

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

Batch 2023-2028

PROGRAMSTRUCTURE

SemesterI

Code	Subject		Credit
MS6B-101	IntroductiontoHumanPhysiology&Biochemistry	Compulsory	3
MS6B-103	IntroductiontoHumanAnatomy	Compulsory	3
MS6B-105	IntroductiontoHospital&Healthcare	Compulsory	3
MS6B-107	FundamentalsofManagement	Compulsory	3
MS6B-109	Hindi	Compulsory	3
MS6B-111	FundamentalsofComputers	Compulsory	3
MS6B-113	Personal&ProfessionalSkills	Compulsory	3
MS6B-115	Indian Culture and Heritage	Compulsory	3
MS6B-151	ComprehensiveVivaVoce		3*
	TotalCredits		24+3*

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
MBA (Hospital Administration) 5 Year Semester- I			
Subject Name	Introduction to Human Physiology & Biochemistry	Subject Code	MS6B-101
Subject Nature	Core	Credits	03
Course Objective: To enable students to learn and to have a good understanding of Human Physiology and Biochemistry as is necessary for Hospital Administrators.			
Learning Outcome: At the end of the course students should be able to have a clear understanding of the human physiology and biochemistry which in turn will facilitate the understanding of the different conditions of the body and its related management.			
Examination Scheme: The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks having theoretical and practical questions.			
Course Contents			
Unit	Content		
1	General Physiology & Biochemistry		
1.1	Physiology with special reference to Human Body		
1.2	Principles of bio-physics as applicable to the human body		
2	The Circulatory System		
2.1	Composition of blood, functions of all components of blood		
2.2	Blood groups		
2.3	Cardiac Cycle, Blood Pressure and ECG		
2.4	Lymphatic system		
2.5	Acid base balance and temperature regulation in humans		
3	The Endocrine System		
3.1	Hormones, classification of hormones		
3.2	Gross physiology of endocrine system and its applied clinical aspects		
3.3	mechanism of action of various hormones and their role in controlling body activities		
3.4	hypo and hypersecretion of hormones and its clinical consequences		
4	The Gastro-intestinal System		
4.1	Physiology of gastro-intestinal system and its applied aspects; physiology of liver and pancreas		
4.2	Enzyme types, Mechanism of action, co-enzymes		
4.3	Structure and functions of carbohydrates, lipids, amino acids, proteins and nucleic acids.		
4.4	Immuno-globulins and immunity; vitamins and minerals; electrolytes		
4.5	Malnutrition and disorders related to carbohydrates, fats, proteins and vitamin deficiency; Electrolyte imbalance		
5	More about the Human Body		
5.1	Respiration and its physiology with regard to its clinical application; diseases of respiratory system; artificial ventilation		

5.2	Physiologyofthenervoussystem;CNS, autonomic, sympatheticand parasympatheticsystemsandtheirappliedphysiology;excitabletissue–nerveandmuscle
5.3	Excretorysysteminhumansincludingappliedaspects
5.4	Physiologyofreproductioninhumans
5.5	BiochemicalLabtests,profilesandequipment
LearningResources: Asperthesuggestionsgivenbythefaculty.	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
MBA (Hospital Administration) 5 Year Semester - I			
Subject Name	Introduction to Human Anatomy	Subject Code	MS6B-103
Subject Nature		Credits	03
Course Objective: To expose the students to the fundamentals of human body organization.			
Learning Outcome: At the end of the course students should be able to have a clear understanding of the human anatomy which in turn will facilitate the understanding of the different conditions of the body and its related management.			
Examination Scheme: The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks having theoretical and practical questions.			
Course Contents			
Unit	Content		
1	General anatomy		
1.1	Introduction to the human body		
1.2	General anatomical terms		
2	Osteology		
2.1	The skeletal structure: formation and functions		
2.2	Types of joints, their structures and functions performed		
2.3	Bones of upper and lower limb		
2.4	Skeletal structure of the head and vertebral column		
2.5	Skeletal structure of the girdles		
3	The Muscular System		
3.1	Anatomy of a muscle, functions of the muscular system		
3.2	Major muscles of the human body		
3.3	Muscles of the upper and lower limb		
4	The Nervous System		
4.1	Nerves and synapses, functions of the nervous system		
4.2	The central nervous system and major functions		
4.3	The peripheral nervous system and major functions		
4.4	The autonomic nervous system and major functions		
4.5	The somatic nervous system and major functions		
4.6	Sensory, motor, sympathetic and parasympathetic divisions		
5	Major Organs		
5.1	Heart		
5.2	Lungs		
5.3	Liver		
5.4	Pancreas		
5.5	Kidney		
5.6	Anterior and posterior abdominal wall		
5.7	Skin		
6	The Genitourinary System		
6.1	Male genitourinary system, organs and their functions		
6.2	Female genitourinary system, organs and their functions		
Learning Resources:			

