Institute Of Management Studies, Devi Ahilya Vishwavidyalaya, Indore MBA (Hospital Administration) 5 Years

PROGRAM STRUCTURE

Code	Subject		Credit
MS6B-201	Introduction to Pharmacology	Compulsory	3
MS6B-203	Hospital Administration	Compulsory	3
MS6B-205	Business Economics	Compulsory	3
MS6B-207	Organizational Behaviour	Compulsory	3
MS6B-209	Marketing Management	Compulsory	3
MS6B-211	R.D.B.M.S.	Compulsory	3
MS6B-213	Environment Sustainability and Climate Change Mitigation	Electives Generic (Any One)	3
MS6B-251	Food Science and Safety Cost and Management Accounting	Electives Generic (Any	3
	Bio Medical Waste and Facility Management	One)	
MS6B-153	Comprehensive Viva Voce		3*
	Total Credits		24+3*

Semester III

Subject Name	INTRODUCTION	Subject Code	MS6B-201
	TO PHARMACOLOGY	Total Credits	03

Subject Nature: CORE

Course Objective:

For proper selection of drugs, it is essential to have a basic knowledge about the disease and the drug available for its treatment. The series of lectures will provide the student, basic knowledge about the drugs used for the treatment of various diseases commonly encountered in clinical practice.

Learning Outcome:

Upon completion of this course students will be able to understand pharmacological concepts, drug categories and drug treatments.

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 ends emester examination will be worth 60 marks having theory and case/practical problems.

Course Contents

UNIT –I General Pharmacology	 1.1 Drug – Definition, Sources, Nomenclature 1.2 Drug Laws, Sources of Drug information. 1.3 Dosage forms of drugs, Routes of drug administration. 1.4 Drug absorption, Distribution, Half-life of Drugs 1.5 Bio – availability, Fixed dose combinations Drug poisoning and its management.
Unit-2	2.1 Cholinomimetic drugs,
	2.2 Sympathmimetic drugs
Autonomic	2.3 Antimuscarinic agents
Nervous System	2.4 Sympathetic blocking drugs
	2.5 Neuromuscular blocking agents.
Unit-3	3.1 General anesthetics, Sedatives and Hypnotics
Central Nervous	3.2 Antipileptics
System	3.3 Analgesics – Narcotic and Nonsteroidalantinflammatory agents.
Unit- 4	4.1 Acid – peptic disease
Gastrointestinal	4.2 Antiemetics, Purgatives
System	4.3 Drug therapy of Diarrhea

Unit – 5	5.1 Drug therapy of Cough
Respiratory	5.2 Bronchial asthma
System	
Unit – 6	6.1 Drug treatment of Angina Pectoris, Hypertension, Shock,
Cardiovascular	Anticoagulants, Thrombolytic agents, Fibrinolytic agents.
System and Blood	
Unit – 7	7.1 Diuretic
Genito Urinary	7.2 Drug acting on Uterus
System	
Unit – 8	8.1 Thyroid and antithyroid drugs
Hormones	8.2 Corticosteroids, Antidiabetic drugs.
	9.1 General principles, Sulfonamides, Penicillins,
Unit – 9	9.2 Cephalosporins, Fluroquinolones, Macrolides, Chloramphenicol,
Chemotherapeutic	9.3 Antifungal agents, Antiviral agents,
Agents	9.4 Anticancer drugs and Immunosuppressive
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Learning Resources: Text Reading:

Essentials of Medical Pharmacology, K.D. Tripathi, Jaypee Publish: Pharmacology and Pharmacotherapeutics R.S. Satoskar, S.D. Popular PrakashBhandarkar, S.S. Ainapure, Goodman and Gillman's pharmacology

Batch 2021-24 Semester III

Subject	HOSPITAL	Subject Code	MS6B-203
Name	ADMINISTRATION	Total Credits	03

Subject Nature: CORE

Course Objective:

SThe objective of the course is to enable students to have a good understanding of Hospital Administration.

Learning Outcome:

Upon completion of this course students will be able to analyze the structure and interdependence of healthcare system elements and issues using critical thinking to formulate innovative system designs that improve healthcare delivery.

