

UNIVERSITY OF KOTA

**NEP-2020
Based Curriculum and Examination Scheme**



**Department of Commerce and Management
Faculty of Commerce & Management**

**MBA (Hospital Administration)
Course Code – HA-10100**

First Year (July 2024 - June 2025)
Second Year (July 2025 - June 2026)

**UNIVERSITY OF KOTA
MBS Marg, Near Kabir Circle, KOTA (Rajasthan)-324 005
INDIA**

Edition: 2024

Objectives of the Course:

Innovation and Employability-Management is the essence of Business. The Management of Business has become more complex and difficult in the fast changing scenario of global economy. Many new and complex issues have emerged over the years which require focused attention of the policy planners and practitioners. The growing demand of Management Professionals in the corporate world has given significance to this course. The course has been designed keeping in mind skills required by the Industry so that the Management students graduating are place able in the Industry according to the need.

Objectives:

- ✓ To generate managerial skills for dealing with Business.
- ✓ To locate, ensure, recognize and develop the enabling capabilities of students for management of Business.
- ✓ To develop skills in Students so that they are place able in the Industry

Duration of the Course:

The course MBA (Hospital Administration) shall consist of two academic years divided into four semesters.

Eligibility for Admission:

As per University of Kota Admission Policy guidelines

Structure of the Programme:

The MBA (Hospital Administration) programme consists of:

- (i) Core and Skill based courses of theory as well as practical papers which are compulsory for all students.
- (ii) Training/Field work which can be done in an organization (Government, Industry, Firm, Public Enterprise, *etc.*) approved by the Department.

Attendance:

Every teaching faculty handling a course shall be responsible for the maintenance of attendance Register for candidates who have registered for the course. The teacher of the course must intimate the Head of the Department at least seven calendar days before the last instruction day in the semester about the attendance particulars of all students. Each student should earn 75% attendance in the courses of a particular semester failing which he or she will not be permitted to appear in the End-Semester Examinations. However, it shall be open to the authorities to grant exemption to a candidate who has failed to obtain the prescribed 75% attendance for valid reasons and such exemptions should not under any circumstance be granted for attendance below 65%.

Teaching Methodologies:

The classroom teaching would be through conventional lectures or power point presentations (PPT). The lecture would be such that the student should participate actively in the discussion. Student seminars would be conducted and scientific discussions would be arranged to improve their communicative skills. In the laboratory, instructions would be given for the experiments followed by demonstration and finally the students have to do the experiments individually.

Maximum Marks:

Maximum marks of a theory and practical paper shall be decided on the basis of their contact hours/credit per week. One teaching hour per week shall equal to one credit and carry 25 maximum marks and therefore, four teaching hours/credit per week shall carry 100 maximum marks for each theory paper/course. Each four contact hours per week for laboratory or practical work shall be equal to two credits per week and carry 25 maximum marks and therefore, sixteen teaching hours per week shall carry 200 maximum marks for laboratory or practical work.

Scheme of Examinations:

The examination shall be divided into two parts in which first part is continuous assessment or internal assessment and second part is semester assessment or external assessment. The schemes for the internal and external examinations shall be as under:

- a) The assessment of the student for theory paper shall be divided into two parts in which first part is continuous assessment or internal assessment (30% of maximum marks) and second part is semester assessment or external assessment (70% of maximum marks). For practical papers there will be only one external assessment (100% of maximum marks).
- b) The internal assessment for each theory paper shall be taken by the teacher concerned in the Department during each semester. Internal assessment test shall be of one hour duration for each paper and shall be taken according to academic calendar notified by the University. *One internal assessment test shall be written based examination (20 marks) whereas second internal assessment, will be on the basis of his/her participation in departmental activities (i.e., Group discussion, seminars, workshops, fun - learning activities, PPT presentation or assignment etc.) on any topic of each paper given by teacher concerned. There will be no internal examination in the practical paper.*
- c) A student who remains absent (defaulter) or fails or wants to improve the marks in the internal assessment may be permitted to appear in the desired paper(s) (only one time) in the same semester with the permission of the concerned Head of the Department. A defaulter / improvement fee of Rupees 250/- per paper shall be charged from such candidates. Duly forwarded application of such candidates by the teacher concerned shall be submitted to HOD who may permit the candidate to appear in the internal assessment after depositing the defaulter/ improvement fee. A record of such candidates shall be kept in the Department.
- d) The external assessment shall be of three hours duration for each theory paper and six hours duration for practical paper. The practical examination shall be taken by the panel of at least one external and one internal examiner at the end of each semester.
- e) 'Student should qualify both internal & external assessment separately to pass the paper i.e., if candidate passes in external & fail in internal; the candidate has to reappear in internal & external exam of that paper again. But if candidate passes in the internal & fails in the external, the candidate has to reappear in external exam of that paper and in internal examination he has option either to forward the obtained internal marks of that paper in the previous attempt (on the basis of the application submitted by the candidate and approval of Head of Department for the same) or can reappear in the internal examination if he want to improve his marks in that paper.'
- f) ~~The syllabus for each theory paper is divided into five independent units and each theory question paper will be divided into two sections as mentioned below:~~

Section – A There will be one question with 10 parts having two parts from each unit with no internal choice. The weightage of each part is 2 marks hence the total weightage of this section is 20 marks (10x2). This section will be compulsory in the paper.

Section - B There will be five questions with one question from each unit with internal choice (may have subdivisions). The weight of each question of 10 marks hence the total weightage of the section is 50 marks (10x5).

As suggested in Annex.-I (Ord.###50), it is proposed to calculate SGPA (Semester Grade Point Average) and CGPA (Cumulative Grade Point Average) as per following grade point calculation as:

Letter Grade	Grade Points	Description	Range of Marks (%)
O	10	Outstanding	90-100
A+	9	Excellent	80-89.99
A	8	Very Good	70-79.99
B+	7	Good	60-69.99
B	6	Above Average	50-59.99
C	5	Average	45-49.99
P	4	Below Average / Pass	40-44.99
F	0	Fail	0-39.99
U	0	Unfair means	-----
W	0	Withdrawn	-----
Ab	0	Absent	Absent

Further, the calculation of SGPA will be the ratio of secured credit points (credit x Grade point) and total course credits in each semester. Whereas, the CGPA will be calculated in same way but it will be for all four semesters. To calculate the CGPA into percentage, the multiplication factor will be 9.5.

