VIDYASAGAR UNIVERSITY

Midnapore, West Bengal

PROPOSED CURRICULUM&SYLLABUS (DRAFT) OF

BACHELOR OF BUSINESS ADMINISTRATION-BBA (HONS.) IN HOSPITAL MANAGEMENT

4-YEAR UNDERGRADUATE PROGRAMME

(w.e.f. Academic Year 2023-2024)

Based on

Curriculum & Credit Framework for Undergraduate Programmes (CCFUP), 2023& NEP, 2020

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VIDYASAGAR UNIVERSITY
BACHELOR OF BUSINESS ADMINISTRATION- BBA (HONOURS) IN HOSPITAL MANAGEMENT
(under CCFUP, 2023)

Level	YR.	SEM	Course Type	Course Code	Course Title	Credit	L-T-P	Marks		
								CA	ESE	TOTAL
BBA (Hons.) in HM	2nd	III	SEMESTER-III							
			Major-3	BHMHMJ03	T: Marketing Management	4	3-1-0	15	60	75
			Major-4	BHMHMJ04	T: Medical Terminology	4	3-1-0	15	60	75
			SEC	BHMSEC03	P: Seminar on Assigned Topic (Practical)	3	0-0-3	10	40	50
			AEC	AEC03	Communicative English -2 (***common for all programmes***)	2	2-0-0	10	40	50
			MDC	MDC03	Multidisciplinary Course -3 (***to be chosen from the list***)	3	3-0-0	10	40	50
			Minor-3	BHMMIN03	T: Medical Record Science	4	3-0-1	15	60	75
					Semester-III Total	20				375
		IV	SEMESTER-IV							
			Major-5	BHMHMJ05	T: Public Relations in Hospital	4	3-1-0	15	60	75
			Major-6	BHMHMJ06	T: Support and Utility Services-I	4	3-1-0	15	60	75
			Major-7	BHMHMJ07	T: Front Office Management	4	3-1-0	15	60	75
			AEC	BHMAEC04	T: Hospital Information System (Only for BBAHM students)	2	2-0-0	10	40	50
			Minor-4	BHMMIN04	T: Business Accounting; P: Practical	4	3-0-1	15	60	75
			Summer Intern.	INT	Internship/ Apprenticeship - activities to be decided by the Colleges following the guidelines to be given later	4	0-0-4	-	-	50
					Semester-IV Total	22				400
					TOTAL of YEAR-2	42				775

MJ = Major, MI = Minor Course, SEC = Skill Enhancement Course, AEC = Ability Enhancement Course, MDC = Multidisciplinary Course, CA= Continuous Assessment, ESE= End Semester Examination, T = Theory, P= Practical, L-T-P = Lecture-Tutorial-Practical, MIL = Modern Indian Language

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MAJOR (MJ)

BBAHM-MJ-3: MARKETING MANAGEMENT

3L+1T= 4 **FULL MARKS- 75**
CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course Outcome: The students can enhance their marketing skills and get a concept on macro and micro environment, marketing planning, marketing research, market segmentation, and at the same time product and pricing decisions, promotional decisions online marketing concept.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Introduction, Consumer Behaviour and Market Segmentation	10
2	Product, Pricing	08
3.	Channels of Distribution, Promotion	07
4.	Recent Developments in Marketing	07
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **10L**

Introduction: Definition, nature, scope, and importance of Marketing, Marketing Vs Selling; Marketing mix; Marketing Environment: Concept & Components (Macro & Micro).

Consumer Behaviour and Market Segmentation: Nature and significance of Consumer Behaviour; Stages of Consumer Buying Behaviour, Market segmentation - concepts and importance.

Unit-II: **8L**

Product: Concept and Features; Product Line; Product Life Cycle: Concept, Importance and Stages, New Product Development: Concept and Stages.

Pricing: Concept, Objectives, Factors Affecting Pricing.

Unit-III: **7L**

Channels of Distribution: Meaning, Importance, Types of Distribution Channels, and Factors Affecting Choice of Distribution Channels.

