KANNUR UNIVERSITY

(Abstract)

Eligibility Criteria and First and Second Semester Scheme & Syllabi of the B.B.A. Logistics Programme and B.B.A.Hospital Administration Programme - (FYUGP) in Affiliated Colleges under Kannur University- with effect from 2024 admission -same as that of the B.B.A. Programme- Approved-Orders issued

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ACADEMIC C SECTION

ACAD C/ACAD C4/21583/2024   Dated: 19.02.2025

Read:-1. U.O No. FYUGPSC/FYSC-1/5074/2024 dtd 18.04.2024

2. U.O No. FYUGPSC/FYSC-1/5074/2024 dtd 06.08.2024

3.Acad C/ SO- Acad C/21160/2024 dtd.15.11.2024

4. The remarks submitted by the Chairperson, BoS Management studies (UG) vide email dtd 02.11.2024

5. Minutes of the meeting of Standing Committee of Academic Council held on 13.11.2024

6.The orders of the Vice Chancellor,dtd. 17.12.2024

7.The Minutes of the Meeting of the Academic Council (XXIX Meeting),held on 21.12.2024

ORDER

1 . The Regulations of the Kannur University Four Year Under Graduate Programmes (KU-FYUGP Regulations 2024) for Affiliated Colleges was implemented with effect from 2024 admission vide the paper read (1) above and thereafter, certain modifications were effected in the same, vide the paper read as (2) above.

2.Subsequently, the Scheme & Syllabus of the B.B.A. Programme (first & second Semesters) under FYUGP pattern was implemented w.e.f. 2024 admission, vide paper read (3) above.

3.Meanwhile, the Chairperson, Board of Studies in Management Studies (UG), vide paper read (4) above, intimated that the programmes viz, B.B.A. Logistics and B.B.A. Hospital Administration are following the Syllabus of B.B.A. for the first and second semesters and that the Eligibility criteria for the two programmes are same as that of the B.B.A. Programme.

4. Thereafter, the Meeting of the Standing Committee of Academic Council held on 13.11.2024 vide paper read (5), considered the Recommendations of the Chairperson, Board of studies in Management Studies with respect to the Eligibility criteria and Syllabus of the B.B.A. Logistics and B.B.A. Hospital Administration programmes and *recommended to approve the same.*

5. The Vice Chancellor, after considering the recommendations of the Standing Committee, ordered to place the matter before the Academic Council, as per paper read (6) above.

6.Subsequently, the XXIX th Meeting of the Academic Council, held on 21-12-2024, vide paper read (7) above, approved the Recommendations of the Chairperson, Board of Studies in Management Studies (UG) with respect to the Eligibility criteria and the Syllabus of B.B.A Logistics and B.B.A Hospital Administration programmes.

7.The Minutes of the Academic Council was approved by the Vice Chancellor.

8.Therefore, the following orders are issued in this matter.

(i)The Syllabus applicable for the 'B.B.A. Logistics' and 'B.B.A. Hospital Administration' programmes (FYUGP) for the first and second Semesters will be the same Syllabus, as that of the first & second Semesters of the B.B.A. programme.

(ii)The Eligibility criteria for Admission to the aforesaid two programmes is the same as that of the B.B.A.programme.

Orders are issued accordingly.

Sd/

To: 1.The Controller of Examinations (through the PA)
        2.The Principals of Affiliated Colleges offering the Programme
        3.Chairperson, Board of Studies in Management Studies (UG)

Copy To: 2 PS to VC / PA to PVC / PA to R/PA to FO/PA to CE (to circulate among the section
         concerned)
         3. DR / AR (Acad) / AR II Exam/SWC/Acad A & Acad D Sections
         4. Computer Programmer/EXC I/AR VIII (Exam)
         5. JR II Exams
         6. SF / DF /FC
         7. Web Manager (for uploading in the website)

Forwarded /. By Order

SECTION OFFICER

KANNUR UNIVERSITY

(Abstract)

FYUGP- B.B.A Hospital Administration Programme - Scheme and Syllabus of Third to Sixth semesters - Implemented with effect from 2024 Admission - Orders issued

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ACADEMIC C SECTION

ACAD C/ACAD C4/21584/2025   Dated: 04.07.2025

Read:-1.U.O No.ACAD C/SO-ACAD C/21160/2024 dated.19.10.2024.

2.U.O No.ACAD C/SO-ACAD C/21160/2024 dated.05.02.2025

3.U.O No.ACAD C/ACAD C4/21583/2024 dated.19.02.2025

4.Minutes of the meeting of Board of Studies in Management studies (UG) held on 22.05.2025.

5.E-mail dtd. 29.05.2025 from the Chairperson, Board of Studies in Management studies (UG).

6.Minutes of the Online meeting of all Dean of Faculties held on 04.06.2025.

7.Orders of the Vice Chancellor in file No. ACAD C3/2948/2025 dtd. 04.06.2025.

ORDER

1.The Scheme and Syllabus (First & Second Semesters only) of the B.B.A Programme under FYUGP pattern were approved vide paper read as(1) above and a modification to the Second semester syllabus was approved as per paper read (2).

2.Meanwhile, It was ordered that the Syllabus applicable for the B.B.A Hospital Administration programme (FYUGP) for the First and Second semesters will be the same as that of the B.B.A. Programme, as per paper read (3).

3.Later, the Board of Studies in Management Studies (UG) in its meeting held on 22.05.2025 decided to submit the syllabus for Third to Sixth semesters of the B.B.A. Hospital Administration Programme.

4.Subsequently,the Chairperson, Board of Studies in Management Studies(UG), vide paper read (5), forwarded syllabus for Third to Sixth semesters of the B.B.A. Hospital Administration Programme, for approval.

5.The Dean, Faculty of Commerce & Management Studies, at the meeting of all the Deans of Faculties, as per paper read (6) recommended to approve the Third to Sixth semester Syllabus of the B.B.A Hospital Administration programme.

6.The Vice Chancellor after considering the recommendation of the Dean, Faculty of Commerce & Management Studies and in exercising the powers of the Academic Council conferred under the Section 11 (1) chapter III of Kannur University Act 1996,and all other enabling provisions read together with, **approved the Third to Sixth Semesters Syllabus of the B.B.A Hospital Administration (FYUGP) programme, and accorded sanction to implement the same w.e.f 2024 admission in the Affiliated Colleges under the University, subject to reporting to the Academic Council.**

7.The syllabus for the Third to Sixth semesters of the B.B.A. Hospital Administration (FYUGP) Programme is appended with this U.O. and uploaded in the University website.(www.kannuruniversity.ac.in)

Orders are issued accordingly.

To: 1.The Controller of Examinations(through the PA)

2.The Principals of Arts and Science Colleges affiliated to Kannur University

3.The Chairperson, Board of Studies in Management studies (UG)

Copy To: 1. PS to VC / PA to PVC / PA to R/PA to FO/PA to CE (to circulate among the section concerned)

2. DR / AR (Acad) / AR ll Exam/JR II Exam

3. Computer Programmer/EXC l/AR VII (Exam)

4. Web Manager (for uploading in the website)

5. SF/DF/FC

Forwarded / By Order

SECTION OFFICER

KANNUR UNIVERSITY

FOUR-YEAR

UNDER GRADUATE PROGRAMME

(KU-FYUGP)

BBA HOSPITAL ADMINISTRATION

CURRICULUM AND SYLLABI

(2024 ADMISSIONS)

PREFACE

The implementation of the Four-Year Undergraduate Programme (FYUGP) has been driven by the pressing need to address contemporary challenges ensuring responsive changes to the evolving needs of students, industry, and society at large. Recognizing the curriculum as the cornerstone of any education system, it requires regular refinement to align with evolving socio-economic factors. Higher education must provide students with practical and technical skills relevant to their fields of interest, necessitating the development of a job-oriented curriculum. Despite significant increases in access and expansion of higher education over the years, concerns persist regarding the quality and relevance of educational outcomes, particularly in terms of employability skills. As the world becomes increasingly interconnected, our education system must evolve to in still 21st-century skills, enabling students not only to survive but to thrive in this dynamic environment. Moreover, there is a growing need for higher education institutions to embrace social responsibility and contribute to the development of a knowledge society capable of driving sustainable development through innovation. With the central objective of fostering a robust knowledge society to support a knowledge economy, the Government of Kerala has initiated steps to reform higher education. Accordingly, three commissions were established to suggest reforms in higher education policy, legal and regulatory mechanisms, and evaluation and examination systems. It is within this context that a comprehensive reform of the undergraduate curriculum has been proposed, leading to the restructuring of the Four-Year Undergraduate Programme.

The syllabus presented herewith is the output of academic debates among business men, faculty members in Commerce , Management and Business Administration, Research Scholars and Students at formal and informal levels of gatherings. The workshop on syllabus revision, with its democratic approach of considering valuable suggestions from all stake holders of higher education, and the FYUGP curriculum of Kannur University were crucial to restructuring the existing syllabi. FYUGP in **BBA Hospital Administration** offers **Discipline Specific Courses (DSC-Major and Minor), Discipline Specific Elective Core Courses (DSE), Multi Disciplinary Courses (MDC),Value Addition Courses (VAC) and Skill Enhancement Courses (SEC).** The syllabus of each course at the outset itself clearly states its learning outcomes, which are in agreement with Programme and Outcomes and Programme Specific Outcomes.

Sumesh P.C.

Kannur   Chairperson

June 2024   Board of Studies in Management Studies (UG)

The Board of Studies in Management Studies (UG)

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   Assistant Professor, Department of Commerce, Government Brennen College , Thassery ,
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   Manjeshwar , Kasargod
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   Assistant Professor, Department of Commerce, S.N. College ,Kannur
9. Dr.Vigi V. Nair
   Assistant Professor, Department of management Studies,Payyannur College , Payyannur,
   Kannur
10. Smt.Sashitha T.
    Assistant Professor, department of Management Studies, Taliparamba Arts and Science
    College, Kanhirangad, Kannur
11. Dr.U.Faisal (Chairperson , P.G.Board)
    Professor , Department of Management Studies, Dr. Janaki Ammal Campus, Palayad,
    Thalassery, Kannur.

Expert Committee Members

1. Dr. M. J. Mathew ,Principal, Devamatha Arts and Science College
2. Rev. Fr. Thomas Manavath , Administrator, St. Joseph's Hospital Karuvanchal, MHA
3. Ms. Christeena Sebastian, Asst.Professor, Deva Matha Arts and Science College

KANNUR UNIVERSITY

PROGRAM OUTCOMES (POs)

Program Outcomes (POs) serve as a foundational framework defining the skills, knowledge, and attributes that students at Kannur University are expected to acquire up on completion of a specific academic program. Tailored to the unique goals of each program, POs articulate the overarching learning objectives that guide curriculum design and assessment. These outcomes encompass a diverse range of competencies, including critical thinking, problem-solving, effective communication, and discipline-specific expertise. POs play a crucial role in shaping educational experiences, ensuring alignment with academic standards and industry expectations. By articulating clear and measurable expectations, POs contribute to the continuous improvement of academic programs and provide a roadmap for students to develop into well-rounded, competent professionals within their chosen fields.

PO1: Critical Thinking and Problem-Solving: Apply critical thinking skills to analyse information and develop effective problem-solving strategies for tackling complex challenges.

PO2: Effective Communication and Social Interaction: Proficiently express ideas and engage in collaborative practices, fostering effective interpersonal connections.

PO3: Holistic Understanding: Demonstrate a multidisciplinary approach by integrating knowledge across various domains for a comprehensive understanding of complex issues.

PO4: Citizenship and Leadership: Exhibit a sense of responsibility, actively contribute to the community, and showcase leadership qualities to shape a just and inclusive society.

