

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for Master of Business Administration(Hospital Administration)
Effective from academic session 2022-23

2 Years MBA (Hospital Administration) syllabus.

Program Name: MBA in Hospital Administration.

Program Outcome: At the end of the MBA in Hospital Administration programme the learner will possess the –

- 1.** Ability to handle day to day operations in IPD ,OPD, Billing, Insurance, Housekeeping, Security and many other departments in a hospital.
- 2.** Ability to effectively communicate Health education programs to the community to supervise and prevent various diseases and uplift their life style.
- 3.** Ability to know about the sociological perspectives such as medical research, education of medical worker, treatment of sick people in the hospitals of India.
- 4.** Ability to conduct essential procedures in hospital to get license, certificate, accreditation from various govt and non govt authority.
- 5.** Ability to know various patient safety standards used in the various levels of hospitals on regular basis.

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1st semester

Paper: Basic Concept of Health

Code: MBA-HA-101

Contacts Hours /Week: 3L+1T

CREDITS – 4

Course Outcome:

After completion of the course students will be able to -

1. Develop the knowledge about the parts of the human body.
2. Identify different position of human body for examination.
3. Adoption of different terminologies which largely used by doctors.
4. Analyze the relation between health & sociology.
5. Explain medical terminology, the word formation & syntax, Greek & Latin preposition & adverbial prefixes.

Module	Topic	Hour
1	Basic of Human Body: Level of Organization of Human body, Body Plans: Bilateral, Symmetrical. Basic Examination Position: Fowler’s position, Supine position, Prone position, Lithotomy, Trendelenburg position.	10
2	Basics of Medical Terminology : Introduction to Medical Terminology word formation And Syntax Greek Alphabet, Greek And Latin Prepositional And Adverbial Prefixes, Commonly Used Prefixes in Medical Terminology, Commonly Used Suffixes in Medical Terminology, Commonly Used in Root Words in Medical Terminology, Commonly Used Medical Terms to Define Different Part of the Body, Basics of Prescription Writing.	10
3	Root words: Commonly Used in Root Words in Medical Terminology, Commonly Used Medical Terms to Define Different Part of the Body, Basics of Prescription Writing.	10
4	Medical Sociology: Introduction, Sociological Perspective Of Health Illness And Healing, Institutional And Organizational Perspective Of Medical Sociology, Health Seeking Behaviour Of Various Social Groups.	10

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Suggested Reading:

- Dr. K .Park- Preventive and Social Medicine (Banarsidas Bhanot Publishers)
- Dr. Samar Mitra - Human Anatomy (Academic publishers)
- Dr. C.C. Chatterjee - Text Book of Human Physiology- (CBS publishers)
- V.K Mahajan - Text Book Of community Medicine- (Jaypee publishers)

- Anna claybourne - Complete Book of the Human Body: (Usborne Publishing Ltd)
- Dr. Mahesh S. Sahu - Human Anatomy and Physiology (the basic concept)(Blue Rose Publishers)

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Paper: Health Care Services

Code: MBA-HA-102

Contacts Hours /Week: 3L

CREDITS: 3

Course Outcome:

After completion of the course students will be able to -

1. Build the knowledge on Health scenario of India and also Health scenario of India- past, present and future.
2. Identify the importance of the National Health Policy & Population policy, Inter-sectoral Co-ordination National Five year plans, National Health Programme.
3. Assess the Healthcare of the Community and its need.
4. Define and understand about the overview of the healthcare delivery system, discuss about the important components as well as challenges of health sector.
5. Explain Healthcare delivery system in India at Primary, Secondary and Tertiary Care Community participation in healthcare delivery system.

Module	Topic	Hour
1	Demography And Vital Statistics, Demography-Its Concepts, Significance And Recording of Vital Statistics, Census And Its Impact On Health Policy, National Health Policy, National Population Policy, National Five Years Plans,	10
2	National health programme- objectives, Targets, Action plan, Achievements and constraints of Pulse polio programme, Universal immunization programme, Mid day meal programme, ICDS, Leprocy eradication programme, National mental health programme, Labour room quality improvement initiative(LaQshya), National digital health mission.	10
3	Healthcare of the Community Healthcare delivery System in India at primary, secondary and Tertiary level Community participation in healthcare delivery system.	10

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- Dr. K .Park - Preventive and Social Medicine (Banarsidas Bhanot Publishers)
- V.K Mahajan - Text Book Of community Medicine- (Jaypee Publishers)
- Prabhakar Rao - Text Book Of community Medicine- (Vijayam publishers)
- Dr. C.C. Chatterjee - Text Book of Human Physiology- (CBS publishers)
- Anna claybourne- Complete Book of the Human Body: (Usborne Publishing Ltd)
- Dr. Mahesh S. Sahu - Human Anatomy and Physiology (the basic concept),(Blue Rose Publishers)