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 case/practical problems.

Course Contents

Unit – 1	Definitions hospital and medical care, types, control. Functions	
Introduction to	medical care, prevention, professional education and research. Role of	
Hospital Field	hospital in health spectrum.	
_	Hospital of India-to-day. Classification & Accreditation, Number, type, size,	
	distribution, ownership, utilization, rations, trends, problems	
Unit-2	Principles, Responsibilities, Roles & Functions of Hospital	
Hospital	Administrator, Expected qualities of a good Hospital Administrator,	
Administration	Organization of Hospital. The governing authority; ; business aspects;	
	clinical aspects; channels of authority and communication.	
	Importance of qualified v/s non qualified, Medical v/s non Medical Hospital	
	Administrator, Problems of hospital administration and their expected	
	solutions	
	Management of different clinical, Para clinical & support service	
	departments in Hospitals	
Unit-3	Hospital hazards, Administration of Government (Rural, District &	
	Municipal Hospital) v/s Private Hospitals Administration of a teaching	
	hospital Administration of a corporate hospital.	
	Administration of a voluntary hospital. Recent trends in hospital	
	administration.	
	hospital Administration of a corporate hospital. Administration of a voluntary hospital. Recent trends in hospital	

Unit- 4	Hospital utilization and its evaluation, Public Health Education in
	Hospitals – Patient Education through I.T.(CAPE), Public Relations in
	Hospitals,
	Quality Management in Hospitals-Certification & Accreditation TQM in
	Hospitals
Unit – 5	Management of Medical Records Department (manual & computerized)
	Management of Hospital Information System (Manual, Online & Offline)
	Hospital Audits, Financial Audit, Clinical Audit, Tissue Audit
	Nosocomial Infection
	Management of Biomedical Waste in Hospitals (Law & the Reality) Role of
	Administration in Education and Research Recent trends in hospital
	administration

- 1.S.Porkodi & Shashikala, Hospital Architecture Planning & Design, Parshwa Publication, New
- 2. B.M.Sakharkar , Principles of Hospital Administration and Planning ,3. Kunders Hospital planning & hospital Management

Semester III

Subject Name	BUSINESS ECONOMICS	Subject Code	MS6B-205
		Total Credits	03

Subject Nature: GENERIC

Course Objective:

The objectives of the course are to acquaint the students with the basic knowledge and develop awareness about Macro Economics and Economic Environment.

Learning Outcome:

At the end of the course, students will be able to:

- Explain economic events in individual markets and the aggregate economy using basic economic theory and tools.
- Outline the implications of various economic policies on individuals and on the economy.

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 case/practical problems.

Course Contents

	1.1 Theory of income and employment
Unit -1	1.2 Importance of Macro Economics
Macro Economics	1.3 Utility and limitations of Macro Economic analysis.
	1.4 National Income Accounting, Methods of computing National Income,
	Problems in Computing National Income.
Unit-2	2.1 Classical theory of employment, Keynesian theory of employment
Theory of	2.2 Determination of effective demand,
Employment	2.3 Aggregate supply and demand price
	2.4 Equilibrium level of consumption, Keynes law of consumption
	2.5 post Keynesian's Development
Unit-3	3.1 Meaning, Types
Investment	3.2 Factors affecting Investment marginal efficiency of capital
Unit- 4	4.1 Meaning. Characteristics of Trade Cycle
Business Cycle	4.2 Keynes theory

Unit – 5	5.1 Monetary Policy, Measures of Money Stock
Monetary and	5.2 Monetary policy of money supply
Fiscal policies	5.3 Instruments of monetary policy
Unit – 6	6.1 The Union Budget
Fiscal Policy	6.2 The State Budget
	6.3 Finances of the Union and States.
	6.4 Public spending in Health Sector
Unit – 7	7.1 Money, its functions, Supply,
Money and	7.2 Effects of change in value of money
Banking	7.3 Banking – Indian commercial banking structure, Public sector banks
_	vis – a-vis Private sector banks, RBI – Role & Functions

- 1. M.L. Seth, "Macro Economics".
- 2. Davett, "Modern Economic Theories".
- Macroeconomics by: M.C. Vaish. Or H.L. Ahuja
 Macroeconomics by: Dornbussch& Fischer or GregrayMankiv or Fred Gothiel.

