – Barriers to Information Technology implementation

References and Text Books:

GoelSL&Kumar R.HOSPITAL CORESERVICES: HOSPITAL ADMINISTRATION OF THE21STCENTURY2004ed.,*DeepDeepPublicationsPvtLtd:NewDelhi*

GuptaS&KantS.Hospital&HealthCareAdministration:AppraisalandReferralTreatise1998 ed.,*Jaypee, NewDelhi*

COURSE OUTCOME

CO1	To understand the importance of IT in hospital management	K2
CO2	To family arise with the latest developments in technology with relevance to hospitals	K1
CO3	To analyze the importance of data security levels in health care	K4
CO4	To apply telehealth and related technology in health care market	K3

Mapping Course Outcome &Programme out come

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	M (2)	M (2)	S (3)	M (2)	L (1)	L (1)	L (1)	M (2)	M (2)	M (2)
CO 2	S (3)	S (3)	S (3)	M (2)	M (2)	M (2)	L (1)	M (2)	M (2)	S (3)
CO 3	S (3)	M (2)	L (1)	L (1)	L (1)	L (1)	L (1)	S (3)	L (1)	M (2)
CO 4	S (3)	S (3)	S (3)	M (2)	M (2)	M (2)	L (1)	S (3)	M (2)	S (3)
W.Av.	2.8	2.5	2.5	1.8	1.5	1.5	1	2.5	1.8	2.5

Mapping Course Outcome &Programme specific out come

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S (3)	S (3)	S (3)	S (3)	S (3)
CO 2	S (3)	M (2)	M (2)	S (3)	S (3)
CO 3	L (1)	M (2)	S (3)	M (2)	S (3)
CO 4	S (3)	M (2)	S (3)	L (1)	S (3)
W.Av.	2.5	2.3	2.8	2.3	3

Course Code	92117	GE 1 Business Communication	T	Credits:2	Hours/Week: 2
Course Objectives		1. To develop a knowledge of writing and delivering effective communication as applicable to the present business world 2. To analyze the communication situations and audiences to make choices about the most effective and efficient way to communicate and deliver messages 3. To write business documents and prepare formal reports that are grammatically correct and use appropriate business style.			
Unit–I		**UNDERSTANDING AND PLANNING WRITTEN COMMUNICATION** Understanding business communication, directions of communication and barriers of communication, planning written Messages–determining purpose & type of message, formats of written communication			
Unit–II		**APPLIED WRITING** Conveying good news, neutral messages, composing bad messages, composing persuasive Messages, Routine Messages, Routine Requests, routine replies, routine adjustment letters, refusing claim.			
Unit-III		**Communicating Electronically** Communicating electronically, writing Emails, blogs, developing content for websites			
Unit-IV		Proposal, Report Writing for Business and Research & Resume Writing Proposal and report writing for business, Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, resume writing and application messages.			
Unit-V		**ORAL COMMUNICATION** Effective listening, perceiving and responding to others, adapting communication to people, verbal and non-verbal communication **PRESENTATIONANDPUBLICSPEAKING** Business presentati on skills, public speaking, conference and meeting Skills. **CROSSCULTURALANDETHICALCOMMUNICATION** Cross-cultural communication, gender sensitivity in communication, ethical communication.			

TextBooks

RaymondVLesikar,JohnDPettit,andMaryEFlatly.2009.Lesikar'sBasicBusinessCommuni cation. 11th

ScotOber,Ph.D.ContemporaryBusinessCommunicationFifthedition(IndianAdaptation),,Biztantra

ReferenceBooks

Bovee/Thill/SchatzmanBusinessCommunicationToday,SeventhEditionPublishedbyPea rsonEducation

Lesikar/Flatley Basic Business Communication – Skills for empowering the internet generation, TataMcGraw-HillPublishingCompanyLimited

Onlinesource:

Guffey, Mary Ellen. **E-book--Business Communication: Process and Product**. 5th ed. Cincinnati,Ohio:South-

WesternCollegePublishing,AnInternationalThomsonPublishingCompany,2006.

COURSE OUTCOME

CO 1	The learners possess all the required knowledge of different forms of written and oral communication.	K1, K2
CO 2	The learners will be able to analyse situations and audience to make choices of writing and delivering efficiently.	K4
CO 3	The learners will be able to write business document, prepare formal reports very accurately.	K5
CO 4	The learners will become capable of providing, accepting and using feedbacks to improve written and oral communication continuously	K5, K6

Mapping Course Outcome vs Programme Outcome

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	M (2)	M (2)	L (1)	M (2)	L (1)	L (1)	S (3)	S (3)	L (1)	M (2)
CO 2	S (3)	S (3)	S (3)	S (3)	M (2)	M (2)	S (3)	S (3)	L (1)	S (3)
CO 3	S (3)	S (3)	S (3)	S (3)	M (2)	M (2)	M (2)	S (3)	L (1)	S (3)
CO 4	S (3)	M (2)	M (2)	S (3)	M (2)	M (2)	S (3)	S (3)	M (2)	S (3)
W.Av	2.8	2.5	2.3	2.8	1.8	1.8	2.8	3	1.3	2.8

Mapping Course Outcome vs Programme Specific Outcome

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S (3)	S (3)	M (2)	M (2)	S (3)
CO 2	S (3)	S (3)	S (3)	L (1)	M (2)
CO 3	S (3)	M (2)	S (3)	M (2)	M (2)
CO 4	S (3)	M (2)	S (3)	M (2)	M (2)
W.Av.	3	2.5	2.8	1.8	2.3

Course Code	92118	GE 2 FIELD OBSERVATION VISITS TO HOSPITALS	P	Credits: 3	Hours/Week: 6
Course Objective		° To enhance the knowledge in healthcare setup ° To understand the ownership and type of organization ° To observe the role and functions of hospital administration ° To understand the staffing pattern of various health facility. ° To visit and observe the physical facilities of various departments of the hospitals. ° To participate and understand the health programmes of the health care industry.			
		Field Visits (4 hours to 8 hours observation per visit) 1. Primary Health Centre 2. Taluk / Peripheral Hospital 3. District General Hospital 4. Single Specialty Hospital 5. Teaching Hospital 6. Nursing Home 7. Voluntary/Charitable Hospital 8. Corporate Hospital 9. CommunityHealthProjects:Preventive,CurativeandRehabilitativeCare 10. Health NGO			
At the completion of each field visit the students are required to submit a detail individual report exhibiting their observations in a format as prescribed by the University.					

COURSEOUTCOME:

CO 1	Understood the various types of healthcare organizations	K2
CO 2	Understood the role of hospital administrator	K2
CO 3	Understood administrative functions in hospitals and other healthcare organizations	K2
CO 4	Understood and apply healthcare planning in the community	K2, K4

Mapping Course outcome vs programme out come

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	S (3)	S (3)	L (1)	L (1)	M (2)	L (1)	S (3)	S (3)	L (1)	M (2)
CO 2	S (3)	M (2)	M (2)	M (2)	M (2)	S (3)	L (1)	S (3)	L (1)	M (2)
CO 3	S (3)	S (3)	L (1)	S (3)	M (2)	M (2)	S (3)	S (3)	M (2)	M (2)
CO 4	S (3)	M (2)	L (1)	L (1)	L (1)	M (2)	S (3)	S (3)	S (3)	M (2)
W.Av.	3	2.5	1.3	1.8	1.8	2	2.5	3	1.8	2

Mapping Course outcome vs programme specific outcome

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	M (2)	M (2)	L (1)	L (1)	L (1)
CO 2	S (3)	S (3)	S (3)	M (2)	L (1)
CO 3	S (3)	S (3)	M (2)	L (1)	L (1)
CO 4	L (1)	L (1)	S (3)	L (1)	L (1)
W.Av.	2.3	2.3	2.3	1.3	1

Course Code	92119	GE 3 HOSPITAL WORK - I (SUMMER POSTING)	P	Credits :4	Hours/Week:21 days (8 hrs/ week)
Course Objectives	**Practical observation and training in hospital operational management area** 1. To get training with the human resources management function 2. To get exposure and training with the public relations department and Marketing. 3. To get exposure in the accounting and finance system of the hospital 4. To get experience and training with the materials – (purchase and stores) management functions of the hospital					
	Organization Understudy • History of the Hospital • Promoters • Management (Composition of Trust / Society / Governing Board / Executive Board) • Philosophy / Vision and Mission The students will get posted in the Operational Management Functions in a Hospital **1.** Human Resources Management / Personnel Management **2.** Marketing and Public Relations Practices **3.** Accounting and Financial Management **4.** Materials: Purchase, Stores and Issues The students has to understand, observe and write report on the below factors • Location and Layout of the Hospital and department. • Staffing (including Organogram) • Services rendered (including Statistics) • Objectives of the department. • Policies, procedures and quality indicators of the department. • Future Plans At the completion of the one-month observation training the students are required to submit a detail individual report exhibiting their observations in a format as prescribed by the University.					

