

**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-III**

**Course Name: MEDICAL RECORD II**

**BBAHM 301 (MAJOR)**

**Mode: Offline**

**Credits: 5(4T+1T)**

Aim of the Course: The aim is to achieve knowledge of the fundamentals of medical records science II and its practical application in the hospital operations.

Course Objectives: Students will understand the importance of accurate and comprehensive medical record documentation to support patient care, quality improvement, and legal purposes. Students are expected to gain the ability of the collection, analysis, and organization of health data, ensuring accuracy and completeness of medical records. Students will become familiar with various coding systems.

Goals:

CO1: This course enables students to gain preliminary knowledge about medical records.

CO2: This course will enable the students to combine practice and theoretical knowledge of coding, indexing, computerization of MR.

CO3: The students of this course will be active learners and develop awareness of retention of medical records and about the various medico legal cases.

CO4: The students will also have a vivid knowledge about the medical audit processes for quality improvement.

Sl	Course content	Mapped Module	Hours allotted
CO1	Medical Record Department:  various physical infrastructure and facilities crucial in a medical records department and staffing.  Functions of Medical Record Department.  Flow of Medical record  List the various equipment required in the medical records department.  Explain special care to be taken to reserve the safety of records and protect them from insects, termites and prevent them from being exposed to heat, fire, dampness and dust.  Reports & returns in Medical Record System.	M1	12

**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)**

CO2	Maintain professional and medico-legal conduct  Consent: Definition, importance  Describe the Standard Operating Procedures related to medico- legal conduct.	M2	8
CO3	Basic knowledge of legal aspects of Medical Records:  Factories Act,  Workmen Compensation Act  Consumer Protection Act.  ESI and CGHS	M3	10
CO4	Electronic health record and health statistics:  Definition and Importance of EHR. Explain the Health Information Management System (HIMS).  Define Health statistics, Describe the importance of statistics in healthcare, Describe the various statistical indicators for different departments and hospital.	M4	10

**Learning Outcome/ Skills:**

**Upon completing the Medical Records Science course, students are:**

1. Able to review records for completeness, accuracy, and compliance with regulations.
2. Able to understand the process of identification, compile, abstract, and code patient data, using standard classification systems.
3. Able to Plan, develop, maintain, or operate a variety of health record indexes.
4. Able to collect, classify, store, or analyze information.
5. Able to understand the process how to prepare statistical reports, narrative reports, or graphic presentations of information for use by hospital staff, researchers, or other users.
6. Able to assist in managing the department or supervising clerical workers, or controlling activities of personnel in the medical records department.
7. Able to maintain professional behavior, personal attributes and interpersonal relationships with others.
8. Able to utilize medical records for hospital statistics and research.
9. Able to organize and manage the Medical Records Department effectively.
10. Able to Comply with legal aspects of medical records and handling medico-legal cases.

**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)**

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
M1	Medical Record Department	12	30%	1,2	NA
M2	Maintain professional and medico-legal conduct	8	15%	1,2,3	NA
M3	Basic knowledge of legal aspects of Medical Records	10	35%	1,2,3	NA
M4	Electronic health record and health statistics	10	20%	1,2	NA
Total Theory		40	100		
Tutorial		8			
Total		48			

**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)**

**Paper Name: HEALTH CARE MARKETING**

**Paper code: BBA(HM) 302 (MAJOR)**

**Mode: Offline**

**Credits: 5(4L+1T)**

**Aim of the Course:** The objective is to attain a comprehensive understanding of hospital management.

**Course Objectives:** The course is designed to foster comprehension of the core principles of hospital management. It also covers operational aspects. Upon finishing this course, students should have a grasp of the foundational tenets of healthcare management.

**Goals:**

- CO1: This course equips students with foundational knowledge in Health care Marketing.
- CO2: Through this course, students will gain the ability to harmonize practice with theoretical knowledge in Marketing management
- CO3: The course will facilitate active learning and the acquisition of knowledge regarding emerging trends in marketing management
- CO4: The course is designed to furnish students with decision-making skills relevant to Health care marketing.
- CO5: Upon completing this course, students will be equipped to detect and assess new age marketing challenges and possibilities in practical settings.
- CO6: the course is designed in such a way that after completing the course student can build their career in marketing domain in healthcare and allied industry.

SI	Course content	Mapped modules	Hour allotted
CO1	Introduction: Definitions and scope of marketing; need, want, demand, Marketing Mix – 4Ps, 7Ps and 4Cs, Evolution of Marketing concepts (Production, Product, Selling, Marketing); Marketing Management Tasks and functions.	M1	6
CO2	Marketing Environment: Major components of Internal Environment, the micro-environment and macro -environment; SWOT Analysis, PEST Analysis Market Planning and Strategy: Marketing intelligence; SWOT Analysis, PEST Analysis, Marketing plan, Concept of SBU, Choice of Corporate Level Strategy; BCG matrix, Product-Market Grid, Porter's Five Force Model.	M2	6
CO3	STP (various bases for segmentation) Targeting: Mass marketing, Segment Marketing, Niche Marketing, Micro Marketing, and Customization; Concept of Differentiation and Positioning. USP.  Consumer Behavior – definition, objective, 7Os, overview of major factors influencing consumer behavior; consumer decision making process and Marketing Research: Consumer decision-making process, marketingresearch process:	M3	8
CO4	Product & service: Product Classification, Product and Services differentiation; Product Levels, Product Mix, Product Line Management, product mix decision, Product Life Cycle, New Product Development – definition, reasons, new product development process,  Service Marketing: definition and concept of service, continuum of service, major characteristics of service, <b>SERVQUAL concept. Gap model</b>  Branding Packaging and Pricing: Purpose of branding; Brand Positioning, Brand equity; Packaging and its types – primary, secondary, shipping packages.	M4, M5	7
CO5	Definition, objective, Methods for pricing a product, different pricing strategy	M6	5

**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)**

CO6	<p>Marketing Channels: Channel levels, flows and functions; service sector channels, Channel design decisions; Terms and responsibilities of channel members, evaluating channel members, Channel management decisions, Causes and types of Channel Conflict.</p> <p>Promotion: Promotion Mix (Advertising, Sales Promotion, Personal Selling, Direct Marketing, Publicity &amp; PR), 5M model of Advertising, basic Concept of Digital Marketing, PR, Publicity, Propaganda and Direct Marketing. Personal Selling – Salesmanship, Selling Process, Quality of sales person, Buyer-seller dyadic relationship model.</p>	M7, M8	8
-----	---	--------	---

**Learning Outcome/ Skills:**

Hospitals are complex organizations with intricate structures. Student will study how different facets of marketing function properly, and how the marketing management affects decision-making and efficiency.

Module Number	Content	Total Hours	% of questions	Bloom Level ( applicable)	Remarks, if any
<b>THEORY</b>					
M1	Introduction to Marketing Management	6	20	1,2	NA
M2	Marketing Environment and strategy	6	20	1,2,3	NA
M3	STP and consumer Behaviour	8	20	1,2	NA
M4 and M5	Product & service and Branding	7	10	1,2,3	NA
M6	Pricing	5	10	1,2,3	NA
M7 & M8	Marketing Channels And Promotion:	8	20	1,2,3	NA
<b>Total Theory</b>		<b>40</b>			
<b>TUTORIAL</b>		<b>8</b>			
<b>TOTAL</b>		<b>48</b>			