

Third Year

BBA (HOSPITAL ADMINISTRATION)

Course Type	Subject Name
Major -1	Hospital Planning
Major - 2	Purchase & Material Management
Minor	Financial Management
Elective	Select any one from the vocational Subject list
Vocational	Select any one from the vocational Subject list
Foundation – 1	Hindi + English
Foundation – 2	Digital Awareness + Personality Development and Character Building .
Internship	Field Projects/Apprenticeship /Community Engagement & Services

BBA (HOSPITAL ADMINISTRATION)

Third Year

Course Type	Subject Code	Subject Name	Credit Hours	Cumulative Credits Hour
Major -1	MAJBHA-301	Hospital Planning	6	86
Major - 2	MAJBHA-302	Purchase & Material Management	6	92
Minor	MINBHA-303	Financial Management	6	98
Elective	Code as per list attached	Select any one from the vocational Subject list	6	104
Vocational	Code as per list attached	Select any one from the vocational Subject list	4	108
Foundation – 1	FOUBHA-304	Hindi	2	110
	FOUBHA-305	English	2	112
Foundation – 2	FOUBHA-306	Digital Awareness	2	114
	FOUBHA-307	Personality Development and Character Building .	2	116
Internship	INTBHA- 308	Field Projects/Apprenticeship /Community Engagement & Services	4	120
		Total Credit for III Year		120

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Dr. K. S. Srinivasan

Sunita

Dr. P. S. Srinivasan

Dr. M. S. Srinivasan

Dr. V. S. Srinivasan

List of Elective Subjects BBA (HOSPITAL ADMINISTRATION) -Third Year
(As per NEP- 2020)

SN	Subject Code	Subject Name
1	ELCBHA -005	Quantitative Techniques
2	ELCBHA -006	Project Management

List of Vocational Subjects BBA (HOSPITAL ADMINISTRATION) - Third Year
(As per NEP- 2020)

SN	Subject Code	Subject Name
1	VOCBHA -007	CRM in Health Care
2	VOCBHA -008	Hospital MIS
3	VOCBHA -009	Industrial Relations & Labour Law
4	VOCBHA -010	Logistics & Supply Chain Management

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Major-1 MAJBHA-301- Hospital Planning

Course Content

Unit I: Introduction- Evolution of hospital planning, changing health care concept in planning / designing, need for planning health care facilities, health care facility planning in India

Unit II: Steps in Hospital Planning-Need Assessment, Planning process, Appointment of Planning Teams/Consultants, Preparation of Project Report, sources of finance, site selection Appointment of Architect, Architect Report, Size of the Hospital, Design of the Hospital, Selection of the Contractor, tender documents

Unit III: Architect Report- Preparation of Architect's Brief, Selection of the Size, Preparation of the Master plan, Layout, Grouping, Zoning & Phasing of Activities, Circulation & Movements of Patients, Staff, Visitors, functional and space programming, hospital design, departmental layouts, inter- relationships between services

Unit IV: Types of Hospital Organization & Statutory Requirements for Planning- Planning of 30,100,250 bedded hospital (general/specialty), Planning of 500, 750 and above bedded hospital (teaching/super-specialty/non-teaching specialty hospitals); Hospital standards and design: Building requirement- Entrance & Ambulatory Zone, Diagnostic Zone, Intermediate Zone, Critical zone, Service Zone, Administrative zone; Voluntary & Mandatory standards – General standards, Mechanical standards, Electrical standards, standard for centralized medical gas system, standards for biomedical waste

Suggested Readings

1. B.M. Sakharkar "Principles of Hospital Administration and Planning
2. Kundurs; Hospital Planning & hospital Management.
3. Tabish Syed Amin " Hospital & Health Services Management"

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Major-2 MAJBHA-302- Purchase & Material Management

Course Objectives:

The objectives of the course are to enable students to have a good understanding of Purchase and Material Management and to develop capability in them to use these techniques for solving the problem faced by Hospital Administrators.

Course Contents:

1. Materials Management:

- a) Objective of materials Management and importance of materials management , Integrated materials management ,The role of materials and Purchase Management in Business.
- b) Integrated Materials Management concept, Need, Definition Scope and Advantages.

