

# Third Year

## BBA (HOSPITAL ADMINISTRATION)

Course Type	Subject Name
Major -1	Hospital Planning
Major - 2	Purchase & Material Management
Minor	Financial Management
Elective	Select any one from the vocational Subject list
Vocational	Select any one from the vocational Subject list
Foundation – 1	Hindi + English
Foundation – 2	Digital Awareness + Personality Development and Character Building .
Internship	Field Projects/Apprenticeship /Community Engagement & Services

## BBA (HOSPITAL ADMINISTRATION)

### Third Year

Course Type	Subject Code	Subject Name	Credit Hours	Cumulative Credits Hour
Major -1	MAJBHA-301	Hospital Planning	6	86
Major - 2	MAJBHA-302	Purchase & Material Management	6	92
Minor	MINBHA-303	Financial Management	6	98
Elective	Code as per list attached	Select any one from the vocational Subject list	6	104
Vocational	Code as per list attached	Select any one from the vocational Subject list	4	108
Foundation – 1	FOUBHA-304	Hindi	2	110
	FOUBHA-305	English	2	112
Foundation – 2	FOUBHA-306	Digital Awareness	2	114
	FOUBHA-307	Personality Development and Character Building .	2	116
Internship	INTBHA- 308	Field Projects/Apprenticeship /Community Engagement & Services	4	120
<b>Total Credit for III Year</b>				<b>120</b>

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**List of Elective Subjects BBA (HOSPITAL ADMINISTRATION) -Third Year**  
**(As per NEP- 2020)**

SN	Subject Code	Subject Name
1	ELCBHA -005	Quantitative Techniques
2	ELCBHA -006	Project Management

**List of Vocational Subjects BBA (HOSPITAL ADMINISTRATION) - Third Year**  
**(As per NEP- 2020)**

SN	Subject Code	Subject Name
1	VOCBHA -007	CRM in Health Care
2	VOCBHA -008	Hospital MIS
3	VOCBHA -009	Industrial Relations & Labour Law
4	VOCBHA -010	Logistics & Supply Chain Management

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# Major-1 MAJBHA-301- Hospital Planning

## Course Content

**Unit I: Introduction-** Evolution of hospital planning, changing health care concept in planning / designing, need for planning health care facilities, health care facility planning in India

**Unit II: Steps in Hospital Planning-**Need Assessment, Planning process, Appointment of Planning Teams/Consultants, Preparation of Project Report, sources of finance, site selection Appointment of Architect, Architect Report, Size of the Hospital, Design of the Hospital, Selection of the Contractor, tender documents

**Unit III: Architect Report-** Preparation of Architect's Brief, Selection of the Size, Preparation of the Master plan, Layout, Grouping, Zoning & Phasing of Activities, Circulation & Movements of Patients, Staff, Visitors, functional and space programming, hospital design, departmental layouts, inter- relationships between services

**Unit IV: Types of Hospital Organization & Statutory Requirements for Planning-** Planning of 30,100,250 bedded hospital (general/specialty), Planning of 500, 750 and above bedded hospital (teaching/super-specialty/non-teaching specialty hospitals); Hospital standards and design: Building requirement- Entrance & Ambulatory Zone, Diagnostic Zone, Intermediate Zone, Critical zone, Service Zone, Administrative zone; Voluntary & Mandatory standards – General standards, Mechanical standards, Electrical standards, standard for centralized medical gas system, standards for biomedical waste

## Suggested Readings

1. B.M. Sakharkar "Principles of Hospital Administration and Planning
2. Kundurs; Hospital Planning & hospital Management.
3. Tabish Syed Amin " Hospital & Health Services Management"

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# Major-2 MAJBHA-302- Purchase & Material Management

## Course Objectives:

The objectives of the course are to enable students to have a good understanding of Purchase and Material Management and to develop capability in them to use these techniques for solving the problem faced by Hospital Administrators.

## Course Contents:

### 1. Materials Management:

- a) Objective of materials Management and importance of materials management , Integrated materials management ,The role of materials and Purchase Management in Business.
- b) Integrated Materials Management concept, Need, Definition Scope and Advantages.

### 2. Materials Planning and Budgeting

- a) . Introduction to Planning ,Advantages of Planning ,definition of Planning and budgeting, Planning aproacesfor materials management.
- b).Materials Budgeting:Meaning ,Factors Governing Materials Budget and Limitations of materials budgets.

