

**BBA in Hospital Management**

Program Outcome:

- 1) Apply the principles and practices of management into managing the hospitals
- 2) Apply analytical and critical thinking abilities for problem solving in hospitals
- 3) Conform business affairs with respect to social economic legal and ethical issues
- 4) Communicate with effectiveness and empathy.

Curriculum Structure**SEM-1**

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	XHM1001	Hospital Operations Management and Planning	4	1		3
2.		XHM1002	Accounts	4	1		6
	CC	XHM1003	Principles of Management	2	1		3
3.	GE	XHM1004	Basics of Evolutionary Biology	2	1		6
4.	CC	XHM1005	English and Professional Communication and Soft Skill	1	1		2
5.	CC	XHM1101	Life Skills and Personality Development			2	2
6.	CC	XHM1102	Yoga/Health and Wellness/Sports			2	2
7.	Non-CGPA	JSC1501	Universal Human Values				1
8.	Non-CGPA	JSC1502	Seminar / Group Discussion				1
9.	Non-CGPA	JSC150	Skill X				1
Total Credit							24

SEM-2

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	XHM2001	Medical Terminology	5	1		6
2.		XHM2002	Hospital Overview	5	1		6
3.	CC	XHM2003	Environment & Sustainable Development	5	1		6
4.	Elective	XHM2004	Biostatistics	2			2
Total Credit							20

SEM-3

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	XHM3001	Medical Record Science	5	1		6
2.		XHM3002	Health Care Marketing	5	1		6
3.		XHM3003	Health Information Systems	5	1		6
4.	Elective	XHM3004	Medical Ethics, Law and Etiquette	5	1		6
5.	Elective	XHM3005	Computer Applications	2			2
Total Credit							26

SEM-4

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	XHM4001	Public Health and Health Care Planning	5	1		6
2.		XHM4002	Support Utility Systems-I	5	1		6
3.		XHM4003	Hospital Inventory Management	5	1		6
4.	CC	XHM4004	Entrepreneurship Theory and Practice	5	1		6
5.	CC	XHM4005	Basic Healthcare Analytics	2			2
Total Credit							26

SEM-5

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	XHM5001	Epidemiological Transitions in Healthcare	5	1		6
2.		XHM5002	Support and Utility Services-II	5	1		6
3.	Elective	XHM5003	Concepts of Digital Health	5	1		6
4.	Elective	XHM5101	Minor Project/ Internship		1	5	6
Total Credit							24



BBA in Hospital Management

SEM-6

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	XHM6001	Quality in Healthcare	5	1		6
2.		XHM6002	Health Insurance	5	1		6
3.	CC	XHM6003	Human Resource Management	5	1		6
4.	Elective	XHM6101	Major Project/ Internship		1	5	6
Total Credit							24



BBA in Hospital Management

Course Name: HOSPITAL OPERATIONS PLANNING

Mode: Offline

Credits: 5(4T+1P)

XHM1001

Aim of the Course: The objective is to attain a comprehensive understanding of hospital management.

Course Objectives: The course is designed to foster comprehension of the core principles of hospital management. It also covers operational aspects. Upon finishing this course, students should have a grasp of the foundational tenets of healthcare management.

Goals:

CO1: This course equips students with foundational knowledge in hospital operation planning.

CO2: Through this course, students will gain the ability to harmonize practice with theoretical knowledge in hospital operation planning.

CO3: The course will facilitate active learning and the acquisition of knowledge regarding emerging trends in health planning.

CO4: The course is designed to furnish students with decision-making skills relevant to Health care planning.

CO5: Upon completing this course, students will be equipped to detect and assess hospital planning challenges and possibilities in practical settings.

Sl	Course content	Mapped modules	Hour allotted
CO1	<ul style="list-style-type: none"> • Definition of Hospital • Overview of Professional service units of a hospital (clinical and non-clinical) • Organization of the hospital • Management structure • Governing body, Hospital committees and hospital functionaries Duties and responsibilities of various levels of management 	M1	8
CO2	<p>Hospital Planning-concept</p> <ul style="list-style-type: none"> • Guiding principles in planning hospital facilities & services Planning the hospital building. • Stages in planning, Finance, Location, Need assessment survey of community, factors determining site, legal requirements, design consideration, Project management & implementation, Gantt Chart Planning the operational units, engineering, lighting etc. 	M2	12

CO3	<p>Health Planning</p> <ul style="list-style-type: none"> • National Health Policy,2002(overview) • National Health Policy,2017 • National Population Policy • NITI Aayog 	M3	6
CO4	<p>National Health Programmes:</p> <ul style="list-style-type: none"> • National Dengue control programme, • National Leprosy Eradication Control Programme, • National Framework for Malaria Elimination (2016-2030) programme, • NACP-IV(2012-2017), • RNTCP, • Universal Immunization Programme including Inradhanush , • RCH Phase II, • Vision 2020, • National Health Mission, • National Mental Health Programme, • National Family Planning Programme 	M3, M4	10
CO5	<ul style="list-style-type: none"> • Health Manpower Planning and distribution • Health service Research 	M5	4

Learning Outcome/ Skills:

Hospitals are complex organizations with intricate structures. Student will study how different departments and functions within a hospital interact, and how the organizational structure affects decision-making and efficiency.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Introduction to Hospital Planning	8	20	1,2	NA
M2	Hospital Planning-concept	12	35	1,2,3	NA
M3	Health Planning	6	20	1,2	NA
M4	National Health Programmes	10	15	1,2,3	NA
M5	<ul style="list-style-type: none"> • Health Manpower Planning and distribution • Health service Research 	4	10	1,2,3	NA
Total Theory		40	100		
Practical		8	-	-	-
TOTAL		48	-	-	



BBA in Hospital Management

**Course Name: Accounts
XHM1002 (MAJOR)**

Mode: Offline

Credits: 5(4T+1P)

Programme Outcome of BBA in Hospital Management (PO)

1. Possessing the necessary skills and knowledge to effectively navigate and apply hospital management principles.
2. Ability to extrapolate to novel situations and Integration of knowledge in diverse contexts.
3. Ability to integrate information from various sources and combine different ideas to create a comprehensive understanding of a topic.
4. After completion, students are capable of collecting, organising, and interpreting data from to gain insights and draw meaningful conclusions.
5. Demonstrate adeptness in accessing, evaluating, and leveraging various information sources using ICT.
6. Able to learn a team-oriented approach.
7. Display the ability to listen attentively, read and write critically, and deliver complicated material to various groups in a clear and coherent manner.
8. Referring to the capacity to exhibit ethical principles and values while overseeing hospital operations and decision-making.
9. Emphasizing the obligation to address societal needs and contribute positively to the community.

Course Outcome (CO)

Aim of the Course: The aim is to achieve knowledge of the fundamentals of managerial accounts and practical application in the hospital operations.

Course Objectives: This course introduces the basic concepts and principles of accounting for preparing the financial statements such as income statement (financial performance) and balance sheet (financial position). The course focuses on detailed understanding of accounting information system, accounting concepts, accounting principles, accounting cycle, recording of transactions, and financial statement concepts.

Students are expected to gain the ability of using accounting information as a tool in applying solutions for managerial problems, evaluating the financial performance, and interpreting the financial structure.

Goals:

- CO1: This course enables students to gain preliminary knowledge about accounts.
- CO2: This course will enable the students to combine practice and theoretical knowledge of accounting.
- CO3: The students of this course will be active learners and develop awareness of emerging trends in accounts
- CO4: The course will provide decision making skills to the students in the financial analysis context,
- CO5: The students of this course will have the ability to identify and analyse accounts related problems and opportunities in real life situations.

