**(Choice Based Credit System (CBCS)**

**Master of Hospital Administration (MHA)**

**Course Code: MHA**

**Total Credit: 96**

**SEMESTER – I**

**HACC 101: GENERAL MANAGEMENT**

Unit I

* Concept of Management
* Functions of Management
* Principles of Management
* Rationale of Management
* Theories of Management

Unit II

* Management Techniques
* Application of Management Techniques in Hospital Settings
* Planning-Nature and Purpose, Process, Types of Planning
* Planning Premises
* Concept and Features of Objectives, Hierarchy of Objectives/ Role of Objectives.
* Policy and Strategy-formulation of Strategy& Implementation of Policies

Unit III

* MBO (Management By Objectives)
* Forecasting& Forecasting Techniques
* Decision Making
* Operations Research
* Decision Tree

Unit-IV

* GAME Theory/ Waiting Line Model with Special Emphasis on Hospitals
* Organizational Theory
* Systems Approach to Organizations, Organization Design, Contingency approach to Organization
* Leadership-Styles, Qualities of a Leader

Unit-V

* Communication- Types, Methods, Effective Communication, Barriers in Communication
* Motivation- Motivational Theories & Techniques
* Controlling- Functions, Steps in Controlling, Types in Controlling, Control Techniques
* Management Audit
* Social Audit

**Books Recommended:**

1. Koontz &O’Donnel – Management
2. Peter F. Druncker – The Practice of Management
3. L.M. Prasad – Principles & Practice of Management
4. C.P. Barthwal – Understanding Management

**HACC 102: HUMAN RESOURCE MANAGEMENT**

Unit I

* HRM: Definition ,Functions, Objectives, Importance, Types& Process
* Human Resource Planning/ Utilization in Hospitals
* Human Resource Management in Hospitals
* Staffing in Hospitals
* Systematic Approach to Staffing
* Recruitment- Criteria, Policy and Procedure, Methods and Protocols.

Unit II

* Selection- Criteria, Rational of Selection, Principles of Selection, Selection Methodology
* Induction-Induction, Policy, Criteria, Steps& Methods
* Training-Needs, Types, Fundamentals, Tools, Training Module, Methods of Training, TOT
* Performance appraisal- Methods, Types, Process, Need
* Managing Employees Relations and Welfare

Unit III

* Salary and Wages Management
* Trade Union and Management of Unions
* Industrial Unrest in Hospitals
* Industrial Relations

Unit IV

* Lockouts- Causes, Management, Handling Lockouts, Illegal Lockouts
* Industrial Dispute Act 1947 and its Applicability in Hospitals
* Conflict Management
* Handling Grievances- Problem Identification, Operational analysis
* Labor Legislations pertaining to Healthcare

Unit V

* Collective Bargaining- Principles, Function and Its Role in Achieving Organizational Objectives
* Decision Making in Human Resource
* Issues Pertaining to Class III/ IV Employees in Hospitals
* Industrial Unrest in Hospitals
* Critical Path Method/ PERT in Human Resource

**Books Recommended:**

1. M. Attwood & S. Dimmock – Personnel Management
2. C.B. Memoria – Industrial Relations
3. P.C. Tripathi – Personnel Management & Industrial Relations
4. L.M. Prasad – Principles & Practices of Management
5. R.C. Goel – Hand Book of Hospital Personnel Management

**HACC 103: FINANCIAL MANAGEMENT**

Unit I

* Introduction to Financial Management
* Different Terminologies of Accounting
* Single Entry Accounting System
* Role of Finance Manager
* Role of Accounts Manager

Unit II

* Introduction to Cost Accounting
* Objectives of Cost Accounting
* Elements of Cost
* Classification of Cost
* Cost Sheet
* Break Even Analysis

Unit III

* Introduction to Double Entry Accounting System
* Accounting Cycle
* Concept & Conventions
* Rules of Debit & Credit
* Journal Vouchers
* Petty Cash Book

Unit IV

* Various sources of funds in Health Care Industry
* Utilization of Funds in Modern Hospital
* Welfare Means vs. Source of Profit
* Financial Objectives in Public & Private Hospitals
* Making the Hospital self sustainable Centre

Unit V

* Preparation of Cash Book
* Bank Reconciliation Statement
* Ledgerisation& Trial Balance
* Adjustment Entries & their Accounting Treatment
* Trading Profit & Loss A/c and Income & Expenditure A/c
* Balance Sheet

**Books Recommended:**

1. B. Taylor – Management Accounting of Hospital
2. M.C. Shukla& T.S. Grewal – Advance Accounting
3. M.C. Vaish – Financial Management & Accounting
4. HarendraSrivastava – Financial Management Module
5. HarendraSrivastava – Hospital Equipment Management

**HACC 104: MATERIAL & EQUIPMENT MANAGEMENT**

Unit I

* Definition, Goals & Objective of Material Management
* Functions of Material Management
* Principles in Material Management
* Essentials in Material Management
* Material Management Systems

