

DELHI PHARMACEUTICAL SCIENCES & RESEARCH UNIVERSITY
(The First Pharmacy University in India)

School of Allied Health Sciences and Management



Programme Structure

BBA in Healthcare (BBA-HC)

Program Goal:

BBA in Healthcare is a 3-year bachelor degree program that equip students for focused care to enhance healthcare services. The program is aimed to produce healthcare graduates of highest academic, technical and practical skills. The curriculum designed in conjunction with academia and health care industry experts provides the opportunities for the students to master new skills and explore varied perspectives in health care management.

Program Highlights:

- Program is rightly designed to produce entry level young professionals who can work for the prevention of the disease and promotion of disease control strategies.
- The program trains students for evaluating, presenting and researching data related to healthcare management.
- Develop skills in designing, analyzing and evaluating applied healthcare science research and management.
- The emphasis is on practical knowledge, field visits, personalized learning and gives an opportunity for students to participate in basic, translational, interdisciplinary, Healthcare-oriented education and research.
- Gives ample career opportunities as Health care managers, Clinical Research Manager, Healthcare consultant, Nursing Home Administrators, Health Information Managers, Hospital Marketing, Healthcare analyst etc.

Program Structure, Course Curriculum and Scheme of Examination

Program Overview

This program focuses on developing the knowledge base, skill sets in planning, implementation, operational Management, problem solving, consultancy, entrepreneurship and professional experiences necessary for success in a variety of health-related fields. Among the most attractive features of the Healthcare programs is its flexibility to create a custom degree plan based upon personal interests and career goals. Through this rigorous program, graduates are able to manage hospitals and healthcare organizations globally, both in the public and the private sectors, thus meeting the demand for quality healthcare management.

Program Outcomes: After completion of the program, the students would be able to:

PO1. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions and would enhance their administrative competence and decision making, when facing the challenges of the hospital and healthcare industry.

PO2. Effective Communication: Speak, read, write and listen in person and through electronic media to promote knowledge through applied and conceptual research relevant to hospital and healthcare management and to disseminate this knowledge through publications for furtherance of healthcare development.

PO3. Creativity We are living in an era, where the work force is being replaced by Robots everywhere. Now, if we desire not to be replaced, a management graduate should be highly creative and out of box thinker.

PO4. Social Interaction: Elicit views of others and mediate disagreements while applying skills in planning and managing hospitals and healthcare organizations to help reach conclusions in group settings.

PO5. Effective Citizenship: Demonstrate empathetic social concern towards national development, and the ability to act with an informed awareness of community related healthcare issues and hospital policies.

PO6. Positive Attitude Positive Attitude will make a person optimistic and helps to avoid negative thoughts. Developing this attitude within our graduates will help them to see the brighter side of their career and life.

PO7. Ethics: Recognize ethical issues, ethical and social responsibility towards healthcare providers, patients and society, to justify the moral judgement concerning community health practices

PO8. Environment and Sustainability: Get Responsible towards the wellbeing of environment, the patients, healthcare professionals and the community by reducing toxicity of hospital waste, minimizing the use of hazardous chemicals, recycling and realising the importance of sustainable designs and building techniques to create true healing environment.

Program Specific Outcomes: After completion of the program, graduates should be able to

- Utilize critical thinking and problem solving skills to analyze community health needs.
- Acquire basic management skills in the area of health care delivery and be able to identify community health problems and learn to work to resolve these operational problems in the delivery of hospital and healthcare services.
- Understand the latest concepts and techniques of management / leadership skills and their applications in making the administrative roles of the graduates effective and efficient.
- Be able to work as a leading partner in health care teams and acquire proficiency in communication skills.
- Students will be able to integrate appropriate technology and software skills.
- Students will understand the diverse socioeconomic, behavioural, sociocultural, biological, environmental, philosophical, and historical factors that influence health, rehabilitation, and human movement.
- Use appropriate strategies for effective planning, implementation and evaluation of institutional, community based health and family welfare program.
- Develop skills with the focus on strategic responsibility for training and development of human resource for health care delivery.
- Explain the legal and regulatory environment in healthcare and implications for managers within the field.
- Apply scientific approach to reduce cost of care through better material and money management.

Semester-I

Semester	Paper Code:	Subject	Periods			Credit Units	Evaluation scheme		
			L	T	P		Internal*	External	Total
I	BBA 101	Human Biology-I	3	1	-	4	20	80	100
	BBA 102	Fundamentals of Health	3	1	-	4	20	80	100
	BBA 103	Principles of Management	3	1	-	4	20	80	100
	BBA 104	Social and Behavioural Health	3	1	-	4	20	80	100
	BBA 105	Fundamentals of Accounting	3	1	-	4	20	80	100
	BBA 106	Computer Applications	-	-	4	2	50*	-	50
	BBA 107	Business Communication Skills – I	2	-	-	2	50*	-	50
	BBA 108	Yogic Sciences	2	-	-	0	00*	-	00
Total			19	5	4	24	200	400	600

*Evaluation to be conducted by internal faculty/examiner.

Semester-II

Semester	Paper Code:	Subject	Periods			Credit Units	Evaluation scheme		
			L		P		Internal*	External	Total
II	BBA 201	Human Biology - II	3	1	-	4	20	80	100
	BBA 202	Organizational Behaviour	3	1	-	4	20	80	100
	BBA 203	Research Methodology	3	1	-	4	20	80	100
	BBA 204	Marketing Management	3	1	-	4	20	80	100
	BBA 205	Human Resource Management	3	1	-	4	20	80	100
	BBA 206	Business Communication Skills – II	2	-	-	2	50*	-	50
Total			17	5	-	22	150	400	550

*Evaluation to be conducted by internal faculty/examiner.

Semester-III

Semester	Paper Code:	Subject	Periods			Credit Units	Evaluation scheme		
			L	T	P		Internal*	External	Total
III	BBA 301	Health Psychology	3	1	-	4	20	80	100
	BBA 302	Biostatistics	3	1	-	4	20	80	100
	BBA 303	Fundamentals of Epidemiology	3	1	-	4	20	80	100
	BBA 304	Material Management and Inventory Control	3	1	-	4	20	80	100
	BBA 305	Fundamentals of Financial Management	3	1	-	4	20	80	100
	BBA 306	Overview of National Health Programs	3	1	-	4	20	80	100
Total			18	6	-	24	120	480	600

Semester-IV

Semester	Paper Code:	Subject	Periods			Credit Units	Evaluation scheme		
			L	T	P		Internal*	External	Total
IV	BBA 401	Environmental Safety and Occupational Health	3	1	-	4	20	80	100
	BBA 402	Healthcare Delivery Systems and Policies	3	1	-	4	20	80	100
	BBA 403	Legal and Ethical issues in Health	3	1	-	4	20	80	100
	BBA 404	Operations Research	3	1	-	4	20	80	100
	BBA 405	Healthcare Insurance	3	1	-	4	20	80	100
	BBA 406	Disaster Management	3	1		4	100*	-	100
	BBA 407	Summer Project Report on Healthcare Industry	-	-	8	4	100	-	100
Total			15	5	8	28	300	400	700

*Evaluation to be conducted by internal faculty/examiner.

*Evaluation and gradings will be done for Summer Internship Report (done after 4th Semester)

Semester-V

Semester	Paper Code:	Subject	Periods			Credit Units	Evaluation scheme		
			L	T	P		Internal*	External	Total
V	BBA 501	Communicable and Non communicable diseases	3	1	-	4	20	80	100
	BBA 502	Health Program Planning, Design & Management	3	1	-	4	20	80	100
	BBA 503	Fundamentals of Quality in Health	3	1	-	4	20	80	100
	BBA 504	Management Information System	3	1	-	4	20	80	100
	BBA 505	Strategic Management	3	1	-	4	20	80	100
	BBA 506	Website Designing	3	1	-	4	20	80	100
Total			18	6	-	24	120	480	600

Semester-VI

	Paper Code:	Subject	Periods			Credit Units	Evaluation scheme		
			L	T	P		Internal*	External	Total
VI	BBA 601	Health Economics	3	1	-	4	20	80	100
	BBA 602	Project Thesis				6		150	150
		Internal Assessment				6	150		150
		Viva-voce				4		100	100
	Total			3	1		20	170	330

Note: At the end of the Fourth Semester all the students shall have to undergo Summer Training for Eight Weeks.

SEMESTER – I

Human Biology-I

Paper Code: BBA 101

Contacts: 3L + 1T

Credits: 4

Course Overview: The course aim is to provide basic concept and knowledge on anatomy and physiology with respective systems, structures and functions of different system and organs.

Course Outcomes: At the end of the course, students will be able to:

CO1 Understand basic terminologies used in anatomy and physiology.

CO2 Describe the structures and functions of different system of human body.

CO3 Describe the structures and the functions of the cells, tissues, organ system and types and relation to each other and the physiological homeostasis.

Course Content:

UNIT – I

General Introduction to Human Anatomy and Physiology

- **General Anatomy:** Definition of anatomical terminologies such as anterior, posterior, superior, inferior, proximal, extension, flexion, abduction, distal, sagittal, (coronal, palmar, dorsal and ventral)
- Components of human cell, tissue, organ and their functions.
- Overview of structural organization of human body
- **General Physiology:** Nomenclature of different components of animal cells and their function Different tissue of body and their characteristic • Definition of body fluids and electrolyte balance, classification and their composition.

UNIT - II

Gastro Intestinal System

Anatomy of G.I. System:

- Nomenclature of different parts of gastro intestinal tract

Physiology of G.I. system

- Digestive system processes and regulation
- Function of different glands involved in digestion i.e. tonsils, buccal glands, salivary glands, gastric glands, pancreas, liver etc.

UNIT - III

Musculoskeletal System

Anatomy of Musculo-skeletal System

- Introduction of Musculo-skeleton system,
- Name and identification of appendicular and axial skeleton
- Different types of joints and their characteristics.
- Function of musculoskeletal system.
- Classification of muscles: Cardiac muscle, skeleton muscle & smooth muscle.

Physiology of Musculo skeletal System

- Muscle contraction and excitation

UNIT - IV

Nervous System

Anatomy of Nervous System

- Different components of nervous system
- Identification of different parts of brain and coverings
- Extent and covering of spinal cord
- Main tracts of spinal cord
- Cranial nerves and their area of supply.

