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	3rd	V	**SEMESTER-V**							
			Major-8	BHMHMJ08	**T:** Industrial Relations	4	3-1-0	15	60	75
			Major-9	BHMHMJ09	**T:** Advertising and Sales Promotion	4	3-1-0	15	60	75
			Major-10	BHMHMJ10	**T:** Hospital Planning and Administration	4	3-1-0	15	60	75
			Major Elective-01	BHMHDSE1	Strategic Management / Consumer Behaviour	4	3-1-0	15	60	75
			Minor-5	BHMMIN05	**T:** Quality in Health	4	3-1-0	15	60	75
			Semester-V Total			20				375
		VI	**SEMESTER-VI**							
			Major-11	BHMHMJ11	**T:** Legal Aspects of Health	4	3-1-0	15	60	75
			Major-12	BHMHMJ12	**T:** Hospital Operations Management	4	3-1-0	15	60	75
			Major-13	BHMHMJ13	**T:** Hospital Waste Management	4	3-1-0	15	60	75
			Major Elective-02	BHMHDSE2	Material Management Related to Hospital / Managerial Economics	4	3-1-0	15	60	75
			Minor-6	BHMMIN06	**T:** Hospital Equipment Management	4	3-1-0	15	60	75
			Semester-VI Total			20				375
			YEAR-3			40				750
			Eligible to be awarded Bachelor of Business Administration in Hospital Management *on Exit*			126	**Marks (Year: I+II+III)**			2325

MJ = Major, MI = Minor Course, DSE = Discipline Specific Elective Course, CA= Continuous Assessment, ESE= End Semester Examination, T = Theory, P= Practical, L-T-P = Lecture-Tutorial-Practical

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SEMESTER-V

List of the Courses

(MAJOR)

BBAHM-Major-8: Industrial Relations

BBAHM-Major-9: Advertising and Sales Promotion

BBAHM-Major-10: Hospital Planning and Administration

(MAJOR ELECTIVES)

BBAHM-Major-Elective-1: Strategic Management
OR
BBAHM-Major-Elective-1: Consumer Behaviour

(MINOR)

BBAHM -Minor-5: Quality in Health Care

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MAJOR (MJ)

INDUSTRIAL RELATIONS

Code: BBAHM-MJ-8
3L+1T= 4 **FULL MARKS- 75**
CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course Outcome: The most important benefit of industrial relations is that it ensures uninterrupted production. From the study students will learn how to reduced industrial dispute, industrial unrest, strike, lock outs can be avoided through good industrial relation. This ensures smooth running of the organization and continuous production.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Introduction	08
2.	Industrial Dispute	07
3.	Trade Union, Collective Bargaining	10
4.	Discipline	07
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **8L**

Introduction: - Concept, Features of Industrial Relations, Actors in the Industrial System, Objectives, Importance, Approaches to Industrial Relations, Causes of Poor Industrial Relations, Measures to improve Industrial Relations.

Unit-II: **7L**

Industrial Dispute: Concept and Meaning of Industrial Dispute, Types of Industrial Dispute, Causes and Consequences of Industrial Dispute, Prevention of Industrial Dispute.

Unit-III: **10L**

Trade Union: Concept, Objectives, Need of Trade Union, Reasons for Sickness of Trade Union.
Collective Bargaining: Definition and Characteristics of Collective Bargaining, Importance and Objectives of Collective Bargaining, Issues in Collective Bargaining Agreement, Process of Collective Bargaining.

Unit-IV: **7L**

Discipline: Concept, Objectives, Types of Discipline, Progressive Discipline, Disciplinary Action, Causes of Indiscipline, and Code of Discipline.

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Suggested readings:

1. Monapppa, Arun: Industrial Relations, Tata McGraw Hill.
2. Marchington, M: Managing Industrial Relations, Tata McGraw Hill.
3. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India
4. Venkatapathy R. & Assissi Menacheri, Industrial Relations & Labour Welfare, Adithya Publications, CBE, 2001.
5. VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books,

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ADVERTISING AND SALES PROMOTION

Code: BBAHM-MJ-9

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

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

Course Outcome: This study covers the elements of advertising and sales promotion in the business environment. Topics include advertising and sales promotion appeals, selection of media, use of advertising and sales promotion as a marketing tool, and means of testing effectiveness. Upon completion, students should be able to demonstrate an understanding of the concepts covered through application.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Advertising and Communication	06
2.	Impact of Advertising	08
3.	Advertising and Communication Mix, Advertising Media	10
4.	Sales Promotion	08
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **6L**

Advertising and Communication: Concept, Objectives, Forms of Advertising, Communication: Definition, Process, Network, Barriers.

