

**School of Business Studies, Sharda University**

**Program Structure  
MBA HCHA  
(Health Care and Hospital Administration)**

**2018-2020**

## **1. Standard Structure of the Program at University Level**

### **1.1 Vision, Mission and Core Values of the University**

#### **Vision of the University**

**To serve the society by being a global University of higher learning in pursuit of academic excellence, innovation and nurturing entrepreneurship.**

#### **Mission of the University**

**M1: Transformative educational experience**

**M2: Enrichment by educational initiatives that encourage global outlook**

**M3: Develop research, support disruptive innovations and accelerate entrepreneurship**

**M4: Seeking beyond boundaries**

#### **Core Values**

**Integrity, Leadership, Diversity, Community**

## 1.2 Vision and Mission of the School

### School of Business Studies, Sharda

#### Vision

To be a center of excellence of global repute in business education to foster learning attitude, professional prudence, creativity, entrepreneurship, and leadership accountable to the society.

Our Mission is .....

To create ,consolidate ,deliver and grow

#### Mission

- Creating a stimulating learning environment.
- Consolidating professional attitude and skills.
- Growing our research acumen ,teaching ,and industry linkages.
- Delivering leading –edge knowledge in management ,business development ,leadership and global economy .

#### Core Values

**Integrity, Leadership, Diversity and Community**

### 1.3 Programme Educational Objectives (PEO)

#### 1.3.1 Writing Programme Educational Objectives (PEO)

Program educational objectives are broad statements that describe the career and professional accomplishments that the program is preparing graduates to achieve.

PEO1 : Possess professional skills for employment and lifelong learning in management

PEO2 : Develop creative, innovative and entrepreneurial mindset to take managerial decisions

PEO3 : Adapt to a rapidly changing complex business environment and keenness to acquire new skills

PEO4 : Become socially responsible and value driven citizens committed to sustainable development

PEO5 : Develop personality and communication skills to operate in multi cultural environment.

PEO6 : Develop leaders to take decisions and lead teams

#### 1.3.2 Map PEOs with Mission Statements:

PEO Statements	School Mission 1	School Mission 2	School Mission 3	School Mission 4
Possess Professional skills for employment	3	1	2	3
Develop Creative, innovative & entrepreneurial mind-set to take managerial decisions	1	2	3	1
Adapt to a rapidly changing complex business environment and keenness to acquire new skills	1	1	3	3
Become socially responsible and value driven citizens committed to sustainable	1	2	3	3

Develop personality and communication skills to operate in multi-cultural environment	3	1	3	1
Develop leaders to take decisions and lead teams	1	1	2	3

**1. Slight (Low)    2. Moderate (Medium)    3. Substantial (High)**

### **1.3.3 Program Outcomes (PO's)**

**PO1** : Business Environment and Domain Knowledge (BEDK): Economic, legal and social environment of Indian business.. Graduates are able to improve their awareness sand knowledge about functioning of local and global business environment and society. This helps in recognizing the functioning of businesses, identifying potential business opportunities, evolvement of business enterprises and exploring the entrepreneurial opportunities

**PO2** : Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI): Competencies in quantitative and qualitative techniques. Graduates are expected to develop skills on analyzing the business data, application of relevant analysis, and problem solving in other functional areas such as marketing, business strategy and human resources

**PO3** : Global Exposure and Cross-Cultural Understanding (GECCU): Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding

**PO4** : Social Responsiveness and Ethics (SRE): Developing responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas. Graduates are expected to identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making. Demonstrate awareness of ethical issues and can distinguish ethical and unethical behaviors.

**PO5** : Effective Communication (EC): Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas.

Graduates are expected to develop effective oral and written communication especially in business applications, with the use of appropriate technology (business presentations, digital communication, social network platforms and so on).

PO6 : Leadership and Teamwork (LT): Understanding leadership roles at various levels of the organization and leading teams. Graduates are expected to collaborate and lead teams across organizational boundaries and demonstrate leadership qualities, maximize the usage of diverse skills of team members in the related context.

### **PSO FOR MBA HCHA (HEALTHCARE AND HOSPITAL ADMINISTRATION)**

PSO1 :Able to specialize in area of healthcare and hospital administration .

PSO2 :Be equipped with adequate knowledge , skills and practical learning in the area of healthcare and hospital administration discipline .

PSO3 :Able to visualize the various actions in healthcare to solve issues with the available resources and within the stipulated time and develop a broader understanding of the issues .

PSO4 :Ability to collect information analyze and then take decisions on the various issues faced in healthcare and hospital sector .

### 1.3.4 Mapping of Program Outcome Vs Program Educational Objectives

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
PO1	3	2	3	2	2	2
PO2	3	3	2	3	1	3
PO3	3	1	3	1	3	2
PO4	1	1	2	3	1	1
PO5	3	2	1	2	3	1
PO6	2	3	1	1	1	3
PSO1	3	3	2	3	3	3
PSO2	2	3	2	1	2	3
PSO3	2	2	2	1	2	2
PSO4	2	3	2	1	2	1

*1. Slight (Low)*

*2. Moderate (Medium)*

*3. Substantial (High)*

### 1.3.5 Program Outcome Vs Courses Mapping Table<sup>1</sup>:

Program Outcome	Course Name	PO 1	PO 2	PO3	PO4	PO5	PO6	PSO 1	PSO2	PSO3	PSO 4
<b>Sem-1</b>											
Cours1 01.1	Principles of management	1	1	1	1	1	-	1	1	1	1
Cours1 01.2	Managerial communication	1	1	1	1	1	-	1	1	2	2
Course 1.3	Financial reporting & analysis (FRA)	1	1	-	-	-	-	1	2	2	2
Course 1.4 .	Organizational Behavior	1	1	1	1	-	-	1	1	2	2
Course 1.5	Marketing Management	1	1	-	-	-	-	1	1	2	2

<sup>1</sup> Cel value will contain the correlation value of respective course with PO.

Course 1.6	Health Economics	2	2	1	1	1	1	2	1	1	2
Course 1.7	Quantitative Techniques for Business Decision	1	-	-	-	-	-	1	1	1	1
Course 1.8	Information Technology for Managers	1	-	-	-	-	-	1	1	2	2
<b>Sem-2</b>											
Course 2.1	Human Resource Management	1	1	-	-	-	-	2	2	2	2
Course 2.2	Epidemiology & Biostatistics	1	2	2	2	1	1	2	1	2	2
Course 2.3	Legal Aspects of Business with emphasis on Healthcare	2	1	1	2	1	1	2	2	2	2
Course 2.4	Corporate Finance	1	-	-	-	-	-	1	2	2	2
Course 2.5	Hospital planning and Operations Management							2	2	2	2
Course 2.6	Business Research Methods	1	1	-	-	-	-	1	1	1	1
Course 2.7	Total Personality Development	1	1	-	-	-	-	1	2	2	2
Course 2.8	Health policy and Healthcare delivery system	2	2	2	1	2	1	2	2	2	2
Course 2.9	Hospital Project Management	2	2	2	2	1	1	2	2	2	2
<b>Sem-3</b>											
Course 3.1	Organization and Management of Clinical Services	2	2	1	2	1	2	2	2	2	2
Course	Material	2	2	1	1	1	1	2	2	2	2

3.2	Management and Equipment Planning										
Course 3.3	Hospital Training & log book VIVA	2	2	1	2	2	2	3	3	3	3
Course 3.4	Drug Discovery and Regulatory Framework	1	1	1	1	1	1	1	2	1	2
Course 3.5	Hospital Information Management Patient Record System	2	2	2	1	1	1	2	2	2	2
Course 3.6	Quality management ,patient safety & Insurances	2	2	2	1	1	2	3	2	2	2
Course 3.7	Summer Training Report & Presentation	2	2	2	2	2	2	2	2	2	2
Course 3.8	Industry Readiness	2	2	2	2	2	2	2	2	2	2
Course 3.9	Open Elective										
Sem-4											
Course 4.1	Strategic Management							1	2	2	2
Course 4.2	Operation management in hospital & waste management	2	2	1	1	1	1	2	2	2	2
Course 4.3	Hospital Accreditation systems	2	1	2	2	1	2	2	2	2	2
Course 4.4	Organization and Management of Utility and Support Services	2	2	2	1	1	2	2	2	2	2
Course	Dissertation	2	2	2	2	2	2	3	3	3	3

4.5	Report and Viva voce										
Course 4.6	Electronic Medical Records Management	2	2	2	1	1	2	2	2	2	2
Course 4.7	National Health Programme	2	2	1	1	1	2	2	2	2	2

*1. Slight (Low)*

*2. Moderate (Medium)*

*3. Substantial (High)*

## Program Structure Template

**Name of School**  
**Program / Branch**  
**Batch: 2018-2020**  
**TERM: I**

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core /Elec tive Pre-Req uisit e/ Co Req uisit e	Type of Course <sup>2</sup> : 1. CC 2. AECC 3. SEC 4. DSE
				L	T	P			
THEORY SUBJECTS									
		MBA150	Principles of Management	3	0	0	3	Core	
		MBA183	Managerial Communication	2	0	1	3	Core	
3.		MBA129	Financial Reporting & Analysis ( FRA )	3	0	0	3	Core	
4.		MBA153	Organizational Behavior	3	0	0	3	Core	
5.		MBA131	Marketing Management	3	0	0	3	Core	
6.		MBA155	Health Economics	2	1	1	3	Core	
7.		MBA134	Quantitative Techniques for Business	2	1	2	Either 3	Core	

<sup>2</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

			Decision				or 4 Note – there is some discre- pancy with respect to the source		
8.		MBA154	Information Technology for Managers	3	0	1	Not specifie d in the syllabus but it should be 3	Core	
<b>TOTAL CREDITS</b>							<b>24</b>		

### Program Structure Template

Name of School

Program / Branch

Batch: 2018-2020

TERM: II

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core /Elective Pre-Requirement/ Co Requirement	Type of Course <sup>3</sup> : 5. CC 6. AECC 7. SEC 8. DSE
				L	T	P			
THEORY SUBJECTS									
		MBA156	Human Resource Management	3	0	0	3	Core	
		MBA168	Epidemiology and Biostatistics	3	0	0	3	Core	
		MBA169	Legal Aspect of business with emphasis on healthcare	3	0	0	3	Core	

<sup>3</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

11.		MBA139	Corporate finance	3	0	0	3	Core	
12.		MBA170	Hospital planning and operations management	3	0	0	3	Core	
13.		MBA162	Business research methods				3	Core	
14.		MBP116	Total Personality Development	0	0	3	3		
15.		MBA171	Health policy and healthcare delivery system	3	0	0	3	Core	
16.		MBA189	Hospital project management	3	0	0	3	Core	
<b>TOTAL CREDITS</b>							<b>27</b>		

### Program Structure Template

Name of School

Program / Branch

Batch: 2018-2020

TERM: III

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core /Elective Pre-Requirement/ Co Requirement	Type of Course <sup>4</sup> : 9. CC 10. AECC 11. SEC 12. DSE
				L	T	P			
THEORY SUBJECTS									
		MBA401	Organization and management of clinical services	3	0	0	3	Core	
		MBA402	Material management and equipment planning	3	0	0	3	Core	
19.		MBA403	Drug discovery and Regulatory framework	3	0	0	3	Core	

<sup>4</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

20.		MBA404	Hospital Information management patient record system	3	0	0	3	Core	
21.		MBA405	Quality management ,patient safety and Insurances	3	0	0	3	Core	
22.			Open elective				3		
23.		MBP210	Industry readiness				2		
<b>Practical/Viva-Voce/Jury</b>									
24.		MBA259	Hospital training and logbook VIVA	0	0	3	3		
25.		MBA257	Summer training report and presentation	0	0	4	4		
26.									
<b>TOTAL CREDITS</b>							<b>27</b>		

**Program Structure Template**  
**Name of School**  
**Program / Branch**  
**Batch: 2018-2020**  
**TERM: IV**

S. No.	Paper ID	Subject Code	Subjects	Teaching Load			Credits	Core /Elec tive Pre-Req uisit e/ Co Req uisit e	Type of Course <sup>5</sup> : 13. CC 14. AECC 15. SEC 16. DSE
				L	T	P			
THEORY SUBJECTS									
1		MBA260	Strategic Management	3	0	0	3	Core	
2		MBA409	Operation management in hospitals and waste management	3	0	0	3	Core	

<sup>5</sup> CC: Core Course, AECC: Ability Enhancement Compulsory Courses, SEC: Skill Enhancement Courses, DSE: Discipline Specific Courses

29.		MBA410	Hospitals Accreditation systems	3	0	0	3	Core	
30.		MBA411	Organization and management of utility and support services	3	0	0	3	Core	
31.		MBA421	Electronic medical records management	3	0	0	3	Core	
32.		MBA422	National Health Programme	3	0	0	3	Core	
33.									
<b>Practical/Viva-Voce/Jury</b>									
34.		MBA249	Dissertation report and Viva Voce	0	0	6	6		
<b>TOTAL CREDITS</b>							<b>24</b>		

**TOTAL CREDIT FOR MBA HCHA PROGRAMME 102 ( SEM I +SEM II + SEM III + SEM IV) ( 24+27+27+24 ) =102**

***C. Course Templates for MBA HCHA***

**2.1 Syllabus for Theory Subjects**

## **SEMESTER I**

### **2.1 Managerial Communication-1**

<b>School:</b>		<b>Batch : MBA</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2018-2019</b>	
<b>Branch: - HCHA</b>		<b>Semester: 1</b>	
1	Course Code	MBA183	
2	Course Title	Managerial Communication-1	
3	Credits	3	
4	Contact Hours (L-T-P)	2-0-1	
	Course Status	Compulsory	
5	Course Description	To prepare students for effective communication at the work place by focusing on their relationship building and liasoning skills.	
6	Course Objective	1. How to communicate in business situations 2. How to communicate accurately and effectively (PRIDE). 3. An overview of Stakeholder Management. 3. How to write professional e-mails, memos, develop resumes and video resumes effectively.	
7	Course Outcomes	CO1: The student should be able to memorize business communication and its importance in the recent time CO2 : The student should be able to interpret verbal and non-verbal messages CO3: The student should be able to show and present themselves effectively in business situations CO 4: The student should be able to use visual aids. CO5: The student should be able to design various types of internal & external correspondence	
8	Outline syllabus		CO Mapping
	Unit A	<b>Business Communication</b>	
	A 1	<ul style="list-style-type: none"> <li>Purpose, Process &amp; Classification of Communication</li> </ul>	CO1
	A 2	<ul style="list-style-type: none"> <li>Barriers Of Communication with activities</li> </ul>	CO1
	A 3	<ul style="list-style-type: none"> <li>7Cs of Communication and ABCD of Writing for Communication</li> </ul>	CO1
	Unit B	<b>Organizational Communication</b>	