Physiology of Nervous System

- Function of different parts of brain and spinal cord and its coverings
- Function of different cranial nerves, Function of special senses
- Function of sympathetic and parasympathetic nervous system

UNIT - V

Respiratory System

Anatomy of Respiratory System

- Functional anatomy of the Respiratory System.

Physiology of Respiratory System

- Function of nose, nasopharynx, trachea, bronchus and alveoli of the lungs
- Gases exchanges and transport of gases in blood
- Lungs volume and change in volume in different respiratory activities

Text & References

1. Chiras, D.D. (2012). Human Biology. Jones and Bartlett Publishers.
2. Harrison, G.A., Tanner, J.M., Pilbeam, D.R. and Bahor, P.T. (1976). Human Biology, Oxford University Press, London.
3. Human Physiology (vol 1 and 2) by Dr. C.C. Chatterrje ,Academic Publishers Kolkata
4. Anatomy and Physiology in Health and Illness by Kathleen J.W. Wilson, Churchill Livingstone, New York
5. Textbook of Human Histology by Inderbir Singh, Jaypee brothers medical publishers, New Delhi
6. Practical workbook of Human Physiology by K. Srinageswari and Rajeev Sharma, Jaypee brother's medical publishers, New Delhi.

Fundamentals of Health

Paper Code: BBA 102

Contacts: 3L + 1T

Credits: 4

Course Overview: The aim of the course is to provide deep insight about health care environment. This course focused on the management and organization, health, service delivery, and policy reforms for improving quality and affordability of health care in India.

Course Outcomes: At the end of the course, students will be able to:

CO1 Get information about the background objectives, action plan, targets, operations, achievements and constraints of various National Health Policies in the country.

CO2 Understand the concepts underlying the design of health programs

CO3 Explain basic approaches to design health programmes, with a focus on low resource settings.

Course Content:

Unit-I Defining Health System

Objectives of health systems, Functions of health systems, Improvement in rural sanitation, Health promotion and education in school.

Unit-II Concept of Health and Disease

Definition, concepts and evaluation of public health. Understanding the concept of prevention and control of disease, social causes of diseases and social problems of the sick.

Unit-III Organization and Management of Health Care Delivery System

Health system at National level, State level, District level, Concept and basic principle of primary healthcare system, secondary and tertiary healthcare system.

Unit-IV Social and Health Education

Food in relation to nutrition and health, Balanced diet, Nutritional deficiencies, Vitamin deficiencies, Malnutrition and its prevention. Sociology and health: Socio cultural factors related to health and disease, Impact of urbanization on health and disease, Poverty and health Hygiene and health: personal hygiene and health care; avoidable habits.

Unit-V Important Health Committees

Bhore Committee, Mudaliar Committee, Chadha Committee, Mukerji Committee, Jungalwalla Committee, Kartar Singh Committee.

Text & References

1. Government of India, Ministry of Health and Family Welfare. Annual Report (Various Years).
2. Government of India. 1975. Compendium of Recommendations of Various Committees on Health Development 1943-75. New Delhi: Ministry of Health and Family Welfare.
3. Rao, S., Rao, K. S. (2017). Do We Care? India's Health System. India: Oxford University Press.

4. India's Healthcare Industry: Innovation in Delivery, Financing, and Manufacturing. (2014).
India: Cambridge University Press.
5. Park Textbook of Preventive and Social Medicine, K Park, 21st Edition, 2011, ISBN-14:
9788190128285, Banarsidas Bhanot Publishers.
6. Understanding health policy: A clinical approach, 5th edition by Thomas S. Bodenheimer and
Kevin Grumbach.
7. Expert Committee Report on Public Health Systems in India 1996.

Principles of Management

Paper Code: BBA 103

Contacts: 3L + 1T

Credits: 4

Course Overview: The aim of the course is to make understand about the Management Concepts, applications of Concepts in Practical aspects of business and development of Managerial Skills.

Course Outcomes: At the completion of the course students will be competent to:

CO1 Understand the concepts related to Business.

CO2 Demonstrate the roles, skills and functions of management.

CO3 Analyze effective application of knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.

CO4 Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

Course Content:

Unit –I Concept and Nature of Management

Concept of Organization, Meaning and Definition of Management; Nature and Importance of Management, Management as Science, Art and Profession, Functions & Process of Management, Management and Administration, levels of management, Skills and roles of a manager, Social Responsibilities and Ethics.

Unit –II Development of Management Thought

Schools of Management Thought- F.W. Taylor's Scientific Management, Henry Fayol's Organizational Theory, Max Weber's Bureaucracy; Elton Mayo's Human Relations Approach , System Approach and Contingency Approach.

Unit –III Planning Organizing and Decision Making

Concept, Nature and Elements of Planning, Types of Plans, Levels of Planning, Steps in Planning, Decision Making and Process of Rational Decision Making, Organizing-Nature Process and Importance, Forms of Organizational Structure, Span of Management, Departmentation, Delegation and Decentralization of Authority.

Unit –IV Leading & Control

Meaning and Significance of Leadership, Leadership Styles, Essentials of Successful Leadership, Controlling- Definition and Elements of Control Process, Types of Control System; Pre-Requisites of Effective Control System, An Overview of Budgetary And Non-Budgetary Control Devices.

Text & References

1. Management Fundamentals, Robert N Lussier, 5e, Cengage Learning, 2013.
2. Fundamentals of Management, Stephen P. Robbins, Pearson Education, 2009.

3. Essentials of Management, Koontz Kleihrich, Tata McGraw Hill.
4. Management Essentials, Andrew DuBrin, 9ed, Cengage Learning, 2012.
5. Vasishth, Neeru, Principles of Management, Taxmann, New Delhi.
6. L.M. Prasad , Principles & Practices of Management, Sultan Chand & Sons, 2015

Social & Behavioural Health

Paper Code: BBA – 104

Contacts: 3L + 1T

Credits: 04

Course Overview: Enable the students to understand the basic concept of social and behavioural health. The course aims at introduction of Socio-economic determinants of health their importance. It introduces major theories of behavior change and models social welfare policies and programs.

Course Outcomes: At the end of the course, students will be able to:

CO1 Understand the society and social and behavioural health.

CO2 understand the concept of socio-economic determinants of health

CO3 Factors affecting human behaviour.

CO4 Apply socio-behavioural model in designing public health interventions.

Unit- I Introduction

Society, types of society, Family - types, Functions of family, Role of family in health and disease, Social institutions - marriage, political, religious, economic; Social problems - Crime; Slums, Delinquency, Alcoholism, Drug addiction, Prostitution, Beggary, Domestic and gender violence, Child abuse, Female infanticide.

Unit -II Introduction to social and behavioral health

Socio-economic determinants of health, Importance of social, psychological, cultural and behavioral factors in public health.

Unit- III Health and Illness Behavior

Health and illness behavior, Social and cultural context of health, Social reaction to diseases, Comparative health cultures, Health disparities.

Unit- IV Theories of Behavior Change

Major theories of behavior change and models and their applications in Health care Behavior change, Key elements (Threat, fear, response efficacy, self efficacy, barriers, benefits, subjective norms, attitudes, intentions, cues to action, reactance) and process of behavior change.

Field visit: Perception & self efficacy assessment in relation to WASH programme

Text & References

1. Essentials of health behavior: Social and behavioral theory in public health by Mark Edberg.
Jones and Bartlett publishers (2013)
2. Health Psychology. Theory, Research and Practice, Third Edition by David F. Marks, Michael Murray, Brian Evans, Emea Vida Estacio. Sage Publications (2011)
3. Theories of Behaviour Change : World Bank; documents.worldbank.org

Fundamentals of Accounting

Paper Code: BBA 105

Contacts: 3L + 1T

Credits: 4

Course Overview: The primary objective of the course is to familiarize the students with the basic accounting principles and techniques of preparing and presenting the accounts for user of accounting information.

Course Outcomes: At the completion of the course students will be competent to:

- CO1** Identify events that need to be recorded in the accounting records.
- CO2** Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.
- CO3** Describe the role of accounting information and its limitations.
- CO4** Equip with the knowledge of accounting process and preparation of final accounts.
- CO5** Identify and analyze the reasons for the difference between cash book and pass book balances.
- CO6** Recognize circumstances providing for increased exposure to errors and frauds.

Course Content:

Unit- I Introduction

Financial Accounting-definition and Scope, objectives of Financial Accounting, Accounting v/s Book Keeping Terms used in accounting, users of accounting information and limitations of Financial Accounting.

Unit- II Conceptual Frame Work

Accounting Concepts, Principles and Conventions, Accounting, Standards-concept, objectives, benefits, brief review of Accounting Standards in India, Accounting Policies, Accounting as a measurement discipline, valuation Principles, accounting estimates.

Unit- III Recording of Transactions

Voucher system; Accounting Process, Journals, Subsidiary Books, Ledger, Cash Book, Bank Reconciliation Statement, Trial Balance. Depreciation: Meaning, need & importance of depreciation.

Unit- IV Preparation of Final Accounts

Preparation of Trading and Profit & Loss Account and Balance Sheet of sole proprietary business.

UNIT V Introduction to Company Final Accounts

Important provisions of Companies Act, 1956 in respect of preparation of Final Accounts.

Text & References

1. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhary (Pearson Education)
2. Financial accounting: By Jane Reimers (Pearson Education)
3. Accounting Made Easy By Rajesh Agarwal & R Srinivasan (Tata McGraw –Hill)
4. Financial Accounting for Management: By Amrish Gupta (Pearson Education)
5. Financial Accounting for Management: By Dr. S. N. Maheshwari (Vikas Publishing House)

Computer Applications

Paper Code: BBA - 106

Contacts: 4P

Credits: 02

Course Overview: The course will expose the students to the developments in computer technology and will help the students understand the application of information technology in the healthcare system.

Course Outcomes: At the end of the course, students will be able to:

CO1 Demonstrate an understanding of Computers & its concepts.

CO2 Enabling the importance of MS Word in Business Applications.

CO3 Illustrating the importance of Ms Excel & PowerPoint in Health service systems.

CO4 Analyzing the uses of Collaborative Technologies & Enterprise Support Systems.

CO5 Understanding the fundamentals of Expert & Artificial Intelligent Systems.

Course Content:

Unit – I Introduction to Windows

Application in Windows – word processing (MS Word) – Spreadsheet (MS Excel) – Presentation (MS Power Point) – Relational databases (MS Access).

