

GURU KASHI UNIVERSITY



B.Voc. in Hospital Administration

Session: 2024-25

Department of Paramedical Sciences

The primary objective of the B.Voc. in Hospital Administration program at Guru Kashi University is to equip students with a comprehensive skill set and a deep understanding of hospital management, preparing them for successful careers in various professional roles within the healthcare sector. Emphasizing practical experience, leadership development, and ethical practices, the program prepares graduates for various roles in the healthcare sector. With a focus on technology integration and cultural competency, students are ready to address complex challenges in a diverse environment. Networking opportunities and research initiatives further enhance career readiness, making this program ideal for those aspiring to become effective leaders in healthcare administration.

Program learning Outcomes

After completion of the program the Bachelor students will be able to –

- Effectively step into health care management positions with solid management skills like critical thinking, analysis, excellent communication anchored to ethical and spiritual principles.
- Grasp the structure and functioning of healthcare system and will be able to identify roles of various stakeholders.
- Enhance ability to analyse data, Evaluate organizational performance.
- Identify challenges and propose effective solutions.
- Enhance knowledge, skills, competencies, attitudes, and abilities on basic concepts of overall health care system design, issues associated with the health care system and its policies and regulations

Program Structure

| Semester I | | | | | | | |
|---|-------------|---|-----------------------|-----------|----------|-----------|----------------|
| Sr. No. | Course Code | Course Name | Type of Course | | | | No. of Credits |
| | | | | L | T | P | |
| 1 | BVH101 | Hospital Management | Core | 4 | 0 | 0 | 4 |
| 2 | BVH102 | Medical Terminology | Core | 4 | 0 | 0 | 4 |
| 3 | BVH103 | Health care System | Core | 4 | 0 | 0 | 4 |
| 4 | BVH104 | Hospital Management (Practical) | Skill Based | 0 | 0 | 4 | 2 |
| 5 | BVH105 | Medical Terminology (Practical) | Skill Based | 0 | 0 | 4 | 2 |
| 6 | BVH106 | Health care System (Practical) | Skill Based | 0 | 0 | 4 | 2 |
| 7 | BVH107 | Fundamental of Accounting | Compulsory Foundation | 2 | 0 | 0 | 2 |
| 8 | BVH108 | English language and Communication skills | Multidisciplinary | 3 | 0 | 0 | 3 |
| Disciplinary Elective-I (Any one of the following) | | | | | | | |
| 9 | BVH109 | Biomedical Waste Management | Disciplinary Elective | 3 | 0 | 0 | 3 |
| 10 | BVH110 | Introduction to Quality and Patient safety. | | | | | |
| Total | | | | 20 | 0 | 12 | 26 |

| Semester II | | | | | | | |
|--------------------|-------------|-----------------------------|----------------|---|---|---|----------------|
| Sr. No. | Course Code | Course Name | Type of Course | | | | No. of Credits |
| | | | | L | T | P | |
| 1 | BVH201 | Health Economics | Core | 4 | 0 | 0 | 4 |
| 2 | BVH202 | Biostatistics | Core | 4 | 0 | 0 | 4 |
| 3 | BVH203 | Health Economics(Practical) | Skill Based | 0 | 0 | 4 | 2 |

| | | | | | | | |
|---|--------|--|---------------------------|-----------|----------|-----------|-----------|
| 4 | BVH204 | Biostatistics(Practical) | Skill Based | 0 | 0 | 4 | 2 |
| 5 | BVH205 | Environmental Sciences | Compulsory foundation | 2 | 0 | 0 | 2 |
| 6 | BVH206 | First aid | Value Added Course | 2 | 0 | 0 | 2 |
| 7 | BVH207 | XXXX | MOOC | - | - | - | 3 |
| Disciplinary Elective-II(Any one of the following) | | | | | | | |
| 8 | BVH208 | Health Education and Health Communication | Disciplinary Elective-II | 3 | 0 | 0 | 3 |
| 9 | BVH209 | Basic Fundamental of Computers | | | | | |
| Disciplinary Elective-III (Any one of the following) | | | | | | | |
| 10 | BVH210 | Marketing and Public Relation in Health Care | Disciplinary Elective-III | 3 | 0 | 0 | 3 |
| 11 | BVH211 | Medical Ethics | | | | | |
| Total | | | | 18 | 0 | 08 | 25 |

| Semester III | | | | | | | |
|---|-------------|--|---------------------|---|---|---|----------------|
| Sr. No. | Course Code | Course Name | Type of Course | | | | No. of Credits |
| | | | | L | T | P | |
| 1 | BVH301 | Hospital Operation Management | Core | 4 | 0 | 0 | 4 |
| 2 | BVH302 | Research Methodology in Health care | Core | 4 | 0 | 0 | 4 |
| 3 | BVH303 | Hospital Operation Management (Practical) | Skill Based | 0 | 0 | 4 | 2 |
| 4 | BVH304 | Research Methodology in Health care(Practical) | Skill Based | 0 | 0 | 4 | 2 |
| 5 | BVH305 | Computer Fundamentals | Elective Foundation | 3 | 0 | 0 | 3 |
| 6 | BVH306 | XXXX | MOOC | - | - | - | 3 |
| Disciplinary Elective-V (Any one of the following) | | | | | | | |

| | | | | | | | |
|---|--------|--|---------------------------|-----------|----------|----------|-----------|
| 7 | BVH307 | English language and Communication skills | Disciplinary Elective-III | 3 | 0 | 0 | 3 |
| 8 | BVH308 | Disaster management | | | | | |
| Open Elective Course | | | | | | | |
| 9 | BVH309 | XXXX | IDC | 2 | 0 | 0 | 2 |
| Total | | | | 16 | 0 | 8 | 23 |
| Open Elective Courses (for other Department) | | | | | | | |
| 10 | OEC016 | Introduction to Health care and Nutrition. | Open Elective | 2 | 0 | 0 | 2 |
| 11 | OEC022 | Introduction to Microbial Diseases: Causes, Prevention and Cure. | | | | | |

| Semester IV | | | | | | | |
|---|-------------|--|---------------------------|-----------|----------|----------|----------------|
| Sr. No. | Course Code | Course Name | Type of Course | | | | No. of Credits |
| | | | | L | T | P | |
| 1 | BVH401 | Health care Cost Accounting | Core | 4 | 0 | 0 | 4 |
| 2 | BVH402 | Information System Management | Core | 4 | 0 | 0 | 4 |
| 3 | BVH403 | Innovation, creativity and Entrepreneur mind set | Entrepreneurship skills | 2 | 0 | 0 | 2 |
| 4 | BVH404 | Information System Management (Practical) | Skill Based | 0 | 0 | 4 | 2 |
| 5. | BVH405 | Human psychology | Multidisciplinary | 3 | 0 | 0 | 3 |
| Value Added Course (for other discipline student also) | | | | | | | |
| 6 | BVH406 | Community medicine | VAC | 2 | 0 | 0 | 2 |
| Disciplinary Elective-V (Any one of the following) | | | | | | | |
| 7 | BVH407 | Fundamentals of Nursing | Disciplinary Elective-V | 3 | 0 | 0 | 3 |
| 8 | BVH408 | Health Care Legal Aspect | | | | | |
| Disciplinary Elective-VI (Any one of the following) | | | | | | | |
| 9 | BVH409 | Health Care Strategic Management | Disciplinary Elective-VI | 3 | 0 | 0 | 3 |
| 10 | BVH4010 | Biostatics | | | | | |
| Disciplinary Elective-VII (Any one of the following) | | | | | | | |
| 11 | BVH4011 | Patient Care and Hospital Administration | Disciplinary Elective-VII | 3 | 0 | 0 | 3 |
| 12 | BVH4012 | Mentoring and professional development | | | | | |
| Total | | | | 21 | 0 | 4 | 26 |

| Semester V | | | | | | | |
|--|-------------|---|----------------------------|-----------|----------|----------|----------------|
| Sr. No. | Course Code | Course Name | Type of Course | | | | No. of Credits |
| | | | | L | T | P | |
| 1 | BVH501 | Quality Management in Health Care | Core | 4 | 0 | 0 | 4 |
| 2 | BVH502 | Disaster management in Health care | Core | 4 | 0 | 0 | 4 |
| 3 | BVH503 | Human Resource Management in Health Care | Core | 4 | 0 | 0 | 4 |
| 4 | BVH504 | Quality Management in Health Care(Practical) | Skill Based | 0 | 0 | 4 | 2 |
| 5 | BVH505 | Disaster management in Health care(Practical) | Skill Based | 0 | 0 | 4 | 2 |
| 6 | BVH506 | Research Methodology | AEC | 2 | 0 | 0 | 2 |
| 7 | BVH507 | Financial Management in Health Care | VAC | 2 | 0 | 0 | 2 |
| 8 | BVH508 | XXXX | MOOC | 0 | 0 | 0 | 3 |
| Disciplinary Elective VIII (Any one of the following) | | | | | | | |
| 9 | BVH509 | Account Management | Disciplinary Elective-VIII | 3 | 0 | 0 | 3 |
| 10 | BVH510 | Orientation in Clinical Sciences | | | | | |
| Total | | | | 19 | 0 | 8 | 26 |

| Semester VI | | | | | | | |
|--------------|-------------|----------------------------|----------------|----------|----------|----------|----------------|
| Sr. No. | Course Code | Course Name | Type of Course | | | | No. of Credits |
| | | | | L | T | P | |
| 1 | BVH601 | Internship/ Field Training | Training | 0 | 0 | 0 | 20 |
| Total | | | | 0 | 0 | 0 | 20 |

Evaluation Criteria for Theory Courses

- A. Continuous Assessment: [25 Marks]
 - CA1- Surprise Test (Two best out of three) (10 Marks)
 - CA2- Assignment(s) (10 Marks)
 - CA3- Term paper/ Quiz/Presentation (05 Marks)
- B. Attendance (05 Marks)
- C. Mid Semester Test: (30 Marks)
- D. End-Semester Exam: (40 Marks)

Semester 1st

Course Title: Hospital Management

Course Code: BVH101

| L | T | P | Cr. |
|----------|----------|----------|------------|
| 4 | 0 | 0 | 4 |

Total Hours: 60

UNIT 1**15 Hours**

Introduction to management: the evolution of management, definition, and importance of management. Different schools of management thought- classical school, management sciences school, behavioural school, human relation school, operational approach, system approach and contingency approach to management, Management: Meaning, nature and characteristics of Management, Scope and functional areas of management, Management as a science art or profession, Management & Administration, Principles of management.