2. Materials Planning and Budgeting

- a) . Introduction to Planning ,Advantages of Planning ,definition of Planning and budgeting, Planning aproacesfor materials management.
- b).Materials Budgeting:Meaning ,Factors Governing Materials Budget and Limitations of materials budgets.

3. Materials Identification ,Codification and standardization

- a. Identification:Need and importance , Classification of Materials.
- b. Codification of Materials: Codification System
- c .Standadization:Aims and Advantages ,Standards Institutions

4. Inventory Management and EOQ -Objectives of inventory, inventory cost, inventory control techniques, evolution of Inventory Management :

- a) Music-3D view of materials Management -selective Control,ABC,XYZ,FSN Classification
- b) Availability -SDE/GOLF/SOS, Criticality VED/RAM/VEN, Analysis and Interpretation of Music 3D analysis

5. Purchasing Cycle-Purchasing activities,indent status ,chasing and follow up transportation,incoming inspection,bill settlement,documentation ,right price ,right time of purchasing right method of material handling, right mode of material transport ,right quality right source and right buyers sellers relations.

6 Disposal of obsolete and scrap items- management of SOS, categorization of obsolete/surplus ,reasons of obsolescence ,control of obsolescence and scrap, responsibility for disposal ,disposal methods. Warehousing Management - Objectives of stores,location and layout ,preservation of items , Management of receipts,issue control,store documentation.

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Text Reading:

1. Donald W. Dobler, Lamer Lee Jr. And David N. Burt, "Purchasing and Materials Management" New Delhi, Tata MC Graw Hill 4th Ed., 1994.
2. M.M. Verma, "Materials Management", New Delhi, Sultan Chand and sons, 3rd Ed. 1997.
3. Joseph G Monks, "Operations Management", New Delhi, Tata MC Graw Hill 4th Ed, 1994.

Suggested Readings:

1. P. Gopalkrishnan and M. Sudersan, "Materials Management: Integrated Approach", New Delhi, Prentice Hall of India., 1996.
2. Richar B. Chase and Nicholas J. Aquilano, "Production and Operations Management : Manufacturing and Services", Chicago : Irwin, 1996

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Minor -1 MINBHA-303- Financial Management

Course Objective

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

Course content

UNIT 1

Financial Management finance function aims of finance function financial Management goals of Financial management financial decisions Relationship of Finance with other disciplines viz. Economics , Accounting & others. Scope of Financial Management and Organization of finance function.

UNIT 2

Time Value of Money: Introduction, Future Value of a Single Cash Flow, Multiple Flows and Annuity. Present value of a Single Cash Flow, Multiple Flows and Annuity .

UNIT 3

LEVERAGE ANALYSIS: Introduction, Operating, Financial and Combined Leverage, Relationship of Leverage with Capital Structure, EBIT EBT EPS analysis, leverage problems

UNIT 4

CURRENT ASSETS MANAGEMENT- WORKING CAPITAL MANAGEMENT : meaning, concept, types, need and importance of a working capital, determinants of working capital requirement, Operating cycle approach to working capital. Computation of Working capital. Financing Current Assets: behavior of current assets and pattern of financing.

UNIT 5

CURRENT ASSETS MANAGEMENT- MANAGEMENT OF CASH: Introduction & Motives for holding cash, Objectives of Cash Management, cash forecasting and preparing cash budgets, Cash Management Techniques.

UNIT 6

CURRENT ASSETS MANAGEMENT- RECEIVABLES MANAGEMENT: Introduction & Objectives, Cost & Benefits of maintaining receivables, credit policy variables (credit standards, credit analysis), Credit Terms, Collection policies.

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**", Galotia 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. 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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Elective - ELCBHA -005- Quantitative Techniques

Course Objectives: The objectives of the course are to enable students to have a good understanding of quantitative techniques and to develop capability in them to use these techniques for solving the problem faced by Hospital Administration.

