

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

PROGRAM STRUCTURE

Semester I

Code	Subject		Credit
MS6B-101	Introduction to Human Physiology & Biochemistry	Compulsory	3
MS6B-103	Introduction to Human Anatomy	Compulsory	3
MS6B-105	Introduction to Hospital & Healthcare	Compulsory	3
MS6B-107	Fundamentals of Management	Compulsory	3
MS6B-109	Hindi	Compulsory	3
MS6B-111	Fundamentals of Computers	Compulsory	3
MS6B-113	Personal & Professional Skills	Compulsory	3
MS6B-115	Business Environment	Compulsory	3
MS6B-151	Comprehensive Viva Voce		3*
	Total Credits		24+3*

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
BBA (Hospital Administration) 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 hyper secretion 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	Enzymes 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	Physiology of the nervous system; CNS, autonomic, sympathetic and parasympathetic systems and their applied physiology; excitable tissue –nerve and muscle	
5.3	Excretory system in humans including applied aspects	
5.4	Physiology of reproduction in humans	
5.5	Biochemical Lab tests, profiles and equipment	
Learning Resources: As per the suggestions given by the faculty.		

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
BBA (Hospital Administration) 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:

Text Book:

B.D Chaurasia, **Human Anatomy**, CBS Publishers.

Reference Books:

I.B. Singh, **Essentials of Human Anatomy**, Jaypee Brothers.

Henry Gray, **Gray's Anatomy**, Recent Edition.

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
BBA (Hospital Administration) 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 student should be able to <ul style="list-style-type: none"> 1. Have a clear understanding of the healthcare 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 Health care: 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 flow charts		
4.9	Ethical values in hospital administration		
	Total Teaching Hours		
Learning Resources:			

Text Books:

1. K. Park, "Text Book of Preventive and Social Medicine".
2. B.K. Mahajan Text Book of Preventive and Social Medicine
3. B.M. Sakharkar, "Principles of Hospital Administration and Planning".

Reference Books:

1. Kunders: Hospital Planning & Hospital Management.
2. Mc. Caullay: Hospital Administration and Planning.

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
BBA (Hospital Administration) Semester- I			
Subject Name	Fundamentals of Management	Subject Code	MS6B-107
Subject Nature	Core	Credits	03
Course Objectives: To expose the students 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 roles 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 on an 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 Weihrich, Management: A Global Perspective, Tata McGraw Hill. Stephen P. Robbins, Management, Pearson Education.</p>	

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
BBA (Hospital Administration) Semester- I			
Subject Name	HINDI	Subject Code	MS6B-109
Subject Nature	Core	Credits	03
Course Objective: The objective of this course is to enable students to develop an understanding of direct and indirect taxes and to enable them to calculate taxes.			
Examination scheme: <ul style="list-style-type: none"> • Internal -2 tests and one assignment/test of 20 marks each. Marks of best two i.e. 40 marks would be considered as per ordinance-31 • External – would be of 60 marks-shall have 07 questions, out of which students are supposed to attempt only 05 questions. 			
Course Contents			
Unit-1 SENTENCE FORMATION AND TYPES	1- u;s iz;ksx 2- fgUnh dh okD; jpuk & 3- okD;ksa ds izdkj 4- okD; foU;kl		
Unit -2 ENHANCE COMMUNICATION SKILLS-I	1- okD; xr lkekU; v'kfq};kW 2- fojke fpUg 3- i= ys[ku] lkj ys[ku] iYyou& 4- i=ksa ds mnkgj.k		
Unit -3 ENHANCE COMMUNICATION SKILLS-II	1- i=ksa ds izdkj 2- i= ys[ku] dh fo'ks"krkW, ¼ i= ys[ku] lacks/ku] var fnukad vkfn Mkyuk½ 3- lkj ys[ku] 4- iYyou		
Unit -4 DECISION MAKING	1- Hkkjrh; laLd`fr 2- Hkkjr ns'k vkSj mlDs fuoklh 3- Hkkjrh; lekt dh lajpuk 4- lkekftd xfr'khyrk & vn;~ru 5- dk;Z vkSj n'kZu		
Learning Resources: Text Books: <ol style="list-style-type: none"> 1. Sampurna Vyakran aur Rachna, Dr. Arvind Kumar, Lucent Publication 2. Adhunik Hindi Vyakran, Prithvinath Pandey, Samyik Prakashan 3. Hindi ki Vartani tatha Shabd Vishleshan, Achrya Kishoridas Vajpayi, Vani Prakashan 4. Samanya Hindi Vyakran aur Rachna, Shri Krishna Pandey, Vani Prakashan 			