Unit – II Introduction to Databases

Application of Databases – Parts of Databases – Types of Databases – Role of Social Media in today's scenarios-presenting of data-Social Media and Data-Big Data Introduction.

Unit – III Awareness on the application of IT

In various functions of Hospital/Public health departments; Working knowledge of commonly used software in health services, Application of statistical tools through SPSS in the areas of Health services.

Text and References

1. Computer System Architecture Morris Man, Pearson, 3rd Edition.
2. Ad. Computer Architecture Kaithwang, Tata McGraw-Hill.
3. Digital Computer Electronics Malvino, Tata McGraw-Hill,4th Edition
4. Micro Computer Systems Yu Cheng Liu &Glann Gibson
5. Digital Electronics By Bartee, Mc-Graw-Hill
6. Introduction to Digital Computer Design V. Rajaraman & Radhakrishnan, PHI
7. Computer Organization and Architecture W. Stalling, Pearson, 8th Edition
8. Intel Micro Processors Barry Brey, Pearson, 7th Edition
9. Computer Organization & Design Pal Chaudhary,PHI, 3rd Edition
10. Foundations of computing 3rd Edition Pradeep K. Sinha &Priti Sinha

BUSINESS COMMUNICATION SKILLS - I

Paper Code BBA - 107

Contacts: 2L

Credits: 02

Course Overview: Enable the students to understand the basic concept of Communication Skills and enable the students to work effectively in business environment.

Course Outcomes: At the end of the course, students will be able to:

CO1 Develop the skills of the professional undergraduate students for proper self-expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes.

CO2 Improve their personality, communication skills and enhance their self-confidence.

Course Content:

Unit-I Fundamental of Grammar and their Usage

How To Improve Command Over Spoken and Written English with Stress on Noun, Verb, Tense and Adjective. Sentence Errors, Punctuation, Vocabulary Building to Encourage the Individual to Communicate Effectively, Common Errors in Business Writing.

Unit -II Introduction to Business Communication

Basic Forms of Communication, Process of Communication, Principles of Effective Business Communication, 7Cs; Media of Communication: Types of Communication: Barriers of Communication (Practical exercise in communication)

Unit -III Business Letter Writing

Need, Functions and Kinds, Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters, Complaints and Adjustments; Departmental Communication: Meaning, Need and Types: Interview Letters, Promotion. Letters, Resignation Letters, News Letters, Circulars, Agenda, Notice, Office Memorandums, Office Orders, Press Release.

Unit -IV Business Etiquettes and Public Speaking

Business Manners. Body Language Gestures, Email and Net Etiquettes, Etiquette of the Written Word, Etiquettes on the Telephone, Handling Business Meetings; Introducing Characteristic, Model Speeches, Role Play on Selected Topics with Case Analysis and Real Life Experiences.

Text and References

1. Boove, C.L., Thill, J.V., and Chaturvedi, M., (2009) Business Communication Today, Pearson Education.
2. Murphy and Hildebrandt, (2008) Effective Business Communication, McGraw Hill Education.

3. Krizan, A. C. Buddy, and Merrier, Patricia (2008) *Effective Business Communication*, 7th Edition, Cengage Learning.
4. Lesikar, (2009), *Business Communication: Making Connections in a Digital World*, McGraw Hill Education.
5. McGraw, S. J., (2008) *Basic Managerial Skills for All*, 8th edition, Prentice Hall of India.
6. Wren & Martin, (2008), *English Grammar and Composition*, Sultan chand & Sons.

Yogic Sciences

Paper Code : BBA 108

Contacts: 2L

Credits: 00

Course Overview: The students will be able to appreciate the role of yoga in their day to day life. The course has focus on basic concept of yoga, ashtanga yoga and its effect, various kinds of asanas and pranayama and different aspects of mudra.

Course Content:

UNIT I : Introduction of Yoga

- Etymology of Yoga
- Concept of Chitta and Chitta Bhumis
- General introduction to four paths of Yoga
- Importance of Nadi & Chakra in Yoga

UNIT II : Ashtanga Yoga: Purpose, Significance and Effects

Eight limbs of Yoga as per Yogasutra of Patanjali – Discipline/self restraint (Yama), Observance (Niyama), Posture (Asana), Restraint of breath/exercises of life force (Pranayama), Abstraction of senses/Introversion-of attention (Pratyahara), Concentration (Dharna), Meditation(Dhyana) and Super conscious state/illumination (Samadhi)

UNIT III : Asana and Pranayama

- Introduction of Asanas
- Benefits and Contra-indication of Asanas
- Define and understand the concept of Prana Pranayama
- Benefits and Contra-indication of Pranayama
- Physiological effect of Pranayama

UNIT IV : Shatkarma, Mudra and Bandh

- Introduction of Mudra
- Benefits and Contra-indication of Mudra
- Introduction of Bandh
- Benefits and Contra-indication of Bandh
- Introduction of Shatkarma
- Benefits and Contra-indications of Shatkarma

UNIT V :

- Yoga Nidra (The Conscious Dynamic Sleep)
- Meditation Technique

- Cause of Pain (Dukha) according to Yog Sutra of Patanjali
- Yogic lifestyle (Ahara, Vihar, Achar, Vichar),
- Yogic attitudes (Maitri, Karuna, Mudita and Upeksha) and practices for Mental Wellbeing.

Text and References

1. Asana Pranayama Mudra Bandha by Swami Satyananda Saraswati. Publisher: Yoga Publication Trust, Munger, Bihar, India
2. Karma Yoga, Bhakti Yoga, Raja Yoga, JnanaYoga by Swami Vivekananda
3. Yoga Nidra by Swami Satyananda Saraswati. Publisher: Yoga Publication Trust, Munger, Bihar, India
4. Yoga Sutras of Patanjali by Swami Venkateshananda Publisher: Motilal Banarsidass Publishers Private Limited, New Delhi, India
5. Hatha Yoga by Swami Sivananda. Publisher: The Divine Life Society, Uttarakhand, India
6. Gheranda Samhita by Swami Niranjanananda Saraswati. Publisher: Yoga Publication Trust, Munger, Bihar, India

SEMESTER – II

Human Biology-II

Paper Code : BBA 201

Contacts: 3L+1T

Credits: 04

Course Overview: This subject is designed to impart fundamental knowledge on the structure and functions of the various systems of the human body. It includes human anatomy of sense organs, urinary system, reproductive system, cardiovascular system and endocrine system.

Course Outcomes: At the end of the course, students will be able to:

CO1 Understand the structures and functions of sense organs.

CO2 Describe the structures and functions of different system of human body.

CO3 Describe the structures and the functions of endocrine glands.

Course Content:

UNIT 1: Sense Organs

Elementary knowledge of structures and functions of Eyeball, Ear, Nose, tongue and Skin

UNIT 2: Urinary System

- Structures and functions of various organs of Urinary system: Kidney, ureter, Urinary bladder, Urethra.
- Structure and functions of nephron.

UNIT 3: Reproductive System

- Structures and functions of Female reproductive organs: Uterus, Ovary, Uterine tubes, vagina.
- Ovarian cycle, ovulation and fertilization.
- Structures and functions of Male reproductive organs: Testis, spermatic cord, epididymis, vas deferens, seminal vesicles, ejaculatory ducts, prostate.

UNIT 4: Cardiovascular system

- Composition and functions of blood.
- Heart – anatomy of heart, blood circulation, blood vessels, structure and functions of artery, vein and capillaries
- Conduction system of heart and heartbeat, cardiac output, cardiac cycle.
- Blood pressure- Apparatus used and measurement of blood pressure.

UNIT 5: Endocrine Glands

Structures and functions of Endocrine glands: Pituitary gland, Thyroid gland, Parathyroid gland, Adrenal glands, Thymus gland, Pancreas.

Text & References

1. Essentials of Medical Physiology by K. Sembulingam and P. Sembulingam. Jaypee brothers medical publishers, New Delhi.
2. Anatomy and Physiology in Health and Illness by Kathleen J.W. Wilson, Churchill Livingstone, New York
3. Text book of Medical Physiology- Arthur C, Guyton and John.E. Hall. Miamisburg, OH, U.S.A. Principles of Anatomy and Physiology by Tortora Grabowski. Palmetto, GA, U.S.A.
4. Textbook of Human Histology by Inderbir Singh, Jaypee brothers medical publishers, New Delhi.

Organizational Behaviour

Paper Code: BBA 202

Contacts: 3L + 1T

Credits: 4

Course Overview:

This course is designed to provide students with an understanding of the individual, group, and human behavior in organizations. The focus is on providing an understanding of how organizations can be managed more effectively and enhancing the quality of employees' work life.

Course Outcomes: At the completion of the course students will be competent to:

CO1 Explain organizational theory as it relates to management practices, employee relations and structure of the organization to fit its environment and operation.

CO2 Analyze leadership styles and determine their effectiveness in employee situations.

CO3 Identify methods to resolve organizational problems.

CO4 Describe the impact of corporate culture on employee behaviour.

CO5 Analyze team dynamics, team building strategies and cultural diversity.

Course Content:

Unit-I Introduction to Organizational Behaviour

Meaning and Importance of Organizational Behaviour, Need for Organizational Behavior, Role of Managers in OB- Interpersonal Roles- Informational Roles- Decisional Roles, Challenges and Opportunities for OB, Models of OB.

Unit-II Foundation of individual Behavior- Perception

Nature, importance, perceptual selectivity, stereotyping, halo effect, Learning and its theories, behavior modification, **Attitudes:** importance, components and major job attitude. **Personality-** meaning, self-concept, self-esteem, major determinants of personality, **Motivation-** types of motivation, theories of work motivation given by Maslow, Herzberg, McGregor, Vroom and Porter – Lawler. Nature and meaning of Interpersonal Behavior, and Transactional Analysis; Benefits and uses of Transactional Analysis, Johari Window Model

Unit-III Group Behavior & Team Development

Group dynamics, Types of groups, Group norms and roles, Group cohesiveness, Group development and facilitation, Understanding work Teams and types of team, Creating effective team. Dynamics of managerial leadership: nature, leadership styles, trait, behavioral, contingency theories, and managerial grid.

Unit--IV

Organizational Culture

Concept, Functions, Socialization; Creating and sustaining culture; Managing Conflict – Sources, types, process and resolution of conflict; Managing Change; Managing across Cultures; Empowerment and Participation..