TextBook:

B.DChaurasia,**HumanAnatomy**,CBSPublishers.

ReferenceBooks:

I.B. Singh, **Essentials of Human Anatomy**, Jaypee
Brothers.HenryGray,**Gray'sAnatomy**,RecentEdition.

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
MBA (Hospital Administration) 5 Year Semester- I			
Subject Name	Introduction to Hospitals and Healthcare	Subject Code	MS6B-105
Subject Nature		Credits	03
Course Objective: The objectives of the course are to help students to understand health in general and hospitals as an institution so that they get an overview and get oriented to the basics of their management.			
Learning Outcomes: At the end of the course the students should be able to <ul style="list-style-type: none"> 1. Have a clear understanding of the health care delivery system in India. 2. Acknowledge the role of hospitals and their constitution.. 			
Examination Scheme: The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks having theoretical and practical questions and/or cases.			
Course Contents			
Unit	Content		
1	Health		
1.1	Meaning and concept of health, disease, care and administration		
1.2	Health Indicators and their importance		
2	Healthcare: The Indian Scenario		
2.1	The structure of health care delivery system in India		
2.2	Administration of Healthcare: policy and process		
2.3	Medical care including the role of State, local self-governments, NGOs, Private and Corporate sector and Community in general		
3	Hospitals		
3.1	Meaning of a hospital		
3.2	Role of hospital in the health care spectrum		
3.3	Role of hospital in the society		
3.4	Functions of a hospital		
3.5	Classification of hospitals		
3.6	Organizational structure of hospitals		
4	Hospital Services		
4.1	Clinical services		
4.2	Administrative and support services		
4.3	Role and responsibilities of a Hospital Administrator		
4.4	Patient's Bill of Rights		
4.5	Hospital Information System (HIS): an overview		
4.6	Control measures, MRD, audits: an overview		
4.7	Standard Operating Procedures (SOPs), their meaning and significance.		
4.8	Administrative processes and flowcharts		
4.9	Ethical values in hospital administration		
	Total Teaching Hours		
Learning Resources:			
Text Books:			

1. K.Park, "TextBookofPreventiveandSocialMedicine".
2. B.K. MahajanTextBookofPreventiveandSocialMedicine
3. B.M.Sakharkar, "PrinciplesofHospitalAdministrationandPlanning".

ReferenceBooks:

1. Kunders:HospitalPlanning&HospitalManagement.
2. Mc.Caullay:HospitalAdministrationandPlanning.

MBA(HospitalAdministration) 5 Year Semester- I			
Subject Name	Fundamentals of Management	Subject Code	MS6B-107
Subject Nature	Core	Credits	03
Course Objectives: To expose the student to the different functions performed by managers, the roles they have to perform for those functions, and the knowledge and skills they have to develop for the role through real life examples and cases.			
Learning Outcomes: At the end of the course students should be able to <ol style="list-style-type: none"> 1. Define Management and explain how management differs according to level and whether a manager is a line manager or a non-enabling role. 2. Briefly describe and contrast four models of management; rational, goal, scientific, human relations, open systems and, describe and attain some elementary level of skills in the main management processes; planning, organizing, decision making and control. 			
Examination Scheme: The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks having theoretical and practical questions and/or cases.			
Course Contents			
Unit	Content		
1	Management Concepts and Theories		
1.1	Concept and Nature of Management		
1.2	Role and responsibility and functions of Manager		
1.3	Managerial Skill and organization hierarchy		
1.4	Evolution of Management thoughts –(Classical School, Taylor, Fayol & Weber’s Contribution)		
1.5	Neoclassical Theory (Elton Mayo Contribution) Modern Theory (Contingency & System Approach)		
2	Planning		
2.1	Nature and purpose of planning.		
2.2	Types of Planning		
2.3	Planning Process		
2.4	Nature of Objectives, MBO; Process, benefits and limitations		
3	Strategies, Policies and Planning		
3.1	Nature and process of planning		
3.2	Strategies planning process		
3.3	TOWS Matrix		
3.4	Porter’s Generic Competency Model		
3.5	Planning and Forecasting		
4	Organizing		
4.1	Nature and Purpose of Organizing		
4.2	Organizational Design and Types		
4.3	Organizational Structure; Departmentalization.		
4.4	Line/Staff Authority and de-centralization, Delegation		
5	Controlling		

