

**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 - VI**

**Paper: Quality in Healthcare**

**Code: BBA (HM) 601**

**Credits: 6**

**Course Outcomes:**

After completion students will be able to

1. explain the fundamentals of Quality Management its objectives concept etc.
2. analyze the concept of patient participation in quality health care.
3. discuss the concepts of Accreditation.
4. define the concepts of the TQM in healthcare.
5. elaborate how quality management procedure is adopted in industry.

SL.	Topic/Module	Hour
1.	Module 1: Fundamentals of Quality Management: Introduction - Objectives - Concept of Quality Care and Quality Management, Dimensions of quality in health care Contribution of quality gurus: Juran , Deming. Approaches to measurement of Quality. Techniques of Quality Management: Improving Hospital Performance	12
2.	Module 2 Patient Participation - Quality Health Care through Patient Satisfaction - Conceptual model of potential Contribution in quality in the health care system-Implementation of quality management system in improving healthcare system, Quality Circle	12
3.	Module 3: Organization wide quality improvement in Health care: Introduction-organizing for quality assessment—Quality Assurance and quality improvements. Assessing Quality Health Care: Attributes of Quality in Health Care Attributes of a Good Patient Practitioners Relationship Measurement of Quality Procedure for formulating explicit Criteria	12

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	and standards. Determinants of Quality - Structure - Process - Outcome.	
4.	Module 4: TQM — Definition, underlying concepts, implementation and Measurement. Role of communication in implementing TQM. Six Sigma, Lean Thinking, Kaizen, 5 S (theoretical knowledge only)	12
5.	Module 5: Fundamentals of ISO 9001:2000 (objectives and components), Accreditation - NABH, NABL Accreditation and JCI	12

**Suggested readings:**

- 1) Donna C.S Summers - Total Quality Management —(Pearson)
- 2) R.Panneerselvam, PSivasankaran-TotalQualityManagement—(PHI)
- 3) D.RKiran-TotalQualityManagementKeyConceptsandCaseStudies:(BSP)
- 4) Poornima M. Charantimath - Total Quality Management-(Pearson)
- 5) S. K. Joshi - Quality Management in Hospitals: (Jaypee)
- 6) Donna C.S Summers - Total Quality Management — (Pearson)

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**Paper: Health Insurance**

**Code: BBA (HM) 602**

**Credits: 6**

**Course Outcomes:**

After completion the course students will be able to-

1. build knowledge about the Health Insurance in Private Health Sector.
2. analyze Different kinds of Health Insurance Policies.
3. discuss on GOI& State Govt. Policy in implementation of Health insurance.
4. explain Hospitals, TPA, Insurance Company, relationship and Problems.
5. evaluate the IRDA guidelines to know how it is regulating the Insurance sector.

SI.	Topic/Module	Hour
1.	Module 1: Introduction to insurance : health insurance-meaning, types & importance, insurance vs. assurance, Insurance as a tool for managing risk. Insurance documentation: proposal forms-standard form of declaration-nature of questions in a proposal form- elements of proposal- role of intermediary -acceptance of proposal-payment of premium in advance-method of payment of premium -policy document Health insurance market in India	12
2.	Module 2: Classification of health insurance  Insurance Product — Introduction  Definition-Features of health policies etc,  Guidelines on standardization in health insurance	12

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3.	Module 3: Government models of Health Insurance Rastriyo Swastha BimaYojna, Pradhan Mantri Surakhsha BimaYojna- Pradhan Mantri Jan Dhan Yojna, Swastha sathi, Social security scheme in India-ESI, EPF, Micro insurance scheme.	12
4.	Module 4: Health management in insurance-stake holders in claim process- Management of health insurance claims. Different health Insurance and their Features	12
5.	Module 5: Legal features of an insurance contract. Grievance Redressal mechanis, Ombudsman, CPA an overview	12

**Suggested Readings:**

- 1) Sen&Mitra-CommercialLaws-(TheWorldPressPvt.Ltd.) IRDA  
Regulation- NewDelhi
- 2) MicheleA.Green-UnderstandingHealthInsurance:AGuidetoBillingand  
Reimbursement 2021Edition:
- 3) PatukaleKshitiji - Mediclaim and Health Insurance (PrabhatPrakashan)
- 4) MahendranT.-HealthInsuranceSectorinIndia:(AbhijeetPublications)
- 5)PeterKongstvedt-  
HealthInsuranceandManagedCare:(JohnsandBarnettlearning)

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**Paper : Health Economics Paper**

**Code: BBA(HM) 603A**

**Credits: 6**

**Course Outcome:**

**After completion the course students will be able to-**

1. Theory of Economics involved in Health sector.
2. Explain two most important concepts of economics, i.e. demand and supply and its application in health sector.
3. Elaborate extent of investments taken in the health sector of India and the different health projects undertaken and different health promotion schemes of the Govt of India.
4. Demonstrate various health related indicators applied to judge the development of the health sector.
5. Build important steps to manage cash flow to the economy.

