MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Hospital Management
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG)

SEM-3

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA(HM) 301	Medical Records Science	5	1		6
2.		BBA(HM) 302	Health Care Marketing	5	1		6
3.		BBA(HM) 303	Health Information Systems	5	1		6
4.	GE		Any one course from GE basket				6
5.	SEC	BBA (HM) 305	Computer Applications	2			2
Total Credit							**26**

Paper: Medical Records Science
Code : BBA (HM)-301
Contacts Hours /Week : 5L+1T

CREDITS 6

Course Outcomes

1) To know the role of medical records in the Health care delivery
2) To come to know the full things about the Medical Records and its format and characteristics
3) To have a detailed knowledge about the coding indexing and Computerization.
4) To know about the Medical Audit
5) To know about the Organization and management of medical records department .
6) To have a basic knowledge about the legal aspects of medical records

Syllabus

Module 1	Role of Medical Records (MR) in health care delivery-Definition, Types of MR, Importance of MR, Flow chart of function, Assembling & deficiency check Format types of MR, Characteristics of MR, ownership of MR, Maintenance of records in the ward, Content of MR, Reports & Return in Medical Records System.	12
Module 2	Coding, Indexing, Filing, Computerization of MR, Microfilming, Hospital statistics, ICD-11, Process of arranging medical records.	12
Module 3	Organization & management of MRD, Retention of MR, Preservation of MR, Role of MRD, Personnel, Legal aspects of MR (Medico-Legal cases).	12
Module 4	Medical Audit: Types- open file and closed file, Procedures & its importance.	12
Module 5	Organizations & management of Medical Records Department, Role of hospital managers & MRD personnel in Medical record keeping.	12
Module 6	Basic knowledge of legal aspects of Medical Records including Factories Act, Workmen Compensation Act & Consumer Protection Act.	12

Suggested Readings:
1. Medical Records Organization and Management, GD Mooli—Jaypee
2. Hospital Administration, Tabish - O.U.P.
3. Principles of Hospital Administration & Planning, B.M.Sakharkar -Jaypee
4. Hospital Administration &Management, C.M. Francis & D' Souza- Jaypee
5. Management of Hospitals --Goel & Kumar-Deep & Deep.
6.Park's Textbook of Preventive & Social medicine.

Paper: Health Care Marketing
Code: BBA (HM)-302
Contacts Hours/Week: 5L+1T
Credits: 5L + 1 T

Module	Topics	
I	**Introduction:** Definition, nature, scope and importance of Marketing, Marketing mix, Marketing environment, Marketing concepts-traditional and modern. **Consumer Behavior and Market Segmentation:** Nature and significance of consumer behavior; stages and participation in buying process, Market segmentation - concepts and importance; Bases for consumer market segmentation.	8
II	**Product:** Concept of Product; product line New Product development, Product life cycle concept. **Pricing :** Importance of price in the marketing mix; Factors affecting price, methods of pricing.	12
III	**Promotion:** Nature and importance of promotion-promotional methods-advertising-personal selling-sales promotion. Channels of distribution : Concept and role ;Types of distribution channels; Factors affecting choice of a distribution channel.	12
IV	**Differentiating and Positioning:** Tools for competitive differentiation, developing a positioning strategy.	12
V	**Service Marketing:** Segment wise classification of health-care service marketing, different types of customers in hospitals and their characteristic features, different components of health-care service marketing-mix, service, Gaps model By Parsuraman.	12
VI	**Current Marketing Trends in Health Care Units:** Application of Digital Media and Social Media Marketing, Use of Marketing Analytics in healthcare units, Use of online platforms for formulating and communicating marketing strategies in healthcare units during crisis.	4

Suggested Readings:
1. Kotler Philip and Armstrong Gary: Principles of Marketing, Pearson.
2. Arun Kumar: Marketing Management, Vikas Publishing House.
3. Saxena, Rajan: Marketing Management, TMH.
4. Gandhi, J.C.: Marketing, TMH.
5. Ramaswamy, V.S. and S. Namakumari: Marketing Management, Macmillan.
6. Ramesh Kumar, Case Studies in Marketing Management, 1e, Pearson Education India.
Paper: Hospital Information Systems

Code: BBA (HM)-303
Contacts Hours/Week: 5L+1T
Credits: 6

CO :

