

Faculty of Management Studies



JSS Academy of Higher Education & Research

(Deemed to be University)

Re-Accredited "A+" Grade by NAAC

Sri Shivarathreeswara Nagara Mysuru - 570015, Karnataka

Regulation & Syllabus

BBA – HOSPITAL & HEALTH
SYSTEM MANAGEMENT
2022

BBA

REGULATIONS AND CURRICULUM

BBA – HOSPITAL & HEALTH SYSTEM MANAGEMENT (AS PER NEP 2020)

2022



JSS Academy of Higher Education & Research
(Established under Section – 3 of UGC Act 1956)
JSS Medical Institutions Campus, Sri Shivarathreeswara Nagar
Mysuru-570015, Karnataka

**Bachelor of Business Administration
(BBA) – Hospital & Health System Management as per NEP 2020 policy**

Preamble:

Higher Education in India has been a major contributor to the development of the economy as well as knowledge development. Higher education plays an important role in a career designing the development of manpower. The global education development agenda reflected in Goal 4 (SDG 4) of the 2030 Agenda for Sustainable Development, adopted by India in 2015- Seeks to “ensure inclusive and equitable quality education and promote lifelong learning opportunities for all” by 2030. Sustainable nations depend on strong economic policies to withstand the challenges due to uncertain situations. Reforms in employment and career advancement opportunities foster changes in the education system to provide the necessary knowledge, abilities, and skills to the students as per industry requirements. The National Education Policy 2020 envisages the holistic development of individuals thereby fostering human capital development.

University Grants Commission (UGC) has stressed speedy and substantive academic and administrative reforms in higher education for the promotion of quality and excellence. A semester System with a Choice Based Credit System (CBCS), Flexibility in Curriculum Development, and Examination Reforms leading to Continuous Evaluation Patterns by reducing the weightage on the end-semester examination, etc., are a few to name, which are important in the CBCS pattern. The introduction of discipline-specific and interdisciplinary elective courses, skill enhancement courses, and soft skill courses can be considered unique which results in edutainment or to be precise, an enjoyable learning atmosphere for the students. Given the present trend of globalization and considering the NEP guidelines, the JSS Academy of Higher Education & Research (JSS AHER) has adopted the CBCS in line with the NEP 2020, so that the acceptability of the programmes and degrees offered by the Institute becomes comparable and readily acceptable. With the incorporation of all the essential features as per NEP 2020 policy, the following Regulations were drawn for the undergraduate programme of Management studies i.e., BBA in Hospital and health system management.

Program Objectives:

- To provide knowledge regarding the basic concepts, principles, and functions of management.
- To provide knowledge and requisite skills in different areas of management like human resources, finance, operations, and marketing to give a holistic understanding of a business/ healthcare system.
- To help develop a positive attitude and life skills to become a multi-facet personality with a sense of environmental consciousness and ethical values.
- To understand and develop knowledge through open electives and to cater to the needs of the healthcare industry.

Specific Objectives:

- This course helps students to develop an appreciation of what a business is and the role of management in healthcare day-to-day operations.
- Students will be able to demonstrate decision-making skills and analytical abilities to identify and solve problems in healthcare operation management.

- Students will be able to effectively communicate oral and written information using appropriate supportive technologies.
- Apply basic principles which are required for day-to-day operations through the specialization by electives.

Program outcomes:

At the end of the programme, the student will be able to-

- To demonstrate knowledge of management theories and practices to solve business problems in the related healthcare sector.
- Develop analytical and critical thinking abilities for business decision-making.
- Promote and inculcate ethical and value-based leadership ability.
- To demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems.

REGULATIONS

1. Title and Commencement:

These regulations shall be called “The Regulations for the BBA-Hospital & Health System Management Degree course of the JSS Academy of Higher Education & Research, Mysuru”. They shall come into effect from the Academic Year 2022-23 onwards. The regulations framed are subject to modifications from time to time by the authorities of the JSS AHER.

2. Salient Features of the Multidisciplinary Undergraduate Programmes with Multiple Entry and Exit Options:

- a. The program shall be structured in a semester mode with multiple exit options with Certification, Diploma, and Basic bachelor's degree after the first, second and third years, respectively. The candidate who completes the four years Undergraduate Program, either in one stretch or through multiple exits and re-entries would get a bachelor's degree with Honors.
- b. The four years undergraduate Honors degree holders with a research component and a suitable grade are eligible to enter the 'Doctoral (Ph.D.) Program' in a relevant discipline or to enter 'Two Semester Master's Degree programme with project work'.
- c. Candidates who wish to enter the Master's/Doctoral programme in a discipline other than the major discipline studied in the undergraduate programmes, must take additional courses in the new discipline to meet the requirement or to make up the gap between the requirement and the courses already studied.
- d. The students who exit with a Certification, Diploma, and Basic bachelor's degree shall be eligible to re-enter the programme at the exit level to complete the programme or to complete the next level.
- e. The curriculum shall combine conceptual knowledge with practical engagement and understanding that has relevant real-world application through practical work, fieldwork, internships, workshops, and research projects.

3. Applicability:

This regulation applies to all the UG programs offered under Management Studies.

4. Programme Structure:

- 4.1. The UG degree program shall be of six semesters or eight semesters (Hons) duration unless specified otherwise.
- 4.2. An academic year consists of two semesters: Odd and Even.
- 4.3. A semester normally extends over 16 to 18 weeks spanning 90 working days.
- 4.4. Programme structure
Each course in a programme shall carry a certain number of credits, which normally represent the weightage of a course and are a function of teaching, learning, and evaluation strategies such as several contact hours, the course content, teaching methodology, and learning outcomes, etc.

5. Eligibility for Admission

- 5.1 A candidate who has passed the two-year Pre-University examination conducted by the Pre-university Board of Education, the Government of Karnataka, or any other examination considered equivalent by the Institute is eligible for admission to the First Semester of the UG program.
- 5.2 A candidate who has acquired the necessary credits in the first year of the undergraduate programme or with a Certificate Degree is eligible for admission to the second year of

- the undergraduate programme or the Diploma Degree.
- 5.3. A candidate who has a Diploma Degree with the necessary credits is eligible for admission to the third year of the Undergraduate (UG) Degree Programme.
 - 5.4. Any candidate who has completed the Undergraduate Degree Programme with the necessary credits is eligible for admission to the fourth year of the UG (Hons) Degree Programme.
 - 5.5. Lateral entry to the corresponding Degree Programmes from other institutions is subject to the availability of seats, provided the credits are transferred and retrieved through the Academic Bank of Credits (ABC). Criteria to admit students from other institutions through lateral entry is purely dependent on the host institution and the eligibility mandate of the respective departments offering the programmes.
 - 5.6. Students from other Universities shall be accommodated only during the beginning of the odd semesters and not during the even semesters.

6. Medium of Instruction

The Medium of Instruction shall be English for all the Programmes.

7. Definitions:

- 7.1. Academic Year: Two consecutive (one odd + one even) semesters constitute one academic year.
- 7.2. Choice-Based Credit System (CBCS): The CBCS provides choices for students to select from the prescribed courses (core, elective, minor, or soft skill courses).
- 7.3. Course: Usually referred to, as 'papers' is a component of a programme. Not all courses need to carry the same weight. The courses define learning objectives and learning outcomes and are designed to comprise lectures/laboratory work/ fieldwork/ outreach activities/project work/viva/seminars/assignments/self-study etc. or a combination of some of the above.
- 7.4. Credit Point: It is the product of grade points and the number of credits for a course.
- 7.5. Credit: A unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.
- 7.6. Cumulative Grade Point Average (CGPA): It is a measure of the overall cumulative performance of a student overall semester. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all semesters.
- 7.7. Grade Point: It is a numerical weight allotted to each letter grade on a 10-point scale.
- 7.8. Letter Grade: It is an index of the performance of students in a said course. Letters A++, A+, A, B+, B, C, and F, denote grades.
- 7.9. Programme: An educational programme leading to the award of a Degree, Diploma, or Certificate.
- 7.10. Semester Grade Point Average (SGPA): It is a measure of the performance of work done in a semester. It is the ratio of total credit points secured by a student in various courses in a semester and the total course credits taken during that semester.
- 7.11. Grade Cards, Transcripts & Certificates: Based on the grades earned, a grade card shall be issued to all the registered students after every semester. The grade card will display the course details (code, title, number of credits, grade secured) along with the SGPA of that semester and CGPA earned till that semester.

Transcripts shall be issued to students according to the norms of the University. Certificate, Diploma, and Degree Certificates shall be issued after successful completion of the respective Programmes

8. Types of Courses

- 8.1. Discipline Specific Course (DSC) is a core course, which should be compulsorily studied by a student as a core requirement of the programme.
- 8.2. Elective Course is a course, which can be chosen from a pool of courses. It may be very specific, specialized, advanced, or supportive to the discipline/subject of study, which provides an extended scope, enables exposure to some other discipline/subject/domain, or nurtures the student's proficiency/skill.
 - a) Discipline Specific Elective (DSE) is a course offered under the main discipline/subject of study.
 - b) Open Elective (OE) is an elective course chosen from an unrelated discipline/subject to seek exposure beyond the discipline/subject.
- 8.3. Ability Enhancement Courses (AEC) may be of two types: Ability Enhancement Compulsory Courses (AECC) and Skill Enhancement Courses (SEC). AECC courses are mandatory courses based upon the content that leads to knowledge enhancement viz., Environmental Studies, Indian Constitution, and English / Modern Indian Languages (MIL) / Communication skills. SEC courses are aimed at providing hands-on training, competencies, skills, etc.
- 8.4. Value-Based/Activity-Based Course is a course intended to improve communication skills and enrich personality development, Computing skills, Quantitative aptitude, and knowledge of the foreign language of the students. These courses are intended to enhance the employability of the students. The courses will help to bridge the gap between the skill requirements of the employer or industry and the competency of the students.
- 8.5. Massive Open Online Courses (MOOCs) MOOCs are online courses, which are available on the SWAYAM (Study Web of Active-Learning for Young Aspiring Minds) platform of the Government of India. In case a student selects MOOCs instead of the interdisciplinary course, the credit earned therefrom will be considered for grading and ranking. The credits earned under the SWAYAM platform are also transferable from one institution to another. The student is eligible to take additional courses under MOOCs if he/she opts to earn extra credits, however, these would be considered as additional SWAYAM/ MOOCs and will not be considered either for grading or ranking.

9. Scheme of the Programme

- 9.1. Certificate Programme The minimum duration for completion of a Certificate Programme is one year or two semesters with total credits of 48.
- 9.2. Diploma Programme The minimum duration for completion of a Diploma Programme is two years or four semesters with total credits of 98.
- 9.3. BBA Degree Programme A student must have earned 144 credits for the successful completion of a three-year or six-semester UG programme.
- 9.4. BBA Hons Programme A student must have earned 190 credits for the successful completion of a four-year or eight semesters UG (Hons) programme. The respective Board of Studies (BoS) shall prescribe the distribution of credits for different programs/courses.
- 9.5. Only such students, who complete the required credits in the corresponding years without break, shall be considered for declaration of ranks and/or medals.

10. Attendance

Only those students who have a minimum of 75% attendance shall be permitted to take the end-semester examination.

11. Assessment

- 11.1. Continuous Internal Assessment (CIA) Assessment and evaluation processes happen in a continuous mode. However, for reporting purposes, assessment is periodically divided into two phases identified as Continuous Internal Assessment - CIA-1 & CIA-2. The performance of a student in a course will be assessed as explained below: The outline for continuous assessment activities for CIA-1 & CIA-2 shall be as proposed by the respective Departments. This will be based on tests/assignments/viva-voce/seminars/any other. The sum of two CIAs will be taken as final CIA marks. If a candidate absents from the CIA, his/her marks will be zero. The Board of Studies shall approve the scheme for assessment and evaluation.
- 11.2. End Semester Examination (ESE): There shall be one end semester examination (ESE) of three hours or two hours duration for each lecture-based course, dependent on the number of credits. For practical examination, the duration shall be fixed for a minimum of 3 hours and may be extended depending on the course. The end-semester examination is compulsory for all students and evaluated by the deputed faculty members either internal or external or both appointed by the office of the Controller of Examinations.
- 11.3. Weightages: For Lecture-based courses (Non-laboratory) Continuous Internal assessment - 30 % End – Semester Examination - 70 % For laboratory-based courses / Practical Sessional Assessment - 30 % End – Semester Examination - 70 %.

12. Passing Criteria

- 12.1. A student is considered to have passed the course, only on securing a minimum of 35% in ESE and 40% of marks in aggregate of ESE and CIA put together in both theory and practical examinations separately.
- 12.2. A student can take ESE irrespective of the marks scored in CIA.
- 12.3. In case a student fails the end-semester examination or is absent for the same, the student is said to have not completed the course. The student shall complete the course by reappearing only for the ESE component of that course when University conducts the examination. The student carries the marks already awarded in CIA.
- 12.4. On successful completion of programme, the Institute will issue a final grade card consisting of grades of all courses successfully completed by the student.

13. Makeup Examination

For students who could not attend CIA due to medical reasons/extraordinary circumstances/participation in Sports/NCC/NSS/any other extracurricular activities, CIA exams may be conducted for them separately before the end semester examination.

14. Grading:

- 14.1. Based on the performance, students shall be awarded a Final Letter Grade at the end of each semester in each course and an overall grade in the final semester.
- 14.2. The letter grades and their corresponding grade points are as follows:

Grade Points	Marks secured for 100	Grade	Performance
10	90-100	A++	Outstanding
9	80-89	A+	Excellent
8	70-79	A	Very Good
7	60-69	B+	Good
6	50-59	B	Fair
5	40-49	C	Pass
0	Below 40	F	Fail

Calculation of Grade Points

Semester Grade point average (SGPA)

$$\text{SEMESTER GRADE POINT AVERAGE (SGPA)} = \frac{\text{CREDIT INDEX for each semester}}{\Sigma \text{CREDIT}}$$

Cumulative Grade point average (CGPA)

$$\text{CUMULATIVE GRADE POINT AVERAGE (CGPA)} = \frac{\text{CREDIT INDEX of all semesters up to 6th/8th sem}}{\Sigma \text{CREDIT}}$$

14.3. The above grading is done by the office of the Controller of Examinations after considering both internal (Continuous assessment) and end-semester marks.

14.4. Students will not be considered to have completed a course successfully and earned the credits when he/she secures a Letter Grade of 'F'.

15. Declaration of Class:

CGPA	CLASS
9.00 and above (Single attempt)	Pass; First Class with Distinction
9.00 and above (Multiple attempts)	Pass; First Class
8.00 – 8.99	Pass; First Class
7.00 – 7.99	
6.00 – 6.99	Pass; Second Class
5.00 – 5.99	
Below 5.00	Fail

16. Grade Card:

The grade card issued at the end of each semester to students by the Controller of Examinations office shall contain the following:

- 16.1. The credits for each course for that semester.
- 16.2. The performance in each course is shown by the letter grade obtained.
- 16.3. The Grade Point Average (GPA) of all the courses for the semester.
- 16.4. The Semester Grade Point Average (SGPA) of all the courses studied from the first semester.
- 16.5. The total marks secured by the candidate for each of the courses in which the candidate appeared for the end-semester examinations.

17. Eligibility for the award of Certificate, Diploma, UG Degree, and UG (Hons) Degree:

A student shall be declared eligible for the award of the corresponding degree when he/she has fulfilled the following conditions:

- 17.1. Undergone all the core/elective and supportive courses and completed the Extension activity, internship, field trip, etc., if any as prescribed by the Scheme of Examinations.
- 17.2. Successfully acquired the required credits under elective and supportive courses as specified in the curriculum of the Programme within the stipulated time.
- 17.3. Has a CGPA of 5.0 or higher.

18. Subject Coordinator and Student Advisor

- 18.1. Head of the Department shall be the Subject Coordinator. He/she is responsible for the Student Advisor's work and student support services.
- 18.2. Every student will have a member of the faculty of the Department as a Student Advisor. All teachers of the department shall function as Student Advisors and will have an equal number of students. The Student Advisor will advise the students in choosing elective courses and offer them all assistance.

19. Revaluation & Re totaling Policy

The University has adopted multiple valuations by examiners either from the same institute or from another institute, appointed by the Vice-Chancellor. Therefore, there is no option for revaluation. However, students may apply for re-totalling within a stipulated time upon payment of the fee as prescribed by the Controller of Examination.

20. Conduct

Every student is required to observe discipline and decorum both inside and outside the campus by the instructions of the Institution.

21. Grievance Cell

Every Department shall have one Grievance Cell. Students shall report any grievances related to academic matters to the cell. The composition of this cell is as follows:

- Dean (or his/her representative)
- Heads of the Departments
- One senior faculty member from each Department.

22. Others

The Vice-Chancellor shall decide on any issue not specifically mentioned in these regulations.

Programme Overview

Name of the Degree: BBA Hospital and Health System Management

Department: Health System Management Studies

Total Credits: 190

Year of implementation: 2022-23

Duration of the programme: 3 years (BBA), 4 years (BBA Hons.)

Proposed Scheme of Teaching & Evaluation for BBA (Basic/Hons) with Business Administration in Hospital and Health System as Core subject

Acronyms:

AECC: Ability Enhancement Compulsory Course

DSC (C): Discipline Specific Core (Course)

SEC-SB/VB: Skill Enhancement Course-Skill Based/Value-Based

OEC: Open Elective Course

DSE: Discipline-Specific Elective

SEE: Semester End Examination

CIE: Continuous Internal Evaluation

L+T+P: Lecture +Tutorial + Practical(s)

Proposed framework:

Total credits for the program BBA – HHSM (Year 01): **48**

Total credits for the program BBA – HHSM (Year 02): **50**

Total credits for the program BBA – HHSM (Year 03): **46**

Total credits for the Program BBA – HHSM (Year 04): **46**

Total Credits = 190

BBA PROGRAMME STRUCTURE

Semester – I								
Si	Subject code	Title	Category of subject	Teaching hours/week (L+T+P)	SEE	CIE	Total Marks	Credits
1		Part I English 1	AECC 1	3+0+0	70	30	100	03
2		Part II English 1 / Kannada1/French 1	AECC 2	3+0+0	70	30	100	03
3		Fundamentals of Accounting	DSC 1	4+0+0	70	30	100	04
4		Principles of Management	DSC 2	4+0+0	70	30	100	04
5		Marketing Management	DSC 3	4+0+0	70	30	100	04
6		Digital Fluency	AECC 3	3+0+0	70	30	100	03
7	Open Elective	Health And Wellness	OEC 1	3+0+0	70	30	100	03
Total (A)								24

Semester – II								
Si	Subject code	Title	Category of subject	Teaching hours/week	ESE	CIA	Total Marks	Credits
1		Part I English – 2	AECC 4	3+0+0	70	30	100	03
2		Part II English 2 / Kannada 2/ French 2	AECC 5	3+0+0	70	30	100	03
3		Introduction to the Healthcare system	DSC 4	4+0+0	70	30	100	04
4		Business Environment	DSC 5	4+0+0	70	30	100	04
5		Human Resource Management	DSC 6	4+0+0	70	30	100	04
6		Environmental Studies	AECC 6	2+0+0	70	30	100	03
7	Open Elective	Basics of Medical Sciences	OEC 2	3+0+0	70	30	100	03
		Total (B)						24
Total (A) + (B)								48
I+ II sem								48

EXIT OPTION WITH CERTIFICATION (48 credits)

Certificate Name: Certificate in Business Administration

Semester – III								
Si	Subject code	Title	Category of subject	Teaching hours/ week	ESE	CIA	Total Marks	Credits
1		Part I English – III	AECC 7	3+0+0	70	30	100	03
2		Part II English III/ Kannada III /French III	AECC 8	3+0+0	70	30	100	03
3		Financial Accounting	DSC 7	4+0+0	70	30	100	04
4		Organizational Behaviour	DSC 8	4+0+0	70	30	100	04
5		Quantitative Techniques	DSC 9	4+0+0	70	30	100	04
6	Open Elective	Business Communication	OEC 3	3+0+0	70	30	100	03
7		Artificial Intelligence	SEC2	2+0+0	50	-	50	02
8		Indian Constitution	AECC	2+0+0	50	-	50	02
							700	
		Total (C)						25

Semester – IV								
Si	Subject code	Title	Category of subject	Teaching hours/ week	ESE	CIA	Total Marks	Credits
1		Part I English-4	AECC 9	3+0+0	70	30	100	03
2		Part II English 4 / Kannada 4/ French 4	AECC 10	3+0+0	70	30	100	03
3		Cost and Management Accounting	DSC 10	4+0+0	70	30	100	04
4		Financial Services & Markets	DSC 11	4+0+0	70	30	100	04
5		Managerial Economics	DSC 12	4+0+0	70	30	100	04
6		Hospital postings* (Departments: HRM, MM, Finance)	SEC 3	1+0+2	50*	-	50*	02
7		Cyber security	SEC 4	2+0+0	35	15	50	02
8	Open Elective		OEC 4	3+0+0	50	25	75	03
		Total (D)						25
		Total (C)+(D) III + IV sem						50

*NUE- evaluation at dept. level and submission of marks to the university

EXIT OPTION WITH DIPLOMA (48+50= 98 credits)

Diploma name: Diploma in Business Administration

Semester – V								
Sl	Subject code	Title	Category of subject	Teaching hours/ week	ESE	CIA	Total Marks	Credits
1		Corporate Social Responsibility	DSC 13	4+0+0	70	30	100	04
2		Income Tax	DSC 14	4+0+0	70	30	100	04
3		Elective – I (HRM1/MM1/Finance1)	DSE 1	4+0+0	70	30	100	04
4		Elective – II (Medical Record Management / Health Informatics)	DSE 2	4+0+0	70	30	100	04
5		Management Information System	DSC 15	4+0+0	70	30	100	04
6		Hospital postings* (Departments: IT, Medical Records)	SEC 5	1+0+2	50*	-	50*	02
		Total (E)						22

*NUE- evaluation at dept. level and submission of marks to the university

Semester – VI								
Sl	Subject code	Title	Category of subject	Teaching hours/ week	ESE	CIA	Total Marks	Credits
1		Business Law and Ethics	DSC 16	4+0+0	70	30	100	04
2		Entrepreneurship Development	DSC 17	4+0+0	70	30	100	04
3		Elective - I (HRM2/MM2/Finance2)	DSE 3	4+0+0	70	30	100	04
4		Elective - II (Health Insurance Management / Introduction to Hospital pharmacy)	DSE 4	4+0+0	70	30	100	04
5		Medical coding & Billing	SEC 6	2+0+0	35	15	50	02
6		Indirect Taxation	DSC 18	2+0+0	35	15	50	02
7		Hospital postings* (Departments: Insurance, Pharmacy Department)	SEC 6	1+0+2	50*	-	50*	02
8		Soft skill training*	SEC 7	0+0+4	50*	-	50*	02*
		Total (F)						24
		Total (E)+(F) V+ VI sem						46

*NUE- evaluation at dept. level and submission of marks to university.