Course Outcome:

CO 1	Understand and analyze the human resources management function	K2, K4
CO 2	Understand and apply various techniques in the public relations department and Marketing	K2, K3
CO 3	Understand the accounting and finance system of the hospital	K2
CO 4	Understand and apply various techniques in the materials – (purchase and stores) management functions of the hospital	K2, K3

Mapping Course outcome vs programme out come

CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	S (3)	S (3)	L (1)	S (3)	M (2)	M (2)	M (2)	S (3)	L (1)	S (3)
CO 2	M (2)	S (3)	M (2)	M (2)	M (2)	S (3)	M (2)	S (3)	S (3)	S (3)
CO 3	M (2)	M (2)	M (2)	M (2)	L (1)	M (2)	L (1)	M (2)	M (2)	M (2)
CO 4	M (2)	S (3)	L (1)	L (1)	L (1)	S (3)	L (1)	S (3)	M (2)	S (3)
W. Av.	2.3	2.8	1.5	2	1.5	2.5	1.5	2.8	2	2.8

Mapping Course outcome vs programme specific outcome

CO	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	S (3)	M (2)	L (1)	L (1)	L (1)
CO 2	S (3)	M (2)	S (3)	S (3)	L (1)
CO 3	L (1)	L (1)	L (1)	S (3)	M (2)
CO 4	L (1)	M (2)	L (1)	L (1)	S (3)
W. Av.	2	1.8	1.5	2	1.8

II-SEMESTER						
Course Code	92121	**CORE7 HEALTH SERVICE QUALITY MANAGEMENT**	**T**		**Credits:4**	**Hours/ Week:4**
Course Objectives	\multicolumn{6}{l	}{1. To understand and develop the quality management systems and quality strategies. 2. To understand and analyze the organizational significance of managing and achieving internal and external customer satisfaction. 3. To understand, analyse the processes in service firms in terms of capacity, utilization and variability management 4. To understand and develop he best management practices for service organization. 5. To apply the QC tools in the process, Control and operation of service industry.}
Unit-I	\multicolumn{6}{l	}{**INTRODUCTION: CONCEPTS AND DIMENSIONS OF QUALITY,QUALITY GURU** Evolution of quality management –History, Need for Quality Management-Concepts and determinants of quality, - Quality statements –vision, mission and policy statements - Quality circle - Contribution of quality gurus: Shew hart, Juran, Figenbaum, Ishikawa, Deming andTaguchi,Costof quality.}
Unit-II	\multicolumn{6}{l	}{**CUSTOMERFOCUSANDCUSTOMERPERCEPTIONOFQUALITY** Customer focus– customer satisfaction-customer perception of quality, translating needs into requirements, customer retention. dimensions of quality & its importance in healthcare–customer complaints. Leadership-Employee involvement–empowerment, motivation and team work}
Unit-III	\multicolumn{6}{l	}{**CONTINUOUS PROCESS IMPROVEMENT** Continuous process improvement – Introduction – Input/ output model–Jurantrilogy–PDS Acycleor Deming wheel– 5W2H method–Japanese5Sprinciples –Kaizen.interpretationandprocessofqualityaudits;Conceptsofquality improvement, quality assurance, business score card.}
Unit-IV	\multicolumn{6}{l	}{**QUALITYCONTROLTOOLS** Processes in service organization and their control, simple seven tools of qualitycontrol–checksheets-Flowchart–Pareto–Cause&effect–Scatterdiagram - process Mapping, Cause and Effect diagram – Histogram – control charts. Advanced tools of quality -SQC; control charts for variables- X, X bar, and R charts and control. Statistical Process control (SPC) - Quality characteristics –variable & attributes–Conforming & non-conforming unit–Process capability –meaning and significance–Lean and six sigma Application of Quality control tool in a department}
Unit-V	\multicolumn{6}{l	}{**QUALITY SYSTEMS ORGANIZING AND IMPLEMENTATION** Facets of quality, quality planning, quality improvement methods, Kaizen, quality audits, dicmeal audit, accreditation, nursing care standards, Six Sigma, JIT- ISO Quality management systems – elements – documentation – Quality auditing - Documentation of quality systems, quality manual, procedure manuals, work instruction manuals and records for ISO 2000. Benchmarking and Business Process Reengineering: definition, methodology and design, evaluation and analysis and NABH. Case studies of implementation of quality systems in manufacturing and service sectors.}

Text Books

1. Creating Quality, WilliamJ.Kolarik,McGraw-HillInternationalEditions.
2. TotalQualityManagement,Dr.K.C.Arora,S.K.Kataria&Sons,NewDelhi.

REFERENCES:

1. DouglasC.Montgomory,IntroductiontoStatisticalQualityControl,WileyStudentEdition ,4thEdition,WileyIndiaPvtLimited,2008.
2. James R.Evans andWilliam M.Lindsay, TheManagementandControlofQuality,SixthEdition,Thomson,2005.
3. PoornimaM.Charantimath,TotalQualityManagement,PearsonEducation,FirstIndianR eprint2003.
4. Indianstandard–qualitymanagementsystems– Guidelinesforperformanceimprovement(FifthRevision),BureauofIndianstandards,Ne w Delhi

OnlineResources

1. http://www.who.int/management/quality/assurance/en/
2. http://file.zums.ac.ir/ebook/391Introduction%20to%20Healthcare%20Quality%20Manag ement-Patrice%20Spath-1567933238-Health%20Administration%20.pdf
3. http://www.rospa.com/school-college-safety/teaching-safety/whole-school-approach/safety-disaster-management/
4. http://www.ndma.gov.in/images/pdf/NDMAhospitalsafety.pdf

COURSEOUTCOMES

CO1	Understand and analyze the concepts and process of quality management process	K2,K4
CO2	Understand and assess the quality tools and techniques in healthcare organization	K2,K4
CO3	Understand and formulate performance indicators and patient care module.	K2,K5
CO4	Apply and analyse recent trends in hospitals	K3,K4
CO5	Understand and design a Walk –through-Audit (WtA) to evaluate the service quality of a firm from the perspective of acustomer.	K2,K6

Mapping Course Outcome Vs Programme Outcome

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	S(3)	M(2)	S(3)	S(3)	S(3)	L(1)	M(2)	M(2)	M(2)
CO2	S(3)	M(2)	S(3)	M(2)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)
CO3	M(2)	S(3)	S(3)	M(2)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)
CO4	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)	S(3)	M(2)
CO5	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	S(3)	M(2)	S(3)	M(2)
W.Av.	2.2	2.4	2.4	2	2.6	2.6	1.8	2	2.8	2

Mapping Course Outcome Vs Programmes pecific Outcome

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	S(3)	S(3)	S(3)	L(1)
CO2	L(1)	S(3)	S(3)	M(2)	L(1)
CO3	L(1)	S(3)	S(3)	S(3)	M(2)
CO4	L(1)	M(2)	M(2)	L(1)	M(2)
CO5	M(2)	M(2)	S(3)	S(3)	M(2)
W.Av.	1.4	2.6	2.8	2.4	1.6

Course Code	92122	CORE8 HEALTH SERVICE MARKETING AND MANAGEMENT	T	Credits:4	Hours/ Week:4
Course Objectives		1. Understand the theoretical and practical concept of marketing in healthcare industry 2. Understand and apply the service marketing, service innovation and service delivery strategies. 3. Understanding of marketing and management issues faced by organizations and developing services through a design thinking approach. 4. Understand and apply principles and techniques of social marketing in healthcare industry. 5. Understanding the role of public relation in the community			
Unit-I		**APPLICATIONOFMARKETINGINHEALTHCARE** Marketing Concept of Marketing- Importance of Marketing to Healthcare Organizations-Challenges in Practicing Marketing in Healthcare Industry-Marketing Intelligence, Information and Research System – Marketing Organization: Chart, Fulltime Staff and Hiring Consultants			
Unit-II		**MARKET (INDIVIDUAL AND ORGANIZATIONAL) ANALYSIS** Market Measurement and Forecasting: Defining Market-Measuring Current Market Demand- Fore casting Demand, Market Segmentation and Targeting: Steps in Segmentation and Targeting, Target Marketing, Consumer Analysis-Consumer Buying Process – Organization Buyer Behaviour – Consumer Adoption.			
Unit-III		**MARKETING MIXDECISIONS- 7 Ps** **Product (Service) Decisions,** Nature and Characteristics of Services-Marketing Approaches to New Services Development - Service Mix Decision -Service Item Decision – Service Life Cycle Decision – Demand Generation **Pricing Decisions:** Pricing Objectives in Healthcare- Pricing Strategy- Present and Future Situation **Place Decisions:** Major Distribution Decisions – Strengthening Referral Systems **Promotion Decisions:** Sales Force in Healthcare Organizations – Advertising in Healthcare Industry-Sales Promotion Practices in Healthcare Organizations – Publicity Practices **People, Process and Physical evidences.** **Marketing Strategies:** Service Portfolio Strategy – Market Expansion Strategy-Target Market Strategy-Price Quality Strategy-Competitive Positioning Strategy-Marketing MixStrategy			
Unit-IV		**Social Marketing:** Steps in Social Marketing - Cognitive, Action, Behaviour and Value Changes. Aligning Service Design and Standards: Service Innovation and Design, Customer-Defined Service Standards, Physical Evidence and Services Gaps. Online business, Role of IT in marketing , Search Engine Marketing (SEM), Social media Marketing , Search Engine Optimization (SEO) E- commerce , Marketing research , and analytics.			

