Stoner, Management, PHI Learning, New Delhi.
Robert C. Appleby: Modern Business Administration, McMillan India Ltd., New Delhi.
MBA-102: HOSPITAL ADMINISTRATION AND MANAGEMENT

Learning Objective: To understand the areas and concepts of hospital administration and management in order to address the needs of beneficiaries at one end and hospital as a corporate organization at the other end.

UNIT I
Definition of Hospital, Philosophy and Objectives of the Hospital, Types and Classification Of Hospitals, Hospital Organizational Structure, Hospital as a System and its peculiarities, Hospital as a social system, Intramural and Extramural functions of hospital, Hospital Community Relationship. Distinction between A Hospital and An Industrial Organization.

UNIT II
Overview of Hospital Administrative Services, Medical and Ancillary Services, Nursing Services, Supportive Services, Utility Services and Safety and Security in Hospital.

UNIT III
Meaning and Nature of Administration, Philosophy of Administration, Principles of Administration, Behavioral Concept in Administration, Administration Vs Management, Meaning of Hospital Administration, Roles of Hospital Administrators, Skills of Hospital Administrators, Managerial Activities of Hospital Administrators, Rationale of Hospital Administration, Types of Hospital Administrators, Professional Bodies of Hospital Administrators, Code of Ethics for Hospital Administrators.

UNIT IV
Hospital Organization and Management Model, Two Lines of Authority in the Hospital, Management Approach in Hospital vs. Industries, Problem Solving in Hospital.

UNIT V
Evaluation of Hospital Services, Recent Advances in Hospital Administration, Management Techniques in Hospitals, Understanding the Counseling and Time Management Skills, Concept of Corporate Social Responsibility.

Suggested Readings:

- DC Joshi and Mamta Joshi, Hospital Administration, Jaypee Brothers Medical Publishers (P) Ltd., New Delhi.
- SK Joshi, Law and the Practice of Medicine, Jaypee Brothers Medical Publishers (P) Ltd., New Delhi.
- BT Basavarthappa, Nursing Administration, Jaypee Brothers Medical Publishers (P) Ltd., New Delhi.
MBA-HA: Syllabus for Year 2012-14
Semester: I

MHA-103: HEALTH CARE ENVIRONMENT

Learning Objective: To understand the modern health care and health care delivery system in India.

UNIT I
History of Hospitals, Hospitals in India, Emergence of Health Care Delivery System and Hospitals in Independent India, Changing Roles of Hospitals, Role of Hospitals In New Millennium, Globalization of Health Care, Future of Health Care.

UNIT II
Health Care Systems in India, Types of Health Care Services, Health Care Regulation and Competition, Health Services Pyramid, Issues in Health Care Delivery, Patterns of Old Health Care and New Health Care, Factors Influencing Change in Health Care Delivery System.

UNIT III
Administration of Health Services in India, Health Committees Appointed by the Government and their Influence, International Health Agencies.

UNIT IV
Economics of Health Care, Financial Resources for Health Care Services, Price Sensitivity in Health Care, Role of Health Insurance – Government and Voluntary Health Agencies in India, Western Economics of Health Care – Concept of Medicare and Medicaid.

UNIT V
Emerging Approaches in Health Care and Recent Trends & Related Ethical/Legal Issues—Contracting in Health Care, Health Care Financing, Effective Media Communication, Robotic Surgery, Telemedicine, Medical Tourism.

Suggested Readings:

- DC Joshi and Manta Joshi, Hospital Administration, Jaypee Brothers Medical Publishers (P) Ltd., New Delhi.
- Potter.Perry, Fundamentals of Nursing, Reed Elsevier India Pvt. Ltd., Noida, NCR, India.
- BT Basavanthappa, Nursing Administration, Jaypee Brothers Medical Publishers (P) Ltd., New Delhi
- SK Joshi, Law and the Practice of Medicine, Jaypee Brothers Medical Publishers (P) Ltd., New Delhi.
MHA – 104: FUNDAMENTALS OF COMMUNICATION

Learning Objective: To understand the art and science of interpersonal communication and corporate communication in order to communicate effectively with the hospital stakeholders.

UNIT I

UNIT II
Principles And Tools Of Effective Communication, Gateways To Communication, Media And Modes Of Communication, Verbal Communication And Non-Verbal Communication, Oral And Written Communication, Reading Skills, Listening Skills, Presentation Skills.

UNIT III
Negotiation Skills, Meeting, Agenda And Minutes. Conferences, Business Letters, Letters Of Enquiries And Replies, Orders And Replies, Circulars, Notices And Memos.

UNIT IV

UNIT V
E-Mail, Fax, Use Of 3G Technology For Faster Communication, Legal Aspects Of Business Communication, Ethics In Business Communication.

Suggested Readings:
- Meenakshi Raman and Prakash Singh, Business Communication, Oxford University Press, New Delhi
- Rizvi M. Ashraf, Effective Technical Communication, Tata Mc Graw Hill Cos, New Delhi
- Mukherjee, Sampat & Basu and Sanjib Kumar, Organisation & Management and Business Communication, New Age International Publishers, New Delhi
MBA-I-105: INFORMATION TECHNOLOGY AND HOSPITALS

Learning Objective: To help students understand the basics of information technology and the use of advanced technological innovations in delivering efficient services to internal and external customers.

UNIT I

UNIT II

UNIT III

UNIT IV
Introduction And Evolution Of Hospital Information System, Organization Of HIS, Scope Of Information System In A Hospital, Data Modeling, Graphical Notations For E-R Diagram, Data Flow Diagrams.

UNIT V

Suggested Readings:
- Gupta A K, Management Information Systems, S. Chand & Co. Ltd; New Delhi.
MHA-106: BIOSTATISTICS

Learning Objective: To equip students with the mathematical and statistical techniques and their application to business problems. The emphasis is on the concepts and application rather than derivations.

UNIT I

UNIT II
Correlation & Regression: Correlation (Karl Pearson’s And Spearman’s Coefficients), Methods Of Computing Simple Correlation And Regression Line Of Regression, Curve Fitting- Least Square Method.

UNIT III

UNIT IV

UNIT V

Suggested Readings:

- Bharadwaj R.S.; Business Statistics, Excel Books, New Delhi
MHA-107: HEALTH EDUCATION AND EPIDEMIOLOGY

Learning Objective: To understand the concept of health and the need of health education to promote and attain positive health.

UNIT I
Definition of Health, Models of Health and Illness, Levels of Preventive Care, Concept Of Health & Disease And Well Being, Aims & Principles And Practice Of Health Education, Methods Of Health Education, Areas Of Health Education, Need Of Health Education To Attain Positive Health.

UNIT II

UNIT III

UNIT IV
Concept Of Health Indicators and Selected Health and Socio-Economic Indicators in India, National Health Policy and revised National Health Policy - 2002 , Health Services Organization, Health Services Through Five Year Plans, Social Welfare Services, Special Community Health Services.

UNIT V
Principles Of Epidemiology, Hospital –Associated Infections, Epidemiology of Hospital – Associated Infections, Control of Hospital-Associated Infections, Prevention of Hospital Infections, Nosocomial Infection Surveillance, Infection Control Responsibilities.

Suggested Readings:
- Poornima Tiwari and Shashank Tiwari, Epidemiology Made Easy, Jaypee Brothers Medical Publishers (P) Ltd., New Delhi.
- Peter Perry, Fundamentals of Nursing, Reed Elsevier India Pvt. Ltd., Noida, NCR, India.