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

Downloaded from Vidyasagar University by 14.139.211.194 on 08 Nov 2026 21:31:33 PM; Copyright (c) : Vidyasagar University
http://download.vidyasagar.ac.in/OpenLink.aspx?LINKID=80

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	1st	I	SEMESTER-I							
			Major-1	BHMHMJ101	T: Fundamentals of Management and Organizational Behaviour	4	3-1-0	15	60	75
			SEC	BHMSEC01	P: Computer Fundamentals	3	0-0-3	10	40	50
			AEC	AEC01	Communicative English -1	2	2-0-0	10	40	50
			MDC	MDC01	Multidisciplinary Course -1 (*to be chosen from the list*)	3	3-0-0	10	40	50
			VAC	VAC01	ENVS (*common for all programmes*)	4	2-0-2	50	50	100
			Minor-1	BHMMI01	T: Concept of Health	4	3-1-0	15	60	75
					Semester-I Total	20				400
		II	SEMESTER-II							
			Major-2	BHMHMJ102	T: Human Resource Management	4	3-1-0	15	60	75
			SEC	BHMSEC02	P: Language Lab.	3	0-0-3	10	40	50
			AEC	AEC02	E-Commerce	2	2-0-0	10	40	50
			MDC	MDC02	Multi Disciplinary Course-02 (*to be chosen from the list*)	3	3-0-0	10	40	50
			VAC	VAC02	Value Added Course-02 (*to be chosen from the list*)	4	4-0-0	10	40	50
			Minor-2	BHMMI02	T: Hospital and Health System	4	3-1-0	15	60	75
			Summer Intern.	CS	Community Service	4	0-0-4	-	-	50
					Semester-II Total	24				400
					TOTAL of YEAR-1	44				800

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

Downloaded from Vidyasagar University by 14.139.211.194 on 08 Nov 2026 21:31:33 PM; Copyright (c) : Vidyasagar University
http://download.vidyasagar.ac.in/OpenLink.aspx?LINKID=80

MAJOR (MJ)

MJ-1: FUNDAMENTALS OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

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

Course Outcome: The students can get an insight on evolution of management and its importance, different school of management, management functions, organizing and staffing control, directing and controlling from where student can improve their leadership skills as well as motivational and managerial skills also.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Introduction to Management, Basic Forms of Business Ownership	08
2	Management Functions	07
3.	Organizational Behaviour	07
4.	Groups and Teams, Organization Conflict and Change	10
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **8L**

Introduction to Management: The evolution of Management, Definition and importance of Management, Managerial Functions and Roles.

Basic Forms of Business Ownership: Franchising, Licensing, Leasing; Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance.

Unit-II: **7L**

Management Functions: Types of Plans & The planning process; Decision making: Process, Types and Techniques. Control: Function, Process and types of Control; Organizing; Common organizational structures; Delegation; Centralization & Decentralization.

Unit-III: **7L**

Organizational Behaviour: Definition & Importance; Perception and Attribution: Concept, Nature, Process, Personality; Learning: Concept and Theories of Learning, Reinforcement, Motivation: Concepts & Theories; Leadership: Definition & Theories.

Downloaded from Vidyasagar University by 14.139.211.194 on 08 Nov 2026 21:31:33 PM; Copyright (c) : Vidyasagar University
http://download.vidyasagar.ac.in/OpenLink.aspx?LINKID=80

Unit-IV: **10L**

Groups and Teams: Definition, Difference between Groups and teams; Stages of Group Development, Group Cohesiveness, Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window;

Organization Conflict and Change: Definition, Concept, Sources, Types, Management of Conflict, Organizational Change: Concept, Resistance to change, Managing resistance to change, Implementing Change, Kurt Lewin Theory of Change.