Unit-V	**Public Relations :** Introduction --Meaning- Classification - Evolution of Public Relations, Public Relations Process- Identifying the Relevant Publics - Measuring Images and Attitude of the Relevant Public - Establishing Image and Attitude Goals for the Key Publics - Developing Cost Effective Public Relations Strategies - Implementing Actions and Evaluating Results, Community Opinion Surveys to Assess the Image of an Organization -A Model Questionnaire used in Healthcare Services -Methodology of the Study, Public Relations Tools-Materials: Written and Audiovisual-Media: News, Events, Speeches and Telephone Information Services - Health Service Public Relations Officer-Profile of Public Relations Officer –Changing Role and Responsibilities of Health Service PRO

Text Books
1. **Marketing for HealthcareOrganizations–PhilipKotlerRobertaN.Clarke.**
2. **PhilipKotlerandRobertaN.Clarke,**MarketingforHealthcareOrganizations(PrenticeHallPublication)
3. **Roger Silver,**HealthServicePublicRelations(RadcliffeMedical PressLtd.,Oxford,1995)ISBN1-85775-028-4
4. **JohnF.O'Malley,**HealthcareMarketingSalesandServices:AnExecutiveCompanion(Health AdministrationPress)ISBN1-56793-150-2
7.**G.D.Kunder**,HowtoMarketYourHospitalWithoutSellingYourPhilosophy(PrismBooksPvt.Ltd., Bangalore,2000)

REFERENCES:
1. Marketing of Non-Profit Organization, **Philip Kotler, Prentice HallofIndia(P) Ltd,India**
2. Service Marketing, **RaviSankar, ManasPublications,New Delhi**
3. How to Market Your Hospital Without Selling Your Philosophy, **G.D. Kunders, A PRISM Publication,Bangalore,India**
4. Service Marketing,**ChristopherLovelock, PearsonEducationAsia.**
5. Consumer Behaviour**, Leon G. Schiffman, Leslie Lazar Kanuk, Sixth Edition, Prentice HallofIndia.**

OnlineResources
1. **http://www.marketingteacher.com/introduction-to-services-marketing/**
2. **http://uu.diva-portal.org/smash/get/diva2:351192/FULLTEXT01.pdf**

COURSE OUTCOME:

CO1	Understood the theoretical and apply the practical concept of marketing in healthcare industry	K2,K3
CO2	Understood and apply the innovations in service marketing	K2,K3
CO3	Understood and solve the marketing management issues through a design thinking approach.	K2,K5
CO4	Understood and apply principles and techniques of social marketing and public relation in healthcare industry.	K2,K3

Mapping Course Outcome Vs Programme Outcome

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	M(2)	L(1)	L(1)	M(2)	M(2)	S(3)	S(3)	S(3)	M(2)
CO2	M(2)	M(2)	L(1)	L(1)	L(1)	L(1)	S(3)	S(3)	M(2)	M(2)
CO3	M(2)	M(2)	L(1)	L(1)	L(1)	L(1)	S(3)	M(2)	S(3)	M(2)
CO4	M(2)	M(2)	M(2)	M(2)	L(1)	L(1)	S(3)	M(2)	S(3)	M(2)
W.Av.	2.3	2	1.3	1.3	1.3	1.3	3	2.5	2.8	2

Mapping Course Outcome Vs Programme specific Outcome

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	M(2)	S(3)	S(3)	L(1)
CO2	M(2)	M(2)	S(3)	M(2)	M(2)
CO3	L(1)	M(2)	S(3)	S(3)	M(2)
CO4	M(2)	M(2)	S(3)	S(3)	M(2)
W.Av.	1.8	2	3	2.8	1.8

Course Code	92123	**CORE9** **SUPPORTIVE SERVICES** **AND FACILITIES** **MANAGEMENT**	T	Credits:4	Hours/ Week:4
Course Objectives	colspan="5"	1. Understand the functions of various supportive services in hospitals. 2. Understand and Develop the planning skills in regard to the location, design and layout of supportive service departments 3. Understand the important of medical record and able to calculate the hospital statistics 4. Understand and apply policies and write standard operating protocols for dietary, Pharmacy, Housekeeping, maintenance and security departments 5. Understand and able to supervise the log sheet for medical equipments and ambulances towards maintenance.
Unit-I	colspan="5"	**MEDICALRE CORDS** Location, Design and Layout – Staffing- purpose and scope-Objectives and Functions – processing of Medical records–coding–indexing and filing system – policies and procedures, Retention Policy;– reports -Types of Forms; Records and Statistics -Hospital Beds, Bed Compliment, Bed Days, Average Length of Stay (LOS),Bed Occupancy Rate, Daily Ward Census, Bed Turnover Rate, Gross /Net/Post operative Death Rate, Admission and Discharge- Medical Records Committee-Technology Advancements: EMR, Microfilming and Smart Card
Unit-II	colspan="5"	**DIETARY DEPARTMENT** Dietary Department – Objectives and Functions- Staffing -types of food service – Equipment and Physical Facilities- Purchases, Stores and Issues– work flow –policies and procedures - Pricing and Control Measures-Location, Design and Layout of dietary service
Unit-III	colspan="5"	**PHARMACY DEPARTMENT** Pharmacy Department – objectives and function of hospital pharmacy – Location, Design and Layout, Staffing- Duties of Chief pharmacist – Narcotics-drug distribution system – policies and procedure- Pharmacy licensure-Drug and Therapeutic Committee – Hospital Formulary and managerial issues related to pharmacy.
Unit-IV	colspan="5"	**House – keeping department, Linen & Laundry** Housekeeping – Objectives and Functions – workflow of housekeeping – Hospital waste management –classification of waste – generation and segregation of biomedical waste – storage and transportation of wastes – managerial issues, - policy and procedures in biomedical waste management. Linen and Laundry – objectives–methods of distribution – laundry work flow–policies and procedures–managerial issues related to linen and laundry.
Unit-V	colspan="5"	**MAINTENANCE MANAGEMENT** Maintenance department- objectives and functions – Hospital Engineering services–Civil –water supply – Electricity – Medical Gas- Staffing - Location and Space – Policy and procedures – Biomedical Engineering – Equipment maintenance – Inspection and Installation- Levels of Maintenance- AMC – Disposition –Equipment History sheet–Equipment Log–Records and registers of Biomedical Maintenance.

Unit-VI	SECURITY AND TRANSPORT SERVICES
	Safety and security department – Objectives and Functions-Staffing ; Responsibilities of Security Guard-Gate Pass; Physical Verification; Control Movement –Internal traffic and external traffic management. Transport department – Hospital Transportation system-Staffing–Types of Hospital Vehicles - Ambulance, Types of Ambulance – Ambulance maintenance.

References and Text Books:

° NHS, GuidetoGoodPracticesinHospitalAdministration(DepartmentofHealthandSocialSecurity:NationalHealthServices,London)
° C.M. Francis and et al., Hospital Administration (Jaypee Brothers Medical Publishers Pvt.Ltd.,New Delhi)

References

° G.D.Kunders,Hospitals:Planning,DesignandManagement(PrismBooksPvt.Ltd.,Bangalore)
° SyedAminTabish, HospitalandHealthServicesAdministrationPrinciplesandPractice (OxfordUniversityPress,NewDelhi)
° B.M.Sakharkar,PrinciplesofHospitalAdministrationandPlanning(JaypeeBrothersMedicalPublishers Pvt.Ltd.,NewDelhi)

COURSE OUTCOMES

CO1	Understood the functions of various supportive services in hospitals.	K2
CO2	Understood and Develop the planning skills in regard to the location, design and layout of supportive service departments	K2,K5
CO3	Understood the important of medical record and able to calculate the hospital statistics	K2,K4
CO4	Understood and apply policies and write standard operating protocols for dietary, Pharmacy, Housekeeping, maintenance and security departments	K2,K4
CO5	Understood and able to supervise the log sheet for medical equipments and ambulances towards maintenance.	K2,K3

Mapping Course Outcome vs Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	S(3)	L(1)	M(2)	M(2)	M(2)	L(1)	M(2)	L(1)	S(3)
CO2	S(3)	S(3)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)
CO3	M(2)	M(2)	S(3)	M(2)	M(2)	L(1)	L(1)	M(2)	L(1)	L(1)
CO4	S(3)	S(3)	L(1)	S(3)	S(3)	S(3)	M(2)	M(2)	L(1)	M(2)
CO5	M(2)	M(2)	S(3)	S(3)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)
W.Av	2.4	2.6	2	2.4	2.2	2	1.2	2	1	2

Mapping Course Outcome Vs Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	S(3)	M(2)	M(2)	M(2)
CO2	S(3)	S(3)	S(3)	M(2)	M(2)
CO3	L(1)	M(2)	M(2)	M(2)	L(1)
CO4	S(3)	S(3)	M(2)	M(2)	M(2)
CO5	M(2)	S(3)	M(2)	M(2)	S(3)
W.Av	2.4	2.8	2.2	2	2

Course Code	92124	CORE-10: RESEARCH AND STATISTICS	T	Credits:4	Hours/Week:4
Course Objectives	\multicolumn{5}{l}{1. To understand the fundamentals of Research process}				

Course Code	92124	CORE-10: RESEARCH AND STATISTICS	T	Credits:4	Hours/Week:4
Course Objectives	1. To understand the fundamentals of Research process 2. To develop an understanding about Research designs and Sampling, Methods and tools for data collection. 3. To understand the importance of qualitative research and its differences with quantitative research. 4. To analyze and understand about variables mapping and its importance. 5. To develop the ability to do statistical analysis.				
Unit-I	**RESEARCH MEANING, OBJECTIVES AND TYPES :**Scientific attitude, characteristics, scientific method - Social work research :steps of social work research – defining, strategy, execution and reporting. Research problem–identification, Selection, formulation of research problem. Research proposal preparation.				
Unit-II	**RESEARCH DESIGN :**meaning and types, hypothesis - nature and types nature and types, assumptions and its nature. Sampling-meaning, types, errors and principles. Research tools–questionnaire, interview schedule, interview guide, observation schedule, standardized tools.				
Unit-III	**QUALITATIVE RESEARCH:** meaning, definition, types, process, and methods – grounded theory, ethnography, participant and non-participant observation, naturalistic observation, field research, phenomenology, case study, historical method and action research. Methods of collection of data – in depth interview, focus group interview and artifacts. Relationship between qualitative and quantitative research. Survey–meaning type sand steps.				
Unit-IV	**VARIABLES:** meaning, types and levels of measurement. Reliability and validity. Data Analysis and processing of data - editing, coding, code book preparation, code sheet preparation. Classification, tabulation, frequency distribution, diagrammatic and graphic presentations–interpretation of data.				
Unit-V	**DESCRIPTIVE STATISTICS**: Measures of Central tendency – Mean, Median, Mode; Measures of dispersion –Standard deviation; Measures of association - Correlation; Testing of Significance: Chi-square test, t-test, Correlation and Rank correlation. Regression Analysis, Cluster Analysis, Factor Analysis, Factor Uses of statistics and its limitations; Statistical application in SocialWorkResearch–IntroductiontoStatisticalsoftwares-Researchformatand report writing				

ReferencesandTextBooks:
- Cargan,Leonard.2008.Doing socialresearch.Jaipur.Rawatpublications.
- DebashisChakraborty,2009,researchmethodology,Saurabnpublishinghouse.NewDelhi.
- Hatt,andGoode.1981.Methodsinsocialresearch.Auckland.McgrawHillbookcompany.
- Gupta,SP.2009.Statisticalmethods.NewDelhi.SultanChandandsons.
- Kothari,C.R.2004.Researchmethodology– methodsandtechniques.NewDelhi.Newageinternationalprivatelimited.
- Wilkinson.1984.Methodologyandtechniquesofsocialresearch.Bombay.Himalaya.

