

University of Kalyani

Course : Post Graduate Diploma in Hospital Management : (P.G.D.H.M.)

Duration : 1 Year and 6 Months Internship

CURRICULUM

Academic Calendar

Post Graduate Diploma in Hospital Management (P. G. D. H. M.)			
Duration : 1 Year + 6 Months Compulsory Internship			
Academic Year	Duration & Activities	Examination & publication of Result	Six months compulsory Internship
1 st Sem.	1 st September to 29 th February • Theory classes • Practical classes • Workshop • Class evaluation	February	-----
2 nd Sem.	1 st March to 31 st August • Theory classes • Practical classes • Workshop • OPD classes • Class evaluation	August	September to February

Syllabus

A) Scheme of Syllabus :

Semester-I

Paper Code	Paper Name	Weekly Contact Period (WCP)			Credit	Marks			
		Lecture	Practical	Total		I	Exam.	Total	
Theoretical									
DHHM-101	Principles of Management	4	-	4	4	40	60	100	
DHHM-102	Bio-Statistics	4	-	4	4	40	60	100	
DHHM-103	Accounting for Managers	4	-	4	4	40	60	100	
DHHM-104	English Language & Communication	3	2	5	4	-	Th 50	P 50	100
DHHM-105	Basics in Computer	3	2	5	4	-	Th 50	P 50	100
DHHM-106	Concept of Health & Diseases	4	-	4	4	40	60	100	
DHHM-107	Medical Terminology	4	-	4	4	40	60	100	
DHHM-108	Planning and Organization of Hospitals	4	-	4	4	40	60	100	

Semester-II

Paper Code	Paper Name	Weekly Contact Period (WCP)			Credit	Marks		
		Lecture	Practical	Total		I	Exam.	Total
Theoretical								
DHHM-201	Human Resource Management	4	-	4	4	40	60	100
DHHM-202	Hospital Management & Information System	4	-	4	4	40	60	100
DHHM-203	Epidemiology, Prevention of Diseases	4	-	4	4	40	60	100
DHHM-204	Legal Aspects in Healthcare Administration	4	-	4	4	40	60	100
DHHM-205	Hospital Operations & Pharmaceutical Planning	4	-	4	4	40	60	100
DHHM-206	Healthcare & Hospital Logistics and Stores	4	-	4	4	40	60	100
DHHM-207	Marketing in Hospitals & Healthcare Organization	4	-	4	4	40	60	100
DHHM-208	Summer Internship	4 Weeks			4	R 60	V 40	100

Th = Theory, P = Practical, I = Internal, R = Report, V = Viva

Total Marks for One year (2 Semester) DHHM Course is **1600**. Total Credit is **64**

B) Details of Syllabus :

Semester-I

Paper Code	Subject
DHHM-101	Principles of Management
DHHM-102	Bio-Statistics
DHHM-103	Accounting for Managers
DHHM-104	English Language & Communication
DHHM-105	Basics in Computer
DHHM-106	Concept of Health & Diseases
DHHM-107	Medical Terminology
DHHM-108	Planning and Organization of Hospitals

Semester-II

Paper Code	Subject
DHHM-201	Human Resource Management
DHHM-202	Hospital Management & Information System
DHHM-2031	Epidemiology, Prevention of Diseases
DHHM-204	Legal Aspects in Healthcare Administration
DHHM-205	Hospital Operations & Pharmaceutical Planning
DHHM-206	Healthcare & Hospital Logistics and Stores
DHHM-207	Marketing in Hospitals & Healthcare Organization
DHHM-208	Summer Internship

Semester-I

DHHM-101: Principles of Magement

Objectives :

The objective of this paper is to familiarize the students with basic management concepts and processes in the organization.

