

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-5

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BBA (HM) 501	Epidemiological Transitions in Healthcare	5	1		6
2.		BBA (HM) 502	Support and Utility Services-II	5	1		6
3.	DSE 1 (Any one)	BBA(HM) 503 (A)	Financial Management and Risk Analysis	5	1		6
		BBA(HM) 503 (B)	Concepts of Digital Health				
4.	DSE 2 (Any One)	BBA (HM) 594 (A/B) *	Minor 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: Epidemiological Transitions in Healthcare

Paper Code: BBA (HM) – 501

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 knowledge of Epidemiology and Disease.
2. Outline the basic concepts of epidemiology its methods etc.
3. Demonstrate various types of dynamics of disease causation ,transmission and prevention
4. Examine various roles of hospitals in prevention of Epidemics.

Sl.	Topic/Module	Hour
1.	Module 1: Definition, concept, use of epidemiology, Concept of disease, Concept of disease causation, Natural History of disease, Ice berg phenomenon of disease Mode of Intervention	12
2.	Module 2 Infectious Disease Epidemiology (Epidemic, Endemic, Pandemic, Sporadic) Basic Measurements of Epidemiology (Mortality, Morbidity) Epidemiological Methods: Observational, Analytical, Experimental (Basic knowledge only) Investigation of an Epidemic	10
3.	Module 3: Dynamics of disease transmission Control Prevention of disease Immunizing agents its uses and roles	10
4.	Module 4: Epidemiology of Communicable diseases	10

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	Influenza, Encephalitis, Dengue, Malaria, Food Poisoning, Tetanus, HIV/AIDS , SARS COV 19	
5.	Module 5 : Epidemiology of Non communicable diseases Diabetes, Obesity, Cancer, Blindness ,Hyper tension	10
6.	Module 6 : Screening and Surveys Investigation of an Epidemic and Role of hospital in the epidemic control	8

Suggested Readings:

- 1.: K.Park—Bhanot Data Mining Concepts & Techniques, Morgan Kaufmann Series.
2. Soumendra Mohanty: Analytics in Practice, Tata McGraw-Hill Education Private Limited.
3. Arun Pujari : Data Mining : Prentice Hall India.
4. Satish Kumar : Neural Network : Tata McGraw Hill.
5. Nitin R Patel & Peter C Bruce : Data Mining for Business Intelligence, Wiley, India.
6. Han & Kamber: Data Mining Concepts and Techniques, Morgan Kaufman.

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Paper Name : Support and Utility Services-II

Paper Code: BBA (HM) – 502

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcome:

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

- 1) Understand the support system studying that allows us the ability to optimize and digitize all the processes within the hospitals.
- 2) Relate the support services to improve customer service, reduce process costs
- 3) Demonstrate the different departments that are there in the hospital there work flow structure etc.
- 4) Envisage to know how the organizational hierarchy is important to properly manage the departments using the administrative point of view.

Sl.	Topic/Module	Hour
1.	Module 1: Clinical services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments - Ward management Intensive care unit Nursing Services	12
2.	Module 2: Support services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments - Blood Bank Pharmacy Physical medicine and rehabilitation	12
3.	Module 3: Utility services: Functions, location, work flow, physical facilities, design & space requirement,	12

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	staffing, equipment, managerial issues of the following departments - Transport service Maintenance management Mortuary	
4.	Module 4: Disaster Management-Types ,Disaster Preparedness Plan, Disaster cycle, Triage Fire Hazards and Fire Manual Guideline-Elements of Fire-Fire Hazard-Cause of Hospital Fire- Fire points and Escape route	12
5.	Module 5: Hospital waste management (including Biomedical Waste Management Act,1998) Challenges and Opportunities for Hospitals in India regarding Biomedical waste management.	12

Suggested Readings:

1. Hospital facilities planning & management, GD Kunders—TMH
2. Principles of hospital administration & planning, BM Shakharkar—JAYPEE
3. Hospital administration, DC Joshi & Mamta Joshi—JAYPEE
4. Essentials for Hospital support services and physical Infrastructure, Madhuri Sharma---
JAYPEE
5. The hospital administrator, MA George---JAYPEE
6. Hospitals and Nursing homes planning, organizations and management, Syed Amin
Tabish—
JAYPEE
7. Hospital Administration , CM Francis & Mario C desouza---JAYPEE

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Paper Name: Financial Management and Risk Analysis

Paper Code: BBA (HM) 503 A

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcome:

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

1. Outline conceptual framework on Finance Functions and objectives
2. Construct corporate final accounts and cash flow statements in the business growth model
3. Build financing and investment decisions considering discounting and non-discounting factors
4. Explain the importance of working capital management and risk capital management.