WebResources:
WhatIsaResearchDesign|Types,Guide&Examples(scribbr.com)Qualitative Research: Definition, Types, Methods and Examples(questionpro.com) Descriptive Statistics | Definitions, Types,Examples(scribbr.com)

COURSEOUTCOMES

CO1	Understood the need and importance of research in Statistics	K1,K2
CO2	Understood research design a long with the tools and able to demonstrate it	K1,K2,K4
CO3	Ability to differentiate qualitative and quantitative research along with the characteristics	K1,K2,K4
CO4	Developed competence to compute data and interpret research results	K2
CO5	Application of acquired knowledge to create research interest and aptitude	K3,K4,K6

Mapping Course Outcomevs Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	L(1)	M(2)	L(1)	L(1)	L(1)	L(1)	M(2)	L(1)	M(2)
CO2	M(2)	L(1)	L(1)	L(1)	L(1)	L(1)	L(1)	M(2)	M(2)	M(2)
CO3	M(2)	M(2)	S(3)	M(2)	L(1)	L(1)	L(1)	L(1)	S(3)	L(1)
CO4	M(2)	M(2)	S(3)	S(3)	L(1)	L(1)	L(1)	M(2)	S(3)	M(2)
CO5	M(2)	L(1)	M(2)	L(1)	L(1)	L(1)	S(3)	M(2)	L(1)	M(2)
W.Av	2	1.4	2.2	1.6	1	1	1.4	1.8	2	1.8

Mapping Course Outcome Vs Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	M(2)	L(1)	M(2)	S(3)
CO2	L(1)	M(2)	S(3)	M(2)	S(3)
CO3	L(1)	M(2)	M(2)	M(2)	M(2)
CO4	L(1)	M(2)	S(3)	M(2)	M(2)
CO5	M(2)	M(2)	S(3)	S(3)	M(2)
W.Av	1.2	2	2.4	2.2	2.4

Course Code	92125	Core11:HOSPITALMATERIALS MANAGEMENT	T	Credits:4	Hours/ Week:4
Course Objectives	\multicolumn{5}{l}{1. Understand the general principles of materials management 2. Understand and apply the principles and practice of purchasing in healthcare industry 3. Understand and develop skills in stores planning, inspection, storage and distribution of materials. 4. Understand and develop analytical skills in scientific inventory management 5. Understand and apply MIS in materials management}

Course Objectives	1. Understand the general principles of materials management 2. Understand and apply the principles and practice of purchasing in healthcare industry 3. Understand and develop skills in stores planning, inspection, storage and distribution of materials. 4. Understand and develop analytical skills in scientific inventory management 5. Understand and apply MIS in materials management
Unit-I	**MATERIALS MANAGEMENT** Introduction – Definition and Function-Goals and Objectives of Materials Management- Materials Cycle- Functions of Materials Manager- Problems and Issues in Hospitals -Information Systems for Materials Management. – Recent trends in Materials Management: **Exercise:** observational study on material department
Unit-II	Principles of Logistic Management: Definition of Logistics Management– Functions of Logistics Management – Procurement procedure-Vendor development and rating – Purchasing System-Objectives and Elements of Purchasing Purchase Cycle - Principles of Purchase Management – Tendering procedures – Methods of payment–Letter of credit–Foreign currency - payments.-Import documentation - Arbitration.
Unit-III	Equipment Purchase and Maintenance, Planning and Selection of Equipment, Import of Equipment, Equipment Utilization and Operation , Equipment Repair and Maintenance, Equipment Audit.
Unit-IV	**INSPECTION, STORAGE AND DISTRIBUTION OF MATERIALS** Stores Management- location and layout– Standardization, Codification and Classification of materials–Material accounting and physical distribution–Store documentation – Types of stores in a Hospital.- Planning Consideration of Stores-Inspection and Verification of Materials-Storage of Materials-Distribution of Materials- Condemnation and disposal of scrap, surplus and obsolete materials
Unit-V	**SCIENTIFIC INVENTORY MANAGEMENT** Inventory control: Definition – objectives of Inventory Control–Types of Inventory cost – Types of Inventory Control – Pareto's law -ABC /VED / SDE Analysis – Value analysis – Lead Time–Buffer stock – Reorder level–Economic Order Quantity (EOQ) – JIT–Condemning procedures – Condemning Board, Concept of Packaging – Types – Benefits – Eco friend liness – Waste Management. Case Studies on Inventory control

REFERENCES:
1. **Mr.KSMenon**,STORESMANAGEMENT2ed.,MacmillanIndiaLtd.,
2. **Mr.RupnarayanBose,**ANINTRODUCTIONTODOCUMENTARYCREDITS,
3. *MacmillanIndiaLtd*
4. **Mr.BSSahay**, SUPPLYCHAIN MANAGEMENT,*MacmillanIndiaLtd*
5. **Mr.Gopalakrishnan&Sunderasan**,MATERIALSMANAGEMENT.

Textbooks
1. ShaktiGuptaandSunilKant,**HospitalStoresManagement:AnIntegratedApproach**(JaypeePublications, New Delhi, India)
2. WHO,MaintenanceandRepairofLaboratory,Diagnostic,ImagingandHospitalEquipment(WHO,Geneva)

References
1. MurrielSkeetandDavidFear,**CareandSafeUseofHospitalEquipment**(VSO,UK)
2. P.GopalakrishnanandM.Sundaresan,**MaterialsManagement:AnIntegratedApp roach**
(Prentice-Hall of India Pvt. Ltd., New Delhi)ISBN81-203-0027-0

COURSE OUTCOME:

CO1	Understood and construct core knowledge in Hospital materials Management	K2,K5
CO2	Understood and relate the purchase, Maintenance, Utilization and Operations of Hospital Equipment, Materials and supply	K2,K4
CO3	Understood and apply the process of inspection, storage and distribution of hospital materials	K2,K3
CO4	Understood and develop skills on scientific inventory management practices	K2,K5
CO5	Understood and apply hospital information system in materials management	K2,K3

Mapping Course Outcome vs Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	S(3)
CO2	S(3)	S(3)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	S(3)
CO3	S(3)	S(3)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)	S(3)
CO4	S(3)	S(3)	M(2)	M(2)	L(1)	L(1)	M(2)	M(2)	M(2)	S(3)
CO5	M(2)	S(3)	M(2)	M(2)	L(1)	L(1)	L(1)	M(2)	M(2)	S(3)
W.Av	2.6	2.8	1.8	2.2	1.2	1.6	1.6	2	2	3

Mapping Course Outcome Vs Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	M(2)	L(1)	M(2)	S(3)
CO2	M(2)	S(3)	M(2)	M(2)	S(3)
CO3	M(2)	S(3)	L(1)	M(2)	S(3)
CO4	M(2)	S(3)	L(1)	S(3)	S(3)
CO5	S(3)	M(2)	M(2)	M(2)	S(3)
W.Av	2.2	2.6	1.4	2.2	3

Course Code	92126	Core 12: STRATEGIC MANAGEMENT IN HEALTH CARE	T	Credits:4	Hours:4
Course Objectives	\multicolumn{5}{l}{1. Understand the basic concept and principles of strategic healthcare management}
	\multicolumn{5}{l}{2. Understand, develop the skills on structural process of strategic management and analyze the internal and external environment of healthcare organizations}
	\multicolumn{5}{l}{3. Understand and apply vision, mission and objectives for healthcare organization}
	\multicolumn{5}{l}{4. Understand and apply strategy formulation and implementation in healthcare organization.}
	\multicolumn{5}{l}{5. Understand and analyze the national and international health policies and programmes}
Unit-I	\multicolumn{5}{l}{**CONCEPTS OF STRATEGY :** Levels at which strategy operates; Approaches to strategic decision making; Mission and purpose, objectives and goals; Strategic business unit(SBD); Functional level strategies.Functional Strategies: Marketing, production/operations and R&D plans and polices-Personnel and financial plans and policies}
Unit-II	\multicolumn{5}{l}{**ENVIRONMENTAL ANALYSIS AND DIAGNOSIS:** Environment and its components; Environments canning and appraisal; Organizational appraisal; Strategic advantage analysis and diagnosis; SWOT analysis, **PORTERS Model– Value Chain Analysis – Hofers Analysis** – Situational Analysis – Need, Environmental Issues, Vision, Mission, Objectives, Values, Directional Strategies, Adaptive Strategies, Market Entry Strategies, Positioning Strategies and Operational Strategies, General Environment}
Unit-III	\multicolumn{5}{l}{**STRATEGY FORMULATION** Strategy Formulation and Choice- Modernization, Diversification Integration - Merger, take –over and joint strategies-Turnaround, Divestment and Liquidation strategies-Strategic choice, Developing Strategic Alternatives, Evaluation of Alternatives and Strategic Choice – **'Stop – light 'Model, PIMS Model, BCG Model**.}
Unit-IV	\multicolumn{5}{l}{**STRATEGY IMPLEMENTATION** - Inter-relationship between formulation and implementation - Issues in strategy implementation – Resource allocation - Strategy and Structure - Structural considerations – Organizational Design and change - Strategy Evaluation-Overview of strategic evaluation; strategic control; Techniques of strategic evaluation and control.}
Unit-V	\multicolumn{5}{l}{**HEALTHCARE STRATEGY INNATIONAL AND INTERNATIONAL LEVEL -** Strategic Management Practices in National Health Care Programs - Strategies adopted in Long Term Health Policy with special reference to Women and Child Health, AIDS Control, Tuberculosis Control, Leprosy Control, Malaria Eradication, and Water Supply and Sanitation -Strategic Planning in Family Planning and Welfare Programme - Strategic Management Practices in International Healthcare-Strategies adopted by International Agencies: WHO, World Bank- Strategic Approach in Health Programs of few Developed Countries and /or Neigh boring Countries.}