Promotion: Concept, Importance, Types & Methods of Promotion.

Unit-IV: **7L**

Recent Developments in Marketing: Social Marketing, Online Marketing, Direct Marketing, Service Marketing, Green Marketing, and Rural Marketing.

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Suggested readings:

1. Kotler, P., Keller, K. L., Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education, New Delhi.
2. Etzel, M., Walker, B., Stanton, W. and Pandit, A., Marketing Management, Tata McGraw Hill,
3. Ramaswamy, V. S. and Namakumari, S., Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd., New Delhi.
4. Saxena, Rajan, Marketing Management, Tata McGraw Hill Education Pvt. Ltd., New Delhi.

BBAHM-MJ-4: MEDICAL TERMINOLOGY

3L+1T= 4 **FULL MARKS- 75**
CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course Outcome: This study helps the students to develop basic vocabulary of medical terms and abbreviations and to identify major body structure and functions that reinforces knowledge of basic anatomy and physiology. The students can construct singular and plural forms of terms correctly.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Basics of Human Body	04
2.	Basics of Human System	12
3.	Basics of Medical Terminology	12
4.	Basics of Prescription Reading	04
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **4L**

Basics of Human Body

Level of Organization of Human - Body planes and Basic examination positions - Overview of various kinds of Medical Imaging

Unit-II: **12L**

Basics of Human System

Fundamentals of Integumentary System - Fundamentals of Musculo - skeletal System - Fundamentals of Cardio-Vascular System - Fundamentals of Digestive system - Fundamentals of nervous system - Fundamentals of Urinary System - Fundamentals of Endocrine system -

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Fundamentals of Reproductive system - Fundamentals of Respiratory System - Fundamentals of Lymphatic System

Unit-III: **12L**

Basics of Medical Terminology

Introduction to medical terminology Word formation & syntax Greek alphabet - Greek & Latin prepositional & adverbial prefixes - Singular & plural endings - Commonly used prefixes in medical terminology - Commonly used suffixes in medical terminology - Commonly used root words in medical terminology - Commonly used medical terms to define different parts of the body

Unit-IV: **4L**

Basics of Prescription Reading

Common Latin term used in prescription writing - Study of standard abbreviations used in prescription - Study of common abbreviations used in various departments of hospitals

Suggested readings:

1. Paramedics-six in One, Jaypee Brothers.
2. Human physiology vol 1&2 by Dr. C. C. Chatterjee.

BBAHM-MJ-5: PUBLIC RELATIONS IN HOSPITAL

3L+1T= 4 **FULL MARKS- 75**

CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course Outcome: The aim of the study of public relations is to inform the public, prospective customers, investors, partners, employees, and other stakeholders, and ultimately persuade them to maintain a positive or favourable view of the organization, its leadership, products, or political decisions.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Public Relations	09
2.	Public Relations in Hospital	09
3.	PR Crisis and Event Management	07
4.	Ethical Aspects of PR	07
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

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Unit-I: **9L**

Public Relations: Concept and Objective Public Relations, Function and Types of Public Relations, Advantages & Disadvantages of Public Relations, Principles of Public Relation.

Unit-II: **9L**

Public Relations in Hospital: Role of PR in healthcare. Qualities of hospital Public Relation Officer, Responsibilities of Public Relation Officer, Importance of PR in Hospital Environment Management.

Unit-III: **7L**

PR Crisis and Event Management: PR in Crisis management, Effect and Handling Procedure of PR Crisis in Business, Concept, Benefits, and Types of Event Management in Hospital.

Unit-IV: **7L**

Ethical Aspects of PR: Ethical and Legal Practices of Public Relations, Role of PR in marketing, Advertisement and Propaganda, PR Counselling, Role of PR Counsellor.

Suggested readings:

1. Public Relations Principles and Practices by Iqbal S Sachdeva.
2. Principles of Hospital Administration and Planning by B. M. Sakharkar.