Sl.	Topic/Module	Hours
1.	Module 1 Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management, Time Value of Money, Risk and Return.	5
2.	Module 2 Analysis and Interpretation of Corporate Final Accounts: Preparation of Cash Flow Statement as per Accounting Standard and its Analysis	10
3.	Module 3 Financing Decision: Capital structure, cost of capital and valuation Designing capital structure. Leverage Analysis: Developing the Concept of Leverage in Finance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage.	15
4.	Module 4 Investment Decisions: Analysis of Risk and Uncertainty. Concept and Computation of Time Value of Money, DCF and Non DCF methods of Investment Appraisal. Project selection on the basis of Investment Decisions. Valuating Investment Proposals for Decision Making. Capital Rationing	15
5.	Module 5 Management of Working Capital: Concepts, components, Determinants and need	8

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	of Working Capital. Computation of Working Capital for a Company.	
6.	Module 6 Risk Management: Option valuation, Derivatives: Managing financial Risk	7

Suggested Readings:

1. Khan, M. Y., & Jain, P. K. *Financial Management: Text, Problems and Cases*. McGraw-Hill Education.
2. IM Pandey. *Financial Management- By Pearson*
3. Chandra, P. *Financial management*. Tata McGraw-Hill Education.
4. Bhalla, V. K. *Financial management*. S. Chand Publishing.
5. Banerjee, B. *Fundamentals of financial management*. PHI Learning Pvt. Ltd..
6. Brigham, E. F., & Ehrhardt, M. C. (2019). *Financial management: Theory & practice*. Cengage Learning.

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Paper Name: Concepts of Digital Health

Paper Code: BBA (HM) – 503 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. Explain the basics and components of Digital Healthcare and the opportunities and challenges for such services.
2. Describe the components of the existing healthcare delivery system in India.
3. Enumerate the different roles that the personnel will play for delivery of digital healthcare services.
4. Identify examples of existing digital healthcare and telemedicine technologies and services in India and the gaps.

Sl.	Topic/Module	Hour
1.	Module 1: Introduction to Telemedicine and Digital Health Telemedicine: Definition, Need of telemedicine, Evolution of Telemedicine, factors contributing the development of Telemedicine, the technologies that have contributed to advances in Telemedicine, Components of Telemedicine, the skillsets essential for Telemedicine.	12
2.	Module 2: Digital Health: Definition and components of Digital Health	10
3.	Module 3: Digitalization of Healthcare Process mapping and the steps involved in Digital Health. Technologies for Digital Health	10
4.	Module 4: Application of Digital Health Interventions to improve health outcomes and removing inequities in healthcare delivery Healthcare system in India. Models of healthcare delivery: Governmental, Not-for-Profit, Corporate	10

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5.	Module 5: Challenges and Opportunities for Digital Health in India Ways to empower people by enabling people-centric digital health systems. Accessibility to Digital Health and Telemedicine	12
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Suggested Reading:

Textbooks:

1. Digital Health: Scaling Healthcare to the World Editors: Homero Rivas Katarzyna Wac.1st Edition.

SpringerPaperback ISBN: 978-3-319-87081-6eBook ISBN: 978-3-319-61446-5. 2018. DOI: <https://doi.org/10.1007/978-3-319-61446-5>

2. Digital Health: Mobile and Wearable Devices for Participatory Health Applications
Editors: Shabbir

Syed-Abdul Xinxin Zhu Luis Fernandez-Luque 1st Edition. Elsevier Paperback ISBN: 9780128200773

eBook ISBN: 9780128200780. 2020

3. World Health Organization, Classification of Digital Health Interventions v1.0, 2018, Available from:

<https://apps.who.int/iris/bitstream/handle/10665/260480/WHO-RHR-18.06-eng.pdf>

4. Sarbadhikari SN, Digital Health in India – as envisaged by the National Health Policy (2017), Guest

Editorial, BLDE University Journal of Health Sciences, 2019, 4: 1-6

5. The Digital Health Revolution Book by Kevin Perea 2019

6. Digital Marketing Strategy: An Integrated Approach to Online Marketing Simon Kingsnorth

Paper Name: Minor Project or Internship

Paper Code: BBA (HM) – 594A/B

Total Credit: 6

Total hours of lectures: 60 hours