REFERENCES
1. **Azhar Kazmi,** STRATEGIC MANAGEMENT & BUSINESS POLICY, *TataMcGraw-HillPublishingCompanyLimited,NewDelhi2008.*
2. **VipinGupta,KamalaGollakota&Srinivasan,**BUSINESSPOLICY&STRATEGICMANAGEMENT,
3. *PrenticeHallofIndiaPrivateLimited,NewDelhi,2008.*
4. **AmitaMittal**,CASESINSTRATEGICMANAGEMENT,*TataMcGraw-HillPublishingCompanyLimited,NewDelhi2008.*
5. **FredR.David,**STRATEGICMANAGEMENTCONCEPTANDCASES,*PHILearningPrivateLimited,NewDelhi,2008.*

COURSE OUTCOME:

CO		
CO1	Understood and apply concepts and principles of strategic management healthcare system	K2,K3
CO2	Understood and develop the skills on structural process of strategic management and analyze the internal and external environment of health care organizations	K2,K5
CO3	Understood and develop vision, mission and objectives for healthcare organization	K2,K5
CO4	Understood and apply the process, alternatives and selection of strategies, implementation, evaluation in healthcare industries	K2,K3
CO5	Understood and analyze the delivery an implementation of national and international health policies and progrmmes	K2,K4

Mapping Course Outcomevs Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	M(2)	M(2)	S(3)	M(2)	L(1)	L(1)	L(1)	M(2)
CO2	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)
CO3	S(3)	M(2)	L(1)	L(1)	S(3)	S(3)	L(1)	M(2)	L(1)	L(1)
CO4	M(2)	M(2)	L(1)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO5	M(2)	M(2)	L(1)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
W.Av	2.6	2	1.6	1.8	2.4	2.2	1.8	1.8	1.6	1.8

Mapping Course Outcome Vs Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	M(2)	M(2)	M(2)	M(2)
CO2	M(2)	M(2)	M(2)	L(1)	L(1)
CO3	M(2)	L(1)	L(1)	L(1)	L(1)
CO4	M(2)	M(2)	M(2)	L(1)	L(1)
CO5	L(1)	L(1)	L(1)	M(2)	L(1)
W.Av	2	1.6	1.6	1.4	1.2

Course Code	92127	GE 4 – HOSPITAL ROTATIONAL POSTING-1	P	Credits:3	Hours/ Week:6
Course Objective	To understand basic structure, functions, objectives, role and responsibilities of the employees of the clinical non-clinical and supportive department in the hospital sector.				

Students will undergo HANDS-ONPOSTING training in the following departments during the II-Semester

CLINICAL, NONCLINICAL AND SUPPORTIVE DEPARTMENTS
Total number of days:15days

1. Outpatient department-(1day)
2. Inpatient department (Admission, billing and discharge)-(2days)
3. Radiology Department–(1day)
4. Laboratory Services(Biochemistry, Microbiology, Pathology)–(1day)
5. House\Keeping Department(Laundry & Bio-medical Waste Management) – (1day)
6. Nursing Services(2days)
7. Emergency Department–(1day)
8. Medical Records Department(2days)
9. Pharmacy Department–(1day)
10. Dietary Department–(1day)
11. Blood bank–(1day)
12. Bio Medical Engineering Department–(1day)

Report Writing

Hands-on posting format for report submission

Name of the student:

Reg. No.

Name of the department:

Number of days allotted:

Department location:

Objectives of the department:

Organization chart:

Functions of the department:

Process flow:

Number of employees in the department:

Roles and responsibilities of the employees and capacity building:

Equipments list

List of terminologies used and their meaning major highlights of the department

Findings /problems (if any):

Suggestions conclusions:

Signature of the student:

Remarks and signature & name with date of the hod /in-charge:

Signature of the faculty in-charge

COURSEOUTCOME:

CO1	Understood the basic structure, functions, objectives, role and responsibilities of the employees of the clinical department of the hospital	**K2**
CO2	Understood the basic structure, functions, objectives, role and responsibilities of the employees of the Non-clinical department of the hospital	**K2**
CO3	Understood the basic structure, functions, objectives, role and responsibilities of the employees of the supportive department in the hospital sector	**K2**
CO4	Analyze the clinical, non clinical and supportive service department objectives with vision, mission of the hospital	**K4**

Mapping Course outcome vs programme outcome

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	L(1)	L(1)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)
CO2	M(2)	M(2)	L(1)	L(1)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)
CO3	M(2)	M(2)	L(1)	L(1)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)
CO4	M(2)	M(2)	L(1)	M(2)	S(3)	S(3)	M(2)	S(3)	M(2)	M(2)
W.Av.	2	2	1	1.3	2.3	2.5	1.3	2.3	1.3	2

Mapping Course outcome vs programme specific outcome

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	M(2)	L(1)	L(1)	L(1)
CO2	M(2)	M(2)	L(1)	L(1)	L(1)
CO3	M(2)	M(2)	L(1)	L(1)	L(1)
CO4	M(2)	M(2)	M(2)	M(2)	L(1)
W.Av.	2	2	1.3	1.3	1

Course Code	92128	GE 5 - HOSPITAL WORK – 2 SUMMER POSTING	P	Credits:4	Hours/ Week: 21days (8hrs/ week)
Course Objectives	The course will help to understand the operational management functions in a health care organization covering: 1. Human Resources Management 2. Marketing 3. Public Relations 4. Accounting 5. Finance 6. Materials				
	Organization Understudy 1. History of the Hospital 2. Promoters 3. Management (Composition of Trust /Society/ Governing Board/Executive Board) 4. Philosophy/ Vision and Mission 5. Location and Layout of the Hospital 6. Staffing(including Organ ogram) 7. Services Rendered (including Statistics) 8. Future Plans **Operational Management Functions in a Hospital** 1. Human Resources Management / Personnel Management 2. Marketing and Public Relations Practices 3. Accounting and Financial Management 4. Materials: Purchase, Stores and Issues At the completion of the observation training the students are required tos ubmit a detail individual report exhibiting their observations in a format as prescribed bytheUniversity.				

COURSEOUTCOME:

CO1	Understood the organization structure, policies and procedures of standard operating protocols of HR, marketing, accounting, finance and materials departments	K2
CO2	Understood and apply the various operational management recent techniques in a healthcare organization	K2,K3
CO3	Understood the functions of Human Resources Management, Marketing, Public Relations, Accounting, Finance and Materials Management.	K2
CO4	Understood and develop objectives and target for micro operations in the healthcare sectors	K2,K5

Mapping Course outcome vs programme outcome

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)
CO2	M(2)	M(2)	M(2)	S(3)	S(3)	M(2)	M(2)	M(2)	S(3)	M(2)
CO3	M(2)	S(3)	M(2)	M(2)	S(3)	S(3)	L(1)	M(2)	L(1)	M(2)
CO4	S(3)	M(2)	L(1)	M(2)	S(3)	S(3)	M(2)	M(2)	M(2)	M(2)
W.Av.	2.3	2.3	1.8	2.3	2.8	2.5	1.8	2	1.8	2

Mapping Course outcome vs programme specific outcome

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	L(1)	L(1)	L(1)	L(1)
CO2	S(3)	M(2)	M(2)	M(2)	L(1)
CO3	M(2)	M(2)	L(1)	L(1)	M(2)
CO4	M(2)	M(2)	L(1)	M(2)	M(2)
W.Av.	2	1.8	1.3	1.5	1.5

		SEMESTER- III			
Course Code	92131	**CORE13- OPERATIONS RESEARCH**	**T**	**Credits:4**	**Hours/Week:4**
Course Objective	colspan	1. To familiarize the Operations Management concepts 2. To introduce various optimization techniques with managerial perspective 3. To facilitate the use of Operations Research techniques in managerial decisions.			
Unit-I	colspan	Introduction to Operations Management - Process Planning – Plant Location - Plant Layout - Introduction to Production Planning.			
Unit-II	colspan	Stages of Development of Operations Research – Applications of Operations Research-Limitations of Operations Research – Introduction to Linear Programming - Graphical Method – Simplex Method – Duality.			
Unit-III	colspan	Transportation Problem – Assignment Problem – Inventory Control –Introduction to Inventory Management - Basic Deterministic Models - Purchase Models – Manufacturing Models with and without Shortages.			
Unit-IV	colspan	Shortest Path Problem – Minimum Spanning Tree Problem – CPM / PERT-Crashing of a Project Network.			
Unit-V	colspan	Game Theory- Two Person Zero-sum Games -Graphical Solution of (2 x n) and (m x 2) Games - LP Approach to Game Theory - Goal programming - Formulations – Introduction to Queuing Theory – Basic Waiting Line Models: (M/M/1):(GD/a/a),(M/M/C):GD/a/a).			

