MBA-401: STRATEGIC MANAGEMENT

Learning Objective: To learn how to develop and implement effective in an organizational context in order to compete for maximum customer satisfaction.

UNIT I
Course Overview; Course Objectives; Evolution Of Business Strategy & Policy, Business Strategy & Policy; Strategic Vision & Mission; Establishing Objectives; Crafting A Strategy, Analysis Of The External Environment; Methods For Scanning The External Environment Structural Analysis; Porters Principles Of Industry Competition, Strategic Management Process.

UNIT II
Evaluating Company Resources And Competitive Strengths: Snoot Analysis, Situational Analysis In Health Sector, Michael Porters Value Chain Approach To Operational Analysis; HRM; The Difference Between Traditional Cost Accounting & Activity Based Cost Accounting, Internal Growth Strategies; External Acquisition Growth; Disinvestments; Grand Strategies Of Disinvestments; Retrenchment.

UNIT III
Positioning Of The Business Portfolio: Strategic Business Units; Product Life- Cycles; The Experience Effect; A Matrix Representation For The Business Portfolio The BCG Method; Evaluating The Strategies Of Diversified Companies; Using A Nine -Cell Matrix To Simultaneously Portray Industry Attractiveness And Competitive Strength; Strategic -- Fit Analysis; Resource Fit Analysis.

UNIT IV
Strategy And Competitive Advantage: The Five Generic Competitive Strategies; Low-Cost Provider Strategies; Differentiation Strategies; The Strategy Of Being A Best-Cost Provider; Focused Or Market Niche Strategies; Cooperative Strategies; - Alliances And Competitive Advantage; A Framework For Implementing Strategy: The Principal Strategy-Implementing Tasks; Leading The Implementation Process; Building A Capable Organization; Matching Organization Structure To Strategy; Organization Design; Types Of Organization Structures.

UNIT V
Strategic Evaluation And Control: Importance Of Strategic Evaluation; Barriers In Evaluation; Designing Strategic Control Systems; Using A Balanced Scorecard Approach To Measure Performance.

Suggested Readings:

MBA-HA: Syllabus for Year 2012-14
Semester: IV

MHA-402: LEGAL FRAMEWORK FOR HEALTHCARE - II

Learning Objective: To explain the laws and regulations applicable to hospitals and hospital employees and to study the medico-legal aspects of practice of medicine in hospital setting.

UNIT I

UNIT II

UNIT III
Medical Jurisprudence And Functioning Of Hospitals, Public Health Laws – Notifiable Infectious Diseases, Organ Transplantation Act.

UNIT IV
Evolution and Meaning of Insurance, Classification of Insurance, Insurance Distribution in India, Health Insurance – IRDA, TPA, Problems faced by the Hospitals, Measures to minimize the Problems.

UNIT V
Emerging Ethical/ Legal Issues, Unethical/ Criminal Activities.

Suggested Readings:

- CM Francis, Medical Ethics, Jaypee Brothers Medical Publishers (P) Ltd., New Delhi.
- 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.
MHA-403: QUALITY MANAGEMENT IN HOSPITALS

Learning Objective: To understand the concept of quality in relation to health care services and its importance in delivering total customer satisfaction.

UNIT I

UNIT II
Concept Of Quality Assurance In Health Care, Four Tenets Of Quality Assurance, Quality Assurance Process, Purpose And Methods, Concept & Aims Of Quality Improvement, Quality Control, Hospital Quality Manual.

UNIT III
Concept Of ISO – Meaning, Benefits And Membership, ISO 9000 & ISO 14000 For Hospitals And Health Care Professionals, Definition And Concept Of TQM And CQI, Model For Improvement, PDSA Cycle.

UNIT IV

UNIT V
Management Of Social Services, Assessment Of Client Satisfaction, Quality Circle Of India, Quality Management In Health Care; Quality Control, ISO, ISO Standards, Hospital Accreditation, Role Of Quality Council Of India (QCI), National Accreditation Board Of Hospitals (NABH).

Suggested Readings:
- SK Joshi, Quality Management in Hospitals, Jaypee Brothers Medical Publishers (P) Ltd., New Delhi.
MHA-404: NURSING ADMINISTRATION AND DRUG MANAGEMENT

Learning Objective: To gain insight into the Nursing profession and to understand the fundamentals of drug management.