Sl	Course content	Mapped modules	Hour allotted
CO1	<ul style="list-style-type: none"> • Introduction to Accounting • Accounting: Meaning, Objectives and Advantages. Users of Accounting Information. • Fundamental Accounting Assumptions: (Going Concern, Consistency, Accrual.) Accounting • Principles: (Accounting Entity, Money Measurement, Accounting 	M1	10

	<ul style="list-style-type: none"> Period, • Full Disclosure, Materiality, Prudence, Cost Concept, and Dual Aspect, • Revenue recognition, matching.) Recording of • Transactions Double Entry System. Rules of • Debit and Credit • Journal and Ledger. • Preparation of Trial • Balance. 		
CO2	<ul style="list-style-type: none"> • Financial Statements • Financial Statements: Objective and Importance. Trading and Profit and Loss Account: • Balance Sheet: Need, grouping, marshalling of assets and liabilities. Adjustments • in Preparation of Financial Statements: • (With respect to closing stock, outstanding expenses, prepaid expenses, accrued income, • Income received in advance, depreciation, bad debts, provision for doubtful debts.) 	M2	10
CO3	<ul style="list-style-type: none"> • Cost Accounting: • Introduction: Definition of • Costing, Cost concepts • Types of costs, Classification of costs, Cost sheet 	M2	8
CO4	<ul style="list-style-type: none"> • Materials control: Introduction: Various stock levels, • Economic Ordering Quantity • Various methods of pricing materials issues (FIFO and LIFO) 	M3	8
CO5	<ul style="list-style-type: none"> • Analysis of Financial Statements. • Cash Flow Statement. • Glimpses of Computerised Accounting. 	M4	4

Learning Outcome/ Skills:

The objective of this course is to introduce problems of financial accounting such as measuring and reporting issues related to assets and liabilities and preparing the financial statements. Students are expected to gain the ability of using accounting information as a tool in applying solutions for managerial problems, evaluating the financial performance, and interpreting the financial structure.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks, if any
THEORY					
M1	Introduction to Accounts	10	30	1,2	NA
M2	Financial statements and cost accounts	18	35	1,2,3	NA



BBA in Hospital Management

M3	Materials control: Introduction: Various stock levels, Economic Ordering Quantity Various methods of pricing materials issues (FIFO and LIFO)	8	20	1,2	NA
M4	Analysis of Financial Statements. Cash Flow Statement. Glimpses of Computerised Accounting.	4	15	1,2,3	NA
Total Theory		40	100		
<u>Practical</u>		8	-	-	-
	TOTAL	48	-	-	

Semester I

Minor-I

Detailed

Syllabus

Course: Principles of Management	
Course Code: XHM1003	Semester: I
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Theory: 3	End semester Exam: 70
Tutorial: 0	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 3	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0
Sl. No.	Course Objective



BBA in Hospital Management

1	To help the students to develop cognizance of the importance of management principles.	
2	To enable them to analyze and understand the environment of the organization.	
3	To study the all-management functions of organization.	
4	To enable them to understand the structure and changes of the organization.	
	Course Outcomes	Mapped module/Unit
CO 1	Students will be able to have clear understanding of managerial functions, theories and some basic knowledge on management.	U1
CO 2	Students will be able to have clear understanding planning function in detail.	U1,U2
CO 3	Students will be able to have clear understanding of organization structure.	U2,U3
CO 4	Students will be able to have clear understanding of how to lead and motivate.	U3,U4
CO 5	Students will be able to have clear understanding of managerial change and resistance.	U5

XHM1004: BASICS OF EVOLUTIONARY BIOLOGY

Mode: Offline

Credits: 3

Nature: Theory

Course Objectives:

1. To provide a comprehensive overview of Concept of Evolution.
2. To explain Origin of Life, especially Prokaryotes as well as Eukaryotes in detail.
3. To explore salient features of various theories of evolution
4. To develop comprehensive knowledge regarding various Sources of Variations and their role in evolution

Sl	Course Outcome	Mapped modules
CO1	Concept of Evolution and its importance.	M1

CO2	Origin of life, especially Prokaryotes as well as Eukaryotes.	M1
CO3	Salient features of various Theories of Evolution, Darwinism and NeoDarwinism.	M2
CO4	Hardy-Weinberg Equilibrium	M3
CO5	Evidence of Evolution analogy & homology	M3
CO5	To impart knowledge regarding the origin and evolution of man.	M4
CO6	To know the various sources of variation and their role in evolution.	M4

Learning Outcome/ Skills:

- Students will be able to understand the basic concept of evolution.
- Students will be able to correlate various evolution theories.
- Students will be able to understand the evidence of evolution.
- Students will be able to understand the evolution of human and evolutionary changes.

Module Number	Content	Total Hours	% of questions	Bloom Level (applicable)	Remarks,if any
THEORY					
M1	Life's Beginnings	05	20	1,2	NA
M2	Theories of Evolution	15	30	1,2,3	NA
M3	Evidences of Evolution	15	20	1,2,3	NA
M4	Product of Evolution	10	30	1,2,3	NA
Total Theory			100		

<u>TOTAL</u>	45			
---------------------	-----------	--	--	--

Detailed Syllabus

Module 1: Life's Beginnings

Concept of Evolution , Origin of Life, Origin of Prokaryotes and Eukaryotes.

Total Hours: 05

Module2: Theories of Evolution

Early Ideas of Evolution, Darwin Theory for Natural Selection, Mutation theory for evolution, Modern synthetic theory of evolution. Classic Experiment: Lederberg's Experiment, Hardy-Weinberg Equilibrium

Total Hours: 15

Module3: Evidences of Evolution

Analogy and Homology, Embryological Evidences of Evolution, Evolutionary Paleontological Evidences, Molecular Phylogeny

Total Hours: 15

Module4: Product of Evolution

Micro-evolutionary Changes, Concept of Species & Speciation , overview of Adaptive Radiation, Evolution of Man

Total Hours: 10

References

- § Mark Ridley. Evolution. 3rd Edition. Blackwell Publishing. (2004).
- § Mathur, Tomar, Singh. Evolution and Behaviour. Rastogi Publication, Merrut.
- § Mohan P. Arora. Evolutionary Biology, Himalaya Publishing House, Bombay.
- § P. S. Verma and V. K. Agarwal. Cell Biology, Genetics, Molecular Biology, Evolution and Ecology, Revised Edition. S. Chand Publication (2004).
- § Strickberger. Evolution. Prentic Hall. (2002).
- § Theodore H., Jr Eaton. Evolution. 1st Edition. W. W. Norton Publication. (1970).

Detailed Syllabus

Course: English & Professional Communication	
Course Code: XHM1005	Semester: I
Maximum Marks: 100	
Teaching Scheme	Examination Scheme
Lecture: 2	End semester Exam: 70
Tutorial: 0	Attendance: 5
Practical: 0	Continuous Assessment: 25
Credit: 2	Practical/Seasonal internal continuous evaluation: 0
	Practical/Seasonal external examination: 0
Sl. No.	Course Objective

BBA in Hospital Management

1	To lay emphasis on the development of linguistic competence and honing skills in the domain of communication and its allied affairs.	
	Course Outcomes	Mapped module/Unit
CO 1	To improve communicative competence of the students.	U1
CO 2	To enable the students converse in the real-life situations.	U1, U2
CO 3	To make the effective use of English for practical purposes.	U1, U2, U3
CO 4	To enable the students, acquire phonetic skills.	U1, U3, U4

Learning Outcome/Skills:

The candidate will be able to have a deep insight into the areas of grammar, communication, reading aspects and practical skills and preparation to face the corporate world and the general life with confidence. There should be a close linkage between the various elements of language and communication for a flawless reflection.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	6	30	1, 2, 3	NA
U2	8	20	1, 2, 3	NA
U3	7	20	1, 2	NA
U4	9	30	1, 2, 3	NA
	30	100%		

Course Code:	XHM1005	
Course:	English & Professional Communication	Credits:2.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Grammar: Tense, Voice, Phrases and Clauses, Narration, Transformation of Sentences, Vocabulary.	6
Unit-II	Communication: Definition, importance, purpose, elements, barriers, body language and strategies.	8
Unit-III	Reading Skills: Purpose, Articulation, Syllables, Accent and Voice Modulation.	7
Unit-IV	Presentation Skills, its structure, speech preparation, public speaking on special occasion. Interview, types, Group Discussion, Mock Sessions for practice.	9
	Total	30

List of Books

Name of Author	Title of the Book	Name of the Publisher
K C Verma	The Art of Communication	Kalpaz Publication.
B K Mitra	Personality Development and Soft Skills	Oxford Publication
Wren and Martin	High School Grammar and Composition, Wren and Martin	S Chand Publication

Course: Life Skills and Personality Development		
Course Code: XHM1101		Semester: I
Maximum Marks: 100		
Teaching Scheme		Examination Scheme
Lecture: 2		End semester Exam:
Tutorial: 0		Attendance:
Practical: 0		Continuous Assessment:
Credit: 2		Seasonal external examination: 100
Sl. No.	Course Objective	
1	To understand the importance of the fundamental skill practices of life.	
2	To analyze the necessity of growth and expansion of personality to cater a complete look to life.	
3	To showcase the extreme necessity of the use and application of soft skills in organization.	
4	To comprehend the hand in glove relation between the life skill practices and the subtle nuances of personality.	
Course Outcomes		Mapped module/Unit
CO 1	To enable the students, understand the essence of career growth and improvement of professional skills.	U1