Unit-II: **8L**

Impact of Advertising: Advertising Agency roles, relationship with clients, advertising department; Measuring advertising effectiveness; Legal and ethical aspects of advertising. Social implications of advertising.

Unit-III: **10L**

Advertising and Communication Mix: Different advertising functions; Types of advertising; Economic aspects of advertising; Advertising process – an overview; Setting advertising objectives and advertising budget.

Advertising Media: Concept and Different types of media; Media planning and scheduling.

Unit-IV: **8L**

Sales Promotion: Meaning, Importance, and Functions; Relationship between sales promotion and advertising, Merits, and Demerits of sales promotion; Types of sales promotion schemes; Consumer and trade related sales promotion.

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Suggested readings:

1. Aaker, David and Myers John G., et.al: Advertising Management, Prentice Hall of India.
2. Kazmi & Batra: Advertising & Sales Promotion, Excel Books.
3. Arun Kumar: Marketing Management, Vikas Publishing House.
4. Border W.H.: Advertising, John Wiley.
5. Sengupta Subroto: Brand Positioning Strategies for Competitive Advantage, TMH.

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HOSPITAL PLANNING AND ADMINISTRATION

Code: BBAHM-MJ-10
3L+1T= 4 **FULL MARKS- 75**
CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course Outcome: Main aim of this study to improve the efficiency of Health Care delivery Systems. And to promote the development of high-quality hospital services and community health care. The planning of a hospital aims to create objectives and establish goals on productivity that health centers must maintain, bringing in the medium term the achievement of these objectives.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Hospital Organizational Structure & Functions	10
2.	Hospital Planning	10
3.	Healthcare Structure	06
4.	Hospital Cost and Budget	06
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **10L**

Hospital Organizational Structure & Functions: Changing health care concept in planning/ designing, Site surveys for planning a hospital (Techno-Commercial), Hospital building, architectural patterns, landscaping, Internal arrangements, sanitation, lighting, ventilation and traffic control.

Unit-II: **10L**

Hospital Planning: Planning of 30, 100, and 250 bedded hospitals (general/specialty), Planning of 500, 750 and above bedded hospital (teaching/super-specialty/non-teaching specialty hospitals), License and Approval required to set up and run hospitals.

Unit-III: **6L**

Healthcare Structure: International Healthcare Structure, Examples of some of the leading hospitals and health leaders in India.

Unit-IV: **6L**

Hospital Cost and Budget: Project cost and total budget, Feasibility and viability study of Hospital, Project conceptualization, functional requirements. Implementation.

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Recommended Reading

1. Principles of Hospital Administration - Tabish
2. Principles of Hospital Administration – M. C. Gibony
3. NIHFW Monographs – Govt. of India, New Delhi
4. Hospital Administration-G.D. Kunders.
5. Hospital Administration‟ by D.C. Joshi and Mamta Joshi, Published by Jaypee Brothers, Medical Publishers, New Delhi, 2011.

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MAJOR ELECTIVE (DSE)-01

STRATEGIC MANAGEMENT

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

Course Outcome: The students will be able to analyse a company's internal and external environments, understand the entire strategic management process from formulation to implementation and evaluation, and develop the skills to create and execute strategic plans. This includes gaining conceptual knowledge, practical skills for strategic analysis and problem-solving, and the ability to think like senior management to drive organizational success in both local and global contexts.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Introduction to Strategic Management	05
2.	Strategic purpose, environment and resource analysis	08
3.	Strategy Formulation	06
4.	Strategy Implementation	06
5.	Strategy Evaluation	07
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **5L**

Introduction to Strategic Management: Concept of Strategy; Mintzberg's 5Ps of Strategy; Strategic Decision Making; Strategic Management Process; Strategic Intent hierarchy; Vision & Mission, Goals and Objectives.

Unit-II: **8L**

Strategic purpose, environment and resource analysis: External Environmental analysis; industry analysis; competitive analysis: porter's five forces model; internal analysis; SWOT Analysis; the value chain analysis; core competence and competitive advantage.

Unit-III: **6L**

Strategy formulation: Strategic Analysis and Choice: Portfolio analysis: BCG, GE, Directional Policy and Balanced score card; corporate level strategies, business level strategies, functional level strategies.

