

INSTITUTE OF MANAGEMENT STUDIES
DEVI AHILYA VISHWAVIDYALAYA, INDORE
BBA (HOSPITAL ADMINISTRATION)



SEMESTER - VI

RELATIONAL DATA BASED MANAGEMENT SYSTEMS

Course Objective: The objective of this course is to help students to understand the basics of Relational Database Management System, and back-end Tool using ORACLE and their use in organization and processing complex business information.

Examinations

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the Student. The semester examination will be worth 70 marks. The Students are required to attempt 5 Question out of 8 Questions. All Questions carry equal Marks. 20 Marks are for viva-voce.

Course Contents

1. Data, Database, Database Management Systems, Types of Database Management Systems – Relational, Hierarchical, Network, and Object oriented database management systems, Entity Relationship Model (E-R Model) , Data Model,, Normalization Theory, Codd's Rules for RDBMS.
2. Relational Database Management Systems: Concepts of RDBMS, Components of RDBMS, Introduction to SQL, DDL, DML, DCL.
3. Cartesian Product and Joins, Use of Union, Intersection, Minus, SQL operators and functions, SQL select statement and type of queries, In, Exists, Group by Having and Like clause in SQL, View, Sequence and synonyms SQLPLUS, creating reports using SQLPLUS.
4. SQL/PLSQL: Introduction to PL/SQL, The PL/SQL block constructs, using variables and SQL statement in the PL/SQL block, PL/SQL constructs like If..Else..Endif, Loop Endloop, while loop etc. working master detail relationship, writing triggers informs and creating list of values with cursors, creating and using stored functions, procedures and packages, failure & recovery.

Text Readings:

1. Alexis Leon and Mathews Leon , “**Database Management System** ”, Vikas Publication , New Delhi, 2002
2. Rob Coronel “**Database System and Design ,Implementation and Management** “ Thomson learning , Bangalore, 2002
3. Abrahan Sliberschatz, Henery F. Korth, S. Sundershan, “**Database System Concepts**”, Mc Graw Hill Inc., New York, 1997

Suggested Readings:

1. Bipin C. Desai, “**An Introduction to Database Systems**”, Golgotha Publications Pvt. Ltd., New Delhi, 2001

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SEMESTER - VI

Business Ethics and Management by Indian Values

Course Objective: The objective of the course is to acquaint the students with Indian Ethos and its relevance to managerial decision making.

Examinations

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the Student. The semester examination will be worth 90 marks. The Students are required to attempt 5 Question out of 8 Questions. All Questions carry equal Marks.

Indian Ethos: Concept, Culture and Management. Is Management Culture Bound? (A discussion)

The Sources of Indian Ethos in Management: Vedas, Upanishads, Puranas, Shastras, Shrutis and Smritis.

Value for Indian Managers: Values & Skills, Value System, Values & Purity of Mind, Indian Values & Wisdom relevant to modern management.

Ethico - Moral Management: Ethics and Morals and Intellect of Emotions?, Science & Technology Vs. Ethics & Morals, Vedantic Ethics & Back to roots.

Work Ethics & Ethics in & Work: Life Goals or Purusharthas, Gunas & Avagunas, Karma and Yoga, Sanity in over heated Organisations.

The Indian Heritage & Productivity: Philosophical aspects of Productivity, Essence of the Indian heritage, Energy Processing and the Manager - Sadhak, India's Non centralized culture, and the Productivity Ethics.

Text Readings:

1. Chakraborty, SK; "Ethics in Management Vedantic Perspective", Oxford University Press, New Delhi, 1995.
2. Chakraborty, S.K.; "Management by Values - Towards Cultural Congruence", Oxford University Press, 1991.
3. Chakraborty, S.K.; "Management Transformation by Values - A Corporate Pilgrimage", Sage Publication, 1993.
4. Jitmanand, Swami; "Indian Ethos in Management".
5. For Unit-3, please refer Chapter-1 of "Management by Values-Towards Cultural Congruence" by S.K. Chakraborty.
6. For Unit-4, please refer Chapter-2 of "Management by Values-Towards Cultural Congruence" by S.K. Chakraborty.
7. For Unit-5, please refer:
 - (a) Chapter-9 of "Ethics in Management-Vedantic Perspective" by S.K. Chakraborty.
 - (b) Chapter-4 of "Managerial Effectiveness and Quality of Work-life-Indian Insight" by S.K. Chakraborty.