Course Contents :

- 1. Introduction to Management:** Importance of Management, Functions of Management, Principles of Management, Role of Managers, Management levels and Skills, Productivity, Efficiency and Effectiveness.
- 2. Management Theory:** Evolution of Management Thought, Scientific Management Theory, Theory of Bureaucracy, Human Relations Schools, Behavioral Schools, Quantitative approach, System approach, Contingency approach.
- 3. Planning:** Importance of Planning, Types of Planning, Steps in Planning, Techniques of Planning, Management By Objectives.
- 4. Organization Structure and Design:** Organization Structure, Formal and Informal organizations, Departmentation, Line and Staff, Span of Management, Centralization and Decentralization, Authority and Power, Delegation.
- 5. Staffing:** Manpower needs, Recruitment and Selection, Training & Development.
- 6. Communication:** Communication functions in Organizations, Communication Process, Barriers in Communication.
- 7. Management Control:** Control process, Establishing standards, Types of Control, Factors required for effective control, Financial and Budgetary control.
- 8. Managerial Decision Making:** Importance and Limitations of Rational Decision Making, Programmed and Non-Programmed Decisions, Decision Making under Uncertainty and Risks.
- 9. Managing Ethics:** Codes of Ethics, Corporate culture and Ethical climate. Ethical Decision Making.

Suggested Readings

1. Koontz, H and Wehrich, H. Management, 10th ed., New York, McGraw Hill.
2. Robbins, S.P. Management, 5th ed., New Jersey, Englewood Cliffs, Prentice Hall Inc.
3. Stoner, J et al. Management. 6th, New Delhi, Prentice Hall of India.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of delivering the course.

DHHM–102: Bio-Statistics

Objectives :

The objective of this paper is to make the students familiar with basic statistical techniques. The main focus, however, is in their applications in business decision-making.

Course Contents :

- 1. Introduction to Bio-Statistics:** Idea and Importance, applications in clinical medicine, preventive medicine. Basic idea and useful measures of Vital Statistics.
- 2. Health Information:** Data and Information, Continuous and Discrete Data, Cross Section, Time Series and Panel Data, Population and Sample. Idea of Medical Image Processing.
- 3. Health Informatics:** Advanced Techniques like Expert System, Neural Network, Genetic Algorithm and Fuzzy Logic. Idea of Bio-Informatics.
- 4. Data Organization and Representation:** Pie diagram, Bar diagram, Histogram. Frequency Distribution- Ungrouped and Grouped.
- 5. Summarizing Data:** Basic Descriptive Statistics, Central tendencies and measures. Measures of Dispersion– Range, Variance. Skewness and Kurtosis.
- 6. Correlation and Regression:** Bi-variate data, Scatter diagram, Concept of Correlation and Correlation Coefficients, Simple Regression Equation and Applications, Coefficient of Determination.
- 7. Concepts of Probability and Applications:** Concepts of Probability, Probability Laws and applications. Probability Distributions.
- 8. Sampling and Sampling methods:** Structuring of Statistical survey and sampling. Types of sampling and their characteristics.
- 9. Statistical inference:** Theory of Estimation and Testing of hypothesis: point and interval estimation, null and alternative hypotheses, Type I and Type II errors, one tailed and two tailed tests, Chi-square test, Analysis of Variance. Basic idea of Multivariate Analysis.

Suggested Readings

1. Chandha, N.K. Statistics for Behavioral and Social Scientists, Reliance Publishing House, Delhi.
2. Gupta, S.P and Gupta M.P. Business Statistics, Sultan Chand, New Delhi.
3. Levin, R.I and Rubin, D.S. Statistics for Business Management, Prentice Hall Inc., New Jersey.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of delivering the course.

DHHM-103 Accounting for Managers

Objectives :

The basic purpose of this course is to develop an insight of postulates, principles and techniques of accounting and utilization of financial and accounting information for planning, decision- making and control.

Course Contents :

1. **Financial Accounting:** Concept, Importance and Scope, Generally Accepted Accounting Principles-Accounting Standards, Preparation of Financial Statements with special reference to analysis of a Balance sheet and Measurement of Business Income.
2. **Financial Statement Analysis:** Concept, Objectives and types. Ratio analysis- Study of liquidity, solvency and profitability ratios.
3. **Cost Accounting:** Cost classification, Cost behaviour, Overhead Cost and Control, Job Costing, Activity based costing.
4. **Management Accounting:** Concept, Need, Importance and Scope, Budget and Budgetary Control, Performance Budgeting, Zero-based Budgeting, Marginal costing: Concept, C-V-P Analysis.

