

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-6

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA(HM)601	Quality in Healthcare	5	1		6
2.		BBA(HM)602	Health Insurance	5	1		6
3.	DSE 3 (Any one)	BBA(HM)603 (A)	Health Economics	5	1		6
		BBA(HM) 603 (B)	Human Resource Management				
4.	DSE 4 (Any one)	BBA(HM)681 (A/B)*	Major Project/ Internship		1	5	6
Total Credit							24

** (Students have to engage in a full length project with a pre-specified Internal Guide (faculty member) throughout the semester). Industry collaboration is highly encouraged wherever possible.

(At least two-three times progress needs to be checked and evaluation needs to be done through PCA.) It will followed by a report submission and viva.

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Paper Name: Quality in Healthcare

Paper Code: BBA (HM) – 601

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcome:

After the completion of this course the students will be able to

- 1) Learn the fundamentals of Quality Management its objectives concept etc
- 2) Analyse the concept of patient participation in quality health care
- 3) Remember the concepts of Accreditation.
- 4) Define the concepts of the TQM in healthcare.

Sl.	Topic/Module	Hour
1.	Module 1: Fundamentals of Quality Management: Introduction - Objectives - Concept of Quality Care and Quality Management, Dimensions of quality in health care Contribution of quality gurus: Juran , Deming. Approaches to measurement of Quality. Techniques of Quality Management: Improving Hospital Performance	12
2.	Module 2 Patient Participation - Quality Health Care through Patient Satisfaction - Conceptual model of potential Contribution in quality in the health care system-Implementation of quality management system in improving health care system, Quality Circle	12
3.	Module 3: Organization wide quality improvement in Health care: Introduction-organizing for quality assessment—Quality Assurance and quality improvements Assessing Quality Health Care: Attributes of Quality in Health Care Attributes of a Good Patient Practitioners Relationship Measurement of Quality Procedure for formulating explicit Criteria	12

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	and standards. Determinants of Quality - Structure - Process - Outcome.	
4.	Module 4: TQM – Definition, underlying concepts, implementation and measurement. Role of communication in implementing TQM. Six Sigma , Lean Thinking, Kaizen, 5 S (theoretical knowledge only)	12
5.	Module 5: Fundamentals of ISO 9001:2000 (objectives and components), Accreditation - NABH, NABL Accreditation and JCI	12

Suggested readings:

- 1) Donna C.S Summers - Total Quality Management – (Pearson)
- 2) R. Panneerselvam, P Sivasankaran - Total Quality Management – (PHI)
- 3) D.R Kiran - Total Quality Management Key Concepts and Case Studies: (BSP)
- 4) Poornima M. Charantimath - Total Quality Management- (Pearson)
- 5) S. K. Joshi - Quality Management in Hospitals: (Jaypee)
- 6) Donna C.S Summers - Total Quality Management – (Pearson)

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Paper Name: Health Insurance

Paper Code: BBA (HM) – 602

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcome:

After the completion of this course the students will be able to

- 1) Define the meaning of health insurance, types and insurance documentation.
- 2) Demonstrate the classification of health insurance.
- 3) Identify the different types of government health insurance
- 4) Compile the legal features of the insurance contract as well as get the overview about the CPA.

Sl.	Topic/Module	Hour
1.	<p>Module 1: Introduction to insurance : health insurance-meaning, types & importance - - insurance vs assurance</p> <p>Insurance as a tool for managing risk.</p> <p>Insurance documentation: proposal forms-standard form of declaration-nature of questions in a proposal form- elements of proposal- role of intermediary -acceptance of proposal-payment of premium in advance-method of payment of premium -policy document Health insurance market in India</p>	12
2.	<p>Module 2 Classification of health insurance</p> <p>Insurance Product – Introduction</p> <p>Definition- Features of health policies etc</p> <p>Guidelines on standardization in health insurance</p>	12

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3.	Module 3: Government models of Health Insurance Rastriyo Swastha Bima Yojna, Pradhan Mantri Surakhsha Bima Yojna- Pradhan Mantri Jan Dhan Yojna, Swastha sathi Social security scheme in India-ESI, EPF, Micro insurance scheme.	12
4.	Module 4: Health management in insurance-stake holders in claim process- management of health insurance claims. Different health Insurance and their Features	12
5.	Module 5: Legal features of an insurance contract. Grievance Redressal mechanism Ombudsman CPA an overview	12

Suggested Readings:

- 1) Sen & Mitra - Commercial Laws- (The World Press Pvt. Ltd.)
IRDA Regulation- New Delhi
- 2) Michelle A. Green - Understanding Health Insurance: A Guide to Billing and Reimbursement 2021 Edition:
- 3) Patukale Kshitiji - Mediclaim and Health Insurance (Prabhat Prakashan)
- 4) Mahendran T. - Health Insurance Sector in India: (Abhijeet Publications)
- 5) Peter Kongstvedt - Health Insurance and Managed Care: (Johns and Barnett learning)

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Paper Name: Health Economics

Paper Code: BBA (HM) – 603 A

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcome:

After the completion of this course the students will be able to

- 1) Illustrate the fundamentals of the Economics like Utility Wealth Production Capital etc
- 2) Recall the concepts of demand , Law of Demand etc
- 3) Apply the concepts of Pricing and different types of markets .
- 4) Deduct the scope and coverage of health Economics and the Economics of the health programmes.

