

**Institute of Management Studies  
Devi Ahilya Vishwavidyalaya**

**MBA (Hospital Administration) 2 Years  
Semester II  
Course Scheme**

<b>S.N.</b>	<b>Code</b>	<b>Subject</b>		<b>Credits</b>
1.	<b>MS5G-502</b>	Hospital Planning	Compulsory	3
2.	<b>MS5G-504</b>	Human Resource Management	Compulsory	3
3.	<b>MS5G-506</b>	Marketing Management	Compulsory	3
4.	<b>MS5G-508</b>	Organization & Administration of Hospital Services	Compulsory	3
5.	<b>MS5G-510</b>	Operation Research	Compulsory	3
6.	<b>MS5G-512</b>	Financial Management	Compulsory	3
7.	<b>MS5G-514</b>	Managerial Economics	Compulsory	3
8.	<b>MS5G-516</b>	Research Methodology	Compulsory	3
9.	<b>MS5G-552</b>	Comprehensive Viva	Compulsory	3 Virtual Credit
<b>Total Credits: 24 + 3 Virtual Credits</b>				

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Hospital Administration) 2 Years</b>			
<b>Semester II</b>			
<b>Batch 2023-25</b>			
<b>Subject Name</b>	<b>HOSPITAL PLANNING</b>	<b>Subject Code</b>	<b>MS5G-502</b>
<b>Subject Nature: Core</b>			
<b>Objective :</b> The aim of the course is to enable students to have a better understanding of various planning systems in the hospitals.			
<b>Examinations</b> The faculty member will award marks out of a maximum of 40 marks for the internal performance of the Student. The semester examination will be worth 60 marks. The students are required to attempt 5 questions out of 7 questions. All questions carry equal Marks.			
<b>Learning Outcome:</b> At the end of the course students should be able to define hospital planning and its roots in hospital-centric approach			
<b>Note:</b> One Case / case let to be discussed in each Unit			
<b>Course Contents</b>			
<b>Unit 1</b>	Planning as a management function. Steps of planning. Hospital Planning: Meaning & scope		
<b>Unit 2</b>	Concept of building a Hospital, Availability of Finance & land Feasibility Studies catchments area and demand analysis		
<b>Unit 3</b>	Guiding principles in planning Hospital facilities & services Planning of type, size and facilities for Hospital Operational plan and functional plan Facility Master Plan Design (Internal & External Aspects)		
<b>Unit 4</b>	Planning of Equipment Organizational plan Administrative Services including Executive suit, Professional service unit, financial management unit, HIS, Nursing service administration unit, HRM unit, P R Deptt., Marketing		
<b>Unit 5</b>	Basics for requirements for Clinical Service Departments. and Ancillary departments OPD, Emergency, Lab., Radiology, Nuclear Medicine, Surgical, Labour room & delivery room, Physical Medicine & rehabilitation, Occupational & recreational therapy		
<b>Unit 6</b>	Speech & hearing, Pulmonary unit, CATH lab, Nursing Unit (pediatric, Obstetrics & Gynaec, Psychiatric, Isolation, ICU, ICCU and Nursery), Admission		
<b>Unit 7</b>	Department, MRD, CSSD, Materials Management, Food Service, Landry, Repair Maintenance & Engineering, Air conditioning, Medical Gases, Communication, BMW Management.		
Recommended Text :			
<b>Text Books on Hospital Planning and Management by :</b> Mc Caullay, Kunders, Tabish, Shaktikant Gupta, BMSakharker			

**INSTITUTE OF MANAGEMENT STUDIES****M.B.A. (Hospital Administration) 2 Years****Semester II****Batch 2023-25**

<b>Subject Name</b>	<b>HUMAN RESOURCE MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5G-504</b>
		<b>Total Credits</b>	<b>03</b>

**Subject Nature:** Compulsory**Course Objective:**

1. To make students aware about different functions of human resource management.
2. To develop understanding in students about different terms closely associated with HRM.
3. To provide and incorporate knowledge about possible changes that may affect the overall organization.