UNIT 2**15 Hours**

Planning: Meaning, Nature, importance and purpose of planning, Objectives, Planning process, Planning Premises & Types of plans. Decision making - importance & steps. Control- Meaning and steps in controlling, Concept of Managerial Control, Importance, Process, Essentials of a sound control system, Methods of establishing Control.

UNIT 3**15 Hours**

Organizing: Meaning and importance, Nature and purpose of organization, Principles of organization, Types of organization, Organization structure / chart, Responsibility and Authority, Span of control, Delegation of authority, Centralization & Decentralization, Line and staff relationships, Types of organizations, formal and informal groups in organizations, Matrix organization, Departmentalization, Committee.

UNIT 4**15 Hours**

Nature and importance of Staffing: Process of Selection & Recruitment staffing function, Manpower needs & Manpower position, Training & development, Performance appraisal, Human resource audit. Social Responsibility of Management - Professional Management as compared to traditional system of owner Management, Impact of political system, government Policy, national economic planning on managerial policy, CSR.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

References:

1. *Stoner, Freeman & Gilbert Jr – Management- Prentice Hall of India Pvt Ltd New Delhi.*
2. *Heinz Weinrich & Harold Koontz- Management- A global perspective- Tata mcgraw Hill, New Delhi.*
3. *Terry Francicin - Principles of Management, AITBS Publishers and Distributors, New Delhi*
4. *Rao V S P & Krishna Hari V (2006) – Management- Text & Cases, Excel Books.*
5. *Prasad L M – Principles and Practice of Management – Sultan Chand & Sons. Tripathi P C & Reddy P N – Principles of Management.*
6. *C B Gupta - Principles of Management.*
7. *Appaniah & Reddy - Essentials of Management*
8. *Srinivasan & Chunawalla - Management Principles and Practice*

Semester 1st

Course Title: Medical Terminology

Course Code: BVH102

| L | T | P | Cr. |
|---|---|---|-----|
| 4 | 0 | 0 | 4 |

Total Hours: 60

UNIT 1

15 Hours

Introduction to medical terminology, commonly used prefixes in medical terminology: Commonly used suffixes in medical terminology: Commonly used root words in medical terminology. Common Latin term used in prescription writing: Study of standard abbreviations: Commonly used medical terms to define different parts of the body.

UNIT 2

15 Hours

Medical terminology used by Cardiologist: Medical terminology used by Neurologist, Medical terminology used by Gastroenterologist, Medical terminology used by ENT surgeon, medical terminology used by Dentist, Medical terminology used by Orthopedician, Medical terminology used by Gynaecologist, Medical terminology used by Oncologist, Medical terminology used by Dermatologist, Medical terminology used by Endocrinologist.

UNIT 3

15 Hours

Structure & functions of following systems: Digestive System, Respiratory system, Circulatory system, Central Nervous system.

UNIT 4

15 Hours

Structure & functions of following systems: Muscular Skeletal system, Reproductive system, Excretory system, Endocrine Glands.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching

Reference:

1. *Ross & Wilson Anatomy and Physiology in Health and Illness – Textbook by Allison Grant, Anne Waugh, and Kathleen J. W. Wilson.*
2. *Fundamentals of Anatomy and Physiology- Textbook by Frederic H. Martini*
3. *Principles of Anatomy and Physiology - Book by Bryan H. Derrickson and Gerard J. Tortora*

Semester 1st

Course Title: Health Care System

Course Code: BVH103

| L | T | P | Cr. |
|---|---|---|-----|
| 4 | 0 | 0 | 4 |

Total Hours: 60

UNIT 1

15 Hours

Definition and meaning of Health: Concept of Health, Holistic approach to health, Determinants to health Responsibility for Health, Health & Development, Indicators of Health, Concept of Disease, Concept of Causation, Natural History of Disease, Spectrum of disease, Concepts of Control, Modes of Intervention

UNIT 2

15 Hours

Definition and meaning of hospital: historical development of hospitals globally, Systems of medicine, Modern medicine, changing concept of hospitals, present status of hospitals (public & private) in India, Classification of Hospitals

UNIT 3

15 Hours

Healthcare: Concepts, changing concepts, levels, healthcare delivery system in India, public, private sector, Indigenous system of medicine, Importance of Voluntary health agencies and health programs in delivering healthcare in India. The reforms of Healthcare System- the healthcare system in US/UK, Canada, China, Singapore. Canadian lessons in healthcare reforms & Future of Healthcare System.

UNIT 4

15 Hours

Hospital as a system: Peculiarities of hospital system, Roles & Responsibilities of Hospitals, Administration of rural hospitals, staffing pattern & Job description. Recent trends in healthcare system: Medical Tourism: Introduction, Ethics, Challenges, Standards and Future. Telemedicine: History, Definition & concepts, Types, Advantages & Disadvantages, Challenges, telemedicine in India.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching

Reference:

1. *The Evolution of International Health System*, Cumper G.E, OUP New York, 1991
2. *Management of Hospital (4 Vols)*, S.L Goel & R. Kumar, Deep & Deep Publications Pvt. Ltd.

Preventive and Social Medicine, K Park, Banarsidas Bhanot Publishers.

Semester 1

Course Title: Fundamentals Of Accounting

Course Code: BVH104

| L | T | P | Cr. |
|----------|----------|----------|------------|
| 3 | 1 | 0 | 4 |

Total Hours: 60

UNIT 1

17 Hours

Introduction to Accounting: Meaning, Need for accounting, Internal and External uses of accounting information, accounting concepts and conventions, accounting practices, Generally Accepted Accounting Principles (Concept only of GAAP)

UNIT 2

18 Hours

Accounting systems & process: Nature of accounting, Systems of accounting (Single entry and double entry), Process of accounting, transactions, journal entries and posting to ledger. Rectification of errors and Trial balance - Types of accounting errors and methods of rectification of errors, Preparation of Trial balance.

UNIT 3

17 Hours

Subsidiary books: all subsidiary books (Sales book, sales return book, purchases book, purchase returns book, bills receivable book, bills payable book, cash book (Single column, double column, and three columnar cash book), petty cash book and journal proper. Bank reconciliation statement - Need for reconciliation and preparation of bank reconciliation statement. Final Accounts: Preparation of Trading and Profit and Loss account and balance sheet (including adjustments for Sole Proprietor concern).

UNIT 4

8 Hours

Single Entry system of bookkeeping: Preparation of Opening & Closing statement of Affairs and Computation of profit.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching

Reference:

1. *V.A.Patil and J.S.Korlahalli - Principles and Practice of Accountancy*
2. *Grewal T.E - Double Entry book keeping*
3. *Shukla and Grewal - Advanced Accountancy*
4. *Gupta and Radhaswamy - Advanced Accountancy Vol I & II*
5. *Hrishikesh Chakraborty - Advanced Accounts*
6. *Jain SP and Narang KL - Basic Financial Accounting – I*
7. *S.N. Maheshwari - Fundamental of Accounting*

Course Title: English And Communication Skill

Course Code: BVH105

| L | T | P | Cr. |
|---|---|---|-----|
| 2 | 1 | 0 | 3 |

Total Hours: 45

UNIT 1

10 hours

Study Techniques: Organization of Effective Note taking and logical processes of analysis and synthesis, Use of Dictionary: Enlargement of vocabulary, effective diction

UNIT 2

10 Hours

Applied Grammar: Correct Usage, Structure of sentences: Structure of paragraphs, enlargement of vocabulary, Verbs, Tenses, Active and Passive Voice

UNIT 3

15 Hours

Written Composition: precise writing and Summarizing, Report Writing of Bibliography: Enlargement of Vocabulary, Reading and Comprehension Review of selected material and expressing oneself in words: Vocabulary, Synonyms & Antonyms, forms of Writing: The Essay, The Precis, The Report, The Proposal, The C.V., and Job Application letter - The Presentation.

UNIT 4

10 Hours

Meaning of Communication: Role of Communication in Business; Basic elements of the Communication process, level of Communication, forms, models and media of Communications, Verbal and non-verbal Communication-functions and types, Barriers to effective Communication.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching

Reference:

1. English Grammar, Collins, Birmingham University, International Language Data Base, Rupa & Co 1993. Wren & Martin – Grammar and Composition, 1989, Chand and Co, Delhi
2. Letters for all Occasions – A S Meyers, Harper Perennial
3. Spoken English - V Shashikumar and P V Dhanija, Tata Mcgraw Hill, New Delhi
4. Rajendra Paland J.S. Korlahalli-Essentials of Business Communication (Sultan Chand & Sons.)
5. C.S. Rayed-Communication (Mumbai: Himalaya Publishing House).
6. C.B. Gupta-Business Communication & Customer Relations (Sultan Chand & Sons.)
7. Parag Diwan-Communication Management (Deep & Deep Publication Pvt. Ltd.)