Suggested readings:

1. Gilbert: Principles of Management, McGraw Hill.
2. Greenberg Jerald and Baron Robert A.: Behaviour in Organisations: Understanding and Managing the Human Side of Work, Prentice Hall of India.
3. Kaul Vijay Kumar, Business Organisation & Management - Text and Cases, Pearson.
4. Kaul, Vijay Kumar, Management- Text & Cases, Vikas Publication.
5. Kavita Singh: Organizational Behaviour, Vikas Publication.
6. Koontz & Heinz Weihrich: Essential of Management, McGraw Hill.
7. Luthans Fred: Organizational Behaviour, Tata McGraw Hill.
8. Mc Shane L. Steven, Glinow Mary Ann Von & Sharma Radha R. – Organizational Behaviour; Tata McGraw Hill.
9. Newstrom John W.: Organizational Behaviour, Tata McGraw Hill.
10. Richard L. Daft: Principles of Management, Cengage Learning India.
11. Robbins Stephen P: Organizational Behaviour, Pearson.
12. Stephen P. Robbins & Mary Coulter: Management, Pearson.
13. Stoner & Wankel: Management, Prentice Hall of India.
14. Y.K. Bhushan: Fundamentals of Business Organisation & Management, Sultan Chand & Sons.
15. Navin Mathur, Management Gurus, National Publishing House, New Delhi

Downloaded from Vidyasagar University by 14.139.211.194 on 08 Nov 2026 21:31:33 PM; Copyright (c) : Vidyasagar University
http://download.vidyasagar.ac.in/OpenLink.aspx?LINKID=80

MJ-2: HUMAN RESOURCE MANAGEMENT

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

Course Outcome: Human Resources Management is a vital part of any large business organization, handling a vast array of tasks from recruiting new employees, conducting interviews, dealing with conflict resolution, and managing the holiday allowance, benefits and payroll for existing employees.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Nature and Scope of Human Resource Management	06
2	Acquisition of Human Resources / Planning	06
3.	Recruitment and Selection, Training and Development	10
4.	Job Evaluation and Performance Appraisal, Career Planning and Development	10
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **6L**

Nature and Scope of Human Resource Management – Concept and Meaning of Human Resource Management – Understanding the nature and scope of Human Resource Management- Functions- Objectives with reference to HR Department in Hospital.

Unit-II: **6L**

Acquisition of Human Resources / Planning – Definition- Need and Stages of Human Resource Planning- Factors Affecting Human Resource Planning- Personnel Policy- Human Resource Information System.

Unit-III: **10L**

Recruitment and Selection- Definition - Source- Method- Importance of Recruitment; Selection: Definition- Process- Errors of Selection.

Training and Development- Definition- Purpose- Types of Training; Development: Concept of Development.

Unit-IV: **10L**

Job Evaluation and Performance Appraisal- Concept- Meaning- Objectives- Methods of Job Evaluation; Job Description & Job Specification; Performance Appraisal: Concept- Basis- Importance.

Downloaded from Vidyasagar University by 14.139.211.194 on 08 Nov 2026 21:31:33 PM; Copyright (c) : Vidyasagar University
http://download.vidyasagar.ac.in/OpenLink.aspx?LINKID=80

Career Planning and Development – Definition & Steps in Career Planning; Career Development: Definition & Objectives.

Suggested readings:

1. Gary Dessler, "Human Resource Management", Seventh edition, Prentice-Hall of India
2. Venkatapathy R. & Assissi Menacheri, Industrial Relations & Labour Welfare, Adithya Publications, CBE, 2001.
3. VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books,
4. Aswathappa, Human Resource & Personal Management, TMH
5. Gomez - Mezia, Managing Human Resources, Pearson Education
6. Personnel management, CB Mammoria - Himalaya.

