



SUNRISE UNIVERSITY **EXECUTIVE MBA IN HOSPITAL MANAGEMENT (EMBAH)**

CURRICULUM

1st Semester

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
EMBAH101	Principles and Practices of Management	40	60	100
EMBAH102	Managerial Economics	40	60	100
EMBAH103	Environment and Management	40	60	100
EMBAH104	Marketing Management	40	60	100
EMBAH105	Human Resource Management	40	60	100
EMBAH106	Healthcare Environment & Management	40	60	100
EMBAH107	Hospital Architecture, Planning and Maintenance	40	60	100
Total		280	420	700

2nd Semester

PAPERS CODE	PAPERS NAME	INTERNAL	EXTERNAL	TOTAL
EMBAH201	Organizational Behaviour	40	60	100
EMBAH202	Business Research Methods	40	60	100
EMBAH203	Operations Research	40	60	100
EMBAH204	Patient Care Management	40	60	100
EMBAH205	Hospital Operations Management	40	60	100
EMBAH206	Hospital Facilities Management	40	60	100
EMBAH207	Hospital Information System	40	60	100
EMBAH208	Project Work & Case Study			100
Total		280	420	800

Course Objective:**Total Periods: 40 (4 Credits)**

This course intends to develop the basic awareness of management functions and various dimensions of organization all life. It also attempts to provide exposure of the ethical dilemmas in management practices.

Course Structure:

- **Introduction-** Concept of Goals, Resources, Efficiency & Effectiveness; Introduction to Management discipline and activity, Managerial Roles and Skills
- **Management Thought and Thinkers-** Details: Scientific Management (F.W. Taylor, Gantt, Gilbreth.); Classical Organization Theory (Henry Fayol, C.I. Barnard, M.P. Follet, Max Weber); Neo-Classical Theory (Human Relations Movement & Hawthorne Experiments, Behavioural Theory, Social Systems Theory- Niklas Luhmann) Systems Approach; Contingency Approach
- **Decision Making-** Phases, steps of Decision Making; Nature of managerial decision making and its types; Conditions of Certainty, Risk and Uncertainty; Bounded rationality (Herbert Simon); Barriers to decision making; Individual and Group Decision making.
- **Management Process (A)- Planning** (its Nature Scope; Steps; Principles; Types of plans); **Organizing** (Structural and Systemic dimensions; Authority, Responsibility & Accountability; Work division; Span of Management; Delegation; Decentralization; Coordination; Formal & Informal Organizations; Forms of Formal Organizational Structures, Importance of Direction)
- **Management Process (B)- Communication** (its Importance; Types; Process; Channels; Barriers; Communication Network in organizations- vertical, horizontal, diagonal & informal)
- **Controlling** (its Meaning, Steps, Importance, Sources, Designing the control process, Effectiveness of Control Systems)
- **Issues of Relevance-** Transnational environment and perspectives of business, Quality Management – basic insights of prominent thinkers, Quality of Work Life (QWL); Japanese Management, Search for Excellence. Human Values in Management – Indian perspectives, values for managers, ethical dilemma in Management, Self – development, lessons from Ancient Indian traditions.

REFERENCE

1. James F. Stoner, et al : Management, Pearson Education Delhi
2. Harold Koontz Heinz Wehrlich: Management, Tata McGraw Hill Pub. Co., Delhi
3. R.N. Singh : Management Thought & Thinkers, S.C. & Co., Delhi
4. S.K. Chakraborty : Management By Values, Oxford Univ. Press, Delhi
5. Amitai Etzioni : Modern Organizations, PHI, New Delhi
6. D.R. Prasad, V.S. Prasad & P. Satyanarayana: Administrative Thinkers, Sterling Pub. Delhi
7. Principles of Management : George R. Terry & S.G. Franklin, AITBS, Delhi
8. Essentials of Management : Joseph L. Massie, PHI, New Delhi

PATTERN OF EXAMINATION:	Marks
The Theory paper will consist of one short answer type question containing seven True or False statements (carrying 14 marks), which are to be explained with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will belong to answer type and two will have two parts A & B. The last question (14 marks) will be short note type containing four options out of which any two options are required to be attempted.	70
Sessionals: Class Test/Quizzes (average of 2 best out of 3) Write up, Presentation and Participation	30
Total Marks	100

Course Objective:**Total Periods: 40 (4 Credits)**

The basic objective of this course is to make the students aware of the various economic issues that they are expected to face as managers at the firm level and to equip them with the tools and techniques of economic analysis for improving their decision-making skills.

