

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL  
(Formerly West Bengal University of Technology)  
Syllabus of BBA in HOSPITAL MANAGEMENT  
(Effective from 2023-24 Academic Sessions)

Semester-VIII

**Course Name: Social and Behavioral Sciences and Basics of Clinical Psychology  
BBA(HM) 801**

Mode: Offline

Credits: 5(4L+1T)

**Aim of the Course:** This course provides a foundational understanding of social and behavioral sciences, exploring key psychological theories and their real-world applications. It introduces clinical psychology, focusing on overview of mental health diagnosis and treatment, while examining the relationship between behavior and health. Students will also develop essential research skills to analyze behavioral patterns and societal issues in healthcare settings.

**Course Objectives:** The course will introduce essential concepts in social and behavioral sciences and their relevance to human behavior. It will cover key theories of behavior, apply them to practical scenarios, and explore developmental psychology across life stages. Students will also learn about clinical psychology, mental health disorders, and the impact of psychological factors on health.

**Goals:**

**CO1:** Students will gain a comprehensive understanding of social sciences and behavioral sciences, including their scope, relevance, and impact on human behavior. They will explore essential theories, such as behaviorism, social learning, and cognitive theories, and analyze how cultural values, societal norms, and social institutions influence human behavior.

**CO2:** Students will develop an understanding of social psychology, focusing on social perception, cognition, and group dynamics. They will analyze how group behavior, leadership, and the processes of influence, persuasion, and social pressure affect individual and group actions.

**CO3:** Students will gain insights into developmental psychology by studying key theories and stages of human development. They will understand behavioral changes throughout different life stages, from childhood to aging, and explore the impact of developmental milestones on individual behavior and life challenges.

**CO4:** Students will develop a foundational understanding of clinical psychology, including its history, current practices, and the major psychological disorders. They will learn about clinical assessment techniques and treatment approaches, equipping them with the skills to recognize, diagnose, and address various mental health issues.

**CO5:** Students will explore how psychological factors affect physical health and learn about interventions to promote wellness and manage chronic conditions. They will also cover basic ethics in research, including informed consent and data

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confidentiality, and familiarize themselves with fundamental research methods for analysing and interpreting social and behavioural data.

| SI  | Course Content   | Mapped Module | Hours allotted |
|-----|--|---------------|----------------|
| CO1 | <p><b>Introduction to Social and Behavioral Sciences</b></p> <p>Introduction to social sciences, examining its scope, relevance, and impact on understanding human behavior, essential theories of behavioral sciences, and cognitive theories, cultural values, societal norms, and social institutions shape human behavior.</p>   | M1            | 4              |
| CO2 | <p><b>Social Psychology and Group Dynamics</b></p> <p>Introduction to Social Psychology, Social Perception and Social Cognition, Group Behavior and Leadership, Influence, Persuasion, and Social Pressure</p>   | M2            | 10             |
| CO3 | <p><b>Developmental Psychology and Behavior</b></p> <p>Introduction to Developmental Psychology and overview on key theories, including those of Piaget, Erikson, and Vygotsky, Stages of Human Development, brief overview on behavioral changes associated with different stages of life, including childhood, adolescence, adulthood, and aging.</p>                          | M3            | 10             |
| CO4 | <p><b>Basics of Clinical Psychology</b></p> <p>Introduction to Clinical Psychology (history, evolution and current practice), Psychological Disorders (anxiety, depression, mania, bipolar disorder, and schizophrenia), overview on Clinical Assessment Techniques, brief overview on treatment approaches used in clinical psychology</p>                                      | M4            | 10             |
| CO5 | <p><b>Behavioral Health and Psychological Medicine</b></p> <p>Relationship between mind and body and its implications for overall health, Behavioral Factors in Health and Illness, Psychological interventions used to promote health and prevent illness, Behavioral Medicine (brief overview)</p> <p>Basic Ethics and Research Methods in Social and Behavioral Sciences.</p> | M5            | 6              |

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**Learning Outcomes / Social and Behavioral Sciences and Basics of Clinical Psychology Course**

By the end of this course, students will have developed the following skills and competencies:

**Core Concepts:** Students will grasp fundamental concepts in social and behavioral sciences and apply key theories to real-world scenarios.

