

Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur



Bachelor of Business Administration-Healthcare

(B.B.A.- H)

Three Year Programme

(In Six Semesters)

COURSESTRUCTURE

(Under Choice Based Credit System)

Department of Business Administration

Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur

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Department of Business Administration

BACHELOR OF BUSINESS ADMINISTRATION-HEALTHCARE (BBA-H)

The three-year full-time Degree in Bachelor of Business Administration-Healthcare (BBA-H) shall be governed by the Department of Business Administration, DDU Gorakhpur University, Gorakhpur-273009

The Programme Structure

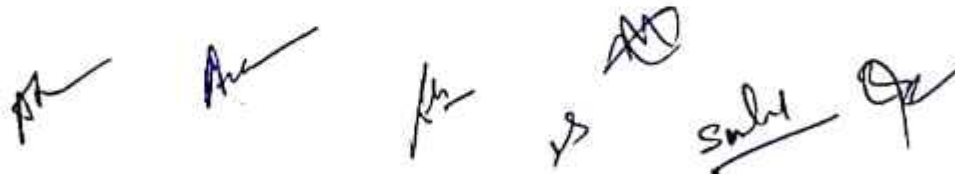
The Bachelor of Business Administration (BBA-H) is divided into three parts as under. Each Part will consist of two semesters.

Year	Semester-Odd	Semester-Even
1 st	Semester-I	Semester-II
2 nd	Semester-III	Semester-IV
3 rd	Semester-V	Semester-VI

Classification of Credits as per Year and Semesters







Year	Semester	Major	Ability Enhancement Course	Skill Enhancement Course	Research/Internship Project	Total Credit
1 st	I	20	2	3	-	25
	II	20	2	3	-	25
2 nd	III	20	2	3	-	25
	IV	20	2	-	-	22
3 rd	V	16	-	-	4	20
	VI	20	-	-	-	20
Total		116	08	09	04	137

Note: One lecture will be of 60 minutes i.e. one hour duration



Course Structure

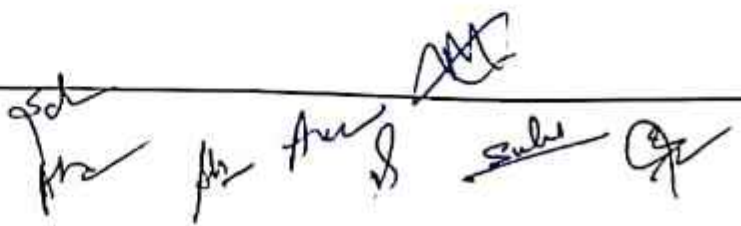
Course Structure							
Y ea r	Sem este r	Major	Credits	Skill Enhancement Course	Ability Enhancemen t Course	Research /Project/Dissertation/Inter nship/Field work/Survey	Total Credits
		Own Electives		Pool Course at university Level			
1st Year							
1	I	Human Resource Planning in Hospitals	4+0	1 (3 Credits)	1 (2 Credits)	-	25
		Human Biology and Medical Terminology	4+0				
		Organization and Management Process	4+0				
		Health Care and Hospital Environment	4+0				
		Practical in Health Care and Hospital Environment	0+4				
1	II	Patient Behaviour and Care	4+0	1 (3 Credits)	1 (2 Credits)	-	25
		Management Information Systems in Hospitals	4+0				
		Communicati on and Report Writing	4+0				
		Healthcare Operations and Service Delivery	4+0				
		Practical in Healthcare Operations and Service Delivery	0+4				
Year 2							
2	III	Health Care and Insurance	4+0	1 (3 Credits)	1 (2 Credits)	-	25
		Legal and Ethical Issues for Hospitals	4+0				

		Quality Management in Hospitals	4+0				
		Office Management Software	4+0				
		Practical in Office Management Software	0+4				
2	IV	Bio Statistics	4+0	-	1 (2 Credits)		22
		Marketing Management	4+0				
		Financial Management	4+0				
		Emerging Technologies in Healthcare	4+0				
		Practical in Emerging Technologies in Healthcare	0+4				

Year 3

3	V	Hospital Planning and Engineering	4+0	-	-		20
		Management Control Systems	4+0				
		Supply Chain Management	4+0				
		Cost & Management Accounting	4+0				
		Hospital Orientation/Internship	4+0				
3	VI	Financial Management in Healthcare	4+0				20
		Health Policy and Regulations	4+0				
		Research Methods in Healthcare Management	4+0				
		Introduction to Health Information Systems	4+0				



		Project/Apprenticeship and Viva-Voce (Emergency Medical Services, Healthcare Facility Management, Healthcare Quality Management)	0+4				
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Semester Wise Course Structure
Year Ist Semester I

Year	Semester	Paper Code	Paper Name	Credit
Major Course				
1st	I	BBA-II101	Human Resource Planning in Hospitals	4+0
		BBA-II102	Human Biology and Medical Terminology	4+0
		BBA-II103	Organization and Management Process	4+0
		BBA-II104	Health Care and Hospital Environment	4+0
		BBA-II105	Practical in Health Care and Hospital Environment	0+4
		Skill Enhancement Courses (SEC)		
		Any one course (From pool of courses offered at University level)		
		Ability Enhancement Courses (AEC)		
		Any one course (From pool of courses offered at University level)		

Total Credits-25

Note:

Select one course from the Ability Enhancement Course (AEC) and one course from the Skill Enhancement Course (SEC) categories, from the pool of courses offered at the university level. For more details, please refer to the university's website.



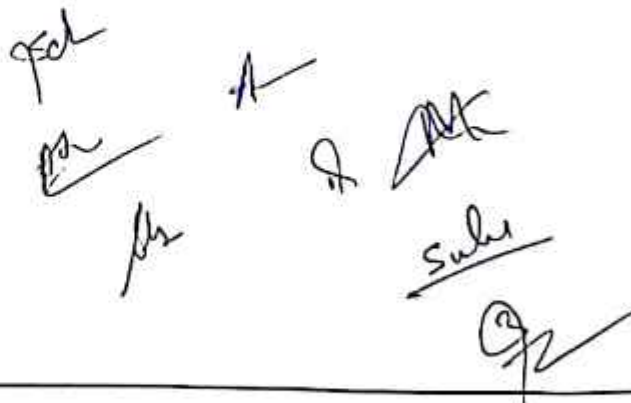
Year 1st Semester II

Year	Semester	Paper Code	Paper Name	Credit	
Major Courses					
1 st	II	BBA-II106	Patient Behaviour and Care	4+0	
		BBA-II107	Management Information Systems in Hospitals	4+0	
		BBA-II108	Communication and Report Writing	4+0	
		BBA-II109	Healthcare Operations and Service Delivery	4+0	
		BBA-II110	Practical in Healthcare Operations and Service Delivery	0+4	
			Skill Enhancement Courses (SEC)		
			Any one course (From pool of courses offered at University level)	3+0	
			Ability Enhancement Courses (AEC)		
			Any one course (From pool of courses offered at University level)	2+0	

Total Credits-25

Note:

Select one course from the Ability Enhancement Course (AEC) and one course from the Skill Enhancement Course (SEC) categories, from the pool of courses offered at the university level. For more details, please refer to the university's website.