(xix) As suggested in Annex.-I (Ord.###53), the calculation SGPA and CGPA will be calculated on the credit weighted average of the grade points obtained with letter grades countable in CGPA based on EoSE only.

Where

C_i : Number of credits earned in the its course of semester for which SGPA is to be calculated.

P_i : Grade point earned in ith course.

$i=1,2,3,4,\dots,n$: Represents the different program/papers in which a student has appeared in EoSE.

The CGPA is also calculated as:

With the details as:

C_i : Number of credits earned in the ith course of course till date for which CGPA is to be calculated.

Page **11** of **12**

be calculated.

P_i : Grade point earned in ith course.

$i=1,2,3,4,\dots,n$: Represents the different program/papers in which a student has appeared in EoSE so far.

The pattern of question paper of internal and external shall be as follows:

(A) Continuous or Internal Assessment:

30% weight age of Maximum Marks (30 Marks out of 100 Maximum Marks)

Duration of Exam: 1.00 Hr

Max. Marks: 20

Subject:

Paper:

No. of Students:

Teacher:

Note: The question paper contains two sections as under:

Section-A : One compulsory question with 05 parts. Please give short answers in 20 words for each part.

Section-B : 01 questions to be attempted having answers approximately in 250 words.

SECTION A (All are compulsory)

Q.1(a)		2
(b)		2
(c)		2
(d)		2
(e)		2
	SECTION B (Any one)	
Q.2		10
Q.3		10

Note : 10 marks considers assignments, viva, projects.

(B) Semester or External Assessment:

70% weight age of Max. Marks (70 Marks out of 100 Max. Marks)

University of Kota Main Examination (Year)

Duration of Examination: 3 Hours

Max. Marks: 70

SECTION-A: 10x2 Mark each (Total 20 marks)

(Answer all questions)

(Two question from each unit with no internal choice)

Q. No. 1

- (i) **2 Mark**
- (ii) **2 Mark**
- (iii) **2Mark**
- (iv)..... **2 Mark**
- (v)..... **2 Mark**
- (vi)..... **2 Mark**
- (vii)..... **2 Mark**
- (viii)..... **2 Mark**
- (ix)..... **2 Mark**
- (x)..... **2 Mark**

Section B: 5x10 Mark each (Total 50 marks)

(One question from each unit with internal choice) (Maximum two sub-divisions only)

Q. No. 2

OR

.....

Q. No. 3

OR

.....

Q. No. 4
OR

.....
Q. No. 5
OR

.....
Q. No. 6
OR

.....
Distribution of Marks for Practical Examinations (Paper code 105, 205, 305, 405):

Duration of Exam: 06 Hours

Maximum Marks: 200

S. No.	Name of Exercise	Marks
2.	Viva-voce	100
3.	Practical Record	100
Total Marks		200

Rules regarding determination of results:

Each semester shall be regarded as a unit for working out the result of the candidates. The result of each semester examination shall be worked out separately (even if he/she has appeared at the paper of the lower semester along with the papers of higher semester) in accordance with the following conditions:

- a) The candidate shall be declared as pass in a semester examination, if he/she secures at least 40% marks in each theory paper separately in external & internal examination and 50% marks in each practical paper and at least 50% marks in project/dissertation with 50% aggregate marks in that semester.
- b) A candidate declared as fail/absent in one or more papers at any odd semester examination shall be permitted to take admission in the next higher semester (even semester) of the same academic session.
- c) A candidate may be promoted in the next academic session (odd semester) if he/she has cleared collectively at least 50% of the papers of both semesters of previous academic session with 50% of the aggregate marks. The candidate who does not fulfil the above condition will remain as an ex-student and will reappear in the due papers along with next odd/even semester exams.
- d) If any student who is provisionally admitted in higher odd semester but could not secure prescribed minimum marks in previous semesters will be treated as ex-student and his/her admission fee will be carry forwarded to the next odd semester of forthcoming academic session.
- e) If a candidate, who is declared as pass, wishes to improve his/her performance in the theory papers of previous semester, he/she may re-appear only one time in these papers in next odd/even semester examinations.
- f) Candidate shall not be permitted to re-appear or improve the marks obtained in the external examination of practical / dissertation in any condition.
- g) If the number of papers prescribed in a semester examination is an odd number, it shall be increased by one for the purpose of reckoning 50% of the papers for considering the student pass/fail.

- h) A candidate may be given only two additional chances for passing the semester thus maximum tenure for completing the two years' postgraduate course will be limited to four years, for three years postgraduate program me up to five years and so on.
- i) The grace marks scheme shall be applicable as per University norms.

Classification of Successful Candidates:

The classification of successful candidates after last semester examination shall be as under:

Description of Marks Obtained	Division / Result
• 80% and above marks in a paper.	Distinction in that paper.
• A candidate who has secured aggregate 60% and above marks	First Division
• A candidate who has secured aggregate 50% and above but less than 60% marks	Second Division

**Course Structure with Distribution of Marks
FIRST YEAR**

Year Semester	Serial Number, Code & Nomenclature of Paper			Duration of Exam.	Teaching Hrs/Week & Credit			Distribution of Marks			Min. Marks	Pass
	Number	Code	Nomenclature		L	P	C	Conti. Assess.	Sem. Assess.	Total Marks	Cont. i. Asses. s.	Sem. Assess.
I Year I Semester	1.1	HA-10101T	Introduction to Hospital Management	3 Hrs	4		4	30	70	100	12	28
	1.2	HA-10102T	Hospital Accounting and Finance	3 Hrs	4		4	30	70	100	12	28
	1.3	HA-10103T	Hospital Personnel Management	3 Hrs	4		4	30	70	100	12	28
	1.4	HA-10104T	Applied Marketing Services	3 Hrs	4		4	30	70	100	12	28
	1.5	HA-10105P	Communication and Soft Skills	Viva		16	8	-	200	200	-	100
Total					16	16	24	120	480	600		
I Year II Semester	2.1	HA-10111T	Wellness and Medical Tourism	3 Hrs	4		4	30	70	100	12	28
	2.2	HA-10112T	Hospital Administrations and Front Office	3 Hrs	4		4	30	70	100	12	28
	2.3	HA-10113T	Applied Strategic Management	3 Hrs	4		4	30	70	100	12	28
	2.4	HA-10114T	Essentials of Health Economics	3 Hrs	4		4	30	70	100	12	28
	2.5	HA-10115P	Hospital Information System and Analysis	Viva		16	8	-	200	200	-	100
					16	16	24	120	480	600		