Course Structure:**↳ Nature and Scope of Economics-**

Micro Economics and Macro Economics. Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective. Equi-Marginal Principle.

↳ **Demand Analysis and Demand Forecasting-** Theory of Demand. Types of Demand and their characteristics. Utility Analysis. Cardinal Utility and Ordinal Utility. Elasticity of Demand and its measurement. Price Elasticity. Income Elasticity. Arc Elasticity. Cross Elasticity and Advertising Elasticity. Estimation of Revenue. Average Revenue. Marginal Revenue and Elasticity of Demand. Techniques of Demand Forecasting.

↳ **Indifference Curve Analysis-** Concept and Properties of Indifference Curves. Income Effect. Substitution Effect and Price Effect. Income Consumption Curve and Price Consumption Curve. Derivation of Demand Curve. Superiority of Indifference Curve Analysis over Utility Analysis.

↳ **Cost Analysis-** Concept of Cost and Cost Classification. Accounting Cost and Economic Cost. Law of Variable Proportions - Increasing, Decreasing and Constant Returns. Cost output relationship in the short-run. Cost output relationship in the Long-run. Production Functions. ISO-Cost Curves and their significance in cost analysis. Economies of Scale. Least Cost Combination Concept.

↳ Market Structure and Product Pricing-

Perfect and Imperfect Market Structures. Conditions of Perfect Competition. Price of a Product under demand and supply forces. Equilibrium Price. Price behaviour and time element. Market Price and Normal Price. Pricing under Perfect Competition. Prices under short-run and Long-run. Pricing under Monopoly and Monopolistic Competition. Pricing under Oligopoly. Kinked Demand Curve. Discriminating Prices.

↳ **Factor Pricing-** Pricing of labour as a factor of production. Marginal productivity theory of factor pricing.

↳ **Profit Analysis and Profit Forecasting-** Concept of Profit. Accounting Profit and Economic Profit. Theories of Profit. Dynamic Theory of Profit. Risk and Uncertainty-Bearing Theory of Profit. Innovation Theory of Profit. Profit Forecasting and Management of Profit. Profit Standards and the problems relating to Profit Maximization.

↳ **National Income-** Definition of national income. Product and money flows. Measurement of National Income - Net output or value method. Factor Income method. Expenditure method. Choice of Methods. Growth and composition of India's National Income.

↳ Recent Economic Issues and Developments:**REFERENCE:**

1. Thomas & Maurice : Managerial Economics - Concepts and Applications, Irwin Professional Pub
2. Haynes, Mote & Paul : Managerial Economics, McGraw Hill Publication
3. Dean Joel : Managerial Economics, Prentice-Hall
4. Gupta G.S. : Managerial Economics, Tata McGraw Hill Publication
5. Koutsoyiannis A : Modern Microeconomics. Macmillan,
6. Diwedi D.N. : Managerial Economics, Pearson Education India
7. Petersen, Lewis and Jain : Managerial Economics. Pearson Education India
8. Salvatore Domonik : Principles of Microeconomics, Prentice-Hall
9. Varshney & Maheshwari : Managerial Economic, Sultan Chand & Sons
10. Stonier & Hague : A Text Book of Economic Theory, Pearson
11. Mankiw : Economics - Principles and Application, Cengage Learning.
12. Slowman & Sutcliffe : Economics for Business, Pearson Education

PATTERN OF EXAMINATION:		Marks
The Theory paper will consist of one short answer type question containing seven True or False statements (carrying 14 marks), which are to be explained with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type and two will have two parts A & B. The last question (14 marks) will be short note type containing four options out of which any two options are required to be attempted.		70
Sessionals: Class Test/Quizzes (average of 2 best out of 3)	Writeup, Presentation and Participation	30
Total Marks		100

SunRise University

MB 116	MARKETINGMANAGEMENT
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CourseObjective:

TotalPeriods:40(4Credits)

MB 113	ENVIRONMENTANDMANAGEMENT
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CourseObjective:

TotalPeriods:40(4Credits)

The course aims at providing an overview of various dimensions of business environment. It seeks to familiarize the students with various aspects of economic, social, political & cultural environment of India. It intends to provide a deeper understanding of the environmental factors as they influence the Indian business enterprises. Case studies as pedagogical tool would be used to introduce the students to the environment in which the businesses operate.