Year 2nd Semester III

Year	Semester	Paper Code	Paper Name	Credit
Major Course				
2nd	III	BBA-II201	Health Care and Insurance	4+0
		BBA-II202	Legal and Ethical Issues for Hospitals	4+0
		BBA-II203	Quality Management in Hospitals	4+0
		BBA-II204	Office Management Software	4+0
		BBA-II205	Practical in Office Management Software	0+4
		Skill Enhancement Courses (SEC)		
		Any one course (From pool of courses offered at University level)		
				3+0
		Ability Enhancement Courses (AEC)		
		Any one course (From pool of courses offered at University level)		
				2+0

Total Credits-25

Note:

Select one course from the Ability Enhancement Course (AEC) and one course from the Skill Enhancement Course (SEC) categories, from the pool of courses offered at the university level. For more details, please refer to the university's website.



Year 2nd Semester IV

Year	Semester	Paper Code	Paper Name	Credit
Major Course				
2nd	IV	BBA-11206	Bio Statistics	4+0
		BBA-11207	Marketing Management	4+0
		BBA-11208	Financial Management	4+0
		BBA-11209	Emerging Technologies in Healthcare	4+0
		BBA-11210	Practical in Emerging Technologies in Healthcare	0+4
		Ability Enhancement Courses (AEC)		
		Any one course (From pool of courses offered at University level)		2+0

Total Credits-22

Note:

Select one course from the Ability Enhancement Course (AEC) category, from the pool of courses offered at the university level. For more details, please refer to the university's website.



Year 3 rd Semester V				
Year	Semester	Paper Code	Paper Name	Credit
Major Course				
3 rd	V	BBA-II301	Hospital Planning and Engineering	4+0
		BBA-II302	Management Control Systems	4+0
		BBA-II303	Supply Chain Management	4+0
		BBA-II304	Cost & Management Accounting	4+0
		BBA-II305	Hospital Orientation/Internship	4+0

Total Credits-20

Summer Training:

At the end of the fifth semester, every student is required to undertake a Research Project, Dissertation, Internship, Field Work, or Survey, which will carry 3 credits. The internship, with a duration of 4-6 weeks, is to be completed during the break between the fifth and sixth semesters. Upon completion, students must submit a report accompanied by certification from the respective institute or organization. The report will be evaluated by a panel comprising two experts (one internal and one external), and there will be no internal evaluation for this component. Additionally, in the sixth semester, a Viva-Voce examination will be conducted based on the Summer Training Report and overall course, with the evaluation consisting of 50 marks for the report and 50 marks for the Viva-Voce.



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Year 3rd Semester VI

Year	Semester	Paper Code	Paper Name	Credit
Major Course				
3rd	VI	BBA-II 306	Financial Management in Healthcare	4+0
		BBA-II307	Health Policy and Regulations	4+0
		BBA-II308	Research Methods in Health care Management	4+0
		BBA-II309	Introduction to Health Information Systems	4+0
		BBA-II 310	Project/Apprenticeship and Viva-Voce (Emergency Medical Services, Healthcare Facility Management, Healthcare Quality Management)	0+4

Total Credits- 20



DEPARTMENT OF BUSINESS ADMINISTRATION
BACHELOR OF BUSINESS ADMINISTRATION- HEALTHCARE(BBA-II)

DISTRIBUTION OF DIFFERENT COURSES AND CREDIT IN VARIOUS SEMESTERS

CourseCode:BBA-II101

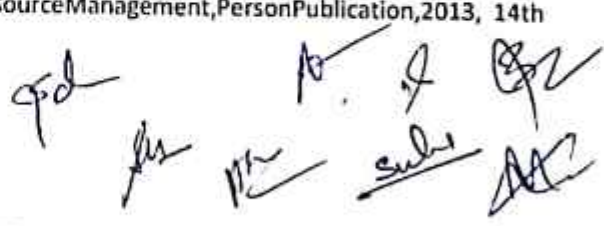
Credits-4+0

Course Title: Human Resource Planning in Hospitals

COURSE OBJECTIVE	
In this course the students will learn the basic concepts and frameworks of Human Resource Management (HRM) and understand the role that HRM has to play in effective business administration. It will provide an insight as to how to use Human Resource as a tool to implement strategies.	
Course Outcome: Synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for Organizational change.	
Unit	Topics
I	Essentials of HRM: Functions of HRM, HRM vs. HRD, Strategic HRM: Meaning and Roles in Strategy formulation and Implementation, Barriers to strategic HRM. Linking HR strategy with business strategy, Roles of HR Manager, roles of HR in merger and acquisitions, Technology & HR and changing roles of HR due to Technology
II	Human Resource Planning and Employee Hiring: Meaning of Job Analysis, job design, Human Resource Planning, methods demand forecasting for manpower planning, factors influencing HRP, Employee hiring- methods of Recruitment, Employee selection, process of employee selection
III	Employee Training & Development: Meaning importance of Training, types and methods and types of training, career planning, promotion, transfer, demotion and separation, Performance Appraisal: Meaning and types of appraisal, Job Evaluation: Meaning and methods of job evaluation.
IV	Compensation Management and Employee Relations: Introduction to compensation management, Components and structure of employee compensation, Factors affecting employee compensation, Employee incentive schemes, and recent trends in compensations management, Meaning of employee relation and industrial relations.

Reference Books:

1. V.S.P. Rao, Human Resource Management (Text and Cases) Himalaya Publications, Thirteenth Edition
2. Dural Praveen, Human Resource Management Pearson Publication, 2nd Edition.
3. Gary Dessler and Biju Varkkey Human Resource Management, Person Publication, 2013, 14th Edition.



Course Code: BBA-II102

Credits-4+0

Course Title: HUMAN BIOLOGY AND MEDICAL TERMINOLOGY

COURSE OBJECTIVE:

To gain a foundational understanding of human biology, encompassing key physiological processes and anatomical structures, and develop proficiency in medical terminology to effectively communicate and comprehend medical information in a healthcare context.

Course Outcome: By the end of the course, students will demonstrate a comprehensive knowledge of Human anatomy and physiology, coupled with the ability to decipher and use medical terminology accurately, facilitating clear communication within healthcare settings.

Unit	Topics
I	Human Anatomy and Physiology: Basic functions and importance of following system in Human body: Digestive System Respiratory system- Circulatory system- Central Nervous system. Musculoskeletal system- Reproductive system Excretory system- Endocrine Glands Special Senses.
II	Medical Terminology- Reasons for using medical terms- Glossary of medical terms: major Diseases and medical specialties. Roots, Prefixes, Suffixes, Abbreviations and symbols- Common roots: element referring to, usage and definition- Common prefixes and suffixes- Common abbreviations: departments, time, general healthcare, routes of medication and laboratory Symbols.
III	Illness- Defining illness: Direct and indirect causes- Classification and description of diseases. Infection Control: Medical asepsis, Nosocomial infection and communicable diseases. Reservoir, carrier and mode of transmission.
IV	Overview of Hospital Services Intensive care unit- Coronary care Unit- Burns, paraplegic & Malignant disease treatment - Hospital welfare services - Hospital standing services - Indian red cross society - Nursing services. Pharmacy - Medical Stores - Housekeeping - Ward Management - Central sterile supply department. Medical Records - Fatal documents - Medical Registers - Statutory records.