EXIT OPTION WITH BACHELOR'S DEGREE (98+46=144 credits)

Degree Name: Bachelor of Business Administration in Hospital and Health System Management.

Semester – VII								
Si	Subject code	Title	Category of subject	Teaching hours/week	ESE	CIA	Total Marks	Credits
1		Medical Ethics & Law	DSC 19	4+0+0	70	30	100	04
2		Total Quality Management	DSC 20	4+0+0	70	30	100	04
3		Research Methodology	DSC 21	4+0+0	70	30	100	04
4		Elective Public health / Healthcare Finance	DSE 5	4+0+0	70	30	100	04
5		Introduction to Hospital Services	DSE 6	4+0+0	70	30	100	04
6		Hospital Postings* PR and Marketing, OP-IP Billing	SEC 8	1+0+2	50*	-	50*	02*
		Total (G)						22

*NUE- evaluation at dept. level and submission of marks to the university

Semester – VIII								
Si	Subject code	Title	Category of subject	Teaching hours/ week	ESE	CIA	Total Marks	Credits
1		Strategic Management	DSC 22	4+0+0	70	30	100	04
2		Operations Research	DSC 23	4+0+0	70	30	100	04
3		Hospital Operations Management	DSC 24	4+0+0	70	30	100	04
4		Safety and risk management	DSC 25	4+0+0	70	30	100	04
5		Research Project	AECC 12	0+0+8	100	50	150	06
6		Elective: Introduction to medical devices / Pharmaceutical regulations/ Pharmaceutical Imports and Exports	DSE 7	2+0+0	35	15	50	02
		Total (H)						24
		Total (G)+ (H)						46

EXIT OPTION WITH HONORS (144+46= 190 credits)

Honors Name: Bachelor of Business Administration (Hons.) in Hospital and Health System Management

Semester – I								
Sl	Subject code	Title	Category of subject	Teaching hours / week (L+T+P)	SEE	CIE	Total Marks	Credits
1		Part I English 1	AECC	3+0+0	70	30	100	03
2		Part II English 1 / Kannada1/French 1	AECC	3+0+0	70	30	100	03
3		Fundamentals of Accounting	DSC	4+0+0	70	30	100	04
4		Principles of Management	DSC	4+0+0	70	30	100	04
5		Marketing Management	DSC	4+0+0	70	30	100	04
6		Digital Fluency	AECC	3+0+0	70	30	100	03
7	Open Elective	Health and Wellness	OEC	3+0+0	70	30	100	03
Total (A)							700	24

Semester: I SEMESTER

Type : AECC
Title : Part I English I
Credits : 03

Course objectives

- Improve and enhance the communication skills of the learners.
- Improve speech pronunciation, grammar, and vocabulary.

Course outcomes

After successful completion of the course, students will be able to

- Improve their oral and written communication.
- Communicate effectively using pronunciation, and communication skills.

Unit	Unit content
UNIT I	Unit-1: Grammar – I <ul style="list-style-type: none">• Correct Use of Nouns• Correct Use of Pronouns• Reading Comprehension Passage
UNIT II	Unit-2: Grammar – II <ul style="list-style-type: none">• Types of sentences: Simple, Compound and Complex sentences, clauses, phrases, adjuncts, and gerunds• The rules and sequence of tenses• Subject Verb Agreement
UNIT III	Unit-3: Vocabulary <ul style="list-style-type: none">• Roots A to F• Synonyms and Antonyms• Phobias and Mania
UNIT IV	Unit-4: Essay <ul style="list-style-type: none">• Excerpts from APJ Abdul Kalam's "Wings of Fire"

References

- S.C Gupta, 2021, English Grammar and Composition, Arihant Publishers
- S. P. Bakshi, 2021, Objective General English, Arihant Publishers

Course objectives

- Improve and enhance the literary skills of the learners.
- Develops language skills such as reading, writing, speaking, and listening.
- Help the students to grasp the ideas of the writer.

Course outcomes

After successful completion of the course, students will be able to

- Express their thoughts, ideas, feelings, and observations.
- Develop philosophical, historical, and critical perspectives in their writings.

Unit	Unit content
UNIT I	Unit-1: British Poetry <ul style="list-style-type: none">• “When in Disgrace” by Shakespeare• “Spring” by Christina Rossetti
UNIT II	Unit-2: Post-Colonial Literature <ul style="list-style-type: none">• “The Night of the Scorpion” by Nissim Ezekiel• “ I Am Not That Woman” by Kishwar Naheed
UNIT III	Unit-3: Contemporary and British Literature <ul style="list-style-type: none">• “The Kanda Man-eater” by Jim Corbett• “A Man Who Had No Eyes” by Mackinlay Kantor• “A Child’s Story “by Charles Dickens
UNIT IV	Unit-4: Indian English Literature <ul style="list-style-type: none">• “The Education System in India” by Dr. V. Shashi Kumar

References

- Jim Corbett, 1944. The Man-Eaters of Kumaon, Oxford University Press.
- Charles Dickens, 2013. Children’s Stories, Bottom of The Hill Publishing.

Type : AECC
Title : French
Credits: 03

Course objectives (2)

- The course aims at making the learner to understand and use familiar day-to-day expressions and very basic phrases aimed at the requirement of a concrete type.

Course outcomes (4)

- Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has.
- Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Greet people• Talk about yourself
UNIT II	<ul style="list-style-type: none">• Talk about where you live
UNIT III	<ul style="list-style-type: none">• Talk about your family members
UNIT IV	<ul style="list-style-type: none">• Talk about your likes and dislikes

References

Type : DSC
Title : Fundamentals of Accounting
Credits: 04(4+0+0)

Course objectives

- The course emphasizes on foundations of accounting and analytical skills needed by business and accounting students.
- It advocates the importance of financial health of a business and its performance.

Course outcomes

- Understand the framework of accounting as well accounting standards.
- The Ability to pass journal entries and prepare ledger accounts.
- The Ability to prepare subsidiaries books.
- The Ability to prepare trial balance and final accounts of proprietary concern.

Unit	Unit content
UNIT I	Introduction to Financial Accounting <ul style="list-style-type: none">• Introduction to accounting, Meaning of accounting, accounting principles, accounting conventions, concepts, users of accounting, limitation of accounting, accounting equations, and Indian accounting standards.
UNIT II	Accounting process <ul style="list-style-type: none">• Meaning-process of accounting, accounting cycle, kinds of accounts, rules of accounting, transaction analysis, journal entry, ledger entry, balancing of accounts, trial balance problems.
UNIT III	Subsidiary books <ul style="list-style-type: none">• Meaning -significance- types of subsidiary books-Purchase book, sales book, purchase returns, sales return, cash book, petty cash book, bills receivable, bills payable {format and theory only}, problems on three-column cash books.
UNIT IV	Final accounts of a sole trading concern <ul style="list-style-type: none">• Meaning, Users, Preparation of trading accounts, profit and loss accounts, balance sheet. Computerized Accounting <ul style="list-style-type: none">• Computerized accounting Meaning, features, introduction to tally.

References

- Basic Accounting: B S Raman
- Advanced Accounting: M C Shukla and T S Grewal
- Financial Accounting: S P Jain and Narang K L
- Financial Accounting: I & II G H Mahadevswamy & B H Suresh
- Advanced Accounting: P C Tulsian

Type : DSC --- Discipline Specific Core (Course)
Title : Principles of Management
Credits: 04 (4+0+0)

Course objectives:

- To help the students to understand the functions and responsibilities of managers.
- To provide them tools and techniques to be used in the performance of the managerial job.

Course outcomes:

- On completion of this course, the students will be able to
- Understand the concepts related to Business.
- Demonstrate the roles, skills, and functions of management.

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Introduction to Management Definitions – Management as Art and Science, Levels of Management – Functions of Management - Roles and Responsibilities of a Manager, skills of Managers• Evolution of Management Evolution of Management thoughts – Contribution of Various Management Personalities (F.W. Taylor, Elton Mayo, Henry Fayol, C.K Prahalad) - Theories and Models of Management, Management Vs. Administration
UNIT II	<ul style="list-style-type: none">• Planning & Decision Making Planning –meaning, significance, types, process and limitations, objectives, MBO. Decision Making: Nature & process of managerial decision making, Tools & techniques of decision making, Programmed and non-programmed decisions
UNIT III	<ul style="list-style-type: none">• Organizing and Staffing Organizing: Meaning & Definition of organization - Nature - Principles of Organization - Formal & Informal Organizations, – Functional Organization- Unity of Command, Span of Control – Delegation of Authority & Responsibility – Advantages of Delegation, Barriers to Delegation - Centralization and Decentralization. Staffing – meaning, process, sources of recruitment and selection of employees.
UNIT IV	Directing and Controlling: Directing – Supervision, Motivation, Leadership, and communication Controlling – Types of control, Feedback, Feed forward, concurrent, cybernetic, and non-cybernetic.

References

1. Essential of Management - Harold Koontz and Itenz Weibrich - McGrawhills International
2. Management Theory & Practice - J.N.Chandan
3. Essential of Business Administration - K.Aswathapa Himalaya Publishing House
4. Principles & practice of management - Dr. L.M.Parasad, Sultan Chand & Sons - New Delhi
5. Business Organization & Management - Dr. Y.K. Bhushan

Type : DSC
Title : Marketing Management
Credits: 04(4+0+0)

Course objectives

- To familiarize the students about the marketing concepts and its application to markets.
- To analyze and examine the implementation of marketing concepts and strategy to firms.

Course outcomes

- Students will be able to identify the scope and significance of Marketing in the domain industry.
- Students will be able to examine marketing concepts and phenomena to current business events in the industry.
- Students will be able to coordinate the various marketing environment variables and interpret them for designing a marketing strategy for business firms.

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Introduction: meaning and definition, functions of marketing, value and scope, and importance of marketing.• Core marketing concepts: needs, wants, and demands. Marketing strategy and the marketing mix: market segmentation, market targeting, market differentiation and positioning, and marketing mix.• Marketing Management: Marketing management orientations (production concept, product concept, selling concept, marketing concept, and societal marketing concept), and marketing management process.
UNIT II	<ul style="list-style-type: none">• The marketing plan: Elements of marketing plan – planning, implementation, and control phase.• Analyzing the marketing environment: A marketing environment analysis framework. The Immediate environment – company capabilities, competitors, and corporate partners.• Macroenvironmental factors: Culture, demographics, social trends, technological advances, economic situation, political/ regulatory environment, and responding to the environment.
UNIT III	<ul style="list-style-type: none">• Marketing Research: Importance, the marketing research process – defining issues, designing the research project, collecting data, interpreting research findings, and reporting research findings.• Consumer Buying Behavior: The consumer decision process – needs recognition, search for information, evaluation of alternatives, purchase and consumption, and post-purchase. Factors influencing the consumer decision process: psychological, social, and situational factors.
UNIT IV	<ul style="list-style-type: none">• Product, Brand, Packaging, and Price: Product – meaning, product life cycle and its marketing strategies, consumer products – specialty products/ services, shopping products/services, convenience products/services, unsought products/services. Brand – meaning, advantages, branding strategies – manufacturer brands and retailer/store brands. Packaging and labelling – meaning, and advantages. Price – meaning, pricing strategies.• Advertisement, Public relations, and Sales promotion: Advertisement – meaning, types of advertisement, advertisement schedule – continuous schedule, flighting, and pulsing. Public relations – meaning, functions, and tools. Sales promotion – meaning, and types of sales promotion.

Text Books

1. Philip Kotler, Kevin Lane Keller, Marketing Management, Pearson Education, 14th edition.
2. Kotler, Keller, Koshy, Jha, Marketing Management, A south Asian Perspective, 12th Edition. Intl ed. US: Prentice Hall.
3. Kotler, Philip, Marketing Management, Millennium Edition. Intl ed. US: Prentice Hall.
4. Kotler and Armstrong, Principles of Marketing, Pearson, 12th edition.

Type : AECC
Title : Digital Fluency
Credits: 03(3+0+0)

Course objectives

- To introduce students to the realm of technology.
- To impart knowledge regarding the benefits of digitization.
- To help students gain digital literacy.

Course outcomes

- Have an intelligent conversation on the key concepts and applications of Artificial Intelligence, Big Data Analytics, the Internet of Things, Cloud Computing, and Cybersecurity.
- Develop holistically by learning essential skills such as problem-solving, design thinking, and teamwork.

Unit	Unit content
UNIT I	Emerging Technologies <ul style="list-style-type: none">• Overview of emerging Technologies – Artificial Intelligence (AI), Machine Learning, Deep Learning. Database Management for Data Science, Big Data Analytics. Internet of Things (IoT) and Industrial Internet of Things (IIoT). Cloud computing and its service models. Introduction to Cyber Security and Types of cyber-attack.
UNIT II	Applications of Emerging Technologies <ul style="list-style-type: none">• Artificial Intelligence (AI), Big Data Analytics, Internet of Things, Cloud Computing, Cyber Security.
UNIT III	Essential skills beyond Technology: <ul style="list-style-type: none">• Safe usage of the internet, Creative Problem solving & Critical Thinking, Innovation and Design Thinking, Use of tools in enhancing skills.
UNIT IV	-

References

- Mehrotra D., 2019. Basics of artificial intelligence & machine learning, Notion Press.
- Zsolt N., 2018. Artificial Intelligence & Machine Learning Fundamentals, Packt Publishers.

Type : OEC
Title : Health and Wellness
Credits: 03(3+0+0)

Course Objectives:

- To introduce the concept of health, food, nutrition, and diet and their role in malnutrition, and communicable and non-communicable diseases.
- Relationship between of yoga and Ayurveda.
- The psychology, various emotions, and behavioral aspects.

Course Outcomes:

After successful completion of the course, students will be able to

- Need for food, nutrition, diet, and causes of malnutrition and various disease conditions.
- Gains knowledge of yoga and Ayurveda their health benefits.
- Psychology, various personalities, and their effect on concentration.

Unit I

Definition of health, food, nutrients, nutrition, diet, RDA (ICMR & WHO), Balanced Diet, malnutrition. Exercise & fitness. Incidence of Nutritional problems, signs, symptoms, and treatment- Protein Energy Malnutrition, Micronutrient deficiencies (Vit-A, Iron, Iodine, and Zinc)- Causes & consequences of malnutrition. Intervention programs: Mid-Day Meal Programme, NIPPCD Fortification and enrichment of foods, NIN, ICMR, WHO, FAO.

Unit - II

Communicable Diseases causes and prevention -cholera, polio, measles, HIV. Impact of NCDs on public health. Non-communicable diseases causes and prevention: Obesity, Diabetes mellitus, hypertension, CVD, Cancer, Osteoporosis

Unit - III

Yoga and health science- Introduction to Yoga; Objective of Yoga; Concept of Mind according to Yoga; Importance of Yoga & Misconceptions of Yoga. Ayurveda- Principles; Dosha theory. Interrelation between Yoga and Ayurveda. Herbal remedies and Nutraceuticals.

Unit - IV

Psychology, emotion, personality, motivation, cognition, cognitive learning, memory, forgetting and Artificial Intelligence - definitions and types. Understanding basic behavioral aspects- attention and concentration.

References

1. Vinodini Reddy., Pralhad Raj, Gowrinath Sastry J, Kashinath, K.C. (1993), Nutrition Trends in India, NIN, Hyderabad.
2. Park and park (1995), Text book of preventive and social medicine, Banarsidas published by Jabalpu.
3. Jellifee, D.D and Pathes (1989), Assessment of Nutritional status of community, WHO, Geneva.
4. Baron RA and Misra G, (2014), Psychology, Fifth Edition, New Delhi, By Pearson education.
5. Yoga Health by Dr H R Nagendra

Semester – II								
Sl	Subject code	Title	Category of subject	Teaching hours / week	ESE	CIA	Total Marks	Credits
1		Part I English – 2	AECC3	3+0+0	70	30	100	03
2		Part II English 2 / Kannada 2/French 2	AECC4	3+0+0	70	30	100	03
3		Introduction to Healthcare system	DSC4	4+0+0	70	30	100	04
4		Business Environment	DSC5	4+0+0	70	30	100	04
5		Human Resource Management	DSC6	4+0+0	70	30	100	04
6		Environmental Studies	AECC5	3+0+0	70	30	100	03
7	Open elective	Basics of Medical Sciences	OEC2	3+0+0	70	30	100	03
	(B)	Total					700	24
Total (A) + (B) I+ II								48

Course objectives

- Understand and apply the purpose of adjectives, adverbs, and prepositions.
- Apply the rules of reported speech in dialogue writing.
- Bring life to the words and enhance creativity in writing by using figures of speech like alliteration, metaphor, and simile.

Course outcomes

After successful completion of the course, students will be able to

- Correct errors in sentences by applying rules of adjectives, adverbs, and prepositions.
- Reveal the tone and moods of the characters and improve writing of dialogues by applying the rules of Reported Speech.
- Use figurative language to elicit emotion, help readers form mental images and draw readers into the work.

Unit	Unit content
UNIT I	Unit-1: Grammar <ul style="list-style-type: none">• Correct Use of Adjectives• Reported Speech• Correct Use of Adverbs• Correct Use of Prepositions• Formal Letters (Resume and Cover letter) and Writing Emails• Reading Comprehension Passage
UNIT II	Unit-2: Vocabulary – I <ul style="list-style-type: none">• Roots: G to L• Figures of Speech: Alliteration, Metaphor, Simile
UNIT III	Unit-3: Vocabulary – II <ul style="list-style-type: none">• Prefixes and Suffixes• New Words in English
UNIT IV	Unit-4: Essay: Indian English Literature <ul style="list-style-type: none">• Swami Vivekananda's Address at Parliament of Religions in Chicago

References

- Lewis Norman (2016) Word Power Made Easy, published by Goyal Publishers & Distributors Pvt. Ltd.
- Raymond Murphy (2009) Grammar in Use Intermediate Student's Book with answers: Self-study Reference and Practice for Students of North American English, published by Books wagon.
- Raymond Murphy (2013) English Grammar in Use: A Self Study Reference and Practice Book Intermediate Learners Book published by Cambridge University Press.