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SEMESTER - VI

INDIAN ETHOS IN MANAGEMENT

Effective from session 2012-13

Course Objective: The objective of the course is to acquaint the students with Indian Ethos and its relevance to managerial decision making.

Examinations

The faculty member will award marks out of a maximum of 40 marks for the internal performance of the students. The semester examination will be worth 60 marks. The students will be required to attempt 5 questions out of 7 questions. All questions will carry equal marks.

Course Contents:

1. Indian Ethos: Concept, Culture and Management. Is Management Culture bound? (Discussion)

2. Sources of Indian Ethos in Management: Vedas, Shastras, Smrities, Purans, Upnishads, Ramayan, Mahabharat, Arthashastra, Ramcharitmanas, Panchatantra, Hitopadesh, Guru Granth Sahib, Teachings of Buddha and Mahaveer, the Holy Bible, the Holy Quran, (Why should Holy Bible and Quran be also included amongst sources of Indian Ethos in Management? Discussion), Examples and Models from the above texts.

3. Values for Indian Managers: Values Vs Skills, Value System, Values and Purity of Mind, Indian Values and Wisdom relevant to modern management. Values are universal; Why should we call them Indian Values (Discussion)

4. Human Behaviour: Indian thoughts, Guna Theory, Karma Theory and Sanaskar Theory.

5. Models of Motivation and Leadership in Indian thoughts, examples from scriptures.

6. Work Ethics and Ethics in Work: Life Goals or Purusharthas, Professionalism and Karma Yoga.

7. Indian Heritage and Corporate Social Responsibility: Five- fold debts (Pancha Rina) Vs Corporate Social Responsibility (Discussion)

8. Management of Self for Personal and Organizational Effectiveness

9. Workplace Spirituality.

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SEMESTER - VI

FINANCIAL MANAGEMENT- II

Course Objective

The objectives of this course are to help the students learn the concepts, tools and skills of Financial Management and its application in the efficient conduct of business.

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 Question out of 7 Questions. All Questions carry equal Marks

UNIT 1 CONCEPT & MEASUREMENT OF COST OF CAPITAL

Introduction, Concept, Definition & Importance, Assumptions, Cost Of Debt, Cost Of Preference, Cost Of Equity, Weighted Average Cost Of Capital.

UNIT 2: CAPITAL STRUCTURE COST OF CAPITAL & VALUATION

Introduction, Concept & Definitions, Capital Structure Theories- assumptions, Valuation of Firms- NI Approach & NOI Approach, Optimum Capital Structure, MM Approach- Basic Propositions, Assumptions & Limitations, Designing Capital Structure- EBIT- EPS Analysis.

UNIT 3: CAPITAL BUDGETING

Introduction, Importance, Difficulties and kinds of CB Decisions, Basic Data Requirements- Identifying relevant cash flows, Basic Principles in estimating cost and benefits of investments. Appraisal Criteria's; DCF and Non DCF Methods for Evaluating Projects, Evaluating Mutually Exclusive and Independent Proposals. Evaluating projects with unequal life.

UNIT 4 DIVIDEND POLICY DECISIONS:

Dividend & valuation- an introduction, Irrelevance of Dividends- MM Hypothesis, Relevance of Dividends- Walter's Model & Gordon's Model.

UNIT 5 DETERMINANTS OF DIVIDEND POLICY

Introduction & Rationale, factors determining Dividend Policy, Cash Dividend Vs. Stock Dividend, Legal, Procedural & Tax Aspects

UNIT 6 RECENT ISSUES IN FINANCIAL MANAGEMENT

Text Readings

1. M.Y.Khan & P.K.Jain, "**Financial Management**", Delhi: Tata Mc Graw Hill, 4TH Edition 2000.
2. I.M.Pandey, "**Financial Management**", New Delhi: Vikas Publication House, 8th Ed., 2001.
3. R.P.Rustogi, "**Financial Management**", Galgotia Publication, Reprint 2000.

Suggested Readings

1. Prasanna Chandra, "**Financial Management**", New Delhi: Tata Mc Graw Hill, 1993
2. S.C.Kuchhal, "**Financial Management**", Allahabad: Chatanya Pub. House, 1995
3. James C . Van Horne, "**Financial Management and Policy**", PHI Publication.9th Edition, 1996.
4. V. K. Bhalla, "**Working Capital Management**", 2nd Ed.1998, Anmol Publication, New Delhi, 1998.
5. R.P.Rastogi, "**Graded Problems and Solutions in Financial Management**", Galgotia Publication, New Delhi, 5th Edition 2000.