References and Text Books:
1. **KanishkaBedi**,PRODUCTION&OPERATIONSMANAGEMENT,*Oxford,NewDelhi,2007*
2. **Panneerselvam,R**,OPERATIONSRESEARCH,*Prentice-HallofIndia,NewDelhi,2002*.
3. **G.Srinivasan,**OPERATIONSRESEARCH,*PHILearning,NewDelhi,2010*
4. **Tulsian&Pandey,**QUANTITATIVETECHNIQUES**,***Pearson,NewDelhi,2002*
5. **Vohra,**QUANTATIVETECHNIQUESINMANAGEMENT**,***TataMcGrawHill,NewDelhi,2010*

COURSE OUTCOMES

On completion of the course, students will have

CO1	Understood and apply the Operations Management concepts in healthcare industry	K2,K3
CO2	Understood and apply various optimization techniques with managerial perspective in healthcare industry	K2,K3
CO3	Understood and apply problem solving techniques in managerial decisions and improve purchase models	K2,K3

Mapping Course Outcome vs Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	M(2)	L(1)	M(2)	L(1)	L(1)	L(1)	M(2)	M(2)	M(2)
CO2	S(3)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	S(3)	M(2)
CO3	S(3)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	S(3)	M(2)
W.Av	3	3	1.7	1.3	1.7	1	1.7	2	2.7	2

Mapping Course Outcome Vs Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	S(3)	M(2)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	S(3)	M(2)	M(2)
CO3	M(2)	M(2)	S(3)	M(2)	M(2)
W.Av	2.3	2	2.7	1.7	1.7

	III- SEMESTER			
Course Code 92132	**CORE: 12 HEALTH CARE AND WELLNESS**	**T**	**Credits:4**	**Hours/ Week:4**
Course Objectives	1. To provide conceptual understanding of Disease and its Cause. 2. To familiarize the students with the Anatomy& Physiology 3. To understand and appreciate the Various system of medicine 4. To understand the various **Special care** 5. To provide conceptual understanding about crisis Management			
Unit-I	**Disease its cause and control &WHO Guidelines** Communicable and non-communicable disease, immunization programme, epidemiology, Concept of health, concept of well being, determinants of health.			
Unit-II	**Gross introduction to Anatomy & Physiology** Review of structure and body functions, common diseases, symptoms, investigations and treatment modalities GI system, cardiovascular system, blood, Respiratory, nervous system and sense organs Musculoskeletal system, endocrine, excretory, and reproductive system			
Unit-III	**Various system of medicine** Ayurveda, Siddha, Allopathy, and various hospital services			
Unit-IV	**Special care** First aid, CPR, environment hygiene, infection control, waste disposal, sterilization techniques, Measurement of vital signs – Temperature, Pulse, Respiration, and Blood Pressure.			
Unit-V	**Crisis management** Hospital safety, Fire safety, Trauma care and disaster management, natural calamity			

References and Text Books:
1) Micro organisms& Human Disease Ernest A., Mayer.
2) Textbook of Medical Treatment – Sir Derrick, Dunlop, Stanley Alstead.
3) The Handbook of Health & Safety Practice – Jeremy Stranks, 2nd Edition Pitman.
4)Text book of Anatomy and Physiology ,Ross& Wilson.

COURSE OUTCOME

CO1	Understand Disease Mechanisms and Control and evaluate immunization programs and their impact.	K2
CO2	Review the structure and functions of the human body. Recognize common diseases, their symptoms, investigations, and treatment modalities	K2.K3
CO3	Gain insights into different medical systems such as Ayurveda, Siddha, and Allopathy.	K3,K5
CO4	Understand waste disposal and sterilization techniques. Measure vital signs like temperature, pulse, respiration, and blood pressure.	K3
CO5	Ensure hospital safety and understand fire safety protocols. Provide trauma care and manage disaster situations, including natural calamities	K2,K4

Mapping Course Outcome vs Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	L(1)	L(1)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)
CO2	L(1)	L(1)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	L(1)
CO3	L(1)	L(1)	M(2)	L(1)	L(1)	L(1)	M(2)	L(1)	L(1)	L(1)
CO4	M(2)	L(1)	M(2)	L(1)	L(1)	L(1)	M(2)	L(1)	M(2)	L(1)
W.Av	1.5	1	1.8	1	1.5	1.3	2	1.5	1.8	1

Mapping Course Outcome Vs Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	L(1)	M(2)	M(2)	L(1)
CO2	M(2)	L(1)	S(3)	S(3)	M(2)
CO3	L(1)	L(1)	M(2)	M(2)	L(1)
CO4	L(1)	L(1)	M(2)	M(2)	L(1)
W.Av	1.3	1	2.3	2.3	1.3

Course Code	92133	Core–15 LEGAL ASPECTS OF HEALTH CARE	T	Credits:4	Hours/ Week 4
Course Objectives	1. Understand the legal implications of forming an organization 2. Apply the relevance of labour laws in hospital context 3. Understand the doctors patient relationship in medical care 4. Understand the legal aspects of day to day administration of the hospital				
Unit-I	**PROMOTION AND LICENSURE :**Forming Society, The Companies Act, Law of Partnership, A Sample Constitution for the Hospital, Licensure-The Tamil Nadu Clinics Act, Clinical establishment Act, TN Pollution Control Act, Fire and safety licensure, Lift Licensure.				
Unit-II	**LABORRELATIONS:** The Workmen's Compensation Act, The Employees' State Insurance Act, The Employees' Provident Funds Act, The Payment of Gratuity Act, The Maternity Benefit Act, The Payment of Wages Act, The Minimum Wages Act.				
Unit-III	**MEDICAL PROFESSION AND NEGLIGENCE :**Medical Council of India, Medical Licensure Law, Doctors Patient Relationship, Medical Malpractice, Quality and Standard of Medical Care Negligence, Medical Consent, The Consumer Protection Act, Patients rights and Responsibilities, Medical Ethics.				
Unit-IV	**HOSPITAL RELATED ACT AND LEGAL COMMITMENTS:** Narcotic Laws, The Drugs and Cosmetic Act, Drug Control Policy, Blood Transfusion. The Medical Termination of Pregnancy Act, The Prenatal Diagnostic Techniques Act Dying Declaration, Medical Juri prudence, The Human Organ Transplantation Act Toxicology.				
Unit-V	**THE BIOMEDICAL WASTE** (Management and Handling) Rules, Radiation Safety System Law of Insurance, Export Import Policy, Exemption of Income Tax for Donations Tax Obligations: Filing Returns and Deductions at Source, GST.				

References and Text Books:

Textbooks
- RajKumar, Acts Applicable to Hospitals in India (The Christian Medical Association of India, NewDelhi)
- N.D.Kapoor, Elements of Mercantile Law (Sultan Chandand Sons, New Delhi)ISBN8170142067

References
- RamKrishnaChaube,Consumer ProtectionandTheMedicalProfessionwithLegalRemedies(Jaypee Brothers,NewDelhi)ISBN8171797318
- R.C.AnandandSidharthaSatpathy, HospitalWasteManagement:AHolisticApproach
- (JaypeeBrothers,NewDelhi)ISBN8171797202

COURSE OUTCOMES

CO1	Understood the legal requirement in forming an organization and hospital licensure process	**K2**
CO2	Understood and apply the relevant government laws of labour relations in the hospitals	**K2,K3**
CO3	Understood and apply the medical profession responsibilities, COPRA, Medical ethics in hospitals	**K2,K3**
CO4	Understood the various act, regulations related to patient care and create employee and patient safety and security protocols in the hospitals	**K2,K5**

Mapping Course Outcome vs Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	M(2)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	L(1)	M(2)
CO2	L(1)	L(1)	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)
CO3	M(2)	M(2)	S(3)	M(2)	L(1)	S(3)	S(3)	M(2)	M(2)	L(1)
CO4	S(3)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)	L(1)
W.Av	2.3	2	2.8	2	1.5	2.5	2	2	1.8	1.3

Mapping Course OutcomeVs Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	M(2)	M(2)	L(1)	L(1)
CO2	M(2)	L(1)	S(3)	M(2)	L(1)
CO3	M(2)	L(1)	S(3)	S(3)	L(1)
CO4	S(3)	M(2)	S(3)	S(3)	L(1)
W.Av	2.8	1.5	2.8	2.3	1

III - SEMESTER				
Course Code 92134	**CORE: 16 HOSPITAL PLANNING & DESIGN**	**T**	**Credits:4**	**Hours/ Week:4**
Course Objectives	1. To provide conceptual understanding of Hospital Planning. 2. To familiarize the students with the Market Analysis. 3. To understand Hospital Facilities Planning &Technical Analysis (Quantitative Analysis) 4. To understand Hospital Design and Architect's Brief 5. To understand importance of specialized and Trained Personnel in Planning.			
Unit-I	**Introduction and Objectives** Hospital Type/Sizes – General Objectives – Modern Trends – Indian Scenario – Government and Corporate Hospitals – Scope for Corporate Hospitals – Need for Scientific Planning and Design Experience in Hospitals – Apollo Experience – Relevance of Subject to the Course – Growth and Expansion Aspects – Prospective.			
Unit-II	**UNIT 2 Market Analysis** Location – Promoter – Morbidity History – Demand & Supply – Demographic Details – Market Survey and Appraisal – Analysis of Survey Responses – Determination of Type / Size / Facilities / Tariff / Medical Insurance Schemes Etc. SWOT Analysis, Risk Analysis, Market Strategy (Pre-Launch / Launch / Post-Launch). **Case Study:** Market Determining Analysis and Levels for Typical Hospital			
Unit-III	**Hospital Facilities Planning &Technical Analysis (Quantitative Analysis)** Level of Service –Discipline – Extent and Nature of Specialties – Medical Disciplines – Diagnostic Disciplines – Hospital Services – Infrastructure Requirements – Norms (Primary Care – Secondary Care – Tertiary Care – Tertiary Care Referral Centre – Project Management, Operational and Functional Planning. Land and Building – Layout – Infrastructural Technical Inputs to Models Hospitals – Area Calculation Needs – Hospital Income and Expenditure			
Unit-IV	**Hospital Design and Architect's Brief** Critical Needs of Efficient Architecture – Basic Principles and Criteria – Human Needs – Flexibility – Flow of Personnel and Materials – Location Relationship – Area Computations for Prime Hospital Area – Materials Handling – Additional Requirements – Municipal by – Laws – Pollution Control - Expansion Provisions – Interiors – Norms – Alternative Designs– Adaptation for Smoother Takeover.			
Unit-V	**Review and Conclusion** Hospital Administration – MIS Review of all Aspects that went into the Hospital Planning – Scope for Application of Modern Technology – Challenges Ahead – Need for Specialized and Trained Personnel to Plan and Man Modern Hospitals – Adaptation of Principles and Methodology of Hospital Designs is an on-going Hospital (Modification/Addition/Expansion			
References andTextBooks: 1. Manual of Hospital Planning and Designing: For Medical Administrators, Architects and Planners by Ajay Garg and Anil Dewan | 30 January 2022 2. Modern Trends in Planning and Designing of Hospitals :Principles and Practice with CD-ROM 3. by Gupta Shakti 4. Hospital Planning & Administration – Liewtllyn and Davis Macoulay 5. Hospital Planning Management & Design (Tata McGraw Hill) by Kunders, Gopinath, A. Katakam				