**Learning Outcome:**

At the end of the course students should be able to;

1. assimilate high employee morale and sound human relations by sustaining and improving the various conditions and facilities.
  2. execute relevant strategies without disturbing inter-relationships and avoid disputes/conflicts within an organization by smooth transition of changes
  3. ponder Employing people, training them, compensating them, developing policies relating to them, and developing strategies to retain them
1. Define HRM and understand its importance in managing diverse workforce.
  2. Help students to make themselves skilled in HR function for the present day organisaiton.

**Examination scheme:**

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.

**Course Contents**

UNIT – I The field of HRM	1.1 Concept and Functions 1.2 Evolution of Human Resource Management 1.3 Models for excellence 1.4 HRM Models
Unit - 2 HR Policies	2.1 Formulation and Essentials of Sound HR Policies 2.2 Factors Influencing Personnel Policy of the Organisation
Unit – 3 Acquisition of Human Resources	3.1 Job Analysis 3.2 Job Description and Job Specification 3.3 Job Evaluation 3.4 An overview of Recruitment & Selection
Unit- 4 Development of Human Resources	4.1 Orientation and Induction 4.2 Determining Training Needs 4.3 Overview of Training and Development
Unit -5 Maintenance Of Human Resources	5.1 Placement Promotion and Transfer 5.2 Performance Appraisal 5.3 Career and Succession Planning

Unit-6 Separation processes	6.1 Retirement 6.2 Layoff 6.3 Discharge 6.4 VRS
Unit 7 Research and the Future	7.1 Current trends, 7.2 Hybrid organization, hybrid workspaces 7.3 Future Challenges for HRM

**Text Readings: Latest Editions**

1. David S. Decenzo and Stephen P. Robbins, “Personnel/Human Resource Management”, New Delhi, Prentice Hall.
2. Michael Armstrong, “A Handbook of Human Resource Practice”, London, KoganPage.
3. K. Aswathappa (Author) "Human Resource Management: Text & Cases "| 8th Edition McGraw Hill.
4. V.S.P Rao."Human Resource Management" Taxmann

**Suggested Readings**

1. William B. Werther Jr. and Keith Davis, “Human Resources and Personnel Management”, Singapore, McGrawHill.
2. PSubbaRao, “Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games”, Mumbai, Himalaya.
3. Biswajeet Patanayak, “Human Resource Management” New Delhi, Prentice Hall India.
4. Holloway J. Ed., “Performance Measurement and Evaluations”, New Delhi, Sage Publications. Guy V. & Mattock J., “The New international Manager”, London, Kogan Press.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Hospital Administration) 2 Years</b>			
<b>Semester II</b>			
<b>Batch 2023-25</b>			
<b>Subject Name</b>	<b>MARKETING MANAGEMENT</b>	<b>Subject Code</b>	<b>MS5G-506</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: Compulsory</b>			
<b>Course Objectives:</b>			
<ul style="list-style-type: none"> <li>● To provide an understanding of the concept, functions, and techniques of Marketing.</li> <li>● To familiarize with the applications of marketing in real life business scenario.</li> </ul>			
<b>Learning Outcomes:</b>			
At the end of the course students should be able:			
<ol style="list-style-type: none"> <li>1. To get an understanding of marketing concepts and techniques</li> <li>2. To analyse the marketing environment</li> <li>3. To apply marketing theories</li> <li>4. To develop marketing plan using marketing mix elements.</li> </ol>			
<b>Examination Scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>Unit- 1 Marketing Concepts</b>	1.1 Marketing Concept and Definitions 1.2 Customer Value, Satisfaction and Delight 1.3 Conceptualizing Tasks and Philosophies of Marketing 1.4 Scanning the Marketing Environment.		<b>07</b>
<b>Unit-2 Market Segmentation, Targeting, Positioning,</b>	2.1 Market segmentation – Concept and Application 2.2 Bases and Process of Market Segmentation 2.3 Targeting - Evaluating and selecting the market segments 2.4 Developing a Positioning strategy		<b>06</b>
<b>Unit-3 Marketing Research Marketing Mix</b>	3.1 Marketing Information System 3.2 Marketing Research Process 3.3 Marketing Mix – concept and elements		<b>04</b>