UnitII

* Quality in Material Management
* Purchasing
* Purchase Cycle
* Purchase Activities
* Floatation of Tenders / Enquiries

UnitIII

* Negotiations
* Quality Control
* Storage System, Standardization, Codification, Classification
* Materials Accounting & Purchase Distribution Logistics
* Rate Contract & Purchase Committee

UnitIV

* Store Management- Condemnation and Disposal
* Hospital Stores- Types and Pharmacy Services
* Inventory Control- Principles and Objectives, ABC / VED Analysis
* Buffer Stock, Lead Time, Economic Order Quantity, Minimum Order Level
* Legal Aspects relating to Purchase, Carriage of Goods Act, Damage Case Studies

UnitV

* Equipment Management- Meaning & Principles and Objectives of Equipment Management
* Equipment Selection and Utilization- Policy & Procedure
* Procurement of Imported Equipments& International Purchasing
* Equipment Maintenance
* Contractual System in Hospital Equipments
* Condemnation and Disposal of Equipments

**Books Recommended:**

1. Hem Chandra, C.P. Barthwal& K. Jamalluddin – Material Management & Inventory Control
2. K.S. Menon – Purchasing & Inventory Control
3. A.K. Dutta – Material Management
4. Shakti Gupta & Sunil Kant – Hospital Stores Management: An Integrated Approach
5. Hem Chandra – Hospital Equiment Management

**HACC 105: SOCIAL AND PREVENTIVE GERIATRICS**

Unit I:

* Geriatric Services
* Economic and Psychological need of the Aged
* Social Changes due to Urbanization and Industrialization
* Role of Government and NGOs in Upliftment

Unit II:

* Common Diseases of Elderly
* Preventing Diseases and Promoting Health in Old Age
* Health Practices in Elderly
* Psycho Geriatric Services

Unit III:

* Terminal Care Services
* Self Care Evaluation
* Financial Aspect – Sources of Income, Old Age Pension
* Problems Associated with Long-Term Illness

Unit IV:

* Life Style and Health Ageing
* Assessment of Nutritional Status in the Elderly
* Rehabilitation in Old Age
* Role of Physiotherapy in the Elderly

Unit V:

* Health Status of the Aged in India
* Ethical Issues in Geriatric Medicine
* Euthanasia– Acts of Omission and Commission
* Policies on Ageing and Old Age Care

**Books Recommended:**

1. SundarLal, Adarsh, Pankaj – Textbook of Community Medicine
2. Piyush Gupta, O.P. Ghai – Text Book of Preventive & Social Medicine
3. Carol Holtz – Blobal Health Care Issues and Policies
4. K. Park – Text Book of Preventive and Social Medicine
5. Lesley K, Boker – Oxford Handbook of Geriatric Medicine
6. PratapSamehettee - Handbook of Geriatric Medicine
7. Mulfani – Principles of Geriatric Physiotherapy
8. Bric Millions – Current Diagnosis and Geriatric Treatment

**Journal Recommended:**

* Journal of Geriatric medicine and Gerontology
* Journal Aging Research
* Aging, Geriatric, Gerontology: Free Medical Journal
* The New England Journal of Medicine

**Websites Recommended:**

* https:// www .elsevier.com
* https://www.springer.com
* https://www.elsemerhealth.com
* <https://foramedicine.com>
* [www.healthnug.com](http://www.healthnug.com)

**HAVC 101: COMMUNICATION SKILLS AND PUBLIC RELATIONS (Value Added Course
 (Credited))**

Unit I:

* Meaning & Importance of Communication
* Process of Communication
* Types of Communication
* Barriers to Effective Communication
* 7C’s of Communication
* Art of Public Speaking

Unit II:

* Rules for Writing Precis
* Paragraph Writings
* Development of Paragraph
* Reading Comprehension
* Importing Comprehension Skills

Unit III:

* Business Letters & Reports
* Introduction & Business Letters
* Types of Business Letters
* Needs and Objectives of Reports
* Report Writing

Unit IV:

* Career Skills: Covering Letters
* Job Application
* Resume Writing/ CV Writing
* Group Discussions
* Body Language and Voice Dynamics

Unit V:

* Public Relation – Its Definition, Meaning
* Objectives and Scope of Public Relations
* Importance of Public Relation in various Organizations
* Major Hurdles in Public Relations
* Removing Obstacles in Public Relations

**Books Recommended:**

1. Chhabra T.N. – Business Communication
2. R.M. Onkar – Personality Development and Career
3. Alexander Thomas Wolten Kluwer Blagslmon - Communicative Care Cure
4. M.K. Sehgal and V. K….rapal – Business Communication
5. Sam Black – Public Relations
6. Daawar – Handbook of Public Relations
7. MonalisaChauhan – Public Relations in Hospitals
8. Raman and Meenakshi - Technical Communication – Principles and Practices