Batch 2021-24 Semester III

Subject Name	ORGANISATIONAL BEHAVIOUR	Subject Code	MS6B-207
		Total Credits	03

Subject Nature: Generic

Course Objective:

This course aims to improve students understanding of human behavior in organization and the ability to lead people to achieve more effectively toward increased organizational performance. After completing this course, students should be able to:

- 1. Understand individual behavior in organizations, including diversity, personality, attitude perception, learning and motivational theories.
- 2. Understand group behavior in organizations, including group and team development leadership, conflict management
- 3. Understand the organizational system, including organizational culture, change and stress management.

Learning Outcome:

- 1. Students will find keys to understand people
- 2. Students can find the basis of individual and group behavior
- 3. Students will develop various soft skills

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 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 case(s).

Course Contents		
	1.1 Definition, concept, need and importance of OB	
Unit –I	1.2 Nature and scope of OB	
Introduction	1.3 OB models	
	1.4 Case(s) on OB concepts to be discussed in class	
Unit-2	2.1 Personality: Determinants and attributes	
The	2.2 Perception: Factors influencing perception, process, Attribution	
Individual	theory	
Behaviour	2.3 Learning : Concept, Theories of learning	
	2.4 Attitude: Concept and types, cognitive dissonance theory	
	2.5 case(s) on individual behavior to be discussed in class	
Unit-3	3.1 concept	
Motivation	3.2 Early theories: Maslow's Hierarchy of Needs, Gregor's theory X and Y,	

	Two factor theory of Herzberg	
	3.3 Contemporary theory of motivation: Vrooms Expectancy	
	Reinforcement theory	
	3.4 One case on Motivation to be discussed in class	
Unit- 4	4.1 Defining and classifying group	
Group	4.2 Group development, properties, structure, process	
Behaviour	4.3 Group Dynamics: Group think, Group shift	
	4.4 Teams: Types, creating effective teams	
	4.5 One case on Group behavior to be discussed in class	
Unit -5	5.1 Nature and significance of leadership	
Leadership		
	5.3 Behavioral theories: Ohio studies, Michigan studies	
	managerial grid	
	5.4 Contingency theories: Fiedler model, SLT theory, LMX theory	
	Path goal theory	
	5.5 One case on leadership to be discussed in class	
Unit-6	6.1 Meaning of conflict, types, transition in conflict thoughts	
Conflict		
	6.3 Conflict management Techniques	
	6.4 One case on conflict management to be discussed in class	
Unit-7		
Dynamics of		
OB	7.2 Work stress: Understanding stress, Potential sources	
	consequences and coping strategies	
	7.3 Organizational culture: creating and sustaining culture	
	7.4 One case on change and stress management to be discussed in class	
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Text Reading: Latest Edition

- 1. Stephen P. Robbins, "Organizational Behaviour: Concepts, Controversies, and Applications", New Delhi, Prentice Hall
- 2. Fred Luthans, "Organizational Behaviour", New York, McGraw Hill.
- 3. Bill Scott, "The Skills of Communications", Jaico Publications, Bombay.
- 4. John W. Newstrom and Keith Davis, "Organizational Behaviour: Human Behaviour at Work" New Delhi, Tata McGraw Hill.

Reference Books:

- 1. Change Management Murthy, C. S. V.
- **2.** How to study an Organization Prof. Giuseppe Bonaz.

Semester III

Subject Name	MARKETING MANAGEMENT	Subject Code	MS6B-209
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Subject Nature: Generic

Course Objective:

- To familiarize the students with marketing concepts and practices.
- To acquaint them with the challenges of marketing environment and competition;
- To expose them to the elements of marketing mix; and develop their capacity to formulate appropriate marketing strategies and tactics
- The objectives of the course are to introduce and develop the basic principles of marketing management to the students of hospital administration.