CourseStructure:

- ↳ **Introduction-** Concept, Characteristics, dimensions and relevance of Business environment. Types of environment: internal & external environment, micro and macro environment.
- ↳ **Globalization & its impact on Indian Economy-** Meaning & levels of globalization, Factors Influencing Globalization, Globalization strategy for a company, Globalization in India.
- ↳ **Economic Environment-** Nature and Structure of Indian Economy. Development strategies of economic development in India since Independence. Economic Planning and control in India. Broad policies and strategies relating to Agriculture, Industry, SMEs, KVIC, etc and their effects on business. Effects of Monetary policy, Fiscal Policy, Union & State Budget on business. Macroeconomic scenario and its appraisal in the pre and post Reform period.
- ↳ **Political and Legal Environment-** Basic tenets of the Indian Constitution, Review of functions of Political institution in India - Legislature, Executive & Judiciary, their influence on Indian Business, Centre-State relationship evolving role of state/government.
- ↳ **Social & cultural environment In India-** Salient features of Indian society – class & caste structure of Indian society, Secularism in Indian Society, Rural – Urban differences, Joint family system, Business Participation in social & cultural affairs, Size & growth rate of population, Age structure of population, Demographic dividend & its impact on business & growth. Effects of society and culture on business.
- ↳ **Technological Environment in India-** Technology & competitive Advantage Changing technological environment in India, in-house R&D in Indian Industries, difference in the levels of science & technology across countries,
- ↳ **Natural Environment-** Environmental protection & sustainable Industrial development, Environmental Degradation, Environmental policy, EMS Standard, ISO 1400, Environmental Auditing, clearance by permissions for establishing an Industry Environmental, concerns in developing countries
- ↳ **Issues of Relevance-** Public & private sector in Indian Economy – their division, role, performance & problems, Privatization & disinvestment - meaning, rationale & evolution of privatization policy in India, Joint sector & co-operative sector.

REFERENCE:

1. N.K.Sharma: Business Environment in India, Pinnacle Technology

Course Objective:**Total Periods: 40 (4 Credits)**

2. K Ashwathappa: Essentials of Business Environment, McGraw Hill Education
3. F. Cherunillam: Business Environment, Himalaya Publication
4. Dutt & Sundaram: Indian Economy, S. Chand Publisher
5. Vatsyanam: Indian Society & Social Institutions, Atlantic Publishers

This course intends to provide an experienced-based approach to marketing theory and its practical application. The course is designed to enable the students to learn the basic of marketing. Topics of the syllabus shall be addressed and discussed from an application oriented perspective.

Course Structure:**1. Conceptual Framework of Marketing:**

Concept, Meaning, definition, nature, scope and importance of marketing; Marketing concept and its evolution;

2. Core concept of marketing—

- ☞ Need, Want, Desire, Benefits, Demand, Value, Exchange,
- ☞ Goods—Services Continuum, Product, Market
- ☞ Customer Satisfaction, Customer Delight.
- ☞ Approaches to Marketing—Product—Production—Sales—Marketing—Societal—Relational. Concept of Marketing Myopia. Selling versus marketing.
- ☞ Holistic Marketing Orientation & Customer Value
- ☞ Adapting marketing to new liberalised economy—Digitalisation, Customisation, Changing marketing practices

3. Market Analysis and Selection:

- ☞ Nature, Process and Contents of Marketing Plan - Marketing environment – macro and micro components and their impact on marketing decisions; The changing marketing environment, Controllable and Uncontrollable factors effecting marketing decisions, Analyzing needs and trends in Political, Economic, Socio-cultural and Technical Environment – PEST Analysis, Micro Environment – Industry & Competition. Concept of Market Potential & Market Share
- ☞ Concept, Characteristics of consumer and organizational markets, Buyer Behaviour, 5 step Buyer decision process
- ☞ Definition, Need & Benefits. Bases for market segmentation of consumer goods, industrial goods and services. Segment, Niche & Local Marketing, Effective segmentation criteria, Evaluating & Selecting
- ☞ Target Markets, Concept of Target Market and
- ☞ Positioning and differentiation strategies, Concept of positioning—Value Proposition & USP.
- ☞ Marketing Information System, Strategic marketing planning and organization.

