

**Institute of Management Studies**  
**Devi Ahilya Vishwavidyalaya**  
**MBA (Hospital Administration 2years)**  
**Semester II**  
**Course Scheme**

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>	IT for Business Application	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>	International Business	Electives (Select Any One)	3
9	<b>MS5G-518</b>	Taxation and Insurance in Hospitals		
10	<b>MS5G-552</b>	Comprehensive Viva		3 Virtual Credit
<b>Total Credits: 24 + 3 Virtual Credits</b>				

**INSTITUTE OF MANAGEMENT STUDIES**

M.B.A. (Hospital Administration) 2 Yrs. Semester II

<b>Subject Name</b>	<b>HOSPITAL PLANNING</b>	<b>Subject Code</b>	<b>MS5G-502</b>
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**Subject Nature: Core**

**Objective:** The aim of the course is to enable students to have a better understanding of various planning systems in the hospitals.

**Examinations**

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.

**Learning Outcome:**

At the end of the course students should be able to define hospital planning and its roots in hospital-centric approach

**Note:** One Case / caselet to be discussed in each Unit

**Course Contents**

<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 & Gynaecology, 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 :

**Text Books on Hospital Planning and Management by :**

Mc Caullay, Kunders, Tabish, Shaktikant Gupta, BMSakharker

INSTITUTE OF MANAGEMENT STUDIES			
M.B.A. (Hospital Administration 2years)			
SEMESTER II			
Subject Name	HUMAN RESOURCE MANAGEMENT	Subject Code	MS5G-504
		Total Credits	03
<b>Subject Nature: Core</b>			
<b>Course Objective:</b>			
<ol style="list-style-type: none"> <li>1. To make students aware about different functions of human resource management.</li> <li>2. To develop understanding in students about different terms closely associated with HRM.</li> <li>3. To provide and incorporate knowledge about possible changes that may affect the overall organization.</li> </ol>			
<b>Learning Outcome:</b>			
At the end of the course students should be able to;			
<ol style="list-style-type: none"> <li>1. assimilate high employee morale and sound human relations by sustaining and improving the various conditions and facilities.</li> <li>2. execute relevant strategies without disturbing inter-relationships and avoid disputes/conflicts within an organization by smooth transition of changes</li> <li>3. ponder Employing people, training them, compensating them, developing policies relating to them, and developing strategies to retain them</li> </ol>			
<ol style="list-style-type: none"> <li>1. Define HRM and understand its importance in managing diverse workforce.</li> <li>2. Help students to make themselves skilled in HR function for the present day organization.</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>NOTE : One case or caselet to be discussed in each unit</b>			
<b>Course Contents</b>			
UNIT –I The field of HRM	<ol style="list-style-type: none"> <li>1.1 Concept and Functions</li> <li>1.2 Evolution of Human Resource Management</li> <li>1.3 Models for excellence</li> <li>1.4 HRM Models</li> </ol>		
Unit-2 HR Policies	<ol style="list-style-type: none"> <li>2.1 Formulation and Essentials of Sound HR Policies</li> <li>2.2 Factors Influencing Personnel Policy of the Organisation</li> </ol>		
Unit-3 Acquisition of Human Resources	<ol style="list-style-type: none"> <li>3.1 Job Analysis</li> <li>3.2 Job Description and Job Specification</li> <li>3.3 Job Evaluation</li> <li>3.4 An overview of Recruitment &amp; Selection</li> </ol>		
Unit- 4 Development of Human Resources	<ol style="list-style-type: none"> <li>4.1 Orientation and Induction</li> <li>4.2 Determining Training Needs</li> <li>4.3 Overview of Training and Development</li> </ol>		
Unit -5 Maintenance Of Human Resources	<ol style="list-style-type: none"> <li>5.1 Placement Promotion and Transfer</li> <li>5.2 Performance Appraisal</li> <li>5.3 Career and Succession Planning</li> </ol>		

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, Kogan Page.
3. K. Aswathappa (Author) "Human Resource Management: Text & Cases" | 8th Edition McGraw Hill.