Sl.	Topic/Module	Hour
1.	Module 1: The Fundamentals of Economics - Economic Organizations- Utility, Wealth, Production, Capital- Central Problems of an Economy.	12
2.	Module 2 Demand- meaning- determinants of demand- law of demand- elasticity of demand- price, income and cross price elasticity.	12
3.	Module 3: Short-run and long-run costs, average and marginal costs, total, fixed and variable costs. Various forms of markets- perfect competition, Monopoly, Monopolistic competition and Oligopoly- Pricing strategies.	12
4.	Module 4: Scope and coverage of Health Economics - Health as an investment- Population and Economic Development- Health financing from various sources; Cost Benefit Analysis and Cost Effective Analysis-Health Care Budget: Purpose, types and practices in Indian context.	12
5.	Module 5: Economics of Health Programmes for Nutrition Economics of abuse of tobacco & Alcohol Economics of Breast feeding	12

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Suggested Readings:

1. James W. Henderson.-Health Economics and Policy-Cengage Learning.
2. Health Economics ; Peter Zweifel Freidrich Breyer- Oxford.
3. Joel Dean – Managerial Economics , PHI .
4. Jayanta Bhattacharya,Peter Tu,Timothy Hyde – Health Economics (Macmillan International)
5. Dr. Shaga Narayanabharathi Arjun Kumar – Managerial Economics (Notion press)
6. D. N. Dwivedi - Managerial Economics (Vikas publishing house)

Paper Name: Human Resource Management

Paper Code: BBA (HM) – 603 B

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcome:

After the completion of this course the students will be able to

- 1) Summarize the overview of human resource Management.
- 2) Relate the objectives of Human Resource Planning its objectives.
- 3) Discover the concept of HRD its different objectives etc.
- 4) Elaborate the emerging areas of International Human Resource Management.

Sl.	Topic/Module	Hour
1.	Module 1: Human Resource Management-Overview Introduction of the paper, Definition of Human Resource, Definition & Concept of Personnel Management, Comparison between Personnel Management & HR. Nature, Aim and Objectives, Scope & Coverage & Nature of HRM, Importance of Human Resource Management. Historical Perspective & Evolution of Human Resource Management in India. Development of HR Functions, Structure & Function of HR Manager, Role of Line Managers in Managing Human Resources. Difference Between Line Function and Staff Function. Changing Function of Human Resource Management with Examples	10
2.	Module 2: Human Resource Planning Meaning, Objectives, Importance	10

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	of Human Resource Planning, Need for HR Planning, Assessment of Available HR in the Organization, Work Load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, HR Policy.	
3.	Module 3: Job Analysis: Concept, Uses, Job Description, Job Specification, Methods of collecting Job Analysis Data, Job Evaluation.	4
4.	Module 4: Talent Acquisition and Training: Recruitment: Definition, Sources of Selection, Process of Selection, Difference Between Recruitment and Selection. Training: Definition, Difference between Training, Development and Education, Different Methods of Training,	10
5.	Module 5: HRD: Definition, objective, process of HRD, Assessment of HRD Needs, HRD Methods	8
6.	Module 6: Introduction to Performance appraisal: Purpose, Methods, Appraisal instruments, 360 degree Appraisal, HR Score Card, Errors in appraisal, Potential Appraisal, Appraisal Interview.	10
7.	Module 7: Emerging Areas: International Human Resource Management: Concept, Need, Objectives and Features. Modern Human Resource Management Practice. Modern HR Trends, Managing Human Capital, Talent Management. Case Lets and Class Activities (Applying HRM Techniques)	8

Suggested Readings:

1. Dessler , G : Human Resource Management, Pearson.
2. Rao, V.S.P: Human Resource Management: Text and Cases, Excel Books.
3. D. K. Bhattacharya: Human Resource Management, Excel Books.
4. M. Saiyadain : Personnel Management, Tata McGraw Hill.
5. Raman Preet : Future of Human Resource Management: Case Studies with Strategic Approach, Willey.
6. K. Aswathappa : Human Resource Management: Text & Cases, 8th Edition , Tata McGraw Hill.