

**MBA-(HA) – SECOND YEAR**

**SEMESTER – III**

**Behavioral Science (Leadership and Organizational Behavior in Hospitals)**

**MBA (HA) - 301**

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

## Quality Management and Patients' safety in Hospital

MBA (HA) – 302

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

## **Branding and Advertising of Hospitals and Clinics**

### **MBA (HA) – 303**

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

## MBA (HA) – 304

### Hospital Information System and Analysis

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

#### Unit - I

The need for Information Systems: introduction, meaning, concepts, application. Managerial Decision Making Process Techniques, Major Trends in Technology in Decision Making, Computerized data processing

#### Unit - II

Database management system (DBMS): concept, Types of database, Database structure, Data mining, benefits and limitations of database management

#### Unit - III

Introduction to the software's related to the Hospital Management: Hospital Management System, Payroll system, Accounting System, Inventory Control System & other computer applications

#### Unit - IV

Knowledge management, Applications in healthcare management, ERP integrated software

#### Unit - V

DSS (Decision Support System) software, applications for hospital activities, Dedicated SW Packages

#### REFERENCES:

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

**MBA (HA) -305**

**DISSERTATION**

**Course Objective:**

The Project work 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 full year and see their relevance not only in the practical field but also their inter relationship. The dissertation will be of 100 marks which would be divided into two parts (50 marks) for report writing and (50 marks) for viva voce. The Project Work may be based on Primary or Secondary data.

Helpstudentpoint.com

## **Semester – IV**

### **Logistic Management and Inventory Control in Hospitals**

#### **MBA (HA)-401**

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

## MHA-402

### Enterpreurship 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.

## **Legal framework and Ethics for Hospitals**

### **MBA (HA) - 403**

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



## **Hospital Disaster and Risk Management**

### **MBA (HA) - 404**

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

## **Visit to Hospital - Seminar**

**MBA (HA) - 405**

At the end of 3<sup>rd</sup> semester year each student works with the hospitals on training for a period of a minimum of 45 days. The objective is to allow students an intense full-time interaction with Hospital organization. Summer training provides exposure to the student in the working of an organization in real time. It also helps students to develop managerial skills and competencies and facilitates an informed career choice by the students. At the end of summer training, they are assessed on the basis of their performance by way of a presentation.

Helpstudentpoint.com