<b>Unit– 4 Product Decisions</b>	4.1 Product classification, 4.2 Product-Mix, 4.3 Product life cycle strategies, 4.4 Packaging and Labelling 4.5 Brand	<b>06</b>
<b>Unit– 5 Pricing Decisions</b>	5.1 Factors affecting pricing, 5.2 Pricing methods and strategies.	<b>06</b>
<b>Unit–6 Promotion Decisions</b>	6.1 A view of Communication Process, 6.2 Marketing Communications Mix elements	<b>06</b>
<b>Unit–7 Distribution Decisions</b>	7.1 Importance and Functions of Distribution Channel, 7.2 Distribution Channel Decisions, 7.3 Distribution Channel Members.	<b>06</b>
<b>Unit– 8 Emerging Trends in Marketing</b>	A brief introduction to emerging trends and practices in marketing such as Digital Marketing, Green Marketing etc.	<b>04</b>
	<b>Total Classes</b>	<b>45</b>
<b>Text Reading: Latest Editions</b>		
<ol style="list-style-type: none"> <li>1. Principles of Marketing Management, Philip Kotler, Gary Armstrong, Sridhar Balasubramanian, Prafulla Agnihotri, Pearson Education.</li> <li>2. Marketing Management - Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth, G.Shainesh, Pearson Education</li> <li>3. Marketing Management – Rajan Saxena, McGraw Hill</li> <li>4. Marketing Management: Indian Context Global Perspective – V. S. Ramaswamy and S. Namakumari, Sage</li> </ol>		

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Hospital Administration) 2 Years</b>			
<b>SEMESTER II</b>			
<b>Batch 2023-25</b>			
<b>Subject Name</b>	<b>Organization and Administration of Hospital Services</b>	<b>Subject Code</b>	<b>MS5G-508</b>
<b>Subject Nature: Core</b>			
<b>Objective</b>			
To acquaint the HA student with the day today working and the working environment of hospitals. To expose the students to the different functions performed by managers in Hospital Sector, the roles they have to perform for those functions , and the knowledge and skills required therein. To provide the necessary foundation for all other courses based on management practices across the world			
<b>Examinations</b>			
The faculty member will award marks out of a maximum of 40 marks for the internal performance of the Student. The semester examination will be worth 60 marks. The Students are required to attempt 5 Question out of 7 Questions. All Questions carry equalMarks.			
<b>Learning Outcomes:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. The student should be familiarized with the hospital’s clinical and supportive services which are one of the key issues in hospital administration. Hospitals;</li> <li>2. Define Hospital Administration and Management and explain how management differs according to level and whether a manager is a line manager or an enabling role.</li> <li>3. Describe and attain various level of skills in the Hospital Management Processes</li> </ol>			
<b>Note: One Case / caselet to be discussed in each Unit</b>			
<b>Course Contents</b>			
<b>Clinical and Para Clinical Services</b>	Meaning, scope and significance of Clinical and Para Clinical Services in Hospitals Intra departmental Organization, Hierarchy and Administrative Profiles Role of Hospital Administrator in managing of following services. Application of theconcept of Service Quality and Legal affairs in various departments to be discussed concomitantly		
<b>Unit 1</b>	<ul style="list-style-type: none"> <li>• Front office</li> <li>• Outpatient Department,</li> <li>• In patient Department &amp; Ward Management, Nursing Services,Intensive Care Units,</li> </ul>		
<b>Unit 2</b>	<ul style="list-style-type: none"> <li>• Basics for requirements for Clinical Service Departments. and Ancillary departments</li> <li>• OPD,</li> <li>• Emergency,</li> <li>• Surgical departments</li> <li>• Labour room &amp; obstetrics &amp; Gyaec department,</li> <li>• Speech &amp; hearing,</li> <li>• Nursing Unit</li> <li>• Pediatrics,</li> <li>• Psychiatry and Counselling</li> </ul>		
<b>Unit 3</b>	<ul style="list-style-type: none"> <li>• Cardiology Unit</li> <li>• ICU, ICCU Isolation and Nursery planning.</li> <li>• CATH lab,</li> <li>• Pulmonary unit,</li> </ul>		

