PERIYAR UNIVERSITY
SALEM -11

PERIYAR INSTITUTE OF DISTANCE EDUCATION
(PRIDE)

REGULATIONS AND SYLLABUS

(MASTER BUSINESS ADMINISTRATION)
HOSPITAL MANAGEMENT

(STUDENTS ADMITTED FROM 2014- 2015 ONWARDS)
REGULATIONS

1. **ELIGIBILITY FOR ADMISSION:**
   Candidates for admission to the first year of the Master of Business Administration degree course shall be required to pass to Bachelor's Degree of any discipline in any Recognized University.

2. **DURATION OF THE COURSE:**
   The course shall extend over a period of two academic years / calendar years. The subjects of study shall be in "accordance with the syllabus prescribed from time to time.

3. **SUBJECTS OF STUDY:**
   The total number of subjects of study will be 16 out of which 15 will be compulsory and the remaining 1 will be electives / project.
   The candidates shall take 8 subjects in the First year and the remaining subjects / project in the second year.
   All subjects carry a maximum of 100 marks each. The project carries 100 marks. There will be no viva voce examination on project.

4. **SCHEME OF EXAMINATION:**
   In each Examination for the written paper, 25% of marks shall be awarded by the continuous internal assessment and 75% of marks by external valuation, by the University. Each examination for the written paper shall be of 3 hours duration and carry 75 marks.
   The distribution of examination shall be as follows:

**FIRST YEAR:**

1.1 Principles of Management
1.2 Organizational Behavior
1.3 Managerial Economics
1.4 Human Resource Management
1.5 Marketing Management
1.6 Accounting for Managers / Financial and Management Accounting
1.7 Managerial Communication
1.8 Entrepreneurship in Hospital Industry
Second Year
2.1 Principles of Hospital Management
2.2 Materials Management in Hospital
2.3 Hospital Records Management
2.4 Hospital Related Law
2.5 Hospital Services marketing
2.6 Hospital Hazard management
2.7 Hospital Information System

Elective: 2.8 Project work/Elective paper: Business Environment and Ethics

1. The Project Guide should MBA / M.Phil / with two year of Teaching Experience in the concern syllabus and approval must be obtained from the Director PRIDE

2. The copy of the approval must be enclosed in the project at the time of submission of the projects.

3. Other conditions will apply as per PRIDE rules and regulations
Question Paper Pattern (Common to all Theory Exams)

Duration: 3 hrs.                                      Total Marks: 75

PART-A (5 x 5 = 25 Marks)

Answer all questions each answer not to exceed one page

1. (a) Question from Unit-I or
   (b) Question from Unit-I

2. (a) Question from Unit-II or
   (b) Question from Unit-II

3. (a) Question from Unit-III or
   (b) Question from Unit-III

4. (a) Question from Unit-IV or
   (b) Question from Unit-IV

5. (a) Question from Unit-V or
   (b) Question from Unit-V

PART-B (5 x 10 = 50 Marks)

Answer all Questions each answer not to exceed four pages

6. (a) Question from Unit-I or
   (b) Question from Unit-I

7. (a) Question from Unit-II or
   (b) Question from Unit-II

8. (a) Question from Unit-III or
   (b) Question from Unit-III

9. (a) Question from Unit-IV or
   (b) Question from Unit-IV

10. (a) Question from Unit-V or
    (b) Question from Unit-VI.1
1.1. PRINCIPLES OF MANAGEMENT

UNIT-1 - Introduction
Definition and Meaning - Introduction - characteristics of Management - Scope and functional areas of management - Levels of Management and Administration.

UNIT-II - Planning

UNIT-III - Organizing
Organizing and staffing - Nature - Principles - Types - Departmentation - Committees - Centralization Vs Decentralization authority and Responsibility - Span of control - MBO and MBE -Staffing process.

UNIT-IV - Directing

UNIT-V - Co-ordination and Control
Co-ordination and Control - Meaning - Need - Principles effective Co-ordination - Problems - importance of Control - Span of Control.