PO5: Global Perspective: Develop a broad awareness of global issues and an understanding of diverse perspectives, preparing for active participation in a globalised world.

PO6:Ethics, Integrity and Environmental Sustainability: Uphold high ethical standards in academic and professional endeavours, demonstrating integrity and ethical decision-making. Also acquire an understanding of environmental issues and sustainable practices, promoting responsibility towards ecological well-being.

PO7: Lifelong Learning and Adaptability: Cultivate a commitment to continuous self-directed learning, adapting to evolving challenges, and acquiring knowledge throughout life.

BBA HOSPITAL ADMINISTRATION

PROGRAMME SPECIFIC OUTCOMES (PSOs)

No.	Programme Specific Outcomes (PSOs)
PSO1	Provide students with a sound theoretical base in business management concepts and have an exposure of the emerging technologies to support, sustain and innovate business.
PSO2	Application of theoretical and technical knowledge and skills to provide holistic education by producing intellectually competent individuals.
PSO3	Attain problem-solving, decision making and critical thinking skills to connect with real time corporate situations.
PSO4	Inculcates and develops appropriate skills such as Finance, Marketing, Entrepreneurship, HR, Accounting and Operations among students.
PSO5	Demonstrate how creativity and innovations are initiated, included and managed in an organisation.
PSO6	Understand the impact of management practices in societal and environmental context and display the knowledge and need for sustainable development
PSO7	Impart continuous learning and develop the ability to engage in independent and life long learning in the context of changes in trade and commerce

Course and Credit Structure for Different Pathways

Semester	DSC (Credit 4)	AEC (Credit 3)	SEC (Credit3)	MDC (Credit 3)	VAC (Credit3)	Total Courses	Total Credits	Total Hrs / Week
I	A1,B1,C1	AEC1(E) AEC2(AL)		MDC1		6	21	25
II	A2,D1,E1	AEC3(E) AEC4(AL)		MDC2		6	21	25
III	A3,A4, F1,G1			MDC3 (KS)	VAC1	6	22	25
IV	A5,A6,A7		SEC1		VAC2 VAC3	6	21	25
V	A8,A9,A10 A11*,A12*		SEC2			6	23	25
VI	A13,A14, A15, A16*,A17*		SEC3 PROJECT			6	23	25
	INTERSHIP						2	
Total	Major A:17 Other Discipline:6	4	3+2=5	3	3	36	133	150

EXIT WITH BBA HOSPITAL ADMINISTRATION DEGREE WITH 133 CREDITS / PROCEED TO FOURTH YEAR

COURSE AND CREDIT DISTRIBUTION FOR FOURTH YEAR: SEMESTER VII and VIII of UG HONOURS PROGRAMME

Seme ster	DSC (Credit 4)	Nature of the Course	Total Courses	Total Credits	Hrs / Week
VII	A18,A19, A20*,A21* , A22* (* Elective)	Two PG Level Core Courses and Three PG Level Elective Courses(Level 400 and above) in the Major Discipline One Open Elective Course in Major Discipline	5	20	20
	Internship (SEC)	Internship in the Major Discipline	1	4	-
VIII	Major A*,A*,A*	Three PG Level Elective Courses (Level 400 and Above) in the Major Discipline Students can choose another institution for doing the project can choose Three Major Elective Courses in this Semester in Online Mode or in the in-person mode from the institution where the project is being done	3	12	12
	Project (SEC)	Project in Major Discipline	1	8	8
Total	Major :8 Internship Project		10	44	40

EXIT WITH BBA HOSPITAL ADMINISTRATION HONOURS DEGREE WITH

177 CREDITS

COURSE AND CREDIT DISTRIBUTION FOR FOURTH YEAR:SEMESTER VII and VIII of UG HONOURS WITH RESEARCH PROGRAMME

Seme ster	DSC (Credit 4)	Nature of the Course	Total Courses	Total Credits	Hrs / Week
VII	A18,A19, A20*,A21*, A22* (* Elective)	Two PG Level Core Courses and Three PG Level Elective Courses(Level 400 and above) in the Major Discipline	5	20	20
	Internship (SEC)	Internship in the Major Discipline	1	4	-
VIII	Project (SEC)	Project in Major Discipline	1	20	20
Total	Major :5 Internship Project		7	44	40

EXIT WITH BBA HOSPITAL ADMINISTRATION HONOURS WITH RESEARCH DEGREE WITH 177 CREDITS

SEMESTER III

Course Category	Code	Credit	Course	Major/Minor	Code	Hours
Discipline Specific Core Courses (DSC)	KU3DSCBHA200	4	Introduction to Hospital Administration*	Major	A3	5
	KU3DSCBHA201	4	Hospital Laws and Ethics*	Major	A4	5
	KU3DSCBHA202	4	Management Information System	Minor	F1	4
	KU3DSCBHA203	4	Legal and Ethical Issues in Business	Minor	F1	4
	KU3DSCBHA204	4	Fundamentals of Stock Trading	Minor	G1	4
	KU3DSCBHA205	4	Quantitative Techniques for Business Management	Minor	G1	4
Value Addition Course (VAC)	KU3VACBHA200	3	Environmental Science and Sustainability	VAC 1		4
Multi-Disciplinary Courses (MDC)		3	Kerala Studies	MDC3		3

SEMESTER IV

Course Category	Code	Credit	Course	Major/Minor	Code	Hours
Discipline Specific Core Courses (DSC)	KU4DSCBHA200	4	Marketing Management in Healthcare*	Major	A5	5
	KU4DSCBHA201	4	Human Resources in Healthcare *	Major	A6	5
	KU4DSCBHA202	4	Financial Management *	Major	A7	5
Value Addition Course (VAC)	KU4VACBHA200	3	Disaster Management	VAC 2		3
	KU4VACBHA201	3	Corporate Governance & CSR	VAC 3		3
Skill Enhancement Courses (SEC)	KU4SECBHA200	3	Emerging Technologies and Applications	SEC 1		4

SEMESTER –III

KU3DSCBHA200: INTRODUCTION TO HOSPITAL ADMINISTRATION

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBHA200	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T +10 P	50 T+15 P	100	1.5

Course Description:

Introduction to Hospital Administration is a fundamental course which help to develop basic ideas on Hospital and its Administration

Course Prerequisite: Nil

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the fundamentals Concepts of Hospital and its functions.	U
2	Acquire the knowledge of Hospital Administration.	U
3	Understand the Hospital services.	U
4	Understand the concepts of Hospital Management Level	U

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	√						
CO 2		√					
CO 3			√				
CO 4				√		√	
CO 5					√		√

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
I		**CONCEPT OF HOSPITALS**	**15**
	1	Concept of Hospitals: Definition, philosophy and objectives of hospital; classification of hospitals; Intramural and Extramural functions of a hospital	
	2	Hospital as a system and its peculiarities of a hospital system; Relationship between a hospital and its community; Scope of healthcare system.	
II		**ITRODUCTION TO HOSPITAL ADMINISTRATION**	**15**
	3	Introduction to Hospital Administration: Meaning, nature and principles of Administration; Administration vs Management;	
	4	Meaning of Hospital administration; Role of Hospital Administration; Skills of hospital administration; Types of hospital Administrators; Code of ethics for hospital administrators; duties and responsibilities of hospital Administrators.	
III		**HOSPITAL SERVICES**	**15**
	5	Overview of Hospital Services: Administrative services; Medical and Ancillary Services; Nursing services; Supportive services: pharmacy,	
	6	Medical stores, housekeeping, ward management. CSSD, Laundry, Dietary, security, and transport. (Only the basic understanding is needed)	
IV		**HOSPITAL MANAGEMENT**	**10**
	7	Hospital Management: Levels and Roles: Governing Board, Executive Board, and advisory Board; CEO;	

| 8 | Difference between Hospital Management and Hospital Administration; Middle level managers in hospitals and their responsibilities; Recent Advances in hospital Administration; Challenges to Hospital Administration. | |

V	**Teacher Specific Module (Practicum)**	**20**
	For effective learning teachers can take an organization structure of a hospital and ask the students the identify structure of hospitals and make a note on why they opted such structure.	

Essential Readings:

1. Gupta, 'Hospital Administration and Management'; A comprehensive guide, Jaypee Brothers Medical Publishers Pvt. Ltd.

2. C.M Francis, 'Hospital Administration' Jaypee Brothers Medical Publishers Pvt. Ltd, New Delhi, 2009.

3. B.M Sakharkar, 'Principles of Hospital Administration and Planning', Jaypee Brothers Medical Publishers Pvt. Ltd, New Delhi, 2009.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**50**
Test Paper (Practicum)		**15 (P)**
Continuous Evaluation		**25**
Presentation /Case Study		**10 (P)**
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		**100**

KU3DSCBHA201: HOSPITAL LAWS AND ETHICS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBHA201	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T +10 P	50 T+15 P	100	1.5

Course Description:
Hospital Laws and Ethics is Concerned with concepts of Hospital related laws and introduction to medical ethics..

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand on Kerala clinical establishment (registration and regulation) Act, 2018 and general introduction to Contract Act.	U
2	Acquire the knowledge on Employee Related Laws.	U
3	To familiarize students with laws pertaining to hospital.	A
4	Familiarize with general concepts on medical ethics	U

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7

CO 1	✓			✓			
CO 2		✓			✓		
CO 3			✓				✓
CO 4			✓			✓	
CO 5	✓			✓			

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
		INTRODUCTION	**10**
I	1	Introduction to law: Contract; Important requirements of Indian contract act,	
	2	Kerala clinical establishment (registration and regulation) Act, 2018; Consumer protection Act 1986.	
		HIOSPITALS LABOUR ENACTMENTS	**15**
II	3	Hospitals and labour enactments; Unrest in hospitals; Dispute Settlement mechanism; Arbitrations, Conciliations and adjudication of disputes: Industrial Employment Act, 1946; ESI act 1948; Maternity benefit act 1961; Employees Provident Fund Act 1952;	
	4	workmen compensation Act 1923; Payment of Gratuity Act, 1972; Minimum Wages Act, 1948; Payment of Wages Act, 1936; Industrial Disputes Act, 1947. (Only General Information is needed)	
		HOSPITAL LAWS	**15**
III		Laws pertaining to Hospitals: Transplantation of Human Organs Act, 1994 —Pre-natal Diagnostic Techniques (Regulation and Prevention of	

	5	Misuse) Act, 1994 - Medical Negligence — Medico Legal Case - Dying Declaration-MCI act on medical education. The Biomedical Waste (Management and Handling) Rules-	
	6	Radiation Safety System. Laws pertaining to Health: Central Births and Deaths Registration Act, 1969Recent amendments-Medical Termination of Pregnancy Act, 1971-Infant Milk Substitutes, Feeding Bottles and Infant Food Act, 1992.	

	ETHICS IN HEALTH CARE	**15**
IV	7	Ethics in health care: Introduction to Medical ethics; nature, scope, purpose; values, norms, beliefs and standards-
	8	Ethical guidelines for bio- medical research (ethical issue relevance of ICMR guidelines)- Code of Conduct in Hospitals and Medical services; MCI (professional conduct, etiquette and ethics).