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SEMESTER - VI

RECENT TRENDS IN HEALTH CARE

Course Objective: The objective of the course is to acquaint the students with changing scenes of health and disease, the latest diagnostic and therapeutic approaches and emerging issues at National & International levels.

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 Question out of 7 Questions. All Questions carry equal Marks

Course Content :

Changing patterns of Diet & Nutrition, Changing patterns of Life Styles and their effects on Health, Changing concepts of Quality of Life, Changing socio economic standards, Changing pattern of Health & Disease Newly emerging diseases & Stress related disease pattern, Shift from curative, to Health promotion & disease prevention Role of Doctor and medical personnel as a community advisor Advanced Scientific methods in Pathology, Microbiology, Biochemistry, Histopathology, Serology, Immunology, Blood Bank etc.

Advanced Scientific methods in Radiology, Radio diagnosis & Radiotherapy

Advanced Scientific methods in Medical and Surgical Diagnosis and Treatment

Computerized organ functions, Blood gases, Multi para monitoring, Ventilators, Defibrillators, Pace makers, Various Endoscopies, Endoscopic diagnosis , biopsies & Endoscopic surgeries etc.

Laparoscopic & Minimal Invasion Surgery

Uro dynamic studies, flowmetry, Uro endoscopic procedures, Lithotripsy

Haemo and Peritoneal Dialysis.

Various advanced Neurodiagnostic procedures , methods of treatment including Steriotaxy

Cardiac procedures like Angiography , Angioplasty, medicated stents, routes for stenting , CABG ,Micro vascular techniques, closed cardiac procedures, Heart –lung machine

Microscopic surgery in ophthalmology , ENT

Phaco emulsification in ophthalmology

Use of C-arm, Illizarov, and other modern techniques in Orthopaedics

Lasers in Diagnosis and Treatment. CO₂ and Yag Lasers.

Use of Lasers in ophthalmology, dermatology, Robotic surgery

Infertility diagnostics, Artificial Insemination, AID, AIH, IVF, Sperm bank , Surrogate motherhood

Plastic surgery

Organ Transplant : Kidney, Cornea, Liver , Heart , others Stem cells and their importance . Need for stem cell banks Nanotechnology

Medical Tourism : Video conferencing : Concept, material requirements at provider's end, Mediator, User's end, process, advantages , disadvantages Online view and interference of interventional and surgical procedures Tele Medicine : Concept, prerequisites, material requirements at provider's end, Mediator, User's end, process, advantages , disadvantages

Health Insurance and TPA Globalization and its effects on Indian Healthcare Industry and Healthcare all over the Globe

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SEMESTER - VI

MANAGEMENT OF QUALITY

Objectives: The objective of the course are to help the students gain and understanding of the events & problems which occur in day to day working of healthcare organisations. Student is expected to develop a diagnostic and problem solving approach. It will help the students to sharpen his comprehension, analytical, descriptive and international skills.

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 Question out of 7 Questions. All Questions carry equal Marks

Basic Concept, Definition, Terminology of Quality Management

Quality Policy and Objectives.

Organisation for Quality, Quality Circles.

Economics of Quality.

Quality Assurance, Zero Defect Concept.

Quality Specifications.

Statistical Aids in Limits and Tolerances.

Inspection.

Manufacturing Planning for Quality.

Sampling Plans for Attributes and Variables and Various Control Charts.

Total Quality Control

ISO (International Organization for Standardization) – QMS – ISO 9001:2000, JCI Standards for Healthcare & Hospitals, NABH (National Accreditation Board of Hospitals.)

TEXT RECOMMEDATION:

D.D. Sharma, text book of Quality Management.

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SEMESTER - VI

MEDICAL LAWS AND MEDICAL ETHICS

Course Objective: The aim of the course is to enable students to have an understanding of all those laws which are applicable on health care delivery systems and hospital and a good understanding of medical ethics.

Examinations

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the Student. The semester examination will be worth 90 marks. The Students are required to attempt 5 Question out of 8 Questions. All Questions carry equal Marks.

Forensic Laws relevant in India and accepted practices in medical ethics.