Beyond Boundaries

	B 1	<ul style="list-style-type: none"><li>Importance &amp; Functions of Communication in Management, Conflict management, Negotiation skills and resolving communication crisis. (Thomas-Kilmann Conflict Mode Management)</li></ul>	CO3						
	B 2	<ul style="list-style-type: none"><li>Communication Concerns (Relationship Management) of the Managers</li></ul>	CO3						
	B 3	<ul style="list-style-type: none"><li>Communication Structures in Organization, Behavioral Interview discussion and practice</li></ul>	CO4						
	Unit C	<b>Non-Verbal Communication</b>							
	C 1	<ul style="list-style-type: none"><li>Role of Non Verbal Communication</li></ul>	CO2						
	C 2	<ul style="list-style-type: none"><li>Classification of Non Verbal Communication</li></ul>	CO2						
	C 3	<ul style="list-style-type: none"><li>Guidelines for developing Non Verbal Communication</li></ul>	CO2						
	Unit D	<b>Presentation Skills</b>							
	D 1	<ul style="list-style-type: none"><li>Planning the Presentation and creating the original content</li></ul>	CO4 & CO5						
	D 2	<ul style="list-style-type: none"><li>Preparing the presentation and getting the drafts approved.</li></ul>	CO4 & CO5						
	D 3	<ul style="list-style-type: none"><li>Delivering the presentation with panache</li></ul>	CO4 & CO5						
	Unit E	<b>Business Correspondence</b>							
	E 1	<ul style="list-style-type: none"><li>Business Letters, Letter of Application; Video resume practice and Resume writing</li></ul>	CO4 & CO5						
	E 2	<ul style="list-style-type: none"><li>E-mail and cold calling</li></ul>	CO4						
	E 3	<ul style="list-style-type: none"><li>Memo, Circular, Notice</li></ul>	CO4						
	Mode of examination	Theory							
	Weightage Distribution	<table><tr><td>CA</td><td>MTE</td><td>ETE</td></tr><tr><td>30%</td><td>20%</td><td>50%</td></tr></table>	CA	MTE	ETE	30%	20%	50%	
CA	MTE	ETE							
30%	20%	50%							
	Text book/s*	Business Communication Today : Bovee, Thill, Chaturvedi. Pearson Publications.							
	Other References	NA							

POs Cos	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
CO1	3	1	1	1	3	-	2	1	1	1
CO2	1	2	2	2	3	2	2	1	1	1
CO3	2	2	3	2	3	3	1	-	-	1
CO4	1	-	-	-	2	2	-	1	1	1
CO5	2	2	2	2	3	3	1S	1	1	1

<b>School: SBS</b>		<b>Batch : 2018-2020</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch: HCHA</b>		<b>Semester: I</b>	
1	Course Code	MBA 134	<b>Course Name:</b> Quantitative Techniques For Business Decisions
2	Course Title	Quantitative Techniques	
3	Credits	4	
4	Contact Hours (L-T-P)	2-1-2	
	Course Status		
5	Course Objective	An introductory course in statistics, designed to provide with the basic concepts and methods of statistical analysis for processes and products. The cardinal objective of the course is to increase the extent to which statistical thinking is embedded in management thinking for decision making. The course includes tools such as MS-Excel ,Minitab and SPSS so as to make teaching pragmatically oriented rather being confide to books, thereby contributing towards enhancing the employability in Industry	
6	Course Outcomes	At the end of the course students will be able to:  <b>CO1:</b> Demonstrate understanding of basic concepts of probability and statistics embedded in various management problems <b>CO2:</b> Demonstrate proficiency in analysing data using statistical methods in their course which is required as a stepping stone to study other management modules <b>CO3:</b> Show proficiency in basic statistical skills embedded in their course for effective decision making	
7	Course Description	The course provide with the basic concepts and methods of statistical analysis so as to enhance statistical thinking for decision making	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Statistics and Data Collection &amp; Presentation</b>	
	A	Definition of Statistics, Importance of Statistics, Role of Statistics in Decision making, Limitations of Statistics	CO1
	B	Frequency Distribution, Presentation of Data	CO2
	C	Using Excel /SPSS/Minitab for creating frequency distributions and drawing different type of Graphs	CO2,CO3
	<b>Unit 2</b>	<b>Measures of Central Tendency</b>	
	A	Introduction, Arithmetic Mean, Combined Mean, Weighted Arithmetic Mean, Geometric Mean, Harmonic Mean for ungrouped as well as grouped data, relation between these, Median, Mode,	CO1,CO2

		Empirical relation between mean, median and mode	
	B	Quantiles , Characteristics and Merits and Demerits of various measures of central tendency. Constructing Polygons and Ogives and using them to find median, quantiles and mode	CO1,CO2
	C	Using Excel /SPSS/Minitab for evaluating various measures of central tendency Using Excel /SPSS/Minitab for constructing frequency polygons and ogives <i>Case Study: Chemical, Industrial and Pharmaceutical Laboratories (Cipla)</i>	CO2,CO3
	<b>Unit 3</b>	<b>Measures of Dispersion</b>	
	A	Range, Inter-quartile range and deviation, Mean Deviation and Mean Absolute Deviation, Variance and Standard Deviation, Effect of shift of origin and scale, Coefficient of variation. Empirical relationship between different measures of variation	CO1,CO2
	B	Measures of Skewness, Measures of Kurtosis, Five number summary	CO2,CO3
	C	Using Excel /SPSS/Minitab for evaluating various measures of dispersion Using Excel /SPSS/Minitab for studying skewness and kurtosis <i>Case Study: Hero Honda Motors Ltd: Aiming to Capture the Growing Market in India</i>	CO2,CO3
	<b>Unit 4</b>	<b>Correlation and Regression</b>	
	A	<b>Correlation</b> Correlation analysis-meaning and types of correlation, Karl Pearson's coefficient of correlation, Spearman's rank correlation	CO2,CO3
	B	<b>Regression:</b> Regression analysis-meaning and two lines of regression, Method of least square, Properties of regression coefficients and Relationship between and Regression coefficients and Correlation, Introduction to Multiple Correlation and Regression	CO2,CO3
	C	Using Excel /SPSS/Minitab for drawing scatter plots and generating various outputs of correlation and regression and interpreting them for decision making	CO2,CO3

		<b>Case Study: ITC-Sales Turnover and Compensation to Employees</b> <b>Case Study: Boom in the Indian Cement Industry: ACC's Role</b>			
	<b>Unit 5</b>	<b>Probability &amp; Probability Distributions</b>			
	A	<b>Probability</b> :Basic set theory, basic concepts and approaches, Addition and Multiplication Theorem of Probability, Conditional Probability, Baye's Theorem			CO1,CO2
	B	<b>Probability Distributions:</b> Random variable- Discrete and Continuous, Mean and Variance of Random Variable, Binomial, Poisson, Normal and Exponential distributions			CO1,CO2,CO3
	C	Using Excel /SPSS/Minitab for fitting various probability distributions <b>Case Study: Titan Industries Ltd: Providing Real Value to Customers</b>			CO1,CO2,CO3
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	1. Business Statistics-S.P Gupta & M.P Gupta, 2014 Edition.			
	Other References	1. Levin & Rubin, <i>Statistics For Business</i> (Prentice Hall of India, N. Delhi) 2. Paul Newbold, <i>Statistics for Business and Economics</i> (Pearson Education) 3. S. P. Spiegel & Murray, <i>Theory &amp; Problems for Statistics</i> (Schaum Outline Series, Mc Graw Hill) 4. Anderson, <i>Quantitative Methods in Business</i> (Thomson Learning, Bombay) 5.R.S Bhardwaj, <i>Business Statistics</i> (Excel, N. Delhi) 6.J.S. Chandan, <i>An Introduction to Statistical Methods</i> (Vikas Publishing House, N.Delhi)			

### CO and PO Mapping

S. No.	Course Outcome	Program Outcomes (PO) & Program Specific Outcomes (PSO)
1.	<b>CO1:</b> Demonstrate understanding of basic concepts of probability and statistics embedded in various management problems	PO1,PO2
2.	<b>CO2:</b> Demonstrate proficiency in analysing data using statistical methods in their course which is required as a stepping stone to study other management modules	PO1,PO2
3.	<b>CO3:</b> Show proficiency in basic statistical skills embedded in their course for effective decision making	PO1,PO2

### **PO and PSO mapping with level of strength for Course Name Quantitative Techniques for Decision Making (Course Code MBA-134)**

M B A-134	Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
	CO1	1	3				--	--	--	--	--	--	--	1	1	1	2
	CO2	1	3				--	--	--	--	--	--	--	1	1	1	2
	CO3	1	3				--	--	--	--	--	--	--	1	1	1	2

**1. Slight (Low=1) 2. Moderate (Medium=2) 3. Substantial (High=3)**

<b>School: SBS</b>		<b>Batch : 2018-2020</b>	
<b>Program: MBA HCHA</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch:</b>		<b>Semester: I</b>	
1	Course Code	MBA154	
2	Course Title	Information Technology for Managers	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-1	
	Course Type	Compulsory	
5	Course Objective	1. To introduce the concept of Information Technology and its application in organizations 2. The course would expose the students to the managerial issues relating to IT and will help them identify and evaluate various organizational applications of IT. 3. This course leads students to imparts an understanding of professional, ethical, legal, security and social issues, and responsibilities in information technology. 4. It will help them to have ability to hold progressively more responsible positions in the IT field, including positions that are supervisory or managerial in nature.	
6	Course Outcomes	CO1:The student will be able to identify organizational requirements and current and emerging technologies CO2:The student will be able to describe the impact of IT solutions in a global, societal, and ethical context CO3:The student will be able to apply problem solving skills, core IT concepts, best practices and standards to information technologies CO4:The student will be able to analyze local and global impact of computing on individuals, organizations, and society. CO5: The student will be able to evaluate business situations and problems related to information technology CO6:The student will be able to design, integrate and administer IT-based solutions into the organizational environment	
7	Course Description	A good understanding of information technology is of vital importance for any manager in today's scenario. Effective management and implementation of IT resources have now become routine task for many middle level and senior managers. It includes computer and information literacy, with the main emphasis on competency with software through hands-on practice. Topics includes E-business, ERP, SCM and CRM, DBMS , Business Intelligence & DSS, Managing IT projects.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>IT in the Organisations</b>	
	A	IT Supports Organisational Performance in Turbulent	CO1

		Business	
	B	Information Technologies: Concept, Types and IT Support	CO2
	C	Case Study –A study on different level of MIS	CO3
	<b>Unit 2</b>	<b>Digital, Mobile and Social Commerce</b>	
	A	E-Business & E-Commerce Models and Strategies	CO1
	B	Mobile Technologies and Commerce, Web 2.0 and Social Media	CO4
	C	Case Study on Digital Media	CO5
	<b>Unit 3</b>	<b>Organizational Applications</b>	
	A	Functional Business Systems, Enterprise Systems ERP, SCM and CRM	CO5
	B	Inter organizational, Large-Scale and Global Information Systems	CO5
	C	Case Study- IRCTC, DBMS	CO6
	<b>Unit 4</b>	<b>Decision Making and Strategy</b>	
	A	Business Intelligence and Decision Support Systems	CO1,CO2
	B	IT Strategy and Planning, Impact of IT on Enterprises, Users and the Environment	CO4,CO5
	C	Case Study on Decision making system	CO6
	<b>Unit 5</b>	<b>Managing IT</b>	
	A	Adopting IT Projects, Implementing IT Projects	CO3
	B	Business Process Management, Managerial Issues	CO2
	C	Case Study-Expert System/AI	CO5,CO6
	Mode of examination	Theory	
	Weightage Distribution	CA 30%	MTE 20%
			ETE 50%
	Text book/s*	O'Brien, James A., George M. Marakas, and Ramesh Behl (2013). Management Information Systems, 10/e; New Delhi: McGraw Hill Education	
	Other References	1. Laudon, Kenneth C., Laudon, P. Jane (2013). Management Information System -Managing the Digital Firm, 12/e; New Delhi: Pearson Education 2. Turban, Efraim and Linda Volonino (2015). Information Technology for Management - Transforming Organizations in the Digital Economy, 7/e; New Delhi: Wiley India	

POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO3	PSO4
CO 1	2	1	1	1	1	1	1	1	1	1
CO 2	2	1	2	1	1	1	2	1	1	1
CO 3	2	2	1	1	1	1	1	1	1	1
CO 4	1	2	1	2	1	1	1	1	1	1
CO 5	1	2	1	2	1	1	1	1	1	1
CO 6	1	2	1	2	1	1	1	1	1	1

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

### **MBA-155Health Economics (For MBA HCHA Specialization) (MBA I Term)**

School:		School of Business Studies (SBS)													
Program:		Master of Business Administration (MBA)													
Branch: -		For MBA in Health Care and Hospital Administration Specialization													
Batch :		2018-2020													
Current Academic Year:		2018-2019													
Semester:		I Semester (Odd Semester) (August 16- November 25)													
1	Course Code	MBA 155													
2	Course Title	<u>Health Economics</u>													
3	Credits	3													
4	Contact Hours (L-T-P)	2-1-1													
		<table><tr><td>Contact Hours</td><td>24</td></tr><tr><td>Tutorials</td><td>12</td></tr><tr><td>Project/Field Work</td><td>12</td></tr><tr><td>Assessment</td><td>12</td></tr><tr><td>Guided Study</td><td>15</td></tr><tr><td>Total hours</td><td>75</td></tr></table>		Contact Hours	24	Tutorials	12	Project/Field Work	12	Assessment	12	Guided Study	15	Total hours	75
Contact Hours	24														
Tutorials	12														
Project/Field Work	12														
Assessment	12														
Guided Study	15														
Total hours	75														
	Course Status	Compulsory for HCHA (Core Course)													
5 Course		The course module below will be covered in 24 Lectures, 12 tutorials, and 12 hours for project work and assignment. Expert talk detail will be provided in													

Description	<p>instruction plan. Pedagogy involves a judicious mix of theoretical inputs, practice-oriented sessions, in-class assignments, hospital visits, case studies and analyses, theme-based group discussions and live projects.</p> <p>A few interactive sessions will be arranged with senior executives from hospitals and health-care institutions, so that students can relate their learning to real-life scenarios more closely</p> <p>In the current session this course will be delivered by; Prof.PriyaRampal</p>
6  Course Objective	<ol style="list-style-type: none"> <li>1. To understand the basic microeconomic concepts and their application to the health sector.</li> <li>2. To understand the role, usefulness and limitations of economic evaluations.</li> <li>3. To analyse the ways through which evaluations help in understanding the organization and delivery of health services from an economic perspective.</li> <li>4. To make them conscious about interaction of macroeconomic factors with decision-making approaches and techniques.</li> </ol>
7  Course Outcomes	<p>CO1: Describe the impact of microeconomic and macroeconomic environment on health care services.</p> <p>CO2: Conduct economic evaluations to prioritize the allocation of scarce healthcare resources</p> <p>CO3: Apply cost containment measures for a hospital and opportunity and marginal costing to health services</p> <p>CO4 Analyse the factors affecting demand for medical care, and, the supply side factors and equilibrating mechanisms for healthcare services.</p>

	CO5: Assess the impact of various political, economic, socio cultural and technological factors on community health.	
8	Outline syllabus	CO Mapping
	<b>Unit A    Introduction to Health Economics</b>	<b>CO1</b>
	A 1    Applying the concept of microeconomics in hospitals Cost containment in hospitals	CO1
	A 2    Understanding the macroeconomic environment	CO1
	A 3    Concept of opportunity costs and marginal costs in healthcare	CO1
	<b>Unit B    Economic Evaluations</b>	<b>CO2</b>
	B 1    What is an Economic Evaluation, Why to do an Economic Evaluation, Principles of Economic Evaluation	CO2
	B 2    Types of Economic Evaluations (Cost Minimization, Cost Benefit, Cost Utilization, Cost Effectiveness)	CO2
	B 3    Guidelines for an Economic Evaluation Study	CO2
	<b>Unit C    Macroeconomic Evaluation of Public Policy and Health</b>	<b>CO2, CO3</b>
	C 1    Distributional Issues and Evidence of Relationship between Health and Income, Relationship Between Health and Taxation, Relationship Between Health and Employment, Relationship between Health and Housing	CO2, CO3
	C 2    Relationship Between Education and Health, Relationship Between Health and Transport, Relationship between Health and Environment	CO2, CO3
	C 3    Extent of Public Health Care Provision and Priorities for Healthcare, Cultural Values of Health and Health States	CO2, CO3
	<b>Unit D    Demand for Healthcare</b>	<b>CO3</b>
	D 1    The law of demand, factors influencing demand for medical care, movement and shift of demand curve	CO3
	D 2    Elasticity of demand: Concept, types and measurement	CO3
	D 3    Access and Utilization of Services, Barriers to Access, Agency Relationship, and Influence of Incentives of Individual's Health Seeking Behavior	CO3
	<b>Unit E    Supply of Healthcare &amp; Market Equilibrium</b>	<b>CO4</b>
	E 1    The law of supply, factors influencing supply, impact of government policies (taxation and subsidies) on supply curve	CO4
	E 2    Costs of production, Alternative Production Techniques, factors of production	CO5
	E 3    Market Equilibrium: basic concept, changes in market equilibrium due to various reasons, Rationing Systems as equilibrating mechanisms	CO4, CO5
	Mode of examination:-                      Theory	