	Teacher Specific Module (Practicum)	**20**
V	*Instruct the students to Collect details on MLC Cases in hospitals, what are the details collected as a part of MLC Case and how it recorded and stored.*	

Essential Readings:

1. Medical Ethics-CM Francis, Jaypee

2. Medical Ethics and CPA-SK Singhal, Jaypee

3. Medical Ethics, Health Legislation and Patient care in India-PC Chaubey, Suresh Publishers

4. Medical Law and Ethics in India –Metha

5. Law of Medical Negligence and Compensation-R.K. Bag, Second Edition, Eastern Law House

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**50**
Test Paper (Practicum)		**15 (P)**
Continuous Evaluation		**25**
Presentation /Case Study		**10 (P)**
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		**100**

KU3DSCBHA202: MANAGEMENT INFORMATION SYSTEM

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBHA202	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Objective

The course aims to provide students with comprehensive knowledge and practical skills in managing information systems (MIS), database management, information system applications, and project management using modern tools and methodologies. Students will learn to analyze, design, and implement effective MIS solutions in various business contexts.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the basic concepts, types, dimensions, and components of MIS, and evaluate the benefits and evolution of IT infrastructure in the digital firm era.	
2	Apply database management principles by setting up and managing DBMS packages, creating Entity-Relationship diagrams, and understanding data models, data warehouses, and administration techniques.	

MODULE	UNIT	DESCRIPTION	HOURS
3		Analyze various MIS applications, including DSS, GDSS, and knowledge management systems, and develop e-commerce solutions by leveraging enterprisemodels, business process reengineering, and digital communication strategies.	
4		Evaluate project management objectives and methodologies, including agile practices such as SCRUM, and manage projects effectively to control risk factors and understand ethical, social, and political issues in the information era.	

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
		Fundamental Concepts of MIS	**10**
I	1	Basics concepts of MIS/ Types of MIS, Dimension and components of IS, Benefits of MIS,	
	2	IT infrastructure, and IT infrastructure evolution, Components of IT infrastructure, New approaches for system building in the digital firm era	

MODULE	UNIT	DESCRIPTION	HOURS
		Data base management system	**10**
II	3	Objectives of data base approach- Characters of database Management systems- Data processing system-	

	4	Components of DBMS packages - Data baseadministration- Entity – Relationship (conceptual)	

		Information system applications	10
III	5	MIS applications, DSS – GDSS - DSS applications in E enterprise -	
	6	Knowledge Management System and Knowledge Based Expert System - Enterprise Model System and E-Business, E- Commerce, E-communication, Business Process Reengineering.	

		Managing Projects	15
IV	7	Objectives of project management, Fundamentals of project management information systems with agile methodologies -	
	8	Introduction of SCRUM, Roles and meetings, User stories, Project risk, Controlling risk factors, Ethical, social, and political issues in the information era.	

		Teacher Specific Module	5
V		*PRACTICAL WORK*	

Practical Work List (Suggestive)

- Analyze a real-world Management Information System (MIS) implementation case, identifying the types of MIS used, benefits realized, and challenges faced. Present findings using written and visual formats.

- Set up and manage a Database Management System (DBMS), perform basic operations, and create an Entity-Relationship diagram for a business scenario to demonstrate database conceptual design.

- Design and build an e-commerce website, incorporating features of digital markets, digital goods, and e-commerce business models.
- Manage a mock project using agile methodologies, including roles, meetings, userstories, and risk management.

Text Book –(Latest Edition):

1. Laudon, K. C., & Laudon, J. P.. Management information systems: managing thedigital firm. Fifteenth Edition. Pearson.

2. Coronel, C., & Morris, S.. Database systems: design, implementation, &management. Cengage Learning.

3. Olson, D. . Information systems project management (First;1; ed.). US: BusinessExpert Press.

4. Schiel, J. The ScrumMaster Study Guide. Auerbach Publications.

5. The Scrum Master Guidebook: A Reference for Obtaining Mastery" , CHANDANLAL PATARY

6. Scrum: The Art of Doing Twice the Work in Half the Time", Jeff Sutherland, J.J.Sutherland

7. Stair, R., & Reynolds, G. Fundamentals of information systems. Cengage Learning.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**70**
Continuous Evaluation		**30**
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		**100**

KU3DSCBHA203: LEGAL AND ETHICAL ISSUES IN BUSINESS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBHA203	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description :

This course provides a comprehensive exploration of the key legal concepts, regulations, and ethical dilemmas that businesses face across various sectors. Through lectures, case studies, and interactive discussions, students will develop the ability to critically analyze legal scenarios and ethical issues, and make informed decisions that align with both legal requirements and ethical business practices.

Course Objectives :

CO No.	Course Objectives	Learning Domains
1	The course aims to provide students with the understanding of key legal and ethical issues in the business context of India	
2	The course will help students analyze ethical dilemmas in business decisions	
3	The course will help the students understand the legal and regulatory aspects of business ethics that concern the financial, competitive and charitable responsibilities of organisatons.	

M O D U L E	U N I T	DESCRIPTION	HOURS
	4	The course will help the students gain knowledge about the ways in which organizational and individual factors impact business ethics	

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
I		**Introduction to Business Law**	**15**
	1	Business law – definition, scope, importance of understanding the role of law in business; Elements of a contract – offer and acceptance, consideration, contractual capacity;	
	2	Essentials of a valid contract; Types of contracts; Performance obligations; Types of contract breaches and remedies; Product liability and consumer protection laws; Business torts; Employment law	

M O D U L E	U N I T	DESCRIPTION	HOURS
II		**Sales and Leases**	**15**
	3	Formation of Sales Contract: Contracts for Leasing Goods, Title and Risk of loss, Performance and remedies, Warranties and Product liability;	
	4	Introduction to Negotiable Instruments, Negotiability, Negotiation and Holders in due course; Liability and discharge, Bank customer Relations/Electronic Fund Transfers.	

M O D U L E	U N I T	DESCRIPTION	HOURS
III		**Introduction to Business Ethics**	**15**
	5	The definition and importance of business ethics, business ethics in the Indian context; Institutionalization of Business Ethics in the organization, benefits of Ethical Conduct in Business,	

	6	Ethical Issues and Stakeholder Concerns; Social Responsibility and Regulatory Framework: Corporate social responsibility; Environment & business;	

		Ethical Issues in Business	10
IV	7	Issues related to Business Ethics in marketing, finance & human resource functions.	
	8	Ethical responsibilities of multinational corporations; Ethical dilemmas facing businesses globally including issues related to discrimination, human rights, environmental impact, and intellectual property.	

V	Teacher Specific Module	5

Text Books (Latest Edition):

1. Tulsian, P. C. Business and Corporate Laws. S. Chand Publishing.
2. Fernando, A.C. Business Ethics and Corporate Governance. Pearson
3. Bayern, S. Business Law Beyond Business. J. Corp. L., 46, 521.
4. Ratan Tata: Ethical Leadership| By: Ashok K. Dua, Sumita Rai

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**70**
Continuous Evaluation		**30**
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		**100**

KU3DSCBHA204: FUNDAMENTALS OF STOCK TRADING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBHA204	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description:

The course aim on providing knowledge on the basics of the stock market and to develop the student's abilities on Stock market investment by giving exposure towards various operations of the Stock market.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the fundamentals of investments.	U
2	Ability to compare and evaluate different investment opportunities.	E
3	Helps to learn the mechanism of stock trading.	U
4	Helps to understand the concepts behind investing in mutual funds.	U

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✔			✔			
CO 2		✔			✔		
CO 3			✔				✔
CO 4			✔			✔	
CO 5	✔			✔			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
		Basics of Investment	**10**
I	1	Investment: Meaning - features – objectives, Principles of sound investment	
	2	Approaches to investment : active and passive Criteria for evaluating investment alternatives Investment decision process, Investment avenues, Risk return trade-off	

		Indian Securities Market	10
II	3	Securities market : meaning – features, Stock exchanges in India Role of stock exchanges, SEBI : Meaning functions and objectives	

	4	Capital market and Money markets, Modes of issuing equity shares Types of equity shares and debentures, Market participants	

		Online Security Trading	**10**
III	5	Stock indices & quotations of BSE & NSE, Trading mechanism on exchanges, Trading & settlement at BSE & NSE	
	6	Types of orders, Online trading mechanism, Online , real time price quotations ,Circuit breakers	

		Investment in Mutual Funds	**10**
IV	7	Mutual fund : Meaning – Objectives , Advantages and limitations of investment in mutual funds	
	8	Types of mutual fund schemes, Factors affecting the choice of mutual fund schemes	

		Teacher Specific Module	**5**
V		*To familiarize the students with essential concepts and knowledge that are required for practical applications in the stock market.*	

Essential Readings:
1. S Kevin; Security Analysis and Portfolio Management, PHI Learning
2. E Gordon, K Natarajan; Financial Markets and Services, HP House.
3. Dr. Punithavathy Pandian; Financial Services and Markets, Vikas Publishing House P. Ltd.

Suggested Readings:
1. Prasanna Chandra; Investment Analysis and Portfolio Management, Mc Graw Hill.
2. Dr. V A Avadhani; Investment and Securities Markets in India, HP House.
3. V K Bhalla; Investment Management, S Chand.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**70**
Continuous Evaluation		**30**
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		**100**

KU3DSCBHA205: QUANTITATIVE TECHNIQUES FOR BUSINESS MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	DSC	200-299	KU3DSCBHA205	4	4

Learning Approach (Hours/Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical / Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description:
To equip students with the skills to apply quantitative techniques in managerial decision-making, while fostering analytical thinking and logical reasoning for more effective and informed decisions.

Course Pre-requisite: Nil

Course Outcomes:

CO No.	Expected Outcomes	Learning Domains
1	Develop critical thinking skills for selecting appropriate quantitative techniques and statistical methods, recognizing their limitations, and using them effectively for managerial decision-making.	U
2	Understand the assumptions, characteristics, and differences of Binomial and Poisson distributions, and apply them to model discrete business events for effective decision-making.	A
3	Understand the features and properties of the Normal distribution, recognize its importance in business and research, and apply it for forecasting, quality control, and performance analysis, while also being able to interpret standard normal curves for probability-based decisions.	A
4	Acquire the ability to conduct statistical inference, including hypothesis testing, identifying null and alternate hypotheses, determining significance levels, and interpreting test results correctly.	U

● Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C).

Mapping of Course Outcomes to PSOs.

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	√			√			
CO 2		√			√		
CO 3			√				√
CO 4			√			√	

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
1		**Introduction to Quantitative Techniques**	10
	1	Meaning, Definition, Features, Scope and Importance of QT.	
	2	Classification and Application of Quantitative Techniques in business, Limitations	

		Theoretical Distribution- Discrete Distribution	15
2	3	Binomial distribution - Basic assumptions and characteristics –Advantages and Disadvantages - Problems in Binomial Distribution, Fitting of binomial distribution.	
	4	Poisson distribution - Characteristics - Advantages and Disadvantages- Problems in Poisson Distribution-Fitting of Poisson distribution	

		Theoretical Distribution- Continuous Distribution	15
	5	Normal distribution – Features – Importance - Advantages and Disadvantages - Difference between	

3		Binomial, Poisson and Normal Distributions.	
	6	Standard normal curve- Problems in Normal Distribution- Fitting of Normal Distribution	

	Statistical Inference		15
4	7	Testing of hypothesis – Procedure –Null & Alternate hypothesis - Level of significance – Critical region- Degrees of freedom- Errors in testing	
	8	Two-tailed & One-tailed tests – Parametric Tests – Non-Parametric Tests - Difference between Parametric and Non-Parametric Tests (only theory)	

	Teacher Specific Module	5
5	Directions:The module is designed to provide students with a comprehensive understanding of both the theoretical foundations and practical applications of quantitative techniques, empowering them to perform statistical analysis and make informed decisions in real-world business scenarios.	