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SEMESTER - VI

DECISION MAKING SKILLS

Course Objective: The objective of this course is to help the student gain an understanding of events and problems which affect the working of organisations. He is expected to develop a diagnostic and problem solving approach. The focus is on the sharpening of his comprehension, besides development of analytical and interaction skills. The course is thus aimed at problem identification, analysis and decision making skills.

Examinations

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the Student. The semester examination will be worth 90 marks. The Students are required to analyse and solve the given case/cases.

GROUP CASES

1. Shri Sen and Shri Basu
2. Dr. Shekhar
3. University Art Museum
4. National Chemical Laboratory
5. Gobardhone Bonamali
Bando Padhya Company
6. Vaman Enterprises
7. Medical Ethics and Business

INDIVIDUAL CASES

1. Mr. Kumar
2. Alfred Sloan's Management Style.
3. Weigh master Company
4. Hindustan Insurance
5. What should Vora do ?
6. The Mariner Paper Company
7. Universal Electronics Company Decisions.
8. Peerless Starch Company
9. Lyndon Johnson's Decision
10. Volkswagen's Beetle in Germany the us and Brazil.

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SEMESTER - VI

Human Resource Development (HRD)

Course Objectives: The objectives of this course are to help the student gain an understanding of the need and methods of HRD. and insights in the design, development and delivery of HRD programmes.

Examinations

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the Student. The semester examination will be worth 90 marks. It will have two sections A and B Section A, worth 66 marks will consist of five theory questions, out of which students will be required to attempt three questions. Section-B will comprise one or more case (s) worth 24 marks.

Course Contents:

1. Human Resource Development: Concept and Historical Perspective, Elements of Good HRD, HRD process, and Organizational Effectiveness.
2. Learning Concepts and Principles.
3. HRD Mechanisms I : Training – Steps in Training Process. Training Policy, Assessing Training and Development Needs, Design of Training Systems, Implementation and Evaluations of Training System, Employee Counseling, Performance Appraisal- Different Methods and their impact on Employees Effectiveness.
4. HRD Mechanisms II: Career Planning and Development, Succession Planning, Potential Appraisal.
5. Future of Human Resource Development: Economic, Political, Sociological and Organizational Factors

Text Readings:

1. Jerry W. Gilley and Steven A. England, “Principles of Human Resource Development”, U.S.A., Addison – Wesley, 1989.
2. T.V. Rao, “HRD Audit”, New Delhi, Sage Publications, 1999.

Suggested Readings:

1. Satish Pai, Ravishanker, Upinder Dhar and B. Pattanayak (Eds), “HRD Skills for Organizational Excellence” . Mumbai, Himalaya 1999.
2. Ashok Chanda and Shilpa Kabra “Human Resource Strategies – Architecture for Change” New Delhi, Response Books, 2000.
3. Human Resource Management by L.M. Prasad. Sultan Chand & Sons. New Delhi.

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SEMESTER - VI

CAPITAL STRUCTURE AND CAPITAL BUDGETING

Course Objective: The objective of the course is to enable students to have a good understanding of concept of capital and its proper deployment and establishment of a good budgeting procedure and techniques in a hospital.

Examinations

The faculty member will award marks out of a maximum of 10 marks for the internal performance of the Student. The semester examination will be worth 90 marks. The Students are required to attempt 5 Question out of 8 Questions. All Questions carry equal Marks.

Concept of cost of capital.

Capital Structure Theories.

Capital Structure Planning

Capital Budgeting Techniques

Capital Budgeting under risk and uncertainty.

Portfolio Management ; Concepts and perspectives

READINGS :

1. I.M.Pandey : Financial Management, Vikas Publishing House, Delhi.
2. Khan & Jain : Financial Management, Tata McGraw Hill, New Delhi.
3. S.C. Kuchal : Financial Management, Chaitanya Publishing House, Allahabad.
4. J.C.Van Horne : Financial Management and Policy, Prentice Hall of India, New Delhi.
5. Prasanna Chandra : Financial Management, Tata McGraw Hill, New Delhi.

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SEMESTER - VI

RESEARCH PROJECT

Course Objective: The objective of the course is to enable students to have a good appreciation of research problems and finding solution to research problems through carrying out a research project on an aspect/problem present in / faced by health care delivery systems and hospitals.

This course shall be considered as equivalent to two courses i.e. it shall attract two hundred marks (one hundred internally and one hundred externally assessed). The research project shall be evaluated by examiners internal as well as external.