3. Marketing Mix:

- ☞ **Product Decision-** Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labeling; Product life cycle – strategic implications; New product development and consumer adoption process.
- ☞ **Price Decision-** Concept, and Meaning of Price and Pricing, Significance of Pricing Decision, Factors affecting price determination; Pricing Methods and Techniques, Pricing policies and strategies; Discounts and rebates.
- ☞ **Place Decision-** Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions, Marketing channels system—Functions and flows; Channel design, Channel management—Selection, Training, Motivation and evaluation of channel members; Channel dynamics - VMS, HMS, MMS; Market logistics decisions.
- ☞ **Promotion Decision-** Communication Process; Promotion mix—advertising, personal selling, sales promotion, publicity and public relations; Media selection; Advertising effectiveness; Sales promotion—tools and techniques.
- ☞ Emerging Concepts in Marketing Management:

REFERENCE

- | | |
|---|--|
| 1. Philip Kotler: Marketing Management, Pearson Education/PHI. | 8. Etzel Walker: Fundamentals of Marketing Stanton, Tata-McGraw Hill, New Delhi |
| 2. Stanton : Fundamentals of Marketing, McGraw Hill | 9. McCarthy E.J : Basic Marketing: A managerial approach, Irwin, New York. |
| 3. Rajan Saxena : Marketing Management, Tata McGraw Hill. | 10. Bovee and John Thill: Marketing, McGraw-Hill |
| 4. Philip Kotler and Gary Armstrong: Principles of Marketing 12th Edition, Pearson Education, PHI | 11. Kotler, Lilien & Moorthy: Marketing Models, Prentice-Hall of India |
| 5. Ramasamy & Namakumari: Marketing Management, Macmillan India. | 12. H. Kaushal : Case Study Solutions Marketing, Macmillan Publishers India Ltd. |
| 6. S. Jayachandran: Marketing Management, Tata McGraw Hill | 13. William D. Perreault Jr : Basic Marketing, McGraw-Hill Companies, Inc |
| 7. Rampal and Gupta: Case and Simulations in Marketing, Gollatia, Delhi | |

PATTERN OF EXAMINATION:

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Marks

70

Sessionals:Class Test/Quizzes(average of 2 best out of 3) Writeup, Presentation and Participation		30
		Total Marks
MB 116	MARKETING MANAGEMENT	100

Course Objective:

Total Periods: 40 (4 Credits)

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Course Objective:**Total Periods: 40 (4 Credits)**

The present course aims at familiarizing the participants with various aspects of HRM. It aims at providing a rich fund of contemporary knowledge, time tested principles, basic concepts, emerging ideas, evolving theories, latest technique, ever changing procedures & practices in the field of HRM in a comprehensive way.

Course Structure:

- ✦ **Human resource management**; Meaning, definition, scope, Objectives and functions of Human Resource Management, Evolution of HRM, relevance of study of HRM, Personnel Management vs. Human Resource Management, Challenges of HRM, HRM environment; Strategic HRM.
- ✦ **Human Resource Policy**- Meaning, definition, importance, characteristics of good HR Policy.
- ✦ **Human Resource Planning**- Meaning, definition, importance, characteristics of good HR factors affecting HR Planning, barriers of HR Planning, HR Planning process
- ✦ **Job Analysis And Design**- meaning, definition, process of job analysis, problems in job analysis, job design; factors affecting job design, process of job design, contemporary issues in job design.
- ✦ **Human Resource Acquisition**
- ✦ **Recruitment**; meaning, definition, importance, factors governing recruitment, recruitment process.
- ✦ **Selection**; meaning, definition, stepwise selection process, barriers to selection, selection in Indian context,
- ✦ **Placement**; meaning and purpose, problems in placement
- ✦ **Internal Mobility**: Promotions, transfers and separations; purpose, principles, types, reasons, of promotions and transfers. Lay-off, resignation, dismissal or discharge, retrenchment and VRS
- ✦ **Orientation**; meaning and purpose, typical orientation programs, requisites, evaluation and problems of orientation
- ✦ **Training and Development**: Nature of Training and Development; Inputs in Training and Development; Gaps in Training; Training and Development as source of competitive Advantage, Training Process; Deriving Instructional Objectives, Designing, Implementation and Evaluation of the Training Program.
- ✦ **Performance Appraisal**- Performance Appraisal; Meaning and Definition & Objectives; Performance Appraisal and Competitive Advantage; Appraisal Process;
- ✦ **Job Evaluation**; Scope, Process and Methods of Job Evaluation, Pitfalls of Job Evaluation; Alternative to Job Evaluation
- ✦ **Employee Remuneration**; Components of Remuneration; Wages and Salary Incentives; Fringe Benefits; Perquisites; Non Monetary Benefits; Importance of an Ideal Remuneration System; Factor Influence Employee Remuneration; External Factors; Internal Factors; Remuneration Plans and Business Strategy; Devising a Remuneration Plan; Challenges of Remuneration; Wage Policy in India; Concepts of Wages; Minimum Wages; Fair Wages; Living Wages
- ✦ **Incentive payments**; Incentives Payments; Meaning and Definition; Importance; Prerequisites for an Effective Incentives System; Scope of Incentives System; Types of Incentives System; Employee benefits and services; meaning, definition, types, significance, administration and future of employee benefits and services.
- ✦ **Human Resource Management and Ethics**; nature, importance and relevance of HRM ethics, ethical issues in HRM, HR Audit; nature, benefit, scope and approaches to HR Audit
- ✦ **Employee Welfare**; Meaning and Definition, Merits and Demerits of Welfare Measures, Types of Welfare Activities; Welfare Measures Inside the Work Place, Welfare Measures Outside the Work Place, Intra-mural Facilities, Extra-mural Facilities, Welfare Facilities by the Government, Welfare Activities by

the Trade Unions, Welfare Work by Voluntary Agencies, Statutory and Non-statutory, Statutory Provisions, Non-statutory Benefits.

REFERENCE:

1. VSP Rao, Tata McGraw Hill
2. K Ashwathappa: Text & Cases in Human Resources Management, Excel Books, New Delhi
3. Arun Monappa: Managing Human Resources, McMillan
4. Kesho Prasad: Strategic Human Resource Management, Prentice Hall

all India

5. Ronald R. Sims: Human Resource Management, Indian Associated Press
6. Gary Dessler: Human Resource Management, Pearson Education India
7. Wayne Mondy: Human Resource Management, Pearson Education India

PATTERN OF EXAMINATION:	Marks
The Theory paper will consist of one short answer type question containing seven True or False statements (carrying 14 marks), which are to be explained with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will belong to answer type and two will have two parts A & B. The last question (14 marks) will be short note type containing four options out of which any two options are required to be attempted.	70
Sessionals: Class Test/Quizzes (average of 2 best out of 3) Writeup, Presentation and Participation	30
Total Marks	100

HEALTH CARE ENVIRONMENT AND MANAGEMENT

Objectives:

- To familiarise with the health care environment
- To understand the concepts of management with relevance to hospitals

UNIT I

Introduction – Theoretical frame work - Environment - Internal and External – Environmental Scanning – Economic Environment – Competitive Environment – Natural Environment – Politico Legal Environment – Socio Cultural Environment - International and Technological Environment.

UNIT II

A Conceptual Approach to Understanding the Health Care Systems – Evolution – Institutional Setting - Out Patient services – Medical Services – Surgical Services – Operating department – Pediatric services – Dental services – Psychiatric services – Casualty & Emergency services – Hospital Laboratory services – Anesthesia services – Obstetrics and Gynecology services – Neuro – Surgery service – Neurology services.