Text and References

1. Organizational Behaviour Stephen P. Robbins, Timothy A. Judge, Neharika Vohra, 16th edition
2. Organizational Behaviour by Fred Luthans.
3. Hersey, P and Blanchard, K: Management of Organizational Behaviour
4. Behavioural Processes in Organization by D. M. Pesonjee, T. V. Rao and Udai Pareek
5. Peter Schen , Organizational Psychology and Leadership, 5thed, John Wiley and Sons, 2017
6. Newstrom, Organizational Behaviour: Human Behaviour at Work, 12thed, Tata McGraw Hill, 2017.

Research Methodology

Paper Code : BBA 203

Contacts: 3L+1T

Credits: 04

Course Overview: The Purpose of this course is to give essential guidance on how to carry out research projects and it introduces the core concepts, methods and values involved in doing research. This course provides a valuable learning through its comprehensive coverage of methods that are used by experienced researchers.

Course Outcomes: At the completion of the course students will be able to:

CO1 Identify and describe key basic research concepts, theories, and techniques for analyzing a variety of business situations.

CO2 Discuss the research characteristics and the nature of research in an organization.

CO3 Apply insight and knowledge base of underlying introductory concepts that drives research.

CO4 Interpret the relevance of research concepts.

Course Content:

Unit-I Introduction to Business Research

Research in Business – Research Process- Research need, Measurement- characteristics of sound measurement tool, Variables, Scaling methods formulating the problem, Sampling: Definition and types.

Unit –II Research Design & Hypothesis

Exploratory, Descriptive, Casual, Formulation of hypothesis – types, Hypothesis testing – statistical significance.

Unit –III Sources and Collection of Data

Primary and secondary sources, survey observation, Questionnaires – schedules, data entry, tabulation & cross tabulation-and Graphic presentation of Data.

UNIT –IV Presenting Results and Writing the Report

The written research Report: types and layout.

Text and References

1. Donald R Cooper, Business Research Methods 7th Ed, McGraw Hill,2001
2. Krishnaswami OR, M.Ranganatham, Methodology of Research for Social Science, Himalaya, Mumbai, 2001.
3. Anderson J. et.al, Thesis and Assignment writing, Wiley Eastern
4. Research Methodology by C.R.Kothari

Marketing Management

Paper Code : BBA 204

Contacts: 3L + 1T

Credits: 04

Course Overview: This subject will provide an exposure to the conceptual framework of marketing in healthcare. This learning will enable the students to understand the need, relevance and necessity of marketing in today's competitive market environment, facilitates them operationalizing and implementing marketing as an integral function in a healthcare scenario.

Course Outcomes: At the completion of the course students will be able to:

CO1: Identify the different components of the prevailing marketing environment.

CO2: Explain the different steps in the consumer decision process.

CO3: Prepare the market segmentation plan and positioning strategy for a given product.

CO4 Explain the components of the marketing mix for a given product.

CO4 Decide the promotional tools for a given product.

Course Content:

Unit -I Introduction to Marketing

Meaning - concept - functions - marketing planning & implementation marketing Programmes - Marketing environment – Micro and Macro, Social Marketing.

Unit –II Market Segmentation and consumer Behaviour

Influencing factors, Decision process - Marketing Research - Marketing information system.

Unit -III Product

Meaning - Product planning - policies - positioning - New product development.

Unit- IV Pricing

Pricing objectives – Setting and modifying the price – Initiating price changes and responding to price changes

Unit –V Promotion

Promotion Mix - Advertisement - Message - copy writing - Media strategy -sales promotion - Personal selling and publicity.

Unit-VI Physical Distribution and Strategies

Distribution Mix - Managing channel - intermediaries - transport and warehousing

Text & References:

1. Marketing Myopia by Theodore Levitt, HBR September-October 1975
2. Phillip Kotler, Kevin Lane Keller Marketing management, 15th edition. Pearson Education India.
3. Marketing management by Kotler, Keller, Koshy & Jha, 14th edition

4. Marketing Management by Rajan Saxena; 5th edition Publisher: Tata McGraw-Hill Marketing
5. Management by Ramaswamy V S and Namakumari; 5th edition Publisher: S Macmillan India Ltd.
6. Douglas J. Dalrymple, William L. Cron, Thomas E. DeCarlo. (2004), "Sales Management", John Wiley & Sons, New Jersey, USA.
7. Ralph W. Jackson, Robert D. Hisrich (1996), "Sales and Sales Management", Prentice Hall, New Jersey, USA.
8. Manfred Krafft, Murali K. Mantrala (2010), "Retailing in the 21st century: Current and future trends", Springer, New York, USA
9. Roman G. Hiebing Jr., Scott w. Cooper (2004), "The successful marketing plan: A discipline and comprehensive approach", Tata McGraw-Hill, USA.

Human Resource Management

Paper Code : BBA 205

Contacts: 3L + 1T

Credits: 04

Course Overview: The course aims at developing the skills of managing people in the healthcare industry. It introduces concepts of human resource management in the context of organization, organizational characteristics, learning organization, human resource planning, recruitment and selection, job analysis and evaluation, training and development performance appraisal, career planning, and managing employees relations.

Course Outcomes: At the completion of the course students will be able to:

CO1 Explain the importance of human resources and their effective Management in organizations.

CO2 Demonstrate a basic understanding of fundamental concepts, Principles, techniques of Manpower planning.

CO3 Analyze the relevance & methods of recruitment, selection & Induction with reference to the effectiveness of the organization.

CO4 Explore the conceptual basis of training and development & be able to choose the suitable type of training according to organizational need.

CO5 Analyze the importance of the performance management system in enhancing employee performance & its impact on compensation.

Course Content:

Unit-I Introduction

Concept, nature, scope, objectives and importance of HRM; Evolution of HRM; Environment of HRM; Personnel Management v/s HRM. Acquisition of Human Resources: HR Planning; Job analysis – job description and job specification; recruitment – sources and process; selection process – tests and interviews; placement and induction. Job changes – transfers, promotions/demotions, separations

Unit –II Training and Development

Concept and importance of training; types of training; methods of training; design of training program; evaluation of training effectiveness; executive development – process and techniques; career planning and development, Team Management & Development, Conflict management, Motivation.

Unit-III Performance Appraisal

Performance appraisal – concept and objectives; traditional and modern methods, limitations of performance appraisal methods.

Unit –IV Compensation and Maintenance

Compensation: job evaluation – concept, process and significance; components of employee remuneration – base and supplementary; maintenance: overview of employee welfare, health and safety, social security.

Text & References:

1. Human Resource Management, Ashwatthapa. 8th edition.
2. Human Resource Management – Gary Dessler
3. David A. DeCenzo (Coastal Carolina University), Stephen P. Robbins
4. Dr. Gupta, C. B.; Human Resource Management, 11th revised ed, Sultan Chand and Sons, New Delhi, 2008.
5. Khanka S S, Human Resource Management (Text and Cases), S. Chand & Company Ltd, 2013
6. Flippo, Edwin B., Personnel Management, (McGraw-Hill International Editions: Management Series, 1984.
7. Rao, V S P, Human Resource Management, Text and Cases, Excel Books, 2004.
8. Aswathappa, K.; Human Resource and Personnel Management (Text and Cases), Tata McGraw Hill Publishing Company, New Delhi, 2003
9. Dessler, Gary. Human Resource Management, 15th ed, Prentice Hall, 2013

Business Communication Skills – II

Paper Code : BBA 206

Contacts: 2L

Credits: 2

Course Overview: This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favorable outside the firm environment, as well as an effective internal communications program. This course also develops an awareness of the importance of succinct written expression to modern business communication.

Course Outcomes: At the completion of the course students will be able to:

- CO1** Understand the basic principle of communication, the importance of communication and applying the concept in oral and written communication.
- CO2** Understand the importance of effective communication and applying the concept in overcoming barriers to communication.
- CO3** Apply the concept in reading, listening, and presentation skills and making an effective communication.
- CO4** Apply the concept for career advancement through presenting oneself in interviews and group discussions.
- CO5** Understand the importance of modern forms of communication and thereby achieving the objective of paperless office and resorting to environmental concern.

Course Content:

Unit I Project and Report writing and Proposals

How to write an Effective Report, Basics of Project writing, Paragraph writing, Paper reading and Voice modulation, Basics of Project presentation.

Unit II How to Make a Presentation

Various Presentation Tools, along with Guidelines of Effective Presentation, Boredom Factors in Presentation and How to Overcome them, Interactive Presentation & Presentation as Part of a Job Interview, Art of Effective Listening.

Unit -III Resume Writing Skills

Guidelines for a Good Resume, How to Face an Interview Board, Proper Body Posture, Importance of Gestures and Steps to Succeed in Interviews. Practice Mock Interview in Classrooms with Presentations on Self; Self Introduction – Highlighting Positive and Negative Traits and Dealing with People with Face to Face.

Unit -IV Leadership

Qualities of a Leader, Leadership Quiz with Case Study, Knowing Your Skills and Abilities; Introduction to Group Discussion Techniques with Debate and Extempore,

Audio Video Recording and Dialogue Sessions on Current Topics, Economy, Education System, Environment, Politics.

Text & References

1. Bovee, Thill and Chaturvedi, (2010), Business Communication, 2nd edition, Pearson Education.
2. Lillian, Chaney, (2008), Intercultural Business Communication, 4th edition, Pearson Education.
3. Chaturvedi, Mukesh, (2009), Business Communication: Concepts, Cases & Applications, 1st Edition, Pearson Education.
4. McGraw, S. J., (2008), Basic Managerial Skills for All, 8th edition, Prentice Hall of India.
5. Michaul, V. K., (2007), Communication & Research for Management, Himalaya Publication House.
6. Paul, Rajendra, (2008), Essentials of Business Communication, Sultan Chand & Sons.

SEMESTER – III

Health Psychology

Paper Code: BBA 301

Contacts: 3L + 1T

Credits: 4

Course Overview: The aim of the course is provide students the deep insight about health psychology concept and various models, students will also learn about health promotion and healthcare system.

Course Outcomes: At the end of the course, students will be able to:

CO1 Understand biopsychosocial model of health and illness.

CO2 Understand the major theories that guide the field of health psychology

CO3 Demonstrate knowledge of the seminal empirical foundations for our current knowledge of health psychology.