Semester 1st

Course Title: Health Care Legal Aspect

Course Code: BVH106

| L | T | P | Cr. |
|---|---|---|-----|
| 3 | 0 | 0 | 3 |

Total Hours: 45

UNIT 1

10 hours

Introduction to Indian constitution- content and significance of fundamental rights and duties, sources of law, interpretation of law, important provisions under Indian contract act, insurance act, trust act, societies registration act.

UNIT 2

15 Hours

Laws governing the qualification or practice and conduct of professionals: transplantation of human organs act 1994, pre-natal diagnostic techniques (regulation and prevention of misuse) act 1994, central births and deaths registration act 1969, medical termination of pregnancy act 1971, mental health act, patient consent, Law governing sale, storage of drugs and safe medication: drugs and cosmetics act 1948, narcotics and psychotropic substances act, pharmacy act 1948, poison act 1919, sales of goods act, drugs and magic remedies (objectionable advertisement) act 1954, dying declaration.

UNIT 3

10 Hours

Law governing employment and management of manpower: employees provident fund act 1952, payment of gratuity act 1972, minimum wages act 1948, payment of wages act 1916, maternity benefit act 1961, workmen compensation act 1923, industrial employment (standing order) act, trade union act, industrial disputes act, Laws governing medico-legal aspects: consumer protection act 1986, application of CP act in hospital, recent judgment of supreme court, implication for health professionals, medical negligence act, bio-medical waste management rules, fire safety rules and act, medical establishment (registration and regulation) act, Indian evidence act, .law of torts, income tax act.

UNIT 4**10 hours**

Ethics in health care: introduction to ethics; nature, scope, and purpose- values, norms, beliefs and standards, ethical guidelines for bio-medical research, Indian medical council (professional conduct, etiquette, and ethical regulation).

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

References:

1. Hospital Law Manual – Walters Kluwer
2. Hospital Law Manual- Aspen Health law
3. Hospital & Law - Brig. M A George.

Semester 2nd

Course Title: Health Economics

Course Code: BVH201

| L | T | P | Cr. |
|----------|----------|----------|------------|
| 4 | 0 | 0 | 4 |

Total Hours: 60

UNIT 1

15 Hours

Business Economics: Nature & scope of Business Economics, Micro and Macroeconomics, Need, Objectives and importance of Business Economics. Goals of business: Economics Goals, social Goals, Below Poverty Line, Strategic Goals. Profit maximization Vs Optimization of profits. Consumer Behavior: The Law of Diminishing Marginal Utility, The law of equi-marginal utility, the indifference curve techniques, properties of indifference curve.

UNIT 2

15 Hours

Demand and Revenue Concepts: Meaning of demand, Determinants of demands, Demand Schedule, The Demand curve, The Law of Demand, Exceptions to the law of demand, Demand Distinction (types of demand), Elasticity of Demand. Price elasticity: Types, Measurement of Price elasticity, factors influencing elasticity of demand. Income elasticity of demand: Types, Cross elasticity of demand. Demand Forecasting: Types, Techniques. Revenue concepts: Total revenue, Average revenue, Marginal revenue.

UNIT 3

15 Hours

Analysis of Market situations and Pricing: Kinds of competitive situation, features of perfect competition, monopoly, duopoly, oligopoly, and monopolistic competition. Pricing: Meaning, Types of pricing, Pricing under different market situation, Perfect competition, Price determination under monopoly price discrimination and Price determination.

UNIT 4

15 Hours

National Income: Meaning, Methods & difficulties of Measuring National income, uses, Meaning of GNP, GDP, NNP, PI, DPI. Business cycles - Meaning, Features & Phases of a trade cycle, adjusting business plans to cyclical situations, Methods & Techniques of Economic Evaluation of Health Programs, Cost benefit & cost-effective methods, output & input analysis. Insurance programs – Advantages and disadvantages, Health insurance schemes in India, Public Private Partnerships in health sector.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

Reference:

1. *Business Economics - Reddy P.N and Appanniah H.R*
2. *Managerial Economics - Srivayya, Gangadhara Rao, Rao V.S.P.*
3. *Managerial Economics - Gupta G.S.*
4. *Managerial Economics - Dr. D.M. Mithani*
5. *Business Economics - Sharma N.K.*
6. *Business Economics - Wali and Kalkundikar*
7. *Managerial Economics - D.N. Dwivedi*
8. *Business Economics - Lekhi. R.K and Aggarwal S.L*

Semester 2nd

Course Title: Biostatistics

Course Code: BVH202

| L | T | P | Cr. |
|----------|----------|----------|------------|
| 4 | 0 | 0 | 4 |

Total Hours: 60

UNIT 1

5 Hours

Biostatistics: Introduction, Background, Basic Concepts, Definition, Functions, Scope, and Limitation.

UNIT 2

20 Hours

Diagrammatic and Graphic Representation: Introduction, Significance, Difference between Diagrams and Graphs & Types of Diagrams, measures of Central Tendency, Introduction, Types of Averages, Arithmetic Mean (Simple and Weighted), Median, Mode.

UNIT 3

20 Hours

Measures of Dispersion: Range, Quartile Deviation, The Mean deviation and the Standard deviation, Coefficient of Variation, Correlation and Regression Analysis: Meaning, types, probable error, rank correlation (excluding bivariate and multi correlation).

UNIT 4

15 Hours

Index Numbers: Classification, Construction of Index numbers, Methods of constructing index numbers, Simple Aggregative Method, Simple Average of Price Relative Method, Weighted Index Method, Laspear's method, Paasche's method, Fischer's method.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching

References

1. *Statistical Methods - S.P. Gupta*
2. *Fundamentals of Statistics - Elhance D.N*
3. *Business Statistics - Dr. B.G. Sathyaprasad & Prof. Chikkodi*
4. *Fundamentals of Statistics - Gupta. S.C*
5. *Business Statistics - S. Saha*
6. *Business Statistics - Dr. J.S. Chandra, Prof. Jagjit Singh & K.K. Khanna,*
7. *Fundamentals of Statistics - D.N. Ellahance, Veena Ellahance, B.M. Agarwal*

Semester 2nd

Course Title: Organizational Behaviour

Course Code: BVH203

| L | T | P | Cr. |
|---|---|---|-----|
| 4 | 0 | 0 | 4 |

Total Hours: 60

UNIT 1

15 Hours

Organization: Meaning and significance, Definition, scope and Application in Management, need to study organizational behavior, Organizational structure, Emerging Organizations, challenges & opportunities for Organizational behavior, Organizational Change – Meaning, Nature of work change, Pressure for change, change process, Types of change, Factors influencing change, resistance to change, overcoming resistance. Organizational Development.

UNIT 2

15 Hours

Perception: Meaning, Need, Perceptual Process, Perceptual Mechanism, Factors influencing perception & Interpersonal perception. Managerial skills - Analytical & decision-making skills, Decision making models, Problem solving skills, types of problem-solving techniques, delegation, Assertiveness, Time management, Interpersonal skills.

UNIT 3

15 Hours

Motivation: Meaning, Nature, Motivation process, Theories of Motivation (Maslow's Need Hierarchy theory: Herzberg's Two Factor Theory: Theory X & Theory Y. Financial and Non-Financial Incentives, Job enrichment. Learning and behavior modification: Principles of learning & Reinforcement, observational & Cognitive Learning. Organizational Behavior Modification: Steps in Organizational Behavior, Modification Process & Organizational Reward Systems, Personality: Determinants of Personality, factors influencing

personality, biological, Cultural, Family, Social, Situational factors, Concept of Conflict: nature, process, types & resolution of conflict.

UNIT 4

15 Hours

Attitudes: Meaning, Characteristics of Attitudes, Components of Attitude, Attitude and Behavior, Attitude formation and Measurement of Attitudes, Leadership - Formal and Informal Leadership, Characteristics, Leadership Styles, theories of leadership, Group Dynamics - Meaning, Types of Groups, Functions of small groups, Group Size Status, Managerial Implications. Group Behavior, Group Norms, Cohesiveness.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching

Reference:

1. *Organizational Behavior - Stephen Robbins*
2. *Organizational Behavior - John W. Newstrom & Kieth Davis*
3. *Organizational Behavior - Fred Luthans*
4. *Organizational Behavior - K. Aswathappa*
5. *Organizational Behavior - M. Gangadhar. V.S.P.Rao and P.S.Narayan,*
6. *Organizational Behavior - N.S. Gupta*
7. *Organizational Behavior - Jit. S. Chandan*
8. *Organizational Behavior - M.N. Mishra,*
9. *Management and Behavior Process - Sharma R.K & Gupta S.K,*
10. *Management and Behavioral Process - Appanniah & Reddy*

Semester 2nd

Course Title: Sociology

Course Code: BVH204

| L | T | P | Cr. |
|----------|----------|----------|------------|
| 3 | 1 | 0 | 4 |

Total Hours: 60

UNIT 1

Introduction: meaning, definition and scope of sociology, its relation to anthropology, psychology, social psychology: methods of sociological investigations: case study, social survey, questionnaire, interview and opinion poll methods, Importance of its study with special reference to health care professionals.

UNIT 2

Socialization: meaning and nature of socialization: primary, secondary and anticipatory socialization: agencies of socialization social factors in health and disease: meaning of social factors - role of social factors in health and disease, Social groups: concepts of social groups influence of formal and informal groups on health and sickness. Roles of primary groups and secondary groups in the hospital and rehabilitation setups. Social security: social security and social legislation in relation to the disabled social work: meaning of social work the role of a medical social worker.