V.S.P Rao. "Human Resource Management" Taxmann

**Suggested Readings**

1. William B. Werther Jr. and Keith Davis, "Human Resources and Personnel Management", Singapore, McGraw Hill.
2. P. Subba Rao, "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.
5. 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 2021-23</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: CORE</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 Marketing.</li> <li>• The students will be able to plan, design and carry out marketing using the techniques discussed.</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 a basic understanding of marketing concepts.</li> <li>2. Develop skills for marketing.</li> <li>3. Attain some elementary level of knowledge of sales and marketing.</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>Note: One Case / Case let to be discussed in each Unit</b>			
<b>Course Contents</b>			
<b>Unit-1 Marketing Concepts</b>	1.1 Customer Value and Satisfaction 1.2 Customers Delight 1.3 Conceptualizing Tasks and Philosophies of Marketing Management 1.4 Value chain 1.5 Scanning the Marketing Environment.		
<b>Unit-2 Market Segmentation, Targeting, Positioning</b>	2.1 Market segmentations 2.2 Levels of market segmentations, patterns, procedures, requirement for effective segmentation 2.3 Evaluating the market segments, selecting the market segments, 2.4 Tools for competitive differentiation 2.5 Developing a positioning strategy 2.6 Marketing Information System 2.7 Marketing Research Process.		
<b>Unit-3 Product Decision</b>	3.1 Objectives, Product classification, 3.2 Product-Mix, 3.3 Product life cycle strategies, 3.4 Introduction and factors contributing to the growth of packaging, 3.5 Introduction of labeling.		

<b>Unit– 4Pricing Decision</b>	4.1 Factors affecting price, 4.2 Pricing methods and strategies.
<b>Unit– 5Distribution Decisions</b>	5.1. Importance and Functions of Distribution Channel, 5.2 Considerations in Distribution Channel Decisions, 5.3. Distribution Channel Members.
<b>Unit– 6Promotion Decision s</b>	6.1 A view of Communication Process, 6.2 developing effective communication, 6.3 Promotion-Mix elements
<b>Unit– 7Emerging Trends inMarketi ng</b>	7.1 An introduction to Internet Marketing 7.2 Multilevel Marketing 7.3 Introduction of CRM & EVENT marketing.

**Text Reading: Latest Editions**

1. Philip Kotler “**Principles of Marketing Management**”, New Delhi: Prentice Hall of India.
2. Philip Kotler, “**Marketing Management, Planning Analysis and Control**”, New Delhi, Pearson Education.
3. William L. Pride and O.C. Ferrell, “**Marketing Concepts and Strategies**”, Boston: Houghton Mifflin Co.
4. Marketing Management, Rajan Saxena, Tata Mc Grahill.

<b>INSTITUTE OF MANAGEMENT STUDIES</b>			
<b>M.B.A. (Hospital Administration 2years)</b>			
<b>SEMESTER II</b>			
<b>Batch2021-23</b>			
<b>Subject Name</b>	<b>IT APPLICATION FOR MANAGERS</b>	<b>Subject Code</b>	<b>MS5G-508</b>
		<b>Total Credits</b>	<b>03</b>
<b>Subject Nature: ABILITYENHANCEMENT</b>			
<b>Course Objective:</b> The objective of this course is to help the student acquire the basics of InformationTechnology and e-Business Fundamentals. The subject course is to help students to understand the management aspect of E-commerce Technological Environment.			
<b>Learning Outcome:</b> At the end of the course learners will be able to; <ol style="list-style-type: none"> <li>1. Apply Information Technology in business</li> <li>2. Acquire practical knowledge about MS Word, MS Excel , MS Power point and application and use of Statistical test</li> <li>3. Use of Management Information System (MIS) at various levels of management</li> <li>4. Identify with the concepts of Blockchain and Cryptocurrency.</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>Note:</b> One Case / caselet to be discussed in each Unit			
<b>Course Contents</b>			
<b>UNIT-1</b>	Data , Information , Hardware , Software , Block diagram, Input & Output Devices, Memory Types, Software Types, Operating Systems, Computer Language, Generations, Number Systems		
<b>UNIT-2</b>	M S Office : M S Word, M S Excel, M S Power point,		
<b>UNIT-3</b>	Internet Basics and evolution, Intranet, Extranet, Media, Modem, Digital Analog Communication		
<b>UNIT- 4</b>	The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.		
<b>UNIT-5</b>	Planning, Implementation and Controlling of Management Information System. Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems		