Essential Readings:

1. Vohra, N. D. Quantitative Techniques in Management. McGraw-Hill Education, 2014.
2. Sharma, J.K. Business Statistics. Pearson Education, 2019.
3. Gupta, S.P., &M.P. Gupta. Quantitative Methods for Management. Sultan Chand & Sons, 2018.
4. Anderson, David R., Dennis J. Sweeney, and Thomas A. Williams. Statistics for Business and Economics. 12th ed., Cengage Learning, 2016.
5. Levine, David M., Kathryn A. Szabat, and David F. Stephan. Statistics for Managers Using Excel. 8th ed., Pearson Education, 2018.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**70**
Continuous Evaluation		**30**
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		**100**

KU3VACBHA200: ENVIRONMENTAL SCIENCE AND SUSTAINABILITY

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
III	VAC	200-299	KU3VACBHA200	3	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	2	0	15 T+10 P	35 T+15 P	75	1.5

Course Description:

This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. Through this holistic approach, students will gain a deep understanding of environmental processes, the importance of sustainable practices, and their role in promoting sustainability within business contexts.

Course Objective(s):

1. This course aims to familiarize students with basic environmental concepts, their relevance to business operations, and forthcoming sustainability challenges.
2. This course will equip students to make decisions that consider environmental consequences.
3. This course will enable future business graduates to become environmentally sensitive and responsible managers.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Explore the basic environmental concepts and issues relevant to the business and management field.	
2	Recognize the interdependence between environmental processes and socio- economic dynamics.	
3	Determine the role of business decisions, policies, and actions in minimizing environmental degradation.	
4	Identify possible solutions to curb environmental problems caused by managerial actions.	
5	Develop skills to address immediate environmental concerns through changes in business operations, policies, and decisions.	

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
I		**Environment and Sustainability**	**10**
	1	Fundamental environmental concepts and their relevance to business operations; Components and segments of the environment, the man-environment relationship, and historical environmental movements.	
	2	Concept of sustainability; Classification of natural resources, issues related to their over utilization, and strategies for their conservation. Sustainable practices in managing resources, including deforestation, water conservation, energy security, and food security issues. The conservation and equitable use of resources, importance of public	

		awareness and education.	

		Ecosystems, Biodiversity, and Sustainable Practices	**10**
II	3	Various natural eco systems, learning about their structure, functions, and ecological characteristics. The importance of biodiversity, the threats it faces, and the methods used for its conservation.	
	4	Ecosystem resilience, homeostasis, and carrying capacity, emphasizing the need for sustainable ecosystem management. Strategies for in situ and ex situ conservation, nature reserves, and the significance of India as a mega diverse nation.	

		Environmental Pollution, Waste Management, and Sustainable Development	**10**
III	5	Various types of environmental pollution, including air, water, noise, soil, and marine pollution, and their impacts on businesses and communities. Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India.	
	6	Importance of adopting cleaner technologies; Solid waste management; Natural and man-made disasters, their management, and the role of businesses in mitigating disaster impacts.	

		Social Issues, Legislation, and Practical Applications	**10**
IV	7	Dynamic interactions between society and the environment, with a focus on sustainable development and environmental ethics. Role of businesses in achieving sustainable development goals and promoting responsible consumption.	
	8	Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986,	

	and the Air (Prevention and Control of Pollution) Act of 1981. Environmental justice, environmental refugees, and the resettlement and rehabilitation of affected populations; Ecological economics, human population growth, and demographic changes in India.	

	Teacher Specific Module (Practicum)	20
V	Field studies and survey, Community engagement and project based learning, Sustainable practices and resource management , policy and governance, Laboratory work	

Text Books (Latest Editions):

- Poonia, M.P. *Environmental Studies* , Khanna Book Publishing Co.

- Bharucha, E. *Textbook of Environmental Studies*, Orient Blackswan P.Ltd

- Dave, D., & Katewa, S. S. *Text Book of Environmental Studies.* Cengage LearningIndia Pvt Ltd.

- Rajagopalan, R. *Environmental studies: from crisis to cure* , Oxford UniversityPress.

- Miller, G.T. & Spoolman S. *Living in the Environment.* Cengage.

- Basu, M., & Xavier Savarimuthu, S. J. *Fundamentals of environmental studies*.Cambridge University Press.

- Roy, M. G. *Sustainable Development: Environment, Energy and Water Resources*.Ane Books.

- Pritwani, K.*Sustainability of business in the context of environmental management.* CRC Press.

- Wright, R.T. & Boorse, D.F. *Environmental Science: Toward A Sustainable Future*

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**35**
Test Paper (Practicum)		**15 (P)**
Continuous Evaluation		**15**
Presentation/Case Study		**10 (P)**
a)	Test Paper- 1	5
b)	Test Paper-2	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report/Assignment	5
Total		**75**

SEMESTER –IV

KU4DSCBHA200: MARKETING MANAGEMENT IN HEALTHCARE

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	DSC	200-299	KU4DSCBHA200	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T +10 P	50 T+15 P	100	1.5

Course Description:

Marketing Management in healthcare is concerned with concepts of Marketing and introduction to healthcare marketing mainly focused on service marketing which enables the students to manage marketing segment of a hospital.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the fundamentals Concepts of Marketing	U
2	Acquire the knowledge on market segmentation, product strategy and Branding.	U
3	Understand the Promotion Strategies adopted in hospitals.	U
4	Understand the concepts Healthcare service marketing and customer relationship management.	U

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✔			✔			
CO 2		✔			✔		
CO 3			✔				✔
CO 4			✔			✔	
CO 5	✔			✔			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
1		**INTRODUCTION TO MARKETING**	10
	1	Introduction to Marketing: Meaning, Definitions; Nature of marketing management; Marketing orientations, marketing Mix. Marketing Environment	
	2	Assessing the impact of micro and macro environment. Consumer and buyer behaviour process, modelsof consumer behaviour Factors influencing buying behaviour, buying habits, Stagesin consumer buying decision process.	
II		**MARKET SEGMENTATION AND PRODUCT**	15

| | 3 | Concept of Market Segmentation (S),Benefits of Market Segmentation, Requisites of Effective Segmentation, The process of Market Segmentation, Bases for Segmenting Consumer Markets and Business markets. Targeting (T),Market Positioning (P). | |
| | 4 | Product strategy: Meaning and concept of products – Product classification – Product mix and Product mix pricing decisions - Product life cycle strategies. Brand– types of brands, choosing brand elements, measuring and managing brand equity – New product development strategy. | |

		SALES PROMOTION	**15**
III	5	Promotion Strategy: Advertising: Meaning, Objectives, AIDA model, Forms of promotion Advertising: Advertising Objectives, Advertising Budget, Advertising Copy, Advertising Agency Decisions	
	6	Sales Promotion: Sales Promotion Mix, Kinds of promotion, Tools and Techniques of sales promotion, Push-pull strategies of promotion. Referral marketing in hospitals.	

		HEALTH CARE MARKETING	**15**
IV	7	Healthcare Marketing: Introduction to Services Marketing: Definition of services, Reasons for emergence of services marketing, Differences in goods and service in marketing, Characteristic of services, Service marketing mix; Level of tangibility, Recent trends in services marketing,	
	8	Marketing challenges in Service industry. Concept of service marketing triangle; SERVQUAL. Managing Marketing strategy and Marketing mix for Hospital and Healthcare Services.	

		Teacher Specific Module (Practicum)	**20**
V		*Identify a hospital and write a note on customer relationship management in hospitals and handling complaints and service recovery.*	

Essential Readings:

1.Services Marketing - Hoffman & Bateson, 4/e, Cenage Learning, 2007.
2. Services Marketing-Valarie A. Zeithaml & Mary Jo Bitner, 5/e, TMH, 2011.
3.Marketing Management by Philip Kotler, Kevin Lane, Abraham Koshy andMithileshwar Jha - Latest edition

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**50**
Test Paper (Practicum)		**15 (P)**
Continuous Evaluation		**25**
Presentation /Case Study		**10 (P)**
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		**100**

KU4DSCBHA201: HUMAN RESOURCES IN HEALTHCARE

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	DSC	200-299	KU4DSCBHA201	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25 T +10 P	50 T+15 P	100	1.5

Course Description:

This course intends to teach students about human resource management and equip them with knowledge, skills and competencies to effectively manage people in an organization. To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human requirements.

Course outcomes :

CO No.	Course Outcomes	Learning Domains
1	Understand the fundamentals concepts of HRM	U
2	Acquire the knowledge on job analysis, job description, job specification.	An
3	Understand the recruitment process, placement, training and other terms related with appraisal.	U
4	Acquire knowledge on employee benefits and incentive system.	U

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
		ITRODUCTION TO HUMAN RESOURCE	**15**
I	1	Nature, Scope, objectives, Importance, Strategic HRM, Personnel Management, Functions of HRM, Principles of HRM, Differences between HRM and Personnel Management, challenges in Managing workforce. Objectives of HRM in Healthcare,	
	2	HRM in Hospitals. Opportunities, challenges and Strategies in Healthcare HRM. Importance of HRM in Healthcare Organizations (Handling healthcare employees, Strategic role of HRM in Healthcare).	

M O D U L E	U N I T	DESCRIPTION	HOURS
		JOB ANALYSIS – RECRUITMENT	**15**
II	3	Job Analysis- Uses, Process, Methods of collecting Job Analysis data. Job Description, Job Specification. Human Resource Planning-Features, Objectives, Importance, the process of HRP.	
	4	Recruitment –Sources and methods of recruitment. New approaches to recruitment. Recruitment policies and procedures. Selection – Meaning, Process.	

M O D U L E	U N I T	DESCRIPTION	HOURS
		TRAINING AND DEVELOPMENT	**15**
III	5	Placement, Induction, Internal mobility and separations – Placement, Induction/orientation, Transfer, Promotion, Demotion, Employee separations.	
	6	Training and Development - Training vs. Development, Types of Training, Training methods. Evaluation of Training methods. Performance and Potential Appraisal – The Performance Appraisal Process, Methods of Performance Appraisal and 360 Degree feedback system.	

			10
IV	7	Incentives and Employee Benefits- Pay for performance systems, Methods of wage payment. Team and Team work – Types of Teams, Team work, Team building, Team development,	
	8	Employee Grievances and Discipline, Collective Bargaining-Types of Bargaining, The process of collective bargaining, Collective bargaining in India, Job stress, counselling and Mentoring.HR Audit in Healthcare services.	

	Teacher Specific Module (Practicum)	**20**
V	*Identify a hospital and write a note on Job Evaluation Techniques used in that hospital.*	

Textbooks (Latest Edition):

1. Human Resource Management – text and cases VSP Rao 3rd edition
2. Human Resource Management – Aswathappa.K
3. Human Resource Management-V. S Subba Rao

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**50**
Test Paper (Practicum)		**15 (P)**
Continuous Evaluation		**25**
Presentation /Case Study		**10 (P)**
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		**100**

KU4DSCBHA202: FINANCIAL MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	DSC	200-299	KU4DSCBHA202	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	-	25 T +10 P	50 T+15 P	100	1.5

Course Description:

Financial Management is offered with intent to equip the students with the basic knowledge of finance theory and its application to develop relevant financial strategies pertinent to profit-seeking organizations. The theme of financial management is structured around three decision making financial areas: Investment- long and short term, Financing and Dividend policy. This imbibes students with analytical and decision-making skills in managing finance through application of theoretical questions and practical problems.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To develop an understanding of principles of finance	
2	To use this understanding for decision taking purposes	
3	To understand financial policies of companies (capital budgeting, forms of financing etc.).	
4	To understand the role of financial markets	

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✔			✔			
CO 2		✔			✔		
CO 3			✔				✔
CO 4			✔			✔	
CO 5	✔			✔			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
I		**INTRODUCTION TO FINANCIAL MANAGEMENT**	**10**
	1	Financial Management-Meaning, Scope, and Objectives	
	2	Profit maximization – Wealth maximization.	