Downloaded from Vidyasagar University by 14.139.211.194 on 08 Nov 2026 21:31:33 PM; Copyright (c) : Vidyasagar University
http://download.vidyasagar.ac.in/OpenLink.aspx?LINKID=80

MINOR (MI)

MI – 1: CONCEPT OF HEALTH

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

Course Outcome: This study helps to understand the students about the various concept of health like determinant and dimension of health and prevention of diseases. It remains dynamic concept about human physiology and practice. This will help to make out the common term used in healthcare industries.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Introduction to Public Health	08
2.	Health Policy	06
3.	Health Programs	12
4.	Health Services	06
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit- I: **8L**

Introduction to Public Health: Definition, Meaning of Public Health, Approaches of Public Health, Community Diagnosis and need assessment, Epidemiological basis for health care management, Rights to health, Responsibilities of Health, Community Participation.

Unit-II: **6L**

Health Policy: Health Planning, National Health Policy, 2002(overview), National Health Policy 2017, National Population Policy.

Unit-III: **12L**

Health Programs: National Health Programmes (National Dengue control programme, National Leprosy Eradication Control Programme, National Framework for Malaria Elimination (2016-2030) programme, NACPIV (2012-2017), RNTCP, Universal Immunisation Programme including Indradhanush, RCH Phase II, Vision 2020, National Health Mission, National Mental Health Programme, National Family Planning Programme.

Unit-IV: **6L**

Health Services: Health Manpower Planning and distribution, Health service Research.

Downloaded from Vidyasagar University by 14.139.211.194 on 08 Nov 2026 21:31:33 PM; Copyright (c) : Vidyasagar University
http://download.vidyasagar.ac.in/OpenLink.aspx?LINKID=80

Suggested Readings:

1. Community medicine, A H Suryakantha—JAYPEE
2. Preventive and Social Medicine, K. Park—Bhanot
3. Healthcare Management and administration, S.L Goel— Deep and Deep publication Private Limited.

MI – 2: HOSPITAL AND HEALTH SYSTEM

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

Course Outcome: To promote the development of high-quality hospital services and community healthcare, awareness of healthcare among all sections of the Indian people, enhancing the women empowerment through the aspect of health education.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Basic Information Related to Health	08
2.	Health Care Policy and Delivery System	08
3.	Introduction to Hospital	08
4.	Fundamentals of Hospital	08
	Lectures =	**32**
	Tutorials =	**10**
	Total =	**42**

Unit-I: **8L**

Basic Information Related to Health: Definition and meaning of Health, Holistic approach to health, Basic information relating to health, Historical development of health care system in India, Present status of hospitals in India.

Unit-II: **8L**

Health Care Policy and Delivery System: National Health Policy, Goals for Health for all by 2000 AD and beyond, Health committee and their recommendation, benefits to the Health Care systems, Overview of Health Care delivery system.

Unit-III: **8L**

Introduction to Hospital: Definition and meaning of hospital, types of hospitals, Concept of Modern Hospitals and Privatization in Health sector, Effects of Globalization in Healthcare, Historical development of hospitals.

Downloaded from Vidyasagar University by 14.139.211.194 on 08 Nov 2026 21:31:33 PM; Copyright (c) : Vidyasagar University
http://download.vidyasagar.ac.in/OpenLink.aspx?LINKID=80

Unit-IV: **8L**

Fundamentals of Hospital: Hospital viewed as a system, Role of Hospitals, Understanding functioning of Corporate Multispeciality hospital, Hospital Viewed as a Social system, Peculiarities of hospital systems.

Suggested readings:

1. Hospital Management Module-II- NIHW, New Delhi.
2. Hospital Administration-G.D. Kunders.
3. Hospital Administration-Tabish.
4. The Evolution of International health System, Cumper G.E, OUP New York, 1991.
5. Management of Hospital (4 Vols), S.L. Goel & R. Kumar, Deep & Deep Publications Pvt. Ltd.
6. Preventive and Social Medicine, K. Park - Bhanot.
7. Community Medicine, AH Suryakantha -JAYPEE.