Suggested Readings

1. Bhattachayya, Ashish, Financial Accounting For Business Managers, PHI, New Delhi.
2. Narayanaswamy, R. Financial Accounting: A Managerial Perspective, Prentice Hall of India, New Delhi.
3. Banerjee, Bhabotosh, Cost Accounting, World Press, PHI.
4. Horngren, Datar & Foster, Cost Accounting, Pearson Education.
5. Horngren, Sundem, & Stratton, Introduction to Management Accounting, PHI.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of launching of the course.

Objectives :

This paper will enable students to gain efficiency in all forms of managerial communication and bear their application in business situations.

Course Contents :

1. **Introduction:** Meaning of Communication; Role of Communication in Business; Basic elements of the Communication process, level of Communication, forms, models and media of Communications, Verbal and non-verbal Communication-functions and types. Barriers to effective Communication.
2. **Grammar:** Subject verb agreement, tense, voice, improvement of sentences, rearrangement of sentences. Vocabulary: usage, synonyms, antonyms.

3. Comprehension

4. **Forms of Writing:** The Essay, The Précis, The Report, The Proposal, The C.V. and Job Application letter. Presentation.

5. Role Playing**6. Group Discussion****Suggested Readings**

The list of cases and specific references including recent articles and reports will be announced in the class at the time of delivering the course.

DHHM-105: Basics in Computer

Objectives :

This paper is designed to give the students an introduction to applications of computers in the area of database management, presentation and structured programming. Desktop software as well as a programming language compiler will be utilized in this course.

Course Contents :

1. **Algorithms:** Definition, Properties, Examples.
2. **Programming languages:** Programming languages and their features, Introduction to C-language.
3. **Overview of C,** Constants, variables & data types, Operators and expressions Managing input and output operators, Decision-making and branching/Looping.
4. **Operating System-**Importance of OS, Basic Concepts and Terminology, Types of OS, Batch processing, Timesharing, Real time system.
5. **Microsoft Office:** Word, Excel, Power Point.
6. **UNIX/LINUX Operating System:** Overview of UNIX/LINUX OS, Linux/UNIX commands, Concept of Kernel, shell. Pipes, Redirection. File system and Handling ordinary Files, Overview of process, General Purpose Utilities, Shell commands, VI editor.
7. **Computer Application(Lab) Internet**

Application Suggested Readings

1. Operating Systems, Galvin & Silverschatz, John Wiley.
2. Operating Systems: Internals and Design Principles, 6/e, Stallings, Pearson Education
3. UNIX: Concepts & Applications, Sumitava Das, TMH
4. Design of UNIX Operating System, Maurice Bach, PHI
5. Programming with C, Gottfried, TMH
6. C The Complete Reference, Schildt, TMH
7. Programming with ANSI & Turbo C, Kamthane, Pearson Education
8. A First Course in programming with C, Jeyapoovan, VIKAS

The list of cases and specific references including recent articles and reports will be announced in the class at the time of delivering the course.

DHHM-106 : Concept of Health and Diseases

Objectives :

The basic paper of this course is to develop an insight about the science and art of preventing disease, prolonging life and promoting health through the organized efforts and informed choices of society, organizations, public and private, communities and individuals. It is concerned with threats to health based on population health analysis.

Course Contents :

1. Concept and Definition of Health.
2. Concept of Diseases: Natural History of Diseases
3. Levels of Prevention
4. Health Status and Gaps – Developing and Developed Countries
5. Health for All – Indicators for Monitoring Progress of Health for All
6. Health Service Coverage - Numerical coverage, contact coverage, impact coverage.
7. Health Care Service Evaluation – Setting indicators of evaluation in Health Programmes.

Suggested Readings

1. Park. K (2007), "Text Book on Preventive Medicine", Banarasidas Bhanot & Co., Jabalpur, 19thed.
2. Mahajan S K (1986), Text Book of Preventive and Social Medicine, 5th ed.
3. Bedi Y P (1980), Hand Book of Preventive and Social Medicine, Atma Ram & Sons, Delhi, 13thed.
4. Health for All, National Health Policy, Government of India Publication, September 2002.
5. Mukhopadhyay, S P (2004), Effective Primary Health Care – through an NGO, in the districts of West Bengal, SURVEY, Vol. 44.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of delivering the course.