Weightage Distribution	Continuous Assessment (CA)	Mid Term Examination (MTE)	End Term Examination
	30%	20%	50%
	Quizzes – 5, (One in Each Course Outcome)	CO1, CO2 and CO3	CO1, CO2, CO3, CO4, CO5,
	Assignment – 5 (One in Each Course Outcome)	Short Descriptive, Short Analytical	
	Project/Group Project -1 (One Consisting all the Course Outcomes)	Long Descriptive, Long Analytical	
Textbook/s	1. Health Economics & Policy, James W. Henderson, Cengage Learning		
Other References	1. Applied Health Economics: Andrew M. Jones, Nigel Rice, Teresa Bagod'Uva, Silvia Balia, Routledge Publications		

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	-	2	-	-	2	1	1	1
CO2	-	2	1	1	-	-	2	2	3	2
CO3	-	1	1	1	-	-	2	2	2	1
CO4	1	2	-	2	-	-	2	2	2	2
CO5	1	2	1	2	2	2	3	2	2	2

<b>School:</b>		<b>Batch : 2018-20</b>	
<b>Program:</b>		<b>MBA</b>	<b>Current Academic Year: 2018-2020</b>
<b>Branch: HCHA</b>		<b>Semester: I</b>	
1	Course Code	FINANCIAL REPORTING & ANALYSIS	
2	Course Title	MBA-129	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory	
5	Course Objective	<ol style="list-style-type: none"> <li>1. Understand the applications of financial accounting in various managerial decisions.</li> <li>2. Understand the Accounting Cycle and Financial statements.</li> <li>3. Apply the understanding of different techniques of analysis of financial. statements in managerial planning and decision making;</li> <li>4. To provide students with a firm foundation for their second year studies in financial specialization.</li> <li>5. Acquire refined numerical, analytical, presentational, group work and time management skills.</li> </ol>	
6	Course Outcomes	<p>CO1. Define the key concepts of financial reporting &amp; financial statements</p> <p>CO2. Explain the element of financial statement of corporate and non corporate entities</p> <p>CO3. Application of accounting concepts, standards and IFRS.</p> <p>CO4. Analysis and understanding of different techniques of analysis of financial statements in managerial planning and decision making.</p> <p>CO5. Evaluate the financial statement of various sectors.</p> <p>CO6. Composition of important components of an annual report.</p>	
7	Course Description	<p>Financial Analysis and reporting is an integral part of overall financial analysis carried out by various business organizations in India and all around the world. It depicts the financial health of any company and helps the companies to augment their financial resources and management of generated funds efficiently. It compels the business firms to remain judicious in fund allocation to different activities and sub activities and use the generated funds carefully. Financial analysis guides the companies about their future course of action and the direction that any particular company should move on.</p>	
8	Outline syllabus		CO Mapping

	<b>Unit 1</b>		
	A	Introduction of course and its significance in business. Purpose of financial reporting, users of financial reports. A brief introduction of Annual report and its contents with Annexure.	CO1
	B	Meaning and types of financial statements, Types of financial analysis; steps involved in Financial Statement Analysis; Techniques and limitations of Financial Analysis.	CO1
	C	(i) GAAP in India, (ii) Accounting Standards (AS) –applicability, brief introduction and scope. (iii) International Financial Reporting Standards (IFRSs)	CO1,CO3
	<b>Unit 2</b>		
	A	Definition, functions Uses, Understanding of various items of Balance-sheet and Income Statement.	CO1,CO2
	B	Forms of Balance Sheet & Income Statement –Contents & Presentation, Relationship between Balance-sheet & Income Statement	CO1,CO2
	C	Revenue & Capital Expenditures and Receipts, Inventories, Receivables, Assets (Fixed, Tangible, Intangible) Revenue, Retained Earnings, Income Tax , Dividend, Diluted Dividend etc.	CO1,CO2
	<b>Unit 3</b>		
	A	The Analyst's checklist; Reformulation of Balance sheet	CO4
	B	The Analyst's checklist; Reformulation of Income State - <b>Workshop</b>	CO4
	C	Notes to the Accounts and Significant Accounting Policies.- <b>Workshop</b>	CO4,CO5
	<b>Unit 4</b>		
	A	Introduction, Techniques –Comparative Financial Statements and Interpretation of Financial Statements	CO4
	B	Common Size Statement analysis –Introduction, Analysis and Interpretation – Demonstration of various sectors - <b>Workshop</b>	CO4,CO5
	C	Trend Analysis - Introduction, Analysis and Interpretation – Demonstration of various sectors – <b>Workshop</b>	CO5
	<b>Unit 5</b>		
	A	Ratio Analysis-Profitability, Liquidity, Turnover, Shareholders etc. Meaning, Uses, Sources and Uses of	CO1,CO6

		Cash, Preparation of Cash Flow Statement as per AS-3			
	B	Annual Report –Director’s Report, Auditor’s Report, Report on Corporate Governance, Report on CSR etc., Management Discussion & Analysis - <b>Workshop</b>			CO6
	C	Ratio Analysis-Profitability, Liquidity, Turnover, Shareholders etc.			CO4,CO6
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Financial Statement Analysis and Reporting by Peddina Mohana Rao, PHI Learning Private Limited, New Delhi			
	Other References	<ul style="list-style-type: none"><li>• Corporate Financial Reporting and Analysis by Young 3ed; WILEY India Pvt. Ltd.</li><li>• Accounting Text and Cases by Anthony, Hawkins and Merchant 12th Edition Tata Mc Graw Hill</li><li>• Financial Accounting: For Business Managers, Bhattacharyya Ashish K, Prentice Hall of India Pvt Ltd.</li><li>• Financial Accounting: A Managerial emphasis, Ashok Bannerjee, Excel Books</li><li>• Introduction to Financial Accounting, Horngren, Pearson Education</li><li>• Financial Accounting – A Managerial Perspective by R. Narayanaswamy 3<sup>rd</sup> Edition PHI Learning Pvt Ltd.</li></ul> <b>Journals</b> <ul style="list-style-type: none"><li>➤ Management Accountant</li><li>➤ Chartered Accountant</li><li>➤ Chartered Finance Analyst</li><li>➤ Journal of Accounting and Finance</li></ul> <b>Websites</b> <ul style="list-style-type: none"><li>➤ Online Courses: Financial Accounting, David F. Hawkins, Paul M. Healy, Michael Sartor by Harvard Business School Publications (<a href="http://hbsp.harvard.edu/">http://hbsp.harvard.edu/</a> )</li><li>➤ For Accounting standards please refer to the following link <a href="http://www.icai.org/post.html?post_id=474">http://www.icai.org/post.html?post_id=474</a></li><li>➤ For International Financial Reporting Standards(IFRS)refer to the following link <a href="http://www.ifrs.com/overview_landing.html">http://www.ifrs.com/overview_landing.html</a></li></ul>			

		➤ <a href="http://www.accountingformanagement.com">www.accountingformanagement.com</a>	
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POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	1	1	-	-	-	-
CO2	2	2	2	1	-	1	-	-	-	-
CO3	2	2	2	1	1	-	-	-	-	-
CO4	2	2	2	2	-	1	-	-	-	-
CO5	2	2	2	1	-	-	-	-	-	-
CO6	2	2	2	1	1	1	-	-	-	-

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: School of Business Studies</b>		<b>Batch: 2018-20</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>	
<b>Branch: HCHA</b>		<b>Semester: I</b>	
1	Course Code	MBA131	
2	Course Title	Marketing Management	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Status	Compulsory	
5	Course Description	This course is aimed at imparting to the students a broad-based understanding of the principles and practices of the marketing function in business organizations	
6	Course Objectives	1. To impart to the students an in-depth understanding of the building blocks of marketing 2. To make the students develop a marketing mindset for effective business decision-making 3. To help the students understand the challenges of modern-day marketing	
7	Course Outcomes	CO1: The student will be able to identify the basic problem areas in a given marketing situation. CO2: The student will be able to describe and explain the different bases of market segmentation and the different approaches to positioning of products. CO3: The student will be able to illustrate the different components of the marketing mix for a given product. CO4: The student will be able to explain in detail the marketing plan for a proposed product launch. CO5: The student will be able to predict the future trends in a given marketing situation.	
8	Outline Syllabus		CO Mapping
	Unit A		
	A1	<ul style="list-style-type: none"> <li>Overview of marketing; concepts of marketing; value chain</li> </ul>	CO1
	A2	<ul style="list-style-type: none"> <li>Marketing research; selling vs marketing; marketing environment</li> </ul>	CO1
	A3	<ul style="list-style-type: none"> <li>Applications of marketing; consumer behaviour;</li> </ul>	CO1

		services marketing; international marketing; rural marketing			
	Unit B				
	B1	● Market segmentation – geographic, demographic, psychographic, behavioural			CO2
	B2	● Targeting; niche marketing; B2B, B2C			CO2
	B3	● Positioning; repositioning			CO2
	Unit C				
	C1	● Introduction to marketing-mix – product, price, place, promotion			CO3
	C2	● New product development; product life cycle; packaging and labelling; brand management; types of pricing			CO3
	C3	● Promotion - advertising, publicity and public relations, sales promotion, personal selling, direct marketing; physical distribution; channels of distribution; types of marketing intermediaries			CO3
	Unit D				
	D1	● Developing a marketing plan			CO4
	D2	● Components of a marketing plan			CO4
	D3	● Implementation and control challenges in marketing			CO4
	Unit E				
	E1	● E-business; e-commerce; digital marketing			CO5
	E2	● Introduction to green marketing			CO5
	E3	● Ethical issues in marketing			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	● ‘Marketing Management – A South Asian Perspective’ by Philip Kotler, Kevin Lane Keller, Abraham Koshy and Mithileshwar Jha (Pearson)			
	Other References	● ‘Marketing Management – Global Perspective, Indian Context’ by V. S. Ramaswamy and S. Namakumari (Om Books) ● ‘Marketing Management’ by Rajan Saxena (McGraw-Hill)			

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POs COs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4
CO1	2	1	1	1	1	1	1	1	-	-
CO2	2	2	2	1	1	1	1	1	-	-
CO3	2	2	2	1	1	1	-	-	-	-
CO4	2	2	2	1	1	1	1	1	-	-
CO5	2	2	2	1	1	1	1	1	-	-

## **2.1: Syllabus for Theory Subjects (Organizational Behaviour)**

<b>School: SBS</b>		<b>Batch: 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch: -</b>		<b>Semester: I</b>
1	Course Code	MBA 153
2	Course Title	Organizational Behaviour
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0
	Course Status	Compulsory
5	Course Objective	<ol style="list-style-type: none"> <li>1. To develop an understanding of the importance of human element in organization</li> <li>2. To provide an understanding of a conceptual framework for OB and understand human work behavior in the organizational setting.</li> <li>3. To understand the theories related to learning and motivation and their application in work setting</li> <li>4. To develop an understanding of the group and organisational dynamics</li> </ol>
6	Course Outcomes	The students will be able to:  CO1: describe the conceptual framework of OB and identify the key

		human behaviour elements that influence it CO2: classify different learning patterns, motivation strategies and leadership styles CO3: interpret group dynamics and leadership theories in an organizational setting CO4: develop communication and interpersonal skills to manage the workplace challenges	
7	Course Description	The course aims to offer an understanding of how individual behavior impacts and is impacted by organizational behaviour. It defines ways in which the relationship between the two is being understood and can be improved. The course further aims to develop an understanding of workplace issues such as workforce motivation, leadership, team building and also, how to manage the organisational dynamics.	
8	Outline syllabus		CO Mapping
	Unit A	<b>Introduction to OB and Individual Differences</b>	
	A 1	<ul style="list-style-type: none"> <li>Organizational Behaviour- Concept, Nature, Contributing Fields, Basic Model of OB, challenges of OB</li> </ul>	CO1
	A 2	<ul style="list-style-type: none"> <li>Personality: Concept, Determinants, Theories of shaping personality- Trait, Psychoanalytical, Big Five Model, MBTI</li> </ul>	CO1
	A 3	<ul style="list-style-type: none"> <li>Perception &amp; Attitude: Concept, Process of perception, Perceptual errors, Attribution Theory; Attitude: Concept, Major Work Place- Attitude- Job Satisfaction</li> </ul>	CO1
	Unit B	<b>Learning and Motivation</b>	
	B 1	<ul style="list-style-type: none"> <li>Learning: Concept and Theories of Learning- classical conditioning, operant conditioning, social learning, Reinforcement Strategies</li> </ul>	CO2
	B 2	<ul style="list-style-type: none"> <li>Motivation: Meaning &amp; Concept of Motivation, Theories of Motivation - Abraham Maslow's Need Hierarchy, XYZ Theory</li> </ul>	CO2
	B 3	<ul style="list-style-type: none"> <li>Theories of Motivation: Herzberg's Two factor theory, Vroom's Expectancy Theory, Application of Motivation</li> </ul>	CO2

	Unit C	<b>Group Dynamics &amp; Communication</b>			
	C 1	<ul style="list-style-type: none"> <li>Group &amp; Teams: Concept &amp; Types-, Group VS Team, Stages of group development</li> </ul>			CO3
	C 2	<ul style="list-style-type: none"> <li>Group Properties: Group Norms, Structure, Group cohesion, Group Role, Group Status</li> </ul>			CO3,CO4
	C 3	<ul style="list-style-type: none"> <li>Communication: JOHARI Window &amp; Transactional Analysis</li> </ul>			CO4
	Unit D	<b>Leadership</b>			
	D 1	<ul style="list-style-type: none"> <li>Leadership: Concept, Competencies of leader, Leader VS Manager, Trait Theory</li> </ul>			CO3
	D 2	<ul style="list-style-type: none"> <li>Behavioural Theories of leadership: Likert leadership styles, Managerial Grid, Situational leadership-Hersey Blanchard</li> </ul>			CO3,CO2
	D 3	<ul style="list-style-type: none"> <li>Level 5 Leadership, Transactional Vs Transformational Leadership, Servant Leadership, Authentic leadership</li> </ul>			CO3
	Unit E	<b>Organizational Dynamics</b>			
	E 1	<ul style="list-style-type: none"> <li>Organisational Power and Politics: Concept, Sources of Power, Political Implications of Power</li> </ul>			CO1
	E 2	<ul style="list-style-type: none"> <li>Conflict: Concept, Sources, Levels of Conflict, Process</li> </ul>			CO4
	E 3	<ul style="list-style-type: none"> <li>Conflict Resolution &amp; Management</li> </ul>			CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Stephen P. Robbins, Sanghi “ <b>Organizational Behaviour</b> ” Concepts, Controversies, and Applications”, New Delhi, Prentice Hall, New Edition			
	Other References	1. Luthans “Organizational Behavior” Mc Graw Hill 2. Kinicki& kreitner “ <b>Organisational behavior</b> ” McGraw-Hill. 3. Udai Pareek: “Understanding OB” Oxford 4. Case studies, Journal readings, videos			

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	....	2	2	1	-	-	1
CO2	2	2	1	1	2	2	1	-	-	-

<b>CO3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>1</b>	-	-	-
<b>CO4</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>	<b>1</b>	-	-	-