	Software, Application Software, Telecommunication Modem.
<b>UNIT-6</b>	Managerial Decision Making, characteristics and components of Decision Support System.
<b>UNIT-7</b>	System Design: System design consideration, input/output design, forms design, file organization and database, data management, file design, program design, control and security.
<p><b>Book Reference:</b></p> <ul style="list-style-type: none"> <li>• 1 Robert G. Murdick, Information Systems for Modern Management, New Delhi</li> <li>• Godzdam B. Davis and Margrathe, Management Information Systems. Management Information System Obrien, Marakas, Behl 9<sup>th</sup> Edition Tata McGraw Hill</li> <li>○ Management Information Systems W S Jawadekar, 4<sup>th</sup> Edition Tata McGraw Hill</li> <li>○ IT system Management by Rich Schiesser</li> <li>○ Enterprise Computing by Alan R. Simpson</li> </ul> <p>Computer Applications In Management (With Cd ), Dr. Niranjana Shrivastava, Wiley India Pvt. Limited,</p>	



<b>INSTITUTE OF MANAGEMENT STUDIES</b>
<b>M.B.A. (Hospital Administration 2years)</b>
<b>SEMESTER II</b>
<b>Batch2021-23</b>

<b>SUBJECT NAME</b>	<b>OPERATION RESEARCH</b>	<b>SUBJECT CODE</b>	<b>MS5G-510</b>
		<b>TOTAL CREDITS</b>	<b>03</b>

**SUBJECT NATURE: GENERIC**

**COURSE OBJECTIVE:**

- The objectives of this course are to help the students acquire quantitative tools.
- 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.

**LEARNING OUTCOME:**

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

1. Develop models as per the requirements of the practicing managers and to get solutions from them.
2. Describe and attain of decision science skills for the management processes.

**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**

<b>Unit-1 Quantitative Techniques and Operations Research</b>	1.1. Meaning, Scope of Quantitative Techniques and Operations Research in Management 1.2 Modeling in OR 1.3 Advantages and Limitations of Quantitative Techniques/Operation Research.
<b>Unit-2 Linear Programming</b>	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>Unit-3 Transportation Model and Assignment Problem</b>	4.1. Transportation Problem as a particular case of LPP Mathematical Formulation 4.2 Initial Basic Feasible Solution, Vogel's Approximation Method, Optimization (Minimization and Maximization) using Modified Distribution Method and Stepping Stone Method. 4.3. Assignment Model as a particular case of transportation model, 4.4. Formulation of assignment problems, Solution of assignment problems using Hungarian Method (Minimization and Maximization)
<b>Unit-4 Game Theory</b>	5.1 Introduction to Games 5.2 Maximin and Minimax Principles 5.3 Pure and Mixed Strategies 5.4 Rule of dominance 5.5 Solutions of Games using –Algebraic and Graphical Methods 5.6 Game theory and linear programming