DHHM-107: Medical Terminology

Objectives :

The basic purpose of this paper is to develop an insight about the medical terminologies and to describe the importance of medical terminology to a career in healthcare.

Course Contents :

1. Introduction to Medical Terminology
2. Word formation & syntax
 - a. Greek alphabet
 - b. Greek & Latin prepositional & adverbial prefixes
 - c. Singular & Plural endings
3. Commonly used prefixes in medical terminology
4. Commonly used suffixes in medical terminology
5. Commonly used root words in medical terminology
6. Common Latin terms used in prescription writing
7. Study of standard abbreviations
8. Commonly used medical terms to define different parts of the body
9. Medical terminology used by Cardiologist
10. Medical terminology used by Neurologist
11. Medical terminology used by Nephrologist
12. Medical terminology used by Gastro-intestinologist
13. Medical terminology used by ENT surgeon
14. Medical terminology used by Dentist
15. Medical terminology used by Orthopedic surgeon
16. Medical terminology used by Gynecologist
17. Medical terminology used by Oncologist
18. Medical terminology used by Dermatologist
19. Medical terminology used by Endocrinologist

Suggested Readings

1. Paramedics-Six in One, Jaypee Brothers

The list of cases and specific references including recent articles and reports will be announced in the class at the time of delivering the course.

The objective of studying this paper is to familiarize the students with basic organizational processes to bring about organizational effectiveness and organizational change, to understand the Organizational behavior perspective for hospital and health care management and to improve the soft skills that are required for the Healthcare managers.

Course Contents :

1. Introduction to Hospital Administration
2. **Hospital Infrastructure**
3. **Hospital Planning & Design**
 - Building & Layout
 - Space Required for Separate Function
 - Planning of Clinical Services
 - Legal and Environmental Issues (e.g. Fire Safety, CE Act, PNDT Act, Environmental Clearance, Medical gases, Birth 7 Death Registration,AERB).
4. **Planning of Hospital Facilities** - OPD, ICCU, OT, Wards, Emergency Department
5. **Hospital Registration and Licensing.**
6. **Private Public Partnership (PPP).**

Suggested Readings

1. Kunders. J. (2005), "Planning & Design of Hospitals - OUP", Tata McGraw Hill, 5th ed.
2. Tabish A. (2003), Hospital & Nursing Homes Planning Organizations, Jaypee Brothers, 1sted.
3. Khan F. (2004), "Intensive Care Units in Hospitals", Kanishka Publishers, 1sted.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of delivering the course.

Semester-II

DHHM-201:

Human Resource Management

Objectives :

The objective of studying this paper is to sensitize the students to the various facets and methods of managing people and to create an understanding of various policies and practices of human resources management.

Course Contents :

1. Concepts and Perspectives of Human Resource Management, understanding the various functions of Human Resource Management.
2. Strategic HR in a changing environment and challenges of HR. HRM's role in an ever changing environment, corporate objectives and Human Resource Management.
3. Human Resource Planning: Staff Planning and Regulatory Framework of Hospital Management, Methods of Manpower Search, Attracting, Selection and Recruitment, Placement Procedures, Process of Induction. Socialization Process, Global placement, Transfers, Promotions, Handling separation, Downsizing.
4. Induction and Socialization, Manpower Training and Development
5. Job Analysis, Job Evaluation, Job evaluation and Wage Determination, Career Planning and Succession Planning
6. Employee Welfare, Labour Welfare in India, Workers Participation in Management.
7. Performance Management System, Understanding Competencies, Performance Appraisal, Discipline, Competency Management.
8. Dispute Resolution and Grievance Management, Managing Employee Safety and Health.

