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 - V

Paper: Epidemiological Transitions in Healthcare
Code: BBA (HM) —501
Total Credit: 6

Course Outcomes:
After completion of this course students will be able to:
1. illustrate the knowledge of Epidemiology and Disease.
2. outline the basic concepts of epidemiology its methods etc.
3. show various types of dynamics of disease causation, transmission and prevention.
4. examine various roles of hospitals in prevention of Epidemics.
5. propose various population-based perspectives to examine disease and health-related events.

Sl.	Topic/Module	Hour
1.	Module 1: Definition, concept, use of epidemiology, Concept of disease, Concept of disease causation, Natural History of disease,Ice berg phenomenon of disease, Mode of Intervention	12
2.	Module 2 Infectious Disease Epidemiology (Epidemic, Endemic, Pandemic, Sporadic) Basic Measurements of Epidemiology (Mortality, Morbidity) Epidemiological Methods: Observational, Analytical, Experimental (Basic knowledgeonly),Investigation of an Epidemic	10
3.	Module 3: Dynamics of disease transmission Control Prevention of disease ,Immunizing agents its uses and roles	10
4.	Module 4: Epidemiology of Communicable diseases	10

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	Influenza, Encephalitis, Dengue, Malaria, Food Poisoning, Tetanus, HIV/AIDS, SARS COV 19	
5	Module 5: Epidemiology of Non communicable diseases Diabetes, Obesity, Cancer, Blindness, Hypertension	10
6.	Module 6: Screening and Surveys Investigation of an Epidemic and Role of hospital in the epidemic control	8

Suggested Readings:

1. : K.Park—Bhanot Data Mining Concepts & Techniques, Molgan Kaufmann Series.

2. Soumendra Mohanty: Analytics in Practice, Tata McGraw-Hill Education Private Limited.

3. Arun Pujari : Data Mining : Prentice Hall India.

4. Satish Kumar : Neural Network : Tata McgrawHill.

5. NitinRPatel&PeterCBruce:DataMiningforBusinessIntelligence,Wiley,India.

6. Han &Kamber: Data Mining Concepts and Techniques, MorganKaufman.

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Paper: Support and Utility Services-II

Code: BBA (HM)—502

Credits: 6

Course Outcomes:
After completion of the course students will be able to –

1. elaborate how to optimize and digitize all the processes within the hospitals.
2. adopt strategy to improve customer service, reduce process costs.
3. define different departments exist in a hospital, structure, workflow etc.
4. how much the organizational hierarchy is important to manage the departments properly using the administrative point of view.
5. summarize different levels of services present in the hospital that make a hospital run smoothly, from environmental services, equipment distribution and linens facilities and many more.

Sl.	Topic/Module	Hour
1.	Module 1: Clinical services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments -Ward management Intensive care unit Nursing Services.	12
2.	Module 2: Support services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments - Blood Bank Pharmacy Physical medicine and rehabilitation	12
3.	Module 3: Utility services: Functions, location, work flow, physical facilities, design & space requirement,	12

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	staffing, equipment, managerial issues of the following departments - Transport service , Maintenance management Mortuary	
4.	Module4:DisasterManagement-Types,DisasterPreparednessPlan, Disaster cycle, Triage Fire Hazards and FireManualGuideline-ElementsofFire-FireHazard-CauseofHospitalFire- Fire points and Escape route	12
5.	Module 5: Hospital waste management (including Biomedical Waste Management Act,1998) Challenges and Opportunities for Hospitals in India regarding Biomedical waste management.	12

Suggested Readings:
1. Hospital facilities planning & management, GDKunders—TMH
2. Principles of hospital administration & planning, BMShakharkar—JAYPEE
3. Hospital administration, DC Joshi &MamtaJoshi—JAYPEE
4. EssentialsforHospitalsupportservicesandphysicalInfrastructure,MadhuriSharma---
JAYPEE
5. The hospital administrator, MAGeorge---JAYPEE
6. HospitalsandNursinghomesplanning,organizationsandmanagement,SyedAmin
Tabish—
JAYPEE
7. Hospital Administration , CM Francis & Mario Cdesouza---JAYPEE

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Paper: Financial Management and Risk Analysis
Code: BBA (HM) 503 A
Credits: 6

Course Outcomes:
After completion the course students will be able to -

1. interpret the conceptual framework on Finance Functions and objectives.
2. demonstrate corporate final accounts and cash flow statements in the business growth model.
3. utilize financing and investment decisions considering discounting and non-discounting factors.
4. explain the importance of working capital management and risk capital management.
5. experiment with various cost and costing methods.