Course Content:

1. **Quantitative Technique**: An Introduction of Q.T., Limitation & Applications, Merits & Demerits.
2. **Linear Programming**: Meaning of Linear Programming, General Mathematical Formulation of LPP, Graphical Analysis, Simplex method, Big-M Method, Duality and Post Optimality Analysis, Advantage and limitation of LPP.
3. **Transportation Model** – Mathematical formulations, initial basic feasible solution, Vogel's approximation method, Optimization (Minimization and Maximization) using Modified Distribution Method as Stepping Stone Method. Degeneracy. TP as Linear Programme.
4. **Assignment Problem**: Assignment Model as a particular case of transportation model, formulation of assignment problems, solution of assignment problems using Hungarian Method (Minimization and Maximization, Route Allocation).
5. **Network Scheduling by CPM/PERT**-Introduction to Network, PERT, CPM, Basic Steps in PERT/CPM Techniques, Network diagram representation, Determination of Critical Path, project Crashing and Economics of Crashing, Application of PERT/CPM techniques.
6. **Inventory Control Models**: EOQ. Purchasing Model with Price Breaks, Manufacturing Models, Multi Item Models, Stochastic Models

Text Reading:-

- 1) U.K. Shrivastav, G.V. Shenoy, S.C. Sharma, "Quantitative Techniques for Managerial Decisions". New Delhi. Sultan Chand Publications, 2000.
- 2) N.D. Vohra. "Quantitative Techniques for Managerial Decisions". New Delhi : Wiley Eastern Ltd" 1994
- 3) S.D. Sharma. "Operations Research", Meerut Kedar Nath Ram Nath and Co, 20002.

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Elective - ELCBHA -006- Project Management

Course Objectives: The objectives of the course are to help students to learn and acquaint themselves with various aspects of Project management .

Course Contents :

Unit –I

Project Planning and Phases : Need and importance, Phases of capital budgeting, project analysis facts, resource allocation framework (investment strategies, portfolio planning tools, and interface between strategic planning and capital budgeting) ,Generation and Screening of Project Ideas, Overseas Projects: Sinning of international trading environment for overseas projects, Role of international credit rating agencies, Export potential of India in overseas projects, marketing of overseas projects including tendering, subcontracting and joint bidding ,Financing of overseas project in respect of RBI guidelines, Role of international finance institutes in financing the overseas projects.

Unit –II

Project analysis : Market and demand analysis, (Including demand forecasting) , Technical Analysis and Financial Analysis (Cost of Project, working capital requirement & its financing) overseas, Project Appraisal- Techniques of Social cost-benefit analysis, Shadow pricing.

Unit –III

Project Selection : Project cash Flows, Time value of money, cost of capital, Appraisal criteria and analysis of Risk.

Unit –IV

Project Management and control: Project Organization, Planning and Control or project and human aspects of project management. Project control tools (Gantt Charts, Line off Balance)

Unit –V

Network techniques for project management: Basic concepts of networks, Line estimation and determination of critical path (for both PERT and CPM models), Network cost systems and activity crashing.

Unit –VI

Project Review: Need For Reviews, Initial Review, Performance Evaluation, Abandonment Analysis, Evaluating the Capital Budgeting Systems.

Text Reading:

1. Prasanna Chandra "Project Planning, Analysis, Selection, Implementation and Review" New Delhi, Tata MC Graw Hill Publications, 2000.
2. P. Gopalkrishnan and E. Rama Moorthy, "Text book of Project Management" New Delhi, Tata MC Graw Hill Publications, 2000.
3. Harold Kerzner, "Project Management: A systems Approach to Planning, Scheduling and Controlling", New Delhi, CBS Publication, 1994.
- Rajive Anand, "Project Profiles with Model Franchise Agency and Joint Venture Agreement", New Delhi, Bharat Publication

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VOCATIONAL -VOCBHA-007- CRM IN HEALTH CARE

Course Objectives

The objective of this course is to introduce customer centric operations, process and implications of CRM.

Course Contents :

UNIT I

Introduction: Evolution of CRM, Customer satisfaction, Customer loyalty, Customer experience, Relationship Marketing, Significance and benefits of CRM to different business organizations and customers.