<b>Unit -5 Replacement Models</b>	6.1 Introduction and Scope in Management 6.2 Single Equipment Replacement Model and Group Replacement 6.3 Replacement of items which deteriorate with time and items which fails suddenly.
<b>Unit-6 Waiting Line Models</b>	7.1 Introduction and Scope in Management Decisions, 7.2 Queuing Models M/M/1 (Infinite and Finite Population), 7.3 Concepts and applications of M/M/C.
<b>Unit-7 Inventory Control Models</b>	8.1 Deterministic Inventory Control Models 8.2 ABC and other classifications
<p><b>Text Reading: Latest Editions</b></p> <ol style="list-style-type: none"> <li>1 Haruly M. Wagner, “<b>Principles of Operations Research with application to managerial decisions</b>”, New Delhi: Prentice Hall of India Pvt. Ltd.</li> <li>2 Hamdy A. Taha, “<b>Operations Research: An Introduction</b>”, New Delhi: Prentice Hall of India Pvt. Ltd.</li> <li>3 N. D. Vohra. “<b>Quantitative Techniques</b>”, New Delhi: Tata McGraw Hill Publications.</li> <li>4 V. K. Kapoor, “<b>Problems and Solutions in Operations Research</b>”, New Delhi: Sultan Chand and Sons.</li> <li>5 P. K. Gupta and D. S. Hira, “<b>Operations Research</b>”, New Delhi: Sultan Chand Publications.</li> </ol>	

<b>Batch 2021-23</b>			
Subject Name	FINANCIAL MANAGEMENT	SUBJECT CODE	MS5G-512
		TOTAL CREDITS	03
<b>Subject Nature: Core</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>	1.1. Meaning and Objectives of Financial Management. 1.2. Scope and Functions of Financial Management. 1.3. Wealth Maximization v/s Profit Maximization. 1.4. Short Term and Long Term Sources of Finance in India.		
<b>Unit–2 Ratio Analysis</b>	2.1. Liquidity Ratios. 2.2. Profitability Ratios. 2.3. Leverage Ratios. 2.4. Activity Ratios. 2.5. Calculation and Interpretation of Ratios.		
<b>Unit-3 Investment and Financing Decisions</b>	3.1. Concept of Time Value of Money. 3.2. DCF and Non DCF Methods for Evaluating Projects, 3.3. Relationship between Investment and Financing Decisions, 3.4. Cost of Debt & Bonds, Cost of Preference Share, Cost of Equity, Weighted Average Cost of Capital.		
<b>Unit –4 Leverage Analysis</b>	4.1. Determination of operating leverage, financial leverage and total leverage, 4.2. Leverage and Financial Distress.		
<b>Unit–5 Statement of Changes in Financial Position</b>	5.1. Funds Flow Statement. 5.2. Total Resource Method. 5.3. Working Capital Method. 5.4. Cash Method. 5.5. Cash Flow Analysis.		
<b>Unit – 6 Capital Structure and Firms Value</b>	6.1. Net Income Approach. 6.2. Net Operating Income Approach. 6.3. Traditional Approach. 6.4. MM Approach.		

	<p>6.5. EBIT --- EPS Analysis.</p> <p>6.6. ROI --- ROE Analysis.</p>
<p><b>Unit – 7</b> <b>Dividend</b> <b>Decisions</b></p>	<p>7.1. Dividend Theories.</p> <p>7.2. Factors Affecting the Dividend Policy.</p> <p>7.3. Alternative Forms of Dividend.</p> <p>7.4. Dividend Discount Model.</p>
<p><b>Unit – 8</b> <b>Working</b> <b>Capital</b> <b>Management</b></p>	<p>8.1. Cash and Liquidity Management.</p> <p>8.2. Credit Management.</p> <p>8.3. Determination of Working Capital and its Financing.</p> <p>8.4. CMA form for Working Capital.</p>

**Text Reading: Latest Editions**

1. Pandey, I.M. financial Management, Vikas Publishing House, New Delhi.
2. Khan M.Y. and Jain P.K. Financial Management, Tata McGraw Hill, New Delhi.
3. Keown, Arthu J., Martin, John D., Petty, J. William and Scott, David F, Financial Management. Pearson Education.
4. Chandra, Prasanna; Financial Management TMH, New Delhi.
5. Van Horn, James C., Financial management and Policy, Prentice Hall of India.
6. Brigham & Houston, Fundamentals of Financial Management, Thomson Learning, Bombay.
7. Kishore, R., Financial Management, Taxmans Publishing House, New Delhi.
6. D.N. Elhance, Veena Elhance and B. M. Aggrawal, “**Fundamentals of Statistics**”, Allahabad: Kitab Mahal.

