

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB
Syllabus of BBA in Hospital Management (In-house)
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) MAKAUT Framework
w.e.f 2020-21

Semester-IV

Paper: Public Health and Health Care Planning

Code: BBA (HM)-401

Credits: 6

Course Outcomes:

After completion of the course, the students will be able to

- 1) define the history and philosophy of public health as well as its core values, concepts, and functions across the globe and in society.
- 2) adapt methods & tools of public health data collection, use, and analysis why evidence-based approaches are an essential part of public health practice.
- 3) apply the basic processes, approaches, and interventions that can identify and address the major health-related needs and concerns of populations.
- 4) analyze the science of human health and disease to opportunities for promoting and protecting health across the life course.
- 5) examine the condition of socio-economic, behavioral, biological, environmental, and other factors that impact human health and contribute to health disparities.

Module	Topics	Hours
I	Definition, Meaning of Public Health, Approaches of Public Health, Community diagnosis and need assessment Epidemiological basis for healthcare management, Right to health, Responsibilities of Health, Community Participation.	12
II	Health Planning, National Health Policy, 2002 (overview), National Health Policy, 2017, National Population Policy.	12

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III	National Health Programmes (National Dengue control programme, National Leprosy Eradication Control Programme, National Framework for Malaria Elimination (2016-2030) programme, NACP-IV(2012-2017), RNTCP, Universal Immunisation Programme including Indradhanush , RCH Phase II,Vision2020,National Health Mission, National Mental Health Programme, National Family Planning Programme.	12
IV	Universal Immunisation Programme including Indradhanush ,RCH Phase II,Vision2020,National Health Mission, National Mental Health Programme, National Family Planning Programme.	12
V	Epidemiological basis for healthcare management, Right to health, Responsibilities of Health, Community Participation.	12
VI	Health Manpower Planning and Distribution, Health Service Research.	12

Suggested Readings:

1. Community Medicine, AH Suryakantha - JAYPEE
2. Preventive and Social Medicine, K.Park- Bhanot
3. Healthcare Management and Administration, S.L Goel—
Deep and Deep Publication Private Limited
4. Hospital Administration, CM Francis & Mario C D'Souza-JAYPEE
5. The Hospital Administrator, MA George-JAYPEE
6. Management of Hospitals— Goel & Kumar-Deep & Deep.

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Paper: Support Utility Systems- I

Code: BBA (HM)-402

Credits: 6

Course Outcomes:

After completion of the course, the students will be able to

1. define different departments exist in a hospital, structure, workflow etc.
2. demonstrate operation of various Line and Auxiliary departments within the hospitals.
3. formulate grip by studying the operation support services to improve customer service, reduce process costs.
4. explain the structure, workflow etc. of various departments within a hospital.
5. show how the organizational hierarchy is important to properly manage the departments using the administrative point of view.

Module	Topic	
I	Meaning of support and utility services & their importance	12
II	Clinical services: Functions, location, workflow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments –Operation Theatre Outpatient Department Emergency Department	12
III	Support services: Functions, location, workflow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments -Radiology: Diagnostic and therapeutic, Nuclear Medicine Laboratory, CSSD	12

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IV	Utility services: Functions, location, workflow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments - Laundry House-keeping Dietary service, Security services.	12
V	Hospital Infection Control: its scope, manpower planning, utility, future direction.	12

Suggested Readings:

1. Community Medicine, AH Suryakantha—JAYPEE
2. Preventive and Social Medicine, K. Park—Bhanot
3. Healthcare Management and Administration, S.L Goel— Deep and Deep publication Private Limited.
4. Hospital Administration, CM Francis & Mario C D’Souza---JAYPEE
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Paper: Hospital Inventory Management

Code: BBA (HM)-403

Credits: 6

Course Outcomes:

After completion of the course, the students will be able to

1. explain the dynamics of inventory management's principles, concepts, and techniques as they relate to the entire supply chain.
2. develop skill to evaluate customer demand, distribution, and product transformation processes.
3. justify various devices and approaches used by organizations to obtain the right quantities of stock or inventory.
4. construct expertise with inventory management practices.
5. build concept on hospital inventory management.

Module	Topics	
I	Inventory control: Overview, objectives, types of inventory control- LIFO, FIFO, ABC/VED/SDE analysis, lead time, buffer stock- reorder level, economic order quantity, types of inventory control systems.	12
II	Basic knowledge of hospital stores management: Location & layout- standardization, codification & classification of materials, materials accounting & physical distribution, store documentation- condemnation & disposal of scrap , surplus & obsolete materials, types of stores in hospital, preservation of stores.	12
IV	Strategies for hospital equipment planning and selection, Hospital equipment utilization and distribution management.	12
V	Logistics Management -distribution of material stored in various departments & auxiliary services.	12

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Suggested Readings:

1. Production and Operations Management, L.C Jhamp—Everest
2. Production and Materials Management, K. Sridhara Bhatt—Himalaya
3. Hospital Stores Management: an Integral Approach, Shakti Gupta—JAYPEE
4. Handbook of Healthcare Quality and Patient Safety, Girdhar J Gyani, JAYPEE

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Paper: Basic Healthcare Analytics

Code: BBA (HM)-405

Credits: 2

Course Outcomes:

After completion of the course, the students will be able to

1. explain how to use health data to improve quality of an organization.
2. formulate knowledge in the process of health care data analytics and the tools used in each step.
3. explain the general functions, purposes, and benefits of analytics in various healthcare and medical settings.
4. propose steps to familiarize with basic analytical techniques and visualization tools.
5. improve student's understanding on the application of different analytics techniques on datasets, collected from health care units.

Module	Topics	Hour
I	Health Care Data as an Organizational Asset: data information, knowledge and wisdom hierarchy, data information, knowledge and wisdom hierarchy, sources of health care data, challenges HCO's face when using data for quality and performance improvement, organizational approach for effective use of data analytics, role of data governance.	4
II	Working with Data: information value chain, importance of data context and relevance to business processes, common data types, basic statistical terms, common patterns or distributions in statistics, charts for graphical representations (using any software package(s)).	4
III	Introduction to Data Analytics Tools and Techniques for Health Care: Data analytics terms, process steps of data analytics, role of the data analyst, analyze and interpret healthcare data effectively, key data warehouse concepts, basic introduction enterprise data architecture as seen in health care organizations.	4
IV.	Introduction to Data Analysis Techniques: Prediction: Regression, Classification: Logistics Regression, KNN, Naïve Bayes (using any	8

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	software package(s)), application of these techniques on datasets collected from health care units.	
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Suggested Readings:

1. Reddy & Aggarwal, Healthcare Data Analytics, Chapman and Hall.
2. Vikas Kumar, Healthcare Analytics Made Simple: Techniques in healthcare computing using machine learning and Python, Packt Publishing.
3. Maheshwari , Data Analytics, McGraw Hill India.
4. Mohammed Alfian, Data Analytics, Skills to Succeed.