**Human Development:** Students will understand and describe human development across different life stages, recognizing physical, cognitive, and social changes.

**Clinical Psychology:** Students will identify major psychological disorders and treatment approaches, and understand clinical assessment techniques.

**Health Psychology:** Students will analyse the link between psychological factors and physical health, and implement effective psychological interventions.

**Research Skills:** Students will apply basic research methods and ethical practices to conduct and interpret research in social and behavioural sciences.

| Module Number | Content   | Total Hours | % of questions | Bloom Level (applicable) | Remarks, if any |
|---------------|---|-------------|----------------|--------------------------|-----------------|
| M1            | <b>Introduction to Social and Behavioral Sciences</b> | 4           | 10%            | 1,2,3                    | NA              |
| M2            | <b>Social Psychology and Group Dynamics</b>           | 10          | 20%            | 1,2,3                    | NA              |
| M3            | <b>Developmental Psychology and Behavior</b>          | 10          | 30%            | 1,2,3                    | NA              |
| M4            | <b>Basics of Clinical Psychology</b>                  | 10          | 20%            | 2,3,4                    | NA              |
| M5            | <b>Behavioral Health and Psychological Medicine</b>   | 6           | 20%            | 1,2,3,4,5                | NA              |
| Total Theory  |   | 40          | 100            |                          |                 |
| Tutorial      |   | 10          |                |                          |                 |
| Total         |   | 50          |                |                          |                 |

**Suggestive Reading:**

1. Social and Behavioral Sciences and Basics of Clinical Psychology – Dr. Tamasmitta Basu- Taurean Publications.
2. Behavioural Sciences (Psychology and Sociology)- Dr. Victor Devasirvadanam, Selvan M R – Thakur Publications Pvt. Ltd. Lucknow

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Course Name: Health economics  
BBA(HM)802

Mode: Offline

Credits: 5(4L+1T)

**Aim of the Course:** The aim of this course is to provide students with a comprehensive understanding of health economics, focusing on the application of economic principles to the healthcare sector. The course will explore how economic theories and tools can be used to analyze healthcare markets, assess the efficiency and equity of healthcare delivery, and evaluate the impact of health policies on individuals and populations. Students will learn to critically examine the allocation of healthcare resources, the behavior of healthcare providers and consumers, and the role of government in health economics. By the end of the course, students will be equipped with the skills to apply economic reasoning to address key challenges in healthcare and contribute to the development of effective health policies.

**Course Objectives:** The objective of this course is to equip students with the knowledge and skills to apply economic principles and methodologies to the analysis of healthcare systems and policies. Students will learn to evaluate the efficiency, equity, and effectiveness of healthcare delivery, understand the dynamics of healthcare markets, and assess the economic impact of health interventions and policies. The course will also cover the behavior of healthcare providers and consumers, the role of government in health economics, and the challenges of resource allocation in healthcare. By the end of the course, students will be prepared to use economic tools to inform decision-making in health policy and management.

**Goals:**

**CO1: Understand Economic Principles in Healthcare:** Develop a solid foundation in the economic theories and principles that apply specifically to the healthcare sector.

**CO2: Analyze Healthcare Markets:** Gain the ability to evaluate the functioning of healthcare markets, including the behavior of providers and consumers, and the impact of market forces on healthcare access and quality.

**CO3: Assess Health Policies:** Learn to critically assess the economic implications of health policies, interventions, and reforms, focusing on their efficiency, equity, and effectiveness.

**CO4: Apply Economic Tools:** Equip students with the skills to use economic tools and methodologies to address key challenges in healthcare, including resource allocation, cost-benefit analysis, and policy development.

