

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Hospital Management (In-house)
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework
w.e.f 2020-21

Program Outcomes:

After completing this program, the students will be able to

PO1: handle administration, supervision and management of resources in health care industry and health care programs.

PO2: demonstrate skills and capacities in clinical support services, operations, health communication, digital health, patient care and all aspects of business management and development.

PO3: continuously improve the health care processes – Registration, Billing, Patient Admission, Discharge, and Insurance.

PO4: handle floor management, ambulatory services, international admissions, waste management, infection control, hygiene & safety.

PO5: undertake audit, quality accreditations, medical records, pharmacy, hospital inventory etc. with moral, legal, and ethical responsibilities towards quality health assurance.

Program Specific Outcomes-

PSO1- To execute administrative and operational challenges by using core understanding in area of hospital & healthcare management.

PSO2- To produce professional hospital management experts with strong principles and awareness of societal and ecological challenges pertinent to professional managerial work via life-long learning.

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Semester-I

Paper: Hospital Operations Management

Code: BBA (HM) 101

Credits: 6

Course Outcomes:

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

1. define various professional service units of a hospital (clinical and non-clinical).
2. build the concept of professional management and also management of Indian hospital-challenges and strategies.
3. develop command on the hospital planning-concept guiding principles in planning hospital facilities & services planning the hospital building stages in planning, finance, location, need assessment survey of community, factors determining site, legal requirements, design consideration, project management & implementation, gantt chart planning the operational units, engineering, lighting etc.
4. explain the use of organization of the hospital management structure governing body, hospital committees and hospital functionaries' duties and responsibilities of various levels of management.
5. improve grip on different policies, sop & reporting issues, and challenges & innovations in hospital operations management.

Module	Topic	Hours
I	Major functions of Hospital Operations Management dept.– Reception, Registration, Admission, Transfer, Billing & Discharge	10
II	Coordination with various departments – Medical, Housekeeping, Security, MRD, Lab, Radiology, Maintenance, Transport, Stores, IT, F&B	10
III	Managing operational issues of OPD, IPD, Emergency, Day care, ICU & OT, Patient Education and Counselling, Managing Information Centre & Appointment scheduling, Managing TPA / Insurance help desk, Report despatch & delivery system	10

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IV	Job responsibilities of a Hospital Operations Manager, Qualities required in a Hospital Operations team – Personal & Managerial skills	10
V	Disaster management, handling patient grievances, Ensuring patient safety, Patient satisfaction & Feedback mechanism, Handling of VIP patients, Medico-legal aspects, Usage of Hospital Software	10
VI	Documentation – Policies, SOP & Reporting Issues, Challenges & Innovations in Hospital Operations Management	10

Suggested Reading:

- 1) Hospital Administration – by C.M. Francis & Mario C de Souza
- 2) Principles of Hospital Administration and Planning – by B M Sakharkar
- 3) Hospital Administration: A Problem Solving Approach – by Sonu Goel, Anil Kumar Gupta & Amarjeet Singh
- 4) Standard Operating Procedures (SOPs) for Hospitals – by Dr. Arun Kumar Agarwal
- 5) Checklists for Hospitals – by Dr. Arun Kumar Agarwal
- 6) Hospital Management: Text & Cases – by K. V. Ramani

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Paper: Hospital and Health Systems
Code: BBA (HM) 102
Credits: 6

Course Outcomes:

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

1. prioritize to Health Holistic approach to health Spectrum of health, Positive health, Changing concept of health, Dimensions of health, Determinants of health Indicators of health Concept of well-being.
2. demonstrate Hospital Overview of Professional service units of a hospital (Clinical & Nonclinical).
3. importance to know the levels of healthcare delivery system.
4. show how international health agencies working on public health.
5. explain how Indian hospital sector is fostering.

Module	Topic	Hours
I	Hospitals in the framework of India's Health Policy, Origin, Evolution & Growth of Hospitals, Importance of Hospitals in Society	10
II	Levels of Health care delivery system in India. Classification of Hospitals- Teaching / Non-teaching, Super specialty/General, Govt./Non- Govt. Large/small, Accredited / Non-accredited	10
III	Hospital as a mega system – full of complexity, Various departments in Hospitals, Major functions & services offered at Hospitals, Unique features of Hospitals	10
IV	Licenses & Approvals required to set up & run Hospitals, Type of Workforce required in Hospitals, Type of Equipment & machinery required in Hospitals	10
V	Hospital Organization – Structure & Function, Hospital committees Clinical Services, Nursing Services, Funds flow in Hospitals.	10
	International Healthcare Structure, Examples of some of the leading Hospitals & Health Leaders in India	10

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Suggested Readings:

1. Hospitals – Facilities Planning & Management – by G. D. Kunders
2. Lean Hospitals: Improving Quality, Patient Safety, and Employee Engagement – by Mark Garban
3. Hospital Management and Administration: Principles and Practice – by B V Subrahmanyam
4. Hospital: Man, Woman, Birth, Death, Infinity, Plus Red Tape, Bad Behaviour, Money, God and Diversity of Steroids – by Julie Salamon
5. Hospitals: What they are and how they work – by I. Donald Snook
6. Preventive and Social Medicine - by K. Park

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Paper: English Communication

Code: BBA (HM) 104

Credits- 2

Course Outcomes:

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

1. develop command in Understanding concepts of English grammar & vocabulary in communication.
2. perceive comprehensive facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas given in written texts.
3. apply acquired linguistic knowledge in producing various types of written texts.
4. interpret facts and ideas from aural inputs and Apply acquired linguistic knowledge in giving spoken response.
5. choose different processes of listening & strategies of effective listening to be a good speaker.

Sl.	Topic/Module	Hour
1.	Module 1: Functional Grammar & Vocabulary: Tense: Formation and application; Affirmative / Negative / Interrogative formation; Modals and their usage; Conditional sentences; Direct and indirect speech; Active and passive voice; usage of common phrasal verbs, synonyms & antonyms.	2
2.	Module 2: Reading Skills: Comprehension passages; reading and understanding articles from technical writing. Interpreting texts: analytic texts, descriptive texts, discursive texts; SQ3R reading strategy.	2
3.	Module 3: Writing Skills: Writing business letters - enquiries, complaints, sales, adjustment, collection letters, replies to complaint & enquiry letters; Job applications, Résumé, Memo, Notice, Agenda, Reports – types & format, E-mail etiquette, advertisements.	8
4.	Module 4: Listening & Speaking Listening: Listening process, Types of listening; Barriers in effective listening, strategies of effective listening, Speaking: Presentations, Extempore, Role-plays, Group Discussion, Interview.	8

Suggested Reading:

1. Bhatnagar, M & Bhatnagar, N (2010) Communicative English for Engineers and Professionals. New Delhi: Pearson Education.

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2. Raman, M & Sharma, S (2017) Technical Communication. New Delhi: OUP.
3. Kaul, Asha (2005) The Effective Presentation: Talk your way to success. New Delhi: SAGE Publication.
4. Sethi, J & Dhamija, P.V. (2001), A Course in Phonetics and Spoken English. New Delhi: PHI.
5. Murphy, Raymond (2015), English Grammar in Use. Cambridge: Cambridge University Press.