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: SBS</b>		<b>Batch : 2018-20</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2018</b>	
<b>Branch: -</b>		<b>Semester: I</b>	
1	Course Code	MBA 150	
2	Course Title	Principles of Management	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Status	Compulsory	
5	Course Description	Principles of Management is a dynamic subject about management and managers. It helps students to understand managing organizations in changing business conditions. It helps them to understand how to confront change and to best prepare themselves for that reality.	
6	Course Objective	1. Cover the basic concepts of management. 2. Identify the key competencies of a manager. 3. Provide the students the capability to apply theoretical knowledge in Integrate simulated & real life settings	
7	Course Outcomes	CO1: Students will get knowledge to integrate management principles into management practices.  CO2: Ability to understand managerial practices and choices relative to ethical principles and standards.  CO3: Interpret how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.  CO4: Appraise the most effective action to take in specific situations..	
8	Outline syllabus		CO Mapping
	Unit A		
	A 1	<ul style="list-style-type: none"> <li>Management: Concept and Process</li> <li>levels of management and Managerial roles (Mintzberg) &amp; skills, contemporary skills and practices in management</li> <li>Current trends &amp; issues-workforce diversity, Entrepreneurship, Managing in E-business world, knowledge management &amp; learning organization, quality management</li> </ul>	CO1

	A 2	<ul style="list-style-type: none"> <li>• Management theory: F.W. Taylor,</li> <li>• Fayol's principles,</li> <li>• Hawthorne experiment,</li> <li>• Systems theory</li> <li>• Contingency approach</li> </ul>	CO1
	A 3	<ul style="list-style-type: none"> <li>• Ethical &amp; social environment</li> <li>• Emerging ethical issues</li> <li>• social responsibility &amp; organizations</li> <li>• whistle blowing</li> </ul>	CO2
	Unit B		
	B 1	<ul style="list-style-type: none"> <li>• Organizational goals &amp; objectives: hierarchy of objectives, traditional goal setting, MBO</li> <li>• hierarchy of plans, Planning: time frames,</li> </ul>	CO2
	B 2	<ul style="list-style-type: none"> <li>• planning process</li> <li>• Managing decision making – process, making decisions-rationality, bounded rationality and intuition</li> </ul>	CO3
	B 3	<ul style="list-style-type: none"> <li>• Planning tools &amp; techniques –environmental scanning, forecasting, benchmarking</li> <li>• Contemporary planning techniques</li> </ul>	CO3
	Unit C		
	C 1	<ul style="list-style-type: none"> <li>• Defining organization structure: work specialization, departmentalization, chain of command and Span of Control) Centralization and Decentralization,</li> <li>• Authority, Responsibility &amp; Delegation</li> </ul>	CO4
	C 2	<ul style="list-style-type: none"> <li>• Organization design decisions-mechanistic &amp; organic organizations</li> </ul>	CO4
	C 3	<ul style="list-style-type: none"> <li>• Contemporary organization designs</li> </ul>	CO4
	Unit D		
	D 1	<ul style="list-style-type: none"> <li>• Concept of direction- principles and techniques of direction</li> </ul>	CO3
	D 2	<ul style="list-style-type: none"> <li>• Concept and process of control in organisation, Tools of control</li> </ul>	CO3
	D 3	Types of control- Feedback, Feed forward, Concurrent	CO3
	Unit E		
	E 1	Concept of Coordination, types of coordination, distinction between coordination & cooperation	CO3

	E 2	• Comparative study of management practices in India, Japan, USA and china with reference to planning, organizing, directing and controlling			CO4
	E 3	• Presentation of Business plan and model,			CO4
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	1. Robbins & Coulter, “ <b>Management</b> ” Prentice Hall of India,			
	Other References	2 Griffin, “ Management” Biztantra 3 James A. F. Stoner, “ <b>Management</b> ” Pearson Education, 6 <sup>th</sup> Edition.			

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	3	3	3	1	3	2	2	1	2
CO2	2	1	2	3	3	2	2	1	1	1
CO3	2	3	1	1	3	1	2	1	1	1
CO4	1	3	2	2	2	3	1	1	1	1

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

## **SEMESTER II MBA HCHA**

<b>School: SBS</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018</b>
<b>Branch: -</b>		<b>Semester: I</b>
1	Course Code	MBA 156
2	Course Title	Human resource Management
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0

	Course Status	Core
5	Course Description	This <b>course</b> examines the role of the human resource professional as a strategic partner in managing today's organizations. Key functions such as recruitment, selection, development, appraisal, retention, compensation, and labor relations are examined.
6	Course Objective	<ul style="list-style-type: none"> <li>• Expose the students to different aspects of Human Resource Management and</li> <li>• To develop a clear conceptual understanding of HRM</li> <li>• To Sensitize the students regarding the importance of HRM</li> <li>• To Facilitate students to understand the functionalities of HRM</li> </ul>
7	Course Outcomes	CO1: Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes. CO2: Administer and contribute to the design and evaluation of the performance management program. CO3: Develop, implement, and evaluate employee orientation, training, and development programs. CO4: Facilitate and communicate the human resources component of the organization's business plan
8	Outline syllabus	
	Unit A	Introduction -HRM Concepts
	A 1	Concept and Scope
	A 2	Significance, Functions and objectives;
	A 3	Contemporary issues and trends in HRM
	Unit B	Human Resource Planning,
	B 1	Concept of HRP, Importance of HRP, Process of HRP
	B 2	Job Analysis, Job Evaluation- Concept, Methods& Difference
	B 3	Recruitment: Process, Sources& Methods Selection: Process, Interviews, Types of Interview, Employment Test
	Unit C	Placement, Induction, Training & Development
	C 1	Placement- Concept & Benefits Induction/Orientation: Concept, Process
	C 2	Training: Need, TNA – Process, Types of training-On the job & off the job;
	C 3	Management Development – Concept & Methods (Case Analysis, In- Basket, Management Games, T- Training, Coaching & Mentoring)
	Unit D	Performance Management & Compensation
	D 1	Performance Appraisal: Concept, Process, Methods (Assessment centre, Ranking, Rating, 360 degree), Errors
	D 2	Compensation: Objectives, factors & Components of pay

		Structure	
	D 3	Concept of Wages (Minimum, Fair & Living) Incentives- Individual & Group, Employee (Fringe) Benefits	CO2, CO4
	Unit E	Industrial Relations & Managing Separations	CO4
	E 1	Industrial Relations-Concept & Importance, Grievance Handling Procedure	CO3
	E 2	Separations- Voluntary, Involuntary	CO4
	E 3	Discipline-Concept and Process	CO4
	Mode of examination	Theory	
	Weightage Distribution	CA 30%	MTE 20%
			ETE 50%
	Text book/s*	Rao V. S. P., Human Resource Management- text and cases, Excel Books	
	Other References	<ul style="list-style-type: none"> <li>Aswathapa K., Human Resource Management- Text and Cases, The McGraw Hill</li> <li>Cascio: Managing Human Resources, Tata McGraw Hill</li> <li>Decenzo: Fundamentals of HRM, Wiley</li> </ul>	

PO COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2	1	2	2	3	3	1
CO2	2	1	2	3	3	2	2	3	1	1
CO3	2	2	1	1	3	1	2	2	3	2
CO4	1	2	2	2	2	3	2	2	1	3

<b>School: SBS</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch: HCHA</b>		<b>Semester: II</b>
1	Course Code	MBA 168
2	Course Title	Epidemiology and Biostatistics
3	Credits	03
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	1. To become familiar with epidemiology terminology, outcome measures and study design. 2. To appreciate application of epidemiology to subfields (Eg. Infectious disease, reproductive health, genetics)

		3. To apply principles of epidemiology and biostatistics in the prevention of disease and improvement of health. 4. To Combine appropriate epidemiological concepts and statistical methods.
6	Course Outcomes	CO1: The student will be able to define the purpose & goals of epidemiology. CO2: The student will be able explain the determinants of health and causation of disease. CO3: The student will be able to apply epidemiological principles in quarantine health research. CO4: The student will be able to analyse data of epidemiological studies using common statistical methods for inference. CO5: The student will be able to evaluate measures of disease occurrence and correlates in populations
7	Course Description	Introduces basic epidemiological and bio statistical principles, concepts, and procedures for the surveillance and investigation of health-related states or events. Introduces collecting data and analyzing disease incidence and prevalence to provide analyses leading to effective interventions and preventions.
8	Outline syllabus	
	<b>Unit 1</b>	<b>Basics of Epidemiology</b>
	A	Definition and scope of epidemiology, Achievements of epidemiological studies
	B	Definitions of health and disease, Measures of disease frequency
	C	Health Indicators
	<b>Unit 2</b>	<b>Epidemiological Studies</b>
	A	Observational Epidemiology
	B	Experimental Epidemiology
	C	Potential Errors in Epidemiological Studies
	<b>Unit 3</b>	<b>Infectious Disease Epidemiology</b>
	A	Dynamics of Disease Transmission
	B	Concept of cause, factors in causation, establishing the cause of a disease
	C	Risk difference, attributable fraction (exposed)population attributable risk, risk ratio
	<b>Unit 4</b>	<b>Application of epidemiological Principles</b>
	A	Epidemiology and prevention: introduction, levels of prevention, surveillance & screening
	B	Communicable diseases epidemiology, Non communicable epidemiology
	C	Environmental and Occupational epidemiology Epidemiology
	<b>Unit 5</b>	<b>Basics of Biostatistics</b>
	A	Definition & functions, application and uses of
		CO Mapping

		biostatistics as a science, collection of data			
	B	Frequency distribution , Measures of central tendency, Measures of variability, probability			CO1, CO5
	C	Normal distribution Estimation Relationship between two variables			CO4, CO5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Parks Text Book of Preventive & Social Medicine, by K Park			
	Other References				

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	1	1	-	3	2	1	1
CO2	1	2	2	1	1	-	2	1	2	1
CO3	1	2	2	1	1	1	2	2	1	1
CO4	2	2	1	1	2	1	2	2	2	2
CO5	1	1	1	1	2	1	2	2	2	2

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: SBS</b>		<b>School of Business Studies</b>	<b>Batch : 2018-20</b>
<b>Program:</b>		<b>MBA HCHA</b>	<b>Current Academic Year: 2018-2019</b>
<b>Branch:</b>		<b>Semester:II</b>	
1	Course Code	MBA169	
2	Course Title	Legal Aspects of Business with emphasis on Healthcare Laws	
3	Credits		
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory	

5	Course Objective	<p>The objective of this course is to provide-</p> <ol style="list-style-type: none"> <li>1. A basic understanding of various aspects of law as they affect business relationships, organisations and operations in the healthcare domain</li> <li>2. Acquaint them with the need and importance of Legal compliances in healthcare while undertaking various businesses</li> <li>3. Encourage the need of resorting to alternative dispute resolution methods for dispute resolution and importance of ethical decisions in healthcare domain</li> </ol>	
6	Course Outcomes	<p>CO1: The student will be able to tell about the laws related to healthcare organizations , Prerequisites of Medical Practice and laws governing safety and management of patients , the laws related to business transactions and laws Governing medico Legal Aspects of Healthcare</p> <p>CO2: The student will be able to identify Importance of Legal Compliances in Hospitals , cases of medical negligence, consent and donor in organ donation , Laws Governing medico Legal Aspects of Healthcare,safety and management of patients and the laws related to business transactions</p> <p>CO3: The student will be able to apply laws related to medico Legal Aspects of Healthcare, laws with respect to management of patients and CSR provisions</p> <p>CO4: The student will be able to analyse the Importance of Legal Compliances in Hospitals and medical ethics</p> <p>CO5: The student will be able to evaluate medico- legal cases and ethics in healthcare</p>	
7	Course Description	<p>On successful completion of this module students will be able to identify the major laws related to healthcare organizations , the laws related to business transactions and laws Governing medico Legal Aspects of Healthcare. They will understand the basics of the legal aspect of healthcare in India .They can then appreciate the medico- legal cases and ethics in healthcare .Also they can analyze the Importance of Legal Compliances in Hospitals and medical ethics.</p>	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction to legal aspect in healthcare organizations</b>	
	A	Basics of legal aspect in healthcare , Prerequisites of Medical Practice , Emergency Healthcare and Laws, Criminal Liability in Medical Profession	CO1 , CO2
	B	Laws applicable to hospitals- Laws Governing the Commissioning of Hospital , Laws Governing to the Qualification/Practice and Conduct of Professionals, Laws	CO1

		Governing Employment and Management of Manpower, Public and Staff within the Hospital Premises	
	C	Clinical Establishment Act, 2010 , Importance of Legal Compliances in Hospitals	CO1 ,CO2 CO3 ,CO4
	<b>Unit 2</b>	<b>Business Transactions</b>	
	A	Indian Contract Act 1872 ; Essentials of a Valid Contract, E contract	CO1 ,CO2
	B	Companies Act 2013 - Salient Features of Companies, CSR provisions	CO1 , CO2 , CO 3
	C	Competition Act 2002 , Evolution of competition act on health care sector	CO1 , CO2
	<b>Unit 3</b>	<b>Laws Governing medico Legal Aspects of Healthcare</b>	
	A	The Consumer Protection Act 1986: Rights of Consumer, Consumer Dispute Redressal Agencies, IPC Section 336 (act endangering life or personal safety of others), Sec 337 (causing hurt by act endangering life or personal safety of others), Sec 338 (causing grievous hurt by act endangering the life and personal safety of others)	CO1 ,CO2 CO3
	B	Constitutional Background of Health Law -Medico Legal Case. Police Inquest, Consent Form Life Support Dying Declaration , Death Certificate	CO1 , CO2 , CO3,CO5
	C	Indian Medical Council (Professional Conduct, Etiquette, and Ethics Regulations), 2002- Medical Ethics, modern medical ethics in India ,ethical decisions and dilemmas	CO1 ,CO2 , CO3 , CO4 CO5
	<b>Unit 4</b>	<b>Laws governing safety of patients</b>	
	A	The Radiation Surveillance Procedures for the Medical Application of Radiation 1989, Radiation Protection Rules 1971	CO1 , CO2
	B	AERB Safety code no. AERB/RF-MED/SC-3 (Rev. 2)	CO1, CO2
	C	Delhi Fire Prevention and Fire Safety Act 1986	CO1 ,CO2
	<b>Unit 5</b>	<b>Laws governing management of patients</b>	
	A	PCPNDT Act, 1994:, Medical Termination of Pregnancy Act, 1971	CO1 , CO2 ,CO3
	B	Transplantation of Human Organs Act, 1994 , ethics of organ sale	CO1 , CO2 ,CO3
	C	Mental health legislation in India , The Mental Health Act, 2017-general guidelines , list of Indian laws regulating treatment of persons with mental disorders	CO1,CO2, CO3
	Mode of examination	Theory/Jury/Practical/Viva	
	Weightage	CA	MTE ETE

	Distribution	30%	20%	50%	
	Text book/s*	<ul style="list-style-type: none"> <li>Legal and Ethical Aspects of Healthcare Sheila McLean</li> <li>Reflections on Medical Law and Ethics in India :Eastern Law House 2016</li> </ul>			
	Other References	NA			

POs COs	PO 1	PO 2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	1	-	-	2	2	1	1
CO2	2	1	-	1	-	-	2	2	1	1
CO3	2	2	-	2	-	-	2	2	2	2
CO4	2	2	-	2	-	-	2	2	2	2
CO5	2	2	1	2	-	-	2	2	2	2
CO6	-	-	-	-	-	-	-	-	-	-

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School:</b>		<b>Batch : 2018-20</b>
<b>Program:</b>		<b>MBA</b>
<b>Branch:</b>		<b>Semester: II</b>
1	Course Code	<b>CORPORATE FINANCE</b>
2	Course Title	MBA- 139
3	Credits	3
4	Contact Hours (L-T-P)	3-0-0