Learning Outcome:

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

- 1. Define Marketing Management and explain its pivotal role.
- 2. A clear understanding and exposure to the concept of marketing and its roots in Hospital-centric approach, and the elements of marketing mix.

Examination scheme:

The faculty member will award internal marks out of 40 based on three assessments of 20 marks each, out of which best two will be considered. The semester examination carrying 60 marks Students will be required to attempt any 5 questions out of 7.All questions carry equal marks.

Course Contents	Course Contents		
Unit-1	Unit-1 1.1_Customer Value and Satisfaction		
Marketing			
Concepts	1.3 Conceptualizing Tasks and Philosophies of Marketing Management,		
	1.4 Value chain, market planning and scanning the Marketing Environment.		
Unit-2	2.1 Market segmentations,.		
Market	2.2 Levels of market segmentations,		
Segmentation,	2.3 Patterns, procedures, requirement for effective segmentation,		
Targeting,	2.4 Evaluating the market segments,		
Positioning	Positioning 2.5 Selecting the market segments, developing a positioning strategy.		
Unit-3	3.1 Objectives,		
Product &	3.2 Product classification,		
Pricing	3.3 Product-Mix, Product life cycle strategies		
Decision	3.4 Porter's Generic Competency Model		
Decision	3.5 Planning & Forecasting.		
	3.6 Factors affecting price		
	3.7 pricing methods and strategies.		

Unit- 4	4.1 Importance and Functions of Distribution Channel,	
Distribution	4.2 Considerations in Distribution Channel Decisions	
Decisions	4.3 Distribution Channel Members	
Unit -5	5.1 A view of Communication Process,	
Promotion	n 5.2 developing effective communication,	
Decisions	5.3 Promotion-Mix elements.	
Unit-6	6.1 Introduction to Consumer Behavior and Consumer Research: 6.2 Nature,	
Consumer	Scope and application of Consumer Behavior and Consumer Research.	
Behaviour &	6.3 Pre-purchase process: Information processing,	
Decision	6.4 Purchase Processes: Consumer Decision rules.	
Processes	6.5 Post Purchase Processes: Framework, dissonance satisfaction /	
	dissatisfaction.	

- 1. Philip Kotler, Gary Armstrong, Prafulla Y. Agnihotri, Ehsan ul Haque, " Principles of Marketing: A South Asian Perspective" 13th edition Pearson Education.
- 2. Willam J. Stanton, Michael J. Etzel and Bruce J. Walker, Ajay Pandit "Marketing Concepts and Cases", Tata Mc Graw Hill, 13th Edition.

Reference Books:

- Philip Kotler, Kelvin Lane Keller, Abraham Koshy, Mithileshwar Jha "Marketing Management A South Asian Perspective" 13th Edition, New Delhi: Pearson Education.
- 2. Rajan Saxena, Marketing Management, 4th Edition, Tata McGraw Hill

Semester III

Subject Name	R.D.B.M.S.	Subject Code	MS6B-211
Subject Name		Total Credits	03

Subject Nature: CORE

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.

Learning Outcome:

At the end of this course students will be able to understand the basic principles, theory and practice of using relational databases.

Examination Scheme:

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

Course Contents			
Unit -1 Database Management System	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) Normalization Theory, Codd's Rules for RDBMS.		
Unit-2 Relational Database Management System	Concepts of RDBMS, Components of RDBMS, Introduction to SQL, Data Definition language, Data Manipulation Language, Query Language, Data Control Language, Cartesian Product and Joins,		
Unit-3	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.		
Unit-4 SOL/PLSQL	Introduction to PL/SQL, The PL/SQL block constructs, using variables and SQL statement in the PL/SQL block, PL/SQL constructs like IfElseEndif, LoopEndloop, 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.		

- 1. SK Singh, Database Systems-(Indian Original) Pearson
- 2. McFedden, Jeffrey Hoffer-Modern Database Management,9e-(Indian Adaptation)Pearson
- 3. Alexis Leon & Methews Leon, Database Management Systems, Vikas Publ New Delhi,
- 4. RobCoronel, Database Systems & Design, Implementation & Management , Thomson Learning , Banglore.