	<ul style="list-style-type: none"> <li>• Administrative Wing</li> <li>• Physical Medicine &amp; rehabilitation, Occupational &amp; recreational therapy</li> <li>• Central Sterile Supply Department</li> <li>• Laboratory services and Blood Bank,</li> <li>• Nuclear Medicine Radiology and Imaging Services,</li> </ul>
<b>Unit 4</b>	<ul style="list-style-type: none"> <li>• Rehabilitation services,</li> <li>• Billing and Third-party payment including Corporate/TPA/ESI/CGHS/Railways/Ayushman Bharat etc</li> <li>• Casualty, Accident and Emergency Services</li> <li>• Telemedicine</li> <li>• Medical Tourism</li> </ul>
<b>Non-Clinical Support Services</b>	<p>Meaning, scope and significance of Support Services in Hospitals  Intra departmental Organization, Hierarchy and Administrative Profiles  Role of Hospital Administrator in managing of following services. Application of the concept of Service Quality and Legal affairs in various departments to be discussed concomitantly</p>
<b>Unit 5</b>	<ul style="list-style-type: none"> <li>• Hospital Pharmacy Services</li> <li>• Dietetic services</li> <li>• Medical Record Department.</li> </ul>
<b>Unit 6</b>	<ul style="list-style-type: none"> <li>• Laundry Service</li> <li>• Housekeeping services</li> <li>• Biomedical Waste Management and Pollution Control</li> <li>• Communication and Public Announcement</li> <li>• Security, Fire and Safety</li> <li>• Mortuary</li> </ul>
<b>Unit 7</b>	<ul style="list-style-type: none"> <li>• Materials Management</li> <li>• Transportation Services.</li> <li>• Engineering services</li> <li>• HVAC</li> <li>• Campus Management</li> <li>• Concept of Conservation of Energy</li> </ul>
<p><b>Text Reading</b></p> <ul style="list-style-type: none"> <li>• B.M.Sakharkar , Principles of Hospital Administration and Planning ,</li> <li>• Kunders Hospital planning &amp; Hospital Management</li> <li>• Hospital operations (Clinical services) by S. Porkodi,</li> <li>• Hospital operations- (Support services)Sangeetha Natarajan, Parshva publications, Sonapat (Haryana)</li> </ul>	



<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Hospital Administration) 2 Years</b>			
<b>SEMESTER II</b>			
<b>Batch 2023-25</b>			
<b>Subject Name</b>	<b>OPERATIONS RESEARCH</b>	<b>Subject Code</b>	<b>MS5G-510</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: Compulsory</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• The objectives of this course are to help the students acquire quantitative tools.</li> <li>• The use of these tools for the analysis and solution of business problems. The emphasis will be on the concepts and application rather than derivations.</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Develop models as per the requirements of the practicing managers and to get solutions from them.</li> <li>2. Describe and attain of decision science skills for the management processes.</li> </ol>			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>UNIT –I</b> Quantitative Techniques and Operations Research	1.1 Meaning, Scope, methodology Operations Research in Management 1.2 Modeling in OR 1.3 Advantages and Limitations of Operation Research.		<b>06</b>
<b>Unit-2</b> Linear Programming	2.1 Meaning of Linear programming 2.2 General Mathematical Formulation of LPP 2.3 Graphical Analysis 2.4 Simplex Method and Big-M Method. 2.5 Advantage and limitations of LPP.		<b>12</b>
<b>Unit-3</b> Transportation Model and Assignment Problem	3.1 Mathematical Model of Transportation Problem 3.2 Transportation problem as a particular case of LPP 3.3 The Transportation Algorithm (Initial Basic Feasible Solution by various methods, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method. 3.3 Assignment Model as a particular case of transportation model, 3.4 Formulation of assignment problems, Solution of assignment problems using Hungarian Method (Minimization and Maximization).		<b>10</b>

<b>Unit- 4</b> Game Theory	4.1 Introduction to Games 4.2 Maximin and Minimax Principles 4.3 Pure and Mixed Strategies 4.4 Rule of dominance 4.5 Solutions of Games using –Algebraic, Arithmetic, Matrix and Graphical Methods	<b>05</b>
<b>Unit -5</b> Replacement Models	5.1 Introduction and Scope in Management 5.2 Single Equipment Replacement Model and Group Replacement 5.3 Replacement of items which deteriorate with time and items which fails suddenly.	<b>04</b>
<b>Unit-6</b> Queuing Theory	6.1 The structure of the queuing system, 6.2 Performance Measures of a Queuing Systems, 6.3 Single Server Queuing Models.	<b>06</b>
<b>Unit- 7</b> <b>Simulation</b>	7.1 Concept of Simulation and its applications. 7.2 Monte Carlo Simulation	<b>02</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>