Paper: Healthcare Epidemiology

Code: MBA-HA -103

Contracts hours/week: 3L

Credits: 3

Course Outcome:

After completion of the course students will be able to -

1. Build expertise on the epidemiological study of various communicable and non communicable diseases and its prevention.
2. Explain population-based perspective to examine disease and health-related events.
3. Measure the basic concepts of screening and outbreak investigations.
4. Extend knowledge on population-based perspective to examine disease and health-related events.
5. Develop grip in understanding the concept of modern, corporate hospital and its presence in overseas.

Module	Topic	Hour
1	Epidemiology: Principles of Epidemiology, Methods of Epidemiological studies, Epidemiology of communicable (TB,STD,HIV) and non-communicable(Diabetes,Hypertension,Obesity,CHD)disease,	10

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2	<p>Epidemiological Triad, Host defence immunizing agents, disease monitoring and surveillance.</p> <p>Measurement of disease occurrence: Prevalence, Incidence.</p> <p>Epidemic, Endemic, Pandemic, Sporadic.</p>	10
3	<p>Concept of Modern hospitals and Privatization in Health Sector,</p> <p>Functioning of modern hospitals and changing need of patients,</p> <p>Public Sector Hospitals and levels of care,</p> <p>Effects of Globalization in health care,</p> <p>Concept of Corporate hospitals in developing countries.</p>	10

Suggested readings:

- Dr. K. Park - Preventive and Social Medicine (Banarsidas Bhanot Publishers)
- V K Mahajan - Text Book of Community Medicine (Jaypee Publishers)
- G.D. Kunders - Hospital administration - (Jaypee Publishers)
- Prabhakar Rao - Text Book Of community Medicine- (Vijayam publishers)
- Dr. C.C. Chatterjee - Text Book of Human Physiology (CBS publishers)
- Dr. Mahesh S. Sahu- Human Anatomy and Physiology (the basic concept), (Blue Rose Publishers).

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Paper: Health education & Health Communication

Code: MBA-HA -104

Contracts hours/week: 3L + 1T

Credit: 4

Course Outcome:

After completion of the course students will be able to -

1. Build skill to process of health communication programs in the society.
2. Maximize the basic communication knowledge.
3. Originate the concept of health education and why it is important in public health.
4. Plan for research in health education and perceive why healthcare reporting is important. Predict the approaches of health education according to the demography.

Module	Topic	Hour
1	<p>Health education: Aims and Principles of Health Education, Educational Method, Evaluation of Health Education, Levels of Health Education, Health Care Reporting, Role of National Informatics Center(NIC) in healthcare, E-hospital developed by NIC.</p> <p>Media in health education : Print media, Social media, Radio, Television, Telephone etc.</p>	10
2	<p>Communication :</p> <p>Basic Concept of Communication- Definitions, Purpose</p> <p>Types of Communication- Verbal, non verbal.</p> <p>Process of Communication - One-way Communication, Two-way Communication, Intra personal communication, Inter personal communication (Interview, Counselling)</p> <p>Directions of Communication - Upward Communication, Downward communication, Lateral communication.</p>	10

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3	Models of Communication - Aristotle Model, Shannon and Weaver model, Schramm Model, Lagenas Model, Fano Model, Litterer's Model, Westly Maclean's Model. Barriers of Communication and how to overcome the Barriers.	10
4	Principles of Health Communication, Effective Health Communication, Role of Mass Communication in healthcare, IEC activities in hospital sector.	10

Suggested readings:

- Dr.K.Park - Preventive and Social Medicine (Banarsidas Bhanot Publishers)
- V.K.Mahajan - Preventive and Social Medicine (Jaypee Publishers)
- Ramachandran & T.Dharmalingan - Health Education A new approach (Vikash publishing)
- Karen Glanz - Health Behavior and Health Education (Wiley)
- Anne van den Ban and Maria A. Koelen - Health Education and Health Promotion (Wageningen Academic publisher)
- Manoj Sharma - Theoretical Foundations of Health Education and Health Promotion (Jones & Bartlett learning)

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Paper: Principle of Management &Organizational Behaviour

Code: MBA-HA -105

Contract hours/Week: 3L+ 1T

Credit: 4

Course Outcome:

After completion of the course students will be able to -

1. Make use of the process, functions, and principles of management in business scenario.
2. Utilize effective communication for operating the organization.
3. Apply the leadership ability to manage the workforce in organization.
4. Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
5. Apply the concept of communication in an organization.