Reference books

- B M Sakharkar, Principles of Hospital Administration and planning - Jaypee brothers Publications.
- Francis CM, Mario C de Souza; Hospital Administration - Jaypee brothers Medical Publishers (P) Ltd., New Delhi, 2000
- Modgli GD: Medical Records, Organization and Management, Jaypee brothers Medical Publishers (P) Ltd., New Delhi, 2001
- McGibony JR: Principles of Hospital Administration, G P Putnam's sons, New York, 1969

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Course Code: BBA-III03

Credits-0+4

Course Title: ORGANISATION AND MANAGEMENT PROCESS

COURSE OBJECTIVE:

To acquire solid comprehension of organizational principles and management processes, including planning, organizing, leading, and controlling, to foster effective leadership skills and strategic decision-making within various organizational contexts.

Course Outcome: Upon completion of the course, students will demonstrate the ability to apply organizational and management concepts, analyze and solve real-world challenges, and contribute to the efficiency and success of diverse organizations through effective planning, coordination, and leadership.

Unit	Topics
I	Concept of Management and Business – Various approaches to Management – Universality of Management Principles – Functions of Management – Social Responsibilities of business. Planning - Nature, purpose, steps, types – objectives, purpose – Management by objectives – Decision – making process.
II	Organizing: Nature and purpose, principles: Departmentalization importance, methods of Departmentalization. Span of control Decentralization and delegation – Delegation, concept uses, process, preconditions – Line and staff Relationships - Organizational conflict – Types – Management of conflict – (Organizational change – Resistance Measures.) – Management of change
III	Directing, Nature, Managing the human factor, Motivation, techniques, theories of Vroom, Maslow, Herzberg. Leadership – Definition functions and nature – Theories of leadership: Trait theory, Situational theory, and managerial grid.
IV	Group Dynamics – Formation and Development of Groups – Group cohesiveness – Stress Management. Leadership Styles – Motivation – Communication. Organizational Development – Interventions Techniques - Assessment – Organizational culture Creating and sustaining organizational culture – Organizational climate – Developing sound organizational climate – Organizational effectiveness.

Reference Books

- Koontz, O'Donnell and Weirich: Management (Tokyo, McGraw Hill).
- Linstead and Tenzing: Organisation and Management (New York: McGraw Hill 1980).
- Peter F. Drucker: The Practice of Management (Bombay: Allied Publishing Co., 1989).
- Fred Luthans: Organisational behavior, McGraw Hill Co., Tokyo.

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CourseTitle: HEALTHCARE MANAGEMENT AND HOSPITAL ENVIRONMENT

COURSE OBJECTIVE	
To develop a comprehensive understanding of healthcare management principles and strategies, focusing on hospital environments, and cultivate essential leadership skills for effective decision-making in the complex field of healthcare.	
Course Outcome: By the end of the course, students will demonstrate proficiency in hospital administration, financial management, quality improvement, and interdisciplinary collaboration, enabling them to contribute to the strategic development and innovation of healthcare organizations.	
Unit	Topics
I	Introduction – Theoretical frame work – Environment – Internal and External – Environmental Scanning – Economic Environment – Competitive Environment – Natural Environment – Political, Legal Environment – Socio Cultural Environment – International and Technological Environment.
II	A Conceptual Approach to Understanding the Health Care Systems – Evolution – Institutional Settings – Out Patient services – Medical Services – Surgical Services – Operating department – Pediatric services – Dental services – Psychiatric services – Casualty & Emergency services – Hospital Laboratory services – Anesthesia services – Obstetric and Gynecology services – Neuro – Surgery service – Neurology services.
III	Overview of Health Care Sector in India – Primary care – Secondary care – Tertiary care – Rural Medical care – urban medical care – curative care – Preventive care – General & special Hospitals – Understanding the Hospital Management – Role of Medical, Nursing Staff, Paramedical and Supporting Staff – Health Policy – Population Policy – Drug Policy – Medical Education Policy
IV	Health Care Regulation – WHO, International Health regulations, IMA, MCI, State Medical Council Bodies, Health universities and Teaching Hospitals and other Health care Delivery Systems, Epidemiology – Aims – Principles – Descriptive, Analytical and Experimental Epidemiology – Methods – Uses

Reference Books:

- Paul's, *Readings in Economics*, Tata McGraw Hill, New Delhi, 1992
- Dwivedi D.N. *Microeconomic Theory*, Vikas Publications, New Delhi, 1996
- Seth, M.L. *Macroeconomics*, Lakshminarayana Agrawal, Edu, Pub. Agra, 1996

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Course Code: BBA-H1106

Credits-4+0

Course Title: Patient Behaviour and Care

COURSE OBJECTIVE:

The objective is to make the student to understand the psychosocial aspects of the patient and resulting behavior in a stressful condition.

Course Outcome: Upon completion, students will demonstrate the ability to analyze and respond to diverse patient behaviours, apply culturally sensitive care practice, and contribute to the creation of supportive healthcare environments that enhance patient satisfaction and well-being.

Unit	Topics
I	Introduction-Patient Rights-Patient Behavior-Model of Patient Behavior-Patient Motivation-Patient Perception-Attitudes Change-Personality, Patient Involvement and Decision Making, Reference Group Influence, Opinion, Leadership-Family Decision Making-Policies and procedures of the hospitals for patients and personnel. Service Buying Behaviour-Psychographics-Lifestyles-Information Search Process-Evaluating Criteria-Audit of Patient Behaviour.
II	Patient care: Introduction, Importance of improving the quality care of patients, role of natural and human resources in patient care management, patient counseling: for surgical procedures, for treatment, grief counseling; protocols, Medicare standards.
III	Role of Medical Superintendent, Hospital Administrator, Resident Medical Officer, Night duty Executive; Public and guest relation: importance in patient care, information regarding patients, code of press relations, medical information, patient information booklets, attendants' management
IV	Essential documents, state licensure, civil rights, authority of examination, treatments, autopsy, responsibilities of medical staff, tort liability, insurance, use of investigational drugs. General policies and procedures of the hospitals for patients and personnel. Need, legal implications, Pollution Control Board act, safe collection, segregation, disposal, dumping, incineration and training.

Reference books

- "Psychosocial Nursing for General Patient Care" by Linda M. Gorman and Donna F. Brown.
- "Evidence-Based Practice in Nursing & Healthcare: A Guide to Best Practice" by Bernadette Mazurek Melnyk and Ellen Fineout-Overholt.
- "Therapeutic Communication for Health Professionals" by Cynthia Adams and Carol Urban.
- "Motivational Interviewing in Health Care: Helping Patients Change Behavior" by Stephen Rollnick, William R. Miller, and Christopher C. Butler.

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Course Code: BBA-II107

Credits-4+0

Course Title: Management Information Systems in Hospitals

COURSE OBJECTIVE:

Acquire a deep understanding of Management Information Systems (MIS) in the context of hospital administration, focusing on the integration of technology, data management, and decision support to optimize operational efficiency and strategic decision-making.

Course Outcome: By the end of the course, students will demonstrate proficiency in implementing and managing MIS in hospitals, leveraging technology for data-driven decision-making, improving administrative processes, and enhancing overall organizational performance in healthcare settings.

Unit	Topics
I	Introduction to Management Information Systems Decision theory - Managerial Decision Making Process Techniques - Major Trends in Technology in Decision Making-Computerized data processing-Decision Support Systems-Expert System-Executive Information System - Health Management Information System.
II	The world of Informatics The future of healthcare technology-Functions of the health record-Changing functions of the patient's record-Privacy and confidentiality and Law -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-Bedside or point-of-care systems - Human factors and the EHR - Roadblocks and challenges to EHR implementation.
III	Telehealth - Historical perspectives - Types of Technology - Clinical initiatives - Administrative initiatives -Advantages and Barriers of telehealth - Future trends - Summary-The future of Informatics: Globalization of Information. Technology - Electronic communication-Knowledge management-Genomics-Advances in public health - Speech recognition-Wireless computing- Security-Telehealth Informatics Education -Barriers to Information Technology implementation.
IV	Awareness on the application of computer software packages in Various functions of hospital. Internet and Intranet and their application in healthcare.