**Text Reading: Latest Editions**

- 1 J k Sharma, “Operations Research: Theory and Practices”, Trinity Press
- 2 Haruly M. Wagner, “**Principles of Operations Research with application to managerial decisions**”, New Delhi: Prentice Hall of India Pvt. Ltd.
- 3 Hamdy A. Taha, “**Operations Research: An Introduction**”, New Delhi: Prentice Hall of India Pvt. Ltd.
- 4 N. D. Vohra. “**Quantitative Techniques**”, New Delhi: Tata McGraw Hill Publications.
- 5 V. K. Kapoor, “**Problems and Solutions in Operations Research**”, New Delhi: Sultan Chand and Sons.
- 6 P. K. Gupta and D. S. Hira, “**Operations Research**”, New Delhi: Sultan Chand Publications.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Hospital Administration) 2 Years</b>			
<b>SEMESTER II</b>			
<b>Batch 2023-25</b>			
<b>Subject Name</b>	<b>FINANCIAL MANAGEMENT</b>	<b>SUBJECT CODE</b>	<b>MS5G-512</b>
		<b>TOTAL CREDITS</b>	<b>03</b>
<b>Subject Nature: Compulsory</b>			
<b>Course Objective:</b> The objectives of this course are to help the students learn the concepts, tools and skills of financial analysis and financial management, and application in the efficient conduct of business.			
<b>Learning Outcome:</b> At the end of the course students should be able to:  1. Understand Concepts of Financial Management and their Application in Financial Analysis and Interpretation. 2. Use Financial Management Tools for Managerial Decision Making.			
<b>Examination Scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			
<b>Unit – 1 Introduction</b>	<b>1.1.</b> Meaning and Objectives of Financial Management. <b>1.2.</b> Scope and Functions of Financial Management. <b>1.3.</b> Wealth Maximization v/s Profit Maximization. <b>1.4.</b> Short Term and Long Term Sources of Finance in India.		
<b>Unit–2 Ratio Analysis</b>	<b>2.1.</b> Liquidity Ratios. <b>2.2.</b> Profitability Ratios. <b>2.3.</b> Leverage Ratios. <b>2.4.</b> Activity Ratios. <b>2.5.</b> Calculation and Interpretation of Ratios.		
<b>Unit-3 Investment and Financing Decisions</b>	<b>3.1.</b> Concept of Time Value of Money. <b>3.2.</b> DCF and Non DCF Methods for Evaluating Projects, <b>3.3.</b> Relationship between Investment and Financing Decisions, <b>3.4.</b> Cost of Debt & Bonds, Cost of Preference Share, Cost of Equity, Weighted Average Cost of Capital.		
<b>Unit –4 Leverage Analysis</b>	<b>4.1.</b> Determination of operating leverage, financial leverage and total leverage, <b>4.2.</b> Leverage and Financial Distress.		
<b>Unit–5 Statement of Changes in Financial Position</b>	<b>5.1.</b> Funds Flow Statement. <b>5.2.</b> Total Resource Method. <b>5.3.</b> Working Capital Method. <b>5.4.</b> Cash Method. <b>5.5.</b> Cash Flow Analysis.		

<b>Unit – 6</b> <b>Capital</b> <b>Structure and</b> <b>Firms Value</b>	<b>6.1.</b> Net Income Approach. <b>6.2.</b> Net Operating Income Approach. <b>6.3.</b> Traditional Approach. <b>6.4.</b> MM Approach.
<p><b>Text Reading: Latest Editions</b></p> <ol style="list-style-type: none"> <li>1. Pandey, I.M. financial Management, Vikas Publishing House, New Delhi.</li> <li>2. Khan M.Y. and Jain P.K. Financial Management, Tata McGraw Hill, New Delhi.</li> <li>3. Keown, Arthu J., Martin, John D., Petty, J. William and Scott, David F, Financial Management.Pearson Education.</li> <li>4. Chandra, Prasanna; Financial Management TMH, New Delhi.</li> <li>5. Van Horn, James C., Financial management and Policy, Prentice Hall of India.</li> <li>6. Brigaham&amp; Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.</li> <li>7. Kishore, R., Financial Management, Taxmans Publishing House, New Delhi. D.N. Elhance, Veena Elhance and B. M. Aggrawal, “<b>Fundamentals of Statistics</b>”, Allahabad: KitabMahal.</li> </ol>	