Reference Books:
1.2 ORGANISATIONAL BEHAVIOUR

UNIT-I

UNIT-II
Personality - Types of Personality - Theories of Personality - Perception - Perceptual Process - Perception and its application in Organizations.

UNIT-III

UNIT-IV
Group Dynamics - theories of Groups - Group cohesiveness - Group role - Group decision making techniques - Group conflict.

UNIT-V

Reference Books:
1.3. MANAGERIAL ECONOMICS

UNIT-I


UNIT-II


UNIT-III


UNIT-IV

Profit – Meaning and nature – Profit policies – Profit planning and forecasting – Cost volume profit analysis – Investment analysis.

UNIT-V


Reference Books:

1. Gupta G. S.- Managerial Economics
1.4. HUMAN RESOURCE MANAGEMENT

UNIT-1

UNIT-II
The Concept of best-fit employee: Importance of Planning - Forecasting - Internal and external sources. Selection process screening.

UNIT-III
Training and executive development; Training Needs - Types of training methods, purposes, benefits resistance.

UNIT-IV
Sustaining employee interest; Compensation plan - Reward - Motivation - Theories of motivation.

UNIT-V

Reference Books:
1.5 MARKETING MANAGEMENT

UNIT-1
Markets and marketing - Scope of Marketing - Fundamental concepts, trends and tasks - Marketing and customer value - Nature and contents of a marketing plan.

UNIT-II

UNIT-III

UNIT-IV
Product Characteristics and Classification - Product and brand relationships - Developing Pricing Strategies and Programmes - Setting and Adapting the Price.

UNIT-V
Role of Marketing Communication - Developing Effective Communication - Deciding and managing Marketing Communication Mix - Advertising versus Promotion - Direct Marketing and Interactive Marketing - New Product Development Process.

Reference Books:
UNIT I


UNIT II


UNIT III


UNIT IV

UNIT-V


REFERENCE
1. Advanced Accountancy - R.L. Gupta and Radhaswamy
2. Management Accounting - Khan and Jain
3. Management Accounting - S.N. Maheswari

Note: 80% of the questions shall be theory based

20% of the questions shall be problems.
1.7 MANAGERIAL COMMUNICATION

UNIT-I

Role of Communication in Business - Main forms of Communication in Business - Communication process - Coding and decoding - Non-verbal symbols - Verbal symbols - Seven communication roadblocks.

UNIT-II

Active listening - Anatomy of poor listening - Contributors to poor listening - Anatomy of poor speaking - Good listening - Logical Traps.

UNIT-III

Business presentation - Features of good presentations - Planning, Structuring and Delivering presentations - Handling questions - Coping with nervousness, call a meeting - Conducting meetings - minutes.

UNIT-IV

Business letters - Stationery - Format and layout - E-mail - Presenting mail - Commonsense and Etiquette. Report Writing - Parts of a report - Qualities of a good report - Improving writing skills.

UNIT-V


Reference Books:


1.8 ENTREPRENEURSHIP IN HOSPITAL INDUSTRY

Unit – I
Introduction to Entrepreneurship Entrepreneurship-Definition, Characteristics and qualities of entrepreneur, Types of entrepreneurs.

Unit – II
Different Organizations in Entrepreneurship Entrepreneurial development training, Support of Institutions like NIESBUD-Delhi, SIET - Hyderabad, ITCOT, SIPCOT, SISI ---- Tamil Nadu.

Unit – III
Introduction to Project Idea processing and selection, Identification and classification, Project life cycle, Project formulation.