COURSE OUTCOMES

CO1	Analyze the Indian healthcare scenario, including government and corporate hospitals. Recognize the scope and significance of scientific planning and design in healthcare facilities.	K2
CO2	Evaluate the importance of location in hospital planning and Analyze survey responses to determine hospital type, size, facilities, tariffs, and medical insurance schemes.	K2.K3
CO3	Analyze infrastructure requirements for primary, secondary, and tertiary care facilities, including referral centers.	K3,K5
CO4	Consider human needs, flexibility, flow of personnel and materials, and location relationships in architectural planning and Calculate area requirements for prime hospital areas.	K3
CO5	Review all aspects involved in hospital planning, design, and administration	K2,K4

Mapping Course Outcome vs Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S(3)	M(2)	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	L(1)	M(2)
CO2	L(1)	L(1)	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)
CO3	M(2)	M(2)	S(3)	M(2)	L(1)	S(3)	S(3)	M(2)	M(2)	L(1)
CO4	S(3)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)	L(1)
W.Av	2.3	2	2.8	2	1.5	2.5	2	2	1.8	1.3

Mapping Course Outcome Vs Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	M(2)	S(3)	S(3)	L(1)
CO2	M(2)	L(1)	S(3)	S(3)	L(1)
CO3	L(1)	L(1)	S(3)	M(2)	L(1)
CO4	S(3)	M(2)	S(3)	M(2)	L(1)
W.Av	2	1.5	3	2.5	1

		III -SEMESTER			
Course Code	92135	**CORE: 17 Counselling**	**T**	**Credits:4**	**Hours/ Week:4**
Course Objectives	colspan="5"	1. To provide conceptual understanding of various Theories of Counselling. 2. To familiarize the students with theCharacteristics,Techniques in Counselling 3. To provide a comprehensive overview and general understanding of the profession of counselling 4. To understand the various types of Counselling needs. 5. To understand the various Ethics in Counselling process.
Unit-I	colspan="5"	Need for Counselling, Specific Approaches to Counselling, An Overview of Egan's Developmental Modelof Helping and Interpersonal Relating, The Basic Principles in Counselling, Basics Counselling and Theories of Counselling.
Unit-II	colspan="5"	Characteristics, Types, Techniques Communication, Listening, Responding, Transactional Analysis, History taking, Interviewing
Unit-III	colspan="5"	Profile of a Counsellor, Challenges as a Counsellor, Counsellor – Counselee relationship, Emotional involvement, Counsellor limits in practice.
Unit-IV	colspan="5"	Group Therapy, Drug Addiction and Alcoholism, Counselling for HIV and AIDS, Counselling the Suicidal
Unit-V	colspan="5"	Martial Counselling, Counselling the Terminally ill, Counselling the Adolescent Conflict Management, Stress Management, Ethics in Counselling, Need for Ethical standards, Developing Case histories

References and Text Books:
Counselling & Guidance – S. Narayana Rao

COURSE OUTCOME:

CO1	Recognize the importance of counseling in addressing personal, emotional, and psychological challenges and Evaluate various specific approaches to counseling and their applications.	K2
CO2	Apply a range of counseling techniques to address diverse client needs.	K2.K3
CO3	Identify and address the ethical and personal challenges that counselors may encounter. Establish and maintain appropriate boundaries within the counselor-counselee relationship.	K3,K5
CO4	Students will learn to employ counseling strategies tailored to individuals needs	K3
CO5	Recognize the importance of ethical conduct and professionalism in counseling. Develop the ability to create and maintain case histories for counseling clients.	K2,K4

Mapping Course Outcome vs Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	S(3)	S(3)	S(3)	S(3)	S(3)	M(2)	S(3)	M(2)
CO2	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)	S(3)	S(3)
CO3	M(2)	S(3)	M(2)	S(3)	S(3)	M(2)	M(2)	M(2)	S(3)	M(2)
CO4	M(2)	M(2)	M(2)	S(3)	S(3)	S(3)	M(2)	M(2)	S(3)	M(2)
W.Av	2	2.3	2.3	2.8	2.8	2.5	2	2	3	2.3

Mapping Course Outcome Vs Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	M(2)	S(3)	S(3)	M(2)
CO2	M(2)	M(2)	S(3)	S(3)	M(2)
CO3	M(2)	M(2)	S(3)	S(3)	S(3)
CO4	S(3)	S(3)	S(3)	S(3)	L(1)
W.Av	2.3	2.3	3	3	2

		III -SEMESTER			
Course Code	92136	**CORE: 18** **TELE MEDICINE AND** **MEDICAL TOURISM**	**T**	**Credits:4**	**Hours/** **Week: 4**
Course Objectives	colspan="5"	1. To provide conceptual understanding of Telemedicine and health. 2. To familiarize the students with the Telemedical Technology. 3. To understand and familiar with Telemedical Standards. 4. To understand the growth and need of Telemedical 5. Tounderstandthecurrentissuesthathaveanimplicationinadministration.
Unit-I	colspan="5"	TELEMEDICINE AND HEALTH History and Evolution of telemedicine, Organs of telemedicine, Global and Indian scenario, Ethical and legal aspects of Telemedicine - Confidentiality, Social and legal issues, Safety and regulatory issues, Advances in Telemedicine
Unit-II	colspan="5"	TELEMEDICAL TECHNOLOGY& TELEMEDICAL STANDARDS Principles of Multimedia - Text, Audio, Video, data, Data communications and networks, PSTN, POTS, ANT, ISDN, Internet, Air/ wireless communications Communication infrastructure for telemedicine – LAN and WAN technology. Satellite communication, Mobile communication.Data Security and Standards: Encryption, Cryptography, Mechanisms of encryption, phases of Encryption. Protocols: TCP/IP, ISO-OSI, Standards to followed DICOM, HL7, H. 320 series Video Conferencing, Security and confidentiality of medical records, Cyber laws related to Telemedicine
Unit-III	colspan="5"	Medical Tourism Business Historical overview, Definitions, Growth of Medical Tourism - benefits of medical tourism, Factors responsible for the growth of health and medical tourism, Global medical tourism scenario- Stakeholders, Certification and Accreditation in health and medical tourism, Ethical, legal, economic and environmental issues in health and medical tourism.
Unit-IV	colspan="5"	Tourism and Wellness Dimensions of wellness, Spa tourism experiences, types of Spas-Day Spa, Destination Spa, Medical Spa, Resort Spa- Different areas in wellness, health and wellness programs- ESPN aspects of Healing.
Unit-V	colspan="5"	Medical and Wellness Tourism Market Tourist profile, market analysis, designing medical tour packages, Approvals and formalities, Pre-tour arrangements, tour operations and post-tour management, Health Insurance, Role of Government in Health Tourism-Case studies about selected medical and wellness tourism destinations.

Reference sand Text Books:

1.   *Telemedicine: Technology and Applications (mHealth, TeleHealth and eHealth)*
2.   *Anspaugh, D., Hamrick, M., & Rosato, F. (2004). Wellness: Concepts and Applications 6th ed. Boston: McGraw Hill. Ralf Buckley. (2010). Adventure Tourism Management, Routledge, USA.*
3.   *Smith, M., Puczko, L. (2009). Health and Wellness Tourism, London: Butterworth Heinemann.*
4.   *Myers, J.E.; Sweeney, T.J. (2005): Counselling for wellness: theory, research and practice, American Counselling Association, Alexandria.*

COURSEOUTCOME:

CO1	Understand the historical development and evolution of elemedicine and Identify the key organizations and stakeholders involved in telemedicine.	K2
CO2	Understand the communication infrastructure for telemedicine, including LAN and WAN technologies, satellite communication, and mobile communication. Understand data security principles, encryption, and cryptography in the context of telemedicine.	K2.K3
CO3	Examine the importance of certification and accreditation in health and medical tourism. Analyze ethical, legal, economic, and environmental issues associated with health and medical tourism.	K3,K5
CO4	To gain knowledge to promote and manage medical and wellness tourism centers with leadership and organizational skills.	K3
CO5	Map the health tourism resources in India to design the packages and to market the destination	K2,K4

Mapping Course Outcome vs Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	L(1)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)
CO2	L(1)	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	L(1)
CO3	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)
W.Av	1.8	1.8	1.8	2	1.8	2	2.3	2	1.8	1.8

Mapping Course Outcome Vs Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	L(1)	M(2)	M(2)	L(1)
CO2	L(1)	L(1)	M(2)	M(2)	L(1)
CO3	L(1)	M(2)	M(2)	M(2)	L(1)
CO4	M(2)	L(1)	S(3)	S(3)	L(1)
W.Av	1.3	1.3	2.3	2.3	1

Course Code: 92137	GE6- HOSPITAL ROTATIONAL POSTING-II	P	Credits:3	Hours/ Week:6
Course Objective	1. The objective of Hands –On Posting training is to gain insights in to the administrative and functional aspects in a hospital. 2. Students are expected to have exposure in a hospital and cover various departments. 3. They are required to interact with employees working in various departments, make an independent observation, and note the practical situations. 4. They observe the issues of concern, and also identify major aspects of good practices in hospitals.			
	1) Health Insurance–(2days) 2) Purchase and Central Stores Department–(2 days) 3) Security Department–(1day) 4) Human Resource Department–(1day) 5) Public relations and front office Department-(2days) 6) Electronic Data Processing (EDP)&HIS-(1day) 7) Marketing Department–(1day) 8) Finance Department–(1day) 9) Hospital Engineering services (Plumbing, Electricity, Civil, A/C, Lifts), Hospital manifold-(2days) 10) Quality Department – (2 days) (Students will be oriented towards the path ways/ process and quality aspects in various departments of the hospital)			