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Hospital Administration) 2 Years</b>			
<b>SEMESTER II</b>			
<b>Batch 2023-25</b>			
<b>Subject Name</b>	<b>MANAGERIAL ECONOMICS</b>	<b>Subject Code</b>	<b>MS5G-514</b>
<b>Subject Nature: Compulsory</b>			
<b>Course Objective:</b> Objective of this Course is to help the students analyze and understand economic environment.			
At the end of the course learners will be able to; <ol style="list-style-type: none"> <li>1. Analyze how buyers and sellers interact in a free and competitive market to determine prices and quantities of goods.</li> <li>2. Measure how changes in price and income affect the behavior of buyers and sellers.</li> <li>3. Use the concept of producer, consumer surplus, and total surplus to explain the outcomes of markets for individuals, firms, and society.</li> <li>4. Analyze how firms can use various pricing strategies to maximize profit.</li> <li>5. Evaluate macro-economic factors using various indicators.</li> <li>6. Utilizes strengths and weakness of fiscal and monetary policy to determine an appropriate stabilization policy for a given macroeconomic situation</li> </ol>			
<b>Examination scheme:</b> The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, of which best two will be considered. The end semester examination will be worth 60 marks consisting of two sections A and B respectively. Section A will be of 40 marks and have five theory questions out of which a student will be required to do any four questions. Section B will be of 20 marks and consist of numerical / case(s).			
<b>Note:</b> One Case/cassette be discussed in each Unit			
<b>Course Content</b>			
<b>UNIT1</b>  <b>Introduction to economics and Managerial Economics</b>	1.1 Nature scope, characteristics and significance of managerial economics. 1.2 Relationship of managerial economics with economics, operation research, 1.3 Decision making, statistics, accounting.		
<b>UNIT2</b> <b>Fundamental concepts:</b>	2.1 Incremental reasoning, Marginal analysis, Equi-marginal utility, time perspective 2.2 consumer surplus, opportunity cost, time value of money 2.3 Theories of Firm–Managerial theories–Baumol and Williamson, Behavioral theories–Simon, Cyretand March		

<p><b>UNIT3</b> <b>Supply &amp; Demand Analysis</b></p>	<p>3.1 Concept, Determinates &amp; Types of Demand. Utility and its types, law of 3.2 Diminishing Marginal utility. 3.3 Demand Function, Law of Demand. Elasticity of Demand Price, Income, Cross 3.4 Advertising &amp; price expectation. Demand Forecasting</p>
<p><b>UNIT4</b> <b>Production and cost analysis:</b></p>	<p>4.1 Meaning of production, production function, short run and long run- production analysis. 4.2 Isoquant curves and Iso-cost lines, Ridgelines, Equilibrium production, expansion path. 4.3 Cost–meaning and types of cost, cost function, short run and long run cost function. 4.4 Economies and diseconomies of scale. Law of supply.</p>
<p><b>UNIT5</b> <b>Pricing:</b></p>	<p>5.1 Price determination under perfect competition. 5.2 Monopoly and Price Discrimination, Monopolistic Competition, 5.3 Oligopoly– kinked demand curve, cartel formation, 5.4 Price leadership.</p>
<p><b>UNIT6</b> <b>Profit:</b></p>	<p>6.1 Meaning, types and theories of profit, 6.2 Profit planning–break even analysis.</p>
<p><b>UNIT7</b> <b>Micro-macro interrelations:</b></p>	<p>7.1 Circular flow of economic activity, National Income concepts, Concepts and Objectives of Private Business. 7.2 Meaning and Phases of Business Cycles: Economic stabilization &amp; Roleofgovt.in the econ.</p>

**Learning Resources:**

**Text Books:**

- P.L. Mehta– Managerial Economics, Sultan Chand, New Delhi.
- Mishra & Puri–Micro Economics, Himalaya Publishing House, New Delhi
- G.S. Gupta: Managerial Economics, Tata McGraw Hills, New Delhi
- Peterson & Lewis: Managerial Economics, Princeton Hall of India, New Delhi.