**SEMESTER II**

**HACC 201: HOSPITAL ADMINISTRATION AND PLANNING**

Unit I

* Definition and Overview of Hospital
* History of Hospitals
* Types of Hospitals
* Functions of Hospitals
* Unique Characteristics of Hospital and Healthcare Services

Unit II

* Changing Role of Hospitals
* Hospital Administration- Concept & Development
* Rationale of Hospital Administration
* Role and Functions of a Modern Hospital Administrator
* Quality & Traits of Hospital Administrator

Unit III

* Hospital Administration as a Profession
* Hospital Organogram
* Hospital Planning- Need, Objectives & Importance
* Principal of Hospital Planning
* Rationale of Hospital Planning

Unit IV

* Phases in Hospital Planning
* Steps in Hospital Planning
* Process in Hospital Planning
* Architect Brief & Its Significance
* Modular Grid

Unit V

* Hospital Engineering Grid- Its role & Functions in Constructing a Hospital
* Thumb Rules / Sizing in Hospital Construction
* Hospital Commissioning and Shake Down Period
* Costing / Costs in Hospital Construction
* Project Administration – Tools & Techniques.

**Books Recommended:**

1. Park – Tet Book of Preventive & Social Medicine
2. S.R. Mehta – Society & Health
3. R.K. Sanyal – Population, Health & Development
4. A. Basir – Environmental Epidemiology
5. K. Jamalluddin, Mohd. Muzammil& Hem Chandra – Economics of Health in India
6. S.R. Taneja – National Health Policy &Programmes

**HACC 202: CLINICAL SERVICES MANAGEMENT**

Unit I

* Outpatient Department of Hospitals
* Emergency and Trauma Services Management
* Inpatient Services Management
* Intensive Care Units in Hospitals- Medical & Surgical
* Operation Theaters

UnitII

* Physical Medicine and Rehabilitation Services Management
* Nursing Services- Functions, Principals & Objectives
* Role, Duties, Responsibilities of Nurses
* Quality in Nursing Care – Training and Development
* Nursing Administration/ Rationale of Nursing Services

UnitIII

* Nursing Audit- Principles, Objectives and types of classification
* Laboratory Services
* Radio Diagnosis & Imaging Services
* Blood Transfusion Services
* Nuclear Medicine Services

UnitIV

* Radiation / Oncology Management Services
* Transplantation Services Management
* Psychiatric Management Services
* Dental Services Management
* Dialysis Services

UnitV

* Daycare Services Management
* Anesthetic Services Management
* Counselling Services
* Diagnosis Services Management
* Pharmacy Services

**Books Recommended:**

1. Park – Tet Book of Preventive & Social Medicine
2. S.R. Mehta – Society & Health
3. R.K. Sanyal – Population, Health & Development
4. A. Basir – Environmental Epidemiology
5. K. Jamalluddin, Mohd. Muzammil& Hem Chandra – Economics of Health in India
6. S.R. Taneja – National Health Policy &Programmes

**HACC 203: SUPPORTIVE SERVICES MANAGEMENT IN HOSPITALS**

Unit I

* CSSD
* Medical Records
* Hospital Information System (HIS)
* Physiotherapy Services
* Dietetics Services

Unit II

* Laundry
* Biomedical Waste Management
* Housekeeping Services
* Transportation Services
* Mortuary Services

Unit III

* Hospital Engineering Services
* Security and Safety Services Management
* Risk Management in Hospitals
* Hospital Acquired Infection
* Effects of Globalization in Health Care

Unit IV

* Public Relations in Hospitals
* Medical Social Services
* Disaster Management
* Fire Management
* Medical Gases Management

UnitV

* Billing and Discharge Services
* Telephone Services/ EDP
* Handling Corporate Patents/ PED Patrons
* Medical Transcription Services
* Sanitation Services
* Concept of Modern Hospitals & Privatization

**Books Recommended:**

1. C.B. Memoria – Marketing Management
2. Koller Philip – Marketing Management
3. Mathur B.L – Marketiing Management
4. Vinnie Jauhari, UmashankarVenkatesh – Readings in Services Management

**HACC 204: MODERN HOSPITAL PRACTICES AND ISSUES**

Unit I

* Quality Management in Healthcare
* Total Quality Management
* Hospital Accreditation
* NABH Accreditation
* JCAO Accreditation

Unit II

* Public Private Partnership
* Outsourcing / Contracting
* Health Insurance
* T.P.A.’s Management
* Cashless Health Insurance

Unit III

* Telemedicine
* Medical Tourism
* Hospital Costing and Pricing-Major Issues
* Role of Robotics in Healthcare
* Patient Satisfaction / Patient Delight

Unit IV

* Strategic Management in Hospitals
* Organizational Behavior
* Changing Role of Hospitals in New Millennium
* Medical Audit
* Role of Computers in Medicine