BBA in Hospital Management

CO 2	To enable the students, realize the importance of attitude and its relation to the motivational acumen to manage the daily stress issues for a sum total development.	U1, U2
CO 3	To acquire deemed knowledge on the various tentacles of communicative skills and their subsequent application for a complete reflection.	U1, U2, U3
CO 4	To make the students realize the use and necessity of soft skills in the corporate domain and job searching scenario.	U1, U3, U4



BBA in Hospital Management

Learning Outcome/Skills:

The candidate is able to have a detailed understanding of the importance of career and the skills which are high required to pave the path for a distinct destination. There is a perfect blend of the various categories required for the growth and expansion of life and career.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	7	25	1, 2, 3	NA
U2	8	20	1, 2, 3	NA
U3	9	25	1, 2, 3	NA
U4	6	30	1, 2, 3	NA
	30	100%		

Course Code:	XHM1101	
Course:	Life Skills and Personality Development	Credits:2.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Career and Professional Skills: Listening skills, Reading skills, Writing skills, Resume preparation, exploring career opportunities, cognitive skills, presentation skills, social and cultural etiquettes, digital literacy, ethics and security.	7
Unit-II	Attitude and Motivation: Attitude: Concept, meaning, types, applicable factors in daily life. Motivation: Concept, meaning, types, causes of de motivation, remedial measures. Stress Management and Development of Capabilities: Stress: meaning, causes, solutions. Development of Capacities: Leadership qualities, time management, decision making, team work, work ethics, good manners and etiquettes.	8
Unit-III	Introduction to Soft Skills: Personal Skills, knowing oneself, confidence building, defining strengths and weaknesses, developing positive attitude, thinking positively, perceptions, values in daily life. Inter and Intra personal skills, Group Dynamics, the importance of a good networking system, troubleshooting method and problem solving tools and techniques.	9
Unit-IV	The various branches of Communication Skills: Reading texts, Speaking fluently, Writing effectively. E mail writing and etiquettes followed. Corporate and Job hunting Skills: The Behavioral etiquettes, mannerisms, Stress Management, Time Management, importance of proper body language, writing a good CV (with job application), career planning, importance of goal settings in different spheres and conducting of mock GD.	6
	Total	30

List of Books

Name of Author	Title of the Book	Name of the Publisher
Meena and V. Ayothi (2013)	A Book on Development of Soft Skills	PR Publisher and Distributor
Patra Avinash	The Spiritual Life and Culture of India	London, OUP.
Shiv Khera	You can win	MacMillan Books, New York, 2003.
B K Mitra	Personality Development and Soft Skills	Oxford Publication.
Alex K	Soft Skills - Know Yourself and Know your World	S Chand and Company Ltd.



BBA in Hospital Management

Course: Yoga		
Course Code: XHM1102		Semester: I
Maximum Marks: 100		
Teaching Scheme		Examination Scheme
Lecture: 0	End semester Exam: 0	
Tutorial: 0	Attendance: 0	
Practical: 2	Continuous Assessment: 0	
Credit: 2	Practical/Seasonal internal continuous evaluation: 0	
	Practical/Seasonal external examination: 100	
Sl. No.	Course Objective	
1	To impart the students with basic concepts of Yoga for health and wellness.	
2	To familiarise the students with health-related Yoga for Overall growth & development	
3	To create a foundation for the professionals in Yoga.	
4	To impart the basic knowledge and skills to teach Yoga activities.	
	Course Outcomes	Mapped module/Unit
CO 1	To explain the meaning of Yoga, & its importance.	U1
CO 2	To know the classification of Yoga & its values	U1
CO 3	To know the different yogic practices and their significance. To understand the effects of kriyas, pranayam and asanas on our body.	U2
CO 4	To comprehend the concept of health, healing, and disease by the influence of Yoga	U3
CO 5	To know the way of Stress management through Yoga and Yogic dietary considerations.	U3
CO 6	To know the need of Yoga for healthy living & Effects of Meditation on our body.	U3

Learning Outcome/Skills:

The candidate is able to understand the tenets of the theory of yoga, the forms and the application in the regular life to keep the health fit and fine. The candidate will be able to gain the expertise on the various postures of yoga in the accepted sense of term.

Unit	Total Hours	Bloom's Taxonomy	Remarks, if any
U1	12	1	NA
U2	12	1, 2, 3	NA
U3	8	1, 2	NA
	30		

Formative Assessment	
Assessment Occasion/ type	Weightage in Marks
Practical	25 Marks
Assignments	25 Marks
Theory Exam	25 Marks
PowerPoint Presentation	25 Marks

Course Code:	XHM1102	
Course:	Yoga	Credits:2.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Introduction to Yoga Concept & principles, aims and objectives, classifications, Role of Yoga in character building, Therapeutic values of Yoga, Role of Yoga practices in developing concentration, will power and discipline, Difference between Yoga Asana and physical exercises, Importance of Yoga in daily life.	12
Unit-II	Asanas, Kriya & Pranayam Positions of Asanas: Guidelines, importance and limitations. Standing, Sitting, Supine, Proline and Balancing Asanas. (Any three asanas from each)	12

	Definitions of kriyas, Types, brief ideas of each kriya and importance. Pranayam: Definition, guidelines for the practice of pranayama, importance, limitations	
Unit-III	Yoga and Health Need of Yoga for health, concept of health and healing: yogic perspectives Yogic principles of healthy living and the role of Yoga in stress management and yogic dietary considerations	8
	Total	30

List of Books

Name of Author	Title of the Book	Name of the Publisher
Nagendra, H. R. & Nagarathna, R.	Samagra Yoga Chikitse	Bengaluru: Swami Vivekananda Yoga Prakasana
Kumar, Ajith	Yoga Pravesha	Bengaluru: Rashtrothanna Prakashana
D.M Jyoti	Yoga and Physical Activities	lulu.com3101, Hills borough, NC27609, United State

Learning Outcome/Skills:

The candidate will be able to focus on the critical domains of management, planning and decision making moreover he will he will gain the expertise on the organisational skills leading and motivation and the techniques adopted for controlling and resisting the managerial skills.

Unit	Total Hours	% of Questions	Bloom's Taxonomy	Remarks, if any
THEORY				
U1	10	25	1	NA
U2	10	25	1,	NA
U3	8	15	1, 2	NA
U4	8	15	1, 2	NA
U5	9	20	1, 2	NA
	45	100%		

Course Code:	XHM1003	
Course:	Principles of Management	Credits:3.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Introduction to Management <ul style="list-style-type: none"> • Definition and nature of management • Evolution of management theories • Functions of management (planning, organizing, leading, controlling) • Roles and skills of managers • Managerial levels and hierarchy 	10
Unit-II	Planning and Decision Making <ul style="list-style-type: none"> • Importance and benefits of planning • Types of plans (strategic, tactical, operational) • Steps in planning • Environmental scanning • Decision-making process and techniques 	10
Unit-III	Organizing <ul style="list-style-type: none"> • Organizational structure • Departmentalization and span of control • Authority, responsibility, and delegation 	8
Unit-IV	Leading and Motivating <ul style="list-style-type: none"> • Leadership-- definition and styles • Communication and its importance • Motivation theories 	8
Unit-V	Controlling and resistance to management <ul style="list-style-type: none"> • Elements of control process • Types of control (feedforward, concurrent, feedback) • Concept of resistance to change • Overcoming resistance to change 	9
	Total	45

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

List of Books

Name of Author	Title of the Book	Name of the Publisher
Stoner James.A., Freeman Edward, Gilbert Daniel	Management	Pearson
Wehrich and Koontz, et al	Essentials of Management	Tata McGraw Hill
V.S.P Rao & Hari Krishna	Management-Text & Cases	Excel Books
Ramaswami T	Principles of Management	Himalaya Publishing
Dipak Kumar Bhattacharyya	Principles of Management - Text and Cases	Pearson
Robbins, S. P	Management	Prentice Hall

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

Semester-II

Medical terminology
 Paper Code: - XHM2001
 Total Credit: 6
 Total hours of lectures: 60 hours