CO4 Understand and be able to articulate the role of health promotion and illness prevention.

Course Content:

Unit-I Health Psychology

Concept, Assumptions, Models (Biomedical and Biopsychosocial)

Unit-II Theories

Social Cognitive Theory, Theory of Planned Behavior, Health Belief model, Protection – motivation theory, Trans – theoretical model of behavior change, Self-regulatory model, latest trends.

Unit-III Health Promotion and Illness Prevention

Health and Behavior; Changing health habits; Cognitive behavioural approaches to health behavior change.

Text & References

1. Ogden, J. (2012). Health Psychology. McGrawhill Foundation
2. Morrison, V., & Bennett, P. (2009). Introduction to Health Psychology (2nd Ed) Pearson Education Limited, New York.
3. Sarafino, E. P. (1994). Health Psychology, Biopsychosocial interactions. John Wiley & Sons, New York.
4. Taylor, S.E., (2009). Health Psychology (9th Ed). New Delhi: Tata McGraw-Hill Publishing Company Ltd.
5. Ayers, S., Baum, A., McManus, C., Newman, S., Wallston, K., Weinman, J., & West, R. (2007). Cambridge Handbook of Psychology, Health and Medicine (2nd Ed). Cambridge University Press
6. Brannon, L., McNeese, J. F., & Updegraff, J. A. (2014). Health Psychology an introduction to behavior and health (8th Ed). Delhi: Cengage Learning

7. Lyons, A.C. & Chamberlain, K. (2006). Health Psychology A Critical Introduction. Cambridge University Press
8. Straub, R.O. (2014). Health Psychology a Biopsychosocial Approach (4th Ed). Worth Publishers A Macmillan Higher Education Company

Biostatistics

Paper Code: BBA 302

Contacts: 3L + 1T

Credits: 4

Course Overview: This course deals with statistical concepts and terminology and basic analytical techniques. The purpose of the course is to give students an introduction to the discipline, an appreciation of a statistical perspective on information arising from the health arena and basic critical appraisal skills to assess the quality of research evidence.

Course Outcomes: At the end of the course, students will be able to:

CO1 Apply basic statistical concepts commonly used in health and medical sciences.

CO2 Use basic analytical techniques to generate results.

CO3 Interpret results of commonly used statistical analyses in written summaries.

CO4 Demonstrate statistical reasoning skills correctly and contextually.

Course Content:

Unit-I Basic Concept of Population and Sample

Collection of Data (from health information system) Presentation of Data: a) Tabular presentation b) Frequency distribution

Unit-II Measures of Central Tendency

Mean, Median, Mode Measures of Dispersion: Range, Standard deviation. Correlation and regression (Bivariate data)

Unit- III Probability

Meaning & Definition of Probability, Important terminology

Unit- IV Concept of Discrete and Continuous Probability Distribution

Normal Distribution, Poisson Distribution, Binomial Distribution.

Unit V Statistical tests: Chi Square test, Student t Test

Text & References:

1. Nag, N.K. and Nag, S.K. : Statstics (1st Sem); Kalyani Publishers
2. 3. Das, N.G : Sastistical Methods (Vol-I) McGraw Hill Education(India) Pvt. Ltd.
4. Das, N.G : Sastistical Methods (Vol-II) McGraw Hill Education(India) Pvt. Ltd.
5. Das, Debajyoti and Das, Arati; Statistics in Biology and Psychology: Academic Publishers
6. Business Statistics by Ken Black, pub: Tata Macgraw Hill
7. Mathematical Statistics by Ray, Sharma and Choudhary
8. Business Statistics By V. K. Kapoor, pub: S. Chand

Fundamentals of Epidemiology

Paper Code: BBA 303

Contacts: 3L + 1T

Credits: 4

Course Overview: Epidemiology is the basic science and cornerstone of the public health. By applying the concepts learned in this course to epidemiological study designs and issues, students will understand the practice of epidemiology as it relates to real life and makes for a better appreciation of healthcare programs and policies.

Course Outcomes: At the end of the course, students will be able to:

CO1: Define Epidemiology and be able to discuss the evolution of the field.

CO2: Introduce the basic principles and methods of epidemiology and demonstrate their broad applicability to healthcare.

CO3: Understand the current role of Epidemiology as an approach to addressing public health problems.

CO4: Identify and understand the role of epidemiology in preventive medicine and disease investigation.

CO5: Explain how Epidemiologic methods are used to evaluate new drugs and other therapeutic modalities, the benefits of screening and early disease detection, and alternative ways of improving health.

CO6: Calculate various Epidemiologic measurements and understand their applications to determining risk of morbidity and mortality.

Course Content:

Unit Introduction

Definition, classification, concept, use of epidemiology, epidemiological triad, concept of disease, concept of disease causation, Natural History of disease, Ice berg phenomenon of disease, Mode of Intervention.

Unit- II Descriptive Epidemiology and Methods

Infectious Disease Epidemiology (Incidence and Prevalence, Epidemic, Endemic, Pandemic, Sporadic) Basic Measurements of Epidemiology (Mortality, Morbidity)

Epidemiological Methods: Observational, Analytical, Experimental (Basic knowledge only)
Investigation of an Epidemic.

Unit- III Prevention and Control

Dynamics of disease transmission Control and Prevention of disease.

Text & References

1. Preventive and social Medicine, K.Park—Bhanot
2. Community Medicine,AH Suryakantha—JAYPEE
3. Principles and practice of community medicine, Asma Rahim---JAYPEE
4. Leon Gordis (2019). Epidemiology. 6th Edition.
- 5.Fundamentals of Epidemiology and Biostatistics: Deepti Shyam Sunder (2019), CBS Publishers & Distributors.
- 6.Beaglehole, Bonita R, Kjellstrom T. Basic Epidemiology, World Health Organization, Publishers, Philadelphia Geneva.

7. Epidemiology for District Health Managers. World Health Organization, Geneva.

8. Mausner Judith and Bahn K (1974): Epidemiology: An introductory Text, W. B. Saunders

Material Management and Inventory Control

Paper Code: BBA 304

Contacts: 3L + 1T

Credits: 4

Course Overview: The course intends to equip students with updated knowledge of modern materials management and Inventory control concepts and aims to develop their functional expertise in the store and purchase management disciplines.

Course Outcomes: At the end of the course, students will be able to:

CO1: Identify the scope for integrating materials management function over the logistics and supply chain operations.

CO2: Integrate the organization wide materials requirement to develop an overall plan

CO3: Identify, study, compare, and evaluate alternatives, select and relate with a good supplier.

CO4: Apply various purchasing method and inventory controlling techniques into practice.

CO5: Analyzing the materials in storage, handling, packaging, shipping distributing and standardizing.

CO6: Integrate important materials functions to both products and services.

Course Content:

Unit I Introduction

Meaning and Scope, Objectives and Significance of Materials Management, ABC Analysis: Meaning, Advantages, Objective, Purpose and Limitations, V.E.D. Analysis.

Unit II Purchase Management

Objectives and Functions of Purchasing Department, Purchase Policy and Procedure, Negotiations, Supply Chain Management, Suppliers Selection, Vendors Development.

Unit III Inventory Management

Different Costs of Inventory, Optimal Order Quantity, EOQ, Inventory Models with Purchase Discounts, Buffer Stocks, Fixed Order Period Model, Safety Stocks, Optimum Level of Safety Stock, Inventory Control, Elements of Effective Inventory Control, Advantages, Procedure for Setting up an Efficient Inventory Control System,

Unit IV Stores Management

Purpose of Store Management, Location and Layout, Cost Aspects and Productivity, Problems and Developments, New Developments in Storing.

Text & References:

1. Material & Purchasing Management, S.A. Chunawalla, Himalaya Publishing House
2. Material Management, R.K. Malhotra, Nachhattat singh, S.D. Sharma
3. Materials Management System, Brown, R. B., John Wiley & Sons, New York.
4. Materials Management: An Integrated Approach, Gopalakrishnan, P. & Sundaresan, M., Prentice-Hall of India.
5. Purchasing and Materials Management, Lee, L.(Jr.) & Dobler, D. W., Tata McGraw-Hill Publishing Co.

Fundamentals of Financial Management

Paper Code: BBA 305

Contacts: 3L + 1T

Credits: 4

Course Overview: Enable the students to understand the basic concept of Corporate Finance, practical applications of time value of money and evaluating long term investment decisions. Develop analytical skills to select the best source of capital ,its structure on the basis of cost of capital. Helps the future managers in understanding the recent trends of primary and secondary market and develop skills for application of various financial services.

Course Outcomes: At the end of the course, students will be able to:

CO1: To provide the concepts and foundations of managing finance in business enterprises.

CO2: To orient the students regarding financial management practices in Indian companies and global enterprises.

CO3: Understand the basics of financial management and how these are relevant in day to day life.

CO4: Understand different types of banks and other non-financial intermediaries.

Course Content:

Unit 1: Introduction to Finance & Corporate Finance

Finance & its scope, Financial Decisions, Sources of Finance, Time Value of Money ,Profit maximization vs. Wealth maximization, Functions of Finance Manager in Modern Age, Corporate Finance Introduction:– Nature and Scope . Concept of Risk and Return.

Unit 2: Time value of Money

Compounding, Continuous Compounding, Effective Rate of Interest, Discounting – Single Cash Flows &Series of Cash Flows, Annuity – Future Value and Present Value, Present Value of Growing Annuity, Perpetuity – Present Value, Growing Perpetuity – Present value, Equated Annual Instalments, Valuation of bonds and shares.

Unit 3:Investment Decision

Capital Budgeting Decisions: Discounting and Non discounting techniques, Calculation of Net present value (NPV) and IRR. Replacement decisions. ARR. Excel Application in Analyzing Projects.

Unit 4: Dividend Decisions

Dividend Decision: Factors affecting Dividend Policy, Forms of Dividends, Types of Dividend Policies, Dividend Models: Walter and Gordon Model, Miller- Modigliani(MM) Hypothesis .

Unit 5: Indian Financial System

Role of Financial Institution, Primary and Secondary Market, Venture Capital, Mutual Funds. Introduction to Derivatives.