UnitV

* Information Technology & Its Uses in Health Care
* HIS
* Functioning of Corporate Hospitals
* Marketing in Health Sectors
* WON Communication in Health Care

**Books Recommended:**

1. SatishMunjal – Quality Management
2. Dale H., Carol, Glen & Mary – Total Quality Management
3. R.K. Gupta – Operations Research
4. Rajesh Kumar Shukla – Total Quality Management
5. J.B. Srivastava – Hospital Administration in Developing Contries
6. K. Jamalluddin, Md. Muzammil and Hem Chandra – Economics of Health in India
7. S.A. Tabish – Principles and Practices of Hospital and Health Services
8. Oxford University Publications – Administrative Cost and Efficiency in Hospitals
9. Subhrahmanyam – Hospital Management and Administrative Principles and Practice
10. N. Srivastava – Professional Management of Hospitals
11. K.K. Anand – Hospital Management – A New Perspective

**Journals Recommended:**

* Health Care Journal
* The Journal Ofdelivery Service and Innovation
* Journal on Essential Concepts in Modern Health Service
* Health System Strengthening
* Journal on Hospital Administration – IHA

**Website Recommended:**

* https://[www.scientificamerican.com](http://www.scientificamerican.com)
* <https://www.oapen.org>
* <https://www.amazon.com>
* <https://www.physiciansweekly.com>
* <https://www.researchgate.net>
* <https://www.redoengine.com>
* https://www.modernhealthcare.com

**HACC 205: HEALTH ECONOMICS**

Unit I

* Concept of Health
* Concept of Economics
* Concept of Health Economics
* Health as Investment
* Vicious Cycle of Poverty

Unit II

* Economic Development and Health
* Concept of Demand of Health Services
* Concept of Supply of Health Services
* Elasticity of Demand & Supply
* Equilibrium of Demand and Supply

Unit III

* Production
* Techniques of Economic Efficiency
* Pricing of Health Services
* Pricing Objectives
* Basis used in Pricing

Unit IV

* Price Discounting
* Price Bundling
* Pricing Strategies
* Healthcare Financing
* Health Insurance Concept
* Types of Health Insurance

Unit V

* Cashless Medical Insurance
* Community Health Insurance
* Yashaswani Model of Health Insurance
* Alternate Sources of Financing
* Alternation Funding

**Books Recommended:**

1. Malcom T. Mac Eachera – Hospital Administration & Management
2. C.M. Francis – Hospital Administration
3. N.V. Dave – Hospital Management
4. B.M. Sakharkar – Principles of Hospital Administration & Planning
5. D.C. Joshi &Mamta Joshi – Hospital Administration
6. Hem Chandra & K. Jammalluddin – Hospital; Administration at a Glance
7. K.K. Anand – Hospital Management: A Ne Perspective
8. Yaspal Sharma & R.K. Sharma – Handbook of Hospital Administration
9. S.A. Tabish – Principles & Practice of Hospital & Health Services Administration
10. G.D. Kunders, S. Gopinath, A. Katakam – Hospital, Planning Design & Management

**HACC 206: MANAGEMENT ACCOUNTING IN HEALTH CARE**

Unit I

* Cost Concept & Behaviour in the Health Care Industry
* Job Costing & Contract Costing
* Cost Centre
* CVP Analysis
* Marginal Costing

Unit II

* Process Costing
* Activity Based Costing (ABC)
* Working Capital
* Financial Statement Analysis
* Financial Reporting

Unit III

* Service Costing
* Financial Control Tools
* Material Costing
* Factory & Overhead Costing
* Sales & Distribution Costing

Unit IV

* Introduction to Budget
* Budgeting & Forecasting
* Budget Process & Budget Committee
* Preparation of Master, Capital & Revenue Budget
* Preparation of Activity Budget

Unit V

* Concept of Audit
* Auditor vs Accountant
* Audit Agencies
* Audit System in Public Hospital
* Auditing of Corporate Hospitals
* MIS Report

**Books Recommended:**

1. K.S. Menon: Purchasing and Inventory Control
2. B. Taylor – Management Accounting of Hospitals
3. A.K. Datta – Material Management
4. M.C. Shukla and T.S. Grewal – Advance Accounting
5. Hem Chandra – Hospital Equipment Management
6. Prasanna Chandra -Financial Management, Theory and Practice (4th Edition)
7. Harendra Kumar – Financial Management for Hospital Administrator
8. Rajiv Srivastava, Anil Mishra – Financial Management (2nd Edition)

I M Pandey – Financial Management (11th Edition)

**HANC 201: CORPORATE SOCIAL RESPONSIBILITY (VALUE ADDED) (Non Credited)**

Unit I

* Meaning of CSR
* Characteristics of CSR
* Scope of CSR
* Evolution of CSR

Unit II

* Legal Framework of CSR
* Models of CSR
* Approach of CSR
* CSR and Ethics

Unit III

* Stakeholder Advocacy
* Role of Business in society
* Consumer Awareness and CSR

Unit IV

* Globalization and CSR
* Implementing CSR
* CSR as Competitive Advantages
* Challenges before CSR

Unit V

* CSR in healthcare
* CSR and Population
* Impact of CSR in Health Tourism
* How Patients thinks about Social Responsibility of Hospital

**Books Recommended:**

1. Rao, D.K. Prahalada, Corporate Governance
2. Shah, R. ChunniBai, Corporate Governance
3. Medury, Uma, Corporate Governance Framework
4. Masami, Atarasi, Corporate Governance
5. Kumar, Basant, Non-Executive Directors in Indian Corporate Governance.