UNIT 3

Family: the family, meaning and definitions - functions of types of family, changing family patterns - influence of family on individual's health, family and nutrition, the effects of sickness in the family and psychosomatic disease and their importance to physiotherapy, culture and health: concept of health, concept of culture, culture and health, culture and health disorders.

UNIT 4

Social change: meaning of social changes, factors of social changes, human adaptation, and social change- social change and stress, social change and deviance - social change and health programme, the role of social planning in the improvement of health and rehabilitation, social problems of disabled: consequences of the following social problems in relation to sickness and disability remedies to prevent these problems. Population explosion, poverty and unemployment, beggary, juvenile delinquency, prostitution, alcoholism, problems of women in employment.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching

1. Haralambos, M., & Holborn, M. (2013). *Sociology: Themes and perspectives (8th ed.)*. Collins Educational.
2. Ahuja, R. (2010). *Indian society: Structures and processes (3rd ed.)*. Rawat Publications.
3. Sundar, N. (2016). *Sociology of India*. Oxford University Press.
4. Bhattacharyya, P. (2012). *Understanding society: A social science perspective*. Orient BlackSwan.

Semester 2nd

Course Title: Human Value and Ethics

Course Code: BVH205

| L | T | P | Cr. |
|---|---|---|-----|
| 2 | 0 | 0 | 2 |

Total Hours: 30

UNIT 1

Understanding the need, basic guidelines, content and process for Value Education, Self-exploration—its content and process; 'Natural Acceptance' and Experiential Validation—as the mechanism for self exploration.

UNIT 2

Harmony in the Human Being: Understanding human being as a coexistence of the sentient 'I' and the material 'Body', Understanding the needs of Self ('I') and 'Body' Sukh and Suvidha. Body as an instrument of 'I': Being the doer, seer and enjoyer, understanding the characteristics and activities of 'I' and harmony in 'I', understanding the harmony of 'I' with the Body.

UNIT 3

Understanding harmony in the Family — the basic unit of human interaction, understanding values in human-human relationship; meaning of Nyaya, and Respect as the foundational values of relationship. Understanding the meaning of VISVASA; Difference between intention and competence, Understanding the meaning of Samaan, Difference between respect and differentiation; the other salient values in relationship.

UNIT 4

Understanding the harmony in the society (society being an extension of family),

Samadhana, Samriddhi, Abhaya. Sah-Astitva as comprehensive Human Goals, visualizing a universal harmonious order in society- Undivided Society, Universal Order from family to world family, Understanding the harmony in the Nature, Interconnectedness and mutual fulfillment among the four orders of nature— recyclability and self-regulation in nature.

References:

1. *Sharma, R. S. (2018). Human Values and Professional Ethics. Ashok Y. Sharma Publishers.*
2. *Sethi, N. K. K. (2017). Understanding Ethics. Vikas Publishing House.*
3. *Shankaran, K. R. K. K. (2019). Ethics and Values in Social Work. Sage Publications India.*

Semester 2nd

Course Title: English And Communication Skill

Course Code: BVH206

| L | T | P | Cr. |
|---|---|---|-----|
| 2 | 1 | 0 | 3 |

Total Hours: 45

UNIT 1

10 hours

Study Techniques: Organization of Effective Note taking and logical processes of analysis and synthesis, Use of Dictionary: Enlargement of vocabulary, effective diction

UNIT 2

10 Hours

Applied Grammar: Correct Usage, Structure of sentences: Structure of paragraphs, enlargement of vocabulary, Verbs, Tenses, Active and Passive Voice

UNIT 3

15 Hours

Written Composition: precise writing and Summarizing, Report Writing of Bibliography: Enlargement of Vocabulary, Reading and Comprehension Review of selected material and expressing oneself in words: Vocabulary, Synonyms & Antonyms, forms of Writing: The Essay, The Precis, The Report, The Proposal, The C.V., and Job Application letter - The Presentation.

UNIT 4

10 Hours

Meaning of Communication: Role of Communication in Business; Basic elements of the Communication process, level of Communication, forms, models and media of Communications, Verbal and non-verbal Communication-functions and types, Barriers to effective Communication.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching

Reference:

1. English Grammar, Collins, Birmingham University, International Language Data Base, Rupa & Co 1993. Wren & Martin – Grammar and Composition, 1989, Chand and Co, Delhi
2. Letters for all Occasions – A S Meyers, Harper Perennial
3. Spoken English - V Shashikumar and P V Dhanija, Tata Mcgraw Hill, New Delhi

4. Rajendra Paland J.S. Korlahalli-Essentials of Business Communication (Sultan Chand & Sons.)
5. C.S. Rayed-Communication (Mumbai: Himalaya Publishing House).
6. C.B. Gupta-Business Communication & Customer Relations (Sultan Chand & Sons.)
- 7.** Parag Diwan-Communication Management (Deep & Deep Publication Pvt. Ltd.)

Semester 2nd

Course Title: Marketing and Public Relation in Health Care

Course Code: BVH207

| L | T | P | Cr. |
|---|---|---|-----|
| 3 | 0 | 0 | 3 |

Total Hours: 60

UNIT 1

15 Hours

Introduction to marketing- definition, nature, scope and importance of marketing, approaches to the study of marketing and economic development, traditional and modern concept of marketing, functions of marketing, Marketing environment- analyzing needs & trends in the micro & macro- environment. Marketing mix- the elements of marketing mix. Market segmentation - bases for market segmentation, requisites of sound marketing segmentation. Market targeting strategies – positioning, undifferentiated marketing, concentrated marketing & Services marketing.

UNIT 2

15 Hours

Analyzing consumer markets and buying behavior – factors influencing buying behavior (cultural, social, personal, psychological), the buying decision process & stages of the buying decision process, Product – classification of products, product mix decision, product line, product addition & deletion. Product lifecycle, product planning, diversification, product positioning. New product development process and strategies, concepts of branding, packaging & labeling, Pricing – pricing objectives, policies, factors influencing pricing policy, method of pricing policies and strategies.

UNIT 3

15 Hours

Channels of distribution – definition, need, channel, design decision, channel management decision, factors affecting channels & types of marketing channels, Promotion: nature and importance of promotion, promotional methods –

advertising decisions, differences between sales promotion & public relations , direct selling, advertising copy, evaluation of advertising, differences between personal selling and sales promotion. Public relations (PR) – theory and concept, branches of public relations, roles of public relations staff in hospitals, functions of public relations department, differences between HRM & PR, liaison with government agencies.

UNIT 4

15 Hours

Marketing research – marketing information system, components, marketing intelligence system, marketing research, process, types, and techniques of organizing marketing research. Recent trends in hospital marketing – e-business, tele-marketing, m-business, and relationship marketing, Retailing, concept marketing & virtual marketing. Application of social media in hospital marketing & Concepts of digital marketing.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

Reference:

1. *Philip Kotler - marketing management*
2. *William j. Stanton - marketing management*
3. *Sherleker S. A - marketing management*
4. *J. C Gandhi - marketing management*
5. *Davar - modern marketing management.*
6. *Joelr. Evans and Barry berman - marketing in the 21st century, biztantrapub.*

Semester 3rd

Course Title: Hospital Operation Management

Course Code: BVH301

| L | T | P | Cr. |
|----------|----------|----------|------------|
| 4 | 0 | 0 | 4 |

Total Hours: 60

UNIT I

15 Hours

Promoting and building a new hospital, Planning the Hospital, Guiding principles in planning hospital facilities & services, Stages in planning, Preliminary Survey, Financial Planning, Equipment Planning (Equipment Leasing, Turnkey Projects), Need assessment survey of community, factors determining site, legal requirements, design considerations.

UNIT II

15 Hours

Organization of the Hospital: Organization Structure, Management structure, Types of hospitals, Governing body, Hospital committee and hospital functionaries, Roles, and responsibilities of Hospital Administrators. Principles and methods of organizing Clinical services for hospitals, Role of clinical services/departments in the hospital management

UNIT III

15 Hours

Planning, Designing, Functions & Management **of** General & Specialty departments, OutPatient Services, Emergency, OT, Anesthesia, labor Room & Delivery Suit. Ward Design of Medical & Surgical Intensive care units, General & Specialized Wards.

UNIT IV

15 Hours

Planning, Designing, Functions & Management of Super Specialty Departments
Cardiology, Orthopedics, Plastic Surgery, Obstetrics & Gynecology, neonatology,
Pediatrics, Oncology, Nephrology & Dialysis, Urology, Neurology, Dermatology,
Burns, Nuclear Medicine, Transplantation Units.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

Reference:

1. *Principles of Hospital Administration & Planning- B.M.Sakharkar*
2. *Management of Hospitals - S.L.Goel, R.Kumar*
3. *Hospital & Health Services administration-Principles & practices, Tabish, OUP*
4. *Hospitals- facilities planning and management – G D Kunders*
5. *Hospital Planning and Administration - Llewellyn and Davis Macaulay*
6. *The Hospital Administrator – George, Jaypee Brothers, N. Delhi, 2003*
7. *Hospital Services and Planning - Sahkarkar.B M.*

Semester 3rd

Course Title: Research Methodology in Health Care

Course Code: BVH302

| L | T | P | Cr. |
|---|---|---|-----|
| 4 | 0 | 0 | 4 |

Total Hours: 60

UNIT 1

15 hours

Introduction: Meaning, Objectives, Types of Research, and Research Approaches, Research methods Vs Research Methodology, Steps in Research, Defining the Research Problem, Meaning, Selecting the Problem & Techniques involved in defining the problem.