Text & References:

1. Khan and Jain - Financial Management (Tata McGraw Hill, 7th Ed.)
2. Pandey I M - Financial Management (Vikas, 11th Ed.)
3. William Hakka Bettner Carcello- Financial and Management Accounting (TMH-16th Ed.)
4. Sheebakapil- Fundamental of financial management (Wiley, 2015)
5. Prasanna Chandra - Fundamentals of Financial Management (TMH, 9th Ed.)
6. V. Rajesh Kumar, "Financial Management", Mc Graw Hill Education.
7. Singh and Srivastava- Business Finance (Prayag pustak bhavan 3rd Ed.)

Overview of National Health Programs

Paper Code : BBA 306

Contacts: 3L + 1T

Credits: 4

Course Overview: The course aims to develop requisite knowledge and understanding of Indian health systems and policies, health programs, health sector reforms and experiences. Overall the course provides national perspective of health systems and program, and their historical background.

Course Outcomes: At the end of the course, students will be able to:

CO1: Demonstrate a thorough understanding and comprehension of public health programs and policies.

CO2: Determine planning, implementation, and evaluation of health programs for individuals and populations.

CO3: Analyze essential services that public health programs provide to protect and improve the health of populations.

CO4: Determine the elements to improve health outcomes and systems.

CO5: Design the methods of assessing the health impact of different programs.

Course Content:

Unit-I National Programme on Communicable Diseases

National AIDS control programme, National Leprosy Eradication Programme, Revised National Tuberculosis Control Programme, National Vector Borne Disease Control Programme, National Programme on Prevention and Control of Viral Hepatitis

Unit-II National Programs on Non-Communicable Diseases

National Tobacco Control Programme, National Programme for Control and Treatment of Occupational Diseases, National Programme for Prevention and Control of Deafness (NPPCD), National Mental Health Program, National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Stroke.

Unit-III Other Programmes and Social Security Schemes

JSY, JSSK, National Health Mission, Pradhan Mantri Swasthya Suraksha Yojana, Ayushman Bharat, National Health protection Scheme, National Ayush Mission, National Programme for the Health Care for the Elderly, and Health-related MDGs and SDGs.

Environmental Safety and Occupational Health

Paper Code : BBA 401

Contacts: 3L + 1T

Credits: 4

Course Overview: This course aims to introduce a range of environmental factors, which may pose a risk to the health of human populations. It also addresses risk assessment and management methods for evaluating and controlling such risks. A variety of diseases associated with exposure to common occupational and environmental factors will be discussed. In addition, there will be an overview of the historical, legislative and administrative aspects of occupational health.

Course Outcomes: At the end of the course, students will be able to:

CO1: Apply the basic concepts and fundamentals of environmental health sciences and key environmental health issues.

CO2: Develop the risk assessment concepts and make decisions about the environmental health issues.

CO3: Develop skills in analyzing, sensitizing and managing the community about environmental health issues.

CO4: Interpret in appropriate biological, chemical and physical terms the potential consequences of exposure to hazardous environmental/occupational agents.

CO5: Diagnose the cause of environmental pollution and design appropriate control measures to improve the health outcomes.

CO6: Create a job safety analysis by applying the concepts of workplace injury prevention, risk management and environmental laws.

Course Content:

Unit- I Introduction to Environment & Health

Environmental Sustainability, Environmental (water, air, noise, soil, radiation and) pollution, prevention and protection strategy, water quality - criteria and standards, Environmental Protection Act 1986, Central Pollution Control Board (CPCB) guidelines, Environmental health impact assessment.

Unit-II Waste Management

Classification of wastes – solid and liquid; Public Health Implication of waste management; Municipal Solid Waste Management Sanitation Value Chain, Liquid Waste Management. Sewage and Treatment of sewage - primary treatment, secondary treatment, Plastic Waste Management, Hazardous Waste Management, Biomedical Waste Management act.

Unit-III Climate Change and Environment Health Programmes in India

Climate change and health, Impacts of Climate Change on Communicable Diseases and Non-Communicable Diseases. Response to Climate Change, National Sub-Mission to provide safe

drinking water, Swachh Bharat Mission, Swachh Survekshan, SwachhtaUdyami Yojana, "KAYAKALP,.

Unit-IV Occupational Health

Introduction to Occupational Health and Occupational environment (Interaction of Man with physical, chemical and biological agents, machine, man), Occupational Hazards, Hazards at the workplace, Ergonomics, Occupational diseases, Workplace safety, Measures for health protection of workers, Prevention of occupational hazards (including accident prevention), Prevention of occupational diseases, Legislations related to occupational health, Employees State Insurance Scheme.

Text & References:

1. Park Textbook of Preventive and Social Medicine, 24th Edition, Banarasi Das Bhanot Publisher, Jabalpur
2. The Oxford Textbook of Global Public Health, 6th Edition, Oxford Publisher
3. Environmental Health: From Global to Local by Howard Frumkin. 3rd Edition. Wiley Publication.
4. Essentials of environmental health by Robert Friis. 2nd Edition. Jones and Bartlet Publication.
5. Hunter's diseases of Occupation. Peter Baxter. 10th Edition. Hodder Arnold; Tenth edition
6. Environmental Chemistry C. Baird and M. Cann W.H. Freeman and Company, New York, 2012.
7. Green Chemistry and engineering: A practical Design Approach C.J-Gonzalez and D.J.C. Constable A John Wiley & Sons, INC., publication, New Jersey, 2011
8. Environmental Chemistry S.E. Manahan CRC Press, 2005
9. Perspectives in Environmental Studies Kaushik & Kaushik New age international publishers Ltd.- New Delhi

Healthcare Delivery Systems and Policies

Paper Code : BBA 402

Contacts: 3L + 1T

Credits: 4

Course Overview: The course will provide the requisite knowledge and understanding of health systems and policies, disease burden, health inequalities and global health scenario.

Course Outcomes: After completing the course, students would be able to:

CO1 Analyze the impact of health care policies on services delivery provided by the industry.

CO2 Conceptualize the role of Indian health care delivery system and how it compares with the other systems of the world; and also the role of hospitals as a supportive & referral services to the national goal.

CO3 Identify major trends in the Indian healthcare system.

CO4 To emphasize the concept of health & factors responsible for disease causation, its prevention & estimation of disease load in the community.

CO5 Identify concerns of the Indian healthcare system like health disparities etc

Course Content:

Unit -I: Health and Development

Concept of Health and Disease. Spectrum of health, Health and its determinants Health Indicators. Prevention and levels of prevention.

Unit-II: Healthcare Systems

Evolution of Health Planning in India, Important health Committees and their Functions, Concept and Elements of Primary Health Care, Rural Healthcare system in India – Structure & Current Scenario, Organization and Management of Public Healthcare System, Issues in healthcare delivery system

Unit-III: Health Policies and Schemes

National Health Policy, Five year Plans, National Population Policy, National Policy for Children.

Text & References:

1. K Park, Preventive and Social Medicine, BansaridasBhanot Publishing House.
2. Brijesh C Purohit. Health Care System in India: Towards Measuring Efficiency in Delivery of Services.
3. Maxcy-Rosenau-Last, Public Health & Preventive Medicine, 14th Edition Ed Robert Wallace.

Legal and Ethical Issues in Health

Paper Code : BBA 403

Contacts: 3L + 1T

Credits: 4

Course Overview: Explore the legal and ethical issues that health care professionals and health advocates face as a natural part of the clinical practice process. Examine the principles that guide ethical practice, the ethical dilemmas that exist in a variety of settings and also investigate tools for identifying and implementing an approach to ethical professional practice in health care settings.

Course Outcomes: At the end of the course, students will be able to:

CO1 Understand the basics of Health Care laws and role of health policy and Health Care Centres.

CO2 Acquaint the students with Human Rights. Rights & Duties of Health Care Provider and the Health Care legislations & Regulations.

CO3 Analyze and understand the general and specific laws of Health care and the contemporary challenges in health sector.

CO4 Understand Medical Ethics, Contract Act and Consumer Protection Act .

Course Content:

Unit-I

Basic of Health and its provider. Origin & Evaluation. Need for Health Law – Fraudulence, Negligence and Abuse.

Unit-II

Human Rights. Rights & Duties of Health Care Provider (Public & Private Activities). Functions and Interaction between court Legislation and Regulations, Informed Consent and Confidentiality.

Unit-III

General Laws on Health Law (Medical Allied Agencies). Specific Laws on Health Law (NDT, PWD/etc). Contemporary challenges in Health Laws. Workman Compensation Act,

Unit-IV

Medical Ethics. Contract Act and Consumer Protection Act in Health Care Sector.

Text & References:

- 1) Jonathan Herring- Medical Law and Ethics
- 2) Mason and Mc Call Smith- Law and Medical Ethics
- 3) S. V. Jogarao- Current Issues in Criminal Justice and Medical laws.

Operations Research

Paper Code: BBA 404

Contacts: 3L + 1T

Credits: 4

Course Overview: Operations research helps in solving problems in different environments that needs decisions. The module cover topics that include: linear programming, Transportation, Assignment, and PERT/ CPM techniques.

Course Outcomes: At the end of the course, students will be able to:

CO1 Recognize the importance and value of Operations Research and linear programming in solving practical problems in healthcare industry.

CO2 Acquaint knowledge with respect to optimization in utilization of resources.

CO3 Gain knowledge of drawing project networks for quantitative analysis of projects.

CO4 Know when simulation and dynamic programming can be applied in real world problems.

Course Contents:

UNIT–I Introduction

Definition of operations research, scientific methodology of operations research, scope of operations research, importance of operations research in decision making, role of operations management, limitations of OR.

UNIT – II Linear Programming

Introduction – Mathematical formulation of a problem – simplex method for maximization and minimization problems.

Unit– III Mathematical Models

Assignment problem, Replacement Model

UNIT – IV Network models and simulation

Network models for project analysis CPM and PERT – problems.

Text and References:

1. Operations Research in Hospitals: Diagnosis and Prognosis, David H. Stimson, Ruth H. Stimson
2. Operations Research and Healthcare: A handbook of methods and Applications, Margaret L. Brandeau, Francois Sainfort, William P. Pierskalla
3. Patients hospitals and Operational Research, Taylor Francis
4. Operations Research by P. Rama Murthy
5. Operations Research: Methods, Models and Applications, Jay E, Aronson and Stanley Zionts
6. Operations Research, Frederick S.Hillier and Gerald J. Lieberman, Tata McGraw Hill, 2005, New Delhi.
7. Operations Research – An Introduction”, Hamdy A Taha, Pearson Education, 2009, New Delhi.