**SEMESTER III**

**HACC 301 HEALTH CARE ADMINISTRATION**

Unit I

* Definition of Health
* Concepts of Health and Disease
* Indicators of Health
* Determinants of Health
* Health For All

Unit II

* Health Planning
* Health Committees
* Healthcare Delivery System in India
* Public Health Development in India
* Principles and Characteristics and Components of Primary Healthcare

Unit III

* Disease Concept, Spectrum of Disease
* Disease Prevention & Control- Methods, Principles & Objectives
* Principles of Epidemiology
* Epidemiological Methods
* Epidemiological Investigations

Unit IV

* Modes of Intervention of Disease
* Disease Surveillance
* Occupational Health Services
* Occupational Hazards
* Industrial Hazards

UnitV

* Laws Relating to Occupational Health
* Employee State Insurance Scheme (ESI Schemes)
* Central Government Health Scheme (CGHS)
* Grievance Handlings
* Prevention of Violence in Hospitals

**Books Recommended:**

1. Malcom T. Mac Eachera – Hospital Administration & Management
2. C.M. Francis – Hospital Administration
3. N.V. Dave – Hospital Management
4. B.M. Sakharkar – Principles of Hospital Administration & Planning
5. D.C. Joshi &Mamta Joshi – Hospital Administration
6. Hem Chandra & K. Jamalluddin – Hospital; Administration at a Glance
7. K.K. Anand – Hospital Management: A New Perspective
8. Yaspal Sharma & R.K. Sarma – Handbook of Hospital Administration
9. S.A. Tabish – Principles & Practice of Hospital & Health Services Administration
10. G.D. Kunders, S. Gopinath, A. Katakam – Hospital, Planning Design & Management

**HACC 302: BIO-STATISTICS AND OPERATIONS RESEARCH**

Unit I

* Bio-statistics- an introduction
* Application and Uses of Bio-statistics
* Scope of Bio-statistics
* Common Statistical Theories and Notations
* Sources and presentation of Data

Unit II

* Measure of Central Tendency- Mean, Median, Mode
* Mean Deviation, Standard Deviation – Measures of Dispersion
* Sampling- Types and Techniques
* Measurements of Morbidity/ Mortality

Unit III

* Correlation
* Regression
* Significance Testing
* Tests of Significance

Unit IV

* Meaning and Scope of Operations Research in Hospital
* Waiting Line Theory
* Work sampling and Work Study
* Simulation

Unit V

* Game Theory
* Linear Programming
* Inventory Control Models
* Goal Programming

**Books Recommended:**

1. Malcom T. Mac Eachera – Hospital Administration & Management
2. C.M. Francis – Hospital Administration
3. N.V. Dave – Hospital Management
4. B.M. Sakharkar – Principles of Hospital Administration & Planning
5. D.C. Joshi &Mamta Joshi – Hospital Administration
6. Hem Chandra & K. Jammalluddin – Hospital; Administration at a Glance
7. K.K. Anand – Hospital Management: A Ne Perspective
8. Yaspal Sharma & R.K. Sarma – Handbook of Hospital Administration
9. S.A. Tabish – Principles & Practice of Hospital & Health Services Administration
10. G.D. Kundrs, S. Gopinath, A. Katakam – Hospital, Planning Design & Management
11. K. Perk – Textbook of Preventive and Social Medicine (Banarsi Das Bhanot Publishers, Jabalpur, India)
12. Piyush Gupta – O.P. Ghai – Tetbook of Preventive and Social Medicine, CBS Publishers, New Delhi
13. Carol Holtz – Global Health Care: Issues and Policies
14. Koontz and O’Donnel – Management
15. Peter F. Drucker – The Practice of Management
16. L.M. Prasad – Principles and Practice of Management

**HAEL 301A: NATIONAL HEALTH POLICIES AND PROGRAMMES**

Unit I

* National Health Mission
* National Health Policy (2017)
* National Population Policy
* Health sector Reforms

Unit II

* All National Health Programmes Related to Communicable Diseases

Unit III

* All National Health Programmes Related to Non-Communicable Diseases

Unit IV

* National Nutrition Programme
* Census
* Demography
* Health Survey Methods
* IEC- Information / Education / Communication

Unit V

* Family Planning – Methods, Need and Importance
* National Family Welfare Programmes in India
* Laws Related to Family Planning in India
* Aayushmaan Bharat – Role & Impact