MHA-10105P/ MHA-10115P will be evaluated by External Exam

SECOND YEAR

Year Semester	Serial Number, Code & Nomenclature of Paper			Duration of Exam.	Teaching Hrs/Week & Credit			Distribution of Marks			Min. Pass Marks	
	Number	Code	Nomenclature		L	P	C	Conti. Assess.	Sem. Asses	Total Marks	Conti. Asses	Sem. Assess
II Year III Semester	3.1	MHA-10121T	Behavioural Science	3 Hrs	4		4	30	70	100	12	28
	3.2	HA-10122T	Quality Management and Patients' safety in Hospital	3 Hrs	4		4	30	70	100	12	28
	3.3	HA-10123T	Branding and Advertising of Hospitals and Clinics	3 Hrs	4		4	30	70	100	12	28
	3.4	HA-10124T	Hospital Facilities Management	3 Hrs	4		4	30	70	100	12	28
	3.5	HA-10125P	Comprehensive Viva Voce	Viva		16	8		200	200		100
	Total					16	16	24	120	480	600	
II Year IV Semester	4.1	HA-10131T	Logistics Management & Inventory Control in Hospital	3 Hrs	4		4	30	70	100	12	28
	4.2	HA-10132T	Entrepreneur in Hospital Industry	3 Hrs	4		4	30	70	100	12	28
	4.3	HA-10134T	Legal Framework and Ethics for Hospital	3 Hrs	4		4	30	70	100	12	28
	4.4	HA-10135T	Hospital Disaster and Risk Management	3 Hrs	4		4	30	70	100	12	28
	4.5	HA-10136P	Internship Program	Viva		16	8		200	200		100
					16	16	24	120	480	600		

At the end of Fourth semester all students will have to undergo training in any hospital for 45 days by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless student undergoes training in hospital under the supervision of the department in organizations as approved by the department/ faculty from time to time. Each student will be required to submit a project report to the Department / Faculty (in 2 hard bind copies) for the work undertaken during this period within two weeks after completion of your training for the purpose of evaluation in the fourth semester. The Viva voce will be conducted in the end of Semester IV.

- MHA-10125P Comprehensive Viva Voce will be assessed by Viva evaluated by the External and Internal Examiner.
- MHA-10136P The Visit to Hospital will be examined by the External and Internal Examiner.

Pre Requisite:

Regular attendance and Active Participation during the course of the semester, Book and Literature surveys, Long Essays, Seminar and Presentations etc.

SEMESTER – I
MBA-(HA) – 10101T

Introduction to Hospital Management

This main objective of this subject is to make the students familiar with the fundamental basics of hospital and latest trends in the developed countries.

Unit – I

Hospital Management – Meaning, Importance, Hospital Planning – Meaning, Rationale, Types of plans, Planning process, Steps in hospital planning Process, MBO in hospitals – Need, Process, Advantages and limitations

Unit – II

Hospital Organization – Meaning, Structures, Organization Chart, Delegation Vs Decentralization, Departmentation, Organizational competence, Core competence, Strategic alliances, Hospital Management: Levels and roles, Planning and Organizing of Hospitals

Unit – III

New perspective in Hospital Management, National Health Programmes in India, International Health: WHO and Other United Nations Agencies

Unit – IV

Decision-making - Meaning and importance, Types – Process, Presentation on Contemporary issues

Unit – V

Types of Healthcare Organizations, Types of Hospitals and Role of Hospital in Healthcare, Complexity of Hospital Organization, Case Study

REFERENCES:

- Elaine La Monica, “Management in Health Care” (Macmillan Press Ltd, London)
- 2) S. Srinivasan (ed.), “Management Process in Health Care” (Voluntary Health Association of India, New Delhi)
- Manisha Saxena, “Hospital Management” (CBS Publishers and Distributors)
- Joydeep Das Gupta, “Hospital Administration and Management: A comprehensive Guide” (Jaypee Brothers Medical Pub (p) Ltd.)
- 5)S.M. Jha, “Hospital Management” (Himalaya Publishing House)Hospital Accounting and Finance

WEBSITE (For e-books):

1. https://www.dca.org.sa/downloads/dca/quality_gate/04_E-Library/Healthcare%20Management/Principles-of-Hospital-Administration-and-Planning.pdf
2. <https://www.uok.ac.in/E-Library>

Course Learning Outcome

- Assess managerial practices and choices relative to ethical principles and standards.
- Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.
- Determine the most effective action to take in specific situations.

MBA (HA) -10102T Hospital Accounting & Finance

This course provides basic accounting knowledge and financial management. This includes principles, concepts, time value of money with the latest information and current news.

Unit – I

Introduction to Management Accounting - Origin, scope, functions and Principles, Indian Corporate Sector, Management Accounting, Hospital Finance: Fundamentals, Budgeting, and Costing- Need and Importance of Financial Discipline

Unit – II

Fundamentals and Scope of Accounting: Meaning, Concepts, Principles, Accounting Rules, Single and Double Entry System, Journal Entry, Bookkeeping, Ledger, Accounts Receivable and Accounts Payable, Payroll and Executive Remuneration, Trial Balance, Rectification of Errors, Asset Accounting and Depreciation, Reserves and Provisions

Unit – III

Financial Management–Introduction to finance, objectives of financial management–wealth Maximization, Changing role of finance managers, Organization of finance function, Time value of money, Basic Concepts: Liquidity, Profitability and Leverage

Unit – IV

Financial statement analysis & Ratio analysis, Comparative and common size financial statement Preparation and calculation of Fund Flow and Cash Flow statement Basic Cost Concept

Unit – V

Budgetary Control, Marginal cost- Cost-Volume-Profit Analysis and Profit planning, Activity based costing

REFERENCES:

- L. Vann Seawell, “Principles of Hospital Accounting” (Physicians“ Record Company, Berwyn)
- M.C. Shukla and T.S. Grewal,” Advanced Accounts” (S. Chand & Company Ltd., New Delhi) ISBN 81-219-0396-3
- S.C. Kuchhal, “Corporation Finance : Principles and Problems” (Chaitanya Publishing House, Allahabad)
- S.N Maheshwari, “Financial and Management Accounting

WEBSITE (For e-books):

1. Perpustakaan_Digital_1/FINANCE%20Healthcare%20finance%20%20an%20introduction%20to%20accounting%20and%20financial%20management.pdf
2. <https://www.uok.ac.in/E-Library>

Course Learning Outcome

- Proper understanding of managerial accounting practices and knowledge relative to ethical financial standards.
- Specify how the tasks of finance can be executed in a variety of circumstances.
- Determine the most effective action to take in crucial financial situations.