Reference books

- Sadagopan, S. Management Information System, Prentice Hall India Private Limited, New Delhi 2004.
- Kenneth, C. Laudon & Jane P. Laudon Management Information System Prentice-Hall India Private Limited, New Delhi, 2006.
- Jerome Kanter, Managing with Information, Prentice Hall - India Private Limited, New Delhi, 2004, 4th Edition. Internet: An Introduction - CIS Series, Tata McGraw Hill.
- Informatics for Healthcare professional-Kathleen M,
- Management Information system-James O'Brien, Tate McGraw Hill

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Course Code: BBA-II108

Credits-4+0

Course Title: Communication and Report Writing

COURSE OBJECTIVE:

To enhance communication and report writing skills, emphasizing clarity, precision, and effective information conveyance across various professional contexts, fostering the development of articulate and impactful communication abilities.

Course Outcome: Upon completion, students will exhibit proficiency in crafting clear and concise reports, mastering various communication formats, and applying effective communication strategies, thereby contributing to successful professional interactions and information dissemination in diverse settings.

Unit	Topics
I	Business Communication: Meaning – Need – Definition – Importance – Fundamentals and Function of Communication – Inter Personnel Communication – Speaking – Listening – Barriers of Communication – Effective Communication – Commandants of Effective Communication *
II	Organizational Communication Process: Introduction – steps in Organizing – Patterns of Communication for Organization Communication Networks – Organizational Climate and Communication in Organizations. Role of Communication in Management – Models of Communication – Process of Communication – Types – Effective Communication – Essential of Effective Communication
III	Vertical and Horizontal Communication – Oral Communication – Meaning – Tool of Organizational Communication – Styles of Oral Communication – Feed back in Oral Communication – Honest Communication – Privilege in Speech – Defamatory Speech – Merits and Demerits of Oral Communication. Writing Systematically – Readable Writing – Effective Writing – media of Written Communication – Merits and Demerits of Written Communication.
IV	Business Correspondence – Need – Functions – Kind of Business Letters – Essential of an Effective Business Letter (Layout) – Planning the Letter. Business Enquiries and Replies – Credit and Status Enquiries Placing and Fulfilling Orders – Complaint and Adjustments – Collection Letter – Circular Letters sales letters – Agency Correspondence and goodwill letters, Importance of Reports – Types of Reports – Features – Process of Writing Reports – Structure of Business Reports. – Style – Language.

Reference Books

- "The Essentials of Technical Communication" by Elizabeth Tebeaux and Sam Dragga.
- "Technical Communication: A Reader-Centered Approach" by Paul V. Anderson.
- "Effective Writing: A Handbook for Accountants" by Claire B. May and Gordon S. May.
- "Writing That Works: How to Communicate Effectively in Business" by Kenneth Roman and Joel Raphaelson.
- "Business and Technical Communication: A Guide to Writing Professionally" by Paul V. Anderson.

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Course Code: BBA-II 109

Credits-4+0

Course Title: Healthcare Operations and Service Delivery

COURSE OBJECTIVE:

Gain a thorough understanding of healthcare operations and service delivery, focusing on efficiency, quality improvement, and patient-centered care principles, to equip students with the knowledge and skills needed for effective management in healthcare settings.

Course Outcome: Upon completion, students will demonstrate proficiency in optimizing healthcare operations, implementing quality improvement initiatives, and ensuring patient-centered service delivery, contributing to enhanced efficiency and satisfaction within healthcare organizations.

Unit	Topics
I	Introduction to Healthcare Facility Design and Planning, Regulatory and Accreditation Standards in Healthcare Design, Principles of Evidence-Based Design in Healthcare Facilities, Functional Requirements and Space Planning, Patient-Centered Design and Healing Environments
II	Overview of Process Improvement in Healthcare, Importance of Quality Improvement in Patient Care, Lean and Six Sigma Principles in Healthcare DMAIC (Define, Measure, Analyze, Improve, Control) Methodology, Root Cause Analysis for Healthcare Processes, Value Stream Mapping and Process Mapping
III	Introduction to Quality Management in Healthcare, Regulatory Framework and Accreditation in Quality Management, Principles of Continuous Quality Improvement (CQI), Quality Measurement and Performance Metrics, Patient-Centered Quality of Care Risk Management and Patient Safety Initiatives
IV	Introduction to Patient Flow and Resource Allocation, Importance of Efficient Patient Flow in Healthcare, Workflow Analysis and Process Optimization, Resource Allocation Strategies in Healthcare Settings, Capacity Planning and Utilization, Balancing Demand and Capacity in Patient Care

Reference books

- "Healthcare Operations Management: A Systems Perspective" by James R. Langabeer II and Jeffrey Helton.
- "Introduction to Healthcare Services: Foundations and Challenges" by Bernard J. Healey and Tina M. Highfill.
- "Service Fanatics: How to Build Superior Patient Experience the Cleveland Clinic Way" by James Merlino.
- "Healthcare Information Systems: A Practical Approach for Healthcare Management" by Karen A. Wager, Frances Wickham Lee, and John P. Glaser.

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CourseCode:BBA-II 110

Credits-0+4

CourseTitle:Practicalin HealthcareOperationsandService Delivery

COURSE OBJECTIVE:

Gainathoroughunderstandingofhealthcareoperationsandservicedelivery,focusingon Efficiency,quality improvement,andpatient-centeredcareprinciples,toequip studentswiththe knowledge and skills needed for effective management in healthcare settings.

Course Outcome: Upon completion, students will demonstrate proficiency in optimizing healthcareoperations,implementingqualityimprovementinitiatives,andensuringpatient-centered service delivery, contributing to enhanced efficiency and satisfaction within healthcare Organizations

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CourseCode:BBA-II 201

Credits-4+0

CourseTitle:Health CareandInsurance

COURSEOBJECTIVE:

Acquire a comprehensive understanding of the intersection between healthcare and insurance, exploring the principles of health insurance, risk management, and regulatory frameworks, to equip students with the knowledge necessary for effective administration in healthcare financing.

CourseOutcome: Upon completion, students will demonstrate proficiency in navigating health insurance systems, understanding risk mitigation strategies, and applying regulatory knowledge, contributing to efficient healthcare financing and the provision of accessible and sustainable healthcare services.

Unit	Topics
I	Introduction – Economics of Life and Health Insurance – Importance, sociopolitical realities Insurance terminology
II	Health Policy vis-à-vis Health Insurance Policies- Indian scenario – different products – demand and scope – limitations
III	Administration of health Insurance Schemes like CGHS & ESI and Social Security Measures. TPAs, Governing mechanisms including IRDA
IV	Health Insurance Taxation. Standardization and grading of hospital services Role of vigilance and real-time information about the services, Health Insurance Providers – Government and Private - Micro insurance

Reference Books

- "Introduction to Health Care & Careers" by Roxann DeLaet.
- "Essentials of Health Policy and Law" by Joel B. Teitelbaum and Sara E. Wilensky.
- "Introduction to Health Care Management" by Sharon B. Buchbinder and Nancy H. Shanks.
- "Essentials of Health Economics" by Diane M. Dewar.
- "Health Insurance and Managed Care: What They Are and How They Work" by Peter R. Kongstvedt.