Module	Topic	Hour
1	<p>Fundamentals of Management:</p> <p>Concept & Definition, Nature & Characteristics of business, Difference between Management and Administration, Productivity, effectiveness and efficiency, Implications of Globalization in Management.</p> <p>Management Theories & Managing Resources :</p> <p>Pre scientific Management Period, Classical Theory, Scientific Management of Taylor, Administrative Management of Fayol, Managing Resources: Concept, Components: Materials, Manpower, Money, Machinery (4M's), Information (Knowledge), Service, Time, Scarcity of resources.</p>	10
2	<p>Functions of Management :</p> <p>Planning & decision making: Significance, process, skills, steps, guidelines, planning aids. Decision making definition, nature, aspect, steps & techniques</p> <p>Organizing: concept, major principles of human capital,</p>	10

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	<p>types of organizations, Delegation and empowerment, types & levels of organization authority, culture, ethos and morals, increasing organizational efficiency</p> <p>Staffing: understanding & managing Human Resource, Nature of jobs, and Steps in staffing, designing work & delegating effectively, apprising & making stuffing more meaningful, understanding yourself & managing team.</p> <p>Controlling: Principles of controlling, understanding controlling philosophy, types.</p> <p>Management in Healthcare Sector :</p> <p>Managerial Skills: Managerial roles, Tasks & Responsibilities, Work pattern,</p> <p>Management in Healthcare Sector: Management trends in healthcare - managing quality, innovation, concern for environment & sustainability of the organization & industry</p>	
3	<p>Concept of Organizational behavior- OB Overview – Meaning of OB, Importance of OB, Field of OB, Contributing Disciplines, Applications in Industry,</p> <p>Organization: Characteristics, Types, Mission, Goals.</p> <p>Work Motivation :Approaches to work motivation</p> <p>Theories of Motivation: Maslow Hierarchy of needs,Alderfer’s ERG Theory, Herzberg motivation Theory, Hygiene theory, McClelland’s Achievement theory, Motivation Theory, McGregor’s Theory X and Y .</p> <p>Personality: meaning of Personality, determinant of Personality, theory of personality, Measurement of personality, development of personality, Span of Control</p> <p>Perception process: Nature and importance, factor</p>	10

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Effective from academic session 2022-23

	influencing perception, perceptual selectivity	
4	<p>Attitudes: source, important, attitudes in organization</p> <p>Group dynamics: Characteristics of group, types of group, stages of group dynamics, group decision making, Teams in Organization.</p> <p>Leadership style: Leadership style, leadership theories, and Skills influence processes, Leadership and power</p> <p>Conflicts in organization : Source of conflicts, Types of conflicts, conflicts process, Johari window, conflict resolution</p>	10

Suggested readings:

- Koontz & Wehrich - Essential management- (McGraw Hill Education)
- Premvir Kapoor - Principles of Management- (Khanna Publishing)
- Robbins - Organizational Behaviour (PHI)
- Luthans -Organizational Behaviour- (McGraw Hill Education)
- L.M. Prasad - Organizational Behaviour (Sultan Chand & sons)
- Kavita Singh- Organizational Behavior Text and Cases (Vikas Publishing House)

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Paper: Research Methodology and Quantitative Methods

Code: MBA-HA-106

Contact Hours/Week: 3L + 1 T

Credits: 4

Course Outcome:

After completion of the course students will be able to -

1. Define the various types of research and maximize the knowledge to identify research problem.
2. Choose right path to conduct research design.
3. Perceive various theories on research methods.
4. Explain how to analyze the data.
5. Elaborate methods which are used in doing research.

Module	Topic	Hour
1	<p>Research Methodology : Introduction to Research Methodology, Meaning, Objectives & Types of Research, Formulation of Research Problems.</p> <p>Literature Review : process, different approaches</p>	10
2	<p>Research Design: Meaning, Need, Types, Requirements.</p> <p>Sampling Fundamentals: Sampling techniques, Limitations & Errors in sampling.</p> <p>Measurement and scaling techniques.</p> <p>Methods of data collection.</p>	10
3	<p>Processing and Analysis of data : Data processing & coding</p> <p>Descriptive, Central Tendency, Dispersion</p> <p>Hypothesis Testing</p> <p>Test of comparisons of mean - t test, z test</p> <p>ANOVA Model uses</p> <p>Suitability of testing tools/criteria</p>	10