5.1	Concept and Process of Control
5.2	Control Techniques
5.3	Human aspects of Controlling
5.4	Use of IT in Controlling
6	Decision Making
6.1	Decision making
6.2	Nature, types and scope of managerial decision making process
6.3	Models of decision making
6.4	Certainty in decision making
<p>Learning Resources:</p> <p>Text Books: R.D. Agrawal, Organization and Management, Tata McGraw Hill.</p> <p>Reference Books: Harold Koontz, Heinz Wehrich, Management: A Global Perspective, Tata McGraw Hill. Stephen P. Robbins, Management, Pearson Education.</p>	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
MBA (Hospital Administration) 5 Year			
Semester- I			
Subject Name	HINDI	Subject Code	MS6B-109
Subject Nature	Core	Credits	03
Subject Nature: Generic			
Course Objective:			
<ul style="list-style-type: none"> • To develop understanding and expression of views logically with proper fluency. • To learn writing of proper official and formal language without any grammatical errors • To explore proper pronunciation and punctuation of Hindi words. • To enhance the understanding of cultural importance of Hindi language 			
Learning Outcome:			
At the end of the course students should be able to:			
<ul style="list-style-type: none"> • Develop the interest and confidence to speak, understand and write in Hindi. • Explain the importance of media and how the language influences it. 			
Examination scheme:			
The faculty member will award internal marks out of 40 based on three assessments of 20 marks each of which the best two will be considered.			
The end semester examination will be worth 60 marks having theory and cases/practical problem			
Unit- 1 SENTENCE FORMATION AND TYPES	1- u; siz; ksx 2- fgUnhdhokD;jpuk&3- okD;ksadsizdkj 4- okD;foU;kl		