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Credits-4+0

COURSE OBJECTIVE:

Course Outcome: By the end of the course, students will demonstrate the ability to analyze and address legal and ethical challenges in hospital settings, ensuring compliance with regulations, protecting patient rights, and fostering an ethical culture within healthcare organizations.

ReferenceBooks

- "Legal and Ethical Issues in Nursing" by Ginny Wacker Guldo.
- "Legal and Ethical Issues" by Géorge D. Pozgar.
- "Legal and Ethical Issues in Health Occupations" by Tonia Dandry Aiken.
- "Legal and Ethical Issues in Healthcare" by Dean M. Harris.

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CourseCode: BBA-II203

CourseTitle: Quality Management in Hospitals

Credits-4+0

COURSE OBJECTIVE:

The objective of this paper is to introduce the student to the concept and practice of Quality Management and Control.

Course Outcome: Upon completion, students will demonstrate proficiency in implementing quality management strategies, analyzing and improving healthcare processes, and ensuring compliance with quality standards, contributing to enhanced patient outcomes and overall effectiveness in hospital settings

Unit	Topics
I	Aspects of quality- Quality mission, policies and objectives; concepts, evolution and determinants of quality; interpretation and process of quality audits; cost of quality and economics of quality. Contribution of quality gurus. Shewhart, Juran, Feigenbaum, Ishikawa, Deming and Taguchi;
II	Total Quality Management: Definition, underlying concepts, implementation and measurement of TQM, Internal Customer Supplier relationship, QFD, Quality Circles, Quality Improvement teams, teamwork and motivation in TQM implementation, training and education, role of communication in implementing TQM.
III	Management of Process I: Process in service organization and their control, simple seven tools of quality control: Check Sheet, Histogram, Scatter diagram, Process Mapping, Cause and Effect diagram, Pareto analysis, control charts and Advanced tools of quality. Management of Process II
IV	Management of Quality Facets of quality, quality planning, quality improvement methods. Kaizen, quality audits, medical audit, accreditation, nursing care standards, Six Sigma, JIT and NABH. Systems approach to Quality. Introduction to ISO 2000, ISO 14000, and ISO 18000. 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.

Reference Books:

- Sundara Raju, S.M., Total Quality Management: A Primer, Tata McGraw Hill, 1995.
- Srenivasan, N.S. and V. Narayana, Managing Quality- Concepts and Tasks, New Age International, 1996.
- Shailendra Nigam, Total Quality Management (An Integrated Approach) Excel Books, New Delhi, 2005.

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CourseCode:BBA-II 204

Credits-4+0

CourseTitle:OFFICEMANAGEMENTSOFTWARE

COURSEOBJECTIVE:

The Objective of this paper is to impart the fundamentalskills ofusingComputersin Hospital Management.

Course Outcome: Upon completion, students will demonstrate the ability to effectively utilize office management software, streamline administrative tasks, facilitate communication, andoptimize workflow processes, contributing to increased productivity and organizational effectiveness.

Unit	Topics
I	IntroductiontoComputers,Defnition,datarepresentation,hardware,software, Generationsofcomputers,InternalandexternalDOScommands,
II	MS-Word: Templatesandwizards,editing,formattingtext,drawing,paragraph, Alignment,spellcheck,printing,views,index,tableofcontents,macrotables-generating reports for different levels of HospitalManagement.
III	MS-Excel: Dataentry,editing,formatting,chartingandmappingdata,datahandling, graphs,functions,formulas,goalseek,scenario,solver,filter- Usingspreadsheetfor keeping and reporting data in Hospitals
IV	MS-Access:Data intables,usingforms,queries,Reports,relationaldatabase PowerPoint:Formats,animation,artandsound,templates,filemanagementIntroduction to statistical Tools andAnalysis on MS Office- Preparing power point presentations Relatingto Hospitals.

Referencebooks

- LonnieMoseleyandDavidBoodey: *MasteringMsOffice97*,BPBBookcentre
- RajaramanV, *FundamentalsofComputersPII*, NewDelhi, 1996.
- "HealthInformationManagement: Concepts, Principles, and Practice" by KathleenM. LaTour, Shirley Eichenwald Maki, and Norma M. Jurgrau.
- "HealthInformatics: Practical Guideorl healthcareandInformationTechnology Professionals" by Robert E. Hoyt and Ann K. Yoshihashi.

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CourseCode:BBA-II205

Credits-0+4

CourseTitle:Practicalinofficemanagementsoftware

COURSE OBJECTIVE:

The Objective of this paper is to impart the fundamental skills of using Computers in Hospital Management.

Course Outcome: Upon completion, students will demonstrate the ability to effectively utilize office management software, streamline administrative tasks, facilitate communication, and optimize workflow processes, contributing to increased productivity and organizational effectiveness

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CourseCode:BBA-II 206

Credits-4+0

CourseTitle:BIOSTATISTICS

COURSEOBJECTIVE

To make the student to understand the concepts in biostatistics and to apply the techniques in decision making.

Course Outcome: By the end of the course, students will demonstrate proficiency in applying biostatistical techniques, interpreting research findings, and critically evaluating statistical analyses in the context of biological and health-related studies, contributing to evidence-driven practices in healthcare.

Unit	Topics
I	Data and Information, Variables, Sampling, Data Collection Data and Information – Variables and Types of Variables – Sampling, Sample size and Sampling techniques – Data types – Primary and Secondary Data – data collection – Respondents, interviews, observation, questionnaire, survey, direct and indirect research techniques – Data Collection in Quantitative and Qualitative Research – Organizing the data.
II	Data Presentation – frequency distribution, charting of data – Bar Chart, Pie chart, Line Diagram, Tables, Histogram.
III	Data Analysis – Measures of Central Tendency (Mean, Median and Mode) – Measures of Dispersion, Mortality and Morbidity Rates, Birth Rates, Specific Death Rates, Fertility Rates, Abortion Rates etc
IV	Application of statistics in healthcare and hospital settings – utilization of the basic data, sources of health statistics, problems in collection of sickness data, measurement of sickness, vital statistics.

Reference books

- "Biostatistics: A Foundation for Analysis in the Health Sciences" by Wayne W. Daniel and Chad L. Cross.
- "Essentials of Biostatistics in Public Health" by Lisa M. Sullivan.
- "Biostatistics for Epidemiology and Public Health Using R" by Bertram K. C. Chan.
- "Basic Biostatistics: Statistics for Public Health Practice" by B. Burt Gerstman.

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Course Title: MARKETING MANAGEMENT

COURSE OBJECTIVE:

The objective of this course is to enhance the marketing skills of the student with special reference to Hospital Services marketing.

Course Outcome: Upon completion students will demonstrate proficiency in formulating marketing plans analyzing market trends and executing strategic marketing initiatives contributing to enhanced brand visibility customer engagement and overall business success.