Sl.	Topic/Module	Hour
1.	Module 1: Basics of Prescription Reading. Common Latin term used in prescription writing, Study of standard abbreviations used in prescription, Study of common abbreviations used in various departments of hospitals.	10
2.	Module 2:a. Basics of Medical Terminology. Commonly used prefixes in medical terminology, Commonly used suffixes in medical terminology, Commonly used root words in medical terminology, Commonly used medical terms to define different parts of the body	10
3.	Module 3: Overview of various kinds of Medical Imaging.	10
4.	Module 4: Fundamentals of Digestive system. Fundamentals of Cardio-Vascular System. Fundamentals of Respiratory System.	10
5.	Module 5: Basic Concept on Elementary Diseases of Human System. Elementary Diseases of Musculo-skeletal System (Arthritis, Osteoporosis, Bone Fracture etc.) Elementary Diseases of Urinary System (Dialysis, Nephritis, BPH & Hydronephrosis). Elementary Diseases of Respiratory System (Asthma, Pneumonia, Tuberculosis .)	10
6.	Module 6: Fundamentals of medical Terms used by Medical terminology used by Cardiologist Medical terminology used by Neurologist Medical terminology used by Nephrologist Medical terminology used by Gastro-intestinologist Medical terminology used by ENT surgeon Medical terminology used by Dentist Medical terminology used by Orthopedic surgeon	10

Suggested Readings:

- 1) Paramedics-Six in One, Jaypee Brothers
- 2) Human physiology vol 1&2 by Dr. C C Chatterjee
- 3) Guyton and Hall Textbook of medical Physiology
- 4) Colour atlas of human body
- 5) Grays Anatomy for Students Ricard L Drake

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

6) Park's textbook of Preventive & Social medicine

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

Paper Name: Hospital Overview

Paper Code: XHM2002

Total Credit: 5L +1T

Total hours of lectures: 60 hours

Sl.	Topic/Module	Hour
1.	Module 1: Concept of Modern Hospital & Privatization In Health Sector, Concept of Health Care Industry & Its Ever-Changing Character, Understanding Functioning of Corporate Multi-Specialty Hospital.	16
2.	Module 2: Health Scenario of India- Past, Present And Future, Public Sector Hospitals And The Levels Of Care Offered.	10
3.	Module 3: Effects of Globalization In Health Care, Concept of Corporate Hospital In Developing Countries, Infrastructure And Lay Out of An Ideal Corporate Hospital.	12
4.	Module 4: Functioning Of Modern Hospitals & Changing Need of Patients, Hospitality In Hospital Care.	12
5.	Module 5: Managerial Activities For Effective Hospital Functioning	10

Suggested Readings:

1. Hospital Facilities Planning & Management, G.D Kunders—TMH
2. Principles of Hospital Administration & Planning, B.M Shakharkar—JAYPEE
3. Hospital Administration, D.C Joshi & Mamta Joshi—JAYPEE
4. Essentials for Hospital Support Services and Physical Infrastructure, Madhuri Sharma—JAYPEE
5. The Hospital Administrator, M.A George---JAYPEE
6. Hospitals and Nursing Homes Planning, Organizations and Management, Syed.A.Tabish, JAYPEE

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

Paper: Environmental Science and Sustainable Development

Code : XHM2003

Contacts Hours / Week : 2LCredits :

2

Sl.	Topic/Module	Hour
1.	Module 1 : Introduction , Multidisciplinary nature , Scope and importance; the need for environmental education. Concept of sustainability and sustainable development.	2
2.	Module 2 : Ecosystems: Definition, Structure: food chains, food webs and function of ecosystem: Energy flow, nutrient cycle and ecological succession. Ecological Interactions, Biodiversity and Conservation – Levels, India as a mega-biodiversity nation, Threats to biodiversity, Ecosystem and biodiversity services	2
3.	Module 3 : Environmental Pollution - Types:- Air pollution, Water pollution, Land pollution, Noise pollution; pollutants, Effects of pollution, Control and Remedial measures.	6
4.	Module 4 : Environmental Protection- Report of the Club of Rome: Sustainable Development, Different Renewable Energy Sources- Wind Power, Water Power, Bio Fuel/Solid Bio Mass, Geothermal Energy, Nuclear Power, Environmental Movements- Chipko movement; Narmada Bachaomovement; Tehri Dam conflict.	5
5.	Module 5 : Environmental policies and Legislations: Environmental Regulations Different Acts, Environmental Ethics Environmental Impact Assessment (EIA), EIA – Methods and Tools, Appraisal and Clearance for Industry, Evaluation System.	5

Suggested Readings:

1. G.N. Pandey: Environmental Management, Vikas Publishing House Pvt. Ltd.
2. Cunningham: Environmental Science, TMH.
3. R. Rajagopalan: Environmental Studies, Oxford.
4. R. Joshi & Munish Kapila: Environment Management, Kalyani Publishers.
5. C.S. Rao: Environmental Pollution Control Engineering, New Age International Publication.
6. Navi Radjou and Jaideep Prabhu: Do Better with Less: Frugal Innovation for Sustainable Growth, Penguin Portfolio.

JIS University, WB
 Syllabus of BBA in Hospital Management
 (Effective for 2020-2021 Admission Session)
 Choice Based Credit System
 140 Credit (3-Year UG) JISU Framework
 w.e.f 2020-21

Bio Statistics Paper Code: XHM2004

Total Credit: 6

Total hours of lectures: 60 hours

Total Credit: 6

Total hours of lectures: 60 hours

Sl.	Topic/Module	Hour
1.	Module 1: Statistics&Samples. Handling&PresentingNumericalInformation.Pie- Diagram,BarDiagram,Histogram,FrequencyPolygon.ScatterDiagram.	10
2	Module 2: Measures of Central tendency- mean, median & mode Measures of Dispersion variability-range standard deviation	10
3	Module 3 The Normal Distribution-characteristics Best Fitting Normal Distribution. Student' s't 'distribution. Data Collection for Vital Statistics:- Birth Deaths Featal Deaths	10
4	Module 4 Health Information: Data & Information HealthInformationSystem- components,uses,sourceBasicDescriptivemethods, Distribution table	10
5	Module 5 Frequency distribution, Presentation of statistical data, Measure of central tendency and location Measures of dispersion	10

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

6	<p><u>Module6</u></p> <p>Probability: Introduction, Measurement of Probability, Frequency Probability, Laws of probability for independent events, Conditional events Bayes' Theorem and its application in community screening programme Decision analysis Sampling variation and Bias Method of sampling, Sampling & non sampling errors. Test of significance, Standard errors, Chi-square test, Correlation & Regression</p>	10
---	---	----

Suggested Reading:

1. A Short Text Book of Medical Statistics-Hill A.B, 10th Ed, ELBS
2. Elementary Statistics for Medical Workers, Indervir Singh, Jaypee Brothers
3. Element of Health Statistics-Rao NSN
4. Statistical Methods in the Biological & Health Science: J. Susan Milton (McGraw- hill)
5. An Introduction to Biostatistics, a manual for students in health sciences:
 P.S.S. Sunder Rao: J. Richard
6. An introduction to Probability & Statistics, N.G.Das, Vol. I & II

SEM-3

Paper: Medical Records Science
 Code : XHM3001
 Contacts Hours /Week : 5L+1T

CREDITS 6

Course Outcomes

- 1) To know the role of medical records in the Health care delivery
- 2) To come to know the full things about the Medical Records and its format and characteristics
- 3) To have a detailed knowledge about the coding indexing and Computerization.
- 4) To know about the Medical Audit
- 5) To know about the Organization and management of medical records department .
- 6) To have a basic knowledge about the legal aspects of medical records

Syllabus

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

Module 1	Role of Medical Records (MR) in health care delivery-Definition, Types of MR, Importance of MR, Flow chart of function, Assembling & deficiency check Format types of MR, Characteristics of MR, ownership of MR, Maintenance of records in the ward, Content of MR, Reports & Return in Medical Records System.	12
Module 2	Coding, Indexing, Filing, Computerization of MR, Microfilming, Hospital statistics, ICD-11, Process of arranging medical records.	12
Module 3	Organization & management of MRD, Retention of MR, Preservation of MR, Role of MRD, Personnel, Legal aspects of MR (Medico-Legal cases).	12
Module 4	Medical Audit: Types- open file and closed file, Procedures & its importance.	12
Module 5	Organizations & management of Medical Records Department, Role of hospital managers & MRD personnel in Medical record keeping.	12
Module 6	Basic knowledge of legal aspects of Medical Records including Factories Act, Workmen Compensation Act & Consumer Protection Act.	12

Suggested Readings:

1. Medical Records Organization and Management, GD Mooli—Jaypee
2. Hospital Administration, Tabish - O.U.P.
3. Principles of Hospital Administration & Planning, B.M.Sakharkar -Jaypee
4. Hospital Administration & Management, C.M. Francis & D' Souza- Jaypee
5. Management of Hospitals --Goel & Kumar-Deep & Deep.
6. Park's Textbook of Preventive & Social medicine.