### 3. Materials Identification ,Codification and standardization

- a. Identification:Need and importance , Classification of Materials.
- b. Codification of Materials: Codification System
- c .Standadization:Aims and Advantages ,Standards Institutions

### 4. Inventory Management and EOQ -Objectives of inventory, inventory cost, inventory control techniques, evolution of Inventory Management :

- a) Music-3D view of materials Management -selective Control,ABC,XYZ,FSN Classification
- b) Availability -SDE/GOLF/SOS, Criticality VED/RAM/VEN, Analysis and Interpretation of Music 3D analysis

### 5. Purchasing Cycle-Purchasing activities,indent status ,chasing and follow up transportation,incoming inspection,bill settlement,documentation ,right price ,right time of purchasing right method of material handling, right mode of material transport ,right quality right source and right buyers sellers relations.

### 6 Disposal of obsolete and scrap items- management of SOS, categorization of obsolete/surplus ,reasons of obsolescence ,control of obsolescence and scrap, responsibility for disposal ,disposal methods. Warehousing Management - Objectives of stores,location and layout ,preservation of items , Management of receipts,issue control,store documentation.

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**Text Reading:**

1. Donald W. Dobler, Lamer Lee Jr. And David N. Burt, "Purchasing and Materials Management" New Delhi, Tata MC Graw Hill 4 th Ed., 1994.
2. M.M. Verma, "Materials Management", New Delhi, Sultan Chand and sons, 3 rd Ed. 1997.
3. Joseph G Monks, " Operations Management ", New Delhi, Tata MC Graw Hill 4th Ed, 1994.

**Suggested Readings:**

1. P. Gopalkrishnan and M. Sudersan, "Materials Management: Integrated Approach", New Delhi, Prentice Hall of India., 1996.
2. Richar B. Chase and Nicholas J. Aquilano, " Production and Operations Management : Manufacturing and Services" , Chicago : Irwin, 1996

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# Minor -1 MINBHA-303- Financial Management

## Course Objective

The objectives of this course are to help the students learn the concepts, tool and skills of Financial Management and its application in the efficient conduct of business.

## Course content

### UNIT 1

Financial Management finance function aims of finance function financial Management goals of Financial management financial decisions Relationship of Finance with other disciplines viz. Economics , Accounting & others. Scope of Financial Management and Organization of finance function.

### UNIT 2

Time Value of Money: Introduction, Future Value of a Single Cash Flow, Multiple Flows and Annuity. Present value of a Single Cash Flow, Multiple Flows and Annuity .

### UNIT 3

LEVERAGE ANALYSIS: Introduction, Operating, Financial and Combined Leverage, Relationship of Leverage with Capital Structure, EBIT EBT EPS analysis, leverage problems

### UNIT 4

CURRENT ASSETS MANAGEMENT- WORKING CAPITAL MANAGEMENT : meaning, concept, types, need and importance of a working capital, determinants of working capital requirement, Operating cycle approach to working capital. Computation of Working capital. Financing Current Assets: behavior of current assets and pattern of financing.

### UNIT 5

CURRENT ASSETS MANAGEMENT- MANAGEMENT OF CASH: Introduction & Motives for holding cash, Objectives of Cash Management, cash forecasting and preparing cash budgets, Cash Management Techniques.

### UNIT 6

CURRENT ASSETS MANAGEMENT- RECEIVABLES MANAGEMENT: Introduction & Objectives, Cost & Benefits of maintaining receivables, credit policy variables (credit standards, credit analysis), Credit Terms, Collection policies.

### Text Readings

1. M.Y.Khan & P.K. Jain, "**Financial Management**", Delhi: Tata Mc Graw Hill, 4<sup>th</sup> Edition 2000.
2. I.M.Pandey, "**Financial Management**", New Delhi: Vikas Publication House, 8<sup>th</sup> Ed.,2001.
3. R.P.Rustogi, "**Financial Management**", Galotia Publication, Reprint 2000.

### **Suggested Readings**

1. Prasanna Chandra, "**Financial Management**", New Delhi: tata Mc Graw Hill, 1993.
2. S.C. Kuchhal, "**Financial Management**", Allahabad Chatanya Pub. House, 1995.
3. V.K.Bhalla, "**Working Capital Management**", 2<sup>nd</sup> Ed. 1998, Anmol Publication, New Delhi, 1998.
5. R.P.Rastogi, "**Graded Problems and Solutions in Financial Management**", Galgotia Publication, New Delhi, 5<sup>th</sup> Edition 2000.

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## Elective - ELCBHA -005- Quantitative Techniques

**Course Objectives:** The objectives of the course are to enable students to have a good understanding of quantitative techniques and to develop capability in them to use these techniques for solving the problem faced by Hospital Administration.