Course objectives

- Learn and appreciate different kinds of literature like Indian English, British and American literature.
- Learn to appreciate the importance of moral and ethical values in life through study of literature.

Course outcomes

After successful completion of the course, students will be able to

- Critically analyze the aftereffects of Industrial Revolution in Britain through the poem “The Chimney Sweepers” by William Blake
- Know about the importance of nature. Nature is the best teacher which can teach humans about what is evil and what is good through the poem “The Tables Turned” by William Wordsworth.
- Learn that every person must understand his/her own abilities and talents and not be fooled by a critic who may not have the best intentions through the poem “The Frog and the Nightingale” by Vikram Seth.

Unit	Unit content
UNIT I	Unit-1: Poetry from the Romantic period 1. “The Chimney Sweepers” by William Blake 2. “The Tables Turned” by William Wordsworth
UNIT II	Unit-2 Indian English Poetry 1. “The Frog and the Nightingale” by Vikram Seth 2. “Battle with Death”, Translating Atal Bihari Vajpayee’s Hindi poem “Maut Se Thann Gayi”
UNIT III	Unit-3: British and American Prose 1. “The Mammon and The Archer” by O’Henry 2. “The Tell-Tale Heart” by Edgar Allan Poe 3. “The Case for The Defence” by Graham Greene
UNIT IV	Unit-4: Drama Translation Works “Yama’s Defeat” by Kuvempu translated from Kannada to English by Dr. C. Naganna

References

- Vajpayee Atal Bihari 21 poems by Atal Bihari Vajpayee, translated by Pavan K Verma published by Penguin Books India Pvt Ltd.
- Henry O ‘ 100 Selected Stories published by Vasan Book Depot.
- Edgar Allen Poe (2019) The Tell-Tale Heart published by Blurb.
- Thomson Sharada’s Savitri published by Wordcatcher Publishing.

Type: AECC
Title: French
Credits: 03

Course objectives (2)

- The course aims at making the learner to understand and use familiar day-to-day expressions and very basic phrases aimed at the requirement of a concrete type.

Course outcomes (4)

- Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has.
- Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Engage in a simple buy-and-sell situation
UNIT II	<ul style="list-style-type: none">• Ask about the day, the time, and the date• Accept and refuse
UNIT III	<ul style="list-style-type: none">• Read simple notices, posters, and catalogues
UNIT IV	<ul style="list-style-type: none">• Fill in a simple form• Write a simple postcard

References

Title: Introduction to Healthcare systems

Type: DSC

Credits: 04 (4+0+0)

Course objectives

- The objectives of this course are to promote students' understanding of what a health system is and the activities involved in health systems.
- Understand the evolution and progression of national and international healthcare systems and their impact on the health of its people.

Course outcomes: Upon the completion of the course the students will be able to

- Understand the impact of the health system on the community
- Understand the impact of diseases on the community.
- Understand the impact of communication on health education.
- Role of hospitals in healthcare

Unit	Unit content
UNIT I	Health: Definition and meaning of Health- Concept of Health - Holistic approach to health, Dimensions, and Determinants of Health, Indicators of Health
UNIT II	Disease: Definition and meaning of disease, Concept of Disease – Concept of Causation – Natural History of Disease – Concepts of Control – Modes of Intervention, levels of prevention
UNIT III	Historical development of health care system in India: government health organizations in India -National Institute for Health. National Public Health institutes, Centre for Disease Control and Prevention. Definition and meaning of hospital- Growth and development of hospitals in India, Changing concept of hospitals - Present status of hospitals in India, The modern hospital, hospitals for tomorrow, Emerging Issues, Challenges, and trends in hospitals.
UNIT IV	Health Planning: National Health policy 2017 Health Education-meaning, process, channels, types, functions, approaches to health education.

References

1. The Evolution of International Health System, Cumper G.E, OUP New York, 1991
2. Management of Hospital (4 Vols), S.L Goel & R. Kumar, Deep & Deep Publications Pvt. Ltd.
3. Preventive and Social Medicine, K Park, Banarsidas Bhanot Publishers
4. Textbook of Preventive and Social Medicine- Mahajan and Gupta, Jaypee Publishers

Title: Business Environment

Type: DSC

Credits: 04(4+0+0)

Course objectives

- To enable students to evaluate business and its environment.
- To enable students to discuss contemporary issues in business.
- To enable students to examine and evaluate the business in International Environment.

Course outcomes

- Students would be acquainted with business objectives, dynamics of business and environment, various types of business environments, and their analysis.
- Students would describe and discuss Corporate Social Responsibility, Corporate Governance, and Social Audit.
- Students would be acquainted with various strategies of Global Trade.

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Business Environment: Meaning and definition, and importance of the business environment. Business – Environment interrelationship: Internal environment, External environment (micro, and macro environment).• Nature, Scope, and objectives of Business: classification of business, classification of industries – nature of the activity, competitive structure, and size-based classification. Characteristics, and dynamics of modern business.
UNIT II	<ul style="list-style-type: none">• Goals of business: vision/ mission, goals, targets, and objectives - importance, guidelines, hierarchy, and classification of objectives (economic and social objectives), primary and secondary objectives, and short run/long run and top-down/bottom-up approaches.• Environmental analysis and Forecasting - Techniques for environmental analysis; steps in/approaches to environmental analysis; types of environmental forecasting; techniques for environmental forecasting; benefits/importance of environmental analysis; limitations of environmental forecasting.
UNIT III	<ul style="list-style-type: none">• Social responsibility of business: Introduction, meaning, importance and types of social responsibility.• Social Audit: meaning, objectives, and benefits of social audit. Methods of social audit, obstacles, and social audit in India. Companies Act 2013 and Corporate Social Responsibility (CSR).• Corporate governance: meaning, reasons, importance, recommendations of Birla committee, and legal environment of corporate governance in India.
UNIT IV	<ul style="list-style-type: none">• International Business: Evolution of International business. Characteristics and features of international business. Factors affecting international business. Changing scenario of International Business. Transnational company – characteristics. Approaches to international business (Ethnocentric, Polycentric, Regio-centric, and Geocentric approach).

Text Books:

1. Dr. K Ashwatappa: Essentials of Business Environment
2. Chidambaram: Business Environment; Vikas Publishing
3. Upadhyay. S: Business Environment, Asia Books
4. Chopra, BK: Business Environment in India, Everest Publishing
5. Suresh Bedi: Business Environment, Excel Books
6. Business Environment by Francis Cherrinulam
7. International Business Environment by Dr.P.Subba Rao

Title: Human Resource Management

Type: DSC

Credits: 04 (4+0+0)

Course objectives:

1. To understand the concept of human resource management
2. To understand the functions of human resource management
3. To understand the recent trends in HR practices

Course outcomes:

At the end of the course, the student will be able to -

1. Demonstrate the ability to describe the roles and responsibilities of Human resource management
2. Demonstrate ability to identify the human resources required in an organization through HRP
3. Possess the ability to understand the process of recruitment selection.
4. To describe the recent trends in HR practices

Unit	Unit content
UNIT I	Human Resource Management (HRM): Introduction to HRM, definition of HRM, scope and functions of HRM, Evolution of HRM, difference between Personnel management and HRM.
UNIT II	Job Analysis and Human Resource Planning: Job Analysis: definition, need, uses, methods. Human Resource Planning: definition, process, Demand and supply forecast, and techniques. Succession planning- need, methods, factors, obstacles.
UNIT III	Recruitment: Definition, process - application blank, factors affecting recruitment, types, and sources of recruitment (internal and external sources), advantages and disadvantages.
UNIT IV	Selection: Definition, process, selection tests (brief about aptitude Tests, Achievement Tests, Situational Tests, Interest Tests, Personality Tests). types of interviews, barriers to the selection process. Induction and placement: Meaning, Types of induction, the process of induction. Advantages of induction. Placement-process, the importance of placement.

Reference textbooks:

1. Dr. K. Aswathappa, Human Resource Management, McGraw Hill
2. Edwin Flippo, Personnel Management, McGraw Hill
3. C.B. Mamoria, Personnel Management, HPH
4. Subba Rao, Personnel and Human Resources Management, HPH

Title: Environmental Studies**Type: AECC****Credits: 03 (3+0+0)****Course objectives**

- To identify and solve environmental problems.
- To avoid environmental pollution & Global Problems.
- To create awareness among the people about the protection of the environment.

Course outcomes

- Get knowledge about the different types of resources like land, water, mineral, and energy.
- Gain knowledge about the different types of pollution and their control technologies.
- Get information about the ecosystem and also about its functions like a Food chain, Ecological pyramids etc.

Unit	Unit content
UNIT I	Introduction to environmental studies <ul style="list-style-type: none">• Multidisciplinary nature of environmental studies; Scope and importance of environmental studies, Ecosystems, Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, rivers, oceans). Natural Resources: Renewable and Non-renewable Resources, Land resources and land use change; Land degradation, soil erosion and desertification. Water: Use and over-exploitation of surface and groundwater, conflicts over water (international & inter-state). Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources.
UNIT II	Biodiversity and Conservation <ul style="list-style-type: none">• Levels of biological diversity: genetic, species and ecosystem diversity; values of biodiversity Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots, India as a mega---biodiversity nation; Endangered and endemic species of India, Threats to biodiversity: Habitat loss, poaching of wildlife, man---wildlife conflicts, biological invasions; Conservation of biodiversity: In---situ and Ex---situ conservation of biodiversity.
UNIT III	Environmental Pollution & Policies <ul style="list-style-type: none">• Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks, Solid waste management, Climate change, global warming, ozone layer depletion, acid rain, Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
UNIT IV	Human Communities and the Environment <ul style="list-style-type: none">• Human population growth: Impacts on environment, human health, and welfare. Resettlement and rehabilitation of project-affected persons; case studies. Disaster management: floods, earthquakes, cyclones, and landslides. Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi). Fieldwork activities (Study of simple ecosystems)

Text Books:

1. Textbook of Environmental studies for undergraduate courses by Erach Bharucha.
2. Deswal, S. and Deswal, A. 2005. A Basic Course in Environmental Studies. Dhanpat Rai & Co Ltd., Delhi.
3. Singh, N. and Sontakke, N.A. 2002. On Climatic fluctuations and Environment changes on Indo-Gangetic Plains, India.
4. Deswal, S. and Deswal, A., 2003, Energy, ecology, Environment and Society, Dhanpat Rai&co ltd., Delhi.
5. Singh, G.B. and Sharma, B.R. 1998. Fifty Years of Natural Resource Management Research, Indian Council of Agriculture Research, New Delhi.

Title: Basics of Medical Sciences

Type: OEC

Credits: 03 (3+0+0)

Course objectives

- To familiarize students with medical terminology.
- To familiarize students with human body systems.

Course outcomes: Upon the completion of the course the students will be able to

- Students will have a basic understanding of medical terminologies.
- Students will have a basic understanding of the structure & functions of various organ systems of the human body.

Unit	Unit content
UNIT I	Organisation of the Human body: Introduction to the Human Body – Body structure and organizations, directional terms, planes and regions, Word formation & syntax-combining forms, Commonly used prefixes and suffixes in medical terminology
UNIT II	Structure, functions, and mechanisms of different systems of the human body – Digestive system, Respiratory system, Cardio-vascular system.
UNIT III	Structure, functions, and mechanisms of different systems of the human body – Musculoskeletal system, Endocrine system, and Nervous system
UNIT IV	Structure, functions, and mechanisms of different systems of the human body – Excretory system and Reproductive system.

References

1. Introduction to Medical Terminology, 1st Edition, Authors: Linda Stanhope and Kimberly Turnbull
2. Medical terminology for health professionals, 7th edition, Ann Ehrlich, Carol L Schroeder
3. Basic Medical Language- Danielle LaFleur Brooks, Myrna LaFleur Brooks, and Dale Levinsky, 2019
4. Mastering Healthcare Terminology, 6th edition- Betsy J. Shiland.

Semester – II								
Sl	Subject code	Title	Category of subject	Teaching hours / week	ESE	CIA	Total Marks	Credits
1		Part I English – 2	AECC3	3+0+0	70	30	100	03
2		Part II English 2 / Kannada 2/French 2	AECC4	3+0+0	70	30	100	03
3		Introduction to Healthcare system	DSC4	4+0+0	70	30	100	04
4		Business Environment	DSC5	4+0+0	70	30	100	04
5		Human Resource Management	DSC6	4+0+0	70	30	100	04
6		Environmental Studies	AECC5	3+0+0	70	30	100	03
7	Open elective	Basics of Medical Sciences	OEC2	3+0+0	70	30	100	03
	(B)	Total					700	24
Total (A) + (B) I+ II								48

Type: AECC
Title: Part I English II
Credits: 03

Course objectives

- Understand and apply the purpose of adjectives, adverbs, and prepositions.
- Apply the rules of reported speech in dialogue writing.
- Bring life to the words and enhance creativity in writing by using figures of speech like alliteration, metaphor, and simile.

Course outcomes

After successful completion of the course, students will be able to

- Correct errors in sentences by applying rules of adjectives, adverbs, and prepositions.
- Reveal the tone and moods of the characters and improve writing of dialogues by applying the rules of Reported Speech.
- Use figurative language to elicit emotion, help readers form mental images and draw readers into the work.

Unit	Unit content
UNIT I	Unit-1: Grammar <ul style="list-style-type: none">• Correct Use of Adjectives• Reported Speech• Correct Use of Adverbs• Correct Use of Prepositions• Formal Letters (Resume and Cover letter) and Writing Emails• Reading Comprehension Passage
UNIT II	Unit-2: Vocabulary – I <ul style="list-style-type: none">• Roots: G to L• Figures of Speech: Alliteration, Metaphor, Simile
UNIT III	Unit-3: Vocabulary – II <ul style="list-style-type: none">• Prefixes and Suffixes• New Words in English
UNIT IV	Unit-4: Essay: Indian English Literature <ul style="list-style-type: none">• Swami Vivekananda's Address at Parliament of Religions in Chicago

References

- Lewis Norman (2016) Word Power Made Easy, published by Goyal Publishers & Distributors Pvt. Ltd.
- Raymond Murphy (2009) Grammar in Use Intermediate Student's Book with answers: Self-study Reference and Practice for Students of North American English, published by Books wagon.
- Raymond Murphy (2013) English Grammar in Use: A Self Study Reference and Practice Book Intermediate Learners Book published by Cambridge University Press.

Type: AECC
Title: Part II English II
Credits: 03

Course objectives

- Learn and appreciate different kinds of literature like Indian English, British and American literature.
- Learn to appreciate the importance of moral and ethical values in life through study of literature.

Course outcomes

After successful completion of the course, students will be able to

- Critically analyze the aftereffects of Industrial Revolution in Britain through the poem “The Chimney Sweepers” by William Blake
- Know about the importance of nature. Nature is the best teacher which can teach humans about what is evil and what is good through the poem “The Tables Turned” by William Wordsworth.
- Learn that every person must understand his/her own abilities and talents and not be fooled by a critic who may not have the best intentions through the poem “The Frog and the Nightingale” by Vikram Seth.

Unit	Unit content
UNIT I	Unit-1: Poetry from the Romantic period 1. “The Chimney Sweepers” by William Blake 2. “The Tables Turned” by William Wordsworth
UNIT II	Unit-2 Indian English Poetry 1. “The Frog and the Nightingale” by Vikram Seth 2. “Battle with Death”, Translating Atal Bihari Vajpayee’s Hindi poem “Maut Se Thann Gayi”
UNIT III	Unit-3: British and American Prose 1. “The Mammon and The Archer” by O’Henry 2. “The Tell-Tale Heart” by Edgar Allan Poe 3. “The Case for The Defence” by Graham Greene
UNIT IV	Unit-4: Drama Translation Works “Yama’s Defeat” by Kuvempu translated from Kannada to English by Dr. C. Naganna

References

- Vajpayee Atal Bihari 21 poems by Atal Bihari Vajpayee, translated by Pavan K Verma published by Penguin Books India Pvt Ltd.
- Henry O ‘ 100 Selected Stories published by Vasan Book Depot.
- Edgar Allen Poe (2019) The Tell-Tale Heart published by Blurb.
- Thomson Sharada’s Savitri published by Wordcatcher Publishing.

Type: AECC
Title: French
Credits: 03

Course objectives (2)

- The course aims at making the learner to understand and use familiar day-to-day expressions and very basic phrases aimed at the requirement of a concrete type.

Course outcomes (4)

- Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has.
- Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Engage in a simple buy-and-sell situation
UNIT II	<ul style="list-style-type: none">• Ask about the day, the time, and the date• Accept and refuse
UNIT III	<ul style="list-style-type: none">• Read simple notices, posters, and catalogues
UNIT IV	<ul style="list-style-type: none">• Fill in a simple form• Write a simple postcard

References

Title: Introduction to Healthcare systems

Type: DSC

Credits: 04 (4+0+0)

Course objectives

- The objectives of this course are to promote students' understanding of what a health system is and the activities involved in health systems.
- Understand the evolution and progression of national and international healthcare systems and their impact on the health of its people.

Course outcomes: Upon the completion of the course the students will be able to

- Understand the impact of the health system on the community
- Understand the impact of diseases on the community.
- Understand the impact of communication on health education.
- Role of hospitals in healthcare

Unit	Unit content
UNIT I	Health: Definition and meaning of Health- Concept of Health - Holistic approach to health, Dimensions, and Determinants of Health, Indicators of Health
UNIT II	Disease: Definition and meaning of disease, Concept of Disease – Concept of Causation – Natural History of Disease – Concepts of Control – Modes of Intervention, levels of prevention
UNIT III	Historical development of health care system in India: government health organizations in India -National Institute for Health. National Public Health institutes, Centre for Disease Control and Prevention. Definition and meaning of hospital- Growth and development of hospitals in India, Changing concept of hospitals - Present status of hospitals in India, The modern hospital, hospitals for tomorrow, Emerging Issues, Challenges, and trends in hospitals.
UNIT IV	Health Planning: National Health policy 2017 Health Education-meaning, process, channels, types, functions, approaches to health education.

References

1. The Evolution of International Health System, Cumper G.E, OUP New York, 1991
2. Management of Hospital (4 Vols), S.L Goel & R. Kumar, Deep & Deep Publications Pvt. Ltd.
3. Preventive and Social Medicine, K Park, Banarsidas Bhanot Publishers
4. Textbook of Preventive and Social Medicine- Mahajan and Gupta, Jaypee Publishers

Title: Business Environment

Type: DSC

Credits: 04(4+0+0)

Course objectives

- To enable students to evaluate business and its environment.
- To enable students to discuss contemporary issues in business.
- To enable students to examine and evaluate the business in International Environment.

Course outcomes

- Students would be acquainted with business objectives, dynamics of business and environment, various types of business environments, and their analysis.
- Students would describe and discuss Corporate Social Responsibility, Corporate Governance, and Social Audit.
- Students would be acquainted with various strategies of Global Trade.

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Business Environment: Meaning and definition, and importance of the business environment. Business – Environment interrelationship: Internal environment, External environment (micro, and macro environment).• Nature, Scope, and objectives of Business: classification of business, classification of industries – nature of the activity, competitive structure, and size-based classification. Characteristics, and dynamics of modern business.
UNIT II	<ul style="list-style-type: none">• Goals of business: vision/ mission, goals, targets, and objectives - importance, guidelines, hierarchy, and classification of objectives (economic and social objectives), primary and secondary objectives, and short run/long run and top-down/bottom-up approaches.• Environmental analysis and Forecasting - Techniques for environmental analysis; steps in/approaches to environmental analysis; types of environmental forecasting; techniques for environmental forecasting; benefits/importance of environmental analysis; limitations of environmental forecasting.
UNIT III	<ul style="list-style-type: none">• Social responsibility of business: Introduction, meaning, importance and types of social responsibility.• Social Audit: meaning, objectives, and benefits of social audit. Methods of social audit, obstacles, and social audit in India. Companies Act 2013 and Corporate Social Responsibility (CSR).• Corporate governance: meaning, reasons, importance, recommendations of Birla committee, and legal environment of corporate governance in India.
UNIT IV	<ul style="list-style-type: none">• International Business: Evolution of International business. Characteristics and features of international business. Factors affecting international business. Changing scenario of International Business. Transnational company – characteristics. Approaches to international business (Ethnocentric, Polycentric, Regio-centric, and Geocentric approach).