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Unit-IV: **6L**

Strategy Implementation: Concept of strategic implementation, Issues in strategic implementation: Resources allocation, Structural Considerations and Organizational Design; Strategic Leadership and Corporate Culture; corporate social responsibility.

Unit-V: **7L**

Strategy Evaluation: Importance and Nature of Strategic Evaluation; Strategic and Operational Control; Evaluation Process and techniques for Operational Control and strategic Control.

Suggested readings:

1. Azar kazmi, Adela kazmi "Strategic Management", 4th edition, McGraw Higher Ed, 2015
2. Appa Rao C, Strategic Management and Business Policy 1st edition, Excel publishers, 2008.
3. Thompson & Strickland "Strategic Management", Concepts and Cases, 12 th edition, Tata McGraw-Hill, 2007.
4. Gregory Dess and G.T. Lumpkin, "Strategic Management" Creating Competitive Advantage, 1st edition, McGraw-Hill International, 2003.
5. Lawrence R Jauch, R. Gupta & William F. Glueck "Strategic Management and Business Policy" 2nd edition, McGraw-Hill, 1989.

OR

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CONSUMER BEHAVIOUR

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

Course Outcome: This course enables students to understand consumer behaviour, decision-making, motivation, and personality, along with effective marketing communication and consumer rights. It equips them to apply consumer insights for better marketing strategies and customer satisfaction.

Outline of Course

Topic	Minimum number of lectures
Introduction to Consumer Behavior	09
Consumer Decision Making Process	07
Consumer Motivation & Personality	12
Marketing Communications	04
Lectures =	**32**
Tutorials =	**10**
Total =	**42**

Unit I: Introduction to Consumer Behaviour: **9L**

Definition, Nature, Scope, Consumer Behaviour's Applications in Marketing, Consumer research process, Defining Research Objectives, Collecting & Evaluating Secondary Data, Primary Research Design, Collecting Primary Data, Analyzing Data & Report Preparation.

Unit II: Consumer Decision Making Process: **7L**

Types of consumer decisions, Consumer Decision Making Process: Problem Recognition, Information Search, Alternative Evaluation, Purchase Selection, Post purchase Evaluation, buying pattern in the new digital era, Factors influencing Consumer Behaviour.

Unit III: Consumer Motivation & Personality: **8L**

Introduction, Needs and Goals, motivational Conflict, Motive Arousal, Motivational Theories, Maslow's hierarchy of needs, Motivation Research, Consumer Personality: Concept, Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory.

Unit IV: Marketing Communications: **8L**

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Meaning & Definition, Objectives, Marketing Communication Process, Types of Communication systems, Interpersonal, Intrapersonal, Persuasive Communication, Communication barriers, Consumer Protection Act 1986, Rights of consumers.

Suggested readings:

1. Hawkins, Best and Coney, Consumer Behaviour,Tata McGraw Hill, New Delhi
2. John A Howard, Consumer Behaviour in Marketing Strategy, Prentice Hall New Delhi
3. Schiffman L G and Kanuk L L Consumer Behaviour, Prentice Hall New Delhi
4. Anita Ghatak, Consumer Behaviour in India, D K Agencies (P) Ltd New Delhi
5. Sarkar A Problems of Consumer Behaviour in India, Discovery Publishing House New Delhi

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MINOR (MI)

QUALITY IN HEALTH CARE

Code: BBAHM-MI-5
3L+1T= 4 **FULL MARKS- 75**
CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course Outcome: It is an approach to know something more attractive hospital quality system which aims to provide quality care to the defined population with maintaining accreditation. It helps to improve the process of healthcare delivery and maintain harmony among all.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Introduction to Quality Management, Techniques of Quality Management	10
2.	Quality Planning and Strategy, Assessing Quality in Health Care	08
3.	Quality Process Improvement and Control	08
4.	Quality Management Systems	06
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **10L**

Introduction to Quality Management: Definition and Importance of Quality, Evolution of Quality Management, Dimensions of quality in health care, Quality Philosophies and Approaches, Approaches to measurement of quality.

Techniques of Quality Management: Improving Hospital Performance - Patient Participation - Quality Health Care through Patient Satisfaction – Cause-and-Effect Diagrams (Fishbone Diagrams), Pareto Analysis, Control Charts, Quality Circle

Unit-II: **8L**

Quality Planning and Strategy: Concept, Objectives, and Importance of Quality Planning, Steps involved in Quality Planning, Concept of Quality Policy and Strategy Development.