SL.	Topic/Module	Hour
1.	Module 1: The Fundamentals of Economics - Economic Organizations- Utility, Wealth, Production, Capital- Central Problems of an Economy.	12
2.	Module 2 Demand- meaning- determinants of demand- law of demand- elasticity of demand- price, income and cross price elasticity.	12
3.	Module 3: Short-run and long-run costs, average and marginal costs, total, fixed and variable costs. Various forms of markets- perfect competition, Monopoly, Monopolistic competition and Oligopoly- Pricing strategies.	12
4.	Module 4: Scope and coverage of Health Economics - Health as an investment- Population and Economic Development- Health financing from various sources; Cost Benefit Analysis and Cost Effective Analysis- Health Care Budget: Purpose, types and practices in Indian context.	12
5.	Module5:EconomicsofHealthProgrammesforNutrition Economics of abuse of tobacco &Alcohol Economics of Breast feeding	12

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**Suggested Readings:**

1. James W. Henderson.-Health Economics and Policy-CengageLearning.
2. Health Economics ; Peter ZweifelFreidrich Breyer-Oxford.
3. Joel Dean — Managerial Economics , PHI.
4. JayantaBhattacharya,PeterTu,TimothyHyde—HealthEconomics(Macmillan International)
5. Dr.ShagaNarayanabharathiAijunKumar—ManagerialEconomics(Notionpress)
6. D. N. Dwivedi - Managerial Economics (Vikas publishinghouse)

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**Paper: Human Resource Management**

**Code: BBA (HM) 603B**

**Credits: 6**

**Course Outcomes:**

After completion this course students will be able to:

1. Explain various aspects of relations between employer and employee.
2. Show how to manage the relations as a going concern.
3. Illustrate various issues of HRM in business organization.
4. Elaborate the practice being followed in industries and efficacy of those practices.
5. Apply management theories in HR domain to get desired result.

si.	Topic/Module	Hour
1.	Module 1: Human Resource Management-Overview Introduction of the paper, Definition of Human Resource, Definition & Concept of Personnel Management, Comparison between Personnel Management & HR. Nature, Aim and Objectives, Scope & Coverage & Nature of HRM, Importance of Human Resource Management. Historical Perspective & Evolution of Human Resource Management in India. Development of HR Functions, Structure & Function of HR Manager, Role of Line Managers in Managing Human Resources. Difference Between Line Function and Staff Function. Changing Function of Human Resource Management with Examples	10
2.	Module 2: Human Resource Planning Meaning, Objectives, Importance	10

	of Human Resource Planning, Need for HR Planning, Assessment of Available HR in the Organization, Work Load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, HR Policy.	
3.	Module 3: Job Analysis: Concept, Uses, Job Description, Job Specification, Methods of collecting Job Analysis Data, Job Evaluation.	4
4.	Module 4: Talent Acquisition and Training and Recruitment : Definition, Sources of Selection, Process of Selection, Difference Between Recruitment and Selection. Training: Definition, Difference between Training, Development and Education, Different Methods of Training,	10
5.	Module 5: HRD: Definition, objective, process of HRD, Assessment of HRD Needs, HRD Methods	8
6.	Module6:Introduction to Performance appraisal:Purpose,Methods,Appraisal Instruments,360 degree Appraisal,HRScore Card,Errors in appraisal,Potential Appraisal, Appraisal Interview.	10
7.	Module 7: Emerging Areas: International Human Resource Management: Concept, Need, Objectives and Features. Modern Human Resource Management Practice. Modern HR Trends, Managing Human Capital, Talent Management. Case Lets and Class Activities (Applying HRM Techniques)	8

### **Suggested Readings:**

1. Dessler , G : Human Resource Management,Pearson.
2. Rao, V.S.P: Human Resource Management: Text and Cases, Excel Books.
3. D. K. Bhattacharya: Human Resource Management, ExcelBooks.
4. M. Saiyadain : Personnel Management, Tata McGrawHill.
5. Raman Preet:Future of Human Resource Management: Case Studies with Strategic Approach,Willey.
6. K.Aswathappa:HumanResourceManagement:Text&Cases,8thEdition,TataMcGraw Hil