**Books Recommended:**

1. Malcom T. Mac Eachera – Hospital Administration & Management
2. C.M. Francis – Hospital Administration
3. N.V. Dave – Hospital Management
4. B.M. Sakharkar – Principles of Hospital Administration & Planning
5. D.C. Joshi &Mamta Joshi – Hospital Administration
6. Hem Chandra & K. Jamalluddin – Hospital; Administration at a Glance
7. K.K. Anand – Hospital Management: A Ne Perspective
8. Yaspal Sharma & R.K. Sarma – Handbook of Hospital Administration
9. S.A. Tabish – Principles & Practice of Hospital & Health Services Administration
10. G.D. Kunders, S. Gopinath, A. Katakam – Hospital, Planning Design & Management

**HAEL 301B: NUTRITION, FAMILY PLANNING AND MATERNAL CHILD HEALTH**

Unit I:

* Basic Concept of Nutrition
* Food, Nutrients and their Classification
* Role of Antioxidants
* Balanced Diet
* Malnutrition

Unit II:

* Assessment of Nutrient Status
* Supplementary Feeding Programme
* Dietary Management
* Food Budgeting, Selection, Storage and Preservation and Safety Preservation of Food Adulteration Act.

Unit III:

* Family Planning Methods, Need, Importance and their Classification
* Advantages and Disadvantages of Family Planning
* Failure of Family Planning in India
* Population Control Measures

Unit IV:

* National Population Policy
* Policies related to MTP and Sex Determination Act
* National Family Welfare Program in India
* Law & Family Planning in India
* PCPNDT Act, 1994

Unit V:

* MCH
* RCH
* Prenatal/ Antenatal/ Post-natal Care
* Breast Feeding

**Books Recommended:**

1. K. Park – Textbook of Preventive and Social Medicine, Banarsidas Bhanot Publishers, Jabalpur, India
2. Sundar Lal, Adarsh, Pankaj – Textbook of Community Medicine (Preventive and Social Medicine), CBS Publishers, New Delhi
3. Piyush Gupta, O.P. Ghai – Textbook of Preventive and Social Medicine, CBS Publishers, New Delhi
4. Pragya Khanna – Essentials of Genetics
5. Verma and Agrawal – Genetics
6. Y.K. Joshi – Basics of Clinical Nutrition
7. T.K. Indrani – Mannual of Nutrition and Therapeutic Diet
8. Oxford Handbbok of Reproductive Medicine and Family Planning

**HAEL 302A: DISASTER MANAGEMENT AND SUSTAINABLE DEVELOPMENT**

Unit I

* Disaster Management: Concept & Forms,
* India’s Key Hazards & Crisis Response Mechanism;
* Preparedness and Risk Reduction;
* Recovery.

Unit II

* Emergency Response System;
* NDMA;
* SDMA;
* Indian Case Studies;
* Disaster Management and Efforts by Government.

Unit III

* Sustainable Development – Concept and Current Issues;
* Development and its Sustainability;
* Sustainable Development
* International Politics

Unit IV

* Earth Summit – International and National Efforts,
* Globalization and Sustainable Development,
* Legislative Framework,
* Ethics in Sustainable Development

Unit V

* Policy and Practices of Land, water, Energy,
* Environment and Natural Resource.

**Books Recommended:**

1. S.R. Singh - Disaster Management
2. K.A. Rasure - Understanding the Sustainable Development
3. S. Ramaswami and G. Sathis Kumar - Environmental Sustainability
4. S.B. Ghosh - Natural Resources (Its utility for Mankind)
5. D. Solomon Raj - Energy and Environment Interaction (Future Challenges)
6. K.A. Rasure - Globalization and Sustainable Development
7. Sarvotam Kumar - Ecology and Global Warming
8. Vandana Desai & Robert B. Potter - Companion to Development Studies

**HAEL 302B: QUALITY IN HEALTHCARE SERVICES**

Unit I:

* Quality in Health Care
* Quality Circle
* Total Quality Management
* Quality Assurance and Quality Control

Unit II:

* Quality Improvement in Health Care
* Measuring Quality Outcome
* Factors Influencing Health Care Service Quality
* Quality Management System
* Bench Marking

Unit III:

* Hospital Accreditation
* NABH Accreditation
* JACO Accreditation
* Si Sigma
* Quality Function Deployment (QFD)

Unit IV:

* Quality by Design
* Experimental Design
* ISO Documentation and Certification
* Benefits of ISO Certification
* Statistical Process Control (SPC)

Unit V:

* Economics of Quality Management
* Recent Trends in Hospitals
* Role of Computers in Quality Services
* Information Technology