Reference Books:

1. Manak Hindi Vyakaran, Dr. Laxmikant Pandey, Vidya Prakashan.
2. Manak Hindi Sanrachna Swaroop evam Vishleshan, Dr. Suvarnlata, Vidya Prakashan

INSTITUTE OF MANAGEMENT STUDIES (DAVV) INDORE			
BBA (Hospital Administration) 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 students to the concepts 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: Levels 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, who am I, 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.			
5. 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			
BBA (Hospital Administration) Semester- I			
Subject Name	Personal and Professional	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:</p> <p>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 Keys 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 Keys to being Brilliantly Confident and More Assertive + How to be Charismatic, Develop Confidence and Exude Leadership.

Reference Books:

1. Personal & professional skills for the IB CP: Skills for Success -Paul Gallagher.
2. The Study Skills Handbook 5e By S. Cottrell.
3. **People Skills At Work By Evan / Dira Berman & Berman.**

INSTITUTE OF MANAGEMENT STUDIES(DAVV, INDORE)			
BBA (Hospital Administration) Semester- I			
Subject Name	BUSINESS ENVIRONMENT	Subject Code	MS6B-115
		Credit	03
Subject Nature: Core			
COURSE OBJECTIVE : To familiarize the students with the business environment prevailing in India and in the world to help them understand its implications to business			
LEARNING OUTCOME: After completion of this course students will be capable to understand Business Environment practices and how to apply in business and other fields.			
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 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.			
COURSE CONTENT			
Unit-1	1.1 Components and Significance of Business Environment, 1.2 Factors effecting environment of Business, 1.3 Economic factors and its Components, 1.4 Cultural factors and its impact on business, 1.5 Social Environment and its impact on Purchasing and Consumption, 1.6 Political Stability, 1.7 Sovereignty and its impact on the returns of Business, 1.8 Technological and its impact on internationalizing the business activities, Legal environment, Dimensions of International Business Environment, Challenges.		
Unit-2	2.1 Economic Planning & Development 2.2 Indian Economic Systems-Economic planning with special reference to last three plans, public, private joint and cooperative sectors – 2.3 Industrial Policy of the Government Latest Industrial Policy 2.4 Foreign Trade Policy 2.5 Fiscal Policy and Tax System in India 2.6 Monetary Policy and Banks Reforms in India Challenges of Indian Economy, Rural Development Efforts		

<p style="text-align: center;">Unit-3</p>	<p>3.1 India as one of the most prominently emerging economies of world 3.2 Indian Economic Systems-Economic planning with special reference to last three plans, public, private joint and cooperative sectors 3.3 Balance of Payments 3.4 Concepts, Disequilibrium in BOP 3.5 Methods of Correction 3.6 Tread Barriers and Tread Strategy 3.7 Free Trade vs. Protection 3.8 World Financial Environment\ 3.9 Foreign Exchange Market Mechanism Exchange Rate Determination and Euro Currency</p>
<p style="text-align: center;">Unit-4</p>	<p>4.1 Strategies for going Global 4.2 International Economic Integration, 4.3 Country Evaluation and Selection, 4.4 Foreign Market Entry Method, 4.5 International Trading Blocks, Their Objectives, 4.6 WTO Origin, Objectives, 4.7 Organization Structure and Functioning, WTO and India.</p>
<p>Learning Resources Text Readings: 1. Shaikh Salim, Business Environment, Pearson Education, 2010 2. Mark Hirschey, Economics for Managers, Cengage, 2006 3. Palwar, Economic Environment of Business, PHI, New Delhi,2009 4. D.N. Dwivedi, Managerial Economics, Vikas Publishing House, 2009.</p>	