Unit	Topics
I	Introduction: Introduction to marketing management. How marketing management is distinct in Healthcare industry. Marketing segmentation in Hospital marketing. Strategic Business Unit (SBU) Identification of SBU - Analysis of SBU - various models in analyzing SBU: BCG Growth Share Matrix - GE Approach.
II	Marketing Mix Strategies: Introduction to Marketing Mix. Product item, product line and product mix decisions. Managing Product Items, Product Lines and Product Mix of Hospital. Process of new Product Development. Product life cycle strategies. Pricing strategies. Channel management in hospitals. Franchisee management. Elements of Promotion Mix. Promotion strategies.
III	Internal marketing - Importance and objectives - Roles of a service employee - Internal marketing strategies; External marketing - Promotional mix - Promotional campaign design; Interactive marketing. Service distribution; Service Demand and Capacity Management; Physical evidence - Type of services capes - Physical evidence strategy; Service recovery strategies.
IV	Promotion & Branding of Healthcare Organization; Scope and Importance of Marketing - Promotional Activities for Branding Healthcare Organisation - Promotion of Self-organization in the Vicinity - Creation of Professional Development Opportunities for Employees - Development of Newsletters, leaflets and Flyers for Promotional Activities - Procedure to Coordinate Networking Events - Showcasing Healthcare Organisations - Using Multiple Media

Reference Books:

- Kotler Philip, Marketing Management (Millennium Edition), P111, New Delhi, 2001.
- Zeithaml Bitner, Yalarie A., Services Marketing - Cases in Marketing Management, McGraw Hill, New York, 1996.
- Srinivasan, R., Services Marketing (The Indian context), Prentice-Hall India, New Delhi, 2004.
- Bhattacharya, C., Services Marketing, Excel Books, New Delhi, 2006.

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Course Title: Financial Management

COURSE OBJECTIVE:	
This paper aims to impart the skills relating to the organization of the finance function in terms of fund mobilization and deployment and to equip the students with basic principles of Financial Management and Techniques.	
Course Outcome: By the end of the course, students will demonstrate proficiency in financial analysis, budget development, and strategic financial decision-making, contributing to sound financial management practices and the overall success of organizations.	
Unit	Topics
I	Nature, Scope and Objectives of Financial Management, Goals of FM-Profit Maximization Vs Wealth Maximization-Finance Functions-Financial Planning and Forecasting - Role of Financial Manager - Flow Analysis - Cash Flow Analysis.
II	Financing Decision: Financial Leverage - EPS-EBIT Analysis - Cost of Capital - Weighted Average Cost Capital-Capital Structure-Factors Affecting Capital Structure Theories of Capital Structure.
III	Investment Decision: Nature and Significance of Investment Decision-Estimation of Cash Flows - Capital Budgeting Process - Techniques of Investment Appraisal: Pay Back Period; Accounting Rate of Return, Time Value of Money-DCF Techniques-Net Present Value, Profitability Index and Internal Rate of Return.
IV	Dividend Decision: Meaning and Significance-Theories of Dividend-Determinants of Dividend - Dividend policy - Bonus Shares - Stock Splits. Working Capital Decision: Meaning-Classification and Significance of Working Capital-Components of Working Capital - Cash Management Models - Cash Budgeting - Accounts Receivables - Credit Policies - Inventory Management.

Reference books

- Pandey IM-Financial Management, Oxford University Press.
- Prasanna Chandra-Financial Management, Tata McGraw Hill.
- Khan & Jain-Financial Management, Tata McGraw Hill
- Ravi M Kishore-Financial Management, Taxman Publications.

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CourseCode: BBA-II 209

Credits-4+0

CourseTitle: Emerging Technologies in Healthcare

COURSE OBJECTIVE:

To develop a comprehensive understanding of emerging technologies in healthcare, exploring innovations such as artificial intelligence, tele-health, and wearable devices, to equip students with the knowledge needed to navigate and harness the use of technologies for improved healthcare delivery.

Course Outcome: Upon completion, students will demonstrate proficiency in assessing, adopting, and implementing emerging healthcare technologies, contributing to enhanced patient care, increased efficiency, and the advancement of healthcare services in an evolving technological landscape.

Unit	Topics
I	Introduction to Artificial Intelligence (AI) in Healthcare, Machine Learning Applications in Healthcare, Natural Language Processing (NLP) in Healthcare, Computer Vision in Medical Imaging, AI in Clinical Decision Support Systems (CDSS)
II	Introduction to Blockchain in Healthcare, Secure Health Data Exchange Patient Health Records on the Blockchain, Pharmaceutical Supply Chain Tracking Clinical Trials and Research Data Management, Medical Billing and Claims Processing
III	Health and Wellness Monitoring, IoT in Emergency Response Systems Telehealth and IoT Integration, IoT for Aging in Place, Data Security and Privacy in IoT Healthcare, Interoperability Challenges and Solutions, Future Trends in Healthcare Applications
IV	Robot-Assisted Surgery, Telepresence Robots in Healthcare Robotic Prosthetics and Exoskeletons, Pharmacy Automation Robots, Robotic, Radiosurgery

Reference books

- "The Fourth Industrial Revolution" by Klaus Schwab.
- "Healthcare Information Technology Exam Guide for CompTIA Healthcare IT Technician and HIT Pro Certifications" by Kathleen A. McCormick.
- "The Creative Destruction of Medicine: How the Digital Revolution Will Create Better Health Care" by Eric Topol.
- "Digital Health: Scaling Healthcare to the World" by Paul Sonnier.

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Course Code: BBA-H 210

Credits-0+4

Course Title: Practical in Emerging Technologies in Healthcare

COURSE OBJECTIVE:

To develop a comprehensive understanding of emerging technologies in healthcare, exploring innovations such as artificial intelligence, telehealth, and wearable devices, to equip students with the knowledge needed to navigate and harness these technologies for improved healthcare delivery.

Course Outcome: Upon completion, students will demonstrate proficiency in assessing, adopting, and implementing emerging healthcare technologies, contributing to enhanced patient care, increased efficiency, and the advancement of healthcare services in an evolving technological landscape.

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CourseCode: BBA-11301

Credits-4+0

CourseTitle: Hospital Planning and Engineering

COURSE OBJECTIVE:

To teach the student the skills of hospital planning including clinical and radiological service planning.

Course Outcome: Upon completion, students will demonstrate proficiency in hospital facility planning and engineering, including designing healthcare spaces, managing infrastructure, and integrating advanced technologies, contributing to the creation of efficient and patient-centered healthcare environments.

Unit	Topics
I	Introduction to better patient care: Hospitals, beds, utilization, personnel, assets, finances Surveying the community: Area wide planning, planning for general Hospital service, determining the logical centers for hospital location, determining the area served by them, non acceptable hospitals, occupancy and bed ratios, determining the size and kind of hospital service, quality of facilities and services, evaluating the natural and human resource of each area in terms Sourcing finance, hospital constitution.
II	Functional plans for hospital construction, Role of hospital consultant, planning stage: role of architect, working drawings, legal formalities, the hospital site, design considerations, environments regulations, equipment planning, bed distribution, space requirements, their relationships, construction costs.
III	Functional Hospital Organization: Hospital code of ethics, medical ethics, standards for hospitals, standards for hospital accreditation, accreditation standards for extended care facilities. Medical Specialties Overview of the functions and sphere of each specialty: oncology, general medicine, cardio thoracic gastroenterology, urology, radiology, psychiatry, endocrinology, neurology, ophthalmology, medical services, surgical services, operation theatre, Maternity services, dental services.
IV	Supportive Services, Clinical Laboratories, radiological services, medical records, front office, billing, staffing, house-keeping, transportation, dietary services, emergency services, infection control, and mortuary services. Liaise with interdepartmental & intradepartmental for smooth functioning. Clinical Laboratories, radiological services, Medical records, front office, billing, staffing, housekeeping, transportation, dietary services, emergency services, infection control, and mortuary services.