**Books Recommended:**

1. SatishMunjal – Quality Management
2. Dale H., Carol, Glen and Mary – Total Quality Management
3. MazurekMelnyk – Quality Improvement
4. Patrice L. Spater – Introduction to Health Care Quality
5. Robert Lloyd – Quality Health Care
6. James Langaboer II – Managing Analytics and Quality in Health Care
7. James Bologna – Continous Quality Improvement for Health Care
8. A Practical Guide edited by Bertrand Guidef, Andreas Vaientim, Hans Plantier

**Journal Recommended:**

* Quality Progress
* Journal for Quality and Participation
* Quality Management Journal

**Websites Recommended:**

* <https://www.isqua.org>
* <https://www.dbswebsite.com>
* <https://www.academic.oup.com>, injphe
* https://www.ahrg.gov
* https://www.ncbi.nlmnih.gov
* https://www.journals.lww.com
* www.social.protectioncourses.com

**HAIN 301 : INTERNSHIP**

**HAIER 301: E-GOVERNANCE (Inter Departmental)**

Unit I

* Concept, Scope and Significance of e-Governance
* Evolution of e-Governance in India
* SMART city
* SMART villages

Unit II

* Evolution of e-Governance in Healthcare
* Function and Components of e-Governance in Healthcare
* Current Scenario of e-Governance in Healthcare
* Application ICT in Healthcare
* Value of e-Governance in Health Services
* Critique on Governance in Health Sector
* e-Health and Telemedicine

Unit III

* Emerging ICT Trends such as SMAC
* E-commerce, Cashless India and Mobile Wallet
* Big Data
* Digital Library

Unit IV

* Cyber Crime and Risk management
* Hacking
* Virus attack
* Software Piracy
* Risk involved in the IMs(Instant Messaging) such as Whatsapp, Google Chat ect

Unit V

* Individual Privacy vs National Security
* Artificial Intelligence Threats
* IoT challenges
* Data Privacy
* Data Security
* Social Media

**Books Recommended:**

1. Basandra, S.K *Computers Today* Galgotia Publishers Pvt. Ltd
2. Bhatnagar S.S. , *E-government : From Vision to Implementation*
3. Bhatacharya, J.*, E-gov2.0 : policies, progress and technologies*
4. Brien, J and Marakas, G.M, *Management Information System: India(*TMH)
5. Suzanne Moss Richins, Emerging Technology in Healthcare
6. B. Srinivas, E-Governance Technique

**SEMESTER –IV**

**HACC 401: MARKETING OF HEALTHCARE SERVICES**

Unit I

* Market- Definition, Types and Forms
* Marketing- Definition, Characteristics, Features, Objectives, Importance
* Function and Scope of Marketing
* Distinction between Marketing and Selling

Unit II

* Services- Definitions, Types, Importance and Rise of Service Sector
* Services Marketing-Characteristics
* Distinctive Nature of Services Marketing
* Marketing Mix
* Services Marketing Mix

Unit III

* Marketing Strategies for Services Marketing
* Misconception about Marketing
* Marketing Communication for Healthcare Services
* Marketing Segmentation

Unit IV

* Basis of Pricing, Types of Pricing, Pricing Technique
* Promotion Tools of Healthcare Marketing, Advertising, Publicity, Sales Promotion and Personal Selling
* Marketing Myopia
* Corrective Approach and Strategic Planning

Unit V

* Quality- Definition and Principles
* Quality in Healthcare Services
* Quality control and Assurance
* Guidelines and Rules Relating to Quality in Health Services

**Books Recommended:**

1. P.G. Ramanujam - Marketing of Health Care Services
2. Eric N. Berkomitz – Essentials of Health Care Marketing (IIIrd Edition)
3. Garrett Smith – Internet Marketing for Health Care Practices
4. Richard K. Thomas – Marketing of Health Services (IIIrd Edition)

**HACC 402: LEGAL AND ETHICAL ASPECTS OF HEALTHCARE**

Unit I

* Law of Tort
* Medical Laws and Ethics in India
* Law applicable to Medical Practices and Hospitals in India
* Medical Negligence Laws in India
* Legal Liabilities and remedies available to Patients

Unit II

* Law Pertaining to Health: Central Births and Death Registration Act, 1969
* MTP Act 1971
* Laws pertaining to Establishment, Registration and Regulations of Hospitals
* Transplantation of Human Organs Act 1994 and Amended Rules 2014
* Laws Relations to Manufacture and Sale of Drugs, Drug and Cosmetic Act 1940, Pharmacy Act 1948; Drugs and Magic Remedies Act 1954, Poison Act 1919

Unit III

* Consumer Protection Act 1986
* PCPNDT Act, 1994
* Biomedical Waste Handling Rules Amended Act 2016
* Industrial Employment Act 1946
* EST Act 1948

Unit IV

* Employees Provident Fund Act 1952
* Payment of Gratuity Act 1972
* Minimum Wages Act 1936
* Industrial Dispute Act 1947

Unit V

* Origins of Medical Ethics
* Principles of Medical Ethics
* Contractual Liability
* Difference between Ethics and Legacy
* Ethical Guideposts and Guidelines
* Ethics and Mal Practices