Hospital Personnel Management MBA (HA) -10103T

This course is designed to provide the knowledge about the Human Resources (HR) in Hospitals, contributions of various HR sub-systems to various dimensions in the organizations, principles of designing effective HR systems in organizations.

Unit – I

Definition of Hospital HRM, Importance of HRM in Hospitals, Nature of HR in Hospitals, Objective of HR in Hospital, Functions and Principles of HRM, Role of HR manager

Unit – II

Recruitment –Sources and Procedure, Selection -Steps in selection procedure, Recruitment vs. Selection, Mobility of personnel:-transfer, promotion, demotion, separation, retirement, Job Design, Job Enrichment, Job enlargement, Job Description, and Job Specifications. Job Analysis

Unit – III

Performances Management and Human Resources Information, Need, Purpose and Content Performance Indicators: Individual and Organization, 360 Degree Feedback, Information and Records, Periodic Reports on Manpower, Turnover and Compensation, Information

Unit – IV

Emerging Concepts in Personnel Management, Leadership and Learning Organization, Organization Culture and Change, Code of Conduct, Relationship, Values and Work Ethics

Unit – V

Communication, Staff Communication, Succession Planning, Health Issues and Repatriation, Occupational Hazards: Health and Safety, Welfare Programmes and Counseling, Case Study

REFERENCES:

- Edwin Flippo “Principles of Personnel Management” (McGraw Hill)
- R.C. Goyal, Handbook of Hospital Personnel Management (Prentice – Hall India Pvt. Ltd., New Delhi.
- David A. DeCenzo and Stephen P. Robbins, Human Resource Management (John Wiley & Sons Inc., New York)
- Dessler, “Human Resource Management”, Pearson Education Limited, 14th Edition, 2015.

WEBSITE (For e-books):

- <https://www.uok.ac.in/E-Library>
- <http://community.worldlibrary.in/?AffiliateKey=NDL-ER1205>

Course Learning Outcome

- Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM.
- Demonstrate competence in development and problem-solving in the area of HR Management.
- Provide innovative solutions to problems in the fields of HRM.
- To understand the Business Ethics and to provide best practices of business ethics.
- To learn the values and implement in their careers to become a good managers.

Applied Marketing Services **MBA (HA) – 10104T**

The aim of this course is to enable the participants to understand the concept of marketing and applying them in the Hospital organizations.

Unit -I

Introduction of Marketing -Marketing Management: Seller's & Buyers Market, Marketing Mix, Definition. Customer Satisfaction: Definition, Business components: Stakeholders Processes, Resources, Organization, Customer Value, Generic Value Chain, and Customer Relationship Management

Unit - II

Environment & STP-Marketing environment: Competitive Forces-Oligopoly, Monopoly, Monopolistic and Pure, Internal Environment, Micro Environment and Macro Environment
Product: Definition, Nature of Product, Product Policy & Mix, Product Life Cycle

Unit - III

Services Marketing: Concept, Significance, Salient features, Service Mission Statement, Planning for marketing hospital services, Market Segmentation in hospital services, Positioning for competitive advantage - Dealing with the competition - Identifying analyzing competitions, Designing the competitive intelligence system, Designing competitive strategies, Marketing mix in Hospitals

Unit – IV

Establishment of media relations policy, Developing an effective media Relations Programme
Handling news media during disaster, Service Scope in Hospital

Unit – V

Challenges faced in Practicing Marketing in Hospital Industry, Marketing Intelligence, Information and Research System, Social Media Marketing, Case Study

REFERENCES:

- G.D.Kunders, "How to Market your Hospital without Selling your Philosophy" Prism Publication
- Roger Silver, "Health Service Public Relations" (Radcliffe Medical Press Ltd., Oxford) ISBN 1-85775-028-4
- S.M. Jha, "Services Marketing", Himalaya Publishing

WEBSITE (For e-books):

1. <https://www.uok.ac.in/E-Library>

Course Learning Outcome

- Demonstrate an understanding of fundamental concepts of marketing
- Identify the scope of marketing covering different functions of a marketing manager.
- Identify ethical and legal implication of marketing decisions

Communication and Soft Skills **MBA (HA) – 10105P**

This paper will enable students to gain efficiency and learning of English language spoken, listen and written to make them employable in the Industry

Unit - I

Meaning, Definition, Nature and Scope of Communication, Importance of Communication, Process of Communication, Non Verbal Communication, Body Language, Leadership and Motivation, Learning and Change Process, Types- Formal, Supportive, Rigid, Purposeful and Complex Levels : Intra-Personal, Interpersonal, Public and Mass, Process of Communication Planning

Unit - II

Reports: Types and Characteristics; Components of a formal Report; Interview –Purpose, Types, Interview Skills –Before, During and After the Interview, Interview Dressing, mock interviews

Unit – III

Presentation skills and techniques: Personal grooming and business etiquettes, corporate Etiquette, social etiquette and telephone etiquette, role play and body language, impression management

Unit IV

Media Communication, Hospital Communications – Types, Barriers, Methods to overcome barriers, Principles of effective communication, Coordination, Importance of coordination in hospitals, Techniques of coordination

Unit – V

Introduction to Personality Development: Elements of a Good Personality, Importance of Soft Skills, Group Discussions, Mock interviews, Presentations on contemporary issues and Role play

REFERENCES:

- 1) Michael E. Hattersley, Linda J. McJannet, “Management Communication: Principles and Practice” (McGraw-Hill Co.) ISBN 0070270414
- 2) Nitin Bhatnagar & Mamta, “Effective Communication and Soft Skills”, 1e, Pearson Education India, ISBN-13: 978-8131760345
- 3) Leena Sen, “Communication Skills”, PHI; 2nd Revised edition
- 4) Francis Peter S.J., “Soft skills and Professional Communication”, Tata McGraw Hill Education

WEBSITE (For e-books):

- <https://www.uok.ac.in/E-Library>
- <https://www.ddegjust.ac.in/2021/bca/Communication%20Skills%20and%20Personality%20Development-121.pdf>
- https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L18.pdf

Course Learning Outcome

- Better Understanding of nuances of language through audio- visual experience and group activities.
- Neutralization of accent for intelligibility.
- Speaking with clarity and confidence thereby enhancing employability skills of the students.
- Gain computer’s basic knowledge to work in competitive environment.