UNIT III

Overview of Health Care Sector in India – Primary care – Secondary care – Tertiary care – Rural Medical care – urban medical care – curative care – Preventive care – General & special Hospitals - Understanding the Hospital Management – Role of Medical, Nursing Staff, Paramedical and Supporting Staff - Health Policy - Population Policy - Drug Policy – Medical Education Policy

UNIT IV

Health Care Regulation – WHO, International Health regulations, IMA, MCI, State Medical Council Bodies, Health universities and Teaching Hospitals and other Healthcare Delivery Systems

UNIT V

Epidemiology – Aims – Principles – Descriptive, Analytical and Experimental Epidemiology - Methods - Uses

REFERENCES

Seth, M.L. MACROECONOMICS, *Lakshminarayana Agrawal, Edu, Pub. Agra. 1996* **Peter, Z & Fredrick, B.** HEALTH ECONOMICS, *Oxford Pub., New York, 1997*

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HOSPITAL ARCHITECTURE, PLANNING AND MAINTENANCE

Objectives:

- To understand the necessity of architecture and planning in Hospitals
- To get familiarised with the designing and maintenance of hospital systems

UNIT I

Hospital as a system: Definition of hospital – classification of hospitals – changing role of hospitals – role of hospital administrator – hospital as a system – hospital & community.

UNIT II

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

UNIT III

Technical analysis: Assessment of the demand and need for hospital services – factors influencing hospital utilization – bed planning – land requirements – project cost – space requirements – hospital drawings & documents – preparing project report.

UNIT IV

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

UNIT V

Facilities planning: Transport – Communication – Food services – Mortuary – Information system – Minor facilities – others.

REFERENCES

G.D.Kunders, DESIGNING FOR TOTAL QUALITY IN HEALTH CARE

Gupta S.K; Sunil Kant Chandra Shekhar; R Satpathy, MODERN TRENDS IN PLANNING AND DESIGNING OF HOSPITALS

Syed Amin Tabish, HOSPITAL AND NURSING HOMES PLANNING, ORGANISATIONS & MANAGEMENT

G.D.Kunders, HOSPITALS, FACILITIES PLANNING AND MANAGEMENT

MB 211	ORGANIZATIONAL BEHAVIOUR
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Course Objective:

Total Periods: 40 (4 Credits)

The present course aims to develop the interpersonal abilities in the students. It aims to develop an intimate understanding of the individual and group behavior.

Course Structure:

↳ **Understanding Organization, Behaviour & OB-** Organization as a Social Unit, Concept of Learning Organization, Roles & Skills of Managers. Knowing Behaviour- approaches to understand it (Cognitive, Behaviouristic & Social Cognitive) Field of OB: Individual, Groups & Systems as building blocks, contributing disciplines, Challenges & Opportunities of OB.

↳ **Bases of Individual Behaviour-** Basic individual differences (ability & biographical characteristics); **Personality:** Meaning, "Big -Five" Personality Traits, MBTI. **Perception:** Meaning, Role of Object, Environment and Observer; Judging Others. **Learning:** Meaning, Theories: Classical Conditioning, Operant Conditioning & Social Learning; Methods to shape Behaviour (reinforcement, punishment, & extinction), OB Mod.

↳ **Individual Behaviour in Organization-Attitudes:** Components, functions, changing attitudes, work attitudes (Job satisfaction & Organizational Commitment) **Motivation:** Concept, Content Theories (Maslow, Herzberg, McClelland, McGregor); Process Theories (Vroom's Model); Contemporary Theories: (Equity Theory, Attribution Theory). **Creativity:** Nature, process and its facilitation on organization.

↳ **Groups in Organization-**
Groups; Types, their development stages, concept of role, status, norm size and cohesiveness. Group decision making techniques, Group Think & Group Shift ; Transactional Analysis; Four Life positions. **Influence, Power & Politics:** Concept of influence, bases of power, political behavior: concept & contributing factors. **Stress & Conflict:** meaning & causes of stress, type of conflicts (intra individual & interactive), coping strategies for stress & conflict; negotiation skills. **Communication:** Process, types, barriers; Grapevine

↳ **Leadership & Organizational Change-** Concept, Trait, Behavioural and Contingency (Fiedler, Hersey & Blanchard) theories; leadership styles, successful & effective leadership.

↳