		CAPITAL STRUCTURE	**15**
II	3	Cost of Capital: Meaning & importance , computation of cost of Debt – Cost of Capital - cost of Equity - Weighted Average Cost of Capital.	
	4	Capital Structure – Meaning -Financial Structure –Over Capitalization – Under Capitalisation - Factor affecting Capital structure	

		WORKING CAPITAL MANAGEMENT	15
III	5	Management of Working Capital: Definition and Concepts of Working Capital. Factors affecting Working capital.	
	6	Financing of working capital – Management of Cash, Receivables, and Inventory.	

		CAPITAL BUDGETING	15
IV	7	Capital Budgeting : Meaning – Importance	
	8	Investment Project Evaluation Techniques- Payback period – Average rate of return. Net Present Value Methods - Profitability Index - IR.R.	

	Teacher Specific Module (Practicum)	20
V		
	Directions	

Essential Readings:

1. Financial Management: M. Y Khan & P.K Jain
2. Financial Management:I. M Pandey
3. Financial Management: R.K. Sharue & Shakhi K. Gupta
4. Financial Management: Prasanna Chandra.
5. Financial Management: Geoffrey Knot

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**50**
Test Paper (Practicum)		**15 (P)**
Continuous Evaluation		**25**
Presentation /Case Study		**10 (P)**
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		**100**

KU4VACBHA200: DISASTER MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	VAC	200-299	KU4VACBHA200	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	-	-	25	50	75	1.5

Course Description:

In our rapidly evolving 21st-century world, challenges emerge in diverse forms, transcending borders and intertwining economic, societal, and environmental realms. These challenges profoundly affect vulnerable communities, magnifying their susceptibility to climate-related shocks and disasters. As we navigate through these complexities, it becomes increasingly evident that aligning strategies with global Sustainable Development Goals (SDGs) across various geographical scales is paramount. This alignment incorporates perspectives of environmental sustainability, climate adaptation, and disaster resilience. In light of these considerations, this course aims to equip students with the knowledge and skills necessary to address and mitigate the impacts of disasters in a holistic manner.

Course Prerequisite: NIL

Course Objective(s):

- To provide understanding of the concepts related to disaster
- To highlight the importance and role of disaster management
- To enhance awareness of institutional processes and management strategies tomitigate the impacts of disasters

CO No.	Expected Outcome	Learning Domains
1	Articulate the critical role of disaster management in reducing risks and enhancing resilience	R (Remember), U (Understand)
2	Identify and describe key institutional frameworks and processes in Disaster Management.	U (Understand), A (Apply), E (Evaluate)
3	Conduct risk assessments and develop disaster management plans for specific scenarios.	U (Understand), A (Apply), E (Evaluate)

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✔	✔			✔		
CO 2		✔	✔		✔		
CO 3			✔		✔		
CO 4		✔		✔	✔	✔	
CO 5		✔	✔	✔	✔		

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS

		Concepts and Terminologies	10
I	1	Understanding key concepts of Hazards, disasters; Disaster types and causes (Geophysical, Hydrological, Meteorological, Biological and Atmospheric; Human-made);	5
	2	Global trends in disasters - Impacts (Physical, Social, Economic, Political, Environmental and Psychosocial); Defining Vulnerability (Physical Vulnerability; Economic Vulnerability; Social Vulnerability)	5

		Key Concepts of Disaster Management Cycle	10
II	3	Components of disaster management cycle (Phases: Response and recovery, Risk assessment, Mitigation and prevention, Preparedness planning, Prediction and warning);	5
	4	Disaster Risk reduction (DRR), Community based disaster risk reduction	5

		Initiatives at national and international level	10
III	5	Disaster Risk Management in India and at international level: Related policies, plans, programmes and legislation;	5
	6	International strategy for disaster reduction and other initiatives	5

		Emergency Management	10
IV	7	Explosion and accidents (Industrial, Nuclear, Transport and Mining) - Spill (Oil and Hazardous material)	5
	8	Threats (Bomb and terrorist attacks) - Stampede and conflicts	5

V	Teacher Specific Module		5

Training and Demonstration Workshops (at least two workshops) be organized in association with the NIDM, NDRF, NCDC, Param Military, Fire Brigade, CISF, Fire and Rescue , Local Administration etc.	

Readings (Latest Editions):
1. Sharma, S.C. , Disaster Management, Khanna Book Publishing.
2. Clements, B. W.,: Disasters and Public Health: Planning and Response,Elsevier Inc.
3. Dunkan, K., and Brebbia, C. A., (Eds.) : Disaster Management and HumanHealth Risk: Reducing Risk, Improving Outcomes, WIT Press, UK.
4. Singh, R. B. (ed.), Natural Hazards and Disaster Management: Vulnerability andMitigation, Rawat Publications, New Delhi.
5. Ramkumar, Mu, Geological Hazards: Causes, Consequences and Methods ofContainment, New India Publishing Agency, New Delhi.
6. Modh, S. Managing Natural Disaster: Hydrological, Marine and GeologicalDisasters, Macmillan, Delhi.
7. Carter, N. Disaster Management: A Disaster Management Handbook. AsianDevelopment Bank, Manila.

8. Govt. of India Vulnerability Atlas of India. BMTPC, New Delhi.
9. Govt. of India Disaster Management in India. Ministry of Home Affairs, New Delhi.
10. Matthews , J.A., Natural Hazards and Environmental Change, Bill McGuire, IanMason.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**50**
Continuous Evaluation		**25**
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5

d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
	Total	**75**

KU4VACBHA201: CORPORATE GOVERNANCE AND CSR

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	VAC	200-299	KU4VACBHA201	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	-	-	25	50	75	1.5

Course Description: This course explores the crucial aspects of corporate governance and corporate social responsibility (CSR). It examines the frameworks, principles, and practices that ensure ethical and transparent business conduct, while also considering the social and environmental impact of corporations. Through a combination of theory and practical application, students will gain a comprehensive understanding of responsible business practices in today's globalized world.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains (R=Remember, U=Understand, A=Apply, An=Analyze, E=Evaluate, C=Create)
1	Define and analyze the core principles of corporate governance.	R , U
2	Evaluate the role of different stakeholders in corporate governance structures and critically assess current issues and challenges.	U , A , E
3	Analyze the concept of CSR and its evolving role in the business landscape, identifying and assessing various CSR initiatives and their impact on stakeholders.	U , A , E
4	Develop a critical perspective on the relationship between corporate governance and CSR, effectively communicating this perspective in written or oral formats.	U, An , E , C
5	Understand the regulatory frameworks regarding CSR, both domestically and internationally, applying this knowledge to analyze real-world case studies and develop strategies for compliance.	U , A , An , E

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✔	✔			✔		
CO 2		✔	✔		✔		
CO 3			✓		✓		
CO 4		✓		✓	✓	✓	

CO 5		✓	✓	✓	✓		

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
		Introduction to Corporate Governance	**10**
I	1	Definition, nature, and significance of corporate governance. Evolution of corporate governance practices	5
	2	Agency theory and stakeholder theory, Models of corporate governance (Anglo-American, Continental, and others)	5

MODULE	UNIT	DESCRIPTION	HOURS
		Mechanisms of Corporate Governance	**10**
II	3	Board of directors: composition, functions, and responsibilities. Role of independent directors and committees.	5
	4	Executive compensation and its impact on corporate governance Transparency and disclosure practices	5

MODULE	UNIT	DESCRIPTION	HOURS
		Regulatory Framework and Compliance	**10**
III	5	National and international regulatory frameworks for corporate governance. Role of regulatory bodies (e.g., SEBI)- Corporate governance codes and best practices	5
	6	Compliance Mechanisms and Enforcement Measures	5

MODULE	DESCRIPTION	HOURS
IV	**Introduction and Implementation of CSR**	**10**

	7	Definition, Evolution, and Drivers of CSR. Business case for CSR and its Impact on Stakeholders. Ethical considerations in Business Decision-Making. Frameworks for Integrating CSR into Business Strategies	5
	8	Implementing and Measuring CSR, Core areas of CSR (Environmental, Social, and Economic) . Challenges and Opportunities in Implementing CSR Programs	5

V	**Teacher Specific Module**	**5**
	Directions	

Essential Readings:

1. "Corporate Governance" by Ashish Kalia (5th Edition, 2022, LexisNexis Butterworths)

2. "The CSR Playbook: A Practical Guide to Corporate Social Responsibility" by Amish Tripathi and Roopa Purushottaman (2nd Edition, 2020, Sage Publications India)

3. "The Long Game: How to Build a Sustainable Business in India" by Jahangir Arora (1st Edition, 2018, Penguin Random House India)

4. "India's New Capitalism: The Rise of Corporate Responsibility and Investor Activism" by Vikram Khanna (1st Edition, 2010, Oxford University Press)

Suggested Readings:

1."Inclusive Growth and Development in India" edited by Amiya Kumar Bagchi (1st Edition, 2013, SAGE Publications India)

2."Business and Politics in India" by N. R. Nagarajan (9th Edition, 2021, Sage Publications India)

3."The Indian Economy" by V. Anantha Nageswaran (9th Edition, 2023, Pearson

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	**50**

Continuous Evaluation			25
	a)	Test Paper- 1	7.5
	b)	Test Paper-2	7.5
	c)	Assignment	5
	d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total			**75**

KU4 SECBHA200: EMERGING TECHNOLOGIES AND APPLICATIONS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
IV	SEC	200-299	KU4SECBHA200	3	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	2	0	15 T+10 P	35 T+15 P	75	1.5

Course Objective:
- To provide a comprehensive understanding of emerging technologies such as block chain, IoT, cloud computing, robotics, AR/VR, etc.
- To explore the applications, implications, and strategic advantages of emerging technologies in business for competitive advantage.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Students will understand foundational knowledge of emerging technologies such as block chain, IoT, cloud computing, AR/VR, etc., comprehending their principles, components, and functionalities.	U
2	Students will analyze the practical applications of these technologies in various business contexts, evaluating how they can optimize operations, enhance decision-making, and drive innovation.	An
3	Students will evaluate the strategic implications of adopting emerging technologies, including potential challenges, risks, and opportunities, to formulate informed strategies for competitive advantage.	E
4	Students will develop skills to plan and manage the integration of emerging technologies into business processes, ensuring alignment with organizational goals and effective change management.	C

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
I		Cloud Computing	10

	1	Cloud service models (IaaS, PaaS, SaaS) – Deployment models (public, private, hybrid)- Cloud-based -enterprise solutions	
	2	Cost-benefit analysis and scalability – Security and Governance – Data security and compliance in the cloud – Cloud governance frameworks	

		Internet of Things (IoT) & Industry 4.0	10
II	3	Sensor technologies and connectivity - IoT Applications in Smart cities and infrastructure – Industrial IoT and manufacturing – IoT data processing and storage – Real-time analytics and decision-making –	
	4	Concept of Industry 4.0 – Automation and smart manufacturing – Cyber-physical systems and digital twins – Robotics and advanced manufacturing technologies – Impact on Business Models – Transformation of production and supply chains – Business process optimization	

		Block chain Technology	10
III	5	Fundamentals of Block chain – Decentralization and distributed ledger, Cryptography and consensus mechanisms – Smart contracts – Financial services and digital identity	
	6	Challenges and Opportunities – Security and privacy issues – Regulatory and compliance considerations	

		Augmented Reality (AR) and Virtual Reality (VR)	10
IV	7	Introduction to AR/VR – Key concepts and differences between AR and VR – Historical development and current state - AR/VR applications in marketing and customer experience	
	8	Training and development through immersive technologies – Challenges and Opportunities – Technological limitations and advancements – Integration with existing business processes.	