<p style="text-align: center;">Unit- 2ENHANC E COMMUNICATION SKILLS-I</p>	<p>1- okD; xrl kekU; v'kfq}; kW2- fojkefpUg 3- i = ys[ku] I kjys[ku] i Yyou& 4- i = ksa ds mnkj.k</p>
<p style="text-align: center;">Unit- 3ENHANC E COMMUNICATION SKILLS-II</p>	<p>1- i = ksadsi zdkj 2- i = ys[kudhfo'ks"krkW, ¼i = ys[ku] lacks/ku] varfnuka dvkfnMkyuk½ 3- I kjys[ku 4- i Yyou</p>
<p style="text-align: center;">Unit- 4DECISIO NMAKIN G</p>	<p>1- Hkkjrh; laLd`fr 2- Hkkjrns'kvkSjml dsfuoklh3- Hkkjrh; lekt dhl ajpuk 4- I kekftdxfr'khyrk&vn; -ru 5- dk; ZvkSjn'kZu</p>
<p>Learning Resources: Text Books: 1. Sampurna Vyakranaur Rachna, Dr. Arvind Kumar, Lucent Publication 2. Adhunik Hindi Vyakran, Prithvinath Pandey, Samyik Prakashan 3. Hindiki Vartanitha Shabd Vishleshan, Acharya Kishoridas Vajpayi, Vani Prakashan 4. Samanya Hindi Vyakranaur Rachna, Shri Krishna Pandey, Vani Prakashan</p>	
<p>Reference Books: 1. Manak Hindi Vyakaran, Dr. Laxmikant Pandey, Vidya Prakashan. 2. Manak Hindi Sanrachna Swaropevam Vishleshan, Dr. Suvarnlata, Vidya Prakashan</p>	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
MBA (Hospital Administration) 5 Year Semester- I			
Subject Name	Fundamentals of Computers	Subject Code	MS6B-111
Subject Nature	Skill enhancement	Credits	03
Course Objective: The objectives of the course are to introduce the student to the concept of computer hardware and software and to acquaint them with IT Tools.			
Learning Outcome: At the end of the course the student should have a clear understanding of computer hardware and software tools.			
Examination Scheme: The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks having theoretical and practical questions.			
Course Contents			
Unit	Content		
1	Introduction to Computers		
1.1	Hardware: Input/Output devices, storage devices and memory.		
1.2	Software: System and Application Software, Compilers, Interpreters and Assemblers.		
1.3	Computer Languages: Level of Languages, Generation and their features.		
1.4	Generation of Computer (Phases of development of computers).		
1.5	Number System: Introduction to number system, Binary, Decimal, Hexadecimal and their conversions and their uses in computer system.		
2	Operating Systems		
2.1	DOS: External and Internal Commands and features.		
2.2	WINDOWS 98: Basic Operations, utilities and features.		
2.3	UNIX: Introduction, features and basic commands (like: pwd, cp, cd, rm, mv, ls, cat, mkdir, chmod, rmdir, who, whoami, banner, date, kill, etc.).		
3	Application Software (MS-Office 2000)		
3.1	MS Word 2000: Word basics, formatting text and documents, working with headers, footers and footnotes, tabs, tables and sorting, working with graphics, templates, wizards and sample documents, introduction to mail merge and macros.		
3.2	MS Excel 2000: Excel basics, rearranging worksheets, excel formatting tips and techniques, introduction to functions, Excel's chart features, working with graphics, using worksheet as databases, automating "what-if" projects.		
3.3	MS PowerPoint 2000: PowerPoint basics, creating presentation the easy way, working with text in PowerPoint, working with graphics in PowerPoint.		
3.4	MS Access 2000: Database creation, screen/form design, report generation using wizard.		
Learning Resources:			
Text Books:			
1. Suresh K. Basandara., "Computer Today", New Delhi, Cialgotra-1999.			
2. Rom Mansfield., "The concept guide to Microsoft Office", New Delhi BPB 1994.			
3. Suilz, "Learn DOS in a Day", New Delhi BPB.			
4. P.K. Sinha, "Computer Fundamentals", New Carole Boggs Mathews and Martin. Mathews, Windows 95 Instant Reference. New Delhi BPB 1995.			
Gini Courter & Annette Marquis, "Microsoft Office 2000 No Experience Required", BPB			

Publications, New Delhi, 1999.

6. Laurie Ulrich, "Tech yourself Microsoft Office 2000 in 2 days", Tec media, New Delhi, 1999. Sumitabha Das, "Unix Concepts and Applications", Tata McGraw Hill Pub. Co. Ltd., New Delhi, 1997

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
MBA (Hospital Administration) 5 Year Semester- I			
Subject Name	Personal and Professional Skills	Subject Code	MS6B-113
Subject Nature	Generic	Credits	3
<p>Course Objective: To develop inquiring and knowledgeable young people with intercultural understanding. Outcomes:</p> <ol style="list-style-type: none"> 1. Students shall become proactive in creating a better working environment around them. 2. Responsible for own learning and development. 3. Active participation in their own intercultural learning. 4. Enhanced thinking abilities. 			
<p>Learning Outcome: At the end of the course students should be able to;</p> <ul style="list-style-type: none"> • Students shall become proactive in creating a better working environment around them. • Responsible for own learning and development. • Active participation in their intercultural learning. • Enhanced thinking abilities. 			
<p>Examination Scheme: The internal assessment will be of 40 marks based on three assessments of 20 marks each, out of which best two will be considered. The end semester examination will be worth 60 marks having theoretical and practical questions.</p>			
Course Contents			
Unit	Content		
1	Unit 1. Self-awareness: emotional intelligence, self-appraisal and reflection, Johari Window		
2	Unit 2. Relationship management: conflict management strategies, cross-cultural leadership Collaborative strategies		
3	Unit 3. Interpersonal skills: Social awareness, non-verbal clues, self-expression Writing and presentation skills, transactional analysis.		
4	Unit 4. Thinking process: Creative thinking, critical thinking and their applications, evaluation imagination and problem-solving skills.		
5	Unit 5. Intercultural understanding: cultural identity, diversity and intercultural engagement, perspectives, Commonalities and differences.		
<p>Learning Resources:</p> <p>Text Books:</p> <ol style="list-style-type: none"> 1. Personal Development Mastery 2 Books in 1: The Key to being Brilliantly Confident and More Assertive + How to be Charismatic, Develop Confidence, and Exude Leadership - Richard Banks. 2. Personal Development Mastery 2 Books in 1: The Key to being Brilliantly Confident and More Assertive + How to be Charismatic, Develop Confidence and Exude Leadership. <p>Reference Books:</p> <ol style="list-style-type: none"> 1. Personal & professional skills for the IBCP: Skills for Success - Paul Gallagher. 2. The Study Skills Handbook 5e By S. Cottrell. <p>3. People Skills At Work By Evan/Dora Berman & Berman.</p>			