8. Operations Research - Theory and Application, J.K.Sharma, Mac Millan India, 2003.
9. Quantitative Techniques in Management, N.D.Vohra, Tata McGraw Hill Publishing Co. Ltd, 2007.
10. Operations Research, R.Paneerselvam, Prentice Hall of India, 2008, New Delhi.

Healthcare Insurance

Paper Code: BBA 405

Contacts: 3L + 1T

Credits: 4

Course Overview: This course introduces the fundamentals of Health insurance models and applications and develops the concept of insurable risk and its identification; the uses of insurance in financial planning to deal with risk; analysis of property, liability, life, medical and disability insurance policies; annuities; employee benefit plans; business applications of life and disability insurance.

Course Outcomes: At the end of the course, students will be able to:

- CO1** The students after completing this course would be able to understand about health insurance and its applications.
- CO2** Students would know all aspect of health insurance and all stakeholders of involved in providing cash-less service to patients.
- CO3** They would also be able to work in any organization, who has health insurance activities like insurance companies.
- CO4** The students can take up responsibilities of managing health insurance patients and services in any hospital.

Unit-I Introduction of Health Insurance

Meaning, Concept, history, current scenario and future of Health Insurance in India, Health Insurance regulation in the Indian Context- Health Insurance regulations , digital distribution channel in health insurance.

Unit-II Health Insurance Products in India

Various polices issued in Health Insurance- Concept and features of Mediclaim – Individual and Family floater, Overseas Mediclaim policy, Disease Specific products, Government Sponsored Health Insurance Scheme in India- RSBY & Ayushman Bharat., Critical illness policy.

Unit-III Role of Third Party Administrator and Group health Insurance

Regulations of IRDA (TPA – Health Services Regulations), 2001. Scope of relationship between insurer and TPA. TPA’s relationship with customers and hospitals for effective claim settlement. TPA role in claim settlement and reducing frauds, Current scenario and future of TPA in India. Group Health Insurance Guidelines.

Unit-IV Health Insurance Frauds and Customer Service in Health Insurance

Fraud and abuse in health insurance, Classification of frauds, Stages of frauds in health insurance, parties involved in frauds, triggers, causes, effects and remedial measures to control fraud.

Text & References:

1. Balachandran, S (2010): Managing Change, Sangeeta Associates, Mumbai.
2. Gopalakrishna, C (2011): Social Security, Insurance and the Law - Shroff Publishers and Distributors, Mumbai.
3. Kumar, Dharmendra (2011): Thresholds in Indian Insurance - Macmillans

4. Noussia, Kyriaki (2007): History, Evolution and Legislative Framework of Marine insurance.
5. Planning Commission (2008): A Hundred Small Steps, Sage publications.
7. Black, Kenneth Jr. & Harold Skipper Jr. (2000): Life and Health Insurance, 13th edition, Prentice Hall)
8. Crews, Tena B (2009): Fundamentals of Insurance, South-Western Educational Publications

Disaster Management

Paper Code : BBA 406

Contacts: 3L + 1T

Credits: 4

Course Overview: This course aims to equip students as healthcare professionals to plan and respond to disasters in terms of risk and hazard assessment, risk reduction, and preparedness and response management.

Course Outcomes: At the successful completion of course the student will gain:

- CO1** Knowledge and understanding of the disaster phenomenon, its different contextual aspects, impacts and public health consequences.
- CO2** Knowledge and understanding of the International Strategy for Disaster Reduction and to increase skills and abilities for implementing the Disaster Risk Reduction Strategy.
- CO3** Ensure skills and abilities to analyse potential effects of disasters and of the strategies and methods to deliver public health response to avert these effects.

Course Content:

Unit-I: Basics of Disaster Management

Definitions, Determining risk of disaster, Classification of disaster on the basis of origin, source, onset & anticipated response; Disaster process, Effects of Disasters – Health issues, characteristics and geography of disasters, Impact of Disasters on the Hospitals

Unit-II: Disaster Management Process

Phases of disaster management, leadership, organization of medical relief, Triaging, Disaster Response – local, national & International; Disaster Management Act – 2005.

Unit-III: Disaster Preparedness

Hospital Disaster Plan – its pre-requisites, principles and components; Hospital disaster management committee and its role; Hospital disaster manual, Role of Government, International and NGO Bodies, Psychological Response and Management (Trauma, Stress, Rumor and Panic), Relief and Recovery, Medical Health Response to Different Disasters.

Text & References

1. A guide to emergency health management after natural disasters, American health organization scientific publication.
2. Emergency vector control after Natural disaster, American health organization scientific publication.
3. District Health facilities, WHO regional publication western pacific services.
4. Medical supply management after natural disaster, American health organization scientific publication.
5. ShailendraK.Singh : Safety & Risk Management, Mittal Publishers
- 6.. J.H.Diwan : Safety, Security & Risk Management,APH
7. Dr. Mrinalini Pandey Disaster Management Wiley India Pvt. Ltd.
8. Jagbir Singh Disaster Management: Future Challenges and Opportunities K W Publishers Pvt. Ltd.
9. Tushar Bhattacharya Disaster Science and Management McGraw Hill Education (India) Pvt. Ltd.

**Summer Project Report on Healthcare Industry
Paper Code -BBA 407**

Credits: 4

Summer/Internship Training Objective:

To provide on the job experience, as an understudy in a healthcare organization, to help the student understand systems and procedures and learn to make decisions considering the organization as an integral unit.

Duration: 4-6 Weeks

Format for Report Writing:

1. Abstract
2. Introduction
3. Aims & Objectives
4. Operational definitions
5. Significance of Study
6. Review of literature
7. Research methodology
8. Data Analysis
9. Results
10. Discussion
11. Conclusion
12. Recommendations
13. Limitations of study
14. Future prospects of study
15. References

Communicable and Non communicable diseases

Paper Code: BBA 501

Contacts: 3L + 1T

Credits: 4

Course Overview: To provide students with an understanding of the scope of the public health issues with regard to communicable diseases and non-communicable diseases in India.

Course Outcomes: On completion of this course, the students will be able to:

CO1 Explain the biological principles required to understand the distribution of infectious and non-infectious diseases of public health importance.

CO2 Apply the current research to solve public health problems.

CO3 Describe the methods for the prevention and control of disease.

CO4 Apply the biological principles in attacks on diseases of public health significance.

Course Content:

Unit-I Introduction

Classification of diseases, modes of evolution of disease stages, burden of communicable & and non-communicable diseases, disease cycle/ transmission

Unit-II Communicable Diseases

Etiology, Signs, symptom, prevention and control of: Vaccine preventable diseases, vector borne diseases, COVID-19, SARS, MERS, influenza, intestinal, vector borne diseases, TB, Malaria, Leprosy, Polio, STIs, AIDS

Unit-III Non-Communicable Diseases

Etiology, Signs, symptom, prevention and control of : Asthma, Cancer, Cardiovascular diseases, chronic rheumatic diseases, diabetes, substance abuse related illness & control, obesity, mental health, and Accident & Injuries.

Text & References

1. Utpal Kant Singh. Infectious diseases and immunization.
2. WHO report on infectious diseases and report on multi-drug resistance.
3. Giesecke J. Modern infectious disease epidemiology
4. Duguid et al. Textbook of Medical microbiology.
5. Davidson, Edward, Bouchier et. Al. Principles and practice of Medicine, Pearson Professional Ltd., 1995.
6. Harrison's Principles of Internal Medicine 16th Edition 2005
7. WHO Technical publications: Vaccines, Human Genetics Program series

Health Program Planning, Design & Management

Paper Code: 502

Contacts: 3L + 1T

Credits: 4

Course Overview: This course is intended to teach considerations for building healthcare facilities to enhance patient and staff safety and satisfaction. Includes steps in health planning hospital planning, conducting master planning and designing, Management, Monitoring and evaluation of health programmes.

Course Outcomes: After completing the course, students would be able to:

CO1 Strategically evaluate an organization, its present position, long term direction, resources and competitive capabilities, and its opportunities for sustainable growth.

CO2 Generate a healthcare organizational mission statement, vision, objectives and strategic priorities.

CO3 Understand planning and operation of hospitals in detailed manner

CO4 Analyze salient healthcare industry trends for application to hospital planning.

Course Content:

Unit-I Health Planning

Need for health planning, Definition and Concept of programme planning, Types of health Plans, Process of planning.

Unit- II Introduction to Hospital Planning

Conception of idea, formation of hospital planning team, market survey, feasibility study, selection of location, Financial planning of hospitals, Macro level planning, Conception to commissioning.

Unit-III Health Program Designing

Concepts underlying the design of Health programs, Basic approaches to the design, analysis and Interpretation of health programs

Unit IV Monitoring and Evaluation

Types of evaluation: Process, outcome and impact evaluation, Prospective and Retrospective evaluation, Difference between monitoring and Evaluation, Evaluation of health programs.

Text & References

1. Marie-Therese Fewerstein, Partners in Evaluation, 1986, London.
2. James F. Mckenzie, Jan L. Smelitzer, Planning, Implementing and Evaluating Health Promotion Program, third edition, 2001, USA.
3. Stephen M. Shortell, Arnold D. Kaluzny, Essentials of Health Care Management, 1997, USA.
4. Rosemary McMahon and others, On Being In Charge, A Guide to Management in PHC, 1992, WHO, Geneva. Health
5. Charles Collins, Management and Organization of Developing Health Systems, 1994, USA.
6. Challi Jira, Health Planning, 2003, Jimma University.
7. Challi, Amsalu, Getnet, Health Service Management, 2003.
8. Mc Mahn R. Barton G. Piot M (1992). On Being In charge –A guide to Management in Primary health Care, WHO Geneva.
9. Hospital Planning: Charles Butler, Addison Erdman
10. Dr Malhotra's series: Step by Step – Hospital designing & Planning, by Jaypee 2007

Fundamentals of Quality in Health

Paper Code: BBA 503

Contacts: 3L + 1T

Credits: 4

Course Overview: The course provides basic concepts of quality in health care and approaches and skills to implement sustainable quality assurance program in the healthcare. Various quality improvement approaches, role of standards, use of quality improve tools, methods of quality assessment.

Course Outcomes: After completing the course, students would be able to:

CO1 Analyze the concepts and measures of health care quality and patient safety.

CO2 Describe factors leading to a greater emphasis on quality measurement and improvement of care.