Suggested Readings

1. Dessler, Gary "Human Resource Management", Prentice – Hall India, New Delhi, 10th Edition.
2. Cascio, Wayne F "Managing Human Resources – Productivity, Quality of work Life, Profits", Tata- McGraw Hill (TMH) , New Delhi, 6th Edition.
3. De Cenzo, D A& Robbins S P "Human Resource Management, John Wiley, New York, 5th edition.
4. Holloway, J (ed) Performance Measurement and Evaluation", Sage, New Delhi.
5. Bhattacharyya, Dipak Kumar, "Human Resource Management", Excel Books, New Delhi, 2nd Edition. Monappa, A & Saiyadain, M "Personnel Management", TMH, New Delhi.
6. Ulrich, Dave, "Human Resource Champions", Harvard Business School Press, Boston Massachusetts.
7. Aswathappa, K "Human Resource and Personnel Management – Text and Cases" Tata-McGraw Hill (TMH) , New Delhi, 4th Edition.
8. Armstrong, M "A Handbook of Human Resource Management Practice", Kogan Page India, New Delhi, 10th Edition.
9. Kandula, Srinivas R, "Human Resource Management in Practice", Prentice Hall India, New Delhi.
10. Christensen, Ralph "Roadmap to Strategic HR", Prentice-Hall of India, New Delhi.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of delivering the course.

DHHM-202: Hospital Management and Information System

Objectives :

Objective of this paper is to provide the knowledge of an effective management information system in hospital using information technology; and to inculcate awareness about use of IT and CT for providing health care service.

1. Health Care Information Technology in the 21st Century

- i. Historical Overview
- ii. Health Care Information Priorities

2. Information Technology and Managerial Control

3. Overview of Computer Components

- i. Relational Database Management System
- ii. Management Information System – Basic Concepts

2. Patient Care Applications

- i. Computer Based Patient Record
- ii. Laboratory Operations and Information Systems
- iii. Medical Imaging and Radiology Information Systems

5. Management and Enterprise Systems

- i. Human Resource Information Systems
- ii. Materials Management Systems
- iii. Enterprise Systems

6. E-Health Applications

- i. Development of Internet
- ii. Consumer And Health Information

7. Strategic Decisions and Support Applications

- i. Concept of Decision Support
- ii. Information Needs for Decision Support

8. Application of Health Management System Software.

Suggested Readings

3. Paperny, D. M. (2000), "Computers and Information Technology: Implications for the 21st Century".
4. Acharya, S. (2000), "Practice Makes Perfect- Health Management Technology 21".
5. Austine, Charles J. and Boxerman, Stuart, B. (2006), "Information Systems for Health Care Management, 6th Ed.
6. Madan, Sushila (2005), Management Information and Control System, Taxmann Allied Services Pvt. Ltd., New Delhi, 1sted.
7. Banerjee, Utpal and Sachdeva, R. K. (1997), Management Information Systems, Vikas Publishing House Pvt. Ltd., Bangalore, 2nd ed.
8. Boxerman (2006), Information Systems for Healthcare Management, Standard PublishersDistributors

The list of cases and specific references including recent articles and reports will beannounced in the class at the time of delivering the course.

DHHM-203: Epidemiology, Prevention of Diseases

Objectives :

Purpose of this subject is to study and communicate high quality epidemiologic study to advance

the understanding of causes, prevention and survivorship and thereby reduce the burden of diseases.

1. Concept and Definition of Epidemiology.
2. Methods of Epidemiological Investigations – descriptive, analytical, & experimental studies; Biostatistics & Data Analysis; Validity of Diagnostic Test
3. Epidemics and Endemic Diseases, Investigation of an Epidemic, Evaluation of Selected Infectious Diseases.
4. Mortality, Morbidity, IMR, MMR
5. Preventive Measures for a Disease Outbreak.
6. Prevention and Management of Communicable and Non-communicable Diseases.
7. Vaccination and Immunization Surveillance, Monitoring.
8. Management of Accidents, Addiction to Alcohol, Smoking, Prevention and Cure, Counselling and Rehabilitation.
9. Concept of Social aspect of Diseases and their management – Life – style linked diseases:
 - i. Heart disease and Stroke.
 - ii. Cancer
 - iii. Diabetes
 - iv. Hypertension
 - v. Social Aspects of HIV & AIDS.

Suggested Readings

1. Park K (2007), "Text Book on Preventive Medicine", Banarasidas Bhanot & Co., Jabalpur, 19th ed.
2. Ghosh B N (1978), "A Treatise on Hygiene & Public Health", Scientific Publishing Co., Kolkata, 15th ed.
3. Bedi Y P (1977), A Handbook of Hygiene & Public Health, Atmaram& Sons, New Delhi, 13th ed.
4. Mukhopadhyay S P and Sur Dipika (2007), "Impact of Passive Smoking & its Economic Implications", Journal of Indian Medical Association, Vol. 41.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of delivering the course.

