

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
*(Formerly West Bengal University of Technology)*  
**Syllabus for Master of Business Administration(Hospital Administration)**  
**Effective from academic session 2022-23**

**2 Years MBA (Hospital Administration) syllabus.**

**4<sup>th</sup> Semester**

**Paper: Health Economics & Outcome Research**

**Code: MBA-HA-401**

**Contact Hours/Week: 3L**

**Credits: 3**

**Course Outcome:**

**After completion of the course students will be able to –**

1. Theory of Economics involved in Health sector.
2. Explain two most important concepts of economics, i.e. demand and supply and its application in health sector.
3. Elaborate extent of investments taken in the health sector of India and the different health projects undertaken and different health promotion schemes of the Govt of India.
4. Demonstrate various health related indicators applied to judge the development of the health sector.
5. Build important steps to manage cash flow to the economy.

<b>Module</b>	<b>Topic</b>	<b>Hour</b>
1	<p><b>Introduction to Managerial Economics:</b> Meaning, nature and scope, business decisionmaking- role of a manager, fundamental concepts of Managerial Economics.</p> <p>Demand and Supply Analysis - meaning, determinants and types of demand, supply meaning, Law of supply, Elasticity of demand (Price, income and cross price).</p> <p>Shifts in Demand and Movement along demand curve, Change in Total Revenue, AR,MR and Price elasticity, Classification of goods: Substitutes and Complements.</p>	10
2	<p><b>Health Economics:</b> Definition, Scope &amp; Objectives, Demand &amp; Supply for Health Services.</p> <p>Health as a private and a public good. Investment in Public &amp;</p>	10

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	<p>Private Health, Pattern of Health expenditure in India,  Health Financing from various sources –Public, Private, TPA.  Health care Market Structures- Market models in different aspects of health care, cases of market failure, roles and limitations of market and government in the organization of health care.</p>	
3	<p><b>Principles of economic evaluation as applied to health care:</b>  Cost effectiveness analysis, Cost Benefit Analysis, Input-output Analysis  Population, Health &amp; Economic Development. HDI: Concept and application.  Quality of life and statistics in health economic evaluation including QALY's and DALY's.  Definition of Outcome Research &amp; its importance in Hospital sector.</p>	10

**Suggested Books:**

- Jayanta Bhattacharya, Peter Tu, Timothy Hyde – Health Economics (Macmillan International)
- Damodaran, Suma – Managerial Economics – Oxford University Press
- Pindyck and Rubinfeld (Sixth Edition) - Micro Economics – Prentice Hall of India Pvt. Ltd/Pearson Education Salvatore,
- Dominick - Managerial Economics in a Global Economy –Oxford University Press.
- D. N. Dwivedi - Managerial Economics (Vikas publishing house)
- Dr. Shaga Narayanabharathi Arjun Kumar – Managerial Economics (Notion press)

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**Paper: Disaster Management.**

**Code: MBA-HA-402**

**Contact Hours/Week: 3L**

**Credits: 3**

**Course Outcome:**

**After completion of the course students will be able to –**

1. Explain what is disaster, disaster preparedness and mitigation measures.
2. Utilization of disaster management act and guidelines along with role of various stake holders during disasters.
3. Build skills to respond to disasters.
4. Construct awareness of Disaster Risk Management institutional processes in India.
5. Interpret the prevention and control of Public Health consequences of Disasters.

Module	Topic	Hour
<b>1</b>	<p><b>Concept And Basics Of Disaster Management And Mass Causalities:</b>  Disaster management, Floods, storms, hurricanes and tornadoes, earthquake, clouds of toxic, fumes, Manmade disaster, Health problems related to the type of disaster.</p> <p>Disaster And Disaster Preparedness Plan: Definition, Disaster preparedness plan.</p> <p><b>Disaster Management : An Overview</b></p> <p>Changing concept, Global scenario, Indian scenario, Need for disaster planning, Disaster management in state level.</p>	<b>10</b>
<b>2</b>	<p><b>Medical Disaster Strategic Plan(Essentials For Effective Implementation :</b></p> <p>Principles of a disaster plan, Objective of a disaster plan, Essential requisites and disaster plan, Assessment of disaster preparedness</p> <p>Recent proposal and actions, Recent advantages, Hospital disaster plan- a suggested model, Training and mock exercises</p> <p><b>Fire Safety In Healthcare Facility :</b></p> <p>Construction requirement, Fire safety programming, Detection and extinguishments system, Fire extinguishments system, Fire protection for fixed and building wide system, Environmental air building service system, Electric building service system, Fixed localized system, Emergency communication system, Fire safety system, Security</p>	<b>10</b>

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	<p>consideration.</p> <p><b>Role Of Various Agencies In Disaster Management :</b></p> <p>Organization of disaster management (National), NGO, International agencies, Media.</p>	
<b>3</b>	<p><b>Hospital Networking In Disaster Management :</b></p> <p>Net working, Advantages of networking, Requisites of networking, Components of networking, Essentials for effective networking.</p> <p><b>Public Health Issues In Disaster Management :</b></p> <p>Post disaster morbidity and mortality profile, Vulnerable groups, Relief measures, Public health actions.</p>	<b>10</b>

**Recommended Books:**

- G.D Kunders - Hospitals Facilities Planning and Management (Tata Mcgrew hill)
- P.K Dave, Shakti Gupta - Emergency Medical Services and Disaster Management- A Holistic Approach (Jaypee)
- S.C. Sharma - Disaster Management (Khanna publishing)
- Syed Amin Tabish - Hospitals and Nursing Home Planning Organization and Management (Jaypee)
- A K Srivastava - Text book of Disaster Management (SCIENTIFIC PUBLISHERS)
- R Subramanian- Disaster Management (Vikas publishing)

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**Sessional**

**MHA (N) -481**

**Final Dissertation**

**Credits-12**

This will be a three months Research based project wherein students are expected to apply learning of Research methodology in addressing Health care management related problems in reality.

1.	Choice of subject/title, clarity about objectives, relevance, scope and coverage of the study
2.	Design of the study and Methodology
3.	Review of earlier work/literature available on the subject
4.	Tools used in data collection (primary and secondary) and field work
5.	Analysis and interpretation of data: use of quantitative techniques and tools in data processing
6.	Findings of the research study, recommendations, suggestion, usefulness of study
7.	Language Composition and Presentation of research paper
8.	Adherence to the guidelines provided for developing research paper
9.	Overall quality of the research paper and its potentiality for publication in a refereed journal

**Comprehensive Viva Voice**

**MHA (N) -482**

6 credits