BBAHM-MJ-6: SUPPORT AND UTILITY SERVICES- I

3L+1T= 4 **FULL MARKS- 75**

CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course Outcome: It provides operational principles for clinical and support services which act as the backbone. Provide support for entire hospital including central supply and maintenance, also refers the emergency sections including OT, IPD, ICU, Blood Bank etc.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Introduction	02
2.	Clinical Services	10
3.	Support Services	10
4.	Utility Services	10
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

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Unit-I: **2L**

Introduction: Meaning of support and utility services & their importance.

Unit-II: **10L**

Clinical Services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments – Operation Theatre, Outpatient Department, Inpatient Department, and Nursing Unit.

Unit-III: **10L**

Support Services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments - Radiology: Diagnostic and therapeutic, CSSD, Blood Transfusion Service.

Unit-IV: **10L**

Utility Services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments - Laundry, Housekeeping, and Hospital Infection control.

Suggested readings:

1. Hospital Administration- Tabish (O.U.P).
2. Principles of Hospital Administration & Planning: B. M. Sakharkar (Jaypee).
3. Hospital Administration & Management: C. M. Francis & D' Souza.

BBAHM-MJ-7: FRONT OFFICE MANAGEMENT

3L+1T= 4 **FULL MARKS- 75**

CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course Outcome: The study helps the pupils to understand the concept of front office manager, and enhance skill on management of front office in the hospital. It develops knowledge on concept of service excellence and patient satisfaction.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Introduction	04
2.	Organization of Front Office	10
3.	Front Office Management	08
4.	Team and Communication	10
	Lectures =	**32**

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Tutorials = 10
Total = 42

Unit-I: 4L

Introduction: Meaning and importance of front office management, Functions of front office department.

Unit-II: 10L

Organization of Front Office: Physical facilities, location and layout of the department, Equipment required in the department, Organization of the department, Staffing pattern of the department, Job description of the employees of the front office department, Qualities of a good front office representative.

Unit-III: 8L

Front Office Management: Managing front office-patient admission, telephone etiquette, cash and bill section, Qualities of a good telephone operator, Reception activities-importance of reception, attributes of a good reception.

Unit-IV: 10L

Team and Communication: Role of the front office in interdepartmental communication, Time Motion Study, Team work in front office-team building, importance of team building in hospitals, characteristics of effective team, Problem areas of the department.

Suggested readings:

1. Hospital facilities planning & management, G. D. Kunders—TMH
2. Principles of hospital administration & planning, B. M. Shakharkar—JAYPEE
3. Hospital administration, DC Joshi & Mamta Joshi—JAYPEE
4. Essentials for Hospital support services and physical Infrastructure, Madhuri Sharma---JAYPEE
5. The hospital administrator, MA George---JAYPEE
6. Hospitals and Nursing homes planning, organizations and management, Syed Amin Tabish—JAYPEE
7. Hospital administration, CM Francis & Mario C Desouza-JAYPEE

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MINOR (MI)

BBAHM-MI-3: MEDICAL RECORD SCIENCE

3L+1T= 4 **FULL MARKS- 75**
CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course outcome: It is reference to know about the patients' case history and foremost important in the healthcare. It is helpful to communicate with other departmental healthcare personnel and reduces the risk management exposure in healthcare industries.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Introduction	06
2.	Medical Record System	10
3.	Methods of MR	10
4.	Legal aspects of MR	06
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **6L**

Introduction: Definition, Characteristics, Types of MR, Planning, Organizing, Directing and Controlling, Personnel, Importance of MR, Flow chart of function.

Unit-II: **10L**

Medical Record System: Ownership of MR, Maintenance of records in the ward, Content of MR, Report and Return in Medical Records System, Assembling and Deficiency Check Format Types of MR, SOAP.

Unit-III: **10L**

Methods of MR: Coding, Indexing, Filing, Computerization of MR, Microfilming, Hospital statistics, ICD, Process of arranging medical records, Retention of MR, Preservation of MR, Destruction of MR, Role of MRD Personnel.