Semester III

	Subject Environmental Sustainability and Climate Change Mitigation	Subject Code	MS6B-213
Ttanic		Total Credits	03

Subject Nature: Foundation Course

Course Objective:

The objective of this course is to develop global perspective about the environmental management and to develop understanding of how environmental and ecosystem services are crucial elements to reduce disaster risk in Hospital. Climate change mitigation CDM and other options for sustainable development, Carbon trading a new concept.

Learning Outcome:

Upon successful completion of this course students will be capable to understand how environmental and ecosystem services are crucial elements to reduce disaster risk in hospitals

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 case/practical problems.

Course Contents				
Unit-1	 Basic concept of environment and ecosystem, Global environmental issues Environmental sustainability, Sustainable development, Path to sustainability. 			
4. Global environmental summits. Objective and the components of environmental management				
Unit-2	2.1 Management tool, Environmental impact assessment.			
	2.2 The millennium ecosystem assessment.2.3 Brief introduction of HYOGO framework, Biosafety categora protocol.			
Unit-3	3.1 Environmental risk, Global climate changes: cause, impact			
	3.2 Ozone depletion and its consequences			
	3.3 Kyoto Protocol and Montreal protocol			
Unit- 4	Unit- 4 4.1 Case studies of climate related disasters.			
	4.2 Climate change mitigation CDM, Carbon trading			

Text Books : (Latest Edition)

- 1. Environmental Management, N.K. Liberoi, Excell Books.
- 2. Environmental Science, G. Taylor Miller, Jr. Cengage Learning.

Semester III

Subject Name	COST AND MANAGEMENT ACCOUNTING	Subject Code	MS6B- 215
		Total Credits	03

Subject Nature: GENERIC

Course Objective:

The aim of the course is to enable students to know and understand the various facets of accounting procedures and practices used in business management.

Learning Outcome:

On successful completion of this course, students will be able to:

- Explain the role of management accounting information in assisting management in undertaking planning, performance measurement, controlling and decision-making.
- Apply traditional and contemporary approaches to product costing in job, process, & activity based costing environments.
- Use standard costs to prepare budgets for planning and control purposes.

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 case/practical problems.

Course Contents			
Unit - 1 1. Purpose, Utility			
Introduction to Cost	Interrelationship of Financial Accounting and Management		
Accounting	Accounting with Cost Accounting.		
Unit-2	2.1 Material, Labour and Overheads		
Elements of Costs	2.2 Fractions and Segment Classification of Cost		
	2.3 Direct and Indirect Cost Centers and Cost Units.		
Unit-3	3.1 Product cost and period costs		
Various types of Costs	arious types of Costs 3.2 Absorbed and Unabsorbed Costs		
	3.3 Expired and Unexpired Cost; Variable and fixed cost		
	3.4 Out of Pocket costs and Sunk Costs		
	3.5 Opportunity Cost and Liquidity Costs		
	3.6 Incremental, Marginal and Differential Costs.		
Unit- 4	4.1 Materials Purchasing Procedure, Organization Control and		
Materials Records			
	4.2 Valuation of Inventory Control Over Materials, Inventory		
	Control Techniques,		
	4.3 Accounting for losses & Wastages Accounting for issue of		
	Materials from stores.		

Unit – 5 Labour 5.1 Time keeping and Time Booking, 5.2 Remuneration of Labour and Methods of Wage paym	
Unit – 6 Overhead 6.1 Accounting and Control of Overhead, 6.2 Classification and Absorption of Overheads	
Unit – 7 Methods of Costing	7.1 Unit and Job costing and preparing Tenders 7.2 Contract Costing, Process Costing.

- 1. Cost Accounting Pearson Education.
- 2. Cost Accounting methods & Problems B.K. Bhar
- 3. Cost Analysis and Control B.M. Nigam and G.L. Sharma, Himalaya Publishing House, 1992.
- 4. A.T.B. of Cost Accounting M.N. Arora, New Delhi, Vikas Publishing House Pvt. Ltd., 1994 Third Revised Edition.