SEMESTER – II
Wellness and Medical Tourism
MBA (HA) -10111T

This course covers the principles and practice of health insurance with managed care and its application in Indian scenario. This shall include different types of insurance policy, insurance coverage, insurance claims & disputes related to health insurance.

Unit – I

Introduction: What is Tourism? Definitions and Concepts, tourist destination, services and industry, Types of Tourism

Unit- II

Nature and scope of Medical Tourism, Marketing and packaging of Medical Tourism, Regulatory laws & Ethical issues for Medical Tourism, Common fields of care in Medical Tourism, Merging with pleasure tourism, Issues of Safety and Security, Prevention of Malpractices

Unit – III

Medical Tourism - Issues and challenges, Medical Tourism: The Future of Health Services, Case Study based on current environment

Unit – IV

Yoga, Medication and other forms of traditional and indigenous method of treatment, Events and Concepts of MICE: Evolution of MICE industry; Components, Planning and Sustainable Planning for MICE, Economic and social significance of MICE

Unit – V

Professional meeting Planning-definition, types and roles; associate, corporate & independent meeting planner, Trade fairs and exhibitions, Presentation on Contemporary issues

REFERENCES:

- Sharma A. & Arora S., “Event Management and Marketing: Theory, Practical Approaches and Planning”, Bharti Publications, New Delhi, (2018), with ISBN: 978-93-86608-61-1
- Burkart A.J. and Medlik, “Tourism: Past Present & Future” : (London, Heinemann)
- Singh M., “Medical Tourism”, Centrum press, ISBN-13: 978-9380540108

WEBSITE (For e-books):

1. <https://www.uok.ac.in/E-Library>
2. https://books.google.co.in/books?id=h28iYxm12rcC&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false

Course Learning Outcome

- Assess the principles and practice of health insurance and managed with care.
- Specify how the managerial process insurance policy, insurance coverage, insurance claims & disputes related to health insurance
- Determine the scope of Medical Tourism in current era.

Hospital Administrations and Front Office **MBA (HA)- 10112T**

This course aims to make understand the principles and practice of management. It shall review basic theories of management and management process

Unit - I

Management Concepts and Theories: Management and Organizations, Management Role, Levels of Managers and Management Skills, Classical School, Behavior School, Management Science School

Unit – II

Management Functions and Process: Planning, Organizing, Staffing, Directing, Controlling

Unit – III

Introduction to hospital Industry, Routine Admission/Discharge Procedures, Telephone etiquettes and manners, Front desk grooming and other essentials –body language, speech modulation which includes articulation, variation control of pitch and tonal quality, Dressing sense and basic grooming tips for the Front Office

Unit – IV

The quality standards applicable to the Front Office, Importance of Documentation, and IT in the Front Office, Reception Duties-Collecting Patient Information, Billing and Coding, Making Appointments, Emergency handling, Presentation on Contemporary issue

Unit – V

Team Building / Team Dynamics, Attitude: concept, measurement and change, Anger management, Conflict resolutions, Crisis & Stress Management, Multi-tasking, Case Study

REFERENCES

- Ramchandra D.L., “Essentials of Hospital Management & Administration”, Educreation Publishing
- Stephen P. Robbins and Mary Coulter, “Management” (Prentice Hall of India Pvt. Ltd., New Delhi)
- B.M. Sakharkar, “Principles of Hospital Administration and Planning” (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)
- Ross. Willson, “From Front Office to Front Line: Essential Issues for Health Care” MD Export-Import Procedures , Documentation and Management

WEBSITE (For e-books):

1. <https://www.uok.ac.in/E-Library>
2. [https://www.dca.org.sa/downloads/dca/quality_gate/04 E-Library/Healthcare%20Management/Principles-of-Hospital-Administration-and-Planning.pdf](https://www.dca.org.sa/downloads/dca/quality_gate/04_E-Library/Healthcare%20Management/Principles-of-Hospital-Administration-and-Planning.pdf)

Course Learning Outcome

- Assess managerial practices and choices relative to ethical principles and standards of management.
- Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.
- Determine the effective scope of team building in hospitals.

Applied Strategic Management MBA (HA) -10113T

The Course introduces the basic concepts and process of strategic planning with due importance to environmental analysis. It deals with process, alternatives and selection of strategies, implementation, evaluation and control of strategy.

Unit - I

Strategic Management: Role, Process, Formulation, Implementation, Evaluation and Control, Strategic Intent: Vision and Mission, Goals and Objectives

Unit – II

Strategic Analysis -The External Environment: Identifying opportunities and Threats, Internal Environment: Determining Strengths and Weaknesses

Unit – III

Strategies Approach in Health Programs of few Developed Countries and / or Neighboring Countries, Social responsibilities of business with reference to hospital industry, The Government's role in Hospital Industry

Unit – IV

Strategy Formulation, Developing Strategic Alternatives, Evaluation of Alternatives and Strategic Choice, Presentation on Contemporary issues

Unit – V

Healthcare Environment and Information Process, Techniques Responsibility, Management Subsystem and Information Subsystem, Audit, Case Study

REFERENCES:

- AzharKazmi: "Business Policy"
- Thompson A.A. and Stickland A.J, Strategic Management- Concept and cases
- John A. Pearce II and Richard B. Robinson Jr., "Strategic Management: Strategy Formulation and et al, Strategic Analysis for Hospital Management" (Aspen Publication, USA)
- Aaker A. David, "Developing Business Strategies", John Wiley & Sons, New York
- Keith Davis and Robert Blomstrom: "Business and Society, Environment & Responsibility" (New York, McGraw Hill Book Co)

WEBSITE (For e-books):

1. <https://www.kau.edu.sa/files/0057862/subjects/strategic%20management%20book.pdf>
2. <https://www.uok.ac.in/E-Library>

Course Learning Outcome

- Learn a simple strategic planning model for hospitals. Understand how to apply the model in hospital industry.
- Recognize and understand common strategic planning terminology and its implementation.

Essentials of Health Economics **MBA (HA) -10114T**

This course becomes imperative to those who are policy makers, planners, and managers in the field of Healthcare. The course covers the basic theory of microeconomics in health care such as demand, supply, pricing; production, cost and balance of payment.