UNIT II

Concepts of CRM: Concept of Customer Lifecycle, Lifecycle stages, Customer Lifecycle Management, Customer Lifetime Value, assessment, Customer-Product profitability analysis. CRM Process: Systems approach to CRM, CRM Process, Objectives, Customer segmentation, Customer database, Strategy formulation, Infrastructure development, Designing system, Core processes, Developing people, Customer retention, Recovering lost customers, Terminating relationships.

UNIT III

Database Management: Information management for customer acquisition, retention, attrition and defection, data warehousing, data mining, CRM Technology: Hardware, Software, Web portals, Call Centres, IT enabled business solutions.

UNIT IV

Customer Loyalty: Developing, Implementing and Evaluating Loyalty Programs. Measuring CRM Effectiveness: CRM Metrics - Financial and non- financial measures.

Text and References:

1. Sheth, J.N., Parvatiyar, A. and Shainesh, G., "Customer Relationship Management", TMH.
2. Kumar, V. and Reinartz, Werner J., Customer Relationship Management: A Databased Approach, Wiley India, New Delhi.
3. Rai, Alok K, Customer Relationship Management - Concepts and Cases, PHI, New Delhi.
4. Mukerjee, Kaushik (2007), Customer Relationship Management: A Strategic Approach to Marketing, PHI, New Delhi.
5. G Shainesh, Jagdish N Sheth, Customer Relationship Management - A strategic perspective, Macmillan India Ltd

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VOCATIONAL - VOCBHA -008- HOSPITAL MIS

Course Objective :

The objective of this course is to help the student acquire the basic knowledge of information system as to enable them to make more efficient use of information for decision making.

Course Contents

UNIT I

The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.

UNIT II

Planning, Implementation and Controlling of Management Information System.

UNIT III

Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.

UNIT IV

Managerial Decision Making, Characteristics and Components of Decision Support System.

UNIT V

System Analysis & Design: System design consideration, Input/output design, Forms design, File organization and database, Data management, File design, Program design, control and security.

Text Books:

1. Robert G. Murdick, Information Systems for Modern Management, New Delhi, Prentice Hall of India, 1995.
2. Godzdam B. Davis and Margrathe, Management Information Systems. Henry Lucas, Management Information Analysis and Design, New Delhi, Prentice Hall of India, 1985.
3. Jarome Kanter, Management Information System, New Delhi, Prentice Hall of India, 1992. James O. Brien, Computer in Business Management

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VOCATIONAL - VOCBHA -009- Industrial Relations & Labour Law

Course Objective:

The objectives of the course are to expose the students to the multidimensional complexities of industrial relations and to enable them to develop the right perspective of the delicate responsibility to deal with union constructively.

Course Content

UNIT I

Industrial relation In India , Overview and Appraisal, Industrial Disputes Act, 1947.

UNIT II

Workers Participation in Management (WPM): Meaning, Objectives, Essential Conditions, forms, Reasons for Limited Success and Suggestions for Improvement, WPM in India.

UNIT III

Collective Bargaining: Meaning, Functions, Process and Prerequisites.

UNIT IV

Grievances and their redressal, Industrial Employment (Standing Orders) Act, 1946., Trade Unions: Meaning, Functions, Problems, Trade Union Movement in India, Trade Union Act, 1926, Industrial Disputes Act.

UNIT V

Factories Act, 1948 , E.S.I.C. Act, 1948 , Meaning of Gratuity & Its Importance , Contract Labour (Regulation and Abolition) Act, 1970.

Text Books:

1. Industrial Law by R. C. Chawla and K.C. Garg,
2. Industrial Law by P.L. Malik.
3. Industrial Law by N D Kapoor.
4. Industrial Relations and Personnel Management by M.Y.Pylee and George Simon
5. Industrial Relations by Chhabra & Suri
6. Industrial Relations by Monappa

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VOCATIONAL - VOCBHA -010- Logistics & Supply Chain Management

Course Objective:

The objectives of the course are to help the students gain and understanding of the events & problems which occur in day to day working of healthcare organizations. Student is expected to develop a logistics & Supply Chain System in Hospitals. It will help the students to sharpen his comprehension, analytical, descriptive and international skills.

