

Pacific University
Faculty of Management
MBA-Hospital Administration

III Semester

Code No.	Name of Subject	External Marks	Internal Marks	Total Marks
MHA-301	Basics of Epidemiology and Health System in India	70	30	100
MHA -302	Quality Management In Hospital And Accreditation	70	30	100
MHA -303	Business Ethics & Ethos	70	30	100
MHA -304	Marketing of Hospital services	70	30	100
MHA -305	Patient Behavior and Care	70	30	100
MHA -306	Hospital Operations Management	70	30	100
MHA -307	Basic Life Sciences and Hospital Management	70	30	100
MHA -308	Summer Internship and Viva Voce	70	30	100

Examination:

1. In Each paper except for Practicals 301 to 308, 70% marks shall be for external examination & remaining 30% shall be for internal assessment.
2. Internal assessment shall be based on Internal Test, Participation in class & Assignments and all will carry equal marks.
3. No student shall be considered to have pursued a regular course of study unless he/she is certified by Head/ Dean of the department/ Faculty to have attended the Three-fourths of the total number of classroom sessions conducted in each paper. Any student not complying with this requirement will not be allowed to appear in the examination.

Promotion and Span Period:

4. The span period of the programme is four years from the date of registration in the programme.
5. The minimum marks for passing the examination for each semester shall be 40% in each paper and 50% in aggregate for all courses in each semester.
6. The degree shall be awarded to successful students on the basis of composite performance in all the semester:

Securing 60% and above	: Ist Division
All others	: IInd Division
7. A student to be eligible for award of degree has to clear all the papers offered during the two-year programme within the span period.
8. University may change the guidelines if required.
9. Students have due papers, on completion of the four semester would be allowed to appear in the special summer semester examination to be held for allowing them to clear the due papers or to improve in papers with less than 50 % marks.

BASICS OF EPIDEMIOLOGY AND HEALTH SYSTEM IN INDIA (MHA-301)

Section A

UNIT I

Essentials of Demography and Population Sciences

Basic concepts and methods of Epidemiology, health for all and primary health care – clinical trials, immunization and isolation system, emergency epidemic management system.

UNIT II

HEALTH PROGRAMMES

- A) National health programmes related to communicable diseases – Tuberculosis, AIDS, STD, Leprosy, and Malaria.
- B) National health programmes related to noncommunicable diseases-Cancer, Diabetes
- C) Alcoholism & Rehabilitation, Reproductive and child health programmes.

UNIT III

Health Care Waste Management

- A) Definition and classification of Health Care Waste, Risks associated with Health care Waste.
- B) Specific management of Health Care Waste, Development of protective measures of Health care waste management Staff and Environment.

UNIT IV

Health care in India, Health Planning and management

Health care issues, Health care Infrastructure, health Planning in India and their Management.

Section-B

Case study: Sufficient number of cases should be discussed in each unit.

QUALITY MANAGEMENT IN HOSPITAL AND ACCREDITATION (MHA-302)

Section A

Unit I

Fundamentals of Quality management: Introduction – Objectives – Historical Background – Evolution of concept, defining quality, present international scenario, Indian scenario.

Organization wide Quality Improvement in Health Care: A Quality Improvement model of daily Patient Care – Quality Assurance and Quality Improvement.

Unit II

Assessing Quality Health Care: The measurement of Quality – Procedure for formulating explicit Criteria and standards – Determinates of Quality-Structure – Process – Outcome – PDCA cycle-Improving Hospital Performance –Patient Participation – Quality Health Care through Patience satisfaction- Quality Tools – Background of Quality outcome – What is Quality outcome – and what is outcome management?

Unit III

Total Quality Management: Concept of TQM – Kaizen – 5S

Improvement of quality of services in hospitals : Essentials of Quality improvement in health care services – how to improve the Quality of services in hospital, improvement of Quality in health care implementation.

Unit IV

Certification & Accreditation of hospitals: NABH Accreditation –Brief overview about : ISO certification – JCAHO – JCI Accreditation-Six Sigma –Ideal approach to Quality- Benefits

Section-B

Case study: Sufficient number of cases should be discussed in each unit.

BUSINESS ETHICS & ETHOS (MHA -303)

Section-A

UNIT-I

Introduction to Ethics-: Nature, Scope and Purpose of Ethics, Ethos, Values and Ethics, Ethical dilemma, Business Ethics- Concept, Nature, Scope and Purpose & Significance of Ethics in business, How to resolve ethical dilemma in business, Evolution of study of business at B-Schools, Causes and Consequences of unethical business.

UNIT-II

Relevance of Values: Concept of Value, Value and Skills, Characteristics of values, Types of values, Process of formation of values, Purpose and Significance of values in business management by values (value based leadership), Current issues in values in business. Ethics and moral decision making, Various western theories and approaches, Holistic decision making v/s rational decision making.

UNIT-III

Corporate Social Responsibility: Concept of CSR, Four faces of CSR, Evolution of the concept, Consequences of social responsibility of business, why should business accept social responsibility? Barriers in CSR implementation, Managing CSR in a company, CSR accounting and audit, Emerging trends in India (Sustainability, inclusive growth, Shared social responsibility), Cases on CSR and Corporate social irresponsibility.

Corporate Governance: Concept, Purpose, International practices or models, Best CG practices (various committee recommendations), Benefits and Barriers, Ethics in select areas of management: Ethics in advertising, Finance, Investment and Technology management.

UNIT-IV

Indian Ethos: Concept ,Purpose, Relevance and Sources of India Ethos, Salient features of Indian Ethos which make Indian management better than western management, Self- management total quality mind, Intuition, Holistic brain, Sanskaras, Nishkam Karma, Svabhava: Based Swadharma, Theory of Gunas and Trigunas (SRT), Relevance of Sri Bhagavad Gita for management, Gita is best exposition of Vedantic Philosophy.

Section-B

Case Study: Sufficient number of cases should be discussed.

MARKETING OF HOSPITAL SERVICES (MHA-304)

Section A

Unit-I

Marketing Concepts and orientations, Marketing Tasks, Marketing in modern context. Strategic Planning, Marketing System & Marketing Environment, Marketing Planning & Marketing Process.

Unit-II

Pricing of various services Marketing strategy, evaluation and control Service Marketing – Patient care and communication

Unit-III

Advertisement and Branding Marketing promotional activities corporate marketing, marketing for TPA and Cash Patients .

Unit-IV

Marketing and medical ethics Social aspect of marketing

Section-B

Case study: Sufficient number of cases should be discussed in each unit.

PATIENT BEHAVIOR AND CARE (MHA-305)

Section A

Unit I

Introduction – Patient Rights -Patient Behavior- Models of Patient Behavior-Patient Motivation – Patient Perception –

Attitudes – Attitude Change – Personality, Patient Involvement and Decision Making, Reference Group Influence – Opinion

Leadership – Family Decision Making-

Unit -II

Policies and procedures of the hospitals for patients and personnel: Service Buying Behavior – Psychographics – Lifestyles – Information Search Process – Evaluating Criteria-Audit of Patient Behavior.

Unit -III

Patient care : Introduction, Importance of improving the quality care of patients, role of natural and human resources in patient care management, patient counseling: for surgical procedures, for treatment, grief counseling; protocols, Medicare standards.

Unit -IV

Hospital Administration : Role of Medical Superintendent, Hospital Administrator, Resident Medical Officer, Night duty Executive; Public and guest relation: importance in patient care, information regarding patients, code of press relations, medical information, patient information booklets, attendants' management.

Section-B

Case study: Sufficient number of cases should be discussed in each unit.

HOSPITAL OPERATIONS MANAGEMENT (MHA-306)

Section A

Unit-I

Front Office-Admission – Billing – Medical Records – Ambulatory Care- Death in Hospital – Brought-in Dead. Maintenance and Repairs Bio Medical Equipment-

Unit II

Clinical Services- Clinical Departments – Out patient department (OPD) –

Introduction – Location – Types of patients in OPD – Facilities – Flow pattern of patients – Training and Co-ordination.; Radiology – Location – Layout – X-Ray rooms – Types of X-Ray machines – Staff - USG – CT – MRI – ECG.

Unit III

Supporting Services – House Keeping –Linen and Laundry, - Food Services -Central Sterile Supply Department (CSSD)-

Unit IV

Facility Location and Layout importance of location, factors, general steps in location and selection decision process, types of lay outs – product, process, service facility layout; Introduction, setting work standards, techniques of work measurement, time and motion study, standard time, PMT, work sampling, calibration of hospital equipments.

Productivity measures, value addition, capacity utilization, productivity – capital operations, HR, incentives calculation, applications in hospital

Section-B

Case study: Sufficient number of cases should be discussed in each unit.

BASIC LIFE SCIENCES AND HOSPITAL MANAGEMENT (MHA-307)

Section-A

Unit-I

Elementary Human Anatomy and Physiology-Brief introduction about cell and tissues in human body. Preliminary knowledge of Digestive system, Respiratory system, Circulatory system, Central Nervous system, Musculo-skeletal system, Reproductive system, Excretory system, Endocrine glands, & Special senses.

Unit-II

Illness-Defining Health and Illness. Indicators of health, Level of health care, Classification and description of Disease, Modes of Intervention, Basic Measurements in Epidemiology.

Unit-III

Infection Control-Nosocomial Infection, Asepsis, Reservoir, Carrier and mode of transmission of Communicable Diseases, Infection Control Measures, Disinfection, Sterilization and Aseptic technique.

Unit-IV

Departmentation in Hospitals-Objectives, introduction, function -Clinical (OPD, IPD, Emergency, Laboratory, Radiology, Pathology, Medicine, Surgical, Maternity, Physical medicine & Rehabilitation, Physical Therapy, Occupational Therapy, Pulmonary Medicine, Nursing, Psychiatric Dept, Critical care, Cardiology, Dental, Ophthalmic, Paediatric dept., Gynaecology, Gastroenterology, Haematology, Nephrology, Oncology, Dietetics, Otolaryngology, Urology, Micrology); Non-clinical (Pharmacy, Medical records, CSSD, general Stores, Food Service, Laundry & Linen dept., Housekeeping, Maintenance, Engineering, Health Information management, Emergency management,), Administrative (Front Office, Back Office, HRD, material management/purchase Dept., Accounts, Safety & Security, Training & administration, Marketing, Legal Dept, IT, Medical Communications, Insurance, Public relations, Quality mang.), Research Dept.

Section-B

Case Study: Sufficient number of cases should be discussed in each unit

Summer Internship and Viva Voce (MHA-308)