	Course Type	Compulsory
5	Course Objective	<p>Every decision that a firm makes has a corporate finance component to it. The subject, corporate finance thus includes all of a firm's decision that has financial implications. Those broadly include (i) Financial Decisions, (ii) Investment Decisions &amp; (iii) Dividend Decisions. These decisions have the implications on the firms' market/share value.</p> <p>As a Finance Manager, you have to take the above decisions. The objective of this course is to provide you with the conceptual framework necessary to understand above financial issues and the techniques to manage them efficiently and effectively. You may choose a career in manufacturing companies, non-governmental or service sector, investment banks or management consultancy, thorough learning of the art of financial management is a must</p>
6	Course Outcomes	<p>On completion of this module the student will be able to:</p> <p>CO7. Examine key concepts of corporate finance.</p> <p>CO8. Interpret the time value of money and risk.</p> <p>CO9. Apply various methods of capital budgeting and cost of capital.</p> <p>CO10. Explain the sequential steps of working capital management.</p> <p>CO11. Evaluate dividend decisions for a firm.</p> <p>CO12. Integrate contemporary issues in corporate finance.</p>
7	Course Description	Project Finance and Management deals with the decision of project planning, analysis, selection, financing, Implementation and review. A project manager will be concerned with project financial and managerial decisions
8	Outline syllabus	
	<b>Unit 1</b>	
	A	Introduction of the module, need and Importance of financial management, Financial Functions , Financial Decisions, Objectives & Scope of Financial Management
	B	Operating environment, Risk and Uncertainty, Measurement of Risk, Relationship between Risk and Return.
	C	Time Value of Money, Valuation concepts. Techniques, Practical applications of Compounding and Present Value Techniques.
	<b>Unit 2</b>	
	A	A brief description of various instruments of long-term sources of finance; Introduction, Meaning & definition of capital structure, Determinant and Pattern of Capital Structure, Optimum Capital Structure.
	B	Concept, Classification & Importance of cost of capital,
		CO Mapping

		Measurement of cost of capital of different components of cost of capital, Computation of Weighted Average Cost of Capital,			
	C	Meaning of Lease, Types of Lease, Difference between Operating lease and Finance Lease			CO2
	<b>Unit 3</b>				
	A	Introduction, Need, Scope, Importance and Limitations of Capital Budgeting Decisions,			CO3
	B	Capital Budgeting process and Approaches of Capital Budgeting Decisions –Traditional approaches			CO3
	C	Discounted Cash Flow (DCF) approaches.			CO3
	<b>Unit 4</b>				
	A	Introduction, Meaning , types & Determinants of working capital; Importance of the Management of Working Capital, Sources of Financing of Working Capital, Components of Working Capital, Working Capital Cycle.			CO4
	B	Introduction, Meaning & Objective of Receivables Management, Factors affecting the size of Receivables, Motives for holding cash, Factors determining cash.			CO4,CO6
	C	Introduction, Objectives, Importance of Inventory Management, Techniques of Inventory Control.			CO4,CO6
	<b>Unit 5</b>				
	A	Introduction, Meaning and Types of dividends; Dividend Policy –Meaning, Factors influencing dividend policy. Relationship between Dividend Policy and Value of Firm, Relevance Theory of Dividend – Walter’s approach & Criticism.			CO5
	B	Gordon’s approach to dividends & Criticism.			CO5
	C	Irrelevant concept of dividend, Modigliani and Miller’s approach, Criticism of M-M Approach.			CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	<b>“Financial Management – Theory and Practice”, Prasanna Chandra, 7ed. (Tata McGraw Hill)</b>			
	Other References	- “Financial Management”, IM Pandey (Vikas Publishing House) - “Financial Management & Policy”, James C. Van Horne, (Prentice Hall, New Delhi) - “Fundamentals of Corporate Finance” by Ross, Waterfield Jordan, (Tata McGraw Hill)			

		- “Corporate Finance – Theory & Practice” Aswath Damodaran, (John Wiley & Sons) - Financial Management, MY Khan and PK Jain, (Tata McGraw Hill)  <b>Newspaper, Magazines and Journals</b> - Economic Times, Business Line, Business Standard - Journal of Finance - Business India, Business Today, Capital Market - Management Accountant - Chartered Accountant - Chartered Finance Analyst - Journal of Accounting and Finance	
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POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	1	1	-	-	-	-
CO2	2	2	2	1	-	1	-	-	-	-
CO3	2	2	2	1	1	-	-	-	-	-
CO4	2	2	2	2	-	1	-	-	-	-
CO5	2	2	2	1	-	-	-	-	-	-
CO6	2	2	2	1	1	1	-	-	-	-

<b>School: SBS</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch: HCHA</b>		<b>Semester: II</b>
1	Course Code	MBA 170
2	Course Title	Hospital Planning And Operations Management
3	Credits	03
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	1. To provide introduction to origin of hospitals and its development 2. To familiarise with the planning and maintenance of hospital systems. 3. To familiarise with operation management system and emergency preparedness

Beyond Boundaries

6	Course Outcomes	CO1: The student will be able to describe the type of hospitals, services in hospital and basic guiding principles for planning hospital. CO2: The student will be able to understand basic operational activities of hospitals & optimum utilization of resources for hospital planning and designing. CO3: The student will be able to illustrate the concept and principle involved in planning for hospital functional requirement. CO4: The student will be able to analyse the requirements of planning a hospital and emergency management plan of hospital. CO5: The student will be able to evaluate the criticality and operational working of hospital.	
7	Course Description	Course is intended to planning and operation of hospitals in a detailed manner which will include all facets of hospital planning activities covering every department that is involved both in clinical care as well as supportive services.	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Hospital planning</b>	
	A	Definition, classification of hospital, changing roles of hospital, hospital as system	CO1,CO2
	B	Guiding principles for planning of hospital Steps in Hospital Planning	CO2, CO3
	C	Preparation of project plan	CO3
	<b>Unit 2</b>	<b>Effective Hospital management</b>	
	A	Principles of Management, Managerial activities of a hospital, Governing Board	CO2
	B	Planning: Forecasting, Strategic & Operational Planning	CO3,CO4
	C	Organizing: organizational chart, committee as part of organization	CO3,CO4
	<b>Unit 3</b>	<b>Planning of Patient Care Units</b>	
	A	Planning for the outpatient services, accident and emergency services, and day care services	CO3,CO4
	B	Planning for Inpatient care units	CO3,CO4
	C	Planning for nursing services- functions of nursing services,	CO3,CO4
	<b>Unit 4</b>	<b>Hospital Operations Management-I</b>	
	A	Introduction to hospital operation management, different functional department of hospital, management of quality assured services of professional service units of hospital Function, location, flow chart of operation, design based on flow chart	CO1,CO2
	B	Physical facilities and space requirements, statutory requirements, special features, problem situations, Staff requirements, work load estimation, document Equipment and supplies	CO1,CO2
	C	Hospital operation strategy: Introduction, trends affecting operation strategies	CO3,CO4, CO5

	<b>Unit 5</b>	<b>Hospital Operations Management-II</b>			
	A	Hospital Emergency Plan: Define Disaster and risk, Classification of disasters, role of district medical authorities, organization of health delivery system in disaster.			CO2,CO3
	B	Aim & objectives of hospital emergency/disaster Plan, Principles of hospital disaster plan.			CO3,CO4
	C	Phases of disaster plan: Pre disaster plan, disaster phase, post disaster phase, disaster Manual.			CO4,CO5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	Hospitals-Facilities Planning & Management 1 <sup>st</sup> edition by G D Kunders, Principles of Hospital Administration and Planning, by Sakharkar			
	Other References				

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	1	-	-	-	3	2	1	1
CO2	2	1	2	1	1	1	2	2	2	1
CO3	1	2	1	1	1	1	2	2	2	2
CO4	1	1	2	2	2	2	2	2	2	2
CO5	1	2	1	2	2	2	2	2	2	2

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: School of Business Studies</b>		<b>Batch: 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: II</b>
1	Course Code	MBA162
2	Course Title	Business Research Methods
3	Credits	3
4	Contact Hours (L-T-P)	2-2-0
	Course Status	Compulsory

5	Course Description	This course is aimed at imparting students an understanding of business research methods, such that they are able to conduct business research function in business organizations. To have a thorough understanding of the various Research methods and its role in effective utilization of resources to compete in the every changing Global Business scenario	
6	Course Objectives	<ol style="list-style-type: none"> <li>1. To provide the students with an adequate understanding of how business research methods can be used as a decision making tool by the managers in organizations</li> <li>2. To produce Managers with expertise in the area of Business Research methods and its scope of applications to improve the Organization productivity and market share in Global marketing environment.</li> </ol>	
7	Course Outcomes	CO1: To define the concepts of Business Research methods and its importance in the modern day Organizations CO2: To demonstrate an understanding of application of Research tools in business operations in order to effectively utilize their resources . CO3: To enhance student ability to analyse the implications of Business Research techniques CO4: To explain the applications of specific Research tools and techniques used for business research CO5: To evaluate Research report analysis and decision making with appropriate Statistical tools	
8	Outline syllabus		CO Mapping
	Unit A	<b>Introduction to research</b>	
	A 1	Research: Meaning, Nature Scope of Research.	CO1
	A 2	Types of Business Research, Ethical issues in business research	CO1
	A 3	Criteria of good research, Types of research.	CO1
	Unit B	<b>Fundamentals of Business research and Process</b>	
	B 1	Business Research: An overview Research process Steps involved in preparing business research plan/proposal	CO1
	B 2	problem formulations	CO2
	B 3	management problem v/s. research problem	CO2
	Unit C	<b>Business Research Design</b>	
	C 1	Business Research Design: Exploratory, Descriptive, & Causal research.	CO3

	C 2	Exploratory research: Meaning, suitability, collection, hypothesis formulation Descriptive research: Meaning, types of descriptive studies, data collection methods.			CO3
	C 3	Causal research: Meaning, various types of experimental designs, types of errors affecting research design			CO3
	Unit D	<b>Data Collection Methods</b>			
	D 1	Data collection Methods: Primary and Secondary data – Sources – advantages/disadvantages.			CO4
	D 2	Measurement & Scaling Techniques: Nominal Scale, Ordinal Scale, Interval Scale, Rating Scale, Criteria for good measurement, attitude measurement – Likert’s Scale, Semantic Differential Scale, Thurston-equal appearing interval scale, MDS – Multi Dimensional Scaling			CO4
	D 3	Data collection Types – Observations, Survey, Interview, Questionnaire design, Qualitative Techniques of data collection.			CO4
	Unit E	<b>Data Presentation, Analysis &amp; Interpretation, Writing Report</b>			
	E 1	Editing, Coding, Classification, Tabulation, Analysis, & Interpretation.			CO4
	E 2	Data analysis-I: Testing of hypothesis-- Tests of significance Z, t, F and Chi-Square. Data analysis-II: Correlation and Regression techniques			CO4
	E 3	Data Analysis III: Introduction of Multivariate Data Analysis: Factor Analysis, Multiple Regression, Discriminant analysis, Cluster analysis Research report: Oral report, Written reports, Types & Advantages/Disadvantages of oral and written reports, Components of written researchreport			CO4, CO5
	Mode of examination	Theory			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s	Business Research Methods by Naval Bajpai by Pearson			
	Other References	Research methodology by, Kothari Marketing Research by Parsuraman, grewal & Krishnan by			

		Biztantra	
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Pos Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	-	-	1	1	2	1	1	1
CO2	1	2	1	-	2	1	2	1	1	1
CO3	1	2	-	2	1	1	1	1	1	1
CO4	1	2	2	2	2	1	1	1	1	1
CO5	1	2	-	1	2	1	1	1	1	1

<b>School:</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch: -</b>		<b>Semester: 2nd</b>
1	Course Code	MBP 116
2	Course Title	Total Personality Development
3	Credits	3
4	Contact Hours (L-T-P)	0-0-3
	Course Status	Compulsory
5	Course Description	To enhance the holistic development of students and improve their employability skills with the help of various tools and also emphasizing on reading variety of texts, enacting them and performing them in order to equip them with appropriate body language and vocal aptitude.
6	Course Objective	<ol style="list-style-type: none"> <li>1. To enhance holistic development of students and improve their employability skills</li> <li>2. Emphasizing on reading a variety of texts.</li> <li>3. Enacting texts and performing them.</li> <li>4. Analyzing and comprehending texts.</li> <li>5. Time Management and prioritization</li> </ol>
7	Course Outcomes	CO1: The student should be able to understand attitude and its influence on behaviour. (Understand)

		CO2: The student should be able to show themselves in social & professional settings. (APPLY) CO3: The student should be able to prioritize and Manage time (Eisenhower's Matrix)(Analyse) CO4: The student should be able to assess and read a variety of genres and review them. (Evaluate) CO5: The student should be able to develop intrapersonal, pronunciation skills, interpersonal skills and be an effective goal oriented team player.(Create ) CO6: The student should be able to develop professionals with idealistic and practical skills (which includes skills as debating, JAM and Declamation).	
8	Outline syllabus		CO Mapping
	Unit A	<b>PERSONALITY: Understanding &amp; Analysing</b>	
	A 1	Introduction, Need for Personality Development.	CO1
	A 2	SWOT in terms of Self Analysis	CO1
	A 3	Self-Awareness, Goal Setting	CO1
	Unit B	<b>Oratory Presentation</b>	
	B 1	Presenting oneself, Confidence Building	CO2,CO5&CO6
	B 2	Extempore and Speech	CO2,CO3 &CO4
	B 3	Debate, Role Play and JAM	CO2,CO5& CO6
	Unit C	<b>Non-verbal communication</b>	
	C 1	Body Language and Para Language	CO2
	C 2	Attitude and behavior	CO1&CO2
	C 3	Time Management	CO3
	Unit D	<b>Etiquettes: Social, Business, Civic Sense, Social Norms</b>	
	D 1	Dressing and Dining	CO1, CO2
	D 2	Telephone & E-mail etiquettes	CO1,CO6
	Unit E	<b>Group Discussion &amp; Mock Interviews</b>	
	E 1	Group Discussion, Group Dynamics and Group Decision	CO5 & CO6
	E 2	Interview Preparatory Process & Activity	CO5 & CO6
	E 3	Role Plays, Presentations and Speaking Activities	CO1, CO5 & CO6
	Unit F	<b>Impactful Videos and Follow-ups</b>	
	F1	The most Inspiring people (Life-Skills Activities)	
	F2	Book Review of Book 1	CO4 , CO5 &CO6
	F3	Book Review of Book 2	CO4 , CO5

			&CO6
	Unit G	<b>Learning's and Take-Away</b>	
	G1	The learning from the biggest giants, the roller-coaster faced by the companies and how they overcame the roughest patch (Declamation)	CO6
	G2	Take away from the inspirational books (Declamation)	CO6
	Mode of examination	Practical	
	Weightage Distribution	CA 60%	MTE ETE 40%
	Text book/s*	Leader interpersonal and influence skills; The soft skills of leadership by E.Riggio and Sheryill. J. Tan	
	Other References	Love has its various ways for Life skills	

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	-	2	1	2	3	1	2	-	3	3
CO2	1	2	2	2	3	2	2	2	2	3
CO3	-	2	-	2	3	3	3	1	3	1
CO4	1	2	1	-	2	2	2	2	2	2
CO5	1	2	1	1	3	3	2	-	3	3
CO6	1	2	1	1	2	2	2	-	3	2

<b>School:</b>	<b>School Of Business Studies</b>	<b>Batch : 2018-20</b>
<b>Program:</b>	<b>MBA HCHA</b>	<b>Current Academic Year: 2018-2019</b>
<b>Branch:</b>	<b>Semester: II</b>	
1	Course Code	MBA171
2	Course Title	Health policy and healthcare delivery system
3	Credits	
4	Contact Hours (L-T-P)	3-2-1
	Course Type	Compulsory
5	Course Objective	1. The course aim is to introduce the students to the structure and functions of the Indian health care system.