Unit - I

Economics: meaning, nature and Scope, Managerial Economics and Business, Decision making, Role of Managerial Economist, fundamental concepts of Managerial Economics

Unit - II

Demand Analysis and types of demand, Law of demand, Elasticity of Demand, Consumer Behavior: Demand Curve, Utility Maximization, and Indifference Curve Analysis

Unit - III

Supply - meaning and determinants, production decisions, production functions, Isoquants, Expansion path. Cost concepts: cost, output relationship, Economies and diseconomies of scale, cost functions.

Unit - IV

Balance of Payment: concepts, sources, disequilibrium in balance of payments, Inflation & Deflation, Presentation on Contemporary issues

Unit - V

National Income – Concept and Measurement, National Income and economic welfare

REFERENCES:

- Varshey RX & Maheswari.KX. – “Managerial Economics”.
- Gupta G. S.- “Managerial Economics”
- Sherman Folland, Allen C. Goodman and Miron Stano, “The Economics of Health and Health Care” (Prentice-Hall Inc, New Jersey)
- N.D. Mathur,, “Managerial Economics”, Shivam Book House Pvt. Ltd, Jaipur

WEBSITE (For e-books):

1. <https://www.uok.ac.in/E-Library>
2. <https://agus34drajat.files.wordpress.com/2010/10/essentials-of-health-economics.pdf>
3. [https://ebooks.lpude.in/commerce/mcom/term_1/DECO405 MANAGERIAL ECONOMICS ENGLISH.pdf](https://ebooks.lpude.in/commerce/mcom/term_1/DECO405_MANAGERIAL_ECONOMICS_ENGLISH.pdf)

Course Learning Outcome

Course Learning Outcome

- Apply the concept of opportunity cost
- Employ marginal analysis for decision making
- Analyze operations of markets under varying competitive conditions
- Analyze causes and consequences of unemployment, inflation and economic growth.

MBA (HA) – 10115P
Hospital Information System and Analysis

The course will help to identify and appreciate the areas of Computer and IT Applications in Hospitals.

Unit – I

Database management system (DBMS) concept, Type of Data Base, Database structure, DBMS Vs RDBMS, Data Mining, Data warehouse. Integrity Rules, Primary/Foreign Key

Unit –II

Create a Table in MS Access, Data Types, Field Properties, Fields names, types, properties – default values, format, caption ,Add record, delete record and edit text, Edit a Tables copy, delete, modify table structure.

Unit- III

Working with Query Using Sql or Mysql or Oracle --Introduction of relationship, How to Create a Relationship using multiple tables Types of Relationship, What is Query, filter using multiple fields AND, OR, create Query with one table, select query, find duplicate record with query,

Unit –IV

Kind of business letter, Essential of effective business letter, format of business letter. Memo, notice, purchase letter, cover letter, application, letter of intent, offer letter, letter of commendation, resignation letter, thank you letter, apology letter. Parts of business letter

Unit- V

Law and Ethics ● Digital Footprints ● Data Protection: Intellectual property rights (copyright, patent , trademark), violation of IPR(plagiarism, copyright infringement, trademark infringement), open source software and licensing (Creative Commons, GPL and Apache) ● Cyber Crime: definition, hacking, eavesdropping, phishing and fraud emails, ransomware, cyber trolls, cyber bullying ● Cyber safety: safely browsing the web, identity protection, confidentiality ● Malware: viruses, trojans, adware ● E-waste management: proper disposal of used electronic gadgets. ● Information Technology Act (IT Act)

REFERENCES:

- Peterson Biberachaty, “Operating System Concept”
- Millan Milenkoric, “Operating System”
- Rajaraman, “Fundamentals of Computers”.
- Peter Norton, “Know your PC”.
- Andrew S. Tenenbaum, “Computer Networks”

WEBSITE (For e-books):

- <https://www.uok.ac.in/E-Library>

Course Learning Outcome

- Assess the framework of help to identify and appreciate the areas of Computer and IT Applications in Hospitals.
- Determine the most effective action to take in specific situations.

MBA-(HA) – SECOND YEAR
SEMESTER – III
Behavioral Science (Leadership and Organizational Behavior in Hospitals)
MBA (HA) - 10121T

To learn better relationships by achieving human objectives, organizational objectives, and social objectives by understanding how people, individuals, and groups act in organizations.

Unit- I

Introduction to Organizational Behavior and Managerial Roles, Relevance of OB to Management Functions, Evolution of Behavioral Sciences

Unit- II

Organizational Behaviour – Definition, assumptions, significance, Historical Background - Fundamental concepts of OB, Modes of OB

Unit- III

Leadership theories, leadership models, motivation and theories, organizational changes, Resistance of change - organizational Development

Unit - IV

Learning: Concepts, Theories, Impact of globalization, Presentation on Contemporary issues

Unit - V

Organizational Structure & Types, Case Study, Group Discussions

REFERENCES:

- Stephen Robbins , “Organizational Behavior”, Prentice Hall
- Dr. K. Aswathappa , “Organizational Behavior”, Himalaya Publishing House
- J. William Pfeiffer and Arlette C. Ballew, Pfeiffer and Company, “Theories and Models in Applied Behavioral Science”,. USA.
- Stephen L. Walston, “Organizational Behavior and Theory in Healthcare: Leadership Perspectives and Management Applications”, Health Administration Press; 1 edition, ISBN-13: 978-1567938418

WEBSITE (For e-books):

1. <https://www.uok.ac.in/E-Library>
2. <http://community.worldlibrary.in/?AffiliateKey=NDL-ER1205>

Course Learning Outcome

- Assess managerial practices and choices relative to ethical principles and standards in hospitals.
- Specify how the managerial tasks and responsibilities are shared by leaders to simplify the work pattern in hospitals.
- Critically evaluate change management plans in different business environments.
- Critically evaluate contemporary issues in managing and leading change
- Determine the most effective leadership style in an industry.

Quality Management and Patients' safety in Hospital **MBA (HA) – 10122T**

To elaborately discuss on major quality management tools, control measures, systems, approaches and procedures governing hospital accreditation.