**Reference Books:**

- Koutsoyiannis–Modern Micro Economics, Macmillan Press, New Delhi
- Dr. Atmanand–ManagerialEconomics, Excel books, New Delhi
- Howard Davis–Managerial Economics, Macmillan Press, New Delhi
- D.N. Dwivedi–ManagerialEconomics, Vikas Publishing, New Delhi
- HalVarian– Intermediate micro economics, Tata McGraw Hills, New Delhi

**Web References:** <http://ocw.mit.edu/courses/economics/> **Supplementary**

**Material:**

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Hospital Administration) 2 Years</b>			
<b>SEMESTER II</b>			
<b>Batch 2023-25</b>			
<b>Subject Name</b>	<b>RESEARCH METHODOLOGY</b>	<b>Subject Code</b>	<b>MS5G-516</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: Compulsory</b>			
<b>Course Objective:</b>			
<ul style="list-style-type: none"> <li>• The objectives of the course are to equip the students with the concept and methods of Business Research.</li> <li>• The students will be able to plan, design and carry out business research using scientific methods and prepare research report(s) / paper(s).</li> </ul>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. Help to get solutions to the problems in the corporate world through research.</li> <li>2. Develop research papers to understand the intricacies of research.</li> <li>3. Describe and attain some elementary level of data analysis applicable in research.</li> </ol>			
<b>Examination scheme:</b>			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which best two will be considered. The end semester examination will be worth 60 marks having theory and cases/practical problems.			
<b>Course Contents</b>			<b>Class Room Contact Sessions</b>
<b>UNIT –I</b> Introduction to Research Methods	1.1 Role and objectives of business research 1.2 Types of research 1.3 Research process: Overview 1.4 Ethics and Business Research		<b>08</b>
<b>Unit-2</b> Theoretical Framework and Hypothesis Development	2.1 Research problem 2.2 Review of Literature, 2.3 Need for Theoretical Framework 2.4 Hypothesis Development.		<b>08</b>
<b>Unit 3</b> <b>Research Design</b>	3.1 Elements of Research Design and Need for research design 3.2 Features of a good research design 3.3 Different research designs and types of research design (exploratory, descriptive, experimental and diagnostic research		
<b>Unit-4</b> Sampling Theory and Design of Sample Survey	3.1 Census Vs Sample Enumerations 3.2 Objectives and Principles of Sampling 3.3 Types of Sampling, Sampling and Non-Sampling Errors.		<b>06</b>

<b>Unit- 4</b> Measurement and Scaling Concepts	4.1 Measurement in research, 4.2 Measurement scales, 4.3 Sources of errors in measurement, 4.4 Techniques of developing measurement tools, 4.5 Classification and testing (reliability, verification and validity) scales 4.6 Designing questionnaires.	<b>06</b>
<b>Unit -5</b> Data Collection and Analysis	5.1 Collection, Organization and Presentation 5.2 Analysis: Univariate and bivariate Analysis (Hypothesis testing) 5.3 Multivariate Analysis (Concepts only)	<b>12</b>
<b>Unit-6</b> Report Writing	6.1 Meaning of interpretation 6.2 Techniques of Interpretation 6.3 Precautions in interpretation 6.4 Significance of report writing 6.5 Steps in report writing 6.6 Layout of report 6.7 Precautions in writing research reports.	<b>05</b>
	<b>TOTAL CLASSROOM CONTACT SESSIONS</b>	<b>45</b>

**Text Reading: Latest Editions**

1. Bougie and Sekaran, "Research Methods for Business", Wiley
2. William G. Zikmund, "**Business Research Methods**", Orlando: Dryden Press.
3. C. William Emory and Cooper R. Donald, "**Business Research Methods**", Boston, Irwin.
4. Fred N Kerlinger, "**Foundations of Behavioural Research**", New Delhi: Surjeet Publications.
5. David Nachmias and Chava Nachmias, "**Research Methods in the Social Sciences**", New York: St. Marlia's Press.
6. C. R. Kothari, "**Research Methodology: Methods and techniques**", New Delhi: Vishwa Prakashan.