		2. To apprise students with our public health policy and community health initiatives for understanding of healthcare services, government agencies
6	Course Outcomes	CO1: The student will be able to describe the healthcare system in India and the various health programmes and policies in healthcare CO2: The student will be able to understand about basics of healthcare , Public Policy ,delivery of care and Health Systems Development CO3: The student will be able to discover transitions,role of government in public health and Current status of communicable and non-communicable disease CO4: The student will be able to analyse healthcare agenda for Indian government , challenges in healthcare and the various health policies and programmes CO5: The student will be able to evaluate the challenges in healthcare
7	Course Description	On successful completion of this module students will be able to identify the major components of the Indian Health Care System and discuss the way they interrelate to each other. They will understand the basic concepts of public healthcare delivery .The students will be able to appreciate the health problems across nations and also the issues concerning population growth and reproductive and child health. They will understand the national health policy of India .
8	Outline syllabus	CO Mapping
	<b>Unit 1</b>	<b>Introduction to Healthcare System</b>
	A	Definition of community, health, community health , health systems and health services and basics of healthcare
	B	Determinants of health , natural history of disease
	C	Overview of the Indian health care system
	<b>Unit 2</b>	<b>Public healthcare delivery</b>
	A	Role of government in public health
	B	National Rural Health Mission
	C	National Urban Health Mission
	<b>Unit 3</b>	<b>Public Policy and Health Systems Development</b>
	A	Steps to accelerate development towards sustainable development goals
	B	National Health policy(NHP)
	C	Problems of population growth, Reproductive and child health

	<b>Unit 4</b>	<b>Disease status and Public health policy</b>			
	A	Transitions , Current status of communicable and non-communicable disease			CO3
	B	National Mental Health Policy National Research Policy			CO1, CO2,CO4
	C	National AIDS prevention & control policy National blood policy			CO1, CO2 ,CO4
	<b>Unit 5</b>	<b>Challenges and reforms in healthcare</b>			
	A	Health sector reforms and the healthcare agenda for government			CO4
	B	Challenges in healthcare industry			CO5,CO3
	C	Ethical challenges in healthcare ,indigenous system of medicine			CO5,CO3
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	<ul style="list-style-type: none"> <li>Textbook of Preventive &amp; Social Medicine: K.Park 2011</li> <li>Global Health Care: Issues and Policies :Carol Holtz ,2<sup>nd</sup> Edition</li> <li>Health Care Reform: Ethics and Politics:Timothy H. Engström ,Wade l. Robison 2015</li> </ul>			
	Other References	NA			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO 1	2	1	2	1	1	-	3	2	1	1
CO 2	2	1	2	1	1	-	2	2	2	1
CO 3	2	2	2	1	1	1	2	2	3	1
CO 4	1	2	2	2	1	1	2	2	2	2
CO 5	2	2	2	3	1	1	2	2	2	2
CO 6	-	-	-	-	-	-	-	-	-	-

- 1-Slight (Low)**  
**2-Moderate (Medium)**  
**3-Substantial (High)**

<b>School: SBS</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch: HCHA</b>		<b>Semester: II</b>
1	Course Code	MBA189
2	Course Title	Hospital Project Management
3	Credits	03
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<p>The objective of this course is to provide-</p> <ul style="list-style-type: none"> <li>• A basic understanding of project management , Program and Portfolio Management in hospitals</li> <li>• Acquaint them with the various steps involved in project management in hospitals</li> </ul>
6	Course Outcomes	<p>CO1: The student will be able to define a project and list various attributes of a project</p> <p>CO2: The student will be able to understand key elements of project management framework</p> <p>CO3: The student will be able to apply their knowledge in healthcare to project planning , execution and monitoring</p> <p>CO4: The student will be able to analyse the various projects in healthcare</p>

		Beyond Boundaries			
7	Course Description	This course develops the competencies and skills for planning and controlling projects and understanding interpersonal issues that drive successful project outcomes and understand the basic steps in project management.			
8	Outline syllabus			CO Mapping	
	<b>Unit 1</b>	<b>Introduction to Project Management in Healthcare</b>			
	A	An Introduction to Project, Program, and Portfolio Management in Healthcare, nature of healthcare projects, characteristics of healthcare project team members		CO1, CO2	
	B	Brief history of project management, projects attributes ,project constraints, project lifecycle & tools		CO1, CO2	
	C	Project, Program and Portfolio Selection, project stakeholders		CO2	
	<b>Unit 2</b>	<b>Project Planning in Healthcare</b>			
	A	Initiating Projects (Phases of project, standard practices in project planning, sustainable design, time line for project)		CO2	
	B	Planning Projects, Part I (Project Integration, Scope, Time, and Cost Management)		CO2	
	C	Planning Projects, Part II (Project Quality, Human Resource, Communications, Stakeholder, Risk, and Procurement Management)		CO2	
	<b>Unit 3</b>	<b>Execution Of Projects in Healthcare</b>			
	A	Time management, cost management, quality management, risk management.		CO2, CO3	
	B	Issue management, procurement management, acceptance management, communication management.		CO2, CO3	
	C	Change management, project handling , project clarity.		CO2, CO3	
	<b>Unit 4</b>	<b>Monitoring Projects in Healthcare</b>			
	A	Monitoring and controlling projects, importance of monitoring, evaluation & controlling		CO3, CO4	
	B	Analytical Techniques (Root cause analysis, trend analysis)		CO2	
	C	Tools for monitoring, key performance indicators		CO2	
	<b>Unit 5</b>	<b>Closing Projects in Healthcare</b>			
	A	Introduction to Closing Projects		CO1, CO2	
	B	Project quality, leadership in projects		CO1, CO2	
	C	Best practices in Project Management ,projects success and failure ,examples of healthcare projects		CO1,CO2	
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Project Management for Healthcare by David Shirley 2011			
	Other	NA			

References	
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POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	1	2	1	3	2	1	1
CO2	2	2	1	1	2	1	2	2	2	2
CO3	2	1	2	1	1	1	3	2	2	1
CO4	1	1	2	2	2	2	2	2	2	2

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

### **SEMESTER III MBA HCHA**

<b>School: SBS</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2019-20</b>
<b>Branch: HCHA</b>		<b>Semester: III</b>
1	Course Code	MBA 401
2	Course Title	ORGANIZATION AND MANAGEMENT OF CLINICAL SERVICES
3	Credits	03
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	<p>The purpose of this course is to enable students to</p> <ul style="list-style-type: none"> <li>• Acquaint them about fundamental aspects of various clinical services in a hospital</li> <li>• To have knowledge about the staffing pattern and the equipment's in the various clinical departments</li> <li>• Prepare them about the various policies and procedures in various clinical departments</li> <li>• Deepen their understanding about the various managerial issues present in the various clinical departments.</li> </ul>
6	Course Outcomes	<p>CO1: The student will be able to identify the various clinical departments present in a hospital and their functioning.</p> <p>CO2: The student will be able to understand the various planning</p>

		considerations and engineering specifications for clinical departments in hospital. CO3: The student will be able to relate managerial policies as per the functional requirement of clinical departments. CO4: The student will be able to analyse various quality improvement measures for clinical services departments.
7	Course Description	The course covers all aspects of the clinical services which are present in a hospital such as Out Patient Department, In patient Department, <b>Operation Theatre</b> , Emergency Services, Intensive Care Unit
8	Outline syllabus	CO Mapping
	<b>Unit 1</b>	<b>Outpatient Services</b>
	A	Brief history functions and types –role and functions ,staffing ,equipment ,importance ,objectives
	B	Policy procedures managerial considerations
	C	Key performance indicators
	<b>Unit 2</b>	<b>Accident and Emergency Services</b>
	A	Role and functions ,definitions ,development and scope ,staffing ,equipment
	B	Policy and procedures –Ambulance services ,registration and records ,investigation and management ,medico-legal issues management
	C	Monitoring and evaluation – Review ( audit ) committee ,grievance redressal systems Key performance indicators
	<b>Unit 3</b>	<b>Operation Theatre</b>
	A	History , Types of operation theatres ,staffing ,equipment , Zoning and Aseptic / Sterile Techniques
	B	Policy and procedures –Operating scheduling ,administration of OT , punctuality ,maintenance of OT and aseptic standard
	C	Key performance indicators , process mapping
	<b>Unit 4</b>	<b>Intensive Care Unit</b>
	A	Introduction ,Definition , types of ICU ,types of patients in ICU ,staffing ,equipment, role and functions of ICU
	B	Policy and procedures –admission procedure ,day to day care and discharge procedure, Process mapping
	C	Quality indicators, Ethical principles governing critical care
	<b>Unit 5</b>	<b>Inpatient services</b>
	A	Ward management , objectives , Functions of the nursing unit , ,staffing ,equipment's
	B	Policies and procedures, Process mapping
	C	Managerial issues ,factors influencing patient care

		Key performance indicators			
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Hospital Administration by DC Joshi and Mamta Joshi Jaypee Digital, Principles of Hospital Administration by BM Sakharkar			
	Other References	NA			

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	1	1	2	2	3	3	2	1
CO2	2	2	1	1	2	2	3	2	2	1
CO3	2	2	2	1	2	2	3	2	2	2
CO4	2	2	2	1	2	2	3	2	2	2

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: SBS</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2019-20</b>
<b>Branch: HCHA</b>		<b>Semester: III</b>
1	Course Code	MBA402
2	Course Title	Material Management & Equipment Planning
3	Credits	03
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory /Elective/Open Elective
5	Course	The purpose of this course is to enable students to

Beyond Boundaries

	Objective	1. Acquaint them about fundamental aspects of materials management in a hospital. 2. To have knowledge about the equipment Planning and maintenance in a hospital.
6	Course Outcomes	CO1: The student will be able to identify the role and scope of materials & equipment management department in hospitals CO2: The student will be able to understand material & equipment planning, procuring, storing and dispensing scope, including maintenance. CO3: The student will be able to apply the principles of material management to optimum inventory turnover. CO4: The student will be able to analyse operative goals of materials management.
7	Course Description	The purpose of this course is to acquaint students with the principles and practices of materials management. Effective management of materials requires proper purchasing policies and procedures to make it available at the right quality, right quantity, right time, right price and right source. Also, suitable materials handling and warehousing are essential elements of materials management Moreover, the course covers the important topics in purchasing, handling, and warehousing with emphasis on inventory control systems.
8	Outline syllabus	
	<b>Unit 1</b>	<b>Material Management and Equipment Maintenance</b>
	A	Introduction, Operative Goals and Objectives of Materials Management
	B	Planning and Selection of Equipment
	C	Equipment Maintenance
	<b>Unit 2</b>	<b>Materials Management Process-I</b>
	A	Demand, forecasting & Planning
	B	Purchasing
	C	Receipt, Inspection & Storage
	<b>Unit 3</b>	<b>Inventory fundamentals</b>
	A	Inventory control, Functions of Inventory Control
	B	Concepts and Techniques in Inventory Control
	C	Economic Order Quantity (EOQ)
	<b>Unit 4</b>	<b>Material Management Process-II</b>
	A	Issue /distribution, disposal and /condemnation
	B	Minimizing loss & Pilferage
	C	Management of issues in materials management
	<b>Unit 5</b>	<b>Hospital pharmacy</b>
	A	Introduction to pharmacy services, physical planning
	B	Drug and therapeutic committee, Hospital formulary

	C	Indenting, storage & distribution of drugs			CO3, CO4
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage	CA	MTE	ETE	
	Distribution	30%	20%	50%	
	Text book/s*	Principles of Hospital Administration & Planning by B M Sakharkar, Material management Gopalkrishnan, Inventory Control A C Dutta			
	Other References	NA			

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	1	1	1	3	2	2	2
CO2	2	1	2	1	2	2	3	2	2	2
CO3	2	2	2	1	2	2	3	2	2	2
CO4	2	2	2	1	2	2	3	2	2	2

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School:</b>		<b>School of Business Studies</b>	<b>Batch : 2018-20</b>
<b>Program:</b>		<b>MBA HCHA</b>	<b>Current Academic Year: 2019</b>
<b>Branch:</b>		<b>Semester: III</b>	
1	Course Code	MBA 403	
2	Course Title	Drug discovery and regulatory framework	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory	
5	Course Objective	The purpose of this course is to enable students to <ol style="list-style-type: none"> <li>1. Acquaint them about fundamental aspects of pharmacology and drug discovery in healthcare .</li> <li>2. Understand the meaning and importance of drug management .</li> <li>3. Prepare them to understand the drug discovery market with newer technologies being used</li> <li>4. They will be able to know medicines regulations and the different acts that regulates drugs.</li> </ol>	
6	Course Outcomes	CO1: To define the need for pharmacology basics , drug discovery and development and regulatory framework pertinent to it .	

		CO2: To understand the concept of pharmacology and drug discovery . CO3: To apply medical regulations and technologies in drug discovery . CO4: To analyse the regulatory sector with respect to drug discovery .	
7	Course Description	The course should help prepare students to have a background in the principles of pharmacology and drug management . The course covers all aspects of the basic drug discovery like history , drug management , steps in modern drug discovery and the various regulations with respect to drugs like the Drugs and Cosmetics Act 1940 , the Drug and Cosmetics Rule 2017 etc .	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Basics of pharmacology</b>	
	A	Introduction to pharmacology and drugs	CO1,CO2
	B	Sources of drugs , Factors modifying drug action ,Mechanism of drug action	CO1,CO2
	C	Principles of pharmacology	CO1,CO2
	<b>Unit 2</b>	<b>Drug Management</b>	
	A	Basics of drug management	CO1,CO2
	B	Recent advances and related sciences in pharmacology , drug management system	CO2,CO3
	C	Drug supply choices ,essential drug concept	CO2,CO3,C O4
	<b>Unit 3</b>	<b>Drug discovery</b>	
	A	Basics of drug discovery	CO1,CO2
	B	Screening and design , nature as a source in drugs , modern drug discovery	CO1,CO2
	C	Advanced technologies in drug discovery ,clinical trials	CO2,CO3,C O4
	<b>Unit 4</b>	<b>Regulatory framework –I</b>	
	A	Medicines regulations	CO2,CO3
	B	Sale of Goods Act, 1930	CO1,CO2
	C	Regulatory Environment for new drug , Pharmaceutical policy-2002	CO1,CO2
	<b>Unit 5</b>	<b>Regulatory framework –II</b>	
	A	Narcotics and Psychotropic Substances Act, Blood Bank Regulation Under Drugs and Cosmetics (2nd Amendment) Rules 1999	CO1,CO2,C O4
	B	Drugs and Cosmetics Act 1940 , The Drug and Cosmetics Rule 2017.	CO1,CO2,C O4
	C	Pharmacy Act 1948, The Drugs Control Act 1950	CO1,CO2,C

			O4
	Mode of examination	Theory/Jury/Practical/Viva	
	Weightage Distribution	CA 30%	MTE 20%
		ETE 50%	
	Text book/s*	Basic Principles of Drug Discovery and Development 1st Edition by Benjamin Blass , ISBN-13: 978-0124115088 ISBN-10: 012411508X	
	Other References	NA	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	1	2	1	1	-	1	1	-	-
CO2	1	1	1	1	1	-	1	1	-	-
CO3	1	1	1	1	-	-	1	1	-	-
CO4	1	1	2	-	-	-	1	1	-	-