Assessing Quality in Health Care: Some attributes of Quality in Health Care - Some attributes of a Good Patient Practitioners Relationship - Determinants of Quality.

Unit-III: **8L**

Quality Process Improvement and Control: Concept of Total Quality Management (TQM), Implementation and Measurement of TQM, Kaizen and Continuous Improvement Methodologies, Six Sigma Methodology

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Unit-IV: **6L**

Quality Management Systems: Introduction to Quality Management System, Quality Manual, Benchmarking QCI (functions, structure), Fundamentals of IS0 9001:2000 (objectives and components), Accreditation -with special emphasis on NABH, NABL Accreditation.

Suggested readings:

1. Quality management in healthcare, S.K Joshi-JAYPEE.
2. Hospital administration, CM Francis & Mario C Desouza-JAYPEE.
3. Hospital and health services administration principles and practice, Syed Amin Tabish-OXFORD.
4. A Text on Total Quality Management, Asish Bhatnagar- Vrinda Publication

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SEMESTER-VI

List of the Courses

(MAJOR)

BBAHM-Major-11: Legal Aspects of Health

BBAHM-Major-12: Hospital Operations Management

BBAHM-Major-13: Hospital Waste Management

(MAJOR ELECTIVES)

BBAHM-Major-Elective-2: Material Management Related to Hospital
OR
BBAHM-Major-Elective-2: Managerial Economics

(MINOR)

BBAHM -Minor-6: Hospital Equipment Management

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MAJOR (MJ)

LEGAL ASPECTS OF HEALTH

Code: BBAHM-MJ-11
3L+1T= 4 **FULL MARKS- 75**
CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course Outcome: Ethical standards may promote the values of corporation and collaborative work. Finally, ethical standards in medical care promote other important moral and social values such as social responsibility, human rights, patients' welfare, complaints with the law, SMC's regulations, and patients' safety.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	General Law of Contract	06
2.	Legal Aspect and Medico-Legal Aspect on Clinical Practice, Consumer Protection Act	12
3.	Ethical Principles and Rules	10
4.	Shops and Establishment Act	04
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **6L**

General Law of Contract:

Essentials of a Contract – Offer and acceptance – Capacity of Parties - Free Consent – Consideration and legality of object – Void argument and Contingent Contract.

Unit-II: **12L**

Legal Aspect and Medico–Legal Aspect on Clinical practice:

Introduction — Duties and Responsibilities of Doctors – Professional Secrets and Privileged Communication – Consent - Implied Consent and Expressed Consent.

Consumer Protection Act – Definition – Consumer Protection Council – Consumer Disputes Redressal Agencies – Other Salient features – Application of C.P Act in Hospital – Recent judgment of Supreme Court – Implication for Health Professionals.

Unit-III: **10L**

Ethical Principles and Rules: Core Concepts, Law and Ethics- A Comparison, Geneva Declaration, Medical Negligence Helsinki Declaration on Medical Research, ICMR Guidelines of Medical Research, Euthanasia, Ethical Framework on Decision Making.

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Unit-IV: **4L**

Shops and Establishment Act:

Objectives - Scope and Coverages – Main Provisions – Registration of Establishment – Opening and Closing Time – Working Hours – Closing Day – Health and Safety.

Suggested readings:

1. Consumer Protection Act, 1986.
2. Francis D., Government and Business, Himalaya Publishing House, 1988.
3. Gupta D and Gupta, S. Government and business, Vikas Publishing House 1987
4. Varma, D.P.S Monopolies, Trade Regulations and Consumer Protection, Tata McGraw Hill, New Delhi, 1985.
5. R.K. Chaube, Consumer Protection and the Medical Profession, Jaypee Publishing, New Delhi, 2000.

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HOSPITAL OPERATIONS MANAGEMENT

Code: BBAHM-MJ-12
3L+1T= 4 **FULL MARKS- 75**
CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course Outcome: The Healthcare Operation Management needs to provide direction and guidance to the organization about roles and responsibilities. It reduces readmission by providing quality care and improving effectiveness. Streamlining and optimizing utilization of various assets including high-tech equipment.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Introduction	06
2.	Professional Management	06
3.	Hospital Planning	10
4.	Organization of the Hospital	10
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **6L**

Introduction: Definition of Hospital**,** Overview of Professional service units of a hospital (clinical and non-clinical).