UNIT 2

15 hours

Research Design: Meaning, Need, Features, Concepts, Types and basic Principles of Experimental Designs, Sampling: Meaning, Need, Census & Sample Survey Sampling Designs, Probability Sampling (Simple Random, Systematic, Stratified, Cluster, Area Multistage, Sequential Sampling Methods), Data Collection and Processing Collection of Primary data, Collection of data through Questionnaire & Schedules, Secondary data, Qualitative techniques of data collection, Interview, Observation & Tabulation of Data.

UNIT 3

15 hours

Analysis and Interpretation of Data and Research reporting - Meaning of Interpretation, Technique of Interpretation, Significance of Report writing, Steps, Layout of the Research Report, Types of Reports, Precautions while writing Research Report, Quantitative Techniques: Introduction, Statistical and operations Research techniques, Scope and application of quantitative techniques, scientific approach in decision making, Limitations. Probability and probability, distributions, Laws of probability, Baye's theorem, Mathematical Expectation, Binomial, Poisson, and normal probability distribution.

UNIT 4

15 Hours

Decision Theory: Decision making under certainty, uncertainty and Risk, Decision tree analysis. Linear Programming: Graphical and Simplex Solutions of LPP, Primal and its dual, Transport and Assignment Problems. Network Analysis: Programme Evaluation and Review Technique (PERT) and critical path Method (CPM), Cost Analysis and Crashing the Network, Theory of Games and Queuing Models: Two persons Zero sum games, pure and mixed strategy, Queuing mode Single channel queuing theory Application of queuing theory in business decision making. Simulation: Advantages, Limitations, Monte Casio Method.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching

REFERENCE:

1. *Research Methodology - O.R. Krishna Swamy*
2. *Research Methodology - CR. Kothari*
3. *Methodology and Techniques of Social Research - Wilkinson & Bhandarkar*
4. *Research Methodology in social science - Sadhu Singh*
5. *Research Methodology in Management - V.P. Michael*

Semester 3rd

Course Title: Health Care Project Management

Course Code: BVH303

| L | T | P | Cr. |
|----------|----------|----------|------------|
| 4 | 0 | 0 | 4 |

Total Hours: 60

UNIT 1

15 Hours

Introduction to Hospital Project Management: Overview of hospital project management, Key concepts and terminology, the role of a project manager in a hospital setting, Project Management Frameworks, Introduction to project management methodologies (Waterfall, Agile, etc.), Project life cycle and phases, Hospital-specific considerations and challenges, Project Initiation and Planning, Defining project scope and objectives, Stakeholder identification and analysis, Project charter and feasibility studies.

UNIT 2

15 Hours

Project Execution and Resource Management: Project Planning and Scheduling, Work breakdown structures (WBS), Gantt charts and timelines, Resource allocation and levelling, Budgeting and Financial management, Cost estimation and budgeting techniques, Financial management and cost control, Funding sources and financial constraints in hospitals, Team Management and Communication, Building and managing project teams, Communication strategies and tools, Conflict resolution and leadership in hospital settings.

UNIT 3

15 Hours

Risk Management and Compliance, Identifying and analysing Risks, Risk management frameworks and strategies, Common risks in hospital projects, Risk assessment techniques, Compliance and Regulatory Considerations, Healthcare regulations and standards, Compliance issues specific to hospital projects, ensuring quality and safety, managing scope changes and project alterations, Change control processes, Impact of changes on project outcomes.

UNIT 4**15 Hours**

Project Closure and Evaluation, Project Monitoring and Control, Monitoring project progress, Performance measurement and reporting, addressing deviations from the plan, Project Closure, closing processes and deliverables, Final reports and documentation, Lessons learned and project review, Future Trends and Innovations, Emerging trends in hospital project management, Technological advancements and their impact, Case studies of innovative hospital projects.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

Reference:

1. *Williams, J. L. (2018). Healthcare Project Management. CRC Press.*
2. *Hill, G. M. (2013). The Complete Project Management Office Handbook. CRC Press.*
3. *Shirley, D. (2014). Project Management for Healthcare. Wiley-Blackwell.*
4. *Williams, C. E. (2016). Managing Projects in Healthcare. Health Administration Press.*

Semester 3rd

Course Title: Computer Fundamentals

Course Code: BVH 304

| L | T | P | Cr. |
|---|---|---|-----|
| 3 | 0 | 0 | 3 |

Total Hours: 45

UNIT **10 Hours**

General features of a computer, generation of computers, personal computer, workstation, mainframe computer and super computers. Computer applications data processing, information processing, commercial, office automation, industry and engineering, healthcare, Education, graphics, and multimedia.

UNIT 2 **15 Hours**

Computer organization, Central processing unit, Computer memory primary memory and secondary memory. Secondary storage devices – magnetic and optical media. Input and output units. OMR, OCR, MICR, scanner, mouse, Modem.

UNIT 3 **10 Hours**

Computer hardware and software, Machine language and high-level language, Application software. Computer program, Operating system, Computer virus, antivirus and computer security. Elements of MS dos and windows OS, Computer arithmetic, Binary, octal and hexadecimal number systems, Algorithm and flowcharts - Illustrations. Elements of database and its applications.

UNIT 4 **10 Hours**

Word processing and electronic spread sheet, an overview of MS word, MS excel and MS PowerPoint, Elements of basic programming - Simple illustrations.

Unit 5

Network of computers- Types of networks, LAN, intranet and internet.

Internet applications, World Wide Web, E-mail, browsing and searching.
Search engines. Multimedia applications.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

References:

1. Alexis leon and mathews leon (1999): fundamentals of information technology, leontechworld pub.
2. Jain, s.k. (1999): information technology “o” level made simple, bpb pub.
3. Jain, v.k. (2000): “o” level personal computer software, bpb pub.
4. Rajaraman, v. (1999): fundamentals of computers, prentice hall india.
5. Hamacher, computer organisation, mc graw.

Semester 3rd

Course Title: Hospital Medical Records Management

Course Code: BVH305

| L | T | P | Cr. |
|----------|----------|----------|------------|
| 3 | 1 | 0 | 4 |

Total Hours: 60

Unit I

15 Hours

Records Management: Introduction, meaning and importance, definition of registers, records & forms, principles of record keeping, merits and limitations, recent trends in record maintenance, electronic forms of records, Records organization and Management: Classification of records, Bases for classification, Indexing and Filing of records, Problems associated with medical records, International classification of Diseases (ICD) and Diagnostic Related Groups (DRG)

Unit 2

15 hours

Hospital Records: Meaning, Functions, Importance of medical records to Patients, Doctors, Hospitals, Public health, Press, Insurance, Police, Court of Law, Education and Research. Hospital Records: Types - Out Patient record, Causality Emergency, Surgery, Obstetrics and Gynecology, Pediatrics, investigation, and diagnosis. Hospital Statistics - Evaluation of Medical Care (Medical, Nursing, Pharmacy etc. Audits).

Unit 4

15 hours

Medical Registers - Meaning, Principles, Types, Purposes, Advantages of designing registers, Registers in various departments & common problems faced, medical forms and Reports - Meaning, Types and significance, Principles of designing of forms & reports, Statutory registers and reports to be maintained.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

References

1. *Rajendra Pal Korlahalli JS, Essentials of Business Communication, Sultan Chand and Sons, New Delhi, 1999.*
2. *Prasantha Ghosh K. Office Management, Sultan Chand and Sons, New Delhi, 1995.*
3. *Francis CM & Mario C de Souza, Hospital Administration, 3rd Ed., Jaypee Brothers, N.Delhi.*
4. *George, MA, Hospital Administrator, Jaypee Brothers, N.Delhi, 2003.*
5. *Mogli. J D., Medical Records-Organisation & Management, JAYPEE Brothers.*

Semester 3rd

Course Title: English And Communication Skill

Course Code: BVH306

| L | T | P | Cr. |
|---|---|---|-----|
| 2 | 1 | 0 | 3 |

Total Hours: 45

UNIT 1

10 hours

Study Techniques: Organization of Effective Note taking and logical processes of analysis and synthesis, Use of Dictionary: Enlargement of vocabulary, effective diction

UNIT 2

10 Hours

Applied Grammar: Correct Usage, Structure of sentences: Structure of paragraphs, enlargement of vocabulary, Verbs, Tenses, Active and Passive Voice

UNIT 3

15 Hours

Written Composition: precise writing and Summarizing, Report Writing of Bibliography: Enlargement of Vocabulary, Reading and Comprehension Review of selected material and expressing oneself in words: Vocabulary, Synonyms & Antonyms, forms of Writing: The Essay, The Precis, The Report, The Proposal, The C.V., and Job Application letter - The Presentation.

UNIT 4

10 Hours

Meaning of Communication: Role of Communication in Business; Basic elements of the Communication process, level of Communication, forms, models and media of Communications, Verbal and non-verbal Communication-functions and types, Barriers to effective Communication.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching

Reference:

1. English Grammar, Collins, Birmingham University, International Language Data Base, Rupa & Co 1993. Wren & Martin – Grammar and Composition, 1989, Chand and Co, Delhi
2. Letters for all Occasions – A S Meyers, Harper Perennial

3. Spoken English - V Shashikumar and P V Dhanija, Tata Mcgraw Hill, New Delhi
4. Rajendra Paland J.S. Korlahalli-Essentials of Business Communication (Sultan Chand & Sons.)
5. C.S. Rayed-Communication (Mumbai: Himalaya Publishing House).
6. C.B. Gupta-Business Communication & Customer Relations (Sultan Chand & Sons.)
- 7.** Parag Diwan-Communication Management (Deep & Deep Publication Pvt. Ltd.)