DHHM-204: Legal Aspects in Health in Healthcare Administration

Objectives :

This subject is needed to acquaint the students with various legal aspects concerning type and character of the health care organizations and its duties towards patients and its employees and to familiarize the students in matters of liability of hospital medical negligence and medical malpractice in diagnosis, administration of drugs, surgery etc.

1. **General Law of Contract:** Essentials of a Contract – Offer and acceptance – Capacity of Parties - Free Consent – Consideration and legality of object – Void argument and Contingent Contract.
2. **Legal Aspect and Consumers Protection Act:** Introduction – Medico–Legal Aspect on Clinical practice – Duties and Responsibilities of Doctors – Professional Secrets and Privileged Communication – Consent - Implied Consent and Expressed Consent. Consumer Protection Act – Definition – Consumer Protection Council– Consumer Disputes Redressal Agencies – Other Salient features – Application of C.P Act in Hospital – Recent judgment of Supreme Court – Implication for Health Professionals.
3. W.B Clinical Establishment Act 2003 and 2012.
4. **Biomedical Waste Management and Handling Rule – 1998:** Meaning – Classification of, Bio-medical waste – Treatment and disposal – Colour Coding and type of Container for, Disposal of Bio-medical wastes – Biomedical waste Management Rule - Annexure of, Ministry of Environment and Forest Notification in regard to Bio-Medical Waste, Management and Handling Rule 1998 (Schedule I-VI)
5. Shops and Establishment Act
6. Labor Legislation
7. Health Legislation & Legal Framework for Hospitals – Legal Aspects
8. Establishment of Health related Acts and their implications - MTP, Fire Safety and Prevention Act, Air Pollution Act, Sanitary Act, Drug and Cosmetics Act, Clinical Trials, Income Tax Act related issues [17(2b) Clearance] etc.

Suggested Readings

1. Chandorkar S (2004), "Hospital Administration", Paras Medical, Hyderabad, 1st ed.
2. Bose R & Bose T.K. (2005), "Medico Legal Aspects in Healthcare", English Editors, Mumbai, 1sted.
3. R K Bag, Law of Medical Negligence & Compensation.
4. Saxena R C (1968), Labour Problems & Social Welfare, Jaiprakash Nath Company Educational and Law Publishers, Meerut, 12thed.
5. Bose, S. (1977), Handbook of Labour Laws, Academic Publishers, 2nded.
6. Taxman (2001), Labour Laws, Taxman Allied Service Pvt. Ltd., New Delhi, 1sted.
7. Khan, Md. Faisal (2004), Hospital Waste Management, Kanishka Publishers Distributors, New Delhi, 1sted.
8. Basu, R. N. and Bose, T. K. (2005), Medico-Legal Aspects of Clinical and Hospital Practice, English Edition, Mumbai.
9. Sengar (2008), Environmental Law, Prentice Hall of India, New Delhi, 1sted.
10. Padhi (2008), Labour & Industrial Laws, Prentice Hall of ndia, New Delhi, 1sted.
11. Kapoor, N.D; 2004: Mercantile Law – Sultan Chand & Sons: New Delhi
12. Kuchhel, M.c, 2003, Marcentile Law; Vikas Publishing Private Ltd. New Delhi (chapter 1-5)
13. Bio-Medical Waste Management Handling Rule 1998.
14. Law & Ethics in Nursing & Health Care,Nelson Thrones

The list of cases and specific references including recent articles and reports will be announced in the class at the time of delivering the course.

DHHM-205: Hospital Operations and Pharmaceutical Planning

Objectives :

The objective of this paper is to provide exposure to the major operational areas of hospital management.

1. Hospital Planning

- a. Guiding principles in planning hospital facilities & services
- b. 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

- c. Planning the operational units, engineering, lighting etc.