UNIT I

Introduction to logistics and its interface with production , Marketing : Measures of logistics, Supply chain Management

UNIT II

Logistics System analysis and design.

UNIT III

Warehousing and distributing centers their location, Transportation system; facilities and services.

UNIT IV

Dispatch and routing decisions and models, Inventory management decisions.

UNIT V

Logistics audit and control, Packaging and materials handling.

UNIT VI

International logistics Management

UNIT VII

Logistics Future directions. Ambulance Services: Ambulance Services, their requirement planning, number, type, size, routes, availability, equipments etc. Ambulance Room planning & designing Specialized , Ambulances for Critically Sick, their requirements, basic norms, and maintenance etc.

Text Books:

1. Closs, J.David, "Supply chain & logistics management"
2. Raghuram, " Logistics & supply Chain Management :Cases and Concepts"

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SECOND YEAR **BBA (HOSPITAL ADMINISTRATION)**

Course Type	Subject Name
Major -1	Basics of Community Medicine
Major - 2	Business Statistics
Minor	Introduction to Business Accounting
Elective	Select any one from the vocational Subject list
Vocational	Select any one from the vocational Subject list
Foundation – 1	Hindi + English
Foundation – 2	Startup & E-Ship + Women Empowerment
Internship	Field-Projects/Apprenticeship/Community Engagement & Services

BBA (HOSPITAL ADMINISTRATION) **Second Year**

Course Type	Subject Code	Subject Name	Credit Hours	Cumulative Credits Hour
Major -1	MAJBHA-201	Basics of Community Medicine	6	46
Major - 2	MAJBHA-202	Business Statistics	6	52
Minor	MINBHA-203	Introduction to Business Accounting	6	58
Elective - 1	Code as per list attached	Select any one from the vocational Subject list	6	64
Vocational - 1	Code as per list attached	Select any one from the vocational Subject list	4	68
Foundation – 1	FOUBHA-204	Hindi	2	70
	FOUBHA-205	English	2	72
Foundation – 2	FOUBHA-206	Startup & E-Ship	2	74
	FOUBHA-207	Women Empowerment	2	76
Internship	INTBHA- 208	Field Projects/Apprenticeship /Community Engagement & Services	4	80
Total Credit for II Year				80

List of Elective Subjects BBA (HOSPITAL ADMINISTRATION) - Second Year
(As per NEP- 2020)

SN	Subject Code	Subject Name
1	ELCBHA -003	Business Environment
2	ELCBHA -004	Introduction to Economics

List of Vocational Subjects BBA (HOSPITAL ADMINISTRATION) - Second Year
(As per NEP- 2020)

SN	Subject Code	Subject Name
1	VOCBHA -004	Service Marketing in Health Care
2	VOCBHA -005	RDBMS
3	VOCBHA -006	HRM in Health care

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Major-1 MAJBHA-201- BASICS OF COMMUNITY MEDICINE

Course Objective : The objective of the course is to enable students to have a good understanding of Health Care Sector and Community Medicine in Indian context.

Course Contains:

- Meaning & Concept of Health, Disease, Care and Administration
- Various levels of prevention/care & cure, levels of Community Medicine Management
- Health administration in Indian.
- Organization of Health service at Centre, State & District level.
- General introduction to organization of health care delivery system in India.
- Various committees for recommendations on health care;
- National Health Programs in details
- Population demography & its medical significance
- Concepts & Basics of Epidemiology
- Urban medical care system in metropolitan cities.
- Rural medical care including the role of State, NGO's, Private medical practitioners and community at large
- Information Education & Communication (IEC)
- Significance of Materials Management in Healthcare.
- Alternative system of health care:- General introduction and their role in overall healthcare system, Yoga Therapy & its Global relevance.
- Rehabilitation
- WHO and other International Health Agencies.
- Quarantine and Isolation.

Suggested Reading:

K park Park's Text Book of Preventive and Social Medicine.
B.K. Mahajan Text Book of Preventive and Social Medicine
WHO publications on International Vaccination.