**M.B.A. (Hospital Administration 2years)  
SEMESTER II  
Batch 2021-23**

<b>SubjectName</b>	<b>MANAGERIALECONOMICS</b>	<b>SubjectCode</b>	<b>MS5G-514</b>
<b>SubjectNature:</b>			
<b>CourseObjective:</b> Objective of this Course is to help the students analyze and understand economic environment.			
<p>At the end of the course learners will be able to;</p> <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. Utilize strengths and weaknesses of fiscal and monetary policy to determine an appropriate stabilization policy for a given macroeconomic situation</li> </ol>			
<p><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).</p>			
<b>Note:</b> One Case/caselet to be discussed in each Unit			
<b>CourseContent</b>			
<b>UNIT1 Introduction to economics and Managerial Economics</b>	<p>Content</p> <p>1.1 Nature, scope, characteristics and significance of managerial economics. 1.2 Relationship of managerial economics with economics, operation research, statistics, accounting.</p>		
<b>UNIT2 Fundamental concepts:</b>	<p>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, Cyert and March</p>		
<b>UNIT3 Supply &amp; Demand Analysis</b>	<p>3.1 – Concept, Determinants &amp; Types of Demand. Utility and its types, law of Diminishing Marginal utility. 3.2 Demand Function, Law of Demand. Elasticity of Demand Price, Income, Cross, 3.3 Advertising &amp; price expectation. Demand Forecasting</p>		

<p><b>UNIT4 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 Isocost lines, Ridge lines, 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 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 Profit:</b></p>	<p>6.1 Meaning, types and theories of profit, 6.2 Profit planning–break even analysis.</p>
<p><b>UNIT7 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; Role of govt. 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–Managerial Economics, Excel books, New Delhi
- Howard Davis–Managerial Economics, Macmillan Press, New Delhi
- D.N.Dwivedi–Managerial Economics, Vikas Publishing, New Delhi
- Hal Varian–Intermediate microeconomics, Tata McGraw Hills, New Delhi

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

**Material:**

**INSTITUTE OF MANAGEMENT STUDIES(DAVV, INDORE)**  
**M.B.A. (HOSPITAL ADMINISTRATION)**  
**Batch 2021-23**  
**Semester II**

<b>Subject Name</b>	<b>INTERNATIONAL BUSINESS</b>	<b>Subject Code</b>	<b>MS5G-516</b>
		<b>Credit</b>	<b>03</b>

**Subject Nature: Ability Enhancement**

**Course Objective:**

- CO1: Explain how international factors affect domestic concerns;
- CO2: Explain regional economic integration and economic and political integration;
- CO3: Explain the main institutions that shape the global marketplace;
- CO4: Explain businesses expansion abroad;
- CO5: Explain the key legal issues related to businesses operating in other countries

**EXAMINATION:**

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.

**LEARNING OUTCOME:**

After completion of this course students will be capable to understand international business market and create strategies to survive and how to apply in business and other fields.

**CONTENT**

<b>Unit-1</b>	1.1 Introduction to International Business: Concepts Dimensions and Nature of international business 1.2 Need and importance of international business 1.3 Stages of internationalization, 1.4 Difference between Domestic and International Business
<b>Unit-2</b>	2.1 International business theories 2.2 Classical theories: Mercantilism, Absolute advantage, Comparative advantage, factor endowment, Heckscher-Ohlin Theory 2.3 Modern or Firm-Based Trade Theories: Country Similarity, Theory Product Life Cycle Theory, Global Strategic Rivalry Theory, Porter's National Competitive Advantage Theory 2.4 Tariff and Non-tariff measures, Barriers and solutions
<b>Unit-3</b>	3.1 International Monetary System: History of the System & Need for the System, 3.2 International Monetary Fund, World Bank, 3.3 Foreign Exchange System, Euro Dollar Market
<b>Unit-4</b>	4.1 Regional Economic Co-operation: Forms of regional groupings (Trade Blocks); 4.2 Integration efforts among countries in Europe, North America and Asia 4.3 The United Nations Conference on Trade and Development (UNCTAD) 4.4 World Trade Organization– an overview 4.5 Asian Development Bank
<b>Unit-5</b>	5.1 International Business Environment: National and foreign environments and their components - economic, cultural and political-legal environments; 5.2 Contemporary Trends in India's foreign trade.
	6.1 International Financial Environment