Unit - I

Customer Focus and Satisfaction: Meeting Customer needs and Expectations, Translating customer needs into requirements (Kano Model) using customer complaints. Concept of quality, Definition, Dimensions of quality, Developing quality Culture

Unit - II

TQM Definition, principles of TQM, Implementing TQM in hospital industry, Evolution of TQM, Components of TQM

Unit - III

Kizen & Six Sigma: Features, Benefits, Goals and Approaches

Unit - IV

Concept of patient care, Patient counseling, Patient safety and patient risk management, Presentation on Contemporary issues

Unit - V

Fire hazards, strategic security system, Security organization and physical security measures, Security budgeting, security committee, periodic security audit

REFERENCES:

- Dr. K.C. Arora, S.K. Kataria & Sons, "Total Quality Management"
- William J. Kolarik, "Creating Quality", McGraw-Hill International Editions
- S.K. Joshi, "Quality Management in Hospitals" Jaypee Brothers.
- Shailendra K. Singh, "Safety and Risk Management", Mittal Publishers

WEBSITE (For e-books):

1. <https://www.uok.ac.in/E-Library>
2. <http://community.worldlibrary.in/?AffiliateKey=NDL-ER1205>

Course Learning Outcome

- Assess managerial practices and choices relative to Customer needs and Expectations.
- TQM helps Hospitals to optimize their operations, leading to reduced costs and increased productivity.
- It strives to ensure that all associated employees work toward the common goals of improving product or service quality, as well as improving the procedures that are in place for production.

Branding and Advertising of Hospitals and Clinics **MBA (HA) – 10123T**

To facilitate an understanding of the importance of branding and how the value of brands may be developed, protected or lost. Participants are expected to develop an ability to measure brand equity.

Unit - I

Branding concepts: introduction to brand, importance and characteristics of the Brand, Brand symbols; brand character, brand logo, brand extension, shared and co-operative Branding, Brand image, brand loyalty

Unit - II

Strategic brand management process, importance of Brand planning, issues influencing brand potential, developing brand identity across the globe

Unit - III

Advertising: Definition & Characteristics; Types; Mass Media Promotions- Newspapers: Advantages & Disadvantages; Magazines: Advantages and disadvantages; Radio: Advantages and Disadvantages; T.V – Advantages and Disadvantages; Outdoor Advertising

Unit - IV

Advertising in Hospital industry, Advertising Plan, Advertising Production Process, Creative strategy, Types of Advertising appeals, The Creation Stage

Unit - V

Developing Effective advertisement plan, advertising versus promotion, Direct Marketing and Interactive Marketing Case Study, Group Discussion

REFERENCES:

- Aaker, D.A., “Brand Portfolio Strategy” Free Press, New York. 39
- Drawbaugh, K., “Brands in the balance: meeting the challenges to commercial identity”, Pearson Education, New Delhi
- Advertising Theory and Practice : Chunawlla, Kumar, Sethia, Subramanian, Suchak, Himalaya Publishing House
- Keller, K.L., “Strategic Brand Management”, Pearson Education, New Delhi

WEBSITE (For e-books):

- <https://www.uok.ac.in/E-Library>
- <https://josephscollege.ac.in/lms/Uploads/pdf/material/Advertising & Brand Management Notes.pdf>
- https://ddceutkal.ac.in/Syllabus/MCOM/Advertising_Brand_Management.pdf

Course Learning Outcome

- Facilitate understanding practices of Advertising in Hospital industry.
- Specify how of the importance of branding can be executed in a variety.
- Determine the most effective action to Develop Effective advertisement plan.

Hospital Facilities Management **MBA (HA) – 10124T**

The objective of the course is to get familiarized with support service systems and to explore the skills and understands administrative aspects of multiple clinical services in the Hospital

Unit I

Nutrition and Dietary services, Pharmacy services, Medical Records services

UNIT II

Laundry services, Housekeeping services, CSSD-Energy conservation methods – AMC

Unit III

Ambulance services, Mortuary services, Hospital security services

Unit - IV

National Health Policy- an overview, Medical Records Department- concept and working procedure

Unit - V

Engineering Services- Maintenance of Building, Campus & Utilities, Biomedical services, Fire safety, Maintaining Public relations

REFERENCES:

- G.D.Kunders, “Hospital and Facilities Planning and Design”
- Antony Kelly, “Maintenance Planning and Control”
- Kunders G.D., “Hospitals - Facilities Planning and Management”, McGraw Hill Publication, ISBN: 9780070502697
- V.K Singh & Lillrank P., “Planning and Designing Healthcare facilities”, Productivity Press, ISBN-13: 978-1138032262

WEBSITE (For e-books):

<https://www.uok.ac.in/E-Library>

Course Learning Outcome

- Assess managerial practices and choices relative to multiple clinical services in the Hospital.
- Specify how the managerial tasks and get familiarized with support service systems in hospitals.

MBA (HA) -10125P
COMPREHENSIVE VIVA VOCE

Course Objective:

The Viva Voce is scheduled at the end of semester in order to judge the understanding as well as application of the knowledge gained by the student during the course. This is also to see the articulation of what is being learnt by them. The idea is to see that students are able to digest what is being taught in two year and see their relevance not only in the practical field but also their inter relationship.

The Viva Voce can be taken in form of Comprehensive Viva Voce of All Three semester subjects of the course MBA – Hospital Administration.

Semester – IV
Logistic Management and Inventory Control in Hospitals
MBA (HA)-10131T

To gain the overall understanding of the procedures & management of Purchasing & Inventory Control in Hospital

Unit - I

Definition and Principles of Logistic Management, Functions of Logistics Management, Logistical Mission and Objectives, Supply chain management

Unit - II

Inventory Management- Introduction, Concept, types, Functions; Elements of Inventory Costs; Inventory Management under certainty, Managing Finished Products Inventory under Uncertainty, Types of Inventory cost, Types Of Inventory Control, Pareto's law -ABC /VED / SDE Analysis, Lead Time, Buffer stock, Reorder level, Economic Order Quantity (EOQ)

Unit - III

Strategic Inventory Management Tools and Techniques; Distribution Requirement Planning, Cost control; Dispatching and expediting; Recording progress and feedback information in order to improve future planning

Unit - IV

Stores Management, location and layout, Standardization, Material accounting and physical distribution, Store documentation, condemnation and disposal of scrap, surplus and obsolete materials

Unit - V

Recent trends in Materials Management: Types of Materials used and stored in a Hospital, Value Management, value analysis and HIS in Store Management

References:

- Mr. B S Sahay, Supply Chain Management, Macmillan India Ltd
- Bowersox Donald J, Logistics Management – The Integrated Supply Chain Process, Tata McGraw Hill, 3rd edition
- Khanna, K.K. Physical Distribution Management, Himalaya Publishing House, New Delhi
- Seetharama, Peter J., Dennis W, Production planning & inventory control by. –Pub. PHI

WEBSITE (For e-books):

1. <https://www.uok.ac.in/E-Library>
2. <http://community.worldlibrary.in/?AffiliateKey=NDL-ER1205>

Course Learning Outcome

- learn how to reduce the Logistics costs to minimum by applying the techniques
- Have knowledge about warehouse management.
- learn logistics trends in hospital industry.
- Establish a logistics distribution system in hospitals

MHA-10132T

Entrepreneurship in Hospital Industry

To understand the roles of skill, experience, motivation and culture of Entrepreneurship and how the Business plan is framed and the challenges involved in it.