1) To know the Basic Information Concepts-Data and Information.
2) To have knowledge about Hospital Information System
3) To have an idea about the advantages of hospital Information services
4) To have clear concepts about the Electronic Health Record Systems
5) To have an idea about the electronic communications Systems
6) To know the basics of Customer Relationship Management

Module	Topic	
I	Basic Information Concepts-Data and Information, Classification of Information ,Quality of Information ,Resources of Information ,Concept of Management and System, Component of System Executive Information system , Decision support system	12
II	Hospital Information System - Genesis, scope, basic management cycles in hospitals, categories of information system in hospitals, sources of health information, uses of health and hospital data ,managing information system ,and need of information in hospital. Advantages of Hospital Information Systems, Development Of Hospital Information Systems	12
III	The Electronic health record- Functions of the health record ,Changing functions of the patients record, Advantages of the paper record ,Disadvantages of the paper record , Optically scanned records Advantages of the HER ,Disadvantages of the EHR, Roadblocks and challenges to HER, Implementation-The future of HIS	12
IV	Basics of Electronic Communications-Methods of accessing information, Telemedicine, Types of Technology - Clinical initiatives -Administrative initiatives, Advantages of and Barriers to telemedicine, Future trends, Knowledge management , Advances in public health, Speech recognition, Wireless computing Security, Barriers to Information Technology implementation	16
V	Customer Relationship Management (CRM) : Definition, Concept, Types, Reasons behind adopting CRM in healthcare units, Advantages and Disadvantages of CRM.	**8**

Suggested Readings:

1. Lucas, Henry C Jr. Tata : Information Technology for Management, McGraw Hill.
2. Brien, James A O'. : Management Information Systems, McGraw-Hill/lrwin.
3. Lauden, K.C. / Lauden, J.P: MIS: Managing the Digital Firm, Prentice Hall.
4. Waman S. Jawadekar: Management Information System --text & Cases Tata McGraw Hill.
5. Rahul De: Managing Information Systems in Business, Government and Society, Wiley India Pvt. Ltd.
6. Ramesh Buhl: Management Information Systems, McGraw-Hill.

Paper: Computer Applications
Code: BBA (HM)-305
Contacts Hours/Week:2 L
Credits: 2 L

CO:

1) Establish employability skills and a commitment to professionalism by learning basic and important computer applications.
2) Operate a variety of advanced spreadsheet, operating system and word processing functions.
3) Solve a range of problems using office productivity applications and adapt to new software releases.
4) Maintain quality assurance through critically evaluating procedures and results by applying office productivity applications.

Sl.	Topic/Module	Hours
1.	**Module 1: Basic Concepts:** Characteristics of a Computer; Advantages of Computers; Limitation of Computers; Types of Computers; Applications of computers, Hardware, Firmware, Livewire; Software; System Software: Operating system, Translators, interpreter, compiler; Overview of operating system, function of operating system; Application software: General Purpose Packaged Software and tailor-made software.	2
2.	**Module 2**: **Internet:** Meaning of Internet; Growth of internet, Owner of Internet, Anatomy of Internet, Net Etiquette ; World Wide Web; Internet Protocols, Usage of Internet to society, Search Engines.	2
3.	**Module 3**: **Word Processing:** Introduction to word Processing; Word processing concepts, Working with word document, Opening an existing document/creating a new document; Saving, Selecting text, Editing text, Finding and replacing text, Formatting text, Bullets and numbering, Tabs, Paragraph Formatting, Page Setup, reference management.	2
4.	**Module 4**: **Spreadsheet and its Business Applications:** Spreadsheet concepts; Formulas, charts.	2
5.	**Module 5**: **Presentation Software:** Creating a presentation; Editing, Sorting, Layout, Set-up row, Inserting audio, video, process flow chart, creating template, info-graphics etc.	6
6.	**Module 6: Introduction to Computer security:** Security Threats, Security Measures, Basic concepts of Data Encryption and Decryption, Digital signature, Digital envelop.	6

Suggested Readings:

1. Sanjay Saxena, A First Course in Computers, Vikas Publishing House, New Delhi

2. Pradeep K. Sinha and Preeti Sinha, Foundation of Computing, BPB, Publication.

3. Deepak Bharihoka, Fundamentals of Information Technology, Excel Book, New Delhi

4. V. Rajaraman, Introduction to Information Technology, PHI. New Delhi

5. R. Hunt, J. Shelley, Computers and Commonsense, Prentice Hall of India New Delhi.

6. Reema Thareja: Information Technology and its Applications in Business, Oxford University Press.