

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Hospital Management
(Effective for 2021-2022 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG)

Semester-I

Paper Code: BBA (HM) - 101
 Paper Name- Hospital Operations Management
 Total Credit: 6
 Total hours of lectures: 60 hours

CO:

- a) To know about the Definition of Hospital Overview of Professional service units of a hospital (clinical and non clinical)
- b) Concept of Professional management and also Management of Indian hospital-challenges and strategies
- c) To know about 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.
- d) To have insights of Organization of the hospital Management structure Governing body, Hospital committees and hospital functionaries Duties and responsibilities of various levels of management.

Sl.	Topic/Module	Hour
1.	Unit – I Major functions of Hospital Operations Management dept. –Reception, Registration, Admission, Transfer, Billing & Discharge	10
2.	Unit-II Coordination with various departments – Medical, Housekeeping,Security, MRD, Lab, Radiology, Maintenance, Transport, Stores, IT, F&B	10
3.	Unit-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
4.	Unit – IV Job responsibilities of a Hospital Operations Manager, Qualitiesrequired in a Hospital Operations team – Personal & Managerial skills	10
5.	Unit-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
6.	Unit – 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 Code: BBA (HM) - 102
 Paper Name- Hospital & Health System
 Total Credit: 6
 Total hours of lectures: 60 hours

Co:

- a) To know the meaning of Definition and meaning of 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.
- b) To know the concept of healthcare and the levels of healthcare in Indian Scenario .
- c) To know about the Definition of Hospital Overview of Professional service units of a hospital (clinical and non clinical)
- d) To know about the international Health agencies .

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

Suggested Reading

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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Course: English Communication

Code: BBA (HM) 104

Course Objective: The course is designed to develop the student's communicative competence in English by giving adequate exposure in the four communication skills - LSRW - listening, speaking, reading and writing and the related sub-skills, thereby, enabling the student to apply the acquired communicative proficiency in social and professional contexts.

Sl	Course Outcome	Mapped modules
1	Students will be able to Remember & Understand the basic concepts of the usage of English grammar & vocabulary in communication.	M1
2	Students will be able to Comprehend facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas given in written texts.	M1, M2
3	Students will be able to Synthesise and Apply acquired linguistic knowledge in producing various types of written texts	M1, M3
4	Students will be able to Comprehend facts and ideas from aural inputs and Synthesise and Apply acquired linguistic knowledge in giving spoken response	M1, M4

Contact Hours / Week: 1L + 1T

Credits: 2

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.

1L + 1T

Module 2 : Reading Skills: Comprehension passages; reading and understanding articles from technical writing. Interpreting texts: analytic texts, descriptive texts, discursive texts; SQ3R reading strategy.

1L + 1T

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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 4L + 4T

Module 4 : Listening & Speaking

Listening: Listening process, Types of listening; Barriers in effective listening, strategies of effective listening

Speaking: Presentations, Extempore, Role-plays, GD, Interview

4L + 4T

Suggested readings:

1. Bhatnagar, M & Bhatnagar, N (2010) Communicative English for Engineers and Professionals. New Delhi: Pearson Education.
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.
6. Dianna Booher (2015), What More Can I Say?: Why Communication Fails and What to Do About It, Prentice Hall Press.