Reference books

- "Healthcare Facility Planning: Thinking Strategically" by Cynthia Hayward.
- "Hospital and Healthcare Security" by Russell L. Colling (Includes security aspects in healthcare facilities).
- "Hospital Operations: Principles of High Efficiency Health Care" by Wallace J. Hopp and William S. Lovejoy.

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CourseCode:BBA-H302

Credits-4+0

CourseTitle:ManagementControlSystems

COURSE OBJECTIVE:

To acquaint the student with the systems of management control and performance evaluation in Hospitals.

Course Outcome: Upon completion, students will demonstrate proficiency in implementing and managing management control systems, enabling them to assess organizational performance, make informed decisions, and contribute to achieving strategic objectives in various business contexts.

Unit	Topics
I	Health Policy and Hospital Performance: Role of Ministry-Academia-Government-NGOs- Political Influences - Key Policy Players - Leadership in Healthcare. Health care targets - financing systems - resource allocation - health services allocation - remuneration - manpower - technology
II	Structure of Management Control: Responsibility Centers-Expense Centers-Revenue Centers - Profit Centers- Investment Centers, Research and Development Centers- Transfer Pricing - Objectives - Methods - Pricing Corporate Services and Administration of Transfer Prices.
III	Management Control Process: Strategic Planning-Programming and Budgeting- Performance Evaluation - Performance Report Preparation
IV	Corporate Strategy - Strategic Business Unit Concept -Top Management Style - Management Control in Healthcare Service Organizations. Management Control in Multinational Corporations (MNCs): Objectives, Characteristics, Performance Measurement System for Subsidiaries.

Reference books

- Management control Systems-Robert Anthony and Vijay Govindarajan Tata-McGraw-Hill publishing Company, New Delhi.
- Management Control Systems, N. Ghosh, Prentice Hall of India.
- Management information and control systems-Dr. Sushila Madan. Taxmann Allied Services Pvt. Ltd., New Delhi

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CourseTitle:SupplyChainManagement

COURSE OBJECTIVE:

To introduce basic concepts and process of Supply Chain Management.

Course Outcome: Upon completion, participants will demonstrate proficiency in hospital administration, strategic resource management, and the implementation of patient-centered care practices, contributing to improved healthcare delivery, organizational efficiency, and overall effectiveness within the hospital environment.

Unit	Topics
I	Introduction to Supply Chain – Concept – Need and Evolution. Approaches, Phases and processes of supply chain drivers and obstacles. SC strategies – strategic fit and scope.
II	Planning Demand and Supply in SCM – Demand forecasting, aggregate planning, managing predictable variability. Customer Service and Integration of Technology in SCM (IT & E business)
III	Inventory planning and managing inventory in SCM – Factors affecting inventory approaches and methods to manage inventory, Sourcing and Logistics – Purchasing & Sourcing Decisions in Supply Chain Management – Transportation, Logistics, Warehousing, Containerization and packaging.
IV	Designing SC Network – Distribution network – Performance management and control. Benchmarking, Gap Analysis and Balance Score Card for Supply chain management.

Reference books

- Sunil Chopra and Peter M., SCM-Strategy, Planning & Operation, PHI Rahul V Attekar, SCM- Concepts & Cases, PHI
- Mohanty RP & Deshmukh SG, Essentials of SCM, Jaico
- Mentzer, John T. Fundamentals of SCM-Twelve Drivers of Competitive Advantage, Sage
- Agarwal DK, Logistics & SCM, Macmillan India
- Rahul V. Attekar, *Supply Chain Management*, Prentice-Hall of India Private Limited, New Delhi, 2005.
- Monczka, Rent & Handfield, *Purchasing and Supply Chain Management*, Thomson – South Western, 2nd Edition.

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CourseTitle:COST&MANAGEMENTACCOUNTING

COURSEOBJECTIVE:

The objective of this course is to expose the students to the applied aspect of accounting and making them familiar with the techniques of using Accounting information for decision making.

Course Outcome: Upon completion, students will learn the basics regarding cost and management accounting and its tools and techniques which is useful for decision making.

Unit	Topics
I	Introduction: Accounting for Management, Comparison of Management Accounting and Cost Accounting, types of cost, cost concepts, Elements of cost - Materials, Labour and overheads, preparation of Cost Sheet.
II	Marginal Costing: Marginal Costing versus Absorption Costing, Cost-Volume-Profit Analysis and P/V Ratio Analysis and their implications, Concept and uses of Contribution & Breakeven Point and their analysis for various types of decision-making Differential Costing and Incremental Costing: Concept, uses and applications, and their role in management decision making.
III	Budgeting: Concept of Budget, Budgeting and Budgetary Control, Types of Budget, Static and Flexible Budgeting, Preparation of various types of Budget and Master Budget, Advantages and Limitations of Budgetary Control.
IV	Standard Costing: Concept of standard costs, establishing various cost standards, calculation of Material Variance, Labour Variance, and Overhead Variance, and its applications and implications. Responsibility Accounting Concept and various approaches to Responsibility Accounting, and its managerial implications,

Reference books

- 1) Khan and Jain-Management Accounting (Tata McGraw-Hill, 2000, 3rd Ed.)
- 2) Pandey IM-Management Accounting (Vikas, 2004, 3rd Ed.)
- 3) Bhattacharyya SK and Dearden J-Accounting for Management (Vikas, 1987, 8th Ed.)

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CourseCode:BBA-11305

Credits-0+4

CourseTitle:HospitalOrientation/Internship

COURSEOBJECTIVE:

To facilitate a comprehensive orientation and internship program for individuals entering the hospital environment, aiming to provide a foundational understanding of hospital operations, healthcare ethics, and patient care, preparing participants for effective contributions within a healthcare setting.

COURSEOUTCOME:

Upon completing the Hospital Orientation/Internship, participants will have gained practical experience and a comprehensive understanding of hospital operations. They will demonstrate proficiency in navigating the hospital environment, understanding the roles and responsibilities of various healthcare professionals, and applying theoretical knowledge to real-world situations. Students will also develop effective communication and teamwork skills, essential for collaborating within the hospital setting. Furthermore, they will gain insights into patient care workflows, safety protocols, and quality assurance measures, contributing to a well-rounded foundation for future healthcare practitioners or professionals.

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CourseTitle: Financial Management in Healthcare

COURSE OBJECTIVE:

To develop a specialized understanding of financial management principles in the healthcare sector, including budgeting, revenue cycle management, and financial decision-making, to equip participants with the skills necessary for effective fiscal stewardship within healthcare organizations.

Course Outcome: Upon completion, students will demonstrate proficiency in applying financial management strategies tailored to healthcare, analyzing healthcare budgets, optimizing revenue streams, and making informed financial decisions, contributing to the financial sustainability and Success of healthcare organizations.