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	<p>Writing of a research report :</p> <p>Characteristics of a good report</p> <p>Approaches to writing reports</p> <p>Sections of research report</p> <p>Referencing & citation</p>	
4	<p>Quantitative methods: Basic Concepts of Statistics, Measurement of Central Tendency: Arithmetic Mean, median, mode. Percentile, Quartile.</p> <p>Measurement of Dispersion-Range, Mean Deviation, Variance, Standard Deviation.</p> <p>Correlation & Regression.</p> <p>Introduction to probability , Measurement of Probability and Law of Probability for independent events- Conditional Probability, Baye's Theorem.</p> <p>Normal Distribution, Binomial Distribution, Poison-Population-Sample and basics of statistical interferences, Sample Size, Sampling Distribution, Statistical Inference- Type-I and Type-II error.</p>	10

Suggested Readings:

- CR Kothari - Research Methodology Methods and Techniques (New Age International Publication)
- G.C. Beri - Business Statistics - -TMH
- Aczel-Computer Business Statistics (6th Edition); TMH
- Anderson, Sweeny, and Williams- Statistics for Business and Economics(9th Edition) Thomas Learning.
- C. R. Kothari - Research Methodology: Methods and Techniques(New Age International Pvt Ltd)

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Practical

Paper: Presentation Skills and Excel Basics for Data Analysis

Code: MBA-HA-191

Contacts Hours /Week: 2S

Credit: 2

Course outcome:

After completion of the course students will be able to -

- 1.** Analyzing Data Using Spreadsheets.
- 2.** Explaining key principles of design, Templates and colors meaning.
- 3.** Creating knowledge on Typography and photographic illustrations, Diagrams and data visualization.
- 4.** Improve skills to make effective presentation.
- 5.** Develop business skills by analyzing data to take valuable decisions.

Module	Topic	Hour
1	<p>Key principles of design :</p> <p>Learn the key principles of design: focus, contrast, unity.</p> <p>Understand why “too many text” is not a problem.</p> <p>Understand what is a “good design”,</p> <p>Understand the use and misuse of</p> <p>Slides,</p> <p>Templates and colors meaning :</p> <p>Learn how to create your own template,</p> <p>Understand how a company’s or personal identity is conveyed,</p> <p>Understand how to choose a background for a template,</p> <p>Understand how to choose a typeface if needed,</p> <p>Understand how to choose your color.</p>	5

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2	<p>Typography and photographic illustrations :</p> <p>How to apply basic principles to text-only slides,</p> <p>How and why to create a visual hierarchy,</p> <p>How to deal with tables,</p> <p>How to compose cheap and fast illustrations out of text,</p> <p>Learn how to use icons with text,</p> <p>Learn how to illustrate slides with emotional photographs,</p> <p>Understand why adding pictures is almost always a good idea,</p> <p>Understand how icons work (as opposed to photographs),</p> <p>Learn how to select the right icon or photo,</p> <p>Diagrams and data visualization :</p> <p>Learn how to create great explanatory diagrams,</p> <p>When (not) to use diagrams,</p> <p>Learn how to create data viz charts for presentations,</p> <p>Understand how presentation infographics is different from media infographics,</p>	5
3	<p>Introduction to Data Analysis Using Spreadsheets :</p> <p>Describe the fundamentals of a spreadsheet application,</p> <p>Get access to Excel on the Web,</p> <p>Navigate around an Excel worksheet and workbook.</p> <p>Getting Started with Using Excel Spreadsheets :</p>	5

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	<p>View, enter, and edit data in a worksheet,</p> <p>Move, copy, and fill data in a worksheet,</p> <p>Describe the fundamentals of formulas,</p> <p>List some of the common functions used by a data analyst.</p> <p>Reference data in formulas.</p> <p>Cleaning & Wrangling Data Using Spreadsheets :</p> <p>Explain the importance of data quality.</p> <p>Import files data in to Excel.</p> <p>Describe the fundamentals of data privacy.</p> <p>Remove duplicate and inaccurate data, and empty rows. Handle inconsistencies in data.</p> <p>Use the Flash Fill and Text to Columns features in Excel.</p>	
4	<p>Analyzing Data Using Spreadsheets :</p> <p>Describe the fundamentals of analyzing data using a spreadsheet</p> <p>Filter and sort data in a worksheet.</p> <p>Use some of the most useful functions for a data analyst.</p> <p>Use the VLOOKUP and HLOOKUP functions.</p> <p>Create pivot tables in Excel.</p> <p>Use pivot table features.</p> <p>Final Project :</p> <p>Demonstrate hands-on skills to clean, prepare, and analyze data for a business scenario.</p>	5

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Suggested Readings:

Michael Busby and Russell A.Stultz: Office 2000

R K Taxali : PC Software for Windows 98