<b>Unit-6</b>	6.2 Foreign investments - types and flows; 6.3 Foreign investment in Indian perspective 6.4 Role of Foreign Investors Investment(FII) and Foreign Direct Investment(FDI)
<b>Unit-7</b>	7.1 Financing of foreign trade and payment terms: Basic documents in foreign trade, 7.2 Sources of financing foreign trade, 7.3 Payment terms of Export transactions. 7.4 EXIM Policy 7.5 Role of EXIM Banks in foreign trade
<b>Unit-8</b>	8.1 Overview of Latest Foreign Trade Policy in India with special reference to Product and Service market 8.2 Opportunities in International Business- with special reference to India: Strategic alliances, mergers and acquisitions; 8.3 Indian joint ventures and acquisitions abroad; 8.4 International business and ecological considerations
<b>TEXT READINGS: (Latest Edition)</b>	
<ol style="list-style-type: none"> <li>1. Charles, W.L. Hill., "International Business", New Delhi: Tata McGraw-Hill, (latest version)</li> <li>2. Johnson, ,Derbe., and Colin Turner, "International Business - Themes &amp; Issues in the Modern Global Economy", London: Roulledge, , (latest version)</li> <li>3. Cherunilam, Francis., "International Business: Text and Cases", Prentice Hall of India Ltd., , (latest version)</li> <li>4. John, H. Daniels and Lee H. Radenbaugh," International Business Environments and Operations, Delhi: Pearson," , (latest version)</li> <li>5. Justin, Paul., "International Business", Prentice Hall of India Ltd, (latest version)</li> <li>6. RBI, Report on Currency &amp; Finance, various issues. P.G.Apte, "International Financial Management", Tata McGraw Hill, (latest version)</li> </ol>	



**INSTITUTE OF MANAGEMENT STUDIES(DAVV, INDORE)**  
**M.B.A. (HOSPITAL ADMINISTRATION)**  
**Batch 2021-23**  
**Semester II**

<b>Subject Name</b>	Taxation and Insurance in Hospitals	<b>Subject Code</b>	<b>MS5G-518</b>
		<b>Credit</b>	<b>03</b>

**Subject Nature: Ability Enhancement**

**Course Objective:**

The objective of this course is to enable students to develop an understanding of taxes and Insurance to enable them to calculate taxes of Individuals and to get functioning knowledge of Insurance

**EXAMINATION:**

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.

**LEARNING OUTCOME:**

After completion of this course students will be capable to understand taxation and Insurance market and create strategies to survive and how to apply in business and other fields.

1. Compute Income of Individuals.
2. Compute Income Tax of Individuals.
3. Develop an overall understanding regarding income tax provisions

To enable the students to gain acumen, insight and through knowledge relating to the various aspects of Insurance and Insurance sector and their regulatory frameworks.