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| SI  | Course Content   | Mapped Module | Hours allotted |
|-----|--|---------------|----------------|
| CO1 | <p><b>Fundamentals of Economics:</b><br/> The Fundamentals of Economics - Economic Organizations Utility, Wealth, Production, Capital-Central Problems of an Economy.</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), Shifts in Demand and Movement along demand curve, Change in Total Revenue, AR, MR and Price elasticity,<br/> Classification of goods: Substitutes and Complements,</p> <p>Short-run and long-run costs, average and marginal costs, total, fixed and variable costs.</p> | M1            | 15             |
| CO2 | <p><b>Various forms of markets:-</b> perfect competition, Monopoly, Monopolistic competition and Oligopoly, Pricing strategies</p>   | M2            | 5              |
| CO3 | <p><b>Scope and coverage of Health Economics:</b></p> <p>Definition, Scope &amp; Objectives, Demand &amp; Supply for Health Services. Health as a private and a public good. Investment in Public &amp; Private Health, Pattern of Health expenditure in India,</p> <p>Health as an investment- Population and Economic Development- Health financing from various sources;</p> <p>Cost Benefit Analysis and Cost Effective Analysis., Input output Analysis</p> <p>Health Care Budget: Purpose, types and practices in Indian context</p>   | M3            | 10             |
| CO4 | <p><b>Principles of economic evaluation as applied to health care:</b> Population, Health &amp; Economic Development. HDI: Concept and application. Quality of life and statistics in health economic evaluation including QALY's and DALY's.</p> <p>Economics of Health Programmes for Nutrition<br/> Economics of abuse of tobacco &amp; Alcohol<br/> Economics of Breast feeding</p>  | M4            | 10             |

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**Learning Outcomes / Skills for Health Economics**

By the end of this course, students will be able to:

1. **Apply Economic Theories:** Understand and apply economic theories and principles to analyze healthcare systems, markets, and policies.
2. **Evaluate Healthcare Efficiency:** Assess the efficiency of healthcare delivery and identify areas where resources can be allocated more effectively.
3. **Analyze Healthcare Markets:** Analyze the behavior of healthcare providers, consumers, and payers, and understand the impact of supply and demand on healthcare access and costs.
4. **Conduct Cost-Benefit Analysis:** Perform cost-benefit analyses of health interventions and policies to determine their economic viability and impact on population health.
5. **Understand Equity in Healthcare:** Evaluate the equity implications of healthcare policies and practices, focusing on how they affect different population groups.
6. **Policy Impact Assessment:** Assess the economic impact of health policies and reforms, understanding their effects on both short-term and long-term health outcomes.
7. **Resource Allocation Skills:** Develop strategies for optimal resource allocation in healthcare, ensuring that limited resources are used to maximize health benefits.
8. **Critically Analyze Health Policies:** Critically analyze current and proposed health policies using economic reasoning, and provide informed recommendations.
9. **Use Data and Tools:** Utilize economic tools, data analysis, and modeling techniques to address complex issues in health economics and inform policy decisions.
10. **Communicate Economic Insights:** Effectively communicate complex economic concepts and analyses to diverse audiences, including policymakers, healthcare professionals, and the public.

| Module Number | Content                                       | Total Hours | % of questions | Bloom Level (applicable) | Remarks, if any |
|---------------|---|-------------|----------------|--------------------------|-----------------|
| M1            | <b>Fundamentals of Economics</b>              | 15          | 30%            | 1,2                      | NA              |
| M2            | <b>Various forms of markets</b>               | 5           | 20%            | 1,2,3                    | NA              |
| M3            | <b>Scope and coverage of Health Economics</b> | 10          | 30%            | 1,2,3                    | NA              |

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|              |  |    |     |       |    |
|--------------|--|----|-----|-------|----|
| M4           | <b>Principles of economic evaluation as applied to health care</b> | 10 | 20% | 1,2,3 | NA |
| Total Theory |  | 40 | 100 |       |    |
| Tutorial     |  | 10 |     |       |    |
| Total        |  | 50 |     |       |    |

**Suggested reading:**

1. "Health Economics" – Dr. Madhurima Kundu, Sovik Mukherjee – Taurean Publications
2. "Health Economics" by Charles E. Phelps
3. "The Economics of Health and Health Care" by Sherman Folland, Allen C. Goodman, and Miron Stano
4. "Health Economics and Policy" by James W. Henderson