Text Books:

1. Dr. K Ashwatappa: Essentials of Business Environment
2. Chidambaram: Business Environment; Vikas Publishing
3. Upadhyay. S: Business Environment, Asia Books

4. Chopra, BK: Business Environment in India, Everest Publishing
5. Suresh Bedi: Business Environment, Excel Books
6. Business Environment by Francis Cherrinulam
7. International Business Environment by Dr.P.Subba Rao

Title: Human Resource Management

Type: DSC

Credits: 04 (4+0+0)

Course objectives:

1. To understand the concept of human resource management
2. To understand the functions of human resource management
3. To understand the recent trends in HR practices

Course outcomes:

At the end of the course, the student will be able to -

1. Demonstrate the ability to describe the roles and responsibilities of Human resource management
2. Demonstrate ability to identify the human resources required in an organization through HRP
3. Possess the ability to understand the process of recruitment selection.
4. To describe the recent trends in HR practices

Unit	Unit content
UNIT I	Human Resource Management (HRM): Introduction to HRM, definition of HRM, scope and functions of HRM, Evolution of HRM, difference between Personnel management and HRM.
UNIT II	Job Analysis and Human Resource Planning: Job Analysis: definition, need, uses, methods. Human Resource Planning: definition, process, Demand and supply forecast, and techniques. Succession planning- need, methods, factors, obstacles.
UNIT III	Recruitment: Definition, process - application blank, factors affecting recruitment, types, and sources of recruitment (internal and external sources), advantages and disadvantages.
UNIT IV	Selection: Definition, process, selection tests (brief about aptitude Tests, Achievement Tests, Situational Tests, Interest Tests, Personality Tests). types of interviews, barriers to the selection process. Induction and placement: Meaning, Types of induction, the process of induction. Advantages of induction. Placement-process, the importance of placement.

Reference textbooks

1. Dr. K. Aswathappa, Human Resource Management, McGraw Hill
2. Edwin Flippo, Personnel Management, McGraw Hill
3. C.B. Mamoria, Personnel Management, HPH
4. Subba Rao, Personnel and Human Resources Management, HPH

Title: Environmental Studies

Type: AECC

Credits: 03 (3+0+0)

Course objectives

- To identify and solve environmental problems.
- To avoid environmental pollution & Global Problems.
- To create awareness among the people about the protection of the environment.

Course outcomes

- Get knowledge about the different types of resources like land, water, mineral, and energy.
- Gain knowledge about the different types of pollution and their control technologies.
- Get information about the ecosystem and also about its functions like a Food chain, Ecological pyramids etc.

Unit	Unit content
UNIT I	Introduction to environmental studies <ul style="list-style-type: none">• Multidisciplinary nature of environmental studies; Scope and importance of environmental studies, Ecosystems, Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, rivers, oceans). Natural Resources: Renewable and Non-renewable Resources, Land resources and land use change; Land degradation, soil erosion and desertification. Water: Use and over-exploitation of surface and groundwater, conflicts over water (international & inter-state). Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources.
UNIT II	Biodiversity and Conservation <ul style="list-style-type: none">• Levels of biological diversity: genetic, species and ecosystem diversity; values of biodiversity Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots, India as a mega---biodiversity nation; Endangered and endemic species of India, Threats to biodiversity: Habitat loss, poaching of wildlife, man---wildlife conflicts, biological invasions; Conservation of biodiversity: In---situ and Ex---situ conservation of biodiversity.
UNIT III	Environmental Pollution & Policies <ul style="list-style-type: none">• Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution, Nuclear hazards and human health risks, Solid waste management, Climate change, global warming, ozone layer depletion, acid rain, Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
UNIT IV	Human Communities and the Environment <ul style="list-style-type: none">• Human population growth: Impacts on environment, human health, and welfare. Resettlement and rehabilitation of project-affected persons; case studies. Disaster management: floods, earthquakes, cyclones, and landslides. Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan. Environmental ethics: Role of Indian and other religions and cultures in environmental conservation. Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi). Fieldwork activities (Study of simple ecosystems)

Text Books:

1. Textbook of Environmental studies for undergraduate courses by Erach Bharucha.
2. Deswal, S. and Deswal, A. 2005. A Basic Course in Environmental Studies. Dhanpat Rai & Co Ltd., Delhi.
3. Singh, N. and Sontakke, N.A. 2002. On Climatic fluctuations and Environment changes on Indo-Gangetic Plains, India.
4. Deswal, S. and Deswal, A., 2003, Energy, ecology, Environment and Society, Dhanpat Rai&co ltd., Delhi.
5. Singh, G.B. and Sharma, B.R. 1998. Fifty Years of Natural Resource Management Research, Indian Council of Agriculture Research, New Delhi.

Title: Basics of Medical Sciences

Type: OEC

Credits: 03 (3+0+0)

Course objectives

- To familiarize students with medical terminology.
- To familiarize students with human body systems.

Course outcomes: Upon the completion of the course the students will be able to

- Students will have a basic understanding of medical terminologies.
- Students will have a basic understanding of the structure & functions of various organ systems of the human body.

Unit	Unit content
UNIT I	Organisation of the Human body: Introduction to the Human Body – Body structure and organizations, directional terms, planes and regions, Word formation & syntax-combining forms, Commonly used prefixes and suffixes in medical terminology
UNIT II	Structure, functions, and mechanisms of different systems of the human body – Digestive system, Respiratory system, Cardio-vascular system.
UNIT III	Structure, functions, and mechanisms of different systems of the human body – Musculoskeletal system, Endocrine system, and Nervous system
UNIT IV	Structure, functions, and mechanisms of different systems of the human body – Excretory system and Reproductive system.

References

1. Introduction to Medical Terminology, 1st Edition, Authors: Linda Stanhope and Kimberly Turnbull
2. Medical terminology for health professionals, 7th edition, Ann Ehrlich, Carol L Schroeder
3. Basic Medical Language- Danielle LaFleur Brooks, Myrna LaFleur Brooks, and Dale Levinsky, 2019
4. Mastering Healthcare Terminology, 6th edition- Betsy J. Shiland.

Semester – III								
Si	Subject code	Title	Category of subject	Teaching hours/ week	ESE	CIA	Total Marks	Credits
1		Part I English – III	AECC 7	3+0+0	70	30	100	03
2		Part II English III/ Kannada III /French III	AECC 8	3+0+0	70	30	100	03
3		Financial Accounting	DSC 7	4+0+0	70	30	100	04
4		Organizational Behaviour	DSC 8	4+0+0	70	30	100	04
5		Quantitative Techniques	DSC 9	4+0+0	70	30	100	04
6	Open Elective	Business Communication	OEC 3	3+0+0	70	30	100	03
7		Artificial Intelligence	SEC2	2+0+0	50	-	50	02
8		Indian Constitution	AECC	2+0+0	50	-	50	02
							700	
		Total (C)						25

III Semester

Title: Part I English III
Semester: III BBA HHSM
Type: AECC

Course objectives

- Learn the importance of Superfluous Expressions otherwise known as redundant or unnecessary expressions.
- Learn to use Active and Passive Voice in speech and writing and understand them.

Course outcomes

After successful completion of the course, students will be able to

- Add variety to their writing through the use of conjunctions and articles so that they can be used to create sentences with different styles and meanings.
- Add flexibility in their language by proper use of Active and Passive voice.
- Successfully remove redundant and superfluous expressions in their speech and writing.
- Express nuances in meaning by using modal auxiliary verbs.

Unit	Unit content
UNIT I	Unit-1 Grammar: <ul style="list-style-type: none">• Correct use of Conjunctions• Correct use of Articles• Superfluous Expressions and commonly mispronounced words in English• Active and Passive Voice• Modal Auxiliaries• Reading Comprehension Passage
UNIT II	Unit-2 Vocabulary: <ul style="list-style-type: none">• Roots: M to R• Homonyms, homophones, and homographs• Figures of Speech: Hyperbole, Euphemism, Onomatopoeia, Personification• Foreign expressions
UNIT III	Unit-3 Creative Writing: <ul style="list-style-type: none">• Paragraph writing• Précis Writing
UNIT IV	Unit-4: Essay Sardar Vallabh Bhai Patel's letter to Nehru after drafting the Constitution

References

- Sudhir S Padhye, 2017. English Grammar and Writing Skills, Notion Press
- S.P Bakshi, Richa Sharma, 2017. Descriptive English, Arihant Publication

Title: Part II English III

Type: AECC

Course objectives

- Critically analyse American, Anglo American, Neoclassical and Victorian Poetry.
- Learn about the importance of historical fiction and diary entries.

Course outcomes

After successful completion of the course, students will be able to

- Think and ponder about the plight of not only Jewish refugees but refugees all over the world and raise broader questions about isolation, loneliness, and exile.
- Understand and appreciate the revolutionary and patriotic spirit of Bhagat Singh's last three years (1929-31) in Lahore's Central Jail, through Bhagat Singh's jail diary.
- Learn about several life-changing lessons like revengeful instinct can only lead to one's doom and not to give up on life despite all hurdles.

Unit	Unit content
UNIT I	American and Anglo-American Poetry <ul style="list-style-type: none">• "The Road Not Taken" by Robert Frost• "Refugee Blues" by W H Auden
UNIT II	Neo classical and Victorian Poetry <ul style="list-style-type: none">• "On His Blindness" by John Milton• "The Last Duchess" by Robert Browning
UNIT III	Drama, Historical Fiction and Diary Entries <ul style="list-style-type: none">• "The Proposal" by Anton Chekov• "Remember the Roses" by Avery Taylor• Bhagat Singh's jail diary
UNIT IV	Epic Literature <ul style="list-style-type: none">• "The Mahabharata"

References

1. Chekhov Anton, 2017. The Very Best of Anton Chekov - Short Stories published by Embassy Books.
2. Sandhu Yadvinder Singh, 2020. Bhagat Singh's Jail Diary, Prabhat Prakashan.
3. Frost Robert, 1993. The Road Not Taken and Other Selected Poems, Wilder Publications.

Financial Accounting
III Semester BBA HHSM

Type: DSC
Credits: 04 (4+0+0)

Course objectives

- The course emphasizes on advance accounting and analytical skills needed by business and accounting students.
- It advocates the importance of financial health of a business and its performance.

Course outcomes

- The ability to prepare final accounts of partnership firms
- The ability to understand the process of public issue of shares and accounting for the same
- The ability to prepare final accounts of joint stock companies.
- The ability to understand company's annual reports.

Unit	Unit content
UNIT I	FINANCIAL STATEMENTS OF PARTNERSHIP FIRM <ul style="list-style-type: none">• Meaning of Partnership Firm, Partnership deed-clauses in partnership deed, Preparation of Final accounts of partnership firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners capital account and Balance sheet. Goodwill- Nature, Factors influencing goodwill and methods of valuation of goodwill (Average and super profit methods) (Problems on Admission of Partner & Dissolution of firm)
UNIT II	ISSUE OF SHARES <ul style="list-style-type: none">• Meaning of Share, Types of Shares – Preference shares and Equity shares – Issue of Shares at par, at Premium, at Discount: Pro-Rata Allotment (theory only).• Journal Entries relating to issue of shares; Preparation of respective ledger accounts; Preparation of Balance Sheet in the Vertical form (Practical Problems).
UNIT III	FINANCIAL STATEMENTS ANALYSIS <ul style="list-style-type: none">• Comparative Statements: Comparative Income Statement, Comparative Balance Sheet; Common size Statements – Common Size Income Statement, Common Size. Balance Sheet: Trend Percentages (Analysis and Interpretation).
UNIT IV	CORPORATE FINANCIAL REPORTING PRACTICES <ul style="list-style-type: none">• Corporate Financial Reporting: meaning, types, characteristics of Corporate financial report, users of corporate financial report; Components corporate financial report– general corporate information, financial highlights, letter to the shareholders from the CEO, management's discussion and analysis; Financial Statements-balance sheet, income statement, cash flow statement, and notes to the financial statements; Auditor's report; Significant Accounting Policies; Corporate Governance Report; Corporate Social Responsibility Report (Theory on the above concepts).

References

- B S Raman, Financial Accounting, HPH.
- RL GUPTHA & Radha swamy M., Advanced Accounting. S Chand and co., New Delhi
- C Shukla and T S Grewal, Advanced accounting, S Chand and co., New Delhi
- S P Jain and Narang K L, Financial Accounting, Tenth Edition, Kalyani Publishers, New. Delhi.

Organizational Behaviour

Semester: III

Credits: 04 (4+0+0)

Type: DSC

Course objectives:

- To make students understand the importance of organizational behaviour
- To identify various levels in which organizational behaviour is learnt

Course outcomes: Upon completion of this course, the student will

- Learn the role and impact of individual and group behaviour on organization's performance
- Various personalities of individuals and how the individuals can be motivated
- Appreciate the role of leader and qualities of a successful leader
- Demonstrate team behaviour for efficient organizational performance.

Unit	Unit content
UNIT I	Organizational Behaviour (OB): Definition, Meaning, Importance, Nature, Scope, Elements of Organizational Behavior, Multidisciplinary Nature of OB and OB Models. Study of OB at individual level, Group level and Organizational level
UNIT II	Individual level behavior: <ul style="list-style-type: none">• Personality: Introduction, Features, Determinants of Personality, Theories of Personality: Type, and Trait theories.• Learning: Meaning, learning theories – Classical conditioning, Operant conditioning.• Motivation: Nature, Importance, Theories of Motivation – Maslow's Hierarchy of Needs theory, Douglas McGregor Theory X and Theory Y, and Theory Z.
UNIT III	Group level behaviour: <ul style="list-style-type: none">• Teams and Groups: Meaning, Types of Teams; Group – Meaning, Differences between Groups and Teams, Types of Groups, Stages of Group Development.• Leadership – Meaning, Importance, Functions, Leadership styles: Autocratic, Democratic, Free-rein, and Managerial Grid.• Power and Politics – Introduction, Sources of Power, Organizational politics, Reasons for political behavior, and Managing Political Behavior.• Conflict – Meaning, Types of conflicts: Intra individual conflicts – Goal conflict, Role conflict, Interpersonal conflicts- Transaction analysis, Johari window• Thomas Kilmann Instrument for conflict resolution
UNIT IV	Organization System: <ul style="list-style-type: none">• Organizational culture: Definition of organizational culture, elements of organizational culture• Organizational Change Management: Definition of organizational change, causes of organizational change, consequences of change, resistance to change and change management.

References:

1. Dr. Ashwatappa K, Organizational Behaviour
2. V S P Rao, K Sudeepta, Organizational Behaviour
3. Joshi, Organizational Behaviour
4. Robbins, Judge, Vohra, Organizational Behaviour, PEARSON.
5. Pareek Khanna, Understanding Organizational Behaviour, OXFORD

Title: Quantitative Techniques

Type: DSC

Credits: 04 (4+0+0)

Course objectives:

1. To give the student an appreciation and an ability to employ Quantitative Techniques used in Business and Management Research.
2. To familiarize the student with the use of quantitative techniques in managerial decision making

Course outcomes:

To Understand and develop insights and knowledge base of various concepts of Quantitative Techniques.

1. Develop skills for effectively analyse and apply Quantitative Techniques in decision making.
2. Demonstrate to explain the relevance and use of Quantitative tools for analysis and forecasting.
3. Calculate various ways a particular assignment can be executed using concepts of Permutations and Combinations.
4. Compute Ratios, Proportions, Percentages and Discounts as are used in the business world.

Unit	Unit content
UNIT I	Quantitative Techniques (QT): Introduction - Meaning and Definition – Classification of QT -QT and other disciplines – Application of QT in business – Limitations.
UNIT II	Progressions Meaning of sequence and series – Types of Progression – Arithmetic Progression and Geometric Progression – General terms and sum of 'n' terms of Arithmetic Progression and Geometric Progression. Business applications – Problems on Arithmetic and Geometric Progression.
UNIT III	Ratio Proportions Ratio Proportions and Percentages and their application to business. Permutations: Factorial notations – Linear and circular Permutations. Combinations: Business applications, and Problems on Permutations and Combinations.
UNIT IV	Commercial Arithmetic Simple interest and Compound interest. Bills discounting concepts, Banker's discount, true discount, Banker's gain, and present value of bill.

References

1. Business Mathematics by B.M. Agarwal
2. Quantitative Techniques in Management: Vohra N.D
3. Business Mathematics---D C Sancheti and V K Kapoor
4. Business Mathematics---K Madappa and M S Sridhar Rao

Title: Business Communication

Type: OEC

Credits: 03 (3+0+0)

Course objectives:

- To enable students to interact in Business Environment
- To educate about modern communication techniques
- To impart the importance of listening skills in the workplace

Course outcomes:

- Understand and apply modern communication techniques and business correspondence.
- Critically think about communication processes and messages
- Write efficiently for a variety of contexts and audiences
- Interact competently and ethically
- Develop and deliver professional presentations

Unit	Unit content
UNIT I	Communication Definition – Methods of Communication – Verbal Communication – Non-verbal Communication - Elements of Communication – Principles of Communication – Barriers of Communication.
UNIT II	Correspondence Business Correspondence – Sales letter – Claim Letter – Adjustment Letter – Collection Letter – Enquiry Letter – Quotation Letter - Bank Correspondence – Cheque - Bill of Exchange – Promissory Note – How to draft an e-mail?
UNIT III	Meetings Importance of Meetings- Opening and Closing Meetings Official Communication: Agenda – Minutes of Meeting – Memorandum – Circulars – Office orders – Office Notes – Documentation of Official Communication.
UNIT IV	Interview techniques Importance of Interviews, Art of conducting and giving interviews, Placement interviews, discipline interviews - Appraisal interviews – Exit interviews. Other communication Techniques and their application in Business – Online meetings -tools , Video Conferencing, and use of Audio-Visual Aids.

Reference Books

1. Krishna Mohan, Meera Banerji, —Developing Communication Skills Macmillan India
2. Newman and Ober, — Business Communication, Eighth Edition, Cengage Learning Publishers
3. Sharma & Krishna Mohan, —Business Communication
4. Ramesh & C. C. Pattanshetti, —Business Communication, Chand & co Publishers
5. Scot Ober, —Contemporary Business Communication
6. Urmila Rai, —Business Communication.

Title: Artificial Intelligence
Type: SEC
Credits: 02 (2+0+0)

Course objectives:

Course outcomes:

Curriculum awaited from GoK

Title: Indian Constitution

Type: AECC

Credits: 02 (2+0+0)

Course objectives:

The course aims to imbue students with the process of constitutional making and its formulations. Further, it is offered with the objective to acquaint students to have a basic understanding of the constitution of India.

Unit	Unit content
UNIT I	Constitution – Structure and Principles - Meaning and importance of Constitution - Making of Indian Constitution - Salient features of the Constitution
UNIT II	Fundamental Rights and Directive Principles - Fundamental Rights - Fundamental Duties - Directive Principles.
UNIT III	The Union Government - President of India – Election & Powers - Prime Minister and Council of Ministers - Lok Sabha – Composition and Powers - Rajya Sabha - Composition and Powers.

References:

1. Durga Das Basu, Introduction to the Constitution of India, Gurgaon; LexisNexis, 2018 (23rd edn.)
2. M. V. Pylee, India's Constitution, New Delhi; S. Chand Pub., 2017 (16th edn.)
3. J.N. Pandey, The Constitutional Law of India, Allahabad; Central Law Agency, 2018 (55th edn.)
4. Constitution of India (Full Text), India. Gov. in., National Portal of India, https://www.india.gov.in/sites/upload_files/npi/files/coi_part_full.pdf
5. Durga Das Basu, Bharatada Samvidhana Parichaya, Gurgaon; Lexis Nexis Butter worths Wadhawa, 2015.
6. KB Merunandan, Bharatada Samvidhana Ondu Parichaya, Bangalore, Meragu Publications, 2015.