Semester 3rd

Course Title: Computer Practical

Course Code: BVH 307

| L | T | P | Cr. |
|---|---|---|-----|
| 0 | 0 | 4 | 2 |

Total Hours: 30

List of Practical Assignments:

1. System use, keyboard, mouse operations. Word pad and paint brush. Creating a folder and saving a document
2. Simple MS. Dos commands
3. Windows operating system: icons, menus and submenus, my computer
4. Desktop publishing: preparation of a document using MS word
5. Installation of software, virus scanning
6. Spreadsheet calculations using MS excel
7. Basic programming
8. Internet use. Surfing, browsing, search engines, e-mail.
9. Develop a system to manage patient information and appointments.

References:

6. Alexis leon and mathews leon (1999): fundamentals of information technology, leontechworld pub.
7. Jain, s.k. (1999): information technology "o" level made simple, bpb pub.
8. Jain, v.k. (2000): "o" level personal computer software, bpb pub.
9. Rajaraman, v. (1999): fundamentals of computers, prentice hall india.
10. Hamacher, computer organisation, mc grow.

Semester 4th

Course Title: Health Care Cost Accounting

Course Code: BVH401

| L | T | P | Cr. |
|---|---|---|-----|
| 4 | 0 | 0 | 4 |

Total Hours: 60

UNIT 1

15 Hours

Cost accounting: Introduction, Meaning and Definition of Cost, Costing and Cost Accounting, Objectives of Costing, Comparison between Financial Accounting and Cost accounting, Scope, and Uses of Cost Accounting- Classification of Costs, Cost Unit, Cost Center, Elements of Cost, Preparation of Cost Sheet, Tenders and Quotations, Material cost control: Meaning, Types- Direct Material, Indirect Material, Purchasing Procedure, Material Control, Techniques of Inventory Control, Setting of Stock Levels, EOQ, ABC Analysis, VED Analysis, Perpetual Inventory System, Methods of Pricing Material Issues: FIFO, LIFO, Simple Average Price Method, Weighted Average Price Method.

UNIT 2

15 Hours

Labor cost control Meaning, Types, Direct Labor, and Indirect Labor, Time Keeping, Time Booking, Idle Time, Over Time, Labor Turn Over, Time Rate System, Piece Rate System, Incentive Systems, Halsey Plan, Rowan Plan, Taylors Differential Piece Rate System and Merricks Differential Piece Rate System, Employee welfare Cost and Fringe Benefits.

UNIT 3

15 Hours

Overhead cost control: Meaning and Definition, Classification of Overheads, Procedure for Accounting and Control of Overheads, Allocation of Overheads,

Apportionment of Overheads: Primary Overhead Distribution Summary, Secondary Overhead Distribution Summary: Repeated Distribution Method and Simultaneous Equations Method, Absorption of Overheads, Methods of Absorption: Machine Hour Rate.

UNIT 4

15 Hours

Methods and techniques of costing- Costing Methods: Output Costing, Contract Costing, Service Costing, and Process Costing, Cost Control Techniques: Budgetary Control, Standard Costing and Marginal Costing.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

Reference:

1. *M.N.Arora: Cost Accounting*
2. *S.P.Jain and K.L.Narang: Cost Accounting*
3. *S.P.Iyengar: Cost Accounting*
4. *S.N.Maheshwari Cost Accounting*
M.L.Agarwal: Cost Accounting

Semester 4th

Course Title: Information System Management

Course Code: BVH402

| L | T | P | Cr. |
|---|---|---|-----|
| 4 | 0 | 0 | 4 |

Total Hours: 60

UNIT 1

15 hours

Introduction to Management of Information System (MIS): Concept, roles & objectives of MIS, emergence of MIS, MIS and computers, Impact of MIS, systems approach to MIS, advantages and disadvantages of computer, based MIS, Importance of information in decision making and strategy building, information systems and subsystems, Information - Classification of information, Levels of information, Methods of data and Information collection value of Information. Conceptual foundations - The decision-making process, systems approach to problem solving, support systems for planning. Role of MIS in surveillance for health care.

UNIT 2

15 hours

Technical foundations of Information System: Introduction to computer concepts, hardware and software concepts applied to Information System, Database, and file management, determining the information requirements. Development of MIS, factors responsible for development of MIS, Implementation of MIS & evaluation of MIS. MIS in operations, MIS for Finance, MIS for Marketing, MIS for production, MIS for Human resource Management, MIS for marketing & MIS for Diagnostics. Network Usage, MIS and client server, Data Processing/Transaction processing.

UNIT 3

15 hours

System Analysis and Design: Introduction, System Analysis for existing system, system analysis for new requirements, MIS and system /system analysis, cost

benefit analysis, Subsystems of MIS (Transaction processing systems, DSS and GDSS, ES). Decision making and MIS - decision making concepts, organizational decision-making, MIS as technique for programme decisions, Decision support system, MIS, and role of DSS.

UNIT 4

15 hours

Information Subsystems and Organization- Introduction to ERP, BPR, AI, EIS, KMS and ECRM. Data base Management systems- Data base concepts, data base models data base design, RDEMS MIS and RDEMS, Introduction to oracle & Data Access Management systems. Network - Introduction, topology, LAN, and WAN & Data communication.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

References:

1. *Javedkar, W.S.-Management Information Systems (Tata McGraw-Hill Publishing Company Ltd., New Delhi)*
2. *Mardic R.G., Ross J.E.& Clagget J.R. - Information System for Modern Management (Prentice Hall of India)*
3. *James A.O. Brien Management Information Systems, (Galgota Publications)*
4. *Locus, Analysis, Design and Implementation of Information System (McGraw-Hill Book Co.)*
5. *Anderson, David L. Post, Gerald V., Management Information System (Tata-McGrawHill Publishing Co.)*

Semester 4th

Course Title: Hospital Operation Management

Course Code: BVH403

| L | T | P | Cr. |
|---|---|---|-----|
| 4 | 0 | 0 | 4 |

Total Hours: 60

UNIT 1

15 Hours

Principles and methods of organizing: Administrative & support services for Hospitals, Importance & Role of supportive services / departments in the hospital management, Planning, Designing, functions & management of Non-Clinical Services: Pharmacy, Physiotherapy, Clinical laboratory & Blood bank, Radiology & Imaging, Nuclear medicine, Radio therapy, Medical Records department, CSSD.

UNIT 2

15 Hours

Planning, Designing, functions & management of Support Services: Enquiry, Reception and Admission, Dietary and catering, Linen & Laundry, Housekeeping, Security, General & Medical Stores, Ambulance & Transport service, Planning, Designing, Functions & Management of- Administrative Services, Hospital Administration Unit, Financial Management Unit, Hospital Information System, Human Resource Management, Marketing & Public Relations Unit.

UNIT 3

15 hours

Planning and Designing Systems: Engineering Department, Maintenance Department Biomedical Engineering, Electricity & water supply system, Air Conditioning System, Centralized Medical Gas System, Communications System, Environmental Control.

UNIT 4**15 Hours**

Nursing Services: Objective, Nursing administration, Duty of nursing officers, nursing and support staff in the ward, nursing by-laws, rules, policies and procedures, nursing audit – determining nursing complement in hospital.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

Reference:

1. *Principles of Hospital Administration & Planning: B.M.Sakharkar*
2. *Management of Hospitals: S.L.Goel, R.Kumar*
3. *Hospital & Health Services administration-Principles & practices, Tabish, OUP*
4. *Hospitals- facilities planning and management – G D Kundurs*
5. *Hospital Planning and Administration- Llewlllyn and Davis Macaulay*
6. *George, The Hospital Administrator - Jaypee Brothers, N. Delhi, 2003*
7. *Hospital Medical International Pvt. Ltd., Hospital Administration,*
8. *Kusum Samant, Hospital Ward Management, Vora Medical Publications, Mumbai.*

Semester 4th

Course Title: Health Care Strategic Management

Course Code: BVH404

| L | T | P | Cr. |
|---|---|---|-----|
| 3 | 1 | 0 | 4 |

Total Hours: 60

UNIT 1

15 Hours

Business Policy: Introduction, Definition and Importance, Purpose & objectives of business policy, utility, and application of strategic management- Meaning and definition of strategy, Need & process of strategic management, Strategic decision-making. Reasons for failure of strategic management, Strategists, and their role in strategic management.

UNIT 2

15 Hours

Environment appraisal: The concept of environment, The Company, and its environment, scanning the environment, relating opportunities and resources based on appraisal of the environment (situation analysis - opportunities and threats analysis), Strategic planning: Process, strategic plan. Corporate level strategies [Stability strategy, expansion strategy, merger strategy, retrenchment strategy, restructures strategy]. Business level strategy - SBU (strategic business units, cost leadership, decentralization).

UNIT 3

15 hours

Implementation of strategies: Activating strategy - interrelationship between formulation and implementation, aspects of strategy implementation, project implementation, and procedural implementation, Structural implementation, structural considerations & structures for strategies. Organizational Design and change, Organizational systems, Behavioral implementation, Leadership implementation, corporate culture, corporate politics, and use of power. Functional and operational implementation, Functional strategies, Functional

Plans and policies, Financial, marketing, operational and personnel dimensions of functional plans and policies, Integration of functional plans and policies.