Downloaded from Vidyasagar University by 14.139.211.194 on 08 Nov 2026 21:31:33 PM; Copyright (c) : Vidyasagar University
http://download.vidyasagar.ac.in/OpenLink.aspx?LINKID=80

SKILL ENHANCEMENT COURSE (SEC)

SEC 1: COMPUTER FUNDAMENTALS **Credits 03 (Full Marks: 50)**
No. of Classes: 20L (1L= 1 Hour)

Course Outcome: Learn the functional units and classify types of computers, how they process information and how individual computers interact with other computing systems and devices. Understand an operating system and its working, and solve common problems related to operating systems. Learn basic word processing, Spreadsheet and Presentation Graphics Software skills. Study to use the Internet safely, legally, and responsibly.

Outline of Course

S. No.	Topic	Minimum number of Practical
1.	Operating System	02
2.	MS Word MS Excel	08
3.	MS Power Point	06
4.	Internet	04
	Total =	**20**

Unit-I: **2L**

Operating System: Desktop elements, taskbar, creation of folders and shortcuts.

Unit-II: **8L**

MS Word: Concept of Word Processor , Create Document, Open Document, Save Document, Cut, Copy Paste, Find and Replace, Basic Formatting Features- Paragraph alignment, Indentation, Line spacing, font styles, colours, size, Borders and Shading, Bullets and Numbering, Insert table, textbox, watermark, WordArt, margins, rulers, page break, section break, page orientation, spelling and grammar check, word count, comments, document views, headers and footers, clipart, cover page, format painter.

MS Excel: Components of MS-Excel screen, workbook and worksheet, data types in excel, building formula, file operations, editing and working on data, formatting data & sheet structure.

Unit-III: **6L**

MS Power Point: Create a presentation, template, insert slide, change slide layout and format, custom animation, slide transition, slide master, delete slide, set up slide show.

Unit-IV: **4L**

Internet: Browser -set up home page, creating bookmark in browser, clearing history and browser cache, surfing, Email- send mail, send attachment, rules for creating strong password and basic network security (Antivirus and firewall, protection from phishing mail).

Downloaded from Vidyasagar University by 14.139.211.194 on 08 Nov 2026 21:31:33 PM; Copyright (c) : Vidyasagar University
http://download.vidyasagar.ac.in/OpenLink.aspx?LINKID=80

Suggested readings:

1. Computer Fundamentals, P. K. Sinha, BPB Publications, Sixth Edition.
2. Introduction to Information Technology, V. Rajaraman, PHI, Second Edition.
3. Fundamental of Information Technology, Chetan Shrivastava, Kalyani Publishers.
4. Computers Today, Suresh K Basandra, Galgotia Publications.
5. Computer Fundamentals, A. Goel, 2010, Pearson Education.

SEC 2: LANGUAGE LAB **Credits 03 (Full Marks: 50)**

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

Course Outcome: The students will be able to develop their inter-personal skills to enhance their communicative skills in the socio-practical field. The course will help them to utilize their linguistic capabilities in the professional spaces. They will be able to assume various roles and their practical implications. It will give them versatile perspectives in different fields of our society. Professionally, they can establish themselves in various leading roles in various institutes developing their self-esteem.

Outline of Course

S. No.	Topic	Minimum number of Practical
1.	Conversation on Current Issues	03
2.	Group Discussion, Mock Interview	07
3.	Role Play, Power Point Presentation	07
4.	Pronunciation	03
	Total =	**20**

Unit-I: **3L**

Conversation on Current Issues: Introductory Statement, Analytical Statement, Conclusive Statement, Question & Answer, Feedback.

Unit-II: **7L**

Group Discussion, Mock Interview: Definition of Group Discussion, Importance of Group Discussion, Advantages & Disadvantages of Group Discussion, Practicality of Group Discussion, Importance of Mock Interview, Types of Interview, Different Situations in Interview, Non-Verbal Communication during Interview.