IV Semester

Semester – IV								
Sl	Subject code	Title	Category of subject	Teaching hours/ week	ESE	CIA	Total Marks	Credits
1		Part I English-IV	AECC 9	3+0+0	70	30	100	03
2		Part II English IV/ Kannada IV/French IV	AECC 10	3+0+0	70	30	100	03
3		Cost and Management Accounting	DSC 10	4+0+0	70	30	100	04
4		Financial Services & Markets	DSC 11	4+0+0	70	30	100	04
5		Managerial Economics	DSC 12	4+0+0	70	30	100	04
6		Cyber Security	SEC 2	2+0+0	50	-	50	02
7		Hospital postings (Departments: HRM, MM, Finance)	SEC 3	1+0+2	-	-	50*	02
8	Open Elective		OEC 4	3+0+0	70	30	100	03
							700	
		Total (D)						25
		Total (C)+(D)						50
		III + IV sem						

Part I English IV
IV Semester BBA HHSM
QPC-----AECC

Course Objectives:

- Know the importance of CV Writing to display skills, education, and work history.
- Build confidence and fluency, assess progress, and put learning into action by enacting role-plays.
- Boost conversational English skills by using idioms and proverbs.

Course Outcomes:

After successful completion of the course, students will be able to

- Express certain ideas or opinions and improve creative writing by using idioms and proverbs.
- Improve their interview preparation skills.
- Create engaging and well-thought essays on current and relevant topics.
- Understand that one should never be content with what is, nor consider oneself an expert, which is the message of Steve Jobs “Stay Hungry, Stay Foolish”.

Units	Content
Unit I	Grammar 1. Report Writing (Magazine Report, News Report) 2. Preparing CV's and Facing Interviews: Do's and Don'ts. 3.Role Plays 4. Reading Comprehension Passage
Unit II	Vocabulary <ul style="list-style-type: none">• Roots: S to Z• Figures of speech: Pun, Oxymoron, Irony, Antithesis• Idioms and Proverbs• Phrasal Verbs
Unit III	Creative Writing <ul style="list-style-type: none">• Story Writing• Essay writing
Unit IV	Essay “Stay Hungry Stay Foolish”, by Steve Jobs

References

1. Hundiwala S. (2012) Facing the Corporate Interviews Useful and Time-Tested Tips for Job Interviews in Multinational Companies published by Arihant Publishers.
2. Malhotra Jyoti (2014) IELTS - Vocal Cosmetics published by V&S publisher.
3. Bell James Scott (2017) How to Write Short Stories and Use Them to Further Your Writing Career.
4. Mitra Bashu (2006) Encyclopaedia of Idioms and Proverbs published by Anmol Publications Pvt Ltd.

VIBGYOR - 4
IV Semester BBA HHSM
Part II English IV
AECC

Course Objectives:

- Learn about Modern and Post-Modern literature.
- Learn about the glory of the Vijayanagara Empire through chronicles of Paes.
- Learn about racial discrimination through African American writings.

Course Outcomes:

After successful completion of the course, students will be able to

- Understand and critically appreciate the century-old conflict between the Ruling class and the Artist community through “The Burning of the Books” by Bertolt Brecht
- Comprehend that any person who is oppressed or “caged” will always continue to “long” for freedom, knowing that if others are entitled to it, they should be entitled to it, too through Maya Angelou’s poem I Know Why a Caged Bird Sings.
- Appreciate the glory of the Vijayanagara Empire through the travelogues of Paes.

Units	Content
Unit I	Poetry from the Modern and Post-Modern periods <ul style="list-style-type: none">• “The Burning of the Books” by Bertolt Brecht• “Birches” by Robert Frost
Unit II	British and African American Literature <ul style="list-style-type: none">• “Ah, Are You Digging on My Grave?” by Thomas Hardy• “I Know Why a Caged Bird Sings” by Maya Angelou
Unit III	Indian English Literature, Travelogues and French Prose <ul style="list-style-type: none">• “Eidgaah” by Munshi Prem Chand• ‘Chronica dos reis de Bisnaga’ (Chronicles of the Vijayanagara Empire) by Paes• “La Parure” or “The Necklace” by Guy de Maupassant
Unit IV	British Drama “The Dear Departed” by Stanley Houghton

References

1. Robert Frost (1993) The Road Not Taken, Birches, and Other Poems published by Coyote Canyon Press.
2. Munshi Prem Chand (1969) Selected Short Stories published by Maple Press.
3. Guy De Maupassant (1992) The Necklace and Other Stories published by Vishv Books Private. Ltd.
4. Stanley Houghton (2018) The Dear Departed published by Palala Press.

Cost and Management Accounting
IV Semester BBA HHSM
QPC-----DSC

Course Objectives

1. To make students aware of the concept of Cost and cost accounting
2. To develop students' skills in, material and inventory management and calculating wages
3. To make students aware of the concept of management accounting
4. To make students proficient in preparing cash and fund flow

Course Outcomes

1. Students can prepare cost sheets and understand the difference between other branches of accounting.
2. Students can codify the material and keep the ledger as per LIFO and FIFO
3. Students can make difference between management accounting and cost accounting
4. Students can prepare cash and fund flow statement

Units	Content
Unit 01	Introduction to Cost Accounting <ul style="list-style-type: none"> • Meaning, Definition, Nature, Cost concept – Cost Unit, Cost Centre, and cost classification • Cost Accounting, Financial Accounting, and Management Accounting • Cost Sheet and Estimation (simple problems)
Unit 02	Material and Labour Costing <ul style="list-style-type: none"> • Material-Meaning, nature, classifications, and codification. • Inventory control-meaning, techniques - problems on FIFO AND LIFO, problems on stock levels, pricing issues of materials and methods, • Labour: Meaning, methods of timekeeping and time booking, methods of remunerations to labor overtime and idle time and problems on time wage, piece wage, Halsey and Rowan plan
Unit 03	Introduction to Management Accounting: <ul style="list-style-type: none"> • Meaning and Definitions, Nature, Scope, and Objectives of Management Accounting, Difference between Cost and Management Accounting and Management Accounting and Financial Accounting. Limitations of Management Accounting. • Marginal Costing: Basic concepts and Definitions, assumptions contribution, P/V ratio. BEP, the margin of safety
Unit 04	Analysis of Financial Statements <ul style="list-style-type: none"> • Fund Flow and Cash Flow Statement: Fund flow statement and Cash flow statement – meaning and concepts, applications. • Problems on Preparations of Fund Flow and Cash flow statement (AS3)

References:

1. Cost Accounting- S P Jain and K L Narang
2. Cost Accounting R S.N. Pillai and V Bagavathi
3. Cost and Management Accounting
4. Accounting Theory and Practice – Dr. Jawahar Lal – Himalaya Publishing House – 4/e, 2017

Financial Services & Markets
IV Semester BBA HHSM
QPC-----DSC

Course objectives:

1. To provide an insight into the functioning of the Indian financial system and various components of the financial system.
2. To make the students understand the concepts of Investment and Securities.

Course outcomes

1. Understand the role and function of the financial system in reference to the macroeconomy.
2. Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.
3. Understand the role and importance of the Indian financial market
4. Understand and analyze the mechanics and regulation of financial instruments-Securities

Unit	Unit content
UNIT I	Financial Services Introduction to Financial Services: Meaning & Concept, characteristics of Financial Services, Importance, Kinds - Fund and Fee-based, Financial Services & Economic Development, Financial Institutions.
UNIT II	Financial System and Foreign Investments <ul style="list-style-type: none">• Role of Commercial banks, NBFCs, Lease financing, Insurance companies,• Mutual Funds: Meaning and types of mutual funds• Credit rating: Procedures of credit rating, Credit rating agencies and their role in economic development• Impact of Foreign Investment in India
UNIT III	<ul style="list-style-type: none">• SEBI (Securities Exchange Board of India) Introduction, SEBI Act 1992, Purpose of SEBI, Management of the Board, Powers and Functions of SEBI, Investors Protection, Limitations of SEBI
UNIT IV	Financial Markets <ul style="list-style-type: none">• Introduction, Types of Financial Markets: Money Markets, Function of money markets, Constituents, Indian Money markets.• Capital Markets-Objectives & Importance, Components of Capital Markets.

*** Theoretical paper and no problems to be covered**

References

1. Financial Market & Services: Dr. L Natarajan
2. Financial Market & Financial Services: Prof. Bimal Jaiswal, Dr. Bhuvana Venkatraman
3. Financial Services: M Y Khan

Managerial Economics
IV Semester BBA HHSM
QPC-----DSC

Course objectives

1. The course emphasizes on fundamentals of economics and critical thinking skills needed in the business.
2. It advocates the importance of economics & its relevance to the business and its performance.

Course outcomes

1. Understand the framework of economics.
2. The Ability to understand the demand & supply.
3. The Ability to prepare the pricing policies.
4. The Ability to take managerial decisions related to the concern.

Unit	Unit content
UNIT I	Introduction to managerial economics <ul style="list-style-type: none"> • Nature and scope of managerial economics. Role and responsibilities of managerial economist. Objectives of business firms, measurement of profit (accounting & economic profits). • Fundamental concepts used in business decision-Opportunity cost, Incremental cost, Time perspective, Discounting and Equi - marginal principles.
UNIT II	Demand and supply analysis <ul style="list-style-type: none"> • Demand analysis: Concept of demand, Individual and market demand, Demand function, Law of demand, Determinants of demand, Elasticity of demand-Price, Income, Cross and Promotional elasticity of demand. Exceptions for Law of Demand. • Supply Analysis: Concept of supply, Determinants of supply, Law of supply, Elasticity of supply. • Utility analysis: The concept of utility, types, the law of diminishing marginal utility and indifference curve analysis.
UNIT III	Market structure and pricing decision <ul style="list-style-type: none"> • Market structure- Type of market structure, features, merit and demerits of each market structure, and price determination in different market structures. • Profit: Theories of profit (Wealth and profit maximization), Determinants of short-term and long-term profits. Measurement of profit.
UNIT IV	Introduction to Macro Economics <ul style="list-style-type: none"> • Macroeconomics: Meaning, nature, and scope. Flow Model of the economy – Introduction, Circular Flows in a simple Economy Model. • National Income: Basic concepts, Measures of National Income, Methods of measuring national Income, and Measurements of National Income in India. • Business Cycle - Features and Phases. • Economic Growth: Introduction, Meaning of economic growth, determinants of economic growth.

References

1. D N Dwivedi Managerial Economics, 7th ed, Vikas Publication, 2005
2. Economic Environment of Business – Misra S. K & Puri V. K. , 6/e, Himalaya publishing house, 2010

CYBER SECURITY
IV Semester BBA HHSM
AECC- 2+0+0

TO COLLECT THE SYLLABUS FROM FLS/GoK

Hospital Postings

SEC: (1+0+2)

Credits: 2

Hospital Postings in the departments of:

1. Human Resource Management
2. Marketing Management
3. Finance

Title: Open Elective Course

Credits: 3 (3+0+0)

Semester – V								
Sl	Subject code	Title	Category of subject	Teaching hours / week	ESE	CIA	Total Marks	Credits
1		Corporate Social Responsibility	DSC13	4+0+0	70	30	100	04
2		Income Tax	DSC14	4+0+0	70	30	100	04
3		Elective – I (HRM1/MM1/ Finance1)	DSE1	4+0+0	70	30	100	04
4		Elective – II (Medical Record Management / Health Informatics)	DSE2	4+0+0	70	30	100	04
5		Management Information System	DSC15	4+0+0	70	30	100	04
6		Hospital postings* (Departments: IT, Medical Records)	SEC5	1+0+2	-	-	50*	02
		Total					550	22

Semester V
Type: DSC
Title: Corporate Social Responsibility
Credits: 04(4+0+0)

Course objectives

- To familiarize the students with the corporate social responsibility concepts and their importance to society.
- To relate the role of business, government, and society towards Corporate Social Responsibility (CSR).

Course outcomes

- Students will be able to identify the importance and contributions of CSR in society.
- Students will be able to understand corporate governance and the regulatory mechanisms.
- Students will be able to understand the CSR theories and their contribution to society and business.

Unit	Unit content
UNIT I	<ul style="list-style-type: none"> • Corporate Social Responsibility (CSR): Introduction, meaning, definition, concept, characteristics. • Principle axes of CSR: Bottom lines – the triple bottom line (TBL) and the quadruple bottom line (QBL), pyramid of CSR, CSR generations, and CSR practices. • Perspective of CSR, scope of CSR, and future of CSR.
UNIT II	<ul style="list-style-type: none"> • Business, Government, Society (BGS) and CSR: Business and its relationship with government and society. Systems approach to BGS triad. Systems approach to goals and objectives of business. Systems approach to goals and objectives of society. • Models of BGS Triad: Market capitalism model, dominance model, countervailing forces model, and stakeholder model. • Role of government and society in enhancing CSR, types of organisational sectors in the BGS triad. Forces in the BGS triad.
UNIT III	<ul style="list-style-type: none"> • Corporate Governance (CG): Corporation – meaning and characteristics. Corporate Governance - Concept, corporate governance vs. management and objectives of corporate governance. • Regulatory mechanisms in corporate governance – Securities and Exchange Board of India and corporate governance.
UNIT IV	<ul style="list-style-type: none"> • Theories of CSR: Shareholder, Stakeholder (shareholder theory vs. stakeholder theory), Business ethics, Social contract, Social justice, Rights, Deontological and Gandhiji's trusteeship theory. • Theories and CSR: An Appraisal.

Text Books

1. Corporate Social Responsibility – Concept, Cases and Trends by Prabhakaran Paleri.
2. Corporate Social Responsibility by Madhumita Chatterji
3. Corporate Social Responsibility – Academic Insight and Impacts , Springer by Stephen Vertigans, Samuel O. Idowu

Semester: Fifth Semester

Type: DSC

Title: Income Tax

Credits: 04 (4+0+0)

Course objectives

- The course emphasizes on fundamentals of Income Tax for individuals as well for the business.
- It advocates the importance of Income Tax & its statutory compliance to the business.

Course outcomes

- Understand the framework of Income Tax.
- The Ability to calculate Gross salary & Net salary.
- The Ability to calculate the taxable income from business or professions.
- The Ability to prepare the income tax returns for individuals & business concerns.

Unit	Unit content
UNIT I	Introduction to Income Tax <ul style="list-style-type: none">• Income Tax: Income, Person, Assessment year, Previous year- Assesse, Gross Total Income, Total Income, Exempted Income, Agricultural Income, Residential Status, and Incidence of Tax (Individuals Only)
UNIT II	Income from Salary <ul style="list-style-type: none">• Meaning of salary- Allowances- Perquisites-Valuations of perquisites- Provident fund-Deductions under section 16 (Basic problems on Salary).• Income from House Property-Basis of Charge –Exempted Income from House Property – Annual Value-Determination of Annual Value- Deduction U/S 24 (Theory only).
UNIT III	Profits and Gains of Business and Profession <ul style="list-style-type: none">• Meaning and Definition of Business and Profession, Expenses and Losses, expressly allowed expenses and Losses Expressly Disallowed Computation of Income from Business and Profession (Simple Problems on income from business and profession).• Capital gains (Theory only)• Income from other sources (Theory only)
UNIT IV	Deduction Under Chapter VI A <ul style="list-style-type: none">• Deductions from section 80C TO 80U (Applicable to Individual only) Computation of Tax liability of Individuals <ul style="list-style-type: none">• Calculation of Total income & Tax liability of Individuals (Simple problems on Tax liability)

References

- Direct Tax including Tax Planning & Management: Dr. S.P Goyal & Dr. H.C. Mehrotra
- Direct Taxes law & practice; Vinod K. Singhania, Kapil Singhania
- Direct Taxes law & practice: Girish Ahuja & Ravi Gupta Edition 2022

Elective – I (HRM1/MM1/Finance1)

Human Resource Management 1

Semester: V

Type: DSE

**Title: Human Resource Management (Elective 1 – Paper: Human Capital Management)
(HCM)**

Credits: 04(4+0+0)

Course objectives:

- To know the different types of training
- To assess the need for performance appraisal of human resources
- To understand the importance of work-life balance

Course outcomes:

At the end of the course, the student will be

- Able to assess the need for training and design training.
- Able to do performance appraisal.
- Able to know the compensation and reward systems
- Able to identify factors leading to stress and techniques for stress management.

Unit	Unit content
UNIT I	Training and development: <ul style="list-style-type: none">• Definition of training and development, the difference between training and development, training needs assessment process, benefits of training to the individual and to the organization• Types of training: on the job and off the job, advantages and disadvantages, barriers to training.
UNIT II	Performance appraisal: <ul style="list-style-type: none">• Meaning and definition, Process of appraisal, reasons for performance appraisal, uses of appraisal, challenges in the appraisal process.• Methods of performance appraisal- traditional methods and modern methods
UNIT III	Compensation and remuneration: <ul style="list-style-type: none">• Compensation - meaning, definition, factors affecting compensation planning, modes of compensation-wages & salary, incentives, fringe benefits, non-monetary benefits• Promotions- types, the basis for promotion• Transfers-types, reasons for transfers.
UNIT IV	Work-life balance: <ul style="list-style-type: none">• Stress, reasons for stress, stress management techniques, the importance of work-life balance, and factors influencing work-life balance.

Reference textbooks:

- C.B. Mammoria - Personnel management
- Edwin Flippo - Personnel management
- K Aswathappa - Human Resource Management
- Subba Rao - Human Resources Management
- Michael Porter - HRM and Human Relations

Semester: V
Type: DSE
Title: Marketing Management 1 (Elective 1 – Paper: Healthcare Marketing)
Credits: 04(4+0+0)

Course objectives

- To understand the importance of marketing in healthcare.
- To analyse and understand the challenges in marketing of services in healthcare.
- To efficiently design and promote healthcare strategies in healthcare.

Course outcomes

- Understand the diverse and unique marketing challenges in health care.
- To get updated and combat various strategies in the marketing of healthcare services in organisation.
- Appreciate the significance of marketing in the healthcare organisation.

Unit	Unit content
UNIT I	<ul style="list-style-type: none"> • The origin and evolution of marketing in Healthcare - Introduction of marketing in healthcare, the evolution of healthcare marketing. Healthcare v/s different industries (characteristics of the healthcare industry, healthcare organisations, healthcare products, health professionals, and healthcare consumers), initial barriers, and approaches to healthcare marketing. • Marketing and the healthcare organisation – attributes of healthcare, factors affecting the acceptance of healthcare marketing.
UNIT II	<ul style="list-style-type: none"> • Product mix- Product mix of healthcare organizations and ways to conceptualize healthcare products. • Healthcare marketing techniques: strategy – meaning, strategic planning process (steps), developing and selecting the strategy. • Social Marketing – meaning, functions, and steps involved in developing a social marketing campaign.
UNIT III	<ul style="list-style-type: none"> • Healthcare consumers – healthcare consumers v/s other consumers, variety of healthcare consumers, international healthcare consumers – characteristics, motivations. Market segmentation for healthcare products (demographic, geographic, psychographic, health risk, usage, payer, and benefit segmentation). • Digital marketing in healthcare – meaning, importance, and advantages. • Social media and healthcare marketing – basics of social media, healthcare consumers' use of social media, the value of social media engagement and social media, and ethical issues in healthcare.
UNIT IV	<ul style="list-style-type: none"> • Patient satisfaction – patient expectation, how to enhance patient satisfaction (delays, staff behaviour, clinical care, amenities, diet, toilets, disturbance to patients in rooms, and cost), exceeding patients' expectations, satisfying internal clients, methods of assessing patient satisfaction, and managing patient dissatisfaction. • Public Relations – meaning, role, and activities of public relations in healthcare, and Public Relations Campaign • The future of healthcare marketing – introduction, trends affecting future practices, market opportunities, and anticipated growth areas.

Text Books:

- Marketing of Healthcare Services: A reference book – Dr. Subramaniam Seshan Iyer, ed.1
- Essentials of Healthcare Marketing – Eric N.Berkowitz, Ed 12
- Marketing Healthcare Services – P.G. Ramanujam
- Strategic Marketing for Healthcare – Philip Kotler, Joel Shalowitz, Robert J. Stevens
- Marketing Health Services – Richard K. Thomas, ed.4

Type: Elective

**Title: Financial Management 1(Elective 1 – Paper: Working Capital Management)
(WCM)**

Credits: 04(4+0+0)

Course objectives:

- To familiarize the students with various concepts and principles of financial management
- To develop the students with the necessary skills and techniques to take decisions on various financial matters.
- To offer the students relevant, knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems.