Sl.	Topic/Module	Hours
1.	Module 1 **Introduction:** Concepts, Nature, Scope, Function and Objectives of Financial Management, Time Value of Money, Risk and Return.	5
2.	**Module 2** **Analysis and Interpretation of Corporate Final Accounts:** Preparation of Cash Flow Statement as per Accounting Standard and its Analysis.	10
3.	**Module 3** **Financing Decision:** Capital structure, cost of capital and valuation Designing capital structure. Leverage Analysis: Developing the Concept of Leverage in Finance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage.	15
4.	Module 4 **Investment Decisions:** Analysis of Risk and Uncertainty. Concept and Computation of Time Value of Money, DCF and Non DCF methods of Investment Appraisal. Project selection on the basis of Investment Decisions. Valuating Investment Proposals for Decision Making. Capital Rationing.	15
5.	Module 5 **Management of Working Capital:** Concepts, components, Determinants and need of working capital . Computation of working capital for a company.	8

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6.	Module 6	7
	Risk Management: Option valuation, Derivatives: Managing financial Risk	

Suggested Readings:

1. Khan, M. Y., & Jain, P. K. Financial Management: Text, Problems andCases. MeGraw-Hill Education.

2. IM Pandey. Financial Management- ByPearson

3. Chandra, P. Financial management. Tata McGraw-HillEducation.

4. Bhalla, V. K. Financial management. S. ChandPublishing.

5. Banerjee, B. Fundamentals of financial management. PHI LearningPvt. Ltd..

6. Brigham, E. F., & Ehrhardt, M. C. (2019). Financial management: Theory & practice. CengageLearning.

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Paper: Concepts of Digital Health

Code: BBA (HM) 503B

Credits: 6

Course Outcomes:

After completion of the course students will be able to –

1. explain the basics and components of Digital Healthcare and the opportunities and challenges for such services.
2. discuss various components of the existing healthcare delivery system in India.
3. classify the different roles that the personnel will play for delivery of digital healthcare services.
4. identify examples of existing digital healthcare and telemedicine technologies and services in India and the gaps.
5. appraise process mapping and the steps involved in Digital Health.

Sl.	Topic/Module	Hour
1.	Module 1: Introduction to Telemedicine and Digital Health Telemedicine: Definition, Need of telemedicine, Evolution of Telemedicine, factors contributing the development of Telemedicine, the technologies that have contributed to advances in Telemedicine, Components of Telemedicine, the skill sets essential for Telemedicine.	12
2.	Module 2: Digital Health: Definition and components of Digital Health	10
3.	Module 3: Digitalization of Healthcare Process mapping and the steps involved in Digital Health. Technologies for Digital Health	10
4.	Module 4: Application of Digital Health Interventions to improve health outcomes and removing inequities in healthcare delivery Healthcare system in India. Models of healthcare delivery: Governmental, Not-for-Profit, Corporate	10
5.	Module 5: Challenges and Opportunities for Digital Health in India Ways to empower people by enabling people-centric digital health systems, Accessibility to Digital Health and Telemedicine	12

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Suggested Readings:

Textbooks:

1. DigitalHealth:ScalingHealthcaretotheWorldEditors:HomeroRivasKatarzyn aWac.1st Edition.

SpringerPaperback ISBN: 978-3-319-87081-6eBook ISBN: 978-3-319-61446-5. 2018. DOI:

https://doi.org/10.1007/978-3-319-61446-5

2. Digital Health: Mobile and Wearable Devices for Participatory Health Applications Editors:Shabbir

Syed-Abdul Xinxin Zhu Luis Fernandez-Luque 1st Edition. Elsevier Paperback ISBN: 9780128200773

eBook ISBN: 9780128200780. 2020

3. WorldHealthOrganization,ClassificationofDigitalHealthInterventions v1.0,2018, Availablefrom:

https://apps.who.int/iris/bitstream/handle/10665/260480/WHO-RHR-18.06-eng.pdf

4. SarbadhikariSN,DigitalHealthinIndia— asenvisagedbytheNationalHealthPolicy (2017),Guest

Editorial, BLDE University Journal of Health Sciences, 2019, 4: 1-6

5. The Digital Health Revolution Book by Kevin Pereau2019
6. Digital Marketing Strategy: An Integrated Approach to Online MarketingSimon Kingsntirth

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