**1-Slight (Low)**

**2-Moderate (Medium) 3-Substantial (High)**

<b>School:</b>		<b>School of Business Studies</b>	<b>Batch :2018-2020</b>
<b>Program:</b>		<b>MBA HCHA</b>	<b>Current Academic Year:2019</b>
<b>Branch:</b>		<b>Semester: III</b>	
1	Course Code	MBA 404	
2	Course Title	Hospital Information Management Patient Record System	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory	
5	Course Objective	The purpose of this course is to enable students to : 1. Learn about fundamental aspects of health information . 2. Understand about information management in hospitals . 3. Prepare them to understand about the hospital information system . 4. Deepen their understanding about enterprise resource planning and management .	
6	Course Outcomes	CO1: To define the need for information in the healthcare sector . CO2: To understand the concept of hospital information system . CO3: To apply the knowledge of hospital system to solve problems in hospitals . CO4: To analyse the impact of digitalization and hospital information	

		system .		
7	Course Description	The course covers all aspects of the fundamentals in health information in hospitals . The course is intended to provide indepth knowledge of Hospital Information System, its structure and functions. The students will be imparted knowledge of decision making in health care and strategic management with respect to digitalization of hospitals .		
8	Outline syllabus			CO Mapping
	<b>Unit 1</b>	<b>Health Information</b>		
	A	Data & Information, medical records		CO1,CO2 ,CO4
	B	Benefits of digitalization		O1,CO2,CO 3,CO4
	C	Concepts and Goals of Information Systems in Healthcare Delivery Organizations		CO1,CO2
	<b>Unit 2</b>	<b>Information management</b>		
	A	Uses of information in hospitals		CO1,CO2 ,CO3, CO4
	B	Strategic management for hospital information system		CO2,CO4
	C	Data capture		CO1,CO2
	<b>Unit 3</b>	<b>Basics of Hospital Information System</b>		
	A	Hospital Information System –I		CO1,CO2
	B	Hospital Information System –II		CO1,CO2
	C	Modules in Hospital Information System		CO1,CO2
	<b>Unit 4</b>	<b>Organization of Hospital Information System</b>		
	A	Vendor selection,project management		CO2,CO4
	B	Implementation ,change management		CO2,CO3,C O4
	C	Challenges in Hospital Information System		CO2,CO4
	<b>Unit 5</b>	<b>ENTERPRISE RESOURCE PLANNING</b>		
	A	Basics of Enterprise resource planning in healthcare		CO1,CO2
	B	Enterprise resource planning implementation		CO1,CO2
	C	Impact of enterprise resource planning		CO2,CO4
	Mode of examination	Theory/Jury/Practical/Viva		
	Weightage Distribution	CA	MTE	ETE
		30%	20%	50%
	Text book/s*	HOSPITAL INFORMATION SYSTEM - A CONCISE		

		STUDY (KELKAR)	
	Other References	NA	

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	2	1	3	3	1	2
CO2	2	2	1	1	2	1	3	2	2	1
CO3	1	1	1	1	1	1	2	2	2	1
CO4	1	1	1	1	1	1	2	2	2	1

**1-Slight (Low)**

**2-Moderate (Medium) 3-Substantial (High)**

<b>School:</b>		<b>School of Business Studies</b>	<b>Batch : 2018-20</b>
<b>Program:</b>		<b>MBA HCHA</b>	<b>Current Academic Year: 2019</b>
<b>Branch:</b>		<b>Semester:III</b>	
1	Course Code	MBA 405	
2	Course Title	Quality management, Patient safety and Insurances	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory	
5	Course Objective	The purpose of this course is to enable students to : 3. Acquaint them about fundamental aspects of quality in healthcare . 4. Understand the meaning and importance of patient safety . 5. Prepare them to understand the insurance sector with regards to healthcare . 6. Deepen their understanding for the various methods in quality and the different schools of thoughts with regards to quality in healthcare .	
6	Course Outcomes	CO1: To identify the need for quality in healthcare management CO2: To explain the concept of quality in healthcare and the various concepts by which it can be achieved . CO3: To develop an understanding about patient safety CO4: To have fundamental knowledge about insurance in the healthcare sector	

7	Course Description	The course covers all aspects of quality in healthcare like quality assurance ,clinical audits ,TQM ,quality circles , continuous quality management .It also covers in great details health insurance and patient safety ..	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Fundamentals of Quality</b>	
	A	Basic concepts in quality management	CO1, CO2,CO3
	B	Principles of Quality management	CO1
	C	Cost of quality ,quality assurance , quality control ,continuous quality improvement ,TQM , Standards in quality , benchmarking	CO2 ,CO3
	<b>Unit 2</b>	<b>Quality tools and techniques</b>	
	A	Leadership, Team Work, Communication ,Quality Gurus and their views	CO1 ,CO2,CO4
	B	Tools and Techniques in quality	CO1, CO2 ,CO3
	C	Evaluation Of Performance	CO2 ,CO3
	<b>Unit 3</b>	<b>Quality Management in hospitals</b>	
	A	Quality Policy ,staffing in quality department	CO2 ,CO3
	B	Quality Council, Quality Teams : Task Force, Quality Circle ,Obstacles to Practice Quality	CO1 , CO4
	C	Quality management related to various departments in hospitals	CO1,CO2 , CO3
	<b>Unit 4</b>	<b>Patient safety</b>	
	A	Patient safety movement ,global perspective on patient safety	CO2 ,CO4
	B	Patient safety guidelines , Healthcare error , Patient safety and technology	CO2,CO3
	C	Patient safety goals, Establishing Criteria for Diagnosis, Investigations and Treatment	CO1,CO2 CO4
	<b>Unit 5</b>	<b>Insurance</b>	
	A	Basics of health insurance Insurance around the globe	CO1 ,CO2 ,CO3
	B	Insurance Types, origin, evolution and importance , Basics of insurance sector in India	CO2 ,CO3
	C	Advanced insurance sector in India	CO2 ,CO3
	Mode of examination	Theory/Jury/Practical/Viva	

	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	<ul style="list-style-type: none"> <li>Quality management in Hospitals by SK Joshi</li> <li>Insurance Industry in India: Features, Reforms &amp; Outlook Hardcover by <u>Uma Narang</u></li> </ul>			
	Other References	NA			

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	2	2	2	2	1	3	3	2	1
CO2	3	2	2	2	2	1	3	2	2	2
CO3	3	2	2	2	2	1	2	2	2	2
CO4	3	2	2	1	2	1	2	2	2	2

**1-Slight (Low)**

**2-Moderate (Medium) 3-Substantial (High)**

<b>School: SBS</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year</b>
<b>Branch: -</b>		<b>Semester: III</b>
1	Course Code	<b>MBP219</b>
2	Course Title	Industry Readiness
3	Credits	3
4	Contact Hours (L-T-P)	0-0-3 [3 Hrs / Week @24 Weeks=72 Hrs   50 Minutes/Session]
	Course Status	Compulsory
5	Course Description	To enhance holistic development of students and improve their employability skills. To catch them “young” and provide a 360 degree exposure to learning elements of Business English readiness program, behavioural traits, achieve softer communication levels and a positive self-branding along with augmenting numerical and altitudinal abilities. To up skill and upgrade students’ across varied industry needs to enhance employability skills. By the end of this semester, a will have entered the

		threshold of his/her 1 <sup>st</sup> phase of employability enhancement and skill building activity exercise.
6	Course Objective	6. To enhance holistic development of students and improve their employability skills 2. To provide a 360 degree exposure to learning elements of Business English readiness program, behavioural traits, achieve softer communication levels and a positive self-branding along with augmenting numerical and altitudinal abilities.
7	Course Outcomes	CO1: The student should be able to identify his level of awareness and understanding through SWOT analysis and TNA. CO2: The student should be able to show themselves in social & professional settings, understanding attitude and behaviour. (APPLY) CO3: The student should be able to prioritize and Manage time (Eisenhower's Matrix)(Analyse) CO4: The student should be able to develop constructive criticism and decision making skills. CO5: The student should be able to develop intrapersonal, writing, pronunciation skills, interpersonal skills and be an effective goal oriented team player.(Create ) CO6: The student should be able to develop professionals with idealistic and practical skills (which includes skills as debating, JAM and Declamation).
Course Contents   Courseware		Course Outcome
Unit A	BELLS ( Building Essential Language and Life Skills)	
Unit A Topic 1	<i>Know Yourself:</i> Core Competence. A very unique and interactive approach through an engaging questionnaire to ascertain a student's current skill level to design, architect and expose a student to the right syllabus as also to identify the correct TNI/TNA levels of the student.	CO1
Unit A Topic 2	Techniques of Self Awareness   Self Esteem & Effectiveness  Building Positive Attitude   Building Emotional Competence	CO1 & CO2

<i>Unit A Topic 3</i>	Positive Thinking & Attitude Building   Goal Setting and SMART Goals – Milestone Mapping   Enhancing L S R W G and P (Listening Speaking Reading Writing Grammar and Pronunciation)   Verbal Abilities - 1	CO3 & CO5
<b>Unit B</b>	<b>Campus to Corporate</b>	
<i>Unit B Topic 1</i>	Avoiding Arguments   The Art of Assertiveness   Constructive Criticism   The Personal Effectiveness Grid   Assessing our Strengths & Limitations and Creating an Action Plan for Learning with the 4M Model   Verbal Abilities-3	CO1& CO4
<i>Unit B Topic 2</i>	Empathy VS Sympathy   Workbook   Verbal Abilities-4	CO2
<i>Unit B Topic 3</i>	Innovative & Critical Thinking   Problem Solving	CO4
<i>Unit B Topic 4</i>	Team Building & Team Synergy   Ownership   Accountability   Trust	CO5
	<b>Group Discussion and Personal Interview</b>	
<i>Unit C Topic 1</i>	GD rounds	CO5 & CO6
<i>Unit C Topic 2</i>	Grilling Interviews	CO5 & CO6
<b>Course Evaluation</b>		
<i>Parameters</i>	Continuous Assessment	End-Term Examination
<i>Class Assignment/Free Speech Exercises / JAM</i>	Weightage - 60%	Weightage - 40%
<i>Group Presentations/Mock Interviews/GD/ Reasoning, Quant &amp; Aptitude</i>		
<b>Reading Content</b>		
Text books   Library links   Reading Resources	Wiley's <i>Quantitative Aptitude-P Anand</i>   <i>Power of Positive Action (English, Paperback, Napoleon Hill)</i>   <i>Streets of Attitude (English, Paperback, Cary Fagan, Elizabeth Wilson)</i> <i>The 6 Pillars of self-esteem and awareness – Nathaniel Brandon</i>   <i>Goal Setting (English, Paperback, Wilson Dobson)</i> <i>Love has its</i>	

	various ways-Divya Kapoor	
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POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	-	-	-	2	3	1	-	-	1	-
CO2	2	2	2	2	3	2	-	-	1	-
CO3	-	2	-	2	3	3	-	-	-	-
CO4	2	3	1	2	2	3	-	1	-	-
CO5	1	2	1	1	3	3	-	-	1	1
CO6	1	2	1	1	2	2	-	1	-	-

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

#### **SEMESTER IV MBA HCHA**

<b>School: SBS</b>		<b>Batch : 2017-19</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: IV</b>
1	Course Code	MBA 260
2	Course Title	Strategic Management
3	Credits	03
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory /Elective/Open Elective
5	Course Objective	<p>The objective of this course is to make students as how to prepare the strategic intent documents; analyse implications thereof in a global business environment with emphasis on the following:</p> <ul style="list-style-type: none"> <li>Assess the structure of an industry and its influence on potential for profitability of firms in the industry.</li> <li>Assess a firm's resources and organizational capabilities for their ability</li> </ul>

		to generate competitive advantage. <ul style="list-style-type: none"><li>• Develop a strategic plan based on understanding of the industry/market, the resources/capabilities of the firm and its' competitive advantage.</li><li>• Evaluate growth strategies of a firm such as vertical integration; diversification and internationalization</li><li>• Understand implementation and control issues of a strategic plan.</li></ul>	
6	Course Outcomes	Having completed the course, the student will be able to CO1: Define and describe the basic concepts of strategic management CO2: Understand various tools and frameworks for strategic analysis CO3: Apply the various tools and frameworks for strategic analysis CO4: Analyse the real life situations of company using a strategic management perspective CO5: Evaluate critically real life company situations CO6: Develop the strategic solutions for problems/dilemma of an organisation for implementation	
7	Course Description	Being a capstone course, Strategic Management (SM) course provides integrated learning from all functional areas. The broad purpose of the course is making students to learn as how to establish a vision for the organization and strategically manage its future. Students would be required to acquire relevant skills for analysing an organization's situation, identifying appropriate strategies, making a choice and executing the strategy. The course would cover topics including concepts and frameworks of Strategic Management, strategy perspectives, and levels; Competitive I/O and RBV model of strategy, Generic competitive Strategies, and the Value Chain; Corporate level strategies, Strategy execution: Structure, Systems and People, The BSC and 7S Framework. The dominant pedagogy of the course would be case method.	
8	<b>Syllabus Outline</b>		CO Mapping
	<b>Unit 1</b>	<b>Introduction to Strategic Management</b>	
	A	Introduction to Strategic Management: concepts	CO1
	B	Perspectives/Approaches Framework, Evolution of strategic management	CO1
	C	Scanning the environment for Firm: PEST, SWOT Analysis	CO1
	<b>Unit 2</b>	<b>Strategy Formulation</b>	
	A	Analysing External Environment: Industry Analysis, Porter's five forces model	CO2, CO3, CO4
	B	Analysing External Environment: Competitive Analysis, Strategic groups	CO1, CO2, CO3
	C	Analysis Resources and Capabilities: Resource based view	CO2, CO3, CO4
	<b>Unit 3</b>	<b>Business Level Strategies</b>	
	A	Business Level Strategy: Generic strategies	CO2, CO3, CO4
	B	Low Cost Strategy	CO4, CO5, CO6
	C	Differentiation Strategy	CO4, CO5, CO6

	<b>Unit 4</b>	<b>Corporate Level Strategies</b>			
	A	Corporate-Level Strategy, Portfolio analysis: BCG, GE Diversification: what and why			CO1, CO2, CO4, CO5, CO6
	B	Inorganic Growth Strategies: Mergers & Acquisitions, Strategic Alliances			CO3, CO4, CO5
	C	Global Strategy: Competing in foreign markets			CO3, CO4, CO5
	<b>Unit 5</b>	<b>Strategy Implementation</b>			
	A	Strategy Implementation: Organizational structure			CO4, CO5, CO6
	B	Leadership and Corporate culture			CO4, CO5
	C	Strategy Evaluation & Control			CO4, CO5
	<b>Mode of examination</b>	<b>Theory</b>			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	<ul style="list-style-type: none"> <li>Robert M Grant: Contemporary Strategic Management (Wiley India)</li> <li>Hill and Jones: Strategic Management, 9th edition, Cengage</li> </ul>			
	Other References	<ul style="list-style-type: none"> <li>Fred R David: Strategic Management, Pearson, 14th Edition</li> <li>Wheelen, Hunger &amp; Rangarajan: Strategic Mgmt. &amp; Bus. Policy (Pearson Edu)</li> </ul>			

#### Mapping of COs with POs (program objectives)

POs COs	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	3	1	1	1	1	1	1	1	1	1
CO2	3	1	2	1	1	1	1	-	-	-
CO3	1	2	2	1	1	2	-	-	-	1
CO4	1	3	3	2	2	3	-	-	-	-
CO5	1	3	2	2	2	3	-	-	-	-
CO6	1	3	2	1	3	3	-	-	-	-

**1-Slight (Low)**

**2-Moderate (Medium) 3-Substantial (High)**

<b>School: SBS</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2018-19</b>
<b>Branch: HCHA</b>		<b>Semester: IV</b>
1	Course Code	MBA409
2	Course Title	OPERATION MANAGEMENT IN HOSPITAL AND WASTE MANAGEMENT
3	Credits	03
4	Contact Hours (L-T-P)	3-0-0