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Major-2 MAJBHA-202-BUSINESS STATISTICS

Course Objective: The aim of the course is to enable students to have a better understanding of Statistical tools for taking business decisions.

Course Content:

1. **Introduction to Statistics:** Definitions, Scope, Laws, Limitations & use.
2. **Collection of Data:** Presentation of Data, Frequency Distribution , Primary & Secondary Data.
3. **Measures of Central Tendencies:** Mean, Median, Mode, Quartile & Percentile, Merits and Demerits of Mean, Median & Mode.
4. **Measures Of Variation :** Standard Deviation, Mean deviation ,Skewness , Time series Analysis.
5. **Correlation & Regression:** Introduction, Correlation Table, Positive or Negative correlation, Karl Pearson's coefficient of correlation, Regression, Lines of Regression, Index Number.

Suggested Reading:

1. D.C. Sancheti and V.K. Kapoor, "Statistics: Theory, Methods and Applications", New Delhi: Sultan Chand and Sons., 2001
2. D.N. Elhance, Veena Elhance and B.M. Aggrawal, "Fundamentals of Statistics", Allahabad: Kitab Mahal, 1996
3. Richard I. Levin and D.S. Rubin, "Statistics for Management", New Delhi: Prentice Hall of India, 2000
4. S.P. Gupta, "Statistical Methods", New Delhi, Sultan Chand and Sons, 2001

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Minor-MINBHA-203-INTRODUCTION TO BUSINESS ACCOUNTING

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.

Course Contain:

UNIT I - Introduction of Accounting : Purpose of Accounting and its types, Limitations, Relationship with other Financial Areas. Advantages & Importance.

UNIT II - Basic Accounting Concepts: Money Measurement Concept, Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accrual Concept, conservatism, Materiality Concept, Consistency concept.

UNIT III - Accounting Structure : Process of Accounting Journal, Ledger and Trial Balance Errors & their rectification based on Double Entry Book-Keeping System,

UNIT IV- Bank Reconciliation Statement: Bank Reconciliation Types, Process & Errors.

UNIT V - Preparation of Financial Statements: Form and Preparation of Income Statement and Statement of Financial Position, Adjustments.

UNIT VI - Accounting for Depreciation-Fixed Installment Methods & Reducing Balance Methods.

Suggested Reading:

1. S.N. Maheshwari, Introduction to Accountancy, Vikas Pub Edition, 2009
2. Nitin Balwani Accounting and Finance for Managers, Excel Books, New Delhi
3. N.Ramchandran, Kakani, Financial Accounting for Management, TMH, 2008
4. Jain & Jain Accounting for Manager, PathMaker, Bangalore

Reference Books:

1. Paresh Shah, Basic Financial Accounting for Management, New Delhi, Oxford University Press, 2008.
2. Banerjee, Financial Accounting, PHI, 2009.
3. John Wild, Financial Accounting Information for Decisions, New Delhi, Tata-Mac Graw-Hill, 2008

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Elective - ELCBHA -003- BUSINESS ENVIRONMENT

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

COURSE CONTENT

UNIT 1 :

Components and Significance of Business Environment , Factors effecting environment of Business, Economic factors and its Components, Cultural factors and its impact on business, Social Environment and its impact on Purchasing and Consumption, Political Stability, Sovereignty and its impact on the returns of Business, Technological and its impact on internationalizing the business activities, Legal environment, Dimensions of International Business Environment, Challenges.

UNIT 2 :

Economic Planning & Development, Indian Economic Systems-Economic planning with special reference to last three plans, public, private joint and cooperative sectors – Industrial Policy of the Government Latest Industrial Policy , Foreign Trade Policy , Fiscal Policy and Tax System in India , Monetary Policy and Banks Reforms in India Challenges of Indian Economy, Rural Development Efforts.

UNIT 3 :

India as one of the most prominently emerging economies of world, Indian Economic Systems-Economic planning with special reference to last three plans, public, private joint and cooperative sectors, Balance of Payments ,Concepts, Disequilibrium in BOP ,Methods of Correction, Tread Barriers and Tread Strategy, Free Trade vs. Protection, World Financial Environment\, Foreign Exchange Market Mechanism , Exchange Rate Determination and Euro Currency.