UNIT 4

15 hours

Strategy evaluation - Strategic evaluation and control, operational control, overview of management control, focus on KRA (Key Result Areas), Social responsibilities - The Company and its social responsibilities, social responsibility for economic growth, social audit.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

References:

2. *R. Nanjundaiah & Dr. S. Ramesh, Strategic planning and business policy.*
3. *Azhar Kazmi, Business policy and strategic management.*
4. *Michael, Business policy and Environment.*
5. *Verma, Business policy.*
6. *Ghosh P.K, Business policy and strategic Planning & management.*
7. *Lawrence, Business policy and strategic management.*
8. *Sukul Lomesh, P.K. Mishra, Business Policy and Strategic Management.*
9. *Sharma & Gupta, Strategic Management.*

Semester 4th

Course Title: Environmental Science

Course Code: BVH405

| L | T | P | Cr. |
|---|---|---|-----|
| 2 | 1 | 0 | 3 |

Total Hours: 45

UNIT 1

10 Hours

General meaning of environment, relevance of the subject environment, ecology for hospital administrators, Brief outline of the environment (protection) act 1986 & its importance for hospital administration, Legislation vs. Social obligation of hospitals, Role of NGOs like green peace in environmental protection.

UNIT 2

10 Hours

Ecology: brief outline on elements of ecology; brief discussion on ecological balance and consequences of change, principles of environmental impact assessment. Environmental impact assessment report.

UNIT 3

15 Hours

Air pollution and control: factors responsible for causing air pollution in hospitals, sources & effects of air pollutants in the hospital context. Primary & secondary pollutants, green-house effect, depletion of ozone layer. Brief discussion on the air (prevention & control of pollution) Act 1989, Water pollution and control - brief discussion on hydrosphere, natural water, pollutants: their origin and effects, river/lake/ground water pollution, the financial implication of water pollution control and steps required to be taken e.g. Sewerage treatment plant, water treatment plant, Standards and control in Relation to the effect of legislation by central and state boards for prevention and control of water pollution.

Unit 4

10 Hours

Land pollution: Brief understanding of lithosphere, pollutants, municipal, industrial, commercial, agricultural, hospital, hazardous solid waste); their

original effects, collection and disposal of solid waste, recovery & conversion methods in relation to a hospital enterprise with discussion about the financial implication, Noise pollution: Sources, effects, standards & control.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

Reference:

1. *Kormondy, E. J., & Botkin, D. B. (2012). Environmental Science: An Introduction to Environmental Science. Pearson.*
2. *Miller, G. T., & Spoolman, S. E. (2018). Living in the Environment: Principles, Connections, and Solutions. Cengage Learning.*
3. *Wright, R. T., & Boorse, D. F. (2016). Environmental Science: Toward a Sustainable Future. Pearson.*
4. *Cunningham, W. P., & Cunningham, M. A. (2017). Environmental Science: A Global Concern. McGraw-Hill Education.*

Semester 4th

Course Title: English And Communication Skill

Course Code: BVH406

| L | T | P | Cr. |
|---|---|---|-----|
| 2 | 1 | 0 | 3 |

Total Hours: 45

UNIT 1

10 hours

Study Techniques: Organization of Effective Note taking and logical processes of analysis and synthesis, Use of Dictionary: Enlargement of vocabulary, effective diction

UNIT 2

10 Hours

Applied Grammar: Correct Usage, Structure of sentences: Structure of paragraphs, enlargement of vocabulary, Verbs, Tenses, Active and Passive Voice

UNIT 3

15 Hours

Written Composition: precise writing and Summarizing, Report Writing of Bibliography: Enlargement of Vocabulary, Reading and Comprehension Review of selected material and expressing oneself in words: Vocabulary, Synonyms & Antonyms, forms of Writing: The Essay, The Precis, The Report, The Proposal, The C.V., and Job Application letter - The Presentation.

UNIT 4

10 Hours

Meaning of Communication: Role of Communication in Business; Basic elements of the Communication process, level of Communication, forms, models and media of Communications, Verbal and non-verbal Communication-functions and types, Barriers to effective Communication.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching

Reference:

1. English Grammar, Collins, Birmingham University, International Language Data Base, Rupa & Co 1993. Wren & Martin – Grammar and Composition, 1989, Chand and Co, Delhi
2. Letters for all Occasions – A S Meyers, Harper Perennial
3. Spoken English - V Shashikumar and P V Dhanija, Tata Mcgraw Hill, New Delhi

4. Rajendra Paland J.S. Korlahalli-Essentials of Business Communication (Sultan Chand & Sons.)
5. C.S. Rayed-Communication (Mumbai: Himalaya Publishing House).
6. C.B. Gupta-Business Communication & Customer Relations (Sultan Chand & Sons.)
- 7.** Parag Diwan-Communication Management (Deep & Deep Publication Pvt. Ltd.)

Semester 4th

Course Title: Material Planning and Management

Course Code: BVH407

| L | T | P | Cr. |
|---|---|---|-----|
| 3 | 0 | 0 | 3 |

Total Hours: 45

UNIT 1

10 Hours

Materials management – meaning, concept, objectives & importance. Material planning – objectives, integrated approach to materials planning and control, relevance of materials management to hospitals,

UNIT 2

10 Hours

purchasing – types, significance of purchasing policy, principles of scientific purchasing, factors affecting purchasing, essence of sound purchasing policy, purchasing methods, purchasing procedure, imports of equipment and medicines for hospitals. LC payments, common foreign currencies, documents & procedures.

UNIT 3

15 Hours

Stores management – objectives, functions, store's location, store accounting and records, stock verification, principles of storage & stores accounting, types of storage care & preservation of materials, equipment in inventory control, role of computers in stores management, need of research for stores management, Inventory control and purchase management - meaning and significance, concept, importance, techniques. Purchasing & procurement - principles of sourcing, purchase methods & procedures, legal aspects of purchasing. Reference to contract act, sale of goods act, drug control act in respect to purchase activities, Import substitution.

UNIT 4

10 Hours

Quality control & quality management - principles & methods, distribution

management (logistics management), distribution of materials to various departments & auxiliary services, management needs in healthcare units – management of blood bank, donated organs, morgues, dispensaries. Contract administration- administration of services obtained through contract principles. Model contract for laundry, dietary, dispensary, security & ambulance services.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

References:

2. *Jha s.m, hospital management 2001, hph, mumbai.*
3. *Ammer s, purchasing and materials management for health care institutions; north eastern university.*
4. *Jha s.m, services marketing*
5. *Chap 12 hospital marketing 2000, hph, mumbai.*

Semester 5th

Course Title: Quality management in Health Care

Course Code: BVH501

| L | T | P | Cr. |
|---|---|---|-----|
| 4 | 0 | 0 | 4 |

Total Hours: 60

UNIT 1

15 hours

Fundamentals of Quality Management: Introduction, Objectives, Historical Background, Concept of Quality Management, contributions by Quality Management Gurus (Kaoru Ishikawa, Juran's trilogy, Kaizen, Philip Crosby's principles, Deming, Pareto), Quality control tools & techniques - Brain storming, Bench marking, Business process reengineering (BPR), statistical process control, fish bone diagram, six sigma concept, poka yoke, Quality Assurance, Continuous quality improvement (CQI), quality circles.

UNIT 2

15 Hours

Techniques of Quality Management - Improving Hospital Performance, Patient Participation, Quality Health Care through Patient Satisfaction, conceptual model for assessing quality in health care, Organization wide Quality Improvement in Health Care – Introduction, organizing for Quality Assessment, Quality Improvement fundamentals, A Quality Improvement model of daily Patient Care, Assessing Quality Health Care - Attributes of Quality in Health Care, Attributes of a Good Patient Practitioners Relationship, Patient Satisfaction Survey, and The measurement of Quality in health care.

UNIT 3

15 Hours

Total quality management - The implementation of Total Quality, Planning Quality, organizing Quality, Evaluating Quality, Transforming organizations to a Total Quality Philosophy and Culture. Outcome Management and Total Quality

- Background of Quality outcome, what is quality outcome and what is outcome Management?

UNIT 4

Concepts of Accreditation in Hospitals: NABH, NABL, JCI - ISO 9000 Quality Management, Effects and Benefits of ISO 9000 management System & clauses. Audits for quality assessment & management-Antibiotic audit, Infection control Review & Tissue Committee review.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

Reference

1. Raandi Schmidt J. Trumbo and R. Jonson, Quality in Health Care Sector – ASQC Quality Press.
2. Quality Improvement in Health Care, 2nd Ed, Nelson Thrones
Total Quality Management, S.K.Joshi

Semester 5th

Course Title: Disaster Management in Health Care

Course Code: BVH502

| L | T | P | Cr. |
|---|---|---|-----|
| 4 | 0 | 0 | 4 |

Total Hours: 60

UNIT 1

15 hours

Hospital hazards: meaning, types (physical, biological, mechanical & psychological), its impact on employees, preventive measures. Hospital hazards management- meaning, need, principles, purpose, Control of hospital acquired infection- types of infection, Common Nosocomial infections and their causative agents, prevention of hospital acquired infection, role of central sterile supply department, infection control committee, monitoring and control or cross infection, staff health, and patient safety.

UNIT 2

15 hours

Biomedical waste management: meaning & categories of biomedical Wastes, disposal of biomedical waste products, incineration, and its importance. Government rules and schedules, standards for waste autoclaving, micro waving and deep burial, segregation, packaging, transportation & storage, Human waste disposal and sewage disposal- diseases carried from excreta, sanitation barrier, methods of excreta disposal. Sewage wastes – meaning, composition, aims of sewage disposal, decomposition of organic matter, modern sewage treatment, drawbacks of improper disposal of wastes – solid and liquid – effluent treatment plan.

UNIT 3

15 hours

Medical insurance: national insurance companies, paramount health care services, third party insurance, payment terms and conditions & limitations of liability and indemnity.