V	Teacher Specific Module (Practicum)	20
	Hands on sessions on utilizing popular cloud platforms for development and deployment, offering hands-on experience with free tiers and trial accounts. Hands on sessions on block chain technologies, focusing on the basics development and deployment of decentralized applications.	

Essential Readings:

Text Books (Latest Editions):

1. Emerging Technologies by Errol S. van Engelen

2. Internet of Things by Jeeva Jose, Khanna Book Publishing.

3. Digital Transformation: A Strategic Approach to Leveraging Emerging Technologies, Anup Maheshwari

4. Virtual & Augmented Reality by Rajiv Chopra, Khanna Book Publishing.

5. Emerging Technologies for Effective Management by Rahul Dubey, Cengage Publications.

6. IoT Fundamentals: Networking Technologies, Protocols, and Use Cases for the Internet of Things by David Hanes, Jerome Henry, Rob Barton, Gonzalo Salgueiro and Patrick Grossetete.

7. Blockchain for Business by Jai Singh Arun, Jerry Cuomo and Nitin Gaur.

8. Block Chain & Crypto Currencies by Anshul Kausik, Khanna Book Publishing.

9. Industry 4.0 Technologies for Business Excellence: Frameworks, Practices, and Applications by Edited By Shivani Bali, Sugandha Aggarwal, Sunil Sharma.

10. Blockchain, Artificial Intelligence, and the Internet of Things: Possibilities and Opportunities" by Pethuru Raj, Ashutosh Kumar Dubey, Abhishek Kumar, Pramod Singh Rathore.

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	35
Test Paper (Practicum)	15 (P)
Continuous Evaluation	15
Presentation/Case Study	10 (P)

a)	Test Paper- 1	5
b)	Test Paper-2	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report/Assignment	5
	Total	**75**

SEMESTER V

Course Category	Code	Credit	Course	Major Elective	Code	Hours
Discipline Specific Core Courses (DSC)	KU5DSCBHA300	4	Cost Accounting *	Major	A8	4
	KU5DSCBHA301	4	Business Research Methodology *	Major	A9	4
	KU5DSCBHA302	4	Quality Management in Health Care*	Major	A10	4
Discipline Specific	KU5DSEBHA303	4	Hospital Records Management	Major Elective	A11	5

Course Category	Code	Credit	Course	Major/Elective	Code	Hours
Elective Courses (DSE)	KU5DSEBHA304	4	Hospital Information System	Major Elective	A12	5
Skill Enhancement Courses (SEC)	KU5SECBHA300	3	Office Automation	SEC 2		3

SEMESTER VI

Course Category	Code	Credit	Course	Major/ Elective	Code	Hours
Discipline Specific Core Courses (DSC)	KU6DSCBHA300	4	Management Accounting*	Major	A13	4
	KU6DSCBHA301	4	Materials Management in Hospitals *	Major	A14	4
	KU6DSCBHA302	4	Hospital Hazards Management *	Major	A15	4
Discipline Specific Elective Courses (DSE)	KU6DSEBHA303	4	Patient Care management	Major Elective	A16	5
	KU6DSEBHA304	4	Hospital Planning And Architect	Major Elective	A17	5
Skill Enhancement Courses (SEC)	KU6SECBHA300	3	Internship	SEC 3		3

SEMESTER – V

KU5DSCBHA300: COST ACCOUNTING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
V	DSC	300-399	KU5DSCBHA300	4	4

Learning Approach (Hours/ Week)	Marks Distribution	Duration of

Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	ESE (Hours)
4	0	-	30	70	100	2

Course Description:

This course covers the fundamental concepts and various aspects in Cost accounting. This course discusses how to prepare a cost sheet, costing for materials, labour cost and overheads. It also throws some light on Management Reporting in general. And thus this course as a part of the Business administration programme provides fundamental knowledge and basic understanding on various methods, tools and techniques of cost accounting helpful for financial decision making required for a budding professional in the domain of accounting and finance.

Course Outcomes:

Co No.	Expected Outcome	Learning Domains
1	Explain the nature, scope, objectives and limitations of costing	U
2	Identify the elements of cost and describe their ascertainment and control	An
3	Explain various methods of costing and their suitability for different industries	A
4	Ascertainment of cost by following various methods under varied industries.	U

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	√						
CO 2		√					
CO 3			√				
CO 4				√		√	
CO 5					√		√

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
I		**Cost Accounting Introduction**	**15**
	1	Concepts, objectives, scope, Advantages and limitation –Methods of Costing, Techniques of costing (Theory only)-Elements of cost and Cost classification.	
	2	Material-Meaning-classification of material-material control process-stores control-stores records-bin card and stores ledger-stores stock levels-methods of pricing material issues(FIFO,LIFO, Simple Average, Weighted Average)	

MODULE	UNIT	DESCRIPTION	HOURS
II		**Labour and Overhead**	**10**
	3	**Labour**-Meaning and Types-concept of Time keeping and Time Booking-system of Wage Payment—Time wage system- piece wage system-Premium Bonus plans (Halsey plan, Rowan premium plan, Taylor's Differential Piece Rate System-labour turnover-concept and causes of labour turnover.	
	4	**Overhead-**Meaning –classification—Departmentalization of overheads-Allocation and Apportionment of Overhead (direct-simultaneous-step ladder-repeated distribution methods)-Absorption of overhead (labour hour rate method and machine hour rate method (simple problems))	

MODULE	UNIT	DESCRIPTION	HOURS
III		**Methods of Costing**	**10**
	5	Methods of costing –Unit Costing-Meaning-Objectives-Cost Sheet-preparation of tender and quotation-Job Costing-job cost sheet-	
	6	Batch Costing-EBQ-Operating costing-Meaning-types of service costing-preparation of Operating Cost Sheet.	

MODULE	UNIT	DESCRIPTION	HOURS
IV		**Process Costing**	**10**
	7	Process costing-meaning-advantages –applications of process costing-preparation of process account-simple process accounts(without process loss)-process costing with normal process loss-process costing with abnormal process loss-process costing with abnormal gains.	

8	Contract costing-Basic concepts-preparation of contract account (completed contract account and incomplete contract account)	

V	**Teacher Specific Module**	**5**

Essential Readings:

1. Cost Accounting Principles and Practices-Iyengar.S.P.
2. Cost Accounting-S.P.Jain & K.L.Narang
3. Management Accounting –Dr. S.P. Gupta
4. Cost Accounting-Jawaharlal
5. Cost Accounting-Dr. A.D. Agarwal
6. Practical Cost Accounting- A.D. Agarwal
7. Management Accounting-R.K.Sharma& S.K. Gupta

Assessment Rubrics:

Evaluation Type		**Marks**
End Semester Evaluation		**70**
Continuous Evaluation		**30**
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		**100**

KU5DSCBHA301: BUSINESS RESEARCH METHODOLOGY

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
V	DSC	300-399	KU5DSCBHA301	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description:

Introduces the nature and process of research. Also creates required knowledge and skill in pursuing research.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	understand nature and process of research	U
2	enable to define and develop research problem	U, AP
3	develop and apply research design	U, AN
4	design measurement scales and collect data for research	A,E
5	develop systematic research report	C

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	1			4			
CO 2		2			5		
CO 3			3				

CO 4		3				
CO 5	1		4			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
1		**Introduction to Research**	**10 hrs**
	1	Meaning and Definition of Research, Purpose, Types of research, Criteria of good research. Scientific method and its basis – Induction and Deduction.	
	2	Business Research –Meaning, scope, Functions; Steps in Research process (a brief description only)	

		Research Problem and Design	**21 hrs**
2	3	Research Problem: Meaning and Definition, sources of problem, Formulation of problem, criteria of a good research problem.	
	4	Research Design: Meaning, Importance, Concepts related to research design, types of research design- Exploratory, Descriptive/ Diagnostic, Experimental/ Hypothesis testing research designs, Contents of research design	

3	**Data Collection**		**12hrs**

	5	Data Collection - Meaning and types of data: Measurement: Concept of measurement– what is measured? Problems in measurement in research – Validity and Reliability. Levels of measurement – Nominal, Ordinal, Interval, Ratio	
	6	Primary and Secondary data; Methods of collecting primary data; Secondary data- Meaning, sources, Precautions to be taken before using secondary data.	

		Report writing	12 hrs
4	7	Report: Meaning, qualities of a good report, types of report, steps in report writing, Layout of research report- Prefatory items, Main body, Terminal items.	
	8	Report writing: Meaning, qualities of a good report, types	

	Teacher Specific Module	5
5	*Directions*	

Essential Readings:

1. Naresh Malhotra, John Hall, Mike Shaw &Peter (Latest Edition), *Market Research*, Second Edition. Prentice Hall.

2. Kothari, C.R. (Latest Edition), *Research Methodology – Methods and Techniques*, Second Edition. New Delhi: New Age International.

3. Krishnaswamy OR & Ranganatham, M. (Latest Edition), *Research Methodology in Social Science.* New Delhi: Himalaya.

4. Panneerselvam, R. (Latest Edition), *Research Methodology*, New Delhi: Prentice Hall.

Suggested Readings:

1. Uma Sekharan. (Latest Edition). *Research Methods for Business*. Wiley Publications.

2.Sekharan Uma & Roger Bougie (Latest Edition) *Research Methods for Business: A Skill Building Approach.* John Wiley and Sons

3.Shashi K Gupta & Praneet Rangi: Business Research Methods, KalyaniPublishers

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**70**
Continuous Evaluation		**30**
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		**100**

KU5DSCBHA302: QUALITY MANAGEMENT IN HEALTH CARE

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
V	DSC	300-399	KU5DSCBHA302	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description:

Understanding the Evolution of Quality Management and concepts including Quality Circles and Quality Assurance in healthcare organization. Understanding Concept of Hospital Accreditation including India and abroad Organizations for accreditations process in systematically.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the Evolution of Quality Management and concepts including Quality circle and Quality assurance in healthcare organizations.	U
2	Acquire the knowledge on Hospital Accreditation	An
3	To understand about Quality control tools and techniques.	U
4	To get a general idea on Quality management in healthcare sector.	U

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	1			4			
CO 2		2			5		

CO 3		3		
CO 4		3		
CO 5	1		4	

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
I		**QUALITY**	**15 hrs**
	1	Quality: Significance- Meaning-Concept- Quality Terminologies- Total Quality Management- Concept- Elements- Aspects- Focus- Components- Process.	
	2	Quality assurance – process- Methods- Standards and criteria - purpose- Quality assurance committee.	

		QUALITY CONTROL	**15hrs**
II	3	Quality control tools & techniques - Brain storming, Bench marking, Business process reengineering (BPR), Pareto Analysis- Cause and Effect Analysis-	
	4	Benchmarking- Redesign process- statistical process control, fish bone diagram, six sigma concept, poka yoke, Continuous quality improvement (CQI), quality circles	

		QUALITY MANAGEMENT	**10hrs**
III		Concepts of Accreditation in Hospitals: NABH, NABL, JCI - ISO 9000 Quality Management- Meaning- Purpose-	

	5	Characteristics. Effects and Benefits of ISO 9000 management System & clauses.	
	6	Audits for quality assessment & management-Antibiotic audit, Infection control Review & Tissue Committee review.	

