

SYLLABUS

BACHELOR IN HOSPITAL ADMINISTRATION (BHA) Course

UNDER WEST BENGAL UNIVERSITY OF HEALTH SCIENCES (WBUHS)

SEMESTER –I

101: HOSPITAL MANAGEMENT THEORIES

Objective:

This subject focuses on acquainting the student with the principles and practices essential for managing a hospital organization. With an objective of imbibing a professional approach amongst students towards hospital management, the subject encompasses management principles, functions and processes, discussing their significance and role in effective and efficient management of health care organizations

Contents:

Unit-I

1. Introduction to Management

- a. Evolution of Management
- b. Definition of Management
- c. Importance of Management

2. Basics of Classical Management Theories with Special Reference to

- a. Details on Frederic W. Taylor's Scientific Management
- b. Henry Fayol's Administrative Management (14Principles)
- c. Basic Idea of Max Weber Bureaucratic Management

d. Maslow's Hierarchy of Needs

3. Basic Concepts of Different approaches towards Management

- a. Human Relationship Approach
- b. Behavioral Approach
- c. Operational and System Approach

4. Functions of Management

- a. Brief Introduction to POSDCORB Theory by Luther Gulick & Lyndall Urwick (planning, organizing, staffing, directing, coordinating, reporting, budgeting, function)
- b. Fayol's five functions of management - Planning, Organizing, Commanding, Coordinating, Controlling

References:

1. Koontz Harold, Heinz Weihrich, Essentials of Management, Mc Oraw Hill International, New Delhi,2004.
2. L. M. Prasad, Principles and Practice of Management, 6th edition, Sultan Chand Publisher, New Delhi,2001.
3. Principles and practice of management-L.M. Prasad, Sultan Chand &sons.
4. Management theory and practice-C.B Gupta, sultan Chand &sons.

102: ENVIRONMENT & ECOLOGY

Objectives:

To create the awareness about environmental problems among people, impart basic knowledge about the environment and its allied problems.

Contents:

Unit-I

1.General environment &ecology

- a. **Meaning & Elements of Environment& Ecology**
- b. **Environment (Protection) Act 1986 & its importance for Hospital Administrationc. Role of NGOs in environment protection**
- d. **Brief discussion on Ecological balance and consequences of change.**
- e. **Principles of environmental impact assessment& reports**

Unit-II

1.Air Pollution and Control

- a.Factors responsible for causing Air Pollution in Hospitals**
- b.Ecology for Hospital Administrators.**
- c.Sources & effects of Air pollutants in the Hospital context**
- d.Role of NGOs in environment protection**
- e.Primary & Secondary pollutants**
- f.Green House Effect & depletion of Ozone Layer**
- g.Indoor air pollution**
- h.Brief discussion on The Air(Prevention & Control of Pollution)Act,1989**

Unit-III

1.Water Pollution and Control

- a.Brief Discussion on Hydrosphere, naturalwater**
- b.Pollutants: their origin andeffects**
- c. Financial implication of water pollution control and steps required to betaken**

2.Noise Pollution and Control

- a.Sources**
- b.Effects**
- c.Standards &control**
- d.Recommended noise level in hospital**
- e. Measures to control noise in hospitals**

Unit-IV

1.Land Pollution

- a.Brief understanding of lithosphere**
- b.Pollutants (municipal, industrial, commercial, agricultural, hospital, hazardous solid waste)**

c. Differences between hazardous and toxicwastes

d. Sanitary landfilling

Unit-V

1.Habitat Pollution

Another Module pertaining to healthcare sector need to be included

1. Environmental Science, Cunningham, TMH
2. Environmental Studies, A. K. De & A. K. De, New Age International
3. Environmental Pollution Control Engineering, C. S. Rao, New Age International
4. Environmental Management, N.K. Oberoi, EXCELBOOKS
5. Ecosystem Principles & Sustainable Agriculture, Sithampanathan, Scitech

103: : HOSPITAL ACCOUNTING SYSTEM

18 International Institute of Hospital Management & Allied Health Sciences

Objective

To provide an understanding of the basic principles and processes involved in the accounting system of a hospital. The course will help and develop skills in analyzing accounting statements for decision-making in a hospital setting and practice the preparation of final accounts.

Contents:

Unit-I

1. Introduction to Accounting
 - a. Accounting: Meaning, Objectives and Advantages and limitation
 - b. Functions & attributes
 - c. Branches of Accounting
 - d. Accounting Cycle ,accounting equation, types of account
 - e. Users of Accounting Information.
 - f. Fundamental Accounting Assumptions: (Going Concern, Consistency, Accrual.)
 - g. Accounting Principles: (Accounting Entity, Money Measurement, Accounting Period, Full Disclosure, Materiality, Prudence, Cost Concept, and Dual Aspect, Revenue recognition, matching.
2. Recording of Transactions Double Entry System
3. Rules of Debit and Credit
4. Rules of Journal and ledger
5. Preparation of trial balance.