Unit-II: **6L**

Professional Management: Concept of Professional management**,** Management of Indian hospital-challenges and strategies.

Unit-III: **10L**

Hospital Planning: Hospital Planning-concept**,** guiding principles in planning hospital facilities & services Planning the hospital building, Stages in planning, Finance, Location, need assessment survey of community, factors determining site, legal requirements, design consideration, Project management & implementation, Gantt Chart Planning the operational units, engineering, lighting etc.

Unit-IV: **10L**

Organization of the Hospital: Management structure, Governing body, Hospital committees and hospital functionaries Duties and responsibilities of various levels of management.

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Suggested readings:

1. Management of Hospital (4 Vols), S. L Goel & R. Kumar, Deep Publications Pvt. Ltd.
2. Hospital Management. In Tropics & Subtropics, James A. William, Mc Millan, London, 1991.
3. Hospital facilities planning & management, G. D. Kunders—TMH
4. Principles of hospital administration & planning, B. M. Shakharkar—JAYPEE
5. Hospital administration, DC Joshi & Mamta Joshi—JAYPEE

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HOSPITAL WASTE MANAGEMENT

Code: BBAHM-MJ-13
3L+1T= 4 **FULL MARKS- 75**
CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course Outcome: Through the course curriculum, one would gain knowledge about how to reduce, reuse, recycle, and manage hospital waste, and how to dispose of waste. It would provide a wide knowledge about the tools needed for the disposal of hospital waste management.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Introduction	08
2.	Areas of Hospital Waste, Healthcare Hazards Management	06
3.	Waste Treatment Method	10
4.	Sewage Disposal Process	08
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **8L**

Introduction: Definition of Hospital Waste, Importance of Proper Waste Management in Healthcare Settings, Guidelines related to Hospital Waste Management, Role of Health Care Professional in Waste Management, BMW management handle and rules 1998.

Unit-II: **6L**

Areas of Hospital Waste: Classification of Hospital Waste, Health Impacts, Sources of Healthcare Waste.

Healthcare Hazards Management: Meaning, Principles, and Purpose.

Unit-III: **10L**

Waste Treatment Method: Categories of Biomedical waste, Color Coding System**,** Disposal of biomedical waste products, Incineration, and its importance, Standards for Waste Autoclaving, Micro Waving, and Deep Burial, Segregation, Packaging, Transportation, Storage.

Unit-IV: **8L**

Sewage Disposal Process: Sewage wastes: Meaning, Composition, Aims of Sewage disposal, Decomposition of Organic Matter, Diseases carried from excreta, Sanitation barrier, Methods of Excreta disposal.

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Suggested readings:

1. Sharma – Holistic approach to Hospital Waste Management published by Dept. of Hospital Administration – AIIMS, New Delhi, 2006.
2. Principles of Hospital Administration and Planning, by B. M. Sakharkar published by: Jaypee Brothers, Medical Publishers (P) Ltd., New Delhi, 2010.
3. Hospital Administration' by D.C. Joshi and Mamta Joshi, Published by Jaypee Brothers, Medical Publishers, New Delhi, 2011.
4. Hospital Administration-G.D. Kunders.
5. Hospital Administration‟ by D.C. Joshi and Mamta Joshi, Published by Jaypee Brothers, Medical Publishers, New Delhi, 2011.

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MAJOR ELECTIVE (DSE)-02

MATERIAL MANAGEMENT RELATED TO HOSPITAL

Code: BBAHM-MJ- Elective-2A
3L+1T= 4 **FULL MARKS- 75**
CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course Outcome: Material Management is responsible for purchasing the highest quality equipment and products at the lowest possible cost for the hospital. Managing, purchasing, inventory control functions, shipping, and receiving, also planning and administering department budgets. The students may learn these kinds of activities in this study.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Material Management	08
2.	Inventory Planning and Control, Scheduling	10
3.	Purchase Management	08
4.	Inspection and Quality Control	06
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **8L**

Material Management

Concept, Objective, and Importance of Material Management, Material Requirement Planning and Budgeting and controlling, Purchase Cycle.

Unit-II: **10L**

Inventory Planning and Control

EOQ Models – without shortage, with shortage, with price breaks; Effect of quantity discount; ABC, FSN and VED classification; Inventory control; Just in Time (JIT) system.

Scheduling: Gantt Chart, Johnson's Rule.