Course outcomes

Measure risk and return in the operating cycle and explain the trade-off between risk and return.

- computations used to revalue cash payoffs from different times and preparation of amortized loan payments
- Apply the concepts of financial management to contemporary financial events.
- list the primary sources of capital and incorporate their need when making investment decisions

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Financial Management: Meaning, Definition, Objectives- Role of Finance Manager-Scope of Finance Functions – Goals: Profit Maximization and Wealth Maximization – Organization of Finance Function- Liquidity vs Profitability
UNIT II	<ul style="list-style-type: none">• Time Value of Money Present & Future value concepts—Present value of Annuity—application of present and future value of investment decisions—Preparation of Amortization table
UNIT III	<ul style="list-style-type: none">• Working Capital Management Meaning – Definition - Concepts of Working Capital – Types of Working Capital – sources of working capital -Determinants of working Capital – Operating cycle-level of current assets - problems on Working capital Requirement
UNIT IV	<ul style="list-style-type: none">• Cash Management Meaning – Objectives of Cash Management – Cash management planning aspects—Cash budget-cash cycle – options for investment of surplus funds—Credit Management—credit Policy & Evaluation. Inventory Management – need for Inventories—order quantity. Techniques: EOQ Model – ABC & JIT. Monitoring & Control of Inventory.

References

1. Financial Management: Prasanna Chandra
2. Financial Management: I M Pandey
3. Financial Management: M Y Khan and P K Jain

Semester: BBA 5th SEM
Elective: II
Type: DSE
Title: Medical Record Management
Credits: 04 (4+0+0)

Course objectives:

- To make the students understand the importance of medical records in patient care
- To understand various processes involved in the management of medical records in hospital.

Course outcomes: Upon the completion of the course students will

- Understand the importance of medical records to all the stakeholders
- Know various types of forms that make up a patient's medical record
- Identify the organization and management of the medical records department of a hospital
- Appreciate the medical record auditing process.

Unit	Unit content
UNIT I	Medical Record: Definition, History of Medical Records, Medical record administration in India and other countries, Importance of medical records to patients, doctors, hospitals, and government.
UNIT II	Standards of medical records and policies: General standards of medical record documentation, advantages of good record keeping. Various medical record policies Assembling of forms in medical records: Outpatients, Correspondence, Investigations, and Inpatients. Brief on medical record completion, Coding, Indexing, Filing.
UNIT III	Basic medical record forms: OP Assessment form, History, and Physical Examination form, Admission request form, Consent form, Cause of death form, pre-operative checklist, and Operation report form. Medico-Legal case (MLC) records. Theory on Hospital statistics: Average Daily Census, BOR, ALS, BTOI, Percentages of Discharges, Gross Death Rate
UNIT IV	Preservation of medical records: Retention, storage, destruction. Brief on International Classification of Diseases (ICD). Organization of medical record department Electronic Medical Records (EMR): Meaning, advantages and disadvantages, legal aspects of EMR Brief on Medical Audit: Introduction, process, benefits

References

1. Mogli. G D., Medical Records-Organisation & Management, JAYPEE
2. Prasantha Ghosh K. Office Management, Sultan Chand and Sons, New Delhi, 1995.
3. Francis CM & Mario C de Souza, Hospital Administration, 3rd Ed., Jaypee Brothers, N. Delhi.
4. George, MA, Hospital Administrator, Jaypee Brothers, N.Delhi, 2003

Semester: BBA 5th SEM
Elective: II
Type: DSE
Title: Health Informatics
Credits: 04 (4+0+0)

Course objectives

- To understand the diverse applications of technology in health as well as unique challenges in health care.
- To understand interventions that can improve upon existing interventions and communication processes.

Course outcomes

- Offers an intuitive understanding of the basic theoretical concepts needed to understand informatics.
- To understand the available information and how effectively the information is communicated.

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Health Informatics: Definition of Health Informatics, various disciplines of health informatics, History of Health Informatics, Role of Information Technology in Healthcare.
UNIT II	<ul style="list-style-type: none">• Information Systems in Healthcare: Information management systems, formal and informal information systems, characteristics of information systems, the purpose of healthcare information systems.
UNIT III	<ul style="list-style-type: none">• Electronic Health Record (EHR): Introduction to EHR, role of EHR in healthcare, the quality impacts of EHR, Advantages and disadvantages of EHR.
UNIT IV	<ul style="list-style-type: none">• Specialized applications for health informatics: Tele Medicine, Public health informatics- public health surveillance tasks, Consumer Health Informatics- technologies focused on the needs of patients and care providers.• Health Information Security & Cyber Laws: Security challenges, privacy issues, Information security acts- Information Technology Act 2000, National Cyber Security Policy 2013 and Digital Information Security in Healthcare Act (DISHA).

References

1. Guide to Health Informatics- Enrico Coiera, 3rd Edition 2015, CRC Press- Taylor & Francis Group. ISBN: 978-1-4441-7049-8
2. Health Informatics- Barbara M. Hayes and William Aspray. The MIT Press 2010. ISBN: 978-0-262-01432-8
3. Pharmacy Informatics. Philip O. Anderson, Susan M. McGuinness, Philip E. Bourne, CRC Press- Taylor & Francis Group, 2010. ISBN: 978-1-4200-7175-7

Semester: BBA 5th SEM
Type: DSC
Title: Management Information System
Credits: 04 (4+0+0)

Course objectives:

- To make students understand the fundamentals of computer systems and equip students with basic computer literacy and application usage
- To make students identify the significant role of information systems in healthcare organizations

Course outcomes: Upon completion of the course students will be able to-

- Understand the fundamentals of computer systems and their components.
- Identify the role of information systems in hospitals and the roles of various application module
- Enhance their skills in identifying the information according to business needs
- Articulate the fundamental principles of information systems, analysis, and design and identify various applications of Hospital Information Systems (HIS) and their functionality.

Unit	Unit content
UNIT I	Information system – Definition and components of an information system, Classification of information systems. Operation support systems: TPS, Process control systems, Enterprise collaboration systems, Management support systems: MIS, DSS, EIS/ESS, Specialized information systems: Expert systems, Knowledge Management Systems.
UNIT II	Computer Networking & Topologies: Meaning, Types of networks - LAN, WAN, and MAN, Network Topologies- Bus, Ring, Star, Mesh, Tree topologies Systems Development Life Cycle (SDLC). Security management in information systems: Various security challenges and Information security measures.
UNIT III	Hospital Information System – Various application modules of the hospital – Outpatient registration, In-patient services, Billing, Diagnostic services, Dietary services, Pharmacy & drug stores, Medical records module, and Material management services. Various reports through HIS- OP & IP reports, Medical records department, Nursing services, Pharmacy, and drug stores, Central support & back end services.

UNIT IV	<p>MS-Office:</p> <p>MS Word: Introduction to MS Word, Applications</p> <ul style="list-style-type: none"> • Create a new document. • Open, save, and print a document. • Edit and format text. • Change the page layout, background, and borders. • Insert headers and footers. • Insert and edit tables. • Insert clip art and pictures into documents. • Perform a mail merge. <p>MS- Excel: Introduction to MS Excel, Applications</p> <ul style="list-style-type: none"> • Examine spreadsheet concepts and explore the Microsoft Office Excel environment. • Create, open, and view a workbook. • Save and print workbooks. • Enter and edit data. • Modify a worksheet and workbook. • Learn to use functions • Create and edit charts and graphics. • Filter and sort table data. • Work with pivot tables and charts. <p>MS- PowerPoint: Introduction to MS-Excel, Applications</p> <ul style="list-style-type: none"> • Examine slide show presentation concepts and explore the Microsoft Office PowerPoint environment. • Create a new presentation. • Modify presentation themes. • Add and edit the text to slides. • Add new slides to a presentation. • Insert clipart images and shapes into slides. • Insert and modify tables and charts. • Insert and edit animations and slide transitions
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References:

- Fundamentals of computers by Rajaraman & Adabala, 6th Edition, EEE publications
- Fundamentals of computers by Reema Thareja, Edition: 2014, OUP India
- Management Information Systems by P. Mohan, Himalaya Publishing House
- Everyday Guides Made Easy -Microsoft Office Basics by Roger Laing, Flame Tree Publishing

Hospital Postings

Credits: 02

Postings in the departments of IT, and Medical Record Management.

Semester – VI								
Si	Subject code	Title	Category of subject	Teaching hours / week	ESE	CIA	Total Marks	Credits
1		Business Law and Ethics	DSC16	4+0+0	70	30	100	04
2		Entrepreneurship Development	DSC17	4+0+0	70	30	100	04
3		Elective - I (HRM2/MM2/Finance2)	DSE3	4+0+0	70	30	100	04
4		Elective - II (Health Insurance Management / Introduction to Hospital pharmacy)	DSE4	4+0+0	70	30	100	04
5		Medical coding & Billing	SEC6	2+0+0	35	15	50	02
6		Indirect Taxation	DSC	2+0+0	35	15	50	02
7		Hospital postings* (Departments: Insurance, Pharmacy Department)	SEC5	1+0+2	50*	-	50*	02
8		Soft skill training*	AECC11	0+0+4	50*	-	50*	02
		Total						24
		Total V+ VI						46

Title: Business Law and Ethics

Semester: VI

Title: Business Law & Ethics

Type: DSC

Credits: 04 (4+0+0)

Course objectives:

1. Basic and broad knowledge in business laws in management. Ability to apply concepts, principles and theories to understand simple business laws.
2. To understand the Business Ethics and to provide best practices of business ethics.
3. To develop various corporate social Responsibilities and practice in their professional life

Course outcomes:

At the end of the course, the student will be able to -

1. Demonstrate an understanding of the Legal Environment of Business.
2. Apply basic legal knowledge to business transactions.
3. At the end of the course students would be able to understand the basic concepts and laws of business

Unit	Unit content
UNIT I	Introduction: Introduction to Business Law: Nature of Law, Meaning & Definition, Scope & Sources of Law, Mercantile Law, Constitutional Provisions. Introduction to Ethics- Definition of Ethics – Objectives, nature and sources of ethics Business Ethics – Nature, Importance and Factors influencing Business Ethics. Values, Norms. Corporate Social Responsibility, Corporate Governance the ethical challenges under globalization
UNIT II	Companies Act, 2013: Definition, features, the concept of lifting up of veil, Company formation, Documents: Memorandum of Association and Articles of Association. Consumer Protection Act, 2019: Introduction to Consumer Protection Law in India – Consumer Councils –Redressal Machinery – Rights of Consumers – Consumer Awareness. Law of Torts: ingredients of tort-negligence, vicarious liability, remedies
UNIT III	The Indian Contract Act, 1872: meaning, characteristics and kinds; Essentials of valid contract - Offer and acceptance, consideration, contractual capacity, free consent, legality of objects; Void agreements; Discharge of contract – modes of discharge including breach and its remedies. The Sale of Goods Act, 1930: meaning and difference between sale and agreement to sell; Conditions and warranties; Transfer of ownership in goods including sale by non-owners; Unpaid seller – meaning and rights of an unpaid seller against the goods and the buyer. The Limited Liability Partnership (LLP) Act, 2008: Salient features of LLP; Difference between LLP and partnership, LLP and company; LLP agreement; Nature of LLP; Partners and designated partners; Incorporation document; Incorporation by registration; Registered office of LLP.

UNIT IV	<p>Environmental laws: Environment Protection Act, 1986- Objectives, Definitions- Environment, Environment Pollution, Hazardous substance, Polluter pays Principle, global warming, carbon trading.</p> <p>The Information Technology Act, 2000 Definitions under the Act; Digital signature; Electronic governance; Attribution, acknowledgment, and dispatch of electronic records; Regulation of certifying authorities; Digital signatures certificates; Duties of subscribers; Penalties and adjudication; Appellate Tribunal; and Offences.</p>
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Reference textbooks:

1. Avtar Singh, Business Law, EBC Explorer.
2. M.G. Velasquez, Business Ethics, Prentice Hall India Limited, New Delhi.

Title: Entrepreneurship Development

Type: DSC

Credits: 04(4+0+0)

Course objectives:

- To impart basic managerial knowledge and understand the business environment.
- To develop the necessary knowledge and skills to be an entrepreneur.
- Course outcomes: By the end of the course, students can be able to:
- This Course enables students to understand the nature and scope of Entrepreneurship and its role in the current scenario.
- Familiarize the students with the latest programs of the government authorities in promoting small and medium industries.
- Imparts essential knowledge of how to start one's own business venture and the various facts that influence successful setting up and operations
- Realize skills and inspiration for developing an entrepreneurial mindset.

Unit	Unit content
UNIT I	Introduction to Entrepreneurship: Meaning and definition of entrepreneurship, features of entrepreneurship, entrepreneurship, and enterprise. Entrepreneur – Meaning and definition, functions of an entrepreneur, types of entrepreneurs, qualities of successful entrepreneurship, entrepreneur v/s professional manager. Women Entrepreneur: challenges, and problems faced by women entrepreneurs.
UNIT II	Entrepreneurship Development Program (EDP): Meaning of entrepreneurship development program - need, objective, relevance, and role of EDP. Phases of Entrepreneurship development programs. Problems in conducting EDP, suggestions to make EDPs successful.
UNIT III	Small Scale Industries (SSI) Introduction to Small Scale Industry in India: Definition, Steps for setting up small industry, Contribution to Indian Economy- The start-up process – steps involved in establishing a business enterprise, selection of location, clearance, permits, licensing, registration, legal considerations, and basic start-up problems.
UNIT IV	Institutional Support to Entrepreneurs: Need for institutional support, and financial assistance through – the National Small Industries Corporation (NSIC), Small Industries Development Organization (SIDO), Small Scale Industries Board (SSIB), State finance Corporations (SFC), Small industries development bank of India (SIDBI), Industrial Finance Corporation of India (IFCI) and commercial banks. Non-financial assistance from Small Industries Service Institutes (SISI), District Industries Centers (DIC). Association of Women Entrepreneurs of Karnataka (AWAKE), Khadi and Village Industries Commission (KVIC).

References

- Entrepreneurship Development: Gupta, C.B., & Srinivasan, N.D.
- Entrepreneurship Development: Khanka, S.S.
- The Dynamics of Entrepreneurial Development and Management: Desai, V.

Elective – I

Title: Human Resource Management 2(Elective 1 – Paper: HRM in Healthcare/ Human Resource Development (HRD)

Type: DSE

Credits: 04(4+0+0)

Course objectives:

1. To understand the importance of human resource management in hospitals
2. To understand the importance of human resource development
3. To understand the labor laws impacting HR practices and policies

Course outcomes:

At the end of the course, the student will be

1. Able to describe the features of HRM in hospitals.
2. Able to describe the importance of HRD
3. Able to analyze the role of HR managers in hospitals
4. Able to examine the labor laws applicable to HR in hospitals

Unit	Unit content
UNIT I	HRM in hospitals: <ul style="list-style-type: none">• Characteristic features of HRM in hospitals• Workforce diversity• Challenges in healthcare delivery• Paradigm shift in healthcare• HRIS
UNIT II	Human Resource Development: <ul style="list-style-type: none">• Meaning, the importance of HRD• Knowledge management- The Basics- definitions of KM, Myths: Types of knowledge: Human thinking and Learning; Challenges in building KM systems• Talent management,• Employee turnover, retention, and retention strategies.
UNIT III	Labour laws: <ul style="list-style-type: none">• Meaning, types of labour laws, scope, objectives, importance to HRM,• Laws applicable to hospitals HRM - Payment of Wages Act, ESI and PF Act, Maternity benefit Act, Payment of Gratuity Act, workplace safety (OSHA)
UNIT IV	Industrial relations: <ul style="list-style-type: none">• IR- meaning, objectives, good IR, causes for poor IR• Grievance- meaning, process, redressal mechanism,• Dispute-types of disputes, dispute settlement mechanism, Collective bargaining.• Trade unions- functions and role of trade Unions.

Reference textbooks:

1. Mamoria C.B. (2008); "Dynamics of Industrial Relations"; Himalaya Publishing House, Mumbai.
2. Flanders, Alan, (1963); Trade Unions., pp.46-47.
3. Punekar, S.D. and Madhuri (1967); "Trade Union Leadership in India: A survey", Bombay.
4. Crouch, Harold (1966), "Trade Unions and Politicism in India", Preface.
5. Yoder, Dale, (1972); "Personnel Management and Industrial Relations", pp.159-160. - Ghosh, S.T., "Trade Unionism in Underdeveloped Countries", p.13.
6. Joshi, N.M. "Trade Unionism in India", P.9. - World Labor Report (1998); I.L.O., p.64.

Semester: VI
Type: DSE
Title: Marketing Management 2(Elective 1 – Paper: Services Marketing)
Credits: 04(4+0+0)

Course objectives

- To familiarize the students with the nature of services & its impact on marketing.
- To make them understand the marketing mix of services.
- To make them understand the service quality & its management.

Course outcomes

- Students will be equipped with the knowledge to apply the concepts of services marketing in promoting services.
- Students will be able to examine service marketing concepts and phenomena to current business events in the industry.
- Students will be able to coordinate the various service quality variables and interpret them for designing a marketing strategy for service firms.

Unit	Unit content
UNIT I	<ul style="list-style-type: none"> • Introduction to services marketing: Introduction and importance of the study of service, meaning, and definition. Categories of services - people, possession, mental stimulus, and information processing. • Concept of services: characteristics of services (intangibility, inseparability, variability, perishability) and marketing challenges. • The services marketing mix - The 7Ps of services marketing.
UNIT II	<ul style="list-style-type: none"> • Components of a service product: Core product, supplementary services, and delivery process (the Flower of Service model) • Pricing in services – Meaning, price names, price in services, and factors guiding pricing decisions in services. Pricing approaches – Cost-based pricing, competition-oriented pricing, and market-based pricing. Price and types of customer value. • Branding service firms, products, and experiences: Branding strategies for services, service products with branding, and building brand equity.
UNIT III	<ul style="list-style-type: none"> • Complaint Handling and Service recovery: Customer response to a service failure, purposes of customer complaints, and three dimensions of service recovery processes (procedural, interactional and outcome justice). Service recovery - The Service Recovery paradox. Components of the service recovery system. Service guarantee – importance and seven types of Jaycustomers. • Managing relationships and building loyalty: Customer Relationship Management (CRM) – meaning and importance. Customer loyalty – meaning, importance, and Wheel of Loyalty.
UNIT IV	<ul style="list-style-type: none"> • Service quality: The Gaps Model of Service Quality, and strategies for closing service quality gaps. • Measuring service quality: Soft (SERVQUAL, SERVPERF) and Hard service quality measures.

Text Books

1. Essentials of Services marketing – Jochen Wirtz and Christopher Lovelock, 3rd Edition.
2. Services Marketing, Text, and Cases – Harsh V.Verma, 2nd Edition
3. Services Marketing – Valarie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremier, Ajay Pandit, 7th Edition.

Title: Financial Management 2 (Elective 1: Investment Analysis and Portfolio Management)

Type: DSC

Credits: 04(4+0+0)

Course Objectives

- To develop a thorough understanding of process of investments
- To make students aware of financial markets (stock markets in India).
- To familiarize the students, understand the concept of fundamental and technical analysis.
- To make students aware of risk and return and their valuation.

Course Outcomes

- Students will be able to analyze the financial market and understand the various investment options available.
- Students will be able to demonstrate the basic premises for fundamental and technical analysis of stock in order to buy/sell the stock.

Units	Content
Unit I	Investment: Attributes, Economic vs. Financial Investment, Investment and speculation, Features of a good investment, Investment Process. Financial Instruments: Money Market Instruments, Capital Market Instruments, Derivatives.
Unit II	Financial markets – primary and secondary markets, guidelines – major players and instruments in secondary market - Functioning of stock exchanges, trading and settlement procedures at NSE & BSE. Leading Stock Exchanges in India. Stock Market Indicators- Types of stock market Indices, Indices of Indian Stock Exchanges. Problems on computation of Indices by using Free float market capitalization method.
Unit III	Risk and Return- meaning-current return and capital return-Risk- Sources of risk- interest rate risk, market risk, business risk, measuring total return- average return- measuring risk-variance and standard deviation- Expected rate of return and risk.
Unit IV	Fundamental Analysis - Objective and believes of fundamental analysis, frame work of fundamental analysis concepts of intrinsic value- Economic Analysis: Economic forecasting methods, Industry analysis and Company analysis. Technical Analysis - Concepts of Technical analysis, Dow chart, PFC, Bar chart, Contrary opinion theory - Confidence index, RSI, Moving average, MACD, Japanese candle stocks.