2. Organization of the Hospital

- a. Management structure

Types of hospitals, Governing body, Hospital committee and hospital functionaries

- b. Duties and responsibilities of various positions

3. Hospital Operational Management

Management of Quality Assured services of professional service units of hospital. Function, location, flow chart of operation, design based on flow chart, organization, physical facilities and space requirements, statutory requirements, special features, problem situation, Staff requirement, Auxiliary requirements, Work load estimation, Documentation, Equipment & supplies, Emergency services.

4. Outpatient and Inpatient Services in the following fields (Basic knowledge only):

Radiotherapy	Nuclear medicine	Surgical units and OT
Medical units	G & Obs. units & LR	Paediatric, neonatal units
Critical care units	Physical medicine & Rehabilitation	
Skin	Eye	ENT
Neurology	Dental	Gastroenterology
Endoscopy	Pulmonology	Cardiology, Cath lab

Nephrology & Dialysis
Transplant units

Urology
Burn Unit

Orthopedics

5. Disaster and Mass Casualty Management

Classification of disasters, Principle of disaster management plan. Plan for Disaster Management, Specific problems of disaster management.

6. Operations in Hospital Services and their Management.

7. Instrumentation in Hospital:

- i. Operation Theatre
- ii. CSSD
- iii. Intensive Care Unit
- iv. Neonatal Unit
- v. Central Oxygen Services

8. Drug Development and Regulatory Process

9. Computerized Pharmacy Planning

10. Clinical and Administrative Data Management and Clinical Trials

Suggested Readings

1. Francis C.M. (2006), "Hospital Management", Jaypee Publication, New Delhi, 1sted.
2. Spencer J A (1987), Management In Hospitals, Faber & Faber, London, 1st ed.
3. Application of Management Sciences To Hospitals - ISHA
4. Tabish A. (2005), "Hospital Administration", Jaypee, New Delhi, 3rded.
5. Mukhopadhyay S P and Sur Dipika (1984), "Prescription Habit of the Physician & its Economical Implication", Journal of Indian Medical Association, Vol. 21.
6. Principles of Hospital Administration & Planning: B.M. Sakharkar
7. 2. Park's textbook of Preventive & Social medicine
8. 3. Management of Hospitals: S.L.Goel, R.Kumar
9. 4. Hospital & Health Services administration-Principles & practices, Tabish, OUP

The list of cases and specific references including recent articles and reports will be announced in the class at the time of delivering the course.

DHHM-206: Healthcare and Hospital Logistics and Stores

Objectives :

The objective of the subject is to discuss the various components of SCM and its implications in Business. The course also helps the students to understand the importance of logistics and its role in business with the help of various case studies.

1. **Logistics** – Principle, Components, its Importance in Health Care Units, Logistics Supply (Exceptional Management Needs)
2. **Principles of Production Management-** Material Requirements and Planning, Methods of Forecasting Materials related to Health Care & Auxiliary Services.
3. **Inventory Control & Management.**
4. **Principle of Storage & Store Accounting** – Accounting of Stores, Blood Bank, etc.
5. **Purchasing & Procurement** – Principles of Sourcing, Purchasing Methods & Procedures
6. **Medical Equipments** – Cost and Quality Control
7. **Hospital Audit** – in Stores

Suggested Readings

1. Goyal & Goyal (2004), “Healthcare Management”, Deep & Deep Publication, New Delhi.
2. Jha (2007) Hospital Administration in India, Himalaya Publication House, Mumbai, 1sted.
3. Housely C E, “Hospital Materials Management”, Astain Publication.
4. Gordon Geoffrey, “System Simulation”, Prentice Hall of India.
5. Dawra S and Francis C M (2000), Hospital & Administration & Management, Jaypee, New Delhi, 3rded.
6. Dunns, Rose (2006), Health Care Management, Standard Publishers Distributors, New Delhi, 1sted.
7. Ray, Reuben (1997), Stores Management, Himalaya Publishing House, Mumbai, 1sted.
8. Sandilya, Gopalkrishnan (1978), Purchasing Strategy, Sterling Publishers Pvt. Ltd., New Delhi, 1sted.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of delivering the course.

DHHM-207: Marketing in Hospitals and Healthcare Organization

Objectives :

The purpose of this paper is to develop and understanding of the underlying concepts, strategies and issues involved in the marketing of products and services.