UNIT 4

15 hours

Disaster: meaning, types, manmade, natural, need for disaster Management. Management of natural disasters: flood, earth quake, drought, cyclone, tsunami etc. Epidemics - cholera, plague, typhoid, jaundice & management of epidemics, Management of man-made disasters: nuclear, biological & chemical disasters, Accidents - road, train & fire. Management of food poisoning, alcoholic and drug addiction, organization of medical camps, Management of disaster: prevention, method precautions, ambulance management. Role of hospitals, community, voluntary agencies, and government in disaster management.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

References:

1. *Shahunth and panekar v. - first aid, vora publication*
2. *First aid manual - accident and emergency, vora medical publ.*
3. *Park k. - Preventive and social medicine*
4. *Park k - Text book on hygiene and preventive medicine, banarsidas bhanot.*

Semester 5th

**Course Title: Human Resource management in
Health Care**

Course Code: BVH503

| L | T | P | Cr. |
|---|---|---|-----|
| 4 | 0 | 0 | 4 |

Total Hours: 60

UNIT 1

15 Hours

Human Resource Management: Meaning of HRM, Importance of HRM, Objectives and Functions, process of HRM, Systems and Techniques, Role of human resource manager, duties and responsibilities of human resource Manager, typical organization set up of human resource department, Human resource planning, Recruitment, Selection and Placement in hospitals- Meaning and importance of human resource planning, benefits of human resource planning, Meaning of recruitment, selection, placement and training, Methods of Recruitment and Selection, Uses of tests in selection, Problems involved in placement.

UNIT 2

15 Hours

Training and Induction in hospitals - Meaning of Training and Induction, Objective, and purpose of induction, need for training, benefits of training, Identification of training needs, methods of training, executive development, Performance Appraisal – Meaning, objectives, methods of performance appraisal and limitations, productivity analysis. Reference checking- concept, definition, process, benefits, and challenges.

UNIT 3

15 Hours

Principles and techniques of wage fixation - meaning & objectives of compensation. Promotion & Transfers in Hospitals – Purpose & basis of promotion, Meaning, reasons & types of transfer, right sizing of work force. Need

for right sizing, Developing Policies for Compensation, Incentive, promotion & Welfare Programmes.

UNIT 4

15 Hours

Work Environment - Meaning of work environment, Quality of work life, Fatigue, Implications of fatigue, causes and symptoms of fatigue. Monotony and boredom - factors contributing to monotony and boredom. Industrial accidents, Employee safety & Morale, Grievance & Grievances handling, Personnel records & Personnel Audits, HRD - Meaning of HRD, Role of training in HRD, Knowledge management, Knowledge resources, Impact of globalization on human resource management, problems in relation to Hospitals.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

References:

1. *C.B.Mammoria - Personnel management*
2. *Edwin Flippo - Personnel management*
3. *Aswathappa - Human Resource Management*
4. *Subba Rao - Human Resources management*
5. *Michael Porter - HRM and human Relations*
6. *Biswanath Ghosh - Human Resource Development and Management.*
7. *Reddy & Appanniah - Personnel Management.*
8. *Sahni - Personnel Management.*

Semester 5th

Course Title: Financial Management in Health Care

Course Code: BVH504

| L | T | P | Cr. |
|---|---|---|-----|
| 3 | 1 | 0 | 4 |

Total Hours: 60

Unit 1

15 Hours

Introduction: meaning and definition of finance, finance function, aims of finance, functions, organization structure of finance. Financial management- goals of financial management, financial decisions & role of a financial manager. Financial planning- steps in financial planning, Principles of a sound financial planning, Financing decisions: Introduction to capitalization and capital structure, sources, and instruments of funds (long term, medium term, and short-term sources). Capital market - primary and secondary, money market.

UNIT 2

15 Hours

Time value of money- Introduction, meaning, definition, need, future value (single-uneven flow and annuity, present value (single-uneven flow and annuity), doubling period, Cost of capital - Meaning, computation of cost of capital - cost of equity, preference, debentures and retained earnings. Weighted average cost of capital & marginal cost of capital.

UNIT 3

15 Hours

Capital structure: Meaning, optimum capital structure, factors influencing capital structure, EBIT EPS analysis & problems. Leverages- operating leverage, financial leverage, combined leverage & problems, Investment decision: Introduction, meaning and definition of capital budgeting, features, significance, process, techniques of capital budgeting, payback period, accounting rate of return, net present value, internal rate of return & problems.

UNIT 4

15 Hours

Working capital management: Introduction, concept of working capital, significance of adequate working capital, evils of excess or inadequate working capital, determinants of working capital, cash management, receivables management, inventory management & simple problems on working capital requirements. Dividend decision: Introduction, meaning and definition, determinants of dividend policy, types of dividend policy & forms of dividends.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

References:

1. *Khan and jain: financial management*
2. *Prasanna chandra- financial management*
3. *I.m.pandey: financial management*
4. *Sharma and shashi.k.gupta: financial management*

Semester 4th

Course Title: English And Communication Skill

Course Code: BVH505

| L | T | P | Cr. |
|---|---|---|-----|
| 2 | 1 | 0 | 3 |

Total Hours: 45

UNIT 1

10 hours

Study Techniques: Organization of Effective Note taking and logical processes of analysis and synthesis, Use of Dictionary: Enlargement of vocabulary, effective diction

UNIT 2

10 Hours

Applied Grammar: Correct Usage, Structure of sentences: Structure of paragraphs, enlargement of vocabulary, Verbs, Tenses, Active and Passive Voice

UNIT 3

15 Hours

Written Composition: precise writing and Summarizing, Report Writing of Bibliography: Enlargement of Vocabulary, Reading and Comprehension Review of selected material and expressing oneself in words: Vocabulary, Synonyms & Antonyms, forms of Writing: The Essay, The Precis, The Report, The Proposal, The C.V., and Job Application letter - The Presentation.

UNIT 4

10 Hours

Meaning of Communication: Role of Communication in Business; Basic elements of the Communication process, level of Communication, forms, models and media of Communications, Verbal and non-verbal Communication-functions and types, Barriers to effective Communication.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching

Reference:

1. English Grammar, Collins, Birmingham University, International Language Data Base, Rupa & Co 1993. Wren & Martin – Grammar and Composition, 1989, Chand and Co, Delhi
2. Letters for all Occasions – A S Meyers, Harper Perennial

3. Spoken English - V Shashikumar and P V Dhanija, Tata Mcgraw Hill, New Delhi
4. Rajendra Paland J.S. Korlahalli-Essentials of Business Communication (Sultan Chand & Sons.)
5. C.S. Rayed-Communication (Mumbai: Himalaya Publishing House).
6. C.B. Gupta-Business Communication & Customer Relations (Sultan Chand & Sons.)
7. Parag Diwan-Communication Management (Deep & Deep Publication Pvt. Ltd.)

Semester 5th

Course Title: Account Management

Course Code: BVH506

| L | T | P | Cr. |
|---|---|---|-----|
| 3 | 1 | 0 | 4 |

Total Hours: 60

Unit 1 **15**
Hours

Introduction to management accounting- Meaning, objectives, nature and scope of management accounting, role of management accountant, relationship between financial accounting, cost accounting and management accounting.

Unit 2 **15**
Hours

Financial statement analysis- Meaning, types, types of financial analysis, methods of financial statement analysis, comparative statements, common size statements, trend analysis, Ratio analysis - Meaning, importance, utility of ratios, classification, calculation & limitations of ratios.

Unit 3 **15**
Hours

Fund flow and cash flow analysis- Meaning, concept of funds flow statement, uses and significance of funds flow statement, procedure for preparing funds flow statement, schedule of changes in working capital, funds from operations, statement of sources and application of funds. Cash flow analysis- meaning and concept, comparison between cash flow and funds flow statements, uses and significance of cash flow statement, cash flow from operating, investment, and financing activities.

Unit 4 **15 Hours**

Marginal costing - Marginal costing, meaning, features and assumptions, CVP analysis, calculation of breakeven point, Budgetary control - meaning and

definition of budget and budgetary control, objectives of budgetary control, classification of budget, preparation of flexible budget & cash budget.

Transactional modes

Video based teaching, Collaborative teaching, Case based Teaching.

Reference:

1. *M.n.arora: management accounting*
2. *Sharma and gupta: management accounting*
3. *S.n.maheshwari management accounting*
4. *Jawaharlal: essentials of managerial accounting*
5. *B.s.raman: management accounting*

Semester 6th

Course Title: Internship/Field Training

Course Code: BVH601

| L | T | P | Cr. |
|----------|----------|----------|------------|
| 0 | 0 | 0 | 20 |

Total Hours: 300

On completion of this course, the students will be able to -

- Analyze the financial statements of a healthcare organization.
- Assess the revenue cycle management practices of a healthcare facility.
- Analyze how changes in healthcare policy affect financial operations.
- Develop a comprehensive disaster preparedness plan for a hospital.
- Develop a detailed budget that includes operational costs, salaries, and equipment.
- Justify budget allocations and propose strategies for cost control.
- Design a training program for healthcare staff focused on quality management principles.
- Analyze the current patient experience and identify areas for improvement.
- Implement regular interdisciplinary meetings or shared digital platforms.
- Develop a comprehensive digital marketing strategy for a local hospital or clinic.
- Design a marketing campaign aimed at improving patient engagement and retention.
- Conduct a market analysis for a specific healthcare service (e.g., telehealth, outpatient surgery).
- Develop a branding strategy for a healthcare provider.
- Improve the usability of the EHR system.
- Assess the effectiveness of existing telemedicine services.