	Course Type	Compulsory	
5	Course Objective	<ul style="list-style-type: none"> <li>To understand Safe and effective management of Bio Medical Waste.</li> <li>To understand about BMW management legislation</li> <li>To have knowledge about emerging challenges with BMW management.</li> </ul>	
6	Course Outcomes	<p>CO1: The student will be able to describe about bio medical waste and its impact on health and environment.</p> <p>CO2: The student will be able to understand principals and act involved in managing waste effectively and safely.</p> <p>CO3: The student will be able to apply existing legislation, concept, and practices regarding bio medical waste management.</p> <p>CO4: The student will be able to analyse the interrelationship between health, environment &amp; waste management.</p>	
7	Course Description	<p>Bio-medical waste (BMW), by its very nature, has a high potential for causing injury and infection than any other type of waste. It must, therefore be handled with sound and safe methods wherever generated.</p> <p>Inappropriate handling of bio-medical waste will have serious public health consequences and also impacts on the environment. This course aims to impart knowledge and skills in BMW management and prepare the people for its safe and effective management.</p>	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Concept of Biomedical waste</b>	
	A	Introduction, Global & Indian Scenario, Definition of Bio Medical Waste	CO1
	B	Classification of BMW, Sources of BMW	CO1
	C	Categories of waste management	CO1
	<b>Unit 2</b>	<b>Bio Medical Waste Management</b>	
	A	WHO Hospital WM cycle , Steps for waste management	CO1, CO2
	B	Bio Medical Waste storage, Bio Medical Waste Collection	CO2, CO4
	C	Segregation, Treatment & Disposal	CO2, CO4
	<b>Unit 3</b>	<b>Principles of Healthcare waste management</b>	
	A	Principles of Managing different categories of waste, Principles of Managing sharps, Chemical Disinfectants	CO2, CO3
	B	BMW Act, significance of Act, Enforcement of Act, responsibilities	CO2, CO3, CO4
	C	BMW by outreach activities	CO2
	<b>Unit 4</b>	<b>Management Requirement for BMW—1</b>	
	A	Role & Responsibility of Healthcare facility wrt BMW Management Rules, 2016	CO1
	B	Authorization under BMW Management Rules , 2016	CO3, CO4

	C	Reporting to state Pollution control Board			CO3, CO4
	<b>Unit 5</b>	<b>Management Requirement for BMW—2</b>			
	A	Health Hazards, Occupational safety, Employee Health Check, Immunization,			CO2, CO3
	B	Training of Healthcare workers, Monitoring & Review			CO2, CO3
	C	Management of general waste, management of other waste, Methods of disinfection, Monitoring & controlling of cross infection			C02, C03
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	Biomedical Waste Disposal, by Singh Anantpreet, Kaur Sukhjiti; Hospital Waste Management: Principles and Guidelines, by Mohd Faisal Khan			
	Other References	NA			

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	2	1	-	3	2	2	2
CO2	2	2	1	1	1	1	3	2	2	2
CO3	2	2	1	1	2	1	2	2	1	2
CO4	1	2	1	2	2	2	3	2	2	2

**1-Slight (Low)**
**2-Moderate (Medium)**
**3-Substantial (High)**

<b>School: SBS</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2019-20</b>
<b>Branch: HCHA</b>		<b>Semester: IV</b>
1	Course Code	MBA410
2	Course Title	HOSPITAL ACCREDITATION SYSTEM
3	Credits	03
4	Contact Hours (L-T-P)	3-0-0
	Course Type	Compulsory
5	Course Objective	1. Understand the accreditation process, the agencies involved in quality management and basics of quality assurance and quality control.

		2. Understand the importance of access, assessment and continuity of care and care of patients. 3. Understand the importance of patient rights and education and hospital infection control. 4. Analyse the responsibilities of management for the continuous quality improvement program of hospital.
6	Course Outcomes	CO1: The student will be able to recognise the accreditation agencies involved in quality management and basics of quality assurance in hospitals & healthcare agencies. CO2: The student will be able to explain the accreditation process. CO3: The student will be able to illustrate the various chapters, standards, objectives of NABH accreditation process. CO4: The student will be able to analyse the relationship between accreditation and current approaches to quality improvement. CO5: The student will be able to Use a structured approach to evaluate quality improvement initiatives of hospital.
7	Course Description	The course aims to apprise students with the accreditation standards and guidelines for a hospital with special reference to the NABH standards.
8	Outline syllabus	CO Mapping
	<b>Unit 1</b>	<b>Accreditation: Basics</b>
	A	Definition of accreditation, Understanding the terms:- Accreditation, Licensure and Certification
	B	QCI, NABH, JCI and ISO(in brief), ISQua.
	C	Six Sigma, Quality Assurance Cycle, factors influencing quality, verification and validation, accuracy and precision
	<b>Unit 2</b>	<b>NABH Accreditation</b>
	A	Overview of NABH Accreditation
	B	NABH Accreditation Process
	C	NABH standards, Documentation Requirement
	<b>Unit 3</b>	<b>NABH Chapters: AAC, COP, MOM</b>
	A	Access, Assessment and Continuity of Care(AAC)
	B	Care of Patients(COP)
	C	Management of Medication(MOM)
	<b>Unit 4</b>	<b>NABH in detail: PRE, HIC and CQI</b>
	A	Patient Rights and Education(PRE)
	B	Hospital Infection Control(HIC)
	C	Continuous Quality Improvement(CQI)—Tools & Techniques
	<b>Unit 5</b>	<b>NABH in detail: ROM,FMS, HRM, IMS</b>
	A	Responsibilities of Management(ROM)
	B	Facility Management and Safety(FMS)
	C	Human Resource Management & Information Management System
	Mode of	Theory/Jury/Practical/Viva


	examination				
	Weightage Distribution	CA 30%	MTE 20%	ETE 50%	
	Text book/s*	Patient Safety and Hospital Accreditation: A Model for Ensuring Success 1st Edition by Sharon Ann, Hospital and Healthcare: Accreditation by Rajoriya Brajkishore			
	Other References	NA			

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	1	2	1	1	-	2	3	1	1
CO2	2	2	2	1	1	-	2	3	2	2
CO3	2	2	1	2	1	2	2	2	2	2
CO4	1	2	1	2	2	1	2	2	2	2
CO5	1	1	1	2	1	1	2	2	2	2

**1-Slight (Low)**
**2-Moderate (Medium)**
**3-Substantial (High)**

<b>School:</b>		<b>School Of Business Studies</b>	<b>Batch : 2017-2019</b>
<b>Program:</b>		<b>MBA HCHA</b>	<b>Current Academic Year: 2018-19</b>
<b>Branch:</b>		<b>Semester: IV</b>	
1	Course Code	MBA 411	
2	Course Title	Organization and management of utility and support services	
3	Credits	3	
4	Contact Hours (L-T-P)	3-0-0	
	Course Type	Compulsory	
5	Course Objective	1. The course aim is to introduce the students to the various kind of utility and support services in a hospital . 2. To apprise students with the importance and functions of various utility and support services in a hospital . 3. To apprise students with the issues ,staffing pattern , documentation and monitoring and evaluation of the various utility and support services in a hospital	
6	Course Outcomes	CO1: The student will be able to define the various types of services present in a hospital and medical gases	

		<p>CO2: The student will be able to understand about importance of medical gases ,medical stores function , staffing pattern of all utility and support services in a hospital</p> <p>CO3: The student will be able to illustrate the importance of all utility and support services in a hospital</p> <p>CO4: The student will be able to analyse the issues in all the support services in a hospital</p> <p>CO5: The student will be able to evaluate and monitor all the issues and documentations in support and utility services in a hospital</p>	
7	Course Description	On successful completion of this module students will be able to identify the major utility and support services in a hospital .They will understand the basic concepts of functions in various support services in a hospital .They can then appreciate the staffing pattern ,process flow and documentation in various support services in a hospital and analyze the issues present in various support services in a hospital .	
8	Outline syllabus		CO Mapping
	<b>Unit 1</b>	<b>Classification and Hospital Functional Requirements</b>	
	A	Classification of hospital services	CO1
	B	Organization and Management of Medical Gases	CO1 ,CO2,CO3 ,CO4,CO5
	C	Organization and Management of Linen and laundry	CO2 ,CO3,CO4 ,CO5
	<b>Unit 2</b>	<b>Clinical Support Services</b>	
	A	Organization and Management of Dietary services	CO2 ,CO3,CO4,C O5
	B	Organization and Management of Mortuary services	CO2,CO3,C O4, CO5
	C	Organization and Management of Ambulance services	CO2 ,CO3,CO4
	<b>Unit 3</b>	<b>Utility services</b>	
	A	Organization and Management of Engineering services	CO2,CO3, CO4,CO5
	B	Organization and Management of Medical stores	CO2 ,CO4, CO3
	C	Organization and Management of fire safety	CO2,CO3, CO4
	<b>Unit 4</b>	<b>Supportive services-I</b>	



	A	Organization and Management of radiological services			CO2,CO3,C O4,CO5
	B	Organization and Management of Laboratory services			CO2,CO3,C O4,CO5
	C	Organization and Management of medical records services			CO2,CO3,C O4CO5
	<b>Unit 5</b>	<b>Supportive services-II</b>			
	A	Organization and Management of pharmacy services			CO2,CO3,C O4,CO5
	B	Organization and Management of blood bank services			CO2CO3,C O4, CO5
	C	Organization and Management of CSSD services			CO2, CO3 ,CO4,CO5
	Mode of examination	Theory/Jury/Practical/Viva			
	Weightage Distribution	CA	MTE	ETE	
		30%	20%	50%	
	Text book/s*	B M Sakharkar, Principles of Hospital Administration and Planning, Jaypee Publishers			
	Other References				

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	1	-	1	-	-	-	3	1	1	1
CO2	1	1	-	1	1	1	2	1	1	1
CO3	1	1	-	1	1	1	2	2	2	2
CO4	-	3	1	1	1	1	2	2	2	2
CO5	1	3	1	1	1	1	2	2	2	2

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: SBS</b>		<b>Batch : 2018-20</b>
<b>Program: MBA</b>		<b>Current Academic Year: 2019-20</b>
<b>Branch: HCHA</b>		<b>Semester: IV</b>
1	Course Code	MBA 421
2	Course Title	ELECTRONIC MEDICAL RECORDS MANAGEMENT
3	Credits	03
4	Contact Hours	3-0-0

	(L-T-P)	
	Course Type	Compulsory
5	Course Objective	<p>The purpose of this course is to enable students to</p> <ol style="list-style-type: none"> <li>7. Acquaint them about fundamental aspects of health information</li> <li>8. Understand the meaning and importance of health information system</li> <li>9. Prepare them to understand the use of information in hospitals</li> <li>10. Deepen their understanding about medical records and the use of medical record system in hospitals</li> </ol>
6	Course Outcomes	<p>CO1: To define medical records, electronic medical records, telehealth and standards for electronic medical records.</p> <p>CO2: To understand the concept of medical records , challenges of electronic medical records and telehealth.</p> <p>CO3: To apply about process flow in medical records department ,implementation of electronic health records and telehealth .</p> <p>CO4:To analyse compliance of electronic health records in hospitals and suggest corrective actions .</p>
7	Course Description	The course covers all aspects of the fundamentals in health information in hospitals .It talks about hospital management system and health management system at the national level etc.
8	Outline syllabus	CO Mapping
	<b>Unit 1</b>	<b>Medical records</b>
	A	Basic concepts in medical records
	B	Process flow in medical records ,importance of medical records
	C	Medical record department
	<b>Unit 2</b>	<b>Electronic medical records</b>
	A	Basic overview of electronic medical records
	B	Advanced overview of electronic medical records
	C	Electronic health records implementation
	<b>Unit 3</b>	<b>Electronic Health records standards and guidelines</b>
	A	Health record IT Standards
	B	Health records IT Guidelines
	C	Data ownership of health records
	<b>Unit 4</b>	<b>Safety and security of electronic health records</b>
	A	Safety and privacy issues in EMR , E-prescribing
	B	HIPAA ,Mobile Health
	C	Basic knowledge of legal aspects of Medical Records, Preliminary steps for computerizing medical records
	<b>Unit 5</b>	<b>Electronic health records issues and Tele Health</b>
	A	Issues ,challenges and opportunities in electronic health

		records	
	B	Documentation of electronic medical records	CO2,CO3
	C	Introduction to Tele health	CO1, CO2
	Mode of examination	Theory	
	Weightage Distribution	CA 30%	MTE 20%
			ETE 50%
	Text book/s*	<b>Electronic Health Records –Richard Gartee</b>	
	Other References	NA	

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	1	2	2	3	3	2	2
CO2	2	2	2	1	2	2	3	3	2	2
CO3	2	2	2	1	2	2	3	3	3	3
CO4	2	2	1	1	2	2	3	3	3	3

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**

<b>School: SBS</b>		<b>Batch : 2018-20</b>	
<b>Program: MBA</b>		<b>Current Academic Year: 2019-20</b>	
<b>Branch: HCHA</b>		<b>Semester: IV</b>	
1	Course Code	MBA422	
2	Course Title	NATIONAL HEALTH PROGRAMME	
3	Credits	3	
4	Contact Hours (L-T-P)	0-0-3	
	Course Type	Compulsory /Elective/Open Elective	
5	Course Objective	The purpose of this course is to enable students to <ul style="list-style-type: none"> <li>Identify health problems of the community in the context of the sociocultural milieu</li> <li>Initiate, implement and supervise National Health Programmes</li> <li>Set objectives, prepare action plan, implement programmes and monitor, supervise and evaluate them.</li> </ul>	
6	Course Outcomes	CO1: The student will be able to define health programmes in the Indian context.	

		CO2: The student will be able to understand programme planning and development skills to address public health challenges. CO3: The student will be able to demonstrate adequate knowledge & skills to wide range of public health programmes. CO4: The student will be able to compile & analyse national healthcare programmes to improve health indicators.
7	Course Description	National Health Programmes are to enhance the knowledge base of students in the field of healthcare planning & delivery. It talks about prevention of diseases and promotion of good health through cross sectoral action, access to technologies, developing human resources, building the knowledge base required for better health. It will also let students to monitor and assure quality in programme implementation.
8	Outline syllabus	
	<b>Unit 1</b>	<b>Health Planning in India</b>
	A	Health committees in India
	B	Public Health in the post independent era
	C	National Health Programmes in India , Communication in conducting health programme
	<b>Unit 2</b>	<b>Health Programme, Policy &amp; Planning</b>
	A	Basics of Health Policy
	B	Health Policy framework
	C	Introduction to different national health policies
	<b>Unit 3</b>	<b>Design &amp; Evaluation of Public Health Programmes</b>
	A	Introduction to Programme evaluation
	B	Framework for Programme Evaluation in Public Health
	C	Impact Evaluation of Public Health Programmes
	<b>Unit 4</b>	<b>Program me Related to Communicable Disease</b>
	A	National vector borne disease control programme (NVBDCP)
	B	Revised National Tuberculosis Control Programme, National Leprosy Eradication Programme
	C	Integrated Disease Surveillance Programme
	<b>Unit 5</b>	<b>Program me Related to Non-Communicable Disease</b>
	A	National Programme for Prevention and control of cancer , Diabetes, CVD and stroke (NPCDCs)
	B	National Tobacco Control Programme, National Oral Health Programme
	C	National Programme for Prevention and control of Deafness(NPPCD), National Programme for Prevention and control of Blindness
	Mode of	Theory/Jury/Practical/Viva

	examination				
	Weightage	CA	MTE	ETE	
	Distribution	30%	20%	50%	
	Text book/s*	Parks Text Book Of Preventive & Social Medicine, K. Park			
	Other References	NA			

POs Cos	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3	PSO4
CO1	2	2	1	2	1	1	3	2	1	1
CO2	2	1	1	2	2	2	3	2	1	1
CO3	2	1	1	2	2	2	3	2	2	2
CO4	2	2	1	2	2	2	3	2	2	2

**1-Slight (Low)**

**2-Moderate (Medium)**

**3-Substantial (High)**