UNIT 4:

Strategies for going Global , International Economic Integration, Country Evaluation and Selection, Foreign Market Entry Method, International Trading Blocks, Their Objectives, WTO Origin, Objectives, Organization Structure and Functioning, WTO and India.

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.

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Dr. P. K. Singh

Elective - ELCBHA -004 INTRODUCTION TO ECONOMICS

Course Content –

Unit 1 : Introduction- Definition of Economics, Macro and Micro Economic Theories, Relation between Macro and Micro Economics, Macroeconomics- Theory of Income and Employment, Utility and Limitations of Macro Economics analysis, National Income Accounting, Methods of computing National Income, Problems in Computing National Income.

Unit 2 : Theory of Employment- Classical Theory of Employment, Keynesian Theory of Employment, Determination of effective Demand, Aggregate Supply and Demand Price, Equipment Level of Consumption, Keynes Law of Consumption, Post Keynesian Development.

Unit 3 : Investment- Meaning and types of Investment, Factors affecting Investment marginal efficiency of Capital Business Cycle, Business Cycle – meaning, characteristics and types, Keynes Theory.

Unit 4 : Monetary and Fiscal Policies- Introduction to Monetary Policy, Measures of Money Stock, Monetary Policy of Money Supply, Instruments of Monetary Policy.

Unit 5 : Fiscal Policy- The Union and State Budget, Finances of Union and State Public spending in Health Care Sector.

Unit 6 : Money and Banking –Money, Functions of Money, Supply of Money, Effect of Charges in value of Money, **Banking** – Indian commercial banking structure, Public Sector Banks vis-à-vis Private Sector Banks, Roles and Functions of Reserve Bank of India (RBI).

Suggested Readings:

1. M.L Seth, "Macroeconomics"
2. Davett, "Modern Economic Theory"
3. G.S. Gupta, "Macroeconomics Theory and Applications"
4. Macroeconomics by- M.C. Vaish , or H.L. Ahuja

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VOCATIONAL - VOCBHA -004- SERVICE MARKETING IN HEALTH CARE

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

Course Content:

Unit 1 - Services: Service Sector & Economic Growth , Service Concept, Characteristics & Classification of Service, Challenges & strategic issues in services Marketing: Segmentation, Differentiation and Positioning of Services.

Unit II – Marketing Mix in Service Marketing : Product, Price , Place, Promotion, People, Physical Evidences and Process Decisions.

Unit III - Designing service Strategy , Marketing of Health Services: The Indian scene Marketing of various health services like; Family welfare, Integrated Child development programmes, Awareness programmes.

Unit IV - Marketing of Hospital Services: Basic issues; designing basic strategies for Specialty services; Specialty and Super Specialty hospitals.

Unit V - Managing Service Quality in Productivity : Concept, Dimension and process, Service Quality Models, Application and Limitations, Productivity in Services.

Unit VI- Marketing of other services like:

- Financial Services- Branding and Advertising- consumer banking.
- Educational and Professional services- marketing of Educational and Professional Educational services.
- Professional support services- Event marketing, Specialty advertising support services etc.
- Marketing of Logistics and Public utilities.

Suggested Readings

- 1) Lovelock, “Services Marketing”. BPB. Ravishankar, “Service Marketing”.
- 2) Zeithmal, Bitner, Service Marketing (SIE) , IV Edition Tata Mcgraw Hill
- 3) Hoffman, Marketing of Service 1st 2008 Cengage learning.

Reference Reading :

- 1) Nargundkar Rajendra, Service Marketing 3e Tata Mcgraw Hill
- 2) Jauhari Services Marketing, Operation, & Management, Oxford Press

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VOCATIONAL - VOCBHA -005- RDBMS

Course Objective

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

Course Content :