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

Paper: Health Care Marketing

Code: XHM3002

Contacts Hours/Week: 5L+1T

Credits: 5L + 1 T

Module	Topics	
I	Introduction: Definition, nature, scope and importance of Marketing, Marketing mix, Marketing environment, Marketing concepts-traditional and modern. Consumer Behavior and Market Segmentation: Nature and significance of consumer behavior; stages and participation in buying process, Market segmentation - concepts and importance; Bases for consumer market segmentation.	8
II	Product: Concept of Product; product line New Product development, Product life cycle concept. Pricing : Importance of price in the marketing mix; Factors affecting price, methods of pricing.	12
III	Promotion: Nature and importance of promotion-promotional methods-advertising-personal selling-sales promotion. Channels of distribution : Concept and role ;Types of distribution channels; Factors affecting choice of a distribution channel.	12
IV	Differentiating and Positioning: Tools for competitive differentiation, developing a positioning strategy.	12
V	Service Marketing: Segment wise classification of health-care service marketing, different types of customers in hospitals and their characteristic features, different components of health-care service marketing-mix, service, Gaps model By Parsuraman.	12
VI	Current Marketing Trends in Health Care Units: Application of Digital Media and Social Media Marketing, Use of Marketing Analytics in healthcare units, Use of online platforms for formulating and communicating marketing strategies in healthcare units during crisis.	4

Suggested Readings:

1. Kotler Philip and Armstrong Gary: Principles of Marketing, Pearson.

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

2. Arun Kumar: Marketing Management, Vikas Publishing House.
3. Saxena, Rajan: Marketing Management, TMH.
4. Gandhi, J.C.: Marketing, TMH.
5. Ramaswamy, V.S. and S. Namakumari: Marketing Management, Macmillan.
6. Ramesh Kumar, Case Studies in Marketing Management, 1e, Pearson Education India.

Paper: Hospital Information Systems

Code: XHM3003

Contacts Hours/Week: 5L+1T

Credits: 6

CO :

- 1) To know the Basic Information Concepts-Data and Information.
- 2) To have knowledge about Hospital Information System
- 3) To have an idea about the advantages of hospital Information services
- 4) To have clear concepts about the Electronic Health Record Systems
- 5) To have an idea about the electronic communications Systems
- 6) To know the basics of Customer Relationship Management

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

Module	Topic	
I	Basic Information Concepts-Data and Information, Classification of Information ,Quality of Information ,Resources of Information ,Concept of Management and System, Component of SystemExecutive Information system , Decision support system	12
II	Hospital Information System - Genesis, scope, basic management cycles in hospitals, categories of information system in hospitals, sources of health information, uses of health and hospital data ,managing information system ,and need of information in hospital. Advantages of Hospital Information Systems, Development Of Hospital Information Systems	12
III	The Electronic health record- Functions of the health record ,Changing functions of the patients record, Advantages of the paperrecord ,Disadvantages of the paper record , Optically scanned records Advantages of the HER ,Disadvantages of the EHR, Roadblocks and challenges to HER, Implementation-The future of HIS	12
IV	Basics of Electronic Communications-Methods of accessing information, Telemedicine, Types of Technology - Clinical initiatives -Administrative initiatives, Advantages of and Barriersto telemedicine, Future trends, Knowledge management , Advances in public health, Speech recognition, Wireless computing Security, Barriers to Information Technology implementation	16
V	Customer Relationship Management (CRM) : Definition, Concept,Types, Reasons behind adopting CRM in healthcare units, Advantages and Disadvantages of CRM.	8

Suggested Readings:

1. Lucas, Henry C Jr. Tata : Information Technology for Management, McGraw Hill.
2. Brien, James A O'. : Management Information Systems, McGraw-Hill/Irwin.
3. Laudon, K.C. / Laudon, J.P: MIS: Managing the Digital Firm, Prentice Hall.
4. Waman S. Jawadekar: Management Information System --text & Cases TataMcGraw Hill.
5. Rahul De: Managing Information Systems in Business, Government and Society,Wiley India Pvt. Ltd.
6. Ramesh Buhl: Management Information Systems, McGraw-Hill.

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

COURSE NAME: MEDICAL ETHICS, LAW AND ETIQUETTE

Module Number	Content	Total Hours	% of questions	Blooms Level
M1	Concepts of medical profession, its ethical values and principles	9	20	1,2
M2	General law of Contract, patient protection , Contact tracing for Covid 19 Patients	17	20	1,2
M3	Legal aspects of Organ Transplantation, MTP,1971, Drugs And Cosmetics Act, PNDDT, 1994	18	40	1,2,3
M4	Euthanasia: ethical issues involved, Informed consent and Debate for and against Euthanasia	16	20	1,2
		60	100	

Course Code:

XHM3004

Mode: Offline/Blended

Credit: 6

COURSE OBJECTIVES: This course is designed to provide students the key concepts in healthcare ethics and its core principles. The use and application of this information can help students learn about various medical law and ethical issues in this emerging field. The students will learn the fundamentals of ethical relationships that govern healthcare system.

Sl No:	Course Outcome	Mapped modules
1	Understanding the concept Of Medical Profession	M1
2	Understanding Essential elements of Contract	M2
3	Understanding Legal Aspects of the Various Act	M3
4	Understanding the theory of Euthanasia and its legality in India	M4

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

Detailed Syllabus

M1: Concept of medical profession

Definition of hospital, ethics, law and ethics difference, Hippocratic Oath, Geneva Declaration, managing violence at the workplace, ethical principles of Autonomy, Justice, Beneficence, Non Maleficence, Fidelity and Confidentiality.

M2: Essential elements of contract- offer, acceptance, legality, free consent, enforceability, competency, not void contract. HIPAA Law application in hospitals, patient security and violation, doctor-patient relationship and medical malpractice.

M3: Learning about legal aspects of Organ Transplant, 1994, Medical Termination Act, 1971, Pre natal and Diagnostic Technique Act, 1994, Drugs and cosmetics act, 1940 and Indian Medical Degree Act, 1956

M4: Euthanasia- definition, types, legality in India, comparative study with assisted suicide, Types of medical consent, basic aspects of consent.

Suggestive Reading:

1. Medical Ethics and Law- A Curriculum for 21st Century.
13th Edition Author- Wilkinson, Jonathan and Julian
2. Textbook of Medical Ethics by Enrich H. Loewy
3. Medical Law and Ethics In India. Author- Sandeepa Bhat
Websites: www.Ncbi.nlm.nih.gov www.wikipedia.org

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

Paper: Computer Applications

Code: XHM3005

Contacts Hours/Week:2 LCredits: 2 L

CO:

- 1) Establish employability skills and a commitment to professionalism by learning basic and important computer applications.
- 2) Operate a variety of advanced spreadsheet, operating system and word processing functions.
- 3) Solve a range of problems using office productivity applications and adapt to new software releases.
- 4) Maintain quality assurance through critically evaluating procedures and results by applying office productivity applications.

Sl.	Topic/Module	Hours
1.	Module 1: Basic Concepts: Characteristics of a Computer; Advantages of Computers; Limitation of Computers; Types of Computers; Applications of computers, Hardware, Firmware, Livewire; Software; System Software: Operating system, Translators, interpreter, compiler; Overview of operating system, function of operating system; Application software: General Purpose Packaged Software and tailor-made software.	2
2.	Module 2: Internet: Meaning of Internet; Growth of internet, Owner of Internet, Anatomy of Internet, Net Etiquette ; World Wide Web; Internet Protocols, Usage of Internet to society, Search Engines.	2
3.	Module 3: Word Processing: Introduction to word Processing; Word processing concepts, Working with word document, Opening an existing document/creating a new document; Saving, Selecting text, Editing text, Finding and replacing text, Formatting text, Bullets and numbering, Tabs, Paragraph Formatting, Page Setup, reference management.	2
4.	Module 4: Spreadsheet and its Business Applications: Spreadsheet concepts; Formulas, charts.	2
5.	Module 5: Presentation Software: Creating a presentation; Editing, Sorting, Layout, Set-up row, Inserting audio, video, process flow chart, creating template, info-graphics etc.	6
6.	Module 6: Introduction to Computer security: Security Threats, Security Measures, Basic concepts of Data Encryption and Decryption, Digital signature, Digital envelop.	6

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

Suggested Readings:

1. Sanjay Saxena, A First Course in Computers, Vikas Publishing House, New Delhi
2. Pradeep K. Sinha and Preeti Sinha, Foundation of Computing, BPB, Publication.
3. Deepak Bharihoka, Fundamentals of Information Technology, Excel Book, New Delhi
4. V. Rajaraman, Introduction to Information Technology, PHI. New Delhi
5. R. Hunt, J. Shelley, Computers and Commonsense, Prentice Hall of India New Delhi.
6. Reema Thareja: Information Technology and its Applications in Business, Oxford University Press.