Unit - I

Introduction to Entrepreneurship Entrepreneurship-Definition, Characteristics and qualities of an Entrepreneur, Types of entrepreneurs

Unit - II

Entrepreneurship Related to the Hospital Industry, Different Organizations in Entrepreneurship, Entrepreneurial development training

Unit - III

Introduction to Project Idea processing and selection, Identification and classification, Project life cycle

Unit - IV

Introduction to Project Report, Project Report-Meaning and Definition, Types of Project Report, Components of Projects Report, Steps in Developing a Project Report, Essentials of a Good Project Report

Unit - V

Structure or layout in view of the Hospital Industry, Steps for starting small hospital, Problems in starting a Hospital, Ways to rectify them

References:

- Vasanth Desai: Dynamics of Entrepreneurial Development and Management : Himalayan Publishing Company, New Delhi, Edition 3, 2005.
- David H.Holt : Entrepreneurship: Hall India Publishers, New Delhi : Edition 2.
- Rajshankar, Entrepreneurship Theory and practice, Vijay Nicole Imprints Private limited, 2015.

WEBSITE (For e-books):

- <https://www.uok.ac.in/E-Library>
- <https://www.pasc.edu.in/wp-content/uploads/2021/04/ENTREPRENEURSHIP-DEVELOPMENT-III-BBA.pdf>
- https://ddceutkal.ac.in/Syllabus/MCOM/Entrepreneurship_Development.pdf
- <https://www.hit.ac.in/download/LectureNote/MBA/2ndSem/MBA%202nd%20Sem%20Entrepreneurship%20Development>
-

Course Learning Outcome

- Better assess and managerial practices in understanding the culture of Entrepreneurship.
- Determine the most effective Structure or layout in view of the Hospital Industry

Legal framework and Ethics for Hospitals

MBA (HA) - 10134T

The course will assist the students in understanding basic laws affecting operations of a Hospital and Healthcare Management.

Unit - I

Introduction to Legal framework, Patient's rights & provider's responsibility, Medical Malpractice, Management of Medical Malpractice, Right and responsibilities of a medical person, Medico Legal Aspects, List of Offences & Professional Misconduct of Doctors as per Medical Council of India.

Unit - II

Business Ethics: Nature, scope and purpose of ethics; Relevance of values; Importance of Ethics & moral standards; Ethics & Moral Decision Making.

Unit - III

Corporate Social Responsibility: Nature, scope & Importance; Corporate Governance: Concept, Work Ethics and etiquettes

Unit - IV

Consumer Protection Act- 1986, Medical Negligence Act, Medical Ethics/Doctor Patient Relationship, Legal Requirements of Licenses/Certificates for a Hospital

Unit - V

Employees Provident Fund Act 1952, Payment of Gratuity Act 1972, Minimum Wages Act 1948, Maternity Benefit Act 1961

References:

- Medical Negligence & Compensation – By Jagdish Singh – Bharat Law, Jaipur.
- Medico-legal Aid to Hospitals & Doctors, with Consumer Protection Law – By M.S. Pandit & Shobha Pandit – Pandit Publications.
- N.D. Kapoor, Elements of Mercantile Law (Sultan Chand and Sons, New Delhi) ISBN 8170142067
- Ram Krishna Chaube, Consumer Protection and The Medical Profession with Legal Remedies (Jaypee Brothers, New Delhi) ISBN 8171797318
- Boatright, John R, Ethics and the Conduct of Business, Pearson Education, New Delhi 2005

WEBSITE (For e-books):

1. <https://www.uok.ac.in/E-Library>
2. <http://community.worldlibrary.in/?AffiliateKey=NDL-ER1205>

Course Learning Outcome

- Students would be able to remember some important articles of constitution relating to rights and duties of citizen and the principal legislations relating to business.
- The outcome of this programme will help to accumulate and analyse requisite legal knowledge and its application about the legal framework for starting a business venture.
- At the end of the course, students would be able to, interpret various legal provisions and learn how to apply them in building their career through an exposure to various case studies and clinical legal education.

Hospital Disaster and Risk Management

MBA (HA) - 10135T

To familiarize the students to identify the areas of safety and risk and managing of the same and also to understand the basic concepts in Disaster management.

Unit - I

Disaster Management, Basic Concepts, Disaster Classification, Disaster Process, Special Characteristics, Principles of Disaster Planning, Disaster Response, Disaster Administration

Unit - II

Hospital Hazards Management: Meaning, Need, Principles, Purpose, Fire Hazard management, Unit - III

Biomedical Waste Management, Control of Hospital Acquired infection, Human Waste Disposal and Sewage Disposal

Unit - IV

Risks: Moral hazard, adverse selection, cost escalation, fraud and abuse, cream skimming, Types of risks, Risk management tools

Unit - V

Principles of Mass Casualty Management, Objectives of and Need for Hospital Disaster Plan, Disaster Committee, Organization, Role and Responsibilities

References:

- National disaster Management guidelines-Hospital safety, Publication of NDMA-GOI, 2016
- Park K. Text Book on Hygiene and Preventive Medicine
- Shailendra K. Singh , Safety and Risk Management, Mittal Publishers

WEBSITE (For e-books):

1. <https://www.uok.ac.in/E-Library>

Course Learning Outcome

- Proper understanding of managerial practices and choices to identify the areas of safety and risk and managing relative to ethical principles and standards.
- Easy to understand the basic concepts in Disaster management in hospital industry.

Visit to Hospital - Seminar
MBA (HA) – 10136P

At the end of Fourth semester all students will have to undergo training in any hospital for 45 days by taking up a project study. The conditions of successfully completing the programme shall not be deemed to have been satisfied unless student undergoes training in hospital under the supervision of the department in organizations as approved by the department/ faculty from time to time. Each student will be required to submit a project report to the Department / Faculty (in 2 hard bind copies) for the work undertaken during this period within two weeks after completion of your training for the purpose of evaluation in the fourth semester. The Viva voce will be conducted in the end of Semester IV.