Unit-IV: **6L**

Legal aspects of MR: Medico-legal cases, Basic Concept of Medical Audit.

Suggested readings:

1. Principles of Hospital Administration & Planning: B. M. Sakharkar (Jaypee).
2. Hospital Administration: C. M. Francis (Jaypee).

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BBAHM-MI-4: BUSINESS ACCOUNTING

BBAHM-MI-4T: Business Accounting (Theory)

2L+1T+2P= 4 **FULL MARKS- 75**

CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course Outcome: To develop the knowledge about scope and purpose of managerial accounting, business transactions, classification of accounts, concept on journal, ledger, trial balance, profit and loss account, balance sheet, financial statement analysis, costing methods, budgeting.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Introduction to Financial Accounting	08
2.	Introduction to International Financial Reporting Standards (IFRS)	08
3.	Preparation of Financial Statements	08
4.	Analyzing Financial Statements	08
	Lectures =	**32**
	Practical/Tutorials =	**10**
	Total =	**42**

Unit-I: **8L**

Introduction to Financial Accounting: Concept, Accounting as an Information System. Importance, Scope, and Limitations. Users of Accounting Information. Generally Accepted Accounting Principles. The Accounting Equation. Nature of Accounts and Rules of Debit and Credit. Recording Transactions in General Journal. Recording Transactions in three column Cash Book. An overview of Subsidiary books – Purchase Book, Purchase Returns Book, Sales Book, and Sales Returns Book. Opening and Closing Entries. Preparation of Ledger Accounts.

Unit-II: **8L**

Introduction to International Financial Reporting Standards (IFRS): Understanding Accounting Standards issued by the ICAI related to Disclosure of Accounting Policies, Depreciation Accounting, and Revenue Recognition. Methods of charging Depreciation – Straight-line Method, and Written-down-value Method. Preparation of Trial Balance. Adjustment Entries. Post-adjusted Trial Balance. Bank Reconciliation Statement.

Unit-III: **8L**

Preparation of Financial Statements: Preparing Trading Account, Profit & Loss Account, and Balance Sheet for a Sole Proprietor. Understanding contents of Financial Statements of a Joint

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Stock Company as per Companies Act 2013. Understanding the contents of a Corporate Annual Report. Preparation of Cash Flow Statement as per AS-3 (revised).

Unit-IV: **8L**

Analysing Financial Statements: Meaning, objectives, Benefits and limitation of Financial Statement Analysis (FSA); Classification of FSA- i) Internal Analysis & Vertical Analysis; Methods of FSA- Comparative Statements., Common size statements, Trend Ratios and Ratio Analysis; Ratio Analysis – Benefits & limitations, Important Ratio Analysing Liquidity, Profitability, Leverage and

BBAHM-MI-4P: Business Accounting (Practical)

Practical: **10L**

Computerised Accounting Systems: Computerized Accounts by using Tally accounting software: Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Cost Categories; Creating Cost Centres; Creating Stock Items and Groups; Prepare Payroll Info – Creating Employees, Pay Heads; Accounting Vouchers Entry; Payroll Vouchers Entry; Prepare BRS; Generating Reports – Day Book, Cash Book, Ledger Accounts, Group voucher, Trial Balance, Profit and Loss Account, Receipts and Payment Account, Balance Sheet, Payroll Reports, Funds Flow Statement, Cash Flow Statement Selecting and shutting a Company; Backup and Restore data of a Company; Split Company Data.

Suggested readings:

1. S.N. Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari: An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
2. R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd.
3. Charles T. Horngren, Gart L. Sundem, John A. Elliott, and Donna R. Philbrick, Introduction to Financial Accounting, Pearson.
4. J.R. Monga, Financial Accounting: Concepts and Applications, Mayur Paperbacks.
5. T.P. Ghosh, Financial Accounting for Managers: Taxmann Allied Services Pvt. Ltd.