SEM - IV

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	XHM4001	Public Health and Health Care Planning	5	1		6
2.		XHM4002	Support Utility Systems-I	5	1		6
3.		XHM4003	Hospital Inventory Management	5	1		6
4.	GE	XHM4004	Any one course from GE basket				6
5.	SEC	XHM4005	Basic Healthcare Analytics	2			2
Total Credit							26

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

Paper: Public Health and Health Care Planning Code:

XHM4001

Contacts Hours/Week: 5 L + 1 T

Credits: 6

CO :

- 1) Students will understand the public health hazards.
- 2) Students will understand the epidemiology of disease.
- 3) Students will know various healthcare programmes operated by governments.
- 4) Students will learn various international health programmes.

Module	Topics	Hours
I	Definition, Meaning of Public Health, Approaches of Public Health, Community diagnosis and need assessment Epidemiological basis for healthcare management, Right to health, Responsibilities of Health, Community Participation.	12
II	Health Planning, National Health Policy, 2002 (overview), National Health Policy, 2017, National Population Policy.	12
III	National Health Programmes (National Dengue control programme, National Leprosy Eradication Control Programme, National Framework for Malaria Elimination (2016-2030) programme, NACP-IV(2012-2017), RNTCP, Universal Immunisation Programme including Indradhanush , RCH Phase II, Vision2020, National Health Mission, National Mental Health Programme, National Family Planning Programme.	12
IV	Universal Immunisation Programme including Indradhanush ,RCH Phase II, Vision2020, National Health Mission, National Mental Health Programme, National Family Planning Programme.	12
V	Epidemiological basis for healthcare management, Right to health, Responsibilities of Health, Community Participation.	12
VI	Health Manpower Planning and Distribution, Health Service Research.	12

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

Suggested Readings:

1. Community Medicine, AH Suryakantha - JAYPEE
2. Preventive and Social Medicine, K.Park- Bhanot
3. Healthcare Management and Administration, S.L Goel—Deep and Deep Publication Private Limited
4. Hospital Administration, CM Francis & Mario C D’Souza-JAYPEE
5. The Hospital Administrator, MA George-JAYPEE
 Management of Hospitals— Goel & Kumar-Deep & Deep

Paper: Support Utility and Clinical Services ICode:

XHM4002

Contacts Hours/Week:5 L + 1 T

Credits: 6

CO:

- 1) Hospital support system studying the allows us the ability to optimize and digitize all the processes within the hospitals.
- 2) Studying the support services to improve customer service, reduce process costs
- 3) Helps to search the search of medical records, bills, patients, doctors, etc thus, having a database of each module implemented in the hospital.
- 4) To know the different departments that are there in the hospital there work flow structure etc.
- 5) To know how the organizational hierarchy is important to properly manage the departments using the administrative point of view.

Module	Topic	
I	Meaning of support and utility services & their importance	12
II	Clinical services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments –Operation Theatre Outpatient Department Emergency Department	12
III	Support services: Functions, location, workflow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments -Radiology: Diagnostic and therapeutic, Nuclear Medicine Laboratory, CSSD	12
IV	Utility services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments - Laundry House-keeping Dietary service, Security services.	12

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework

w.e.f 2020-21		
V	Hospital Infection Control: its scope, manpower planning, utility, future direction.	12

Suggested Readings:

1. Community Medicine, AH Suryakantha—JAYPEE
2. Preventive and Social Medicine, K.Park—Bhanot
3. Healthcare Management and Administration, S.L Goel— Deep andDeep publication Private Limited.
4. Hospital Administration, CM Francis & Mario C D'Souza---JAYPEE
5. The Hospital Administrator, MA George ---JAYPEE
6. Management of Hospitals— Goel & Kumar.(Deep &Deep)

Hospital Inventory Management–

Code- XHM4003

Contacts Hours/Week: 5L + 1 T

Credits: 6

CO :

1. Comprehend the dynamics of inventory management's principles, concepts, and techniques as they relate to the entire supply chain.
2. To access and evaluate customer demand, distribution, and product transformation processes.
3. Understand various devices and approaches used by organizations to obtain theiright quantities of stock or inventory,
4. Familiarize themselves with inventory management practices.

Module	Topics	
I	Inventory control: Overview, objectives, types of inventory control- LIFO, FIFO, ABC/VED/SDE analysis, lead time, buffer stock- reorder level, economic order quantity, types of inventory control systems.	12
II	Basic knowledge of hospital stores management: Location & layout- standardization, codification & classification of materials, materials accounting & physical distribution, store documentation- condemnation & disposal of scrap , surplus & obsolete materials, types of stores in hospital, preservation of stores.	12
IV	Strategies for hospital equipment planning and selection, Hospital equipment utilization and distribution management.	12
V	Logistics Management -distribution of material stored in various departments & auxiliary services.	12

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

Suggested Readings:

1. Production and Operations Management ,L.C Jhamp—Everest
2. Production and Materials Management, K. Sridhara Bhatt—Himalaya
3. Hospital Stores Management: an Integral Approach, Shakti Gupta—JAYPEE
4. Handbook of Healthcare Quality and Patient Safety, Girdhar J Gyani, JAYPEE

(GE4B-02): ENTREPRENEURSHIP THEORY & PRACTICE

CreditPoint:6 Total Credit Hours: 60 Hrs

SL NO.	Course Outcome	Mapped Modules
1.	This will help to understand the basics and needs of Entrepreneurship.	Module I - Unit 1
2	This will help Entrepreneurs develop the need and nature so, that they can run their business.	Module I - Unit 2
3	This unit helps to generate startups with various business decisions.	Module I - Unit 3
4	Helps the student to develop certain skills of Entrepreneurship.	Module I - Unit 4
5	This helps to develop business projects which develop to build business projects.	Module II - Unit 5
6	Student will be able to describe examples of entrepreneurial business and actual practice, both successful and unsuccessful, and explain the role and significance of entrepreneurship as a career, in the firm, and in society.	Module II - Unit 6
7	Student will be able to understand the importance and role of ethical, sustainability, innovation and global	Module II - Unit 7

	issues for strategic decision making.	
--	---------------------------------------	--

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework

8	<p style="text-align: center;">W.E.F. 2020-21.</p> <p>Student will evaluate different modes of entering into entrepreneurship. Student will be able to understand the importance and role of ethical, sustainability, innovation and global issues for strategic decision making.</p>	Module II - Unit 8
---	--	--------------------

Module I

Unit 1: Introduction to Entrepreneurship [4L] Theories of Entrepreneurship, Role and Importance of Entrepreneur in Economic Growth.

Unit 2: Entrepreneurial Behaviour

[10L]

Entrepreneurial Motivation, Need for Achievement Theory, Risk-taking Behavior, Innovation and Entrepreneur

Unit 3: Entrepreneurial Traits

[8L]

Definitions, Characteristics of Entrepreneurs, Entrepreneurial Types, Functions of Entrepreneur

Unit 4: Project Feasibility Analysis

[12L]

Business Ideas – Sources, processing; Input Requirements, Sources of financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation.

Module II

Unit 5: Creativity

[8L]

Introduction – Meaning - Scope – Types of Creativity – Importance of Creativity – Steps of Creativity

Unit 6: Innovation

[8L]

Introduction – Steps in Innovation – Stages of Innovation – Technology aspects in Innovation.

Unit 7: Understanding the Market

[4L]

Types of Business: Manufacturing, Trading and Services – Market Research - Concept, Importance and Process - Market Sensing and Testing

Unit 8: Resource Mobilization

[6L]

Types of Resources - Human, Capital and Entrepreneurial tools and resources- Selection and utilization of human resources and professionals like Accountants, Lawyers, Auditors, Board Members, etc. Role and Importance of a Mentor- Estimating Financial Resources required. Methods of meeting the financial requirements – Debt vs. Equity

Suggested Readings:

1. Entrepreneurship, Arya Kumar, Pearson.
2. Introducing Entrepreneurship Development, Chakraborty, Tridib, Modern Book Agency.
3. Entrepreneurial Policies and Strategies, Manimala, M.J., TMH

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework

w. e. f. 2 0 2 0 - 2 1
 4. Everyday Entrepreneurs - The Harbingers of Prosperity and creators of Jobs , Dr. Aruna Bhargava.