Reference:

1. Investment Analysis and Portfolio management – Prasanna Chandra, 3/e, TMH, 2010.
2. Investment Management – Bhalla V. K, 17/e, S. Chand, 2011

Elective - II
Title: Health Insurance Management
Type: DSE
Credits: 04(4+0+0)

Course objectives

- To familiarize students in the areas of Risk Management and Health Insurance
- To understand the importance of Health Insurance and claims management
- To understand the features and Legal principles in Insurance Contracts

Course outcomes

- Students will gain knowledge and understanding about Health Insurance and Third Party Administration

Unit	Unit content
UNIT I	Introduction: History of general Insurance business in India. Scope and functions of General Insurance, Classification of General Insurance, Types of Insurance. Risk management- importance- concept of risk, meaning of business risk, nature of business risk, causes of business risk, types of business risk, methods of handling risk,
UNIT II	Introduction to insurance -characteristics, purpose, need, benefits of insurance, functions of insurance, importance of insurance, principles of insurance, nature of insurance contract, types of insurance contract, fundamentals of insurability, co-insurance and reinsurance
UNIT III	Insurance Regulatory Development of Authority (IRDA) – Duties, Powers, Functions, Roles and responsibilities. Ombudsman - Duties, Powers, Functions. Third Party Administration (TPA) – Duties, Functions, Roles and responsibilities. Underwriting – Basic Underwriting Principles - Steps in Underwriting.
UNIT IV	Introduction to Health Insurance – concept of Health insurance – Health Insurance in India. Health services: Public/Private – Adverse Selection and Moral Hazard issues in Health insurance_ Individual and Group indemnity plans — Mediclaim Policy - Overseas Medical Insurance - Floater Plans- Benefit plans- Critical Illness plans- High Deductible plans- Comprehensive coverage plans- Micro Health Insurance.

References

- George E Rejda – Principles of Risk Management and Insurance, Pearson Education, New Delhi.
- Dr.G.Kotreshwar -Risk Management – Insurance and Derivatives, Himalaya Publishing House, New Delhi.
- Harrington &Niehaus- Risk Management and Insurance
- Rajiv Jain and Rakhi Biswas - Insurance Law and Practice, Vidhi Publishers, New Delhi.
- Akin, John S. (1989): Economics of Health Insurance : Theory and Developed Country

Experience, World Bank, Latin America Technical Department –(Modules 2,3 & 4)

- Black, Kenneth Jr. & Harold Skipper Jr. (2000): Life and Health Insurance, 13th edition, Prentice Hall. (Modules – 1, 2 & 3)

OR

Semester: VI
Type: DSE4
Title: Introduction to Hospital Pharmacy
Credits: 04(4+0+0)

Course objectives

- To enable students to evaluate Hospital Pharmacy and its environment.
- To enable students to discuss the importance of Hospital Pharmacy.
- To enable students to examine and evaluate role of Hospital Pharmacy.

Course outcomes

- Students would be acquainted with Knowledge of Hospital Pharmacies and its overall contribution for Hospital development.
- Students would describe and discuss about role of Hospital Pharmacists.
- Students would be acquainted with various strategies of Drug Dispensing in Hospitals.

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Introduction to Clinical Pharmacy, Concept of clinical pharmacy, functions and responsibilities of clinical pharmacist.• Drug therapy monitoring - medication chart review, clinical review, pharmacist intervention, Ward round participation, Medication history and Pharmaceutical care.
UNIT II	<ul style="list-style-type: none">• Classification based on clinical and non- clinical basis, Organization Structure of a Hospital, and medical staffs involved in the hospital and their functions.• Hospital pharmacy and its organization: Definition, functions of hospital pharmacy, Organization structure, Location, Layout and staff requirements, and Responsibilities and functions of hospital pharmacists.
UNIT III	<ul style="list-style-type: none">• Dispensing of drugs to inpatients, types of drug distribution systems, charging policy and labelling, Dispensing of drugs to ambulatory patients, and Dispensing of controlled drugs pharmacy management Financial, materials, staff, and infrastructure requirements.
UNIT IV	<ul style="list-style-type: none">• Drug and Poison information center, Sources of drug information, Computerised services, and storage and retrieval of information.• Education and training program in the hospital: Role of pharmacist in the education and training program, Internal and external training program, Services to the nursing homes/clinics, Ambulatory Services.

Text Books:

1. Merchant S.H. and Dr. J.S.Quadry. A textbook of hospital pharmacy, 4th ed. Ahmadabad: B.S. Shah Prakakshan; 2001.
2. Parthasarathi G, Karin Nyfort-Hansen, Milap C Nahata. A textbook of Clinical Pharmacy Practice- essential concepts and skills, 1 st ed. Chennai: Orient Longman Private Limited; 2004.
3. William E. Hassan. Hospital pharmacy, 5th ed. Philadelphia: Lea & Febiger; 1986.
4. Tipnis Bajaj. Hospital Pharmacy, 1st ed. Maharashtra: Career Publications; 2008

Title: Medical Coding and Billing

Type: SEC

Credits: 02(2+0+0)

Course objectives

1. Familiarize with the common terms used in the clinical practice.
2. Familiarize with the medical coding procedures.

Course outcomes

1. Understand the terminologies of different specialties.
2. Understand the functions of coding and their applications.
3. Understand the claims management.

Unit	Unit content
UNIT I	<p>Medical terminology used by different specialties:</p> <p>Cardiology: Cardiology, Angiograph, Angioplasty, CABG, ECG, ECHO, Dyspnea, Angina pectoris, Hypertension, Hypotension, Myocardial infarction</p> <p>Nephrology- Nephrology, Nephrologist, Renal failure, Kidney disease, Kidney transplantation, Edema, Dialysis, HDL, LDL, Nephrectomy, Kidney stone, Renal cancer, Urinary tract infection, Ureteroscope</p> <p>Neurology-Neurology, Neurologist, paraplegia, Vertigo, LOC, CVA, Epilepsy, Meningitis, Parkinson's disease, Dementia, Neuropathy, Meningitis, Hydrocephalus, EEG, Lumber puncture</p> <p>Gastro-enterology: Gastro-enterology, Appendicitis, Appendectomy, Ascites, Colonoscopy, Constipation, Diarrhea, Endoscopy, Endosonography, Fluoroscopy, Gastritis, Gastrectomy, Hernia, Laparoscopy, Pancreatic cancer, Stomach cancer</p> <p>Otorhinolaryngology- Otorhinolaryngology, Deafness, aphasia, Audiologist, Autism, Ear infection, Hearing</p>
UNIT II	<p>Dentistry- Dental science, Dentist, Cavities, Cosmetic dentistry, Endodontist, Geriatric dentist, Gingivitis, Periodontitis, Teeth, Molar, Oral pathologist, Orthodontist, Plaque, Pedodontist, Prosthodontist</p> <p>Orthopaedics: Orthopaedic science, Bone, Muscle, Arthritis, dislocation, Intervertebral disc prolapse, fracture, sprain, total hip replacement, total knee replacement</p> <p>Gynaecology-Obstetrics, Gynaecology, Gynaecologist, Caesarean section, foetus, Endometrial cancer, Cervical cancer, Hysterectomy, Infertility, Ovarian cancer, Ultrasound.</p> <p>Oncology-Oncology, Oncologist, Benign growth, Malignant growth, Carcinogenesis, Radiation therapy, Oncogenes, Carcinoma, Sarcoma, Adenoma, Chemotherapy.</p> <p>Dermatology-Dermatology, Alopecia, Skin cancer, Skin burn, Cellulitis, Cryo-surgery, Bedsore, Skin graft, Psoriasis, Pruritus.</p> <p>Endocrinology-Endocrinology, Endocrinologist, Glands, Hormones, Metabolism, Obesity, Diabetes, Hyperglycemia, Hypoglycemia, Hypertension, Hypotension</p>
UNIT III	<p>Introduction to ICD-10, Overview of the ICD-10 development, structure and principles, purposes and uses coding and guidelines, the 'dagger and asterisk' system, Coding guidelines for the various chapters.</p>

UNIT IV	Billing: Billing and accounts department in a hospital, Process flow of a patient, Introduction to claims management, the significance of claims settlement- Claims Procedure & Documentation, Cash and Cash Less Facility- Observation of different billing systems, Cash Billing, TPA Billing, Corporate pt. Billing, Billing for day care procedures in Emergency Dept
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Books:

1. Introduction to Medical Terminology, 1st Edition, Authors: Linda Stanhope and Kimberly Turnbull
2. Medical terminology for health professionals, 7th edition, Ann Ehrlich, Carol L Schroeder
3. Basic Medical Language- Danielle LaFleur Brooks, Myrna LaFleur Brooks, and Dale Levinsky, 2019
4. Mastering Healthcare Terminology, 6th edition- Betsy J. Shiland

Title: Indirect Taxation

Type: DSC

Credits: 02(2+0+0)

Course objectives

- The course emphasizes on fundamentals of Indirect Taxation policy for the Business.
- It advocates the importance of Indirect Taxation & its statutory compliances to the business.

Course outcomes

- Demonstrate an understanding evolution & basic concept of GST.
- Apply under various provisions & sections of GST & calculate the Levy & Collection taxes.
- Calculate the time & value of supply after adopting various sections of GST.
- Demonstrate the Import & Export procedure under customs.

Unit	Unit content
UNIT I	Introduction to Goods and Services Tax (GST) <ul style="list-style-type: none">• Goods and Services Tax Act & Rules, Need for GST in India, Dual GST Model - Central Goods and Services Tax Act, 2017 (CGST) State Goods and Services Tax Act, 2017 (SGST) Union Territory Goods and Services Tax Act, 2017 (UTGST) Integrated Goods and Services Tax Act, 2017 (IGST) Goods and Services Tax Network (GSTN), GST Council Guiding principle and Functions of the GST Council. (Theory).
UNIT II	Levy and Collection of Tax <ul style="list-style-type: none">• Scope of Supply, Composite and Mixed Supplies, Levy and Collection, Composition Levy, Exemptions Person Liable to pay GST, Exemption from tax. (Simple problems on the calculation of the value of taxable supply and GST Levy). (Theory and Problems).
UNIT III	Time and Value of Supply: <ul style="list-style-type: none">• Time of Supply, Change in Rate of Tax in respect of Supply of Goods or Services, Place of Supply, and Value of Supply. (Simple problems on Time of supply, place of supply, and value of supply) (Theory and Problems). Input Tax Credit <ul style="list-style-type: none">• Introduction and Eligibility to avail of Input Tax Credit (ITC). Registration under GST: Persons not liable for Registration, Compulsory Registration in Certain Cases, Procedure for Registration, Deemed Registration. Returns under GST: Furnishing of Returns, First Return, Revision of Returns, and Penalty/Late Fee. (Theory).
UNIT IV	Introduction to Customs Duty: <ul style="list-style-type: none">• Definitions, Circumstances of Levy of Customs Duties and Types of Duties and Exemption from Customs Duty. Valuation under customs: Valuation of Imported Goods and Valuation of Export Goods (Problems on Valuation of Imported Goods) (Theory and Problems).

References

1. Indirect Taxes Law and practices, V S Datey, Taxmanns
2. GST & Customs Law (University Edition), K.M Bansal, Taxmanns.
3. Principles of GST & Customs Law, V.S. Datey and Dr. Krishnan Sachdeva, Taxmanns
4. Goods & Services Tax (GST) in India , B. Viswanathan UBS Publishers

Hospital Postings**Credits: 02**

Departments: Insurance, Pharmacy Department

Soft skill training:**Credits: 02**

Semester – VII								
Sl	Subject code	Title	Category of subject	Teaching hours / week	ESE	CIA	Total Marks	Credits
1		Medical Ethics & Law	DSC18	4+0+0	70	30	100	04
2		Total Quality Management	DSC19	4+0+0	70	30	100	04
3		Research Methodology	DSC20	4+0+0	70	30	100	04
4		Elective- Public health / Healthcare Finance	DSE5	4+0+0	70	30	100	04
5		Introduction to Hospital Services	DSE6	4+0+0	70	30	100	04
6		Hospital Postings*: PR and Marketing, OP-IP Billing	SEC7	1+0+2	-	-	50*	02
		Total						22

Title: Medical Ethics & Law

Type: DSC

Credits: 04(4+0+0)

Course objectives

- The basic terminologies and concepts in ethics and law.
- The practice of ethical principles in the hospital and day-to-day delivery of care for the patients.
- The impact of legal issues in healthcare.

Course outcomes

- To apply the knowledge of ethics in the functioning of the hospital.
- To be able to handle various issues related to healthcare setup and also manage the hospital with the various issues that can arise from the legal perspective.
- To recognize and train the workforce to meet the challenges of changing dynamics in healthcare scenario in terms of the regulations that govern the operational aspects of the hospital.
- To be able to demonstrate the necessary knowledge, skill and competencies required for good administrator as significant contributor in healthcare.

Unit	Unit content
UNIT I	Ethics: Introduction to Ethics and Values, Confidentiality, consent (Relevance of consent, Necessity of consent, Refusal of consent, Consent –vulnerable group, Validity of consent, Consent in an emergency) Biomedical Research (relevant ethical issue and importance of ICMR guidelines for research HIV, AIDS, Human Experiments,) Clinical Trials, Care of terminal ill, and Euthanasia.
UNIT II	Patient Rights and Responsibilities Rights & Responsibilities of Medical Person: Hippocratic Oath, Declaration of Geneva, Professional Misconduct of Doctors as per Medical Council of India Medico-legal Procedure and Medical Jurisprudence: Definition of Medico-legal cases(MLCs); Principles of MLCs; Examples of MLCs; Management of MLCs
UNIT III	Medical Negligence: Definition; Proving Medical Negligence; Burden of proof; Types of negligence – Civil negligence, Criminal negligence; Common acts of negligence; Contributory negligence; Forms of negligence, Malpractice, Criminal negligence; Vicarious liability; Respondent superior; Liability of hospitals in cases of negligence; Consumer Protection Act and its implication for the hospital.
UNIT IV	Laws Related to Medical Procedures: Laws Related to Medical Procedures – Medical Termination of Pregnancy Act 1971(MTP Act) – Prenatal Diagnostic Techniques, Regulations & Prevention of Misuse Act 1994 (PCPNDT Act) - Transplantation of human organs Act 1994 Law governing to sale, and storage of drugs & safe medication: - Blood bank Regulations Under Drugs & Cosmetics Rules – Drugs & Cosmetics Act – Narcotics & Psychotropic Substances Act. Drugs and Magic Remedies (Objectionable Advertisement) Act, 1954; Poison Act, 1919.

References

Text Book

- CM Francis, Medical Ethics, The Health Sciences Publisher, Third Edition
- Dr. K. S. Narayan Reddy, Dr. O.P. Murthy, THE ESSENTIALS OF FORENSIC MEDICINE AND TOXICOLOGY, The Health Sciences Publishers, 33rd Edition, 2014.
- V.V.Pillay , Forensic Medicine & Toxicology , Paras Medical Publisher, 18th Edition
- P.C.Dikshit, Textbook of Forensic medicine & toxicology, Peepee publishers & distributors
- Max.M.Houk& Jay M.Siegel , Fundamentals of Forensic Science , Academic Press
- Paul Buka, —Patients' Rights, Law and Ethics for Nurses: A practical guide

Title: Total Quality Management

Type: DSC

Credits: 04 (4+0+0)

Course objectives:

- To understand need for quality and cost of quality
- To know about various tools and techniques for managing quality given by quality gurus

Course outcomes:

- Understand the fundamental principles of Total Quality Management.
- Choose appropriate statistical techniques for improving processes.

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Introduction to Quality: History – Meaning – Dimensions – Components of Quality,• Total Quality Management (TQM),• Views of quality gurus: Deming, Juran, and Crosby,• Quality Leadership: Characteristics or behaviors of quality leaders
UNIT II	<ul style="list-style-type: none">• Quality council: Objectives of the quality council – duties & responsibilities• Tools & Techniques of Continuous Process Improvement: 5S, Kaizen, Lean/ Six Sigma, Just-in-Time(JIT)
UNIT III	Statistical Process Control (SPC): The seven tools of quality Customer satisfaction: customer satisfaction model – types of customers customer perception of quality – factors influencing customer perception of quality – identifying customer needs – customer complaints – customer retention- Patient satisfaction survey questionnaire
UNIT IV	<ul style="list-style-type: none">• Accreditation: Benefits of accreditation – NABH process – outline of NABH standards.• Quality management process – ISO 9000 – System audits and assessment – benefits of ISO

References

- L. Suganthi and Anand A. Samuel, Total Quality Management (Prentice-Hall of India Pvt. Ltd., New Delhi)
- Dr. V. Jayakumar and Dr. R. Raju, Total Quality Management, Lakshmi Publications.
- Wilson CRM, Hospital Wide Quality Assurance (Saunders, Ontario) Hugh C.H. Kogh
- Total Quality Management in Health care (Longman Publication)
- Edward W. Deming, Out of the Crisis (Cambridge University Press, Cambridge)

Title: Research Methodology

Type: DSC

Credits: 04(4+0+0)

Course Objectives:

- To make students understand the importance of Research in today's corporate world.
- To create awareness about various Research methodologies and the Techniques available.
- To create awareness about the role of the Researcher and contributions to research work
- To make students understand the Role of Computers/Social science software contributions.

Course Outcomes:

- The student will be able to understand the importance of Research work.
- Students will develop insights into Research and investigation concepts and their impact on Business.
- Students will be able to understand various methods and techniques available to research work.
- The student will be capable of understanding how creativity and innovative techniques help to find a solution to problems

Units	Content
Unit I	Research Methodology and Overview: Meaning, objectives, Motives, Types, Approaches, Significances, Research Methods V/s Methodology, Importance of How research is done, Research Problems: Selecting the Problems, Defining the Problems, Technique involved in Defining problems, Research Design: Need for Research Design, Features of Good Design, Concept relating to research Design, Sampling Design: Census and sample survey, Selecting sample Procedure, Characteristics of sampling Design, Types of Sampling, How to select random sampling, random sampling from an infinite universe, Complex sampling Designs. Need for sampling, Sampling fundamentals, Sampling Theorem, Sampling Theory, Standard Error, Estimating Population Mean, Population proportion, Sample size, and its Determinations
Unit II	Data collection: Primary data, Observation method, interview method, Questionnaire Methods, Schedules Methods Difference Between Questionnaire And schedule, Secondary Data, Processing and Analysis of Data: Processing Operations, Problems in Processing, Types of Analysis, Statistics in research, Measuring Central tendency, skewness, Relationship, Simple Regression analysis, Multiple Correlation and Regression. Measurement and scaling Techniques: Measurement in research, scales, Sources of error in Measurements, Tests of sound Measurement, Techniques of developing Measurement tools, Meaning of Scaling, classification scale base, Importance of scaling Techniques

Unit III	Testing Hypotheses-1(Parametric or standard Test): What are hypotheses? Basic concepts of Hypotheses, Flow diagram of Hypotheses Test, Importance of Parametric Test, Testing Means, Difference Between Means, Testing Two related sample, Testing of Proportions, Testing of Comparing variance to Population Variance, Testing of Correlation coefficients. Chi-Square Test: Chi-square as a test for comparing variance, Chi-square as Non-parametric Test, Steps involved in applying Chi-square Test
Unit IV	<p>Analysis of Variance and Covariance: Analysis of variance (ANOVA) – meaning, basic Principles of ANOVA technique, Setting up Analysis Of variance table, Short-cut Method for one way ANOVA, Coding Method, Two-way ANOVA, Analysis of Co-variance (ANCOVA) Techniques.</p> <p>Testing of Hypotheses-2(Non-Parametric/Distribution free test): Important Non-Parametric or distribution Free test, Relationship Between Spearman's And Kendall's, Characteristics of distribution-free or Non-Parametric Tests.</p> <p>Multivariate Analysis Techniques: Growth of Multivariate Techniques, Characteristics, and applications, Classifications of multivariate Techniques, variables in Multivariate Analysis, Multivariate Techniques, Methods of Factor analysis, Rotation in factor Analysis, R- type, Q-type factor Analysis, Path Analysis</p>

Reference Textbooks

1. Research Methodology-C.R. Kothari –Second edition-2008
2. Research Methods- S.N.Murthy/U.Bhojanna- Excel Books/2e/2007.
3. Business Research Methods–Donald R. Cooper & Pamela

Elective Title: Public Health

Units	Content
Unit I	Introduction to sociology perspectives on health and key concepts in sociology medical anthropology Introduction to Behavior change theories and Communication. Health promotion Introduction social determinants, community need assessment.
Unit II	Basic theoretical approaches and concepts used in policy analysis. Understanding of global and national health policies, including current trends. Public health action. Policy making, framework and influencers of policy. Key concepts of economics, micro, and macroeconomics Strategizing and prioritizing within scarce resources (decision making) Effective management of health management information systems and their application Universal health coverage and health care financing
Unit III	Public Health: Law and Ethics in Public health Outline of study designs, Types of the survey, pre-survey, the conduct of surveys, various public data sources Sampling techniques, Data collection tool development, Data analysis
Unit IV	List of various national health programs and its goal and objective Evaluation techniques Environment and health: climate change, Biomedical waste management, one health

OR

Title: Health Care Finance

Credits: 04(4+0+0)

Course objectives:

- To familiarize the students with various concepts of healthcare finance.
- To develop the students with the necessary skills and techniques to take financial decisions.