### Course Content:

1. **Quantitative Technique** : An Introduction of Q.T., Limitation & Applications, Merits & Demerits.
2. **Linear Programming**: Meaning of Linear Programming, General Mathematical Formulation of LPP, Graphical Analysis, Simplex method, Big-M Method, Duality and Post Optimality Analysis, Advantage and limitation of LPP.
3. **Transportation Model** – Mathematical formulations, initial basic feasible solution, Vogel's approximation method, Optimization (Minimization and Maximization) using Modified Distribution Method as Stepping Stone Method. Degeneracy. TP as Linear Programme.
4. **Assignment Problem**: Assignment Model as a particular case of transportation model, formulation of assignment problems, solution of assignment problems using Hungarian Method (Minimization and Maximization, Route Allocation).
5. **Network Scheduling by CPM/PERT**-Introduction to Network, PERT, CPM, Basic Steps in PERT/CPM Techniques, Network diagram representation, Determination of Critical Path, project Crashing and Economics of Crashing, Application of PERT/CPM techniques.
6. **Inventory Control Models**: EOQ. Purchasing Model with Price Breaks, Manufacturing Models, Multi Item Models, Stochastic Models

### Text Reading:-

- 1) U.K. Shrivastav, G.V. Shenoy, S.C. Sharma, "Quantitative Techniques for Managerial Decisions". New Delhi. Sultan Chand Publications, 2000.
- 2) N.D. Vohra. "Quantitative Techniques for Managerial Decisions". New Delhi : Wiley Eastern Ltd" 1994
- 3) S.D. Sharma. "Operations Research", Meerut Kedar Nath Ram Nath and Co, 20002.

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## Elective - ELCBHA -006- Project Management

**Course Objectives:** The objectives of the course are to help students to learn and acquaint themselves with various aspects of Project management .

**Course Contents :**

### Unit -I

**Project Planning and Phases :** Need and importance, Phases of capital budgeting, project analysis facts, resource allocation framework (investment strategies, portfolio planning tools, and interface between strategic planning and capital budgeting) ,Generation and Screening of Project Ideas, Overseas Projects: Sinning of international trading environment for overseas projects, Role of international credit rating agencies, Export potential of India in overseas projects, marketing of overseas projects including tendering, subcontracting and joint bidding ,Financing of overseas project in respect of RBI guidelines, Role of international finance institutes in financing the overseas projects.

### Unit -II

**Project analysis :** Market and demand analysis, (Including demand forecasting) , Technical Analysis and Financial Analysis (Cost of Project, working capital requirement & its financing) overseas, Project Appraisal- Techniques of Social cost-benefit analysis, Shadow pricing.

### Unit -III

**Project Selection :** Project cash Flows, Time value of money, cost of capital, Appraisal criteria and analysis of Risk.

### Unit -IV

**Project Management and control:** Project Organization, Planning and Control or project and human aspects of project management. Project control tools (Gantt Charts, Line off Balance)

### Unit -V

**Network techniques for project management:** Basic concepts of networks, Line estimation and determination of critical path (for both PERT and CPM models), Network cost systems and activity crashing.

### Unit -VI

**Project Review:** Need For Reviews, Initial Review, Performance Evaluation, Abandonment Analysis, Evaluating the Capital Budgeting Systems.

Text Reading:

1. Prasanna Chandra "Project Planning, Analysis, Selection, Implementation and Review" New Delhi, Tata MC Graw Hill Publications, 2000.
  2. P. Gopalkrishnan and E. Rama Moorthy, "Text book of Project Management" New Delhi, Tata MC Graw Hill Publications, 2000.
  3. Harold Kerzner, "Project Management: A systems Approach to Planning, Scheduling and Controlling", New Delhi, CBS Publication, 1994.
- Rajive Anand, "Project Profiles with Model Franchise Agency and Joint Venture Agreement", New Delhi, Bharat Publication

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# VOCATIONAL -VOCBHA-007- CRM IN HEALTH CARE

## Course Objectives

The objective of this course is to introduce customer centric operations, process and implications of CRM.

## Course Contents :

### UNIT I

Introduction: Evolution of CRM, Customer satisfaction, Customer loyalty, Customer experience, Relationship Marketing, Significance and benefits of CRM to different business organizations and customers.

### UNIT II

Concepts of CRM: Concept of Customer Lifecycle, Lifecycle stages, Customer Lifecycle Management, Customer Lifetime Value, assessment, Customer-Product profitability analysis. CRM Process: Systems approach to CRM, CRM Process, Objectives, Customer segmentation, Customer database, Strategy formulation, Infrastructure development, Designing system, Core processes, Developing people, Customer retention, Recovering lost customers, Terminating relationships.

### UNIT III

Database Management: Information management for customer acquisition, retention, attrition and defection, data warehousing, data mining, CRM Technology: Hardware, Software, Web portals, Call Centres, IT enabled business solutions.