Paper: Basic Healthcare Analytics Code:

XHM4005

Credits: 2L

Course Objective:

1. Explain how to use health data to improve quality of an organization.
2. Describe the process of health care data analytics and the tools used in each step.
3. Explain the general functions, purposes, and benefits of analytics in various healthcare and medical settings.
4. Familiarization with basic analytical techniques and visualization tools.

Module	Topic/Module	Hour
I	Health Care Data as an Organizational Asset: data information, knowledge and wisdom hierarchy, data information, knowledge and wisdom hierarchy, sources of health care data, challenges HCO's face when using data for quality and performance improvement, organizational approach for effective use of data analytics, role of data governance.	4
II	Working with Data: information value chain, importance of data context and relevance to business processes, common data types, basic statistical terms, common patterns or distributions in statistics, charts for graphical representations (using any software package(s)).	4
III	Introduction to Data Analytics Tools and Techniques for Health Care: Data analytics terms, process steps of data analytics, role of the data analyst, analyze and interpret healthcare data effectively, key data warehouse concepts, basic introduction enterprise data architecture as seen in health care organizations.	4
IV.	Introduction to Data Analysis Techniques: Prediction: Regression, Classification: Logistics Regression, KNN, Naïve Bayes (using any software package(s)), application of these techniques on datasets collected from health care units.	8

Suggested Readings:

1. Reddy & Aggarwal, Healthcare Data Analytics, Chapman and Hall.
2. Vikas Kumar, Healthcare Analytics Made Simple: Techniques in healthcare computing using machine learning and Python, Packt Publishing.
3. Maheshwari , Data Analytics, McGraw Hill India.
4. Mohammed Alfani, Data Analytics, Skills to Succeed.

SEM-5

Sl.	Subject	Code	Subject Name	Credits	Total
-----	---------	------	--------------	---------	-------

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework

	Type	w.e.f 2020-21		L	T	P	Credits
1.	CC	XHM5001	Epidemiological Transitions in Healthcare	5	1		6
2.		XHM5002	Support and Utility Services-II	5	1		6
3.	DSE 1 (Any one)	XHM5003 (A)	Financial Management and Risk Analysis	5	1		6
		XHM5003 (B)	Concepts of Digital Health				
4.	DSE 2 (Any One)	XHM5101 (A/B) *	Minor Project/ Internship		1	5	6
Total Credit							24

Paper Name: Epidemiological Transitions in Healthcare Paper Code:

XHM5001

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcome:

After the completion of this course the students will be able to

1. Illustrate the knowledge of Epidemiology and Disease.
2. Outline the basic concepts of epidemiology its methods etc.
3. Demonstrate various types of dynamics of disease causation ,transmission and prevention
4. Examine various roles of hospitals in prevention of Epidemics.

Sl.	Topic/Module	Hour
-----	--------------	------

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework

1.	Module 1: Definition, concept, use of epidemiology, Concept of disease, Concept of disease causation, Natural History of disease, Ice berg phenomenon of disease Mode of Intervention	12
2.	Module 2 Infectious Disease Epidemiology (Epidemic, Endemic, Pandemic, Sporadic) Basic Measurements of Epidemiology (Mortality, Morbidity) Epidemiological Methods: Observational, Analytical, Experimental (Basic knowledge only) Investigation of an Epidemic	10
3.	Module 3: Dynamics of disease transmission Control Prevention of disease Immunizing agents its uses and roles	10
4.	Module 4: Epidemiology of Communicable diseases	10

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework

w.e.t 2020-21		
	Influenza, Encephalitis, Dengue, Malaria, Food Poisoning, Tetanus, HIV/AIDS , SARS COV 19	
5.	Module 5 : Epidemiology of Non communicable diseases Diabetes, Obesity, Cancer, Blindness ,Hyper tension	10
6.	Module 6 : Screening and Surveys Investigation of an Epidemic and Role of hospital in the epidemic control	8

Suggested Readings:

1. : K.Park—Bhanot Data Mining Concepts & Techniques, Molgan Kaufmann Series.
2. Soumendra Mohanty: Analytics in Practice, Tata McGraw-Hill Education Private Limited.
3. Arun Pujari : Data Mining : Prentice Hall India.
4. Satish Kumar : Neural Network : Tata Mcgraw Hill.
5. Nitin R Patel & Peter C Bruce : Data Mining for Business Intelligence, Wiley, India.
6. Han & Kamber: Data Mining Concepts and Techniques, Morgan Kaufman.

Paper Name : Support and Utility Services-II

Paper Code: XHM5002

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcome:

After the completion of this course the students will be able to

- 1) Understand the support system studying that allows us the ability to optimize and digitize all the processes within the hospitals.
- 2) Relate the support services to improve customer service, reduce process costs
- 3) Demonstrate the different departments that are there in the hospital there work flow structure etc.

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework

- 4) Envisage to know how the organizational hierarchy is important to properly manage the departments using the administrative point of view.

Sl.	Topic/Module	Hour
1.	Module 1: Clinical services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments - Ward management Intensive care unit Nursing Services	12
2.	Module 2: Support services: Functions, location, work flow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments - Blood Bank Pharmacy Physical medicine and rehabilitation	12
3.	Module 3: Utility services: Functions, location, work flow, physical facilities, design & space requirement,	12

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework

	staffing, equipment, managerial issues of the following departments - Transport service Maintenance management Mortuary	
4.	Module 4: Disaster Management-Types ,Disaster Preparedness Plan, Disaster cycle, Triage Fire Hazards and Fire Manual Guideline-Elements of Fire-Fire Hazard-Cause of Hospital Fire- Fire points and Escape route	12
5.	Module 5: Hospital waste management (including Biomedical Waste Management Act,1998) Challenges and Opportunities for Hospitals in India regarding Biomedical waste management.	12

Suggested Readings:

1. Hospital facilities planning & management, GD Kunders—TMH
2. Principles of hospital administration & planning, BM Shakharkar—JAYPEE
3. Hospital administration, DC Joshi & Mamta Joshi—JAYPEE
4. Essentials for Hospital support services and physical Infrastructure, Madhuri Sharma---JAYPEE
5. The hospital administrator, MA George---JAYPEE
6. Hospitals and Nursing homes planning, organizations and management, Syed Amin Tabish—JAYPEE
7. Hospital Administration , CM Francis & Mario C desouza---JAYPEE

Paper Name: Concepts of Digital Health Paper Code: XHM5003 (B)

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcome:

After the completion of this course the students will be able to

1. Explain the basics and components of Digital Healthcare and the opportunities and challenges for such services.
2. Describe the components of the existing healthcare delivery system in India.
3. Enumerate the different roles that the personnel will play for delivery of digital healthcare services.
4. Identify examples of existing digital healthcare and telemedicine technologies and services in India and the gaps.

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework

Sl.	Topic/Module w.e.f 2020-21	Hour
1.	Module 1: Introduction to Telemedicine and Digital Health Telemedicine: Definition, Need of telemedicine, Evolution of Telemedicine, factors contributing the development of Telemedicine, the technologies that have contributed to advances in Telemedicine, Components of Telemedicine, the skillsets essential for Telemedicine.	12
2.	Module 2: Digital Health: Definition and components of Digital Health	10
3.	Module 3: Digitalization of Healthcare Process mapping and the steps involved in Digital Health. Technologies for Digital Health	10
4.	Module 4: Application of Digital Health Interventions to improve health outcomes and removing inequities in healthcare delivery Healthcare system in India. Models of healthcare delivery: Governmental, Not-for-Profit, Corporate	10

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

5.	Module 5: Challenges and Opportunities for Digital Health in India Ways to empower people by enabling people-centric digital health systems. Accessibility to Digital Health and Telemedicine	12
----	---	----

Suggested Reading:

Textbooks:

1. Digital Health: Scaling Healthcare to the World Editors: Homero Rivas Katarzyna Wac.1st Edition.
Springer Paperback ISBN: 978-3-319-87081-6 eBook ISBN: 978-3-319-61446-5. 2018. DOI: <https://doi.org/10.1007/978-3-319-61446-5>
2. Digital Health: Mobile and Wearable Devices for Participatory Health Applications Editors: Shabbir Syed-Abdul Xinxin Zhu Luis Fernandez-Luque 1st Edition. Elsevier Paperback ISBN: 9780128200773
eBook ISBN: 9780128200780. 2020
3. World Health Organization, Classification of Digital Health Interventions v1.0, 2018, Available from: <https://apps.who.int/iris/bitstream/handle/10665/260480/WHO-RHR-18.06-eng.pdf>
4. Sarbadhikari SN, Digital Health in India – as envisaged by the National Health Policy (2017), Guest Editorial, BLDE University Journal of Health Sciences, 2019, 4: 1-6
5. The Digital Health Revolution Book by Kevin Pureau 2019
6. Digital Marketing Strategy: An Integrated Approach to Online Marketing Simon Kingsnorth

Paper Name: Minor Project or Internship

Paper Code: XHM5101 – A/B

Total Credit: 6

Total hours of lectures: 60 hours

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

SEM-6

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	XHM6001	Quality in Healthcare	5	1		6
2.		XHM6002	Health Insurance	5	1		6
3.	DSE 3 (Any one)	XHM6003 (A)	Health Economics	5	1		6
		XHM6003 (B)	Human Resource Management				
4.	DSE 4 (Any one)	XHM6101 (A/B)*	Major Project/ Internship		1	5	6
Total Credit							24

Paper Name: Quality in Healthcare

Paper Code: XHM6001

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcome:

After the completion of this course the students will be able to

- 1) Learn the fundamentals of Quality Management its objectives concept etc
- 2) Analyse the concept of patient participation in quality health care
- 3) Remember the concepts of Accreditation.
- 4) Define the concepts of the TQM in healthcare.

Sl.	Topic/Module	Hour
1.	Module 1: Fundamentals of Quality Management: Introduction - Objectives - Concept of Quality Care and Quality Management, Dimensions of quality in health care Contribution of quality gurus: Juran , Deming. Approaches to measurement of Quality. Techniques of Quality Management: Improving Hospital Performance	12

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

2.	Module 2 Patient Participation - Quality Health Care through Patient Satisfaction - Conceptual model of potential Contribution in quality in the health care system-Implementation of quality management system in improving health care system, Quality Circle	12
3.	Module 3: Organization wide quality improvement in Health care: Introduction-organizing for quality assessment—Quality Assurance and quality improvements Assessing Quality Health Care: Attributes of Quality in Health Care Attributes of a Good Patient Practitioners Relationship Measurement of Quality Procedure for formulating explicit Criteria	12
	and standards. Determinants of Quality - Structure - Process - Outcome.	
4.	Module 4: TQM – Definition, underlying concepts, implementation and measurement. Role of communication in implementing TQM. Six Sigma , Lean Thinking,Kaizen,5 S (theoretical knowledge only)	12
5.	Module 5: Fundamentals of ISO 9001:2000 (objectives and components), Accreditation - NABH, NABL Accreditation and JCI	12

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

Suggested readings:

- 1) Donna C.S Summers - Total Quality Management – (Pearson)
- 2) R. Panneerselvam, P Sivasankaran - Total Quality Management – (PHI)
- 3) D.R Kiran - Total Quality Management Key Concepts and Case Studies: (BSP)
- 4) Poornima M. Charantimath - Total Quality Management- (Pearson)
- 5) S. K. Joshi - Quality Management in Hospitals: (Jaypee)
- 6) Donna C.S Summers - Total Quality Management – (Pearson)

Paper Name: Health Insurance

Paper Code: XHM6002

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcome:

After the completion of this course the students will be able to

- 1) Define the meaning of health insurance, types and insurance documentation.
- 2) Demonstrate the classification of health insurance.
- 3) Identify the different types of government health insurance
- 4) Compile the legal features of the insurance contract as well as get the overview about the CPA.

	Topic/Module	Hour
1.	<p>Module 1: Introduction to insurance : health insurance-meaning, types & importance - - insurance vs assurance</p> <p>Insurance as a tool for managing risk.</p> <p>Insurance documentation: proposal forms-standard form of declaration-nature of questions in a proposal form- elements of proposal- role of intermediary -acceptance of proposal-payment of premium in advance-method of payment of premium -policy document Health insurance market in India</p>	12

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

2.	<p>Module 2 Classification of health insurance</p> <p>Insurance Product – Introduction</p> <p>Definition- Features of health policies etc</p> <p>Guidelines on standardization in health insurance</p>	12
3.	<p>Module 3: Government models of Health Insurance</p> <p>Rastriyo Swastha Bima Yojna, Pradhan Mantri Surakhsha Bima Yojna- Pradhan Mantri Jan Dhan Yojna, Swastha sathi</p> <p>Social security scheme in India-ESI, EPF, Micro insurance scheme.</p>	12
4.	<p>Module 4: Health management in insurance-stake holders in claim process- management of health insurance claims.</p> <p>Different health Insurance and their Features</p>	12
5.	<p>Module 5: Legal features of an insurance contract.</p> <p>Grievance Redressal mechanism</p> <p>Ombudsman</p> <p>CPA an overview</p>	12

Suggested Readings:

- 1) Sen & Mitra - Commercial Laws- (The World Press Pvt. Ltd.)
IRDA Regulation- New Delhi
- 2) Michelle A. Green - Understanding Health Insurance: A Guide to Billing and Reimbursement 2021 Edition:
- 3) Patukale Kshitiji - Mediclaim and Health Insurance (Prabhat Prakashan)
- 4) Mahendran T. - Health Insurance Sector in India: (Abhijeet Publications)
- 5) Peter Kongstvedt - Health Insurance and Managed Care: (Johns and Barnett learning)

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

Paper Name: Human Resource Management

Paper Code: XHM6003 (B)

Total Credit: 6

Total hours of lectures: 60 hours

Course Outcome:

After the completion of this course the students will be able to

- 1) Summarize the overview of human resource Management.
- 2) Relate the objectives of Human Resource Planning its objectives.
- 3) Discover the concept of HRD its different objectives etc.
- 4) Elaborate the emerging areas of International Human Resource Management.

Sl.	Topic/Module	Hour
1.	Module 1: Human Resource Management-Overview Introduction of the paper, Definition of Human Resource, Definition & Concept of Personnel Management, Comparison between Personnel Management & HR. Nature, Aim and Objectives, Scope & Coverage & Nature of HRM, Importance of Human Resource Management. Historical Perspective & Evolution of Human Resource Management in India. Development of HR Functions, Structure & Function of HR Manager, Role of Line Managers in Managing Human Resources. Difference Between Line Function and Staff Function. Changing Function of Human Resource Management with Examples	10
2.	Module 2: Human Resource Planning Meaning, Objectives, Importance	10

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

	of Human Resource Planning, Need for HR Planning, Assessment of Available HR in the Organization, Work Load Analysis, Manning Norms, Demand Analysis of Future Requirement of HR, HR Policy.	
3.	Module 3: Job Analysis: Concept, Uses, Job Description, Job Specification, Methods of collecting Job Analysis Data, Job Evaluation.	4
4.	Module 4: Talent Acquisition and Training: Recruitment: Definition, Sources of Selection, Process of Selection, Difference Between Recruitment and Selection. Training: Definition, Difference between Training, Development and Education, Different Methods of Training,	10
5.	Module 5: HRD: Definition, objective, process of HRD, Assessment of HRD Needs, HRD Methods	8
6.	Module 6: Introduction to Performance appraisal: Purpose, Methods, Appraisal instruments, 360 degree Appraisal, HR Score Card, Errors in appraisal, Potential Appraisal, Appraisal Interview.	10
7.	Module 7: Emerging Areas: International Human Resource Management: Concept, Need, Objectives and Features. Modern Human Resource Management Practice. Modern HR Trends, Managing Human Capital, Talent Management. Case Lets and Class Activities (Applying HRM Techniques)	8

Suggested Readings:

1. Dessler , G : Human Resource Management, Pearson.
2. Rao, V.S.P: Human Resource Management: Text and Cases, Excel Books.
3. D. K. Bhattacharya: Human Resource Management, Excel Books.
4. M. Saiyadain : Personnel Management, Tata McGraw Hill.
5. Raman Preet : Future of Human Resource Management: Case Studies with Strategic Approach, Willey.
6. K. Aswathappa : Human Resource Management: Text & Cases, 8th Edition , Tata McGrawHill.

JIS University, WB
Syllabus of BBA in Hospital Management
(Effective for 2020-2021 Admission Session)
Choice Based Credit System
140 Credit (3-Year UG) JISU Framework
w.e.f 2020-21

Paper Name: Major Project or
Internship

Paper Code: XHM6101 – A/B

Total Credit: 6

Total hours of lectures: 60 hours