Unit-III: **7L**

Downloaded from Vidyasagar University by 14.139.211.194 on 08 Nov 2026 21:31:33 PM; Copyright (c) : Vidyasagar University
http://download.vidyasagar.ac.in/OpenLink.aspx?LINKID=80

Role Play, Power Point Presentation: Importance of Role Play, Communication through Role Play, Practicality in Role Play, Introduction to Power Point Presentation, Structuring of Slides, Verbal Presentational Skills & Non-verbal Skills.

Unit-IV: **3L**

Pronunciation: Definition of Phonetics, Importance of Pronunciation in Communication, Different types of Pronunciations with Examples, Practicality in Pronunciation.

Suggested readings:

1. Cambridge English Pronouncing Dictionary, Cambridge University Press, India, 2012.
2. A Textbook of English Phonetics for Indian Students by T. Balasubramanian, Macmillan Publisher, 1981.

Downloaded from Vidyasagar University by 14.139.211.194 on 08 Nov 2026 21:31:33 PM; Copyright (c) : Vidyasagar University
http://download.vidyasagar.ac.in/OpenLink.aspx?LINKID=80

ABILITY ENHANCEMENT COURSE (AEC)

AEC 2: E-COMMERCE

1L+1T= 2 **FULL MARKS- 50**
CREDIT: 2 **No. of Classes: 20L (1L= 1 Hour)**

Course Outcome: This study will encourage students to investigate how various digital technologies and platforms can be used creatively to drive business results and provide greater value to customers through innovative products and services, immersive customer experiences, and ground-breaking business models.

Outline of Course

S. No.	Topic	Minimum number of lectures
1.	Introduction to e-commerce	06
2.	Technology in e-commerce	06
3.	Consumer oriented e-commerce	04
4.	Issues in E Commerce	04
	Lectures =	**20**
	Tutorials =	**10**
	Total =	**30**

Unit-I: **6L**

Introduction to e-commerce: Meaning and concept of ecommerce, ecommerce vs. e-business, advantages and disadvantages of ecommerce, value chain in ecommerce, Porter's value chain model, competitive advantage and competitive strategy, different types of ecommerce like B2B, B2C, C2C, C2B, G2C.

Unit-II: **6L**

Technology in e-commerce: An overview of the internet, basic network architecture and the layered model, internet architecture, network hardware and software considerations, intranets and extranets, the making of world wide web, web system architecture, ISP, URL's and HTTP, cookies.

Unit-III: **4L**

Consumer oriented e-commerce: traditional retailing and e-retailing, benefits and key success factors for e-retailing, models for e-retailing like specialized and generalized e-stores, e-mall, direct selling by manufacturer.

Downloaded from Vidyasagar University by 14.139.211.194 on 08 Nov 2026 21:31:33 PM; Copyright (c) : Vidyasagar University
http://download.vidyasagar.ac.in/OpenLink.aspx?LINKID=80

Unit-IV: **4L**

Issues in E Commerce: Understanding Ethical, Social and Political issues in E-Commerce: A model for Organizing the issues, Basic Ethical Concepts, Candidate Ethical principles Privacy and Information Rights: Information collected at E-Commerce Websites, The Concept of Privacy.

Suggested readings:

1. Joseph, P.T. (2005). E-Commerce an Indian Perspective (2e), New Delhi Prentice-Hall of India
2. Kaspersky, (2008). The Cybercrime Ecosystem Whitepaper, Kaspersky Lab
3. O'brien, J. (2004). Management Information Systems Managing Information Technology in The Business Enterprise, New Delhi Tata Mcgraw-Hill.
4. Rayport, J. F. & Jaworski, B. J. (2002). Introduction to E-Commerce, New York Mcgraw-Hill Irwin.
5. Stair, R. M. & Reynolds, G. W. (2001). Principles of Information Systems, 5e, Singapore Thomson Learning.

Downloaded from Vidyasagar University by 14.139.211.194 on 08 Nov 2026 21:31:33 PM; Copyright (c) : Vidyasagar University
http://download.vidyasagar.ac.in/OpenLink.aspx?LINKID=80