### UNIT IV

Customer Loyalty: Developing, Implementing and Evaluating Loyalty Programs. Measuring CRM Effectiveness: CRM Metrics - Financial and non- financial measures.

## Text and References:

1. Sheth, J.N., Parvatiyar, A. and Shainesh, G., "Customer Relationship Management", TMH.
2. Kumar, V. and Reinartz, Werner J., Customer Relationship Management: A Databsed Approach, Wiley India, New Delhi.
3. Rai, Alok K, Customer Relationship Management - Concepts and Cases, PHI, New Delhi.
4. Mukerjee, Kaushik (2007), Customer Relationship Management: A Strategic Approach to Marketing, PHI, New Delhi.
5. G Shainesh, Jagdish N Sheth, Customer Relationship Management - A strategic perspective, Macmillan India Ltd

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# VOCATIONAL - VOCBHA -008- HOSPITAL MIS

## Course Objective :

The objective of this course is to help the student acquire the basic knowledge of information system as to enable them to make more efficient use of information for decision making.

## Course Contents

### UNIT I

The meaning and use MIS, System View of Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, System Approach in Planning Organizing and Controlling MIS.

### UNIT II

Planning, Implementation and Controlling of Management Information System.

### UNIT III

Fundamentals of Data Processing, Computer Operation of Manual Information System, Components of Computer Systems, Flow Chart, Conversion of Manual to Computer Based Systems, Computer Systems Software, Application Software, Telecommunication Modem.

### UNIT IV

Managerial Decision Making, Characteristics and Components of Decision Support System.

### UNIT V

System Analysis & Design: System design consideration, Input/output design, Forms design, File organization and database, Data management, File design, Program design, control and security.

## Text Books:

1. Robert G. Murdick, Information Systems for Modern Management, New Delhi, Prentice Hall of India, 1995.
2. Godzdam B. Davis and Margrathe, Management Information Systems. Henry Lucas, Management Information Analysis and Design, New Delhi, Prentice Hall of India, 1985.
3. Jarome Kanter, Management Information System, New Delhi, Prentice Hall of India, 1992. James O. Brien, Computer in Business Management

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## VOCATIONAL - VOCBHA -009- Industrial Relations & Labour Law

### Course Objective:

The objectives of the course are to expose the students to the multidimensional complexities of industrial relations and to enable them to develop the right perspective of the delicate responsibility to deal with union constructively.

Course Content

### UNIT I

Industrial relation In India , Overview and Appraisal, Industrial Disputes Act, 1947.

### UNIT II

Workers Participation in Management (WPM): Meaning, Objectives, Essential Conditions, forms, Reasons for Limited Success and Suggestions for Improvement, WPM in India.

### UNIT III

Collective Bargaining: Meaning, Functions, Process and Prerequisites.

### UNIT IV

Grievances and their redressal, Industrial Employment (Standing Orders) Act, 1946., Trade Unions: Meaning, Functions, Problems, Trade Union Movement in India, Trade Union Act, 1926, Industrial Disputes Act.

### UNIT V

Factories Act, 1948 , E.S.I.C. Act, 1948 , Meaning of Gratuity & Its Importance , Contract Labour (Regulation and Abolition) Act, 1970.

### Text Books:

1. Industrial Law by R. C. Chawla and K.C. Garg,
2. Industrial Law by P.L. Malik.
3. Industrial Law by N D Kapoor.
4. Industrial Relations and Personnel Management by M.Y.Pylee and George Simon
5. Industrial Relations by Chhabra & Suri
6. Industrial Relations by Monappa

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# VOCATIONAL - VOCBHA -010- Logistics & Supply Chain Management

## Course Objective:

The objectives of the course are to help the students gain an understanding of the events & problems which occur in day to day working of healthcare organizations. Student is expected to develop a logistics & Supply Chain System in Hospitals. It will help the students to sharpen his comprehension, analytical, descriptive and international skills.

## UNIT I

Introduction to logistics and its interface with production , Marketing : Measures of logistics, Supply chain Management

## UNIT II

Logistics System analysis and design.

## UNIT III

Warehousing and distributing centers their location, Transportation system; facilities and services.

## UNIT IV

Dispatch and routing decisions and models, Inventory management decisions.

## UNIT V

Logistics audit and control, Packaging and materials handling.

## UNIT VI

International logistics Management

## UNIT VII

Logistics Future directions. Ambulance Services: Ambulance Services, their requirement planning, number, type, size, routes, availability, equipments etc. Ambulance Room planning & designing Specialized , Ambulances for Critically Sick, their requirements, basic norms, and maintenance etc.

## Text Books:

1. Closs, J.David, "Supply chain & logistics management"
2. Raghuram, " Logistics & supply Chain Management :Cases and Concepts"

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