Unit-II

1. Financial Statements
 - a. Financial Statements: Objective and Importance
 - b. Functions & attributes
 - c. Trading and Profit and Loss Account
 - d. Receivable and payment account

e. Users of Accounting Information.

2. Balance Sheet

a. Need

b. Functions & attributes

c. Grouping

d. Marshalling of assets and liabilities

3. Adjustments in Preparation of Financial Statements

References

1. Financial Accounting I, Mukherjee & Mukherjee, -Oxford Publications

2. Financial Accounting, Hanif & Mukherjee, -McGraw Hill Publications

3. Financial Accounting, P.C. Tulsian-Pearson Publications

4. Cost Accounting, B. Banerjee-PHI Publications

5. Maheswari, S.N., An Introduction to Accounting, Vikas Publications, New Delhi, 1994,

104: **COMMUNICATION & HEALTH SYSTEM**

Objectives:

To provide the students a basic insight into the main features of Indian health care delivery system and how it compares with the other systems of the world & to enhance the inter-communication level among the system.

Unit-I

1. Fundamentals of Managerial Communication

a. Definition, Role and objective of communication

b. Process of communication

c. Effective media for communication

d. Barriers of effective communication & Overcoming the barriers

e. Understanding different social medias and its effective usage

Unit-II

1. Concept of Health

- a. Definition of Health & Concept of wellbeing
- b. Approaches to health special reference to Holistic Approach
- c. Spectrum of Health
- d. Dimensions of Health
- e. Determinants of Health
- f. Indicators of health

Unit III

1. Health System

- a. Concept of Health Care & Health System
- b. Levels of Health care delivery system in India
- c. Organization of Indian Health Administration
- d. International Health Under United Nations

(UNICEF)

e. WHO

Unit-IV

- 1. Definition, Types & Functions of hospital
- 2. The modern hospital: A complex entity
- 3. Present status of hospitals in India (Public, Private & PPP Models)
- 4. Peculiarities of hospital systems

References:

- 1. Preventive and Social Medicine, K. Park-Bhanot??????
- 2. Community Medicine, AHSuryakantha-JAYPEE??????
- 3. Communication Skills (English, Paperback, N. Gupta, K. Jain, P. Mahajan)- Sahitya Bhawan Publications-2018.
- 4. Communication Skill ,Kumar Sanjay, Lata Puspa,Oxford,2ndedition,2018

105: MARKETING MANAGEMENT IN HOSPITAL

Objective:

This subject will provide an exposure to the conceptual framework of marketing in general . This learning will enable the students to understand the need, relevance and necessity of marketing in today's competitive market environment, facilitates them operationalizing and implementing marketing as an integral functions.

Contents:

Unit-I

1. Introduction to Marketing

a. Definition

b. Nature

c. Scope & Importance of Marketing

d. Marketing concepts - traditional and modern

e. Marketing Environment

f. Marketing Mix

2. Consumer Behavior and STP

a. Nature and significance of consumer behavior

b. Stages and participation in buying process

c. Market segmentation

d. Targeting

e. Positioning

Unit-II

1. Product

a. Concept of Product

b. Product line

c. New Product Development

d. Product life cycle & its stages

2.Price

a. Importance of price in the marketing mix

b. Factors affecting price

c. Methods of pricing

3.Place

a. Concept & Importance

b. Concept & role of Channels of distribution

c. Types of distribution channels

d. Factors affecting choice of a distribution channel

4. Promotion

a. Nature and importance of promotion

b. Promotional methods

c. Advertising

d. Personal selling

e. Sales promotion

Unit-III

1.Differentiating and positioning

a. Tools for competitive differentiation

b. Developing a positioning strategy

2.Service Marketing

a. Segment wise classification of health-care service marketing

b. Different types of customers in hospitals and their characteristic features

c. Different components of health-care service marketing-mix

References

1. Marketing Management, Philip Kotler-Prenticehall-India
2. Marketing Management, K. Karunakaran- Himalaya publishinghouse
3. Marketing Management, Rajan Saxena-Tata McGrawHill

Practical

105: LANGUAGE: (English)

Objectives:

To communicate with other personnel in proper English & enhance communication skill

Contents:

Unit-I: Functional grammar in English

1. Tense
2. Voice
3. Narration

Unit-II:

Technical writing in English

1. Fundamentals of Official Letter writing
2. Report writing
3. Comprehension
4. C.V and job application
4. Subject verb agreement
5. Vocabulary
6. Essay writing
7. Posters and publicity materials

106: COMMUNICATION SKILL:

Objectives:

For betterment of students approach, appearance, communication ability, self-portrayal.

Contents:

1. Grooming: Personal and Professional grooming
2. Personality Development
3. Conversation on current issues
4. Group Discussion, Mock Interview
5. PowerPoint presentation, Role play