**Books Recommended:**

1. J.B. Srivastava – Hospital Administration in Developing Contries
2. K. Jamalluddin, Md. Muzammil and Hem Chandra – Economics of Health in India
3. S.A. Tabish – Principles and Practices of Hospital and Health Services
4. Oxford University Publications – Administrative Cost and Efficiency in Hospitals
5. Subhrahmanyam – Hospital Management and Administrative Principles and Practice
6. N. Srivastava – Professional Management of Hospitals
7. K.K. Anand – Hospital Management – A New Perspective

**Journals Recommended:**

* Health Care Journal
* The Journal Ofdelivery Service and Innovation
* Journal on Essential Concepts in Modern Health Service
* Health System Strengthening
* Journal on Hospital Administration – IHA

**Website Recommended:**

* https://www.scientificamerican.com
* https://www.oapen.org
* https://www.amazon.com
* https://www.physiciansweekly.com
* https://www.researchgate.net
* https://www.redoengine.com
* https://www.modernhealthcare.com

**HAEL 401A: PERSONALITY, COUNSELING AND PSYCHOTHERAPY**

Unit I:

* Personality – Concept, Meaning and Stages
* Determinants and Reflector of Personality
* Theories of Personality
* Heredity and Environment

Unit II:

* Management and tools of Personnel Management
* Effective Inter and Intra Departmental Co-ordination
* Developing Positive Attitude
* Self Development

Unit – III

* Counseling Concept
* Assumptions and Principles
* Factors Contributing to the Emergence of Counseling
* Historical Growth of Counseling Movement

Unit IV:

* Approaches to Counseling
* Special Areas in Counseling – Family, Children, Parents, Clients, Marriage, Premarital, Women, Drug Addicts, Education, Career and Weaker Sections of Society

Unit V:

* Psychotherapy Concept, Techniques
* Approaches to Psychotherapy
* Psychotherapy in Indian Context
* Models of Psychotherapy

**Books Recommended:**

1. SundarLal, Adarsh, Pankaj – Tetbook of Community Medicine (Preventive and Social Medicine), CBS Publishers, New Delhi
2. James F., Mekenzie, Robert R, Ringer, Jerome E – An Introduction to Community Health
3. Randy Larsen – Personality Psychology – Domains of Knowledge about Human Nature, 6thEditiion
4. SarabjeetKaur – Human Psychology
5. Clifford Morgan – Introduction to Psychology
6. Richard Nelson Jones – Theory and Practice of Counselling

**HAEL 401 B: Organisational Behaviour (Elective)**

Unit I : Organisational behavior: meaning, nature and significance; Job related
 attitudes and sentiments in hospitals; Workplace values in hospitals;
 Organisational effectiveness in hospitals

Unit II : Organizational Work Culture in hospitals; Work groups and group dynamics;
 counterproductive work behavior in hospitals; Human personality

Unit – III : Organizational learning and development in hospitals; Decision making in
 hospitals; Organizational change in hospitals; Organizational conflict in
 hospitals

Unit IV : Communication; Leadership; Motivation: Morale

Unit V : Job satisfaction and supervision in hospitals; Stress management in hospitals;
 Performance appraisal in hospitals; career planning and development of
 hospital personnel

**Books Recommended:**

1. S.S. Khanna – Organisational Behaviour
2. Stephen P. Robbers – Organisational Behaviour
3. L.N. Prasad – Organisational Behaviour
4. C.B. Gupta – A Text Book of Organisational Behaviour
5. T.N. Chhabra – Management Process and Organisational Behaviour

**HAMT 401: Dissertation and Viva Voce**

**HARA 401: Privacy and Security in Social Media (Intra-Departmental)**

**Dissertation/ Project Report**

* Topic will be given to the student after third semester. He/ She will submit a study project on any area of a hospital at the end of fourth semester and it will form a part of fourth semester examination.
* The report based on the problem study(ies) should ordinary be based on Primary Data. It should reflect in-depth study of “Live area/ Problem”.
* Relevant Tables and Bibliography should support the study project. The report should be prepared mentioning the following:
* Brief history of hospital / its structure
* Performance of services being delivered
* Problems being seen on a day to day basis
* Size of report should be 100 typed pages with font size 14 and double spacing on A4 size papers. Properly bound copies (two in numbers) of the report are required to be submitted to the university.
* Two certificates must be enclosed in the submitted report which includes one from the university and the other from the hospital where study was done.

**Journals Recommended:**

1. Journal of Academy of Hospital Administration
2. Journal of Hospital Administration – IHA
3. India Journal of Community Medicine
4. Journal of Indian Public Health Association

**Websites Recommended:**

1. www.indmedica.com
2. www.ahaindia.org/jaha.asp
3. www.iphawnline.org
4. www.epresshealthmanagement.com
5. www.mohfw.nic.in/hospitals.html
6. www.jeaho.org