

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



SEMESTER - VI

Programme Objectives:

1. To enlighten students on the various clinical and non-clinical aspects of administration of a hospital.
2. To expose them to appropriate and optimum medical knowledge in order to appreciate the complexity of hospital operations.
3. To empower students with requisite exposure to the health care sector globally so that they may be aptly employed in various verticals of the same.

	Proposed Scheme		INT+ EXT=TOTAL	CREDITS
Code	Subject	Type		
BH601	Purchase and Materials Management	Gen	40+ 60=100	03
BH602	Management of Quality	Gen	40+ 60=100	03
BH603	Business Ethics and Management by Indian Values	Gen	40+ 60=100	03
BH604	R.D.B.M.S.	Gen	40+ 60=100	03
BH605	Marketing of Hospital Services	Core	40+ 60=100	03
BH606	Introduction to Hospital Planning	Core	40+ 60=100	03
BH607	M.R.P./D.M.S.	Core	40+ 60=100	03
BH608	Comprehensive Viva		100	

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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 , Banglore, 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

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

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 RECOMMENDATION:

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

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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

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.

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SEMESTER - VI

INTRO TO HOSPITAL PLANNING

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 end semester examination will be worth 60 marks will have two sections A and B. Section A worth 40 marks will have 6 theory questions out of which students will be required to attempt any four questions. Section B carrying 20 marks will contain cases/practical problems

- .Hospital Industry-Definition of hospital, Effects of declaration of Industry status for hospitals, Types of care and hospitals, Type of ownership and hospital planning, provisions of subsidies and benefits for constructing hospitals in MP and other states.
- Hospital Planning-
 - Planning as a management function, Hospital Planning - Meaning & scope, steps of hospital planning from idea to inauguration of hospital,
 - Concept of building a Hospital--Availability of Finance & land, Feasibility Studies catchments area and demand analysis,Site Surveys---
 - Physical environment, possibility for expansion; utilities-water-electricity, sewer, lines, telephone, transportation etc.
 - Guiding principles in planning Hospital facilities & services, Planning of type, size and facilities for Hospital, Facility Master Plan, Design (Internal & External Aspects), Design team—role and criteria for the choice of Architect, role of Engineers and hospital administrator in hospital planning and designing
 - In the planning stages; preliminary sketches; final plans, working; drawing; specification; construction problems and contract modifications.
 - Planning for Equipmentation--preparing equipment list for the new hospital -Built in equipment, Non-expendable/ imported, Expendable equipment, Capital equipments.
 - Role of Administration in Building a Hospital Planning of Specified Hospitals ---1000 bed hospital teaching or general/ 500 bed hospital/ 200 bed hospital/ Special hospitals- Primary Health Centre and community Health Centre.
 - Alteration and addition in and existing hospital planning the maintenance department, Engineer's office, Workshop of various types.
 - Concept and role of Hospital Consultancy
 - Hospital Polices & other guidelines, Planning for Research & Education facilities, Future Expansion Plans, Accreditation Planning
 - Recent trends in hospital planning, Pros and cons of Modular structures.
 - WHO Standards and Recommendations,National & International Standards

Recommended Text:

Text Books on Hospital Planning and Management by Mc Caullay, Kunders, Tabish and Shakti Singh

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SEMESTER - VI

MARKETING OF HOSPITAL SERVICES

Course Objectives : The objectives of this course are to help students to learn and to acquaint themselves with all the facets of Marketing of Hospital Services.

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. It will have two sections A and B. Section A, worth 45 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 15 marks.

Course Content:

- Marketing of Hospital Services: A conceptual framework.
- Services Marketing: Basic issues designing service Strategy.
- Marketing of Health Services: The Indian scene.
- Marketing of various health services like; Family welfare, Integrated child development programmes, Awareness programmes.
- Marketing of Hospital Services: Basic issues; designing basic strategies for Specialty services; Specialty and Super specialty hospitals.
- Marketing of other services like :
 - a. Financial services-Branding and Advertising-consumer banking.
 - b. Educational and Professional services -marketing of Educational and Professional Educational services;
 - c. Professional support services-Event marketing, Specialty advertising support services etc.
 - d. Marketing of Logistics and Public utilities.

Text Readings

1) Lovelock , "Services Marketing", BPB. Ravishankar , "Service Marketing".