COURSE OUTCOME:

CO1	Understood the administrative and functional aspects of the posting areas in a hospital.	**K2**
CO2	Understood the functions, process of the various departments of the hospitals	**K2**
CO3	Understood the staffing pattern and linkage of activities in the operational flow of the hospital process	**K2**

Mapping Course Outcome vs Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)	L(1)
CO2	M(2)	M(2)	L(1)	M(2)	L(1)	M(2)	M(2)	M(2)	L(1)	M(2)
CO3	M(2)	M(2)	L(1)	M(2)	M(2)	L(1)	L(1)	M(2)	M(2)	M(2)
W.Av	1.7	2	1	2	1.7	1.7	1.7	2	1.3	1.7

Mapping Course Outcome Vs Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	M(2)	L(1)	L(1)	L(1)
CO2	M(2)	M(2)	M(2)	L(1)	L(1)
CO3	L(1)	M(2)	L(1)	L(1)	M(2)
W.Av	1.3	2	1.3	1	1.3

Course Code	92138	**GE 7 - HOSPITAL WORK 3 (SUMMERPOSTING)**	**P**	**Credits:4**	**Hours/Week: 21days (8hrs/week)**
Course Objectives	The course will help to understand the operational management functions in a healthcare organization covering: 1. Outpatient Service 2. Inpatient Service 3. Diagnosis 4. Community Health 5. Engineering / Maintenance 6. Supportive Services				
	Patient Care 1. Outpatient Service(including MRD) 2. Emergency Care 3. Inpatient Services (admission, one ward, OT, one ICU and discharge in detail) 4. Diagnostic Services 5. Community Health 6. Education, Research and Publications Supportive Services 1. Maintenance Management 2. Front Office 3. Housekeeping 4. Dietary 5. Linen and Laundry 6. Security 7. Sales outlets (e.g. Pharmacy) At the completion of the one-month observation training the students are required to submit a detail individual report exhibiting their observations in a for matas prescribed by the University.				

COURSEOUTCOME:

CO1	Understood the organization structure, policies and procedures of standard operating protocols of outpatient, Inpatient, Diagnosis departments	**K2**
CO2	Understood and apply the various operational management recent techniques in a healthcare organization	**K2**
CO3	Understood the functions of maintenances, front office, housekeeping ,dietary, linen and Laundry, security and pharmacy departments	**K2**
CO 4	Understood and develop objectives and target for micro operations in the health care sectors	**K2,K5**

Mapping Course Outcome vs Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)
CO2	M(2)	M(2)	M(2)	S(3)	S(3)	M(2)	M(2)	M(2)	S(3)	M(2)
CO3	M(2)	S(3)	M(2)	M(2)	S(3)	S(3)	L(1)	M(2)	L(1)	M(2)
CO4	S(3)	M(2)	L(1)	M(2)	S(3)	S(3)	M(2)	M(2)	M(2)	M(2)
W.Av	2.3	2.3	1.8	2.3	2.8	2.5	1.8	2	1.8	2

Mapping Course Outcome Vs Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	L(1)	L(1)	L(1)	L(1)	L(1)
CO2	S(3)	M(2)	M(2)	M(2)	L(1)
CO3	M(2)	M(2)	L(1)	L(1)	M(2)
CO4	M(2)	M(2)	L(1)	M(2)	M(2)
W.Av	2	1.8	1.3	1.5	1.5

IV Semester					
Course Code	92141	**Core19: Internship**	**I**	**Credits:8**	**Hours/ Week:16 hours**
Objectives	1. Understand business concepts and theories to real-world decision-making 2. Understand and increase proficiency in specific business disciplines; such as human resources management, operations management, marketing, and finance 3. Understand and improve business skills in communication, technology, quantitative reasoning, and team work. 4. Observe and participate in business operations and decision-making.				

The student has to undergo 90 days of internship in the hospital of their own interested operation department (HR, Quality, Marketing, public relation, bio-metical, Housekeeping, dietary etc) and they have to submit an observational report of the hospital.

Major headings under which observations have to be made and reported in the sections and departments which have to be compulsorily covered

(Note: his list is only indicative. Depending upon the realities; students may identify additional areas and record their study outcomes)

1. Core values:

Identify the objectives and core values of the departments through discussions with administrator or superintendents or departmental heads and explain how the structure, system, skills, staffing are interlinked to achieve the stated objectives. The viewpoints of departmental head as also of other employees may be collected.

2. Location and Work Place Layout:

Location, general upkeep of the department should be noted. Make a study of the workplace layout and the viewpoints of the employees and identify the scope for improvement. Discuss your findings with the authorities concerned and make an independent analys is of the situation.

3. Work Method:

Existing policies and procedures.

4. Reporting Structure of the Department:

(To be depicted in the form of the organizational chart)

You may identify the strengths and short comings of this structure as per the employee)
Based on the inputs you have received and suggest improvements.

5. Flow chart of activities and their relations with in a given function.

➢ Identify the various activities and functions and draw a flow chart of the same. You are required to detail the activities, working, methods, criticality of the functions, general functioning and related aspects.

- ➢ Identify opportunities for improvements and how improvements can be brought about. Issues of concern from employees "view point (to be brought out through discussion with employees)
- ➢ Issues of concern from managements" view point (to be brought out through discussion with management /HODs, Administrator /Doctors etc).

6. Administrative and functional Aspects(in continuation with previous point)

Identify administrative and functional aspects of the working of the department sorsectionandrecordyourobservationfromtheviewpointofsystem,processesandimprovements (if any)

7. Internal and External Customers

List the various activities and their importance in delivering services to both internal(internal to the organization like medical staff, billing, paramedical staff, etc) and external(patients, their care takers employee of patients if applicable, insurance companies etc)customers.

8. Link ages with other functional Aspects

Identify the working linkage between the department / function under study with the various other departments or function in the hospital. Analysis may include strengths, short comings and opportunities for improvements.

9. Equipments List

Classify and list the various equipments, tools, protective gears and other aids used in various work stations .Identify the investments, operating expenses (if available) purpose of use; care to be taken in using ,maintenance and calibration procedure for recording results of investigation related medical records managements, use of information technology, disposal of consumables and waste.

10. Work place safety and capacity building

Identify various procedures followed for ensuring safety of personnel as also of the environment. Make an inventory of training needs of employees training given in the past and options available to the management for capacity building of employees.

11. Listing of the terminologies used and their meanings

12. Observations and analysis against manage ment principlesandconcepts

- ■ Major concepts /Major principles
- ■ Actual practice
- ■ Analysis with respect oconcept/management principle.
- ■ Learning outcome.

COURSEOUTCOMES

CO1	Understood the real – world applications and decision-making process by the managers of the healthcare industry	K2
CO2	Understood and follow professional role models and potential mentors who can provide guidance, feed back, and support.	K2
CO3	Expand network of professional relationships and contacts	K3
CO4	Develop a solid work ethic and professional demean our, as well as a commitment to ethical conduct and social responsibility	K5

Mapping Course Outcome vs Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO2	M(2)	M(2)	M(2)	S(3)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO3	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO4	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	S(3)	M(2)	M(2)
W.Av	1.8	2	1.8	2.3	2	2	2	2.3	2	2

Mapping Course Outcome Vs Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	M(2)	M(2)	M(2)	M(2)
CO2	M(2)	M(2)	S(3)	M(2)	M(2)
CO3	S(3)	S(3)	M(2)	M(2)	S(3)
CO4	S(3)	S(3)	M(2)	M(2)	S(3)
W.Av	2.5	2.5	2.3	2	2.5

Course Code	92142	Core20: Dissertation	D	Credits:6	Hours/ Week: 12hours
Course Objectives	\multicolumn{5}{l}{ }

Course Objectives	1. To comprehend the application of health service management in research methodology. 2. To practice the various procedural steps involved in undertaking a research project. 3. To develop the skills to scientifically study asocial concern and come up with practical concerns to address the concerns. 4. To analyze the field of interest and conduct a study. 5. To apply the ethical standard and conduct are search study.
Guidelines	Each student undertakes an independent research project under the supervision of the allocated research guide. The students are encouraged to carry out a study based on heal the service management issues in a particular healthcare industry. The dissertation will be submitted in hard bound form. Students are required to submit a thesis at the end of the second year. The internal marks are awarded to the students on the basis of their protocol presentation, progress presentation and submission of progress report. The external examination marks are provided based on the quality of the dissertation thesis and performance in Viva Voce examination.

COURSE OUTCOMES

CO1	The student can understood the research impact in the operational area	K2
CO2	Understood the problems and issues in the operational area	K2
CO3	Understood, collect and analyze the data related to research in the operational area	K2, K3,K4
CO4	Understood and develop the solution related to the issues in the operational area	K2, K5

Mapping Course Outcome vs Programme Outcomes

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)	M(2)
CO2	M(2)	M(2)	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)
CO3	L(1)	M(2)	M(2)	M(2)	L(1)	L(1)	M(2)	M(2)	M(2)	L(1)
CO4	M(2)	L(1)	M(2)	M(2)	M(2)	M(2)	M(2)	L(1)	M(2)	L(1)
W.Av	1.8	1.8	1.8	1.8	1.8	1.8	2	1.8	2	1.3

Mapping Course OutcomeVs Programme Specific Outcomes

CO	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	M(2)	M(2)	M(2)	M(2)	M(2)
CO2	L(1)	L(1)	L(1)	M(2)	M(2)
CO3	L(1)	L(1)	M(2)	M(2)	L(1)
CO4	L(1)	L(1)	M(2)	M(2)	L(1)
W.Av	1.3	1.3	1.8	2	1.5