INSTITUTE OF MANAGEMENT STUDIES			
MBA (Hospital Administration) 5 Year Semester- I			
Subject Name	Indian Culture and Heritage	Subject Code	MS6B-115
		Total Credits	03
Subject Nature: Elective			
Course Objective: This course aims to explore the rich and diverse cultural heritage of India, encompassing its art, architecture, literature, philosophy, religion, traditions, and social practices.			
Learning Outcome: At the end of the course, students should be able to; <ul style="list-style-type: none"> • Through a combination of lectures, discussions, readings, and projects, students will gain insights into the historical evolution and contemporary significance of Indian culture. 			
Examinations 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 Introduction to Indian Culture and Heritage	Concept & Meaning of Culture • Relationship between Culture & civilization • Salient features and uniqueness of Indian culture • Importance of Spirituality in Indian culture • Diversity in Indian Culture and underlying unity • UNESCO and its role in preserving culture & heritage • World Heritage Sites in India		
Unit-2 Vedic Period	A civilization defined by Education • Nuances of learning - Sutra style, oral tradition • Distilling worldly wisdom through fables and games • Manuscript wealth of India • Avadhankala - concentration, memory and creativity • Vaad - learning through dialogue and debates • Knowledge framework and classification • What can present day India learn from her ancient systems.		
unit-3 Archaeological Astronomy and Art Heritage	Astronomy • Mathematical heritage • Metallurgy in ancient India • Medicine and Pharmacology • Architecture, civil engineering, fractal geometry in temple architecture • A glimpse of sophistication- Sindhu Saraswati civilization Rasa theory, importance of Rasa in Indian Art • Shastric framework for Indian dance, music, drama and painting • Two parallel streams of Art forms - Classical and Folk, difference in form, similarity in essence • Indian classical and folk dance forms • Indian classical and folk music • Indian Theatre, Natyashastra and Folk drama • Indian painting and sculpture, chitrasutra • Handicrafts of India		
Unit-4 Diversity and Philosophical Systems	<ul style="list-style-type: none"> • Classical and regional languages • The philosophy of Sanskrit Grammar • Chhanda- prosody and binary system • Important works in Indian languages, wonders in literature Importance of local fauna and flora, sacred status accorded to ecology • Sanctity of five elements, their utilization and management by the community • Sustainable lifestyle • Health and wellness of the sentient beings- Vriksha Ayurveda and Gaja Ayurveda 		

Unit-5 Textiles and Practices	History of Indian textiles • Perfumery in Ancient India • Indian culinary heritage • Spiritual and Ayurvedic perspective of food • Vajra Mushti • Gatka • Lathi • Mustiyuddha • Thang-ta • Kalaripayat • Silambam • Malla-Yudha
Unit-6 Modern Indian Culture and Globalization	India's contribution in different fields of human activity • Maritime history of India • Spiritual import from India - Yoga, Ayurveda, human Consciousness
<p>Recommended Readings:</p> <p>"India: A History" by John Keay "The Wonder That Was India" by A.L. Basham "Indian Art and Culture" by Nitin Singhania</p> <p style="text-align: center;">Selected readings from classical texts, modern literature, and scholarly articles</p>	