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SKILL ENHANCEMENT COURSE (SEC)

SEMINAR ON ASSIGNED TOPIC

Code: BBAHM-SEC-3P **FULL MARKS- 50**
CREDIT: 3 **No. of Classes: 20L (1L= 1 Hour)**

Course Outcome: This course will help the students to understand the importance of research while they will be preparing for the seminar. Various modes of information collection and assessment will prepare them for their professional career. Through the presentation, they can develop their communicative skills. They will learn to express and justify their understandings during the presentation process. It will solidify their self-esteem and develop their personality.

Course Outline

1. Student will be assigned a topic by the faculty member.
2. Student will study on the topic from different on line and printed sources.
3. Student will prepare a report for submission under guidance of the faculty member.
4. Student will prepare slides for Power Point Presentation on the assigned topic.
5. Student will be evaluated by continuous evaluation and course end presentation / viva-voce.

Recommended Reading:

1. Beyond Bullet Points: Using PowerPoint to Tell a Compelling Story that Gets Results, Cliff Atkinson, Pearson Education, Fourth Edition, India, 2020.

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ABILITY ENHANCEMENT COURSE (AEC)

BBAHM-AEC-4: HOSPITAL INFORMATION SYSTEM

2L **FULL MARKS- 50**

CREDIT: 2 **No. of Classes: 20L (1L= 1 Hour)**

Course outcome: The student will get benefited from these systems including easy access to information, improved quality of documentation, reducing the errors especially the medical errors, improving the quality of patient care, enhancing the information integration, reducing hospitals costs, extending the database, and improving hospital management.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Basic Information Concepts	04
2.	Hospital Information System	06
3.	The Electronic Health Record	06
4.	Customer Relationship Management (CRM)	04
	Lectures =	**20**
	Tutorials =	**10**
	Total =	**30**

Unit-I: **4L**

Basic Information Concepts- Concept of data and information, Classification of Information, Quality of Information, Component of System Executive Information system, Decision support system

Unit-II: **6L**

Hospital Information System- Genesis, scope, basic management cycles in hospitals, categories of information system in hospitals, sources of health information, uses of health and hospital data, managing information system, and need of information in hospital. Advantages of Hospital Information Systems.

Unit-III: **6L**

The Electronic health record- Functions of the health record, Changing functions of the patients record, Advantages of the paper record, Disadvantages of the paper record, Optically scanned records Advantages of the HER, Disadvantages of the EHR, Roadblocks and challenges to HER, Implementation-The future of HIS

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Unit-IV: **4L**

Customer Relationship Management (CRM): Definition, Concept, Types, Reasons behind adopting CRM in healthcare units, Advantages and Disadvantages of CRM.

Suggested readings:

1. Lucas, Henry C Jr. Tata: Information Technology for Management, McGraw Hill.
2. Brien, James A O'.: Management Information Systems, McGraw-Hill/lrwin.
3. Lauden, K.C. / Lauden, J.P: MIS: Managing the Digital Firm, Prentice Hall.
4. Waman S. Jawadekar: Management Information System --text & Cases Tata McGraw Hill.
5. Rahul De: Managing Information Systems in Business, Government and Society, Wiley India Pvt. Ltd.
6. Ramesh Buhl: Management Information Systems, McGraw-Hill.

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INTERNSHIP / APPRENTICESHIP (IA)

Code: BBAHM-IA **FULL MARKS -100**
CREDIT: 4P

Course Outcomes: Summer Training is a great experience that provides students with hands-on, real-world experience in a work setting. Students will be able to integrate themselves in the work environment and develop professional relationships. They acquire a good understanding of work organization in a real-life environment. To communicate effectively within the working environment, work independently and in a team, work with people having different backgrounds. To develop their professional skills.

Course Content: This is mandatory internship program for all students in BBA in HM. The course is designed to provide students opportunity to apply their academic education with work experience. Students will be sent to different healthcare organization to get the real flavour of work group, communications and development of professional experiences. A continuous period of 8weeks will be spent at healthcare organization with the purpose of acquiring practical experience. End semester evaluation will be made through the evaluation of project report and the viva-voce.

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