UNIT I
Introduction To Nursing Profession, Nature of Nursing Services, Functions, Nursing Organization Structure, Nurses And Doctors Relationship, Nurses And Patient Relationship, Nurse As A Social And Professional Entity.

UNIT II
Staffing Norms In Various Types Of Hospitals And Different Departments, Recent Trends In Nursing Profession And Nursing Practices, Nursing Service And Computers, Legal Implications in Nursing Practice.

UNIT III
Drug Management- Present Scenario, Hospital Pharmacy Licenses, Drug Licenses, Narcotics Drugs, Purchase Of Drugs And Other Consumable Materials, Drug Storage

UNIT IV

UNIT V
Inventory Control – ABC, VED, SDE, FSN Analysis, Methods of ordering – a) Two bin system (Lead Time, Buffer stock, Reorder Level) b) Cyclic System.

Important IPC Sections: 274 (Adulteration of Drugs) 275 (Sale of Adulterated Drugs) 276 (Sale of Drug as Different Drug or Preparation) 284 (Negligent Conduct with respect to Poisonous Substances)

Suggested Readings:
- 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-405: HOSPITAL WASTE MANAGEMENT

Learning Objective: To understand the significance of nosocomial infections, biomedical waste and its proper disposal.

UNIT I
Definition Of Biomedical Waste, Classification of Hospital Waste, Categories of Biomedical Waste, Importance of Hospital Waste, Definition and Importance of Hospital Waste Management Program.

UNIT II
Hospital Waste Management Program – Generation and Segregation, Collection and Storage, Transportation, Treatment, Disposal of Waste, Managerial and Ethical Issues related to Waste Management Program.

UNIT III

UNIT IV
BMW From Administrative Point (Budget, Health Check-Up, Insurance), Awareness and Education, Environmental Friendly Hospitals, Water Harvesting and Plantations, National Guidelines for Hospital Waste Management, Monitoring Proforma for Hospital Waste Management.

UNIT V

Suggested Readings:
- DC Joshi and Manta 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.
MHA-406: PATIENT CARE SERVICES AND HOSPITALS

Learning Objective: To understand the fundamentals and importance of patient care services and hospitality.

UNIT I
Meaning Of Patient And Patient Care, Significance Of Patient Care Services, Scope Of Patient Care, Functional Areas Of Patient Care Services.

UNIT II
Proper And Respectful Disposal Of Deceased Person, To Visualize Into The Future The Needs And Expectation Of The Community From The Hospitals.

UNIT III

UNIT IV
Treating Guest, Changing Mind Set Of Patients Necessitate Hospitality Management, Aims And Objectives Of Hospitality Management (Commercial Point).

UNIT V
Methods Of Hospitality Management In A Hospital Set-Up, Role Of Hospitality Management In A Hospital Set-Up, Etiquette And Manners.

Suggested Readings:
- S. P. S. Parkodi, Patient Care Services and Hospitals, Excel Books, New Delhi.
- SK. Joshi, Quality Management in Hospitals, Jaypee Brothers Medical Publishers (P) Ltd., New Delhi.
MHA-407: HOSPITAL PLANNING

Learning Objective: To understand all aspects of planning and commissioning of different types of hospital including specialty hospitals and project management.

UNIT I
Planning The Hospital, Planning for a New Hospital, Guiding Principles In Planning Hospital Facilities And Services, Preliminary Survey, Financial Planning, Equipment Planning, Permanent Hospital Organization, Planning: Early Considerations, Operational Plan and Functional Plan, Facility Master Plan, The Design Team, Design Development Stage, Hospital Building-General Principles, & Features, Building Contract and Contract Documents, Furnishing and Equipping the Hospital, Purchase Of Capital Equipment, Ready to Operate Stage, Before Opening The Hospital, Commissioning And Inauguration.

UNIT II
Planning and Designing the Hospital: The Correct Way, Examples and Models: Profiles of Some Super Specialty Hospitals.

UNIT III
Planning and Designing Administrative Services: Introduction, Executive Suite, Professional Service Unit, Financial Management Unit, Hospital Information System (HIS), Nursing Service Administration Unit, Human Resource Management, Public Relations Department and Marketing.

UNIT IV
Planning and Designing Public Areas and Staff Facilities, Safety and Security in the Hospital.

UNIT V

Suggested Readings:
- DC Joshi and Manta 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.