Unit – IV
Entrepreneurship Related to the Hotel Industry Plant layout in view of the Hotel Industry, Steps for starting small hotel, Problems in starting a hotel, Ways to rectify them

Unit – V

Reference Books
2.1 PRINCIPLES OF HOSPITAL MANAGEMENT

Unit I

Unit II
Hospital Organization- Short introduction with reference to American Hospital System – Historical Development – Types of Hospital Organization with reference to types of Service, Demography, Bed strength and Types of ownership – Organization flowchart (Governmental and Non – Governmental Chart)

Unit III

Unit IV

Unit V

REFERENCE BOOKS:
1. Essentials of Management - Koontz and O’Donnel
2. Management - Griffin
2.2 MATERIAL MANAGEMENT IN HOSPITAL

UNIT I

General concept of Materials Management in the hospital, Introduction to principles of material management. Inventory management, Classification of inventory, Basic Inventory model, Inventory cost Module.

UNIT II

Inventory control: Concept of inventory control, Inventory Control techniques, Selective Inventory.

UNIT III


UNIT IV


UNIT V


Reference books:

1. Materials management by Gopal Krishnan.
3. Materials management by A.K. Dutta, Prentica Hall of India (PHI)
2.3 HOSPITAL RECORDS MANAGEMENT

Unit I

Unit II
Hospital Records: Meaning – Functions – Importance of medical records to patients, Doctors, Hospitals, Public health, Press, LIC, Police – Court of Law, Educations and Research.

Unit III

Unit IV

Unit V

REFERENCES:
3. Francis CM & Mario C de Souza, Hospital Administration, 3 rd Ed., Jaypee Brothers, N. Delhi.
2.4 HOSPITAL RELATED LAW

Unit I

Unit II

Unit III

Unit IV

Unit V

REFERENCE BOOKS:
1. Kapoor N.D. Industrial Laws
2. Bare Acts
2.5 HOSPITAL SERVICES MARKETING

Unit I

Unit II
Hospital services – Service product mix – Planning and development of new services – Modification – Diversification and Elimination of services – Branding of hospital services – Their implication on marketing – Packages of services.

Unit III

Unit IV
Promotion and Communication mix for Hospital Services – Promotional strategies – Advertisement and Public relations – Sales Promotion – Personal selling – Medical Tourism.

Unit V
Physical Evidence in hospital services – Meaning – Need – importance kinds – Brochures – Physical facilities and equipments.

REFERENCE BOOKS:
2. Adrian Payne, The Essence of Services Marketing, PHI, New Delhi, 2000
3. Helen Woodrufe, Services, Marketing, Macmillan, Delhi, 1995
2.6 HOSPITAL HAZARD MANAGEMENT

Unit I
Hospital Hazards: Meaning – Types – Physical – Biological Mechanical- Psychological – Its impact on employees- Preventive measures.

Unit II
Hospital Hazards Management: Meaning – Need – Principles – Purpose.

Unit III
Control of Hospital Acquired infection: Types of infection – Common Nosocomial infection and their Causative Agents – Prevention of hospital acquired infection – Role of central sterile supply department – Infection control committee – Monitoring and control or cross infection- Staff health

Unit IV

Unit V

Reference Books:
1. Park K. Preventive and Social Medicine
2. Park K. Text Book on Hygiene and Preventive Medicine
2.7 **HOSPITAL INFORMATION SYSTEM**

**Unit: 1**

**Unit II**

**Unit III**

**Unit IV**
Electronic Communications: A bit of history – Hardware and software for connecting – Methods of accessing information – World Wide Web (WEB) – Communication Technologies

**Unit V**

**REFERENCE BOOKS:**
1. Informatics for Healthcare professional - Kathleen M,
3. Introduction to Computer - Peter Norton, Tate McGraw Hill
2.8 ELECTIVE: BUSINESS ENVIRONMENT AND ETHICS

Unit I

Unit II

Unit III

Unit IV
Electronic Communications: A bit of history – Hardware and software for connecting – Methods of accessing information – World Wide Web (WEB) – Communication Technologies

Unit V

REFERENCE BOOKS:
1. Informatics for Healthcare professional - Kathleen M,
3. Introduction to Computer - Peter Norton, Tata McGraw Hill