Unit-III: **8L**

Purchase Management

Purchase policy, Procedures, Vendor Selection and Negotiation, Vendor Development and Evaluation, Make or Buy Decision, Legal aspects of purchasing.

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Unit-IV: **6L**

Inspection and Quality Control: Concept and Types of Criteria of Inspection, Concept and Significance of Quality Control, Statistical Quality Control, Control Charts.

Suggested readings:

1. Bedi- Production and Operations Management (2nd edition); Oxford University Press
2. Butta, E S and Sarin; R K- Modern Production, Operations Management, John Wiley.
3. Gopalakrishnan and Sundaresan- Materials Management an Integrated Approach, TMH

OR

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MANAGERIAL ECONOMICS

Code: BBAHM-MJ-Elective-2B
3L+1T= 4 **FULL MARKS- 75**
CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course Outcome: In this study students explore the types of market forces affecting business, including market conditions, supply and demand, and competitive pressures. They also learn what to do with scarce resources and other challenges and build business strategies for long-term growth.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Demand, Supply and Market Equilibrium	09
2.	Producer and Optimal Production Choice	07
3.	Theory of Firm and Market Organization	12
4.	Factor Market	04
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **9L**

Demand, Supply and Market Equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply; Theory of consumer behavior: cardinal utility theory, ordinal utility theory (indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and Giffen goods), revealed preference theory.

Unit-II: **7L**

Producer and Optimal Production Choice: optimizing behavior in short run (geometry of product curves, law of diminishing margin productivity, three stages of production), optimizing behavior in long run (iso - quants, iso - cost line, optimal combination of resources) Costs and scale: traditional theory of cost (short run and long run, geometry of cot curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.

Unit-III: **12L**

Theory of Firm and Market Organization: perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand,

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cost and imposition of taxes) ; monopoly (basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly), price discrimination, multi plant monopoly ; monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity) ; oligopoly (Cournot's model, kinked demand curve model, dominant price leadership model, prisoner's dilemma).

Unit-IV: **4L**

Factor market: demand for a factor by a firm under marginal productivity theory (perfect competition in the product market, monopoly in the product market), market demand for a factor, supply of labour, market supply of labour, factor market equilibrium.

Suggested Readings:

1. Dominick Salvatore (2009). Principles of Microeconomics (5th Ed.) Oxford University Press.
2. Lipsey and Chrystal. (2008). Economics. (11thed.) Oxford University Press.
3. Koutosyannis (1979). Modern Micro Economics. Palgrave Macmillan.
4. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th Ed.). Pearson.

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MINOR (MI)

HOSPITAL EQUIPMENT MANAGEMENT

Code: BBAHM-MI-6
3L+1T= 4 **FULL MARKS- 75**
CREDIT: 4 **No. of Classes: 32L (1L= 1 Hour)**

Course outcome: Medical equipment plays an important role in healthcare delivery. It is core asset for any healthcare facility to ensure medical equipment is safe and effective, there is a need to understand it's associated management methodology.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Introduction to Hospital Equipment Management	06
2.	Equipment Planning and Purchasing	08
3.	Preventive and Maintenance Strategies of Equipment	10
4.	Equipment Documentation, Records and IoT	08
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **6L**

Introduction to Hospital Equipment Management: Concept and Importance of Equipment Management in Hospital, List of common Medical Equipment used in Hospital, Equipment Life Cycle, Role of Equipment Management in Patient Care and Safety.

Unit-II: **8L**

Equipment Planning and Purchasing: Hospital Need Assessment and Technology Planning, Equipment selection guideline, Vendor Management and Evaluation, Planning Purchase, Installation of Medical Equipment, Procure Methods and Contracts.

Unit-III: **10L**

Maintenance Strategies of Equipment: Estimation of Breakeven point and Profit, Action condemned items of hospital, Calibration and Performance Testing, Replacement of old Equipment, and Buyback Policy.

Unit-IV: **8L**

Equipment Documentation, Records and IoT: Equipment Maintenance Logs and Documentation, Warranties, Service Contracts, and Regulatory Records, IoT in Equipment Management.

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Suggested readings:

1. Materials Management – Gopalakrishnan.
2. NIHFW Monograph - Govt. of India.
3. Hospital Administration' by D.C. Joshi and Mamta Joshi, Published by Jaypee Brothers, Medical Publishers, New Delhi, 2011.

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