Course outcomes: By the end of the course, students can be able to:

- Understand the various sources of finance for the healthcare sector.
- Evaluate capital budgeting decisions.
- Understand the Leverages in the business decisions.
- Understand the concepts of Revenue Cycle management in the healthcare sector.

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Health Care Finance: Meaning, Definition, Objectives-Importance of Health care finance- Factors Influences health care finance -Sources of finance for healthcare sector in India.
UNIT II	<ul style="list-style-type: none">• Capital budgeting Decisions- Meaning, Features, Significance, Problems of Capital budgeting Techniques of Capital budgeting- Traditional Methods, ARR, Pay-back period-Discounted Cash flow techniques- NPV, IRR, Profitability Index.
UNIT III	<ul style="list-style-type: none">• Financing Decisions: Concept of Leverage- Operating Leverage, Financial Leverage, Combined Leverage, Computation of Cost of Capital- Cost of Debt, Cost of Preference Capital, Cost of Equity, Cost of Equity under CAPM, Cost of Retained Earnings, - Weighted Cost of Capital
UNIT IV	<ul style="list-style-type: none">• Revenue Cycle Management: Meaning, Definition, Objectives- Role of RCM, Administrative and Clinical functions, Insurance processing, registration, eligibility, claims management, billing, collections, and denials.

References:

1. Financial Management: I M Pandey
2. Financial Management: Prasana Chandra

Title: Introduction to Hospital Services

Type: DSC

Credits: 04(4+0+0)

Course objectives:

- To understand the principles and methods of organizing clinical and support services for hospitals

Course outcomes: Upon the completion of the course students will

- Identify various support services in the hospital and their functioning.
- Appreciate the importance of support services in providing quality patient care.

Unit	Unit content
UNIT I	Hospital Organisation, Governing Board, Role, functions, and skills of Hospital Administrator in today's healthcare. OPD, IPD, Emergency, and critical care services.
UNIT II	Radiology Services, Laboratory services (Introduction, Functions, Layout, workflow, interrelationships with other departments, organogram, and Managerial Issues in the areas)
UNIT III	Hospital Support Services: Principles and methods of organizing clinical and support services for hospitals, the role of support services in hospital functioning. An overview of the administrative departments of the hospital. <ul style="list-style-type: none">• Nursing services: Nursing services: meaning, objectives, nursing services administration, duties and responsibilities of nursing officers, Department-wise functional nursing component in a hospital, policies, and procedures.• Dietary department: Importance of dietary services in patient care, various types of diets, the layout of dietary services, workflow, facilities required, managerial issues, policies, and procedures.• Hospital pharmacy services: Significance of pharmacy services in a hospital, various types of pharmacies, hospital formulary, pharmacy and therapeutics committee, workflow, facilities required, various drug distribution methods, managerial issues, policies, and procedures.
UNIT IV	<ul style="list-style-type: none">• Hospital laundry services: Significance of hospital laundry services in patient care, features of hospital linen, workflow, layout, facilities required for hospital laundry services, various linen distribution systems, managerial issues, policies, and procedures.• Hospital housekeeping services: Importance of housekeeping services in patient care, the role of housekeeping staff, facilities required, challenges and issues, policies, and procedures.• Central Sterile Supply department: Role of central sterile supply department, workflow, various facilities required, sterile supplies distribution systems, managerial issues, policies, and procedures.• Hospital security services: Need of hospital security services, areas needed security in hospitals, infrastructure requirements for hospital security services, procedures for security services, organization of effective security systems in hospitals.

Reference books needed

Hospital Postings*

Credits: 02

PR and Marketing, OP-IP Billing

Semester – VIII								
Sl	Subject code	Title	Category of subject	Teaching hours / week	ESE	CIA	Total Marks	Credits
1		Strategic Management	DSC21	4+0+0	70	30	100	04
2		Operations Research	DSC22	4+0+0	70	30	100	04
3		Hospital Operations Management	DSC23	4+0+0	70	30	100	04
4		Safety and Risk Management	DSC24	4+0+0	70	30	100	04
5		Research Project	AECC12	0+0+8	100	50	150	06
6		Elective: Introduction to medical devices / Pharmaceutical regulations/ Pharmaceutical Imports and Exports	DSE7	2+0+0	35	15	50	02
		Total						24
		Total VII + VIII						46

Title: Strategic Management

Type: DSC

Credits: 04 (4+0+0)

Course objectives:

- The objectives of this course are to help students understand and explore the concepts of strategies in the form of identification, prioritization, and exploration of opportunities in the environment.
- Helps in identifying the problems in the surrounding environment.
- Aids in understanding various factors within the organization in terms of strengths and challenges

Course outcomes:

- Upon the completion of the course, students will be able to prepare for challenges faced by the organizations with the understanding of the environment and the internal factors that regulate the organization.

Unit	Unit content
UNIT I	Introduction to Strategic Management Definition of Strategy, Strategic Management, Evolution of Strategic Management, Strategic Management process, Levels of strategies. Strategic Intent Vision, Mission, Business definitions, Goals, Objectives.
UNIT II	Environmental Scanning External and Internal analysis External: Micro & Macro analysis PESTEL analysis, ETOP analysis Internal analysis: SWOT analysis, Value Chain analysis and core competencies. Industrial Analysis - Porter's Five Forces Model.
UNIT III	Strategy formulation Corporate level strategies -Types of Corporate strategies, Growth/ Expansion strategies, Stability strategy, Retrenchment strategy, combination Business level strategies -Cost leadership, differentiation, and focus
UNIT IV	Strategic Implementation and Control Functional implementation, Structural Implementation- Organizational design, Behavioral Implementation, managing strategic change. Strategic control: Nature of evaluation & control, Characteristic of effective Evaluation, Importance of Strategic Evaluation & control, Strategic controls.

References

1. Business policy and Strategic Management Concepts and applications: Vipin Gupta, Kamala Gollakota and R.Srinivasan- Revised 2nd Edition,(PHI New Delhi).
2. Strategic Management: Azhar Kazmi. (TMH)
3. Strategic Management: Subbarao (Himalaya Publication)

Type: DSC
Title: Operations Research
Credits: 04(4+0+0)

Course objectives

- To enable the students to know about the basic operations research problems, tools and techniques
- To facilitate the students to understand the scientific methods available in operations research

Course outcomes

- To facilitate objective solutions in business decision making under subjective conditions.
- Student will be able to facilitate quantitative solutions in business decision making under conditions of certainty, risk and uncertainty.

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Operations Research: Introduction, History of Operations Research, OR Tools and Techniques, significance, applications, and limitations of operations research.• Linear Programming Problem: meaning, features, applications, graphical method of finding the solution to linear programming problem (two variables only).
UNIT II	<ul style="list-style-type: none">• Transportation Problem: Introduction, steps of the transportation algorithm, finding IBFS by North West Corner Rule, Vogel's Approximation Method, Least Cost Method (Basic problems) – balanced, unbalanced, minimization and maximization problems
UNIT III	<ul style="list-style-type: none">• Assignment Problem: Introduction, finding an optimal solution by Hungarian Method (Unbalanced, Maximization, and Minimisation problems).• Queuing theory – Introduction, features of a queuing system, terminologies of queuing system, empirical queuing models (simple problems). Single server model.
UNIT IV	<ul style="list-style-type: none">• Job Sequencing - Processing 'n' jobs through 2 machines and 3 machines problem solving using the Johnson method.• Project Scheduling with CPM – PERT.• CPM - The concepts of critical path and critical activities, identifying critical path and critical activities, and evaluation of the project completion time (simple problems).• PERT: concepts – activity, events, predecessor event, successor event, network, dummy activity, and construction of a project network. Construction of a project network diagram (simple problems).

Textbooks:

1. Operations Research – Theory and Applications by J.K. Sharma, 6th Edition.
2. Operations Research by S.D. Sharma
3. Operations Research by P. Rama Murthy.

Title: Hospital Operations Management

Type: SEC

Credits: 04(4+0+0)

Course objectives

- To develop knowledge and understanding of key theories, concepts and models in the routine operations of the hospital.
- To develop the skills to critically analyze the requirements of the hospital in terms of equipment, inventories as well as personnel in the various areas of the hospital.
- Course outcomes
- Understand the role and functions of operations within the organisation.
- Analyzing the key concepts, theories and techniques for the adequate functioning of the hospital.
- Applying the conceptual frameworks, theory and techniques to various inventory management aspects in the hospital.
- Evaluate the relevance of the equipment and the inventories in the critical functioning of the hospital.

Unit	Unit content
UNIT I	Overview and definition of operations management, classification of operations, responsibilities of operations managers at Hospitals Logistics management : Definition, Goals and Objectives of Logistics Management, Principles in Logistics Management, Functions of Logistics Management, Purchase Activities, Types of Purchases, Negotiations in purchase, Legal Aspects of Purchasing, Materials Accounting and Physical Distribution Logistics, Transportation System. Supply Chain Management (SCM): Concept of SCM, components, hospital supply chain management.
UNIT II	Introduction to material management & stores management: definition, basic scope and importance of Materials Management – Materials Planning, recent trends in hospital stores management. Procurement Procedure- Purchasing & Purchase Cycle, functions of purchase department, Committee: Purchase, selection and Audit – Stores: Types of Hospital Stores, Receipt & Inspection of Stores , Stock outs of Hospital stores, pilferage, preservation of stores – Stores documentation , Security of Stores, stock verification, Asset Accounting Role of computers in stores management Distribution, codification & classification of items – standardization and simplification & variety reduction in materials
UNIT III	Inventory control: meaning, scope & definition, Aims and Objectives of Inventory Control, Classification of Inventory, Functions of Inventory Control and Criteria of Inventory Control. Inventory control techniques – EOQ, safety stock, Lead Time, all MBASIC Techniques, ABC analysis, VED Analysis, LIFO, FIFO.

UNIT IV	Hospital equipment planning and selection – Steps for Equipment Selection, Hospital Equipment Utilization, purchasing capital equipment – feasibility study – import of goods and equipment's- documentation & clearance – letter of credit – hospital equipment repair and maintenance, calibration tests, maintenance features, Hospital maintenance items, spare parts stocking techniques and policies, Condemnation & Disposal, Condemning board.
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References

1. Prof. Shailesh Kasande- Materials and Logistics Management
2. Dr. L. C. Jhamb -Materials and Logistics Management
3. Gopalkrishnan & Sundersan- An integrated approach to Materials Management
4. J.R. Tony Arnold et al.- Introduction to Materials Management

Title: Safety and Risk Management

Type: DSC

Credits: 04(4+0+0)

Course objectives:

- Understanding the concepts and the issues that cause the hazards within the organization.
- Determining the practices in various situations of hazards and disaster in the organization and also its impact on the quality of performance of the employees and long-term successful practice of an organization.
- Course outcomes:
- Know the principles of hazard management and the peculiarities of their implementation.
- Know the prerequisites of the safety principles in the management of modern organizations.
- Be able to use these principles and methods in analyzing and solving problems of the organization.
- Choose a framework to evaluate the performance excellence of an organization, and determine the set of performance indicators that will align people with the objectives of the organization.

Unit	Unit content
UNIT I	Hospital Hazards Management - Meaning, Needs, Principles, Purpose, Impact on employees, Patients and Visitors; Preventive measures. Types of Hospital Hazards - Physical, Biological, Mechanical, and Psychological Hazards. Hospital Related Infections - Introduction, Common Hospital-acquired infections and their causative agents, Prevention of hospital-acquired infection, Mode of transmission, Interruption of transmission, Role of Housekeeping, Dietary, Linen and Laundry, Nursing care, central sterile supply department in control of Infections. Infection control committees, Monitoring, and control of cross infections.
UNIT II	Biomedical Waste Management: Meaning – Categories of biomedical wastes –Process of waste management. Disposal of biomedical waste products – Methods, Government Rules and regulations – Standards for Waste autoclaving, microwaving, and deep burial. Agencies appointment for waste disposal.
UNIT III	Disaster Plan - Objectives, Basic concepts, Disaster classification, Process, Spectrum of disaster management, Special characteristics, Disaster Management in India - National level, State level. Principles of disaster planning, Health Problems associated with a disaster, Organisation of Medical Relief, and Principles of mass casualty management. Need for Hospital Disaster Plan – Objectives and Purpose, Planning process and development of the plan - Disaster committee - Organisation role and responsibilities- Organising disaster facilities - Disaster responses- Response - Alert and Recall - Deployment – Disaster Administration-Disaster manual - Disaster drill- Policies and Procedures for general safety. Various codes applicable in hospitals.

UNIT IV	Security Organisation and Management - Security Threats and Vulnerabilities of Hospitals-Threats and Vulnerabilities of Hospitals-Threats Groups-Security Sensitive Areas/Function of Hospitals-Strategic Security System-Role of Hospitals Security-Functions of Hospitals Security Department –Nontraditional “Service “Functions-Security Organisation and Physical Security Measures – Security Organisation –The Staff Complement-Physical Security Measures-Perimeter Protection System-Implementing Physical Controls –Access Control Concepts-Definition –Means and Components-Integration of Security Technology-Need for Security Technology – Security Technology Plan – Computer and Information Security – Selection and Management of Department Security Staff/Contract Security Agency and Security Training-System Choice-Selection of Contract Security Agency-Verification of Security Personnel-Personnel –Security Staff Discipline –Security Training
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Textbooks:

1. Hospital Associated infections- Epidemiology, Prevention, and Control- Nita Patwardhan
2. Hospital Waste Management: A Guide for Self-Assessment and Review-Baserkar Shishir
3. Emergency medical services and disaster management: A holistic approach- PK Dave, Shakti Gupta, NK Parmar, Kant Sunil
4. Safety Management in hospitals – SK Joshi

Research project

Project work

Credits: 06

Elective
Title: Introduction to Medical Devices
Type: DSE
Credits: 02 (2+0+0)

Course objectives

- To enable students to learn about the Medical Devices
- To enable students to know about various aspects of regulations in Medical Devices
- To enable students to Understand concepts of Medical Devices Marketing

Course outcomes

- Students would be acquainted with Knowledge of Medical Devices and their regulations
- Students would describe and discuss the Importance of Medical Devices
- Students would be acquainted with knowledge regarding the Marketing of Medical Devices

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Introduction to Medical Devices. Definition of Medical Devices; Differences between Medical Device and Drug development, Classification of medical devices
UNIT II	<ul style="list-style-type: none">• Basics of Drugs and Cosmetics Act (D&C), CDSCO (Centre for Drugs standards control organization), Existing regulation in India for medical devices.
UNIT III	<ul style="list-style-type: none">• Storage considerations for medical devices; implications on material content. Package development: Packaging materials, design, Testing of packages and labelling.
UNIT IV	<ul style="list-style-type: none">• Introduction to Marketing of Medical Devices, Market Dynamics of Medical Devices, Hospital and Institutional Marketing of Medical Devices.

References

1. The Pharmaceutical Regulatory Process, 2nd ed. – Ira R. Berry, Robert P. Martin
2. FDA Regulatory Affairs: A Guide for Prescription Drugs, Medical Devices, and Biologics, Second Edition by Douglas J. Pisano and David S. Mantus
3. Good Drug Regulatory Practices: A Regulatory Affairs Quality Manual (Good Drug Development Series, Vol1 by Helene I. Dumitriu

OR

Title: Pharmaceutical Regulations

Type: DSE

Credits: 02(2+0+0)

Course objectives

- To enable students to learn about Pharmaceutical Regulations.
- To enable students to know about various drug regulatory agencies.
- To enable students to Understand concepts of clinical trials.

Course outcomes

- Students would be acquainted with business objectives, dynamics of business and environment, various types of business environments, and their analysis.
- Students would describe and discuss pharmaceutical regulations.
- Students would be acquainted with knowledge regarding dossier submission.

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Brief introduction to CDSCO (Centre for Drug standards organization) WHO (World Health Organization), USFDA (United States Food and Drug Administration), TGA,(Therapeutic Goods Administration) MHRA (Medicine and Healthcare Product Regulatory Agency) MCC (Medicine Control Council), ANVISA(National Health Surveillance Agency) Regulatory requirements for contract research organization.• Abbreviated Drug Application (ANDA) for generic drugs, ways and means of US Registration for foreign drugs.
UNIT II	<ul style="list-style-type: none">• Common Technical Document (CTD)/ electronic Common Technical Document (eCTD) Format, working with Pharmaceutical Industry.
UNIT III	<ul style="list-style-type: none">• Regulatory requirements for product approvals: Active Pharmaceutical Ingredients, Novel, Over-the-counter substances (OTCS), herbal medicines, and Homeopathic medicines.
UNIT IV	<ul style="list-style-type: none">• Clinical trials: Developing clinical trial protocols. Institutional review board/ independent ethics committee Formulation and working procedures informed Consent process and procedures.

REFERENCES

- Generic Drug Product Development, Solid Oral Dosage forms, Leon Shargel and Isader Kaufer, Marcel Dekker series, Vol.143
- The Pharmaceutical Regulatory Process, Second Edition Edited by Ira R. Berry and Robert P. Martin, Drugs and the Pharmaceutical Sciences, Vol.185, Informa Health Care Publishers.
- New Drug Approval Process: Accelerating Global Registrations By Richard A Guarino, MD,5th edition, Drugs and the Pharmaceutical Sciences, Vol.190.

OR
Title: Pharmaceutical Imports and Exports
Type: DSE
Credits: 02(2+0+0)

Course objectives

- To enable students to learn about Pharmaceutical Imports and Exports
- To enable students to know about the Importance of Pharmaceutical Imports and Exports
- To enable students to Understand concepts of Foreign Trade

Course outcomes

- Students would be acquainted with Knowledge of Pharmaceutical Imports and Exports
- Students would describe and discuss about Pharmaceutical Imports and Exports
- Students would be acquainted with knowledge regarding Pharmaceutical Imports and Exports

Unit	Unit content
UNIT I	<ul style="list-style-type: none">• Global Pharmaceutical Industry scenario, Indian Pharmaceutical Industry scenario, Specificities of Pharmaceutical Marketing.
UNIT II	<ul style="list-style-type: none">• Institutional Support - Role of DGFT (Director General of Foreign Trade), RBI (Reserve Bank of India), ECGC (Export credit guarantee Certification) in Imports and Exports of Pharmaceuticals.
UNIT III	<ul style="list-style-type: none">• Letter of credit: Shipping Bill - endorsement by ADC (Assistant Drug Controller) & NOC (No objection Certificate) on Bill of Entry for Export / Import of Pharma products and Foreign Trade Policies.
UNIT IV	<ul style="list-style-type: none">• Risks Associated with EXIM Trade: Risks - Commodity, Counterparty, Country and Currency, Exchange Rates - factors affecting Exchange Rates.

References

1. Foreign Trade Policy & Handbook of Procedures with Forms, Circulars & Public Notices. 1 edition R.K. Jain
2. Export Import Handbook, Fourth Edition. Ajay Srivastava.
3. Export Import Procedures and Documentation, Export Import Procedures and Documentation. Sudhir Kochhar.