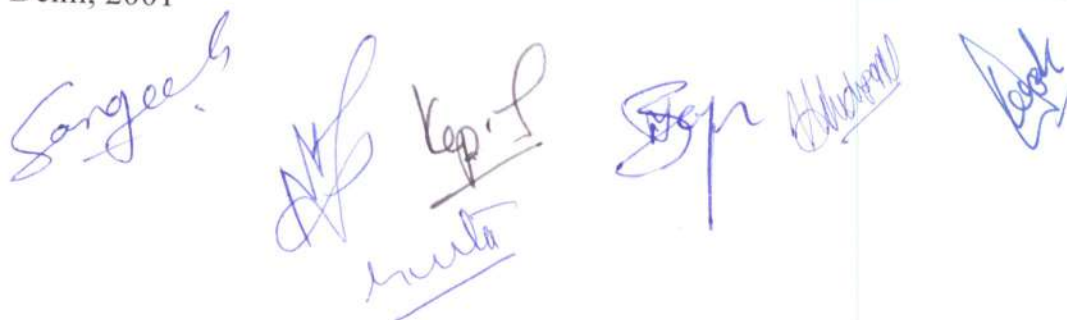
- 1) **Database Management System** : Data, Database Management System, Entity relationship Model (E-R Model) Normalization Theory, Codd's Rules for RDBMS.
Traditional file system vs Database Management System. Applications of DBMS.
- 2) **Database Languages:-** DDL,DML,DCL,TCL, DBMS Two level and three level architecture.
Database users and DBA.
SQL Keys:- Super key, Primary Key, Candidate Key, Alternet key, foreign key, Composite key.
- 3) **Relational Database Management Systems** : Concept of RDBMS, Components of RDBMS, Introduction to SQL, Cartesian Product and Joins, Uses 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 construct, using variables and SQL statement in the PL/SQL block, PL/SQL constructs like if ..Else .. END if, Loop..Endloop, while loop etc. working master detail relationship, writing triggers informs and creating list of values with cursor, creating and using stored functions, procedures and packages.
- 5) **Functional Dependencies:-** Multi value dependency, join dependency , Transitive dependency. Normal forms: 1st,2nd,3rd,BCNF, 4th and 5th Normal Forms.

Suggested Readings

1. Alexis Leon & Methews Leon , " Databse Management System " , Vikas Publication,New Delhi,2002
2. Rob coronel " Database System & Design , Implementation & Management" Thomson Learing, Banglore.Abrahan Sliberschatz,Henery F.Korth,S.Sundershan, "Database System Concept " , Mc Graw Hill Inc, New York,1997

Reference Reading :

1. Bipin C.Desai,"An Introduction to Database Systems " , Goigotha Publications Pvt.Ltd,New Delhi, 2001



VOCATIONAL - VOCBHA -006 - HRM IN HEALTH CARE

Objectives: The course Objectives are to help the students develop understanding of the dimensions of management of human resources, with particular reference to personnel management policies and practices in India. Efforts will also be directed towards developing their communication and decision making skills through case discussion, role playing and panel discussion.

Course Content:

Unit I - Field of HRM : Concept, Evaluation , Relevance of HRM ,Human Resource Function, HR Policies , Traits, roles and Responsibilities of HR Manager

Unit II - Acquisition – Recruitment, Selection, Induction, Placement Development – Training, Performance Appraisal Compensation – Wages and Salary Administration, Compensation., Job Analysis, Job Specification, HRIS, E- Recruitment & Selection.

Unit III – Training & Development – Meaning , Concept of Training, Importance of Training & Development, Process in Training & Development, Need of Training , Benefits of Training & Development.

Unit IV - Maintenance – Grievance Handling, Discipline Separation – Turnover, layoff, Discharge, Retrenchment, VRS ,Job Evaluation. Incentives & record System ,Compensation Management.

Unit V - Future Trends in HRM – International HRM , Challenges faced by HR, Global Managers.

Suggested Readings:

1. Edwin Flippo, “ Principles of Personnel Management”, McGraw Hill International Book company, New Delhi.
2. Arun Monappa and Mirza S. Saiyudhin, “Personnel Management”, Tata Mc Graw Hill, 1979.
3. R.D. Agarawal, “Dynamics of Personnel Management in India”, Book of Readings. Tata Mc Graw Hill, 1979.
4. Pigors and Myers et. Al. “ Management of Human Resources” Book Compant New Delhi.

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