CO3 Demonstrate an understanding of tools used in quality measurement and improvement.

CO4 Assess how healthcare delivery models can be evaluated.

CO5 Analyze changes to implement in healthcare delivery to make it safe, timely, effective, equitable, efficient, and patient-centered.

Course Content:

Unit -I Basics of Quality Management

Definition of Quality, Principles of Quality, and Need for Quality. Dimensions of Quality in primary Healthcare, System's framework for Quality.

Unit-II Quality Approaches

Quality Assurance Cycle; Total Quality Management - Principles of Edward Deming, Joseph Juran and Philip's Crosby. Concept and Types of Benchmarking.

Unit-III Quality Management Tools & Techniques

Cause-Effect Analysis (Fishbone Diagram), Brainstorming, 5-S Techniques, 3M Technique, Poka-Yoke, Service Quality measurement.

Unit-IV Accreditation

Benefits of Hospital Accreditation, Overview of National Accreditation Board for Hospitals & Healthcare Providers (NABH) and Joint Commission International (JCI).

Text & References

1. Quality management in healthcare ,S.K Joshi---JAYPEE
2. Hospital administration , CM Francis & Mario C desouza---JAYPEE
3. Hospital and health services administration principles and practice, Syed Amin Tabish--- OXFORD
4. A Text on Total Quality Management,Asish Bhatnagar-Vrinda Publication

Management Information System

Paper Code: BBA 504

Contacts: 3L + 1T

Credits: 4

Course Overview: This course is designed to make students familiar with the Information system, system analysis and design and various issues in MIS.

Course Outcomes: At the successful completion of course the student will able to:

CO1: Understand and apply core knowledge in Management Information System.

CO2: Identify and analyze requirements for information systems.

CO3: Understand and apply design principles in Information Systems

CO4: Effectively evaluate technology alternatives to solve problems in an MIS context

Course Content:

Unit I Management Information Systems

Need, Purpose and Objectives, Contemporary Approaches to Management Information Systems (MIS), Information as a strategic Resource, Use of information for competitive advantage, Management Information Systems as an instrument for the organizational change

Unit II Information, Management and Decision Making

Models of Decision Making, Classical, Administrative and Herbert Simon's Models Attributes of information and its relevance to Decision Making, Types of information

Unit III Systems Analysis and Design

Systems Development Life Cycle, Alternative System Building Approaches

Unit IV Decision Support Systems

Group Decision Support Systems, Executive Information Systems, Executive Support Systems, Expert Systems and Knowledge Based Expert Systems, Artificial Intelligence.

Unit V Management Issues in MIS Information

Security and Control, Quality Assurance, Ethical and Social Dimensions, Intellectual Property Rights as related to IT Services /IT Products Managing Global Information Systems.

Text & References:

1. Management Information Systems, Laudon and Laudon, 7th Edition, Pearson Education Asia.
2. Management Information Systems, Jawadekar, Tata McGraw Hill.
3. Management Information Systems, Davis and Olson, Tata McGraw Hill.
4. Analysis and Design of Information Systems, Rajaraman, Prentice Hall.
5. Decision Support Systems and Intelligent Systems, Turban and Aronson, Pearson Education Asia.

6. Management Information Systems, Schulthesis, Tata McGraw Hill.

7. Management Information Systems - Sadagopan, Prentice Hall.

8. Management Information Systems – Jayant Oke.

Strategic Management

Paper Code: BBA 505

Contacts: 3L + 1T

Credits: 4

Course Overview: The aim of the course is to develop the strategic thinking and decision making abilities of students, especially in relation to understanding the employability of various strategies in different situations.

Course Outcomes: At the successful completion of course the student will able to:

CO1 Understand the strategic decisions that organisations make and have an ability to engage in strategic planning.

CO2 Explain the basic concepts, principles and practices associated with strategy formulation and implementation.

CO3 Integrate and apply knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.

Course Content:

Unit-I Introduction to Strategic Management

Introduction, Fundamentals of Strategy, Conceptual Evolution of Strategy, Scope and Importance of Strategies management, Levels of strategy, Strategic management process, Defining Vision and Mission of a company.

Unit-II External Assessment & Internal Assessment

Environmental Scanning with respect to economic, social, cultural, demographic, environmental, political, governmental and legal aspects, technological forces, Industry's Porter's five force model.

Unit-III Strategies in Action:

Various types of strategies viz. integration strategies, Intensive strategy, Diversification, Turnaround strategies, Divestiture, Outsourcing, Generic Strategies viz Cost leadership, differentiation and focus.

Unit-IV Matrix Analysis & Strategy Evaluation

SWOT analysis, BCG matrix, GE matrix strategic evaluation, Evaluation techniques for strategy and operational control.

Text & References:

- 1 Arthur, A, Thomson and Strickland, A, J. (2002), Strategic Management – Concept and cases, Tata McGraw Hill, New Delhi
- 2 Glueck, W.T. and Lawrence, R. Jauch (2003), Business Policy and Strategic Management, Frank Bros & Co
3. Kazmi Azhar, Business Policy and Strategic Management, Tata McGraw Hill, New Delhi, 2004

Website Designing

Paper Code: BBA 506

Contacts: 3L + 1T

Credits: 4

Course Overview: A Website Designing course enables students to use all the essential designing and programming tools required to do the job efficiently. The curriculum is a blend of various themes, software application and tools which will be very useful for healthcare officials.

CO1 Understand the principles of creating an effective web page, including an in-depth consideration of information architecture.

CO2 Become familiar with graphic design principles that relate to web design and learn how to implement theories into practice.

CO3 Develop skills in analyzing the usability of a web site.

CO4 Understand how to plan and conduct user research related to web usability.

CO5 Learn the language of the web: HTML and CSS.

Course Content:

Unit-I Introductory Concepts

Web Technologies - Internet, Intranet, Extranet, Web Browser and WWW, W3C, HTTP, Cookies, Session, IP Address, Domain Name, Web Server, website and webpage structure. Markup Language, HTML editor: Dreamweaver, Introduction to HTML, lists: ordered, unordered and definition lists, hyperlinks: http/https/ftp, images, images as hyperlinks, adding graphics, audio and video, table

Unit-II Introduction to HTML 5.0

What is HTML5, History: A Little Retrospective, The WHATWG, Vision and Philosophy behind HTML5, HTML vs HTML5, Getting Started with HTML5: The State Of Browser Support, Structure of a Web Page

Unit-III HTML 5.0 Form, Graphics & Media

HTML5 DOM, Form: new input types & attributes, form validation, HTML canvas and SVG: Drawing shapes, Text & images, working with pixels, Embedding media: Audio and Video based On Plug-in, Plug-ins in HTML inserting YouTube videos.

Unit-IV CSS & CSS3

Introduction to CSS, Syntax, Selectors, Applying CSS to backgrounds, Text, Fonts, Links, Model: Border, Margin, Padding, Dimension, Display, Positioning, Align, CSS to Images, CSS Media Types. CSS3: Introduction, Rounded Corners, Border Images, Backgrounds, Colors, Gradients, Shadows, Fonts and text effects, 2D/3D Transforms, Transitions & Animations.

Text & References:

1. Pro HTML5 and CSS3 Design Patterns Paperback – 2012 by Dionysios Synodinos,
2. Michael Bowers, Victor Sumner Murach's HTML5 and CSS3 Paperback – 2012
3. Dive into HTML5 by Mark Pilgrim.
4. Hello! HTML5 & CSS3: A user-friendly reference guide Paperback by Rob Crowther.
5. HTML5 Guidelines for Web Developers by Klaus Förster.

Health Economics

Paper Code: BBA 601

Contacts: 3L + 1T

Credits: 4

Course Overview: The aim of the course is to expose students to health economics as a branch of economics in order to develop an understanding of economic principles as applied to health and health care.

Course Outcomes: At the successful completion of course the student will be able to:

CO1 Understand the dynamics of economics in healthcare.

CO2 Understand the demands and necessary inputs to be made available as hospital administrators.

CO3 Understand the stakeholders and their behavior in the health care market.

CO4 Develop the skills to understand the issues related to effectiveness, value and behavior of production and consumption of health and healthcare.

Course Content:

Unit-I: Nature and Scope of Economics

Fundamental Concepts – Scarcity & Choice, Macroeconomics & Microeconomics, Economic Agents, Consumer, Producer & government, Market – Free market mechanism and chained Market Mechanism.

Unit-II: Basics of Demand and Supply

Demand Curve, Supply Curve, Market Equilibrium, Market Failure.

Unit-III: Healthcare Market

Need, Want & demand, Determinants of demand – Price factors, Patient factors & Physician factors – Supplier Induced Demand; Grover C. Wirick factors of demand for Healthcare, Insurance and demand for healthcare.

Unit -IV: Concepts of Costs and Health Expenditure

Different Types of Costs on the basis of Cost behavior and Selection among alternatives. Calculations and Curves of Fixed Costs, Variable Costs, Total Costs, Average Costs and Marginal Costs. Public Expenditure on Health and National Health Accounts

Text & References:

1. Ceri J Phillips. Health Economics- An introduction for health professionals, Blackwell publishing.
2. Clewer Ann and D Perkins. Economics for healthcare management, Prentice Hall.
3. Folland S, A.C. Goodman, and M. Stano, The economics of health & Healthcare, Prentice Hall
4. Principles of Health Economics for developing countries, The World bank.

Project Thesis

Paper Code BBA 602

Credits: 16

Objective:

To impart the practical knowledge through research methods, help formulate a rigorous research problem related to hospital on the basis of their observation, help do an independent study, and encourage working in a team.

Pedagogy:

Identifying several situations amenable to dissertation work, writing a proposal and making a presentation to the Departmental Research Committee. - Reporting to the committee on the progress of research work periodically. - Making use of a variety of research methods. - Defending the inference before the Examining Committee.

Project Report Contents:

Every student will do a detailed study on the topic selected for the Project Thesis and is expected to prepare a two or three proposals which he intends to take up for the Project Thesis. The Assigned guide will examine this and decide on the topic of Project. Report will comprise of following contents:

1. Abstract
2. Introduction
3. Aims & Objectives
4. Operational definitions
5. Significance of Study
6. Review of literature
7. Research methodology
8. Data Analysis
9. Results
10. Discussion
11. Conclusion
12. Recommendations
13. Limitations of study
14. Future prospects of study
15. References