**CONTENT**

<b>UNIT-1 Introduction to Income Tax</b>	<p>1.1. Introduction to Income.</p> <p>1.2. Introduction to Tax Management: Concept of Tax Planning, Tax Avoidance and Tax Evasion.</p> <p>1.3. Important features and Provisions of Income Tax Act.</p> <p>1.4. Basic Concepts: Assessment Year, Previous Year, Person, Income, Gross Total Income, Capital and Revenue Receipts and Expenditure, etc.</p> <p>1.5. Residential Status and Incidence of Tax.</p> <p>1.6. Agricultural Income.</p> <p>7. Exempted Income.</p>
<b>Unit-2 Salaries</b>	<p>2.1. Salary: Meaning, definition, important considerations regarding salary, Taxability of Allowances and Perquisites, Profits in Lieu of Salary, Treatment of PF, Gratuity.</p> <p>2.2. Computation of Salariestaking into consideration all relevant provisions with Numerical/Cases.</p>
<b>Unit-3 Income From House Property</b>	<p>3.1. Important considerations regarding house Property,</p> <p>3.2. House Property exempt from Tax.</p> <p>3.3. Computation of Income from House Property taking into consideration all relevant provisions with Numerical/Cases.</p>
<b>Unit-4 Profits and Gains of Business and</b>	<p>4.1. Basis of Determination of Profits and Gains of Business and Profession: Basis of Charge, Scheme of Provisions, Deductions Expressly Allowed, Expenses Allowed Under Restriction, Depreciation.</p> <p>4.2. Computation of Profits and Gains of Business and Profession taking into consideration all relevant provisions with Numerical/Cases.</p>

<p><b>Unit -5 Capital Gains</b></p>	<p><b>5.1.</b> Meaning and definition of Capital Gains, Capital Assets, Assets not treated as capital Assets, Types of Capital Assets, concept of Cost Inflation Index, Capital Gains Exempt from Tax, Capital Gains Account Scheme, Exemption of Capital Gains, meaning of special terms used in Capital Gain Concept, Meaning of Transfer of Capital Assets, transactions not regarded as Transfer.</p> <p><b>5.2.</b> Computation of Capital Gains taking into consideration all relevant provisions with Numerical/Cases.</p>
<p><b>Unit-6 Income From Other Sources</b></p>	<p><b>6.1.</b> Types on Income from Other Sources,  <b>6.2.</b> Deductions Allowable in computing Income from Other Sources,  <b>6.3.</b> Treatment of Interest on Securities,  <b>6.4.</b> Computation of Income from Other Sources taking into consideration all relevant provisions with Numerical/Cases.</p>
<p><b>Unit-7 Understanding Insurance</b></p>	<p><b>7.1.</b> Definition of Insurance  <b>7.2.</b> General Principles of Insurance  <b>7.3.</b> Insurance Application and Acceptance Procedure  <b>7.4.</b> Insurance Terminology</p>
<p><b>Unit- 8 Life Insurance</b></p>	<p><b>8.1.</b> Life Insurance Definition, General Principles of Life Insurance  <b>8.2.</b> Types of Life Insurance Products--- Whole Life Policy, Term Policy, Endowment Policy.  <b>8.3.</b> Annuities Types  <b>8.4.</b> Claim Management of Claim Settlement</p>
<p><b>Unit -9 General Insurance</b></p>	<p>9.1. General Insurance Definition, General Principles of General Insurance  9.2. Marine Insurance, Fire Insurance  9.3. Motor Vehicle Insurance  9.4. Public Liability Insurance  9.5. Third Party Insurance  9.6. Mediclaim, Health Insurance Policies and TPA  9.7. Group Insurance  9.8. Burglary Insurance</p>
<p><b>Learning Resources:</b>  <b>For Taxation-</b>  <b>Text Books: Latest Edition for the relevant Assessment Year of-</b></p> <p>1. H. C. Meherotra, “Income Tax”, Sahitya Bhawan, Agra.</p> <p><b>Reference Books: Latest Edition for the relevant Assessment Year of -</b></p> <p>1. S. Battacharya, “Indian Income Tax: Law &amp; Practice”, New Delhi, Indian Law House.  2. V. K. Singania, “Student Guide to Income Tax”, New Delhi, Taxman Publication.  3. V. K. Singania, “Direct Tax Law”, New Delhi, Taxman Publication.  4. ShripalSaklecha and C.A. AnitSaklecha, “Income Tax: Tax Planning and Management”, Indore, Satish Printers.</p> <p><b>For Insurance-</b>  Text Books: Latest Edition of  Risk Management &amp; Insurance, Trieschmann, Hoyt, Sommer, Cengage  Banking and Insurance, <b>Mohapatra and Acharya</b>, Pearson  Insurance Management, S.C.Sahoo&amp;S.C.Das, HPH</p>	