Unit	Topics
I	Introduction to Budgeting and Financial Planning in Healthcare, Importance of Financial Planning for Healthcare Organizations, developing a Comprehensive Budgeting Process, Aligning Budgets with Organizational Goals and Objectives, Forecasting, Revenue and Expenses in Healthcare, Capital Budgeting for Facility And Technology Investments
II	Significance of RCM in Healthcare Organizations, Patient Access and Registration, Processes, Insurance Verification and Authorization, Charge Capture and Coding in RCM, Claims Submission and Processing
III	Financial Statement Analysis for Healthcare Organizations, Ratio Analysis and Financial Performance Metrics, Trend Analysis and Benchmarking in Healthcare Finance, Budget Variance Analysis and Performance Measurement, Cost-Volume-Profit Analysis in Healthcare, Break-Even Analysis for Healthcare Services
IV	Identifying and Assessing Financial Risks in Healthcare, Regulatory Compliance and Legal Risks, Operational Risks in Healthcare Finance, Financial Impact of Clinical and Patient Safety Risks, Strategic Risks in Healthcare Financial Decision-Making

Reference books

- "Financial Management of Health Care Organizations: An Introduction to Fundamental Tools, Concepts, and Applications" by William N. Zelman, Michael J. McCue, Alan R. Millikan, and Noah D. Glick.
- "Introduction to Health Care Finance and Accounting" by Carlene A. Whitcomb.
- "Health Care Finance: Basic Tools for Nonfinancial Managers" by Judith J. Baker and R. W. Baker.
- "Essentials of Health Care Finance" by William O. Cleverley, James O. Cleverley, and Paula H. Song.
- "Financial Management in Health Services" by Paul J. Feldstein.

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COURSE OBJECTIVE:

To gain a comprehensive understanding of health policy and regulations, exploring the legislative and regulatory frameworks that shape healthcare delivery, to equip participants with the knowledge necessary for navigating and influencing health policy within various healthcare settings.

Course Outcome: By the course conclusion, students will demonstrate proficiency in analyzing health policies, understanding regulatory compliance, and advocating for effective healthcare policies. This knowledge will empower students to actively participate in informed decision-making and ensure adherence to the dynamic healthcare regulatory landscape.

Unit	Topics
I	Importance of Effective Healthcare Policies, Regulatory Landscape in Healthcare Policy, Needs Assessment for Healthcare Policy Identification, Research and Data Analysis for Evidence-Based Policy, Formulation and Drafting of Healthcare Policies
II	Regulatory Landscape for Healthcare Organizations, Legal and Ethical Foundations of Healthcare Compliance, Role of Compliance Officers in Healthcare, Healthcare Privacy and Security Regulations, Compliance with Billing and Coding Standards
III	Preventive Healthcare, Mental Health Advocacy, Chronic Disease Prevention and Management, Physical Activity, Tobacco Control and Smoking Cessation
IV	International Disease Control and Prevention, Pandemic Preparedness and Response Access to Essential Medicines, Universal Health Coverage, Maternal and Child Health Initiatives, Immunization Programs

Reference books

- "Healthcare Policies and Systems in India" by J. K. Das.
- "Health and Medical Care in India" by K. Srinath Reddy and David R. Phillips.
- "Public Health and Community Medicine in India" by K. Park.
- "Understanding Health Policy: A Clinical Approach" by Rajesh Kumar.
- "Public Health: Principles and Practice in India" by Raj S. Bhopal and Sudhir Anand.

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CourseCode: BBA-H308

Credits-4+0

CourseTitle: Research Methods in Healthcare Management

COURSE OBJECTIVE

To develop a comprehensive understanding of research methods applicable to healthcare management, covering study design, data collection, and analysis techniques, to equip students with the skills necessary for conducting and critically evaluating research within healthcare organizations.

Course Outcome: Upon completion, students will demonstrate proficiency in applying research methods in healthcare management, designing and conducting studies, analyzing data, and interpreting findings. This will enable students to contribute to evidence-based decision-making and continuous improvement in healthcare management practices.

Unit	Topics
I	Basics of Research Methodology, Types of healthcare Research, Importance of Healthcare Research, Research Ethics in Healthcare, Developing a Research Question, Literature Review in Healthcare Research
II	Research Design in Healthcare, Sampling Methods in Healthcare Studies, Data Collection Techniques in Healthcare Research, Data Analysis in Healthcare Studies, Validity and Reliability in Healthcare Research, Ethical Considerations in Human Subjects Research
III	Electronic Health Records (EHR) in Data Collection, Patient Interviews in Healthcare Studies, Observational Methods in Healthcare Research, Laboratory and Clinical Tests for Data Collection, Wearable Technology and Remote Monitoring
IV	Informed Consent in Healthcare Research, Confidentiality and Privacy of Patient Information, Respect for Autonomy and Participant Rights, Beneficence and Minimizing Harm in Research

Reference books

- "Research Methodology in Health Sciences" by B. N. Manjunath and P. R. Sri Jayanth.
- "Research Methodology: A Guide for Researchers in Agricultural Science, Social Science, and Other Related Fields" by N. S. Gopalakrishnan.
- "Research Methodology in Ayurveda" by K. Nishteswar.
- "Research Methodology in Nursing and Healthcare" by Prabha S. Chandra.
- "Essentials of Research Methodology and Dissertation Writing" by Dr. J. S. Mathur.

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Course Code: BBA-11309

Credits-4+0

Course Title: Introduction to Health Information Systems

COURSE OBJECTIVE:

To gain a fundamental understanding of health information systems, exploring their design, implementation, and role in healthcare delivery, to equip students with the knowledge necessary for efficient data management and informed decision-making in healthcare settings.

Course Outcome: Upon completion, students will demonstrate the ability to navigate health information systems, understand their impact on healthcare operations, and effectively utilize health data for decision support, ultimately contributing to enhanced patient care and organizational efficiency.

Unit	Topics
I	Introduction to Health Information Systems, Components and Functions of Health Information Systems, Electronic Health Records (EHR) and Electronic Medical Records (EMR), Health Information Exchange (HIE), Health Informatics and Data Analytics
II	Introduction to Electronic Health Records (EHR), Key Components and Features of EHR Systems, Benefits and Challenges of Implementing EHR, EHR Integration with Health Information Systems, Interoperability and Data Exchange in HER
III	Overview of Data Security and Privacy in Healthcare, HIPAA (Health Insurance Portability and Accountability Act) Regulations, Protected Health Information (PHI) and its Safeguarding, Security Measures for Healthcare Information Systems, Data Encryption and Access Controls in Healthcare
IV	Adoption of Artificial Intelligence (AI) in Healthcare, Expansion of Telehealth and Remote Patient Monitoring, Interoperability Enhancement for Seamless Data Exchange, Advancements in Health Information Exchange (HIE), Integration of Internet of Things (IoT) in Healthcare

Reference books

- "Health Information Management: Concepts, Principles, and Practice" by Kathleen M. LaTour, Shirley Eichenwald Maki, and Norma M. Jurgrau.
- "Health Informatics: An Interprofessional Approach" by Ramona Nelson and Nancy Staggers.
- "Introduction to Healthcare Information Technology" by Mark Ciampa.
- "Health Information Technology and Management" by Richard Garte.
- "Healthcare Information Management Systems: Cases, Strategies, and Solutions" by Marion J. Ball, Charlotte Weaver,

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CourseCode:BBA-II 310

Credits-0+4

CourseTitle:Project/Apprenticeship(EmergencyMedicalServices,HealthcareFacility
Management, Healthcare Quality Management)

*Viva-voce carrying 100 marks shall be based on the summer training report submitted by third year students. Project evaluation shall be made by a panel of two examiners comprising one externaland one internalat the end of the sixth semester. Out of 100 marks 50 marks shall be for evaluation of project and 50 marks shall be for viva-voce.

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