1. **Marketing of Hospitals - An Overview**
2. **Definition, Nature, Scope and Importance of Marketing-** Approaches to the study of marketing; Traditional and Modern concepts of marketing. Marketing functions: Selling, buying, transportation, storage, finance, risks, grading and standardization and Information; Features and Characteristics of Markets; Market Segmentation. Consumer behavior and Stages and Participation in Buying Process.
3. **Product and Service Marketing** - Concept of Product; Product line; Product Additions and Deletion; New Product Development; Branding of Hospital Facility. Characteristics of Services,
4. **Nature and Importance of Promotion-** Promotional methods- Advertising, Personal selling-Sales promotion, Public relations and News Media Relations in Hospitals and Health Care Organizations.
5. **Strategic Planning and Pricing in Health Care Marketing-**Pricing objectives- basic price concepts-price determination factors influencing pricing policy-methods of pricing-pricing policies and strategies.
6. **Channels of Distribution:** Need for marketing specialists- types of marketing channels-selection of channels. Internal & International Marketing.
7. Non Profit Organizations and Marketing, Concept of Medical Tourism.

Suggested Readings

1. Kotler Phillip (2008), "Principle & Practices of Marketing", Prentice Hall of India, New Delhi, 14thed.
2. Wilson & Gilligan (2001), Strategic Marketing, Jiva Books, New Delhi, 2nded.
3. Desai (2007), "Service Marketing", Deep & Deep Publication, New Delhi, 1sted.
4. Wiley John "Strategic Marketing", Oxford University Press, 2nd ed.
5. Tabish A (2005), "Hospital Administration", Jaypee Brothers, New Delhi, 3rded.

The list of cases and specific references including recent articles and reports will be announced in the class at the time of delivering the course.

DHHM-208: Summer Internship

Guidelines for Summer Internship Report

As a part of basic guide lines Diploma in Healthcare & Hospital Management Programme, students are required to undergo summer training (ST) in a corporate sector. The significance of the summer training can be appreciated from the fact that it is an opportunity for the students to put into practice the knowledge gained during the entire first year.(Frequently companies, during campus interview, ask questions regarding their summer internship). In this regard please take note of the flowing:

- 1) The summer training project demands that the student is proficient in report writing, data analysis apart from functional skills.
- 2) It is an absolute must that the student is disciplined and well behaved during the entire period of the summer training. The Institute will take any misconduct whatsoever seriously.
- 3) The student must maintain an individual daily dairy wherein he/she is required to write daily observations related to ST in his /her hand writing. The pages of the dairy must be numbered.
- 4) In most of the cases the topic for the ST project is given by the industry mentor but in some cases he/she may ask for the topic from the student, in that case you should be mentally prepared and ready with some topics after consulting your faculty members of the Department.
- 5) No two project reports with the same title will be accepted by the Institute.
- 6) Student must ensure, as far as possible, the use of primary data and should from the hypothesis and then test the same.
- 7) The students must ensure that their Industry Mentor is fully satisfied by the quality of his/her efforts.
- 8) The student must procure the brochure, annual report, visiting card (of industry mentor, office bearers in HR) etc. of the corporate to enable the Institute to pursue final placementtraining.
- 9) At the end of the training, the students must obtain a “certificate of training” from his Industry Mentor which should clearly state the duration of the training (in any case the duration must not be less than 8 weeks), the project title, the feedback of the guide etc. The certificate of training will be enclosed in the Final Project Report.
- 10) The student is required to prepare3 hard copies and 1 soft copy of summer trainingproject report (one each for the Department office, for the Departmental Library, and for himself/herself) and a soft copy of the report on CD for the Institute,,s Library. Mention details of your project in four lines on CD with black permanent pen marker as given below.

DHHM/ST Project Report

(Your name)

(Title of the Project)

(Name of the Organization)

- 11) The student will be required to make power point presentation of summer training project in the Institute before the group of faculty members and students during 3rd semester Examination.
 - 12) The student must revise the basic and the fundamentals of the core subject. The student may get in touch with the faculty members for any input required.
 - 13) The student must remember that you are the ambassador of the Institute and therefore must be professional in your work and behavior. Project report should be as per Annexure I of summer Training guidelines (... With the Department office)
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