	ROLE OF QUALITY	**10hrs**
	7 Organisation and Roles in Quality: Quality Policy; Commitment to Patients and Staff; Code of Conduct for Health Professionals;	
IV		
	8 Job Description of Quality Manager; Quality Steering Committee; Obstacles to the practice of Quality in Hospitals:	

	Teacher Specific Module	**5**
V	*Directions Write a note on contributions by Quality Management Gurus (Kaoru Ishikawa, Juran's triology, Kaizen, Deming, Pareto.*	

Text Books

1) Principles of Hospital Administration and Planning, by B.M.Sakharkar published

by: Jaypee Brothers, Medical Publishers (P) Ltd., New Delhi, 2010

2) Sridhar Bhat, Total Quality Management, Himalaya House pub., Mumbai, 2002

3) SundaraRaju S.M., Total Quality Management: A Primer, Tata McGraw Hill

4) D.D. Sharma,Text book of Quality Management

Assessment Rubrics:

Evaluation Type	Marks
End Semester Evaluation	**70**

Continuous Evaluation		**30**
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		**100**

KU5DSEBHA303: HOSPITAL RECORDS MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
V	DSE	300-399	KU5DSEBHA303	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	-	25 T +10 P	50 T+15 P	100	1.5

Course Description:

Student will be able to understand about importance of medical records management and types of medical records in healthcare delivery and quality of patient care. Student will be proficient in medical department management including planning, organizing, directing and controlling of medical records department.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the Basic concepts of Record Management.	U
2	Acquire the knowledge on types of medical records, Forms and Consent.	An
3	Acquire knowledge on Medical Legal Records, Legal and Ethical issues in Medical Records Management.	U
4	To understand Electronic Health Records Management	U

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✔			✔			
CO 2		✔			✔		
CO 3			✔				✔
CO 4			✔			✔	
CO 5	✔			✔			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
I		**MEDICAL RECORD**	**10**
	1	Medical Record: Meaning, Purpose, Development and Content, Format, Uses and Importance;	
	2	Medical Records Department: Functions, Objectives, Assembling, Filing, Filing System, Coding, Indexing, Deficiency check, Retrieval, Retention, Storage.	

MODULE	UNIT	DESCRIPTION	HOURS
II		**SERVICES**	**15**
	3	Other Services: Outpatient- Inpatient- Admission- laboratory- Radiology- Pharmacy-	
	4	Control of Movement of Records- Statistics. Inactive Medical Records treatment: Standards for Medical Record Services.	

		MEDICAL FORMS AND REGISTERS	15
III	5	Medical Forms and Registers: Meaning- Standardization- Availability- Development- Design- Control- Inventory- Uses-Basic Forms-	
	6	Registers: hospital Administrative Records- Nurses records.	

		LEGAL ASPECTS OF MEDICAL RECORDS	15
IV	7	Legal aspects of Medical Records: Introduction- Personal- Impersonal- Documentation medical audit committee- Tools-	
	8	Medicolegal Cases- Custody- Disposal- Consent- Release of information- Code of Ethics- Purpose of Confidential Relationship- Law of Evidence- Responsibility.	

	Teacher Specific Module (Practicum)	20
V	*Directions: Write a note on Medical Records in Infection Control and Present the same*	

Essential Readings:

1. Rajendra Pal Korlahalli JS, Essentials of Business Communication, Sultan Chand and Sons, New Delhi, 1999.

2. Prasantha Ghosh K. Office Management, Sultan Chand and Sons, New Delhi, 1995.

3. Dean F. Sittig (2014) Electronic Health Records challenges in design and implementation, Apple academic press.

4. Jem Rashbass & Heidi Tranberg Medical Records Use and Abuse, CRC press (Taylor and Francis Group)

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**50**
Test Paper (Practicum)		**15 (P)**
Continuous Evaluation		**25**
Presentation /Case Study		**10 (P)**
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		**100**

KU5DSEBHA304: HOSPITAL INFORMATION SYSTEM

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
V	DSE	300-399	KU5DSEBHA304	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	-	25 T +10 P	50 T+15 P	100	1.5

Course Description:

Identify and appreciate areas of Computer and IT Applications in Hospitals and Healthcare Programs. Understand Hospital / Health Information System – HIS

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the basic concepts of Hospital Information System.	U
2	To understand the concept of DSS and MIS.	U
3	To learn about basic challenges and management of ethical issues related with Information System.	A
4	To get a general idea on different types of HIS.	U

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7

CO 1	✔			✔			
CO 2		✔			✔		
CO 3			✔				✔
CO 4			✔			✔	
CO 5	✔			✔			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
I		**INTRODUCTION**	**10**
	1	Introduction to Hospital Information System: Definition- Database in HIS- Components of HIS- Tasks of HIS- Advantages of HIS-	
	2	Hospital information system life cycle- Health information system training- Challenges to HIS.	

		COMPUTER NETWORK TOPOLOGY	**15**
II	3	Introduction: Evolution of Computers- Generations; types of Computers- Hardware and software – Types of software –Storage Devices data representation for Computers.	
	4	Computer Networks Types of Networks- LAN, WAN, MAN- Network Topologies introduction to Internet, Intranet, Extranet.	

		MANAGEMENT INFORMATION SYSTEM	15
III	5	Introduction to MIS – Concept, roles & objectives of MIS, Components of MIS,	
	6	MIS and computers, Impact of MIS, systems approach to MIS, Advantages and disadvantages of computer-based MIS. Decision support system, MIS and role of DSS.	

		OFFICE AUTOMATION	15
IV	7	Structuring Medical Records to carry out functions like Admissions, Discharge, Treatment history - HIS for Various Levels of Management (Top / Middle / Operational) Integrated HIS (IHMIS)	
	8	Comprehensive Single Hospital MIS (CSHS), Comprehensive Multi-hospitals MIS (CMHS), Business Office Multi hospital MIS (BMHS) and Special Purpose Single Hospital MIS (SSHS). (Only Basic Concepts)	

	Teacher Specific Module (Practicum)	20
V	*Write a report on Security and Ethical Challenges in HIS and Security management of Information Technology.*	

Essential Readings:

1. Javedkar, W.S.-Management Information Systems (Tata McGraw-Hill Publishing Company Ltd., New Delhi)
2. Mardic R.G., Ross J.E.&clagget J.R. - Information System for Modern Management (Prentice Hall of India)
3. James A.O. Brien Management Information Systems, (Galgota Publications)
4.Mary Jo Browie and Michelle A. Green, 'Essentials of HealthInformation Management: Principles andPractices,Paperback,2015.
4. Informatics and Telematics in Health – Present and PotentialUse (WHO, Geneva) Marlene Maheu, Pamela Whitten &Ace Allen, E-Health,

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**50**
Test Paper (Practicum)		**15 (P)**
Continuous Evaluation		**25**
Presentation /Case Study		**10 (P)**
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		**100**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
V	SEC	300-399	KU5SECBHA300	3	3

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	0	0	25	50	75	1.5

Course Objective:

To provide and develop office automation skills among students . and to manage an office using various Office automation tools.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Explain fundamentals and use of computers in day-to-day work environment.	U
2	Prepare and develop skills in correspondence, maintain office records and filing practices.	C
3	Up to date and expand the basic informatics skills necessary in the emerging knowledge society	E
4	Effectively utilize the digital knowledge resources for their studies	C
5	State the areas where IT can be used effectively	C
6	Manage routine office activities by using computers to store,	An

M O D U L E	U N I T	DESCRIPTION	HOURS
		retrieve and share data.	

Contents for Classroom Transaction:

M O D U L E	U N I T	DESCRIPTION	HOURS
I		**Office Management**	**10**
	1	Office management –meaning-concepts of organization-Departmentation of modern office-Managing office routines-	
	2	work place-meaning-workplace text and correspondence-Features-types of work place texts -IT and workplace-issues and concerns-digital divide-cyber ethics and cyber crimes-information overload-computer and internet –E-waste.	

M O D U L E	U N I T	DESCRIPTION	HOURS
II		**Fundamentals of computer System**	**10**
	3	Fundamentals of computer system-meaning and functions-functional units of computer-peripherals of computer-operating system-	
	4	hardware and soft ware-types of computers-Computer Generations-various computer terms and their functions	

M O D U L E	U N I T	DESCRIPTION	HOURS
III		**Data Management System**	**10**
	5	Ergonomics Guidelines-meaning-basic guidelines –work safety on computer-Basic precautions-cyber security-confidentiality in workplace-confidentiality standards and security measures.	
	6	Electronic data management system-importance-collection and handling of data-electronic filing-classification of filing(conventional, modern and other methods)	

		Programmes for Office Management	10
IV	7	Programmes for Office Management-Introduction to word processing-software packages for word processing-creating a document-edit, save, printing a document in word processor-mail merge-	
	8	Power Point Presentation-introduction to presentation-software packages for presentation-creating presentation slides –application tools for slide preparation and presentation-(20 HourPracticals)	

		5
V	**Teacher Specific Module**	
	IT Practical	

Reference.

1.V. Rajaraman : Introduction to Information Technology. PrenticeHall

2. Technology in Action : Pearson.

3. Alexis Leon & Mathews Leon : Computer Today, Leon Vikas.

4. V.K.Jain : Computer Fundamentals

5. Vijay Kumar Khurana : Management of Information Technology -

B.Jolly&K.S.Jolly; SunithaPrakasan

6. Rechard Peterson Negus: Linux Bble, Wiley India Private Limited.

7. Mike Mc Grath, Linux in Easy steps, Dream Tech Press New Delhi

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**50**
Continuous Evaluation		**25**
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5

d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		**75**

SEMESTER – VI

KU6DSCBHA300: MANAGEMENT ACCOUNTING

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
VI	DSC	300-399	KU6DSCBHA300	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description:

The course is designed to provide a comprehensive understanding of accounting principles and their application in managerial decision-making. It covers various aspects of accounting techniques and tools that aid managers in planning, controlling, and evaluating business operations.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1.	Understand various financial concepts used in making accounting management decision.	U, R
2.	Make the students in taking the managerial decisions by using various tools of financial statement analysis.	U, A & E
3.	Apply the concepts of marginal costing and standard costing in decision making	A, An & E
4.	Prepare and analyze budgets and financial statements for internal management purposes	An & E

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✔			✔			
CO 2		✔			✔		
CO 3			✔				✔
CO 4			✔			✔	
CO 5	✔			✔			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
		Introduction to Management Accounting	**8**
I	1	Introduction- Meaning and Definition – Objectives. Nature and Scope– Functions. Relationship between Financial Accounting and Management Accounting, Relationship between Cost Accounting and Management Accounting. Tool and Technique of Management Accounting (Concepts only)	
	2	Advantages and limitations of Management Accounting Role of Management Accountant- Functions and responsibilities, Ethical considerations in management accounting	

		Analysis and Interpretation of Financial Statement Analysis	20
II	3	Concepts, Process and Limitations. Techniques and Methods used for financial statement analysis- Trend Analysis and Comparative Financial Statements and its applications in industries.	
	4	Ratio Analysis: - Introduction-Meaning and Definition of Ratio Analysis – Uses and Limitations –Classification of ratios- Liquidity ratios, Profitability ratios, Turnover and Solvency ratios. Problems on conversion of financial statements into ratios and ratios into financial statements	

		Marginal Costing and Standard Costing	20
III	5	Introduction-Meaning and definition of marginal cost, features of marginal costing- P/V ratio, BEP, Margin of Safety, Angle of Incidence and Break-Even Chart. Break Even Analysis- Applications, Assumptions and Uses Problems.	
	6	Standard costing: concept, features and process, Variance analysis: Problems (Material and labour only). Absorption Costing: Concept and Applications	

		Budgetary Control	12
IV	7	Meaning and Definition, objectives, advantages and limitations of budgetary control.	
	8	Types of budget- Flexible budget and Cash Budget (Problems), Difference between budgetary control and standard costing	

	Teacher Specific Module	5
5		
	Directions	

Essential Readings:

1. *Dr. S.N. Maheswari, Management Accounting, Mahavir Publications*

2. *Sharma and Gupta, Management Accounting, Kalyani Publishers.*

3. *Dr. S.N. Goyal and Manmohan, Management Accounting, S.N. Publications.*

4. *B.S. Raman, Management Accounting, United Publishers.*

5. *M N Arora, Accounting for Management, Himalaya Publisher*

Suggested Readings:

1. Management Accounting" by Anthony A. Atkinson, Robert S. Kaplan, Ella Mae Matsumura, and S. Mark Young
2. "Managerial Accounting" by Ray H. Garrison, Eric W. Noreen, and Peter C. Brewer

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**70**
Continuous Evaluation		**30**
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		**100**

KU6DSCBBA301: MATERIALS MANAGEMENT IN HOSPITALS

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
VI	DSC	300-399	KU6DSCBHA301	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description:

Understand the hospital purchase concepts with effective Principles of Purchasing Management. Remember. Develop skills to focus the hospital inventory management with managing lead time's analysis, and maximum, minimum level, reorder level and safety positions of the inventory.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the concept and integrated approach to materials planning and control.	U
2	To understand Purchase Management in hospitals.	U
3	To learn about Materials handling in hospitals.	A
4	To get a general idea on Inventory Management.	A

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

	PSO 1	PSO 2	PSO 3	PSO 4
CO 1				
CO 2				
CO 3				

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
I		**MATERIALS MANAGEMENT**	**15**
	1	Materials management: concept- objective- importance- materials planning- integrated approach to materials planning and control-	
	2	Relevance of materials management to hospitals. Logistic Management: importance-objectives-functions- Principles.	

		PURCHASE MANAGEMENT	15
II	3	Purchasing Management – objectives –scope-centralized vs. decentralized purchasing- Principles of Purchasing Management-	
	4	Purchasing – types, significance of purchasing policy, principles of scientific purchasing, factors affecting purchasing, essence of sound purchasing policy, purchasing methods, purchasing procedure, imports of equipment's and medicines for hospitals. Tendering Procedures – procurement procedure - Letter of credit.	

		MATERIALS HANDLING	14
III	5	Materials Handling: Importance- Principles- Benefits- Materials handling equipment's- Selection of material handling equipment's.	
	6	Stores management – objectives, functions, store's location, documentation and store procedure store accounting and records, stock verification, principles of storage, types of storage care & preservation of materials.	

		INVENTORY CONTROL	11
IV	7	Inventory Control: significance- objectives-categories of hospital inventories- types of Inventory cost –Inventory Control Systems – Pareto's law;	
	8	Inventory techniques: ABC/VED Analysis– Lead Time Analysis – Maximum and Minimum Level - Reorder level – Economic Order Quantity (EOQ) - JIT.	

	Teacher Specific Module	5
V		

Essential Readings:

1) Purchasing and Materials Management, K C Jain &JeetPatidar, S. Chand
Publishing, 2019.
2) Introduction to Materials Management, Pearson, Pearson Education, Eighth edition,
2017.
3) Purchasing and Materials Management, P. Gopalakrishnan, McGraw Hill
Education; 1st edition, 2017.
4) Jha s.m, hospital management 2001, hph, mumbai.
5)Ammer s, purchasing and materials management for health care institutions; north eastern
university.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**70**
Continuous Evaluation		**30**
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		**100**

KU6DSCBHA302: HOSPITAL HAZARDS MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
VI	DSC	300-399	KU6DSCBHA302	4	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
4	0	0	30	70	100	2

Course Description:

This subject will give an idea on Hospital hazards, Hospital related infections, Bio Medical waste Management, and an introduction on Medical Insurance which helps the students to gain a basic knowledge on hospital risks and its management.

Course Prerequisite: NIL

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the concept of Hospital Hazards.	U
2	To understand Hospital related infections like Nosocomial Infections.	U
3	To learn about Bio Medical Waste management.	A
4	To get a general idea on Medical Insurance.	A

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	1			4			
CO 2		2			5		
CO 3			3				
CO 4			3				
CO 5	1			4			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS

		HOSPITAL HAZARDS	15 Hrs
I	1	Hospital Hazards: Meaning- Types- Physical, Biological, Mechanical, Psychological- its impact on employees- Preventive measures.	
	2	Hospital hazards Management- Need- Principles- Purpose.	

		INFECTION	15 hrs
II	3	Hospital related Infection: Type of infection- Common Nosocomial infection and their causative agents- Prevention of hospital acquired infection-	
	4	Role of CSSD- Infection control committee- Monitoring and control of cross infection.	

		MEDICAL WASTE MANAGEMENT	14 Hrs
III	5	Bio medical waste management: Meaning- categories of bio medical wastes- Disposal of Bio medical waste products – Incineration and its importance-	
	6	TNPCB rules and schedules- Standards for waste autoclaving, microwaving and deep burial- segregation, packaging- Transportation and storage.	

		MEDICAL INSURANCE	16 Hrs
IV	7	Medical Insurance: Insurance companies- Life insurance for people with medical problems-	
	8	Medicare- Third party insurance- paramount healthcare services- star health and service Ltd.- ICICI Lombard Insurance Co.- Their payment terms and conditions	

5	Teacher Specific Module	5

Essential Readings:

1.Park k, *Preventive and social Medicine*

2.Park k, *Text Book on Hygiene and preventive Medicine*, Banarsidas Bhanot

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**70**
Continuous Evaluation		**30**
a)	Test Paper- 1	10
b)	Test Paper-2	10
c)	Assignment	5
d)	Seminar/ Book/ Article Review/ Viva-Voce/ Field Report	5
Total		**100**

KU6DSEBHA303: PATIENT CARE MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
VI	DSE	300-399	KU6DSEBHA303	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	-	25 T +10 P	50 T+15 P	100	1.5

Course Description:

To understand the importance of patient care management. To be acquainted with the medical ethics and auditory procedures and how to maintain quality in patient care management.

Course Outcomes:

CO No.	Expected Outcome	Learning Domains

1	Understand concepts of patient care management.	U
2	To understand Quality in patient care management.	U
3	To learn about patient classification and the role of case mix.	A
4	To get a general idea on medical ethics and auditory procedures.	U

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✔			✔			
CO 2		✔			✔		
CO 3			✔				✔
CO 4			✔			✔	
CO 5	✔			✔			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
I		**PATIENT MANAGEMENT**	**10**

	1	Patient centric management-Concept of patient care, Patient-centric management, Organization of hospital departments, Roles of departments/managers in enhancing care,	
	2	Patient counseling & Practical examples of patient centric management in hospitals-Patient safety and patient risk management.	

		QUALITY MANAGEMENT	15
II	3	Quality in patient care management-Defining quality, Systems approach towards quality.	
	4	Towards a quality framework, Key theories and concepts, Models for quality improvement & Variations in practice.	

		PATIENT CLASSIFICATION	15
III	5	Patient classification systems and the role of casemix-Why do we need to classify patients, Types of patient classification systems,	
	6	ICD 9 (CM. PM). Casemix classification systems, DRG, HBG, ARDRG. Casemix innovations and Patient empowering classification systems.	

		MEDICAL ETHICS	15
IV	7	Medical ethics & auditory procedures-Ethical principles, Civic rights, Consumer Protection Act, Patient complaints powers & procedures of the district forum. State and National commission, Patient appeals, Autopsy. Tort liability, Vicarious liability. Medical negligence. Central & state laws, Use of investigational drugs,	
	8	Introduction/need & procedures for medical audit, Audit administration &regulating committees-Confidentiality and professional secrecy. ethics of trust and ethics of rights - autonomy and informed consent, under trading of patient rights — universal accessibility — equity and social justice, human dignity.	

V	Teacher Specific Module (Practicum)	20

Essential Readings:

1.Goel S L & Kumar R. *Hospital Core Services: Hospital Administration Of The 215 Century 2004* Deep Publications Pvt Lid: New Delhi

2.Gupta S & Kant S.*Hospital & Health Care Administration: Appraisal and Referral Treatise 1998* Javpee, New Dethi

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**50**
Test Paper (Practicum)		**15 (P)**
Continuous Evaluation		**25**
Presentation /Case Study		**10 (P)**
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		**100**

KU6DSEBHA304: HOSPITAL PLANNING AND ARCHITECT

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
VI	DSE	300-399	KU6DSEBHA304	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	-	25 T +10 P	50 T+15 P	100	1.5

Course Description:
To understand the necessity of architecture and planning in Hospitals

Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	Understand the basic concepts of Hospital Planning and process.	U
2	To Learn about the importance of Hospital Architect.	U
3	To learn about technical analysis of a hospital.	A
4	To get a general idea on hospital Design and Standards.	U

Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	✔			✔			
CO 2		✔			✔		
CO 3			✔				✔
CO 4			✔			✔	
CO 5	✔			✔			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS

		PLANNING	10
I	1	Planning: Principles of planning – regionalization - hospital planning team – planning process – size of the hospital – site selection –	
	2	hospital architect – architect report – equipping a hospital – interiors & graphics – construction & commissioning – planning for preventing injuries – electrical safety	

		TECHNICAL ANALYSIS	15
II	3	Technical analysis: Assessment of the demand and need for hospital services .	
	4	Factors influencing hospital utilization – bed planning – land requirements – project cost – space requirements –hospital drawings & documents-preparing project report.	

		HOSPITAL DESIGN AND STANDARDS	15
III	5	Hospital standards and design: Building requirement – Entrance & Ambulatory Zone – Diagnostic Zone – Intermediate Zone – Critical zone – Service Zone – Administrative zone – List of Utilities – Communication facility – Biomedical equipment -	
	6	Voluntary & Mandatory standards – General standards – Mechanical standards – Electrical standards – standard for centralized medical gas system – standards for biomedical waste.	

		FACILITIES	15
IV	7	Facilities planning: Transport – Communication – Food services –	
	8	Mortuary – Information system – Minor facilities – others.	

V	**Teacher Specific Module (Practicum)**	**20**

Essential Readings:

1.G.D.Kunders, Designing For Total Quality In Health Care

2.Gupta S.K;SunilKant Chandra Shekhar; R Satpathy, Modern Trends In Planning And Designing Of Hospitals

3.Syed Amin Tabish, Hospital And Nursing Homes Planning, Organisations &Management G.D.Kunders, Hospitals, Facilities Planning And Management

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		**50**
Test Paper (Practicum)		**15 (P)**
Continuous Evaluation		**25**
Presentation /Case Study		**10 (P)**
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5

d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		**100**

KU6SECBHA300: INTERNSHIP

Semester	Course Type	Course Level	Course Code	Credits	Total Hours
VI	DSE	300-399	KU6SECBHA300	3	3

Learning Approach (Hours/Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/Internship	Tutorial	CE	ESE	Total	
3	0	0	25	50	75	0

Healthcare Management Internships for three credit hour enables students to gain a multitude of experiences in a health care atmosphere aligning their interest and potential with the expectation of the corporate. During the Internship students are expected to:

- Work on communications, marketing, operations, administrative, research and other areas.
- Keep in contact with the program instructors regarding tasks for the project Healthcare Management coursework which is an outbound experiential learning.
- Completion of a project provides learning and gives a practical exposure to industry demands. They gain, hands on experience for a better understanding and demonstratetheir ability to apply learned skills.
- The students are expected to record their learning in a systematic manner and submit a project report (In consultation with Academic guide and institutional guide) for evaluation. Efforts to be taken to check plagiarism.
- Hospital orientation training (Along with project work) (certificate of Hospital Training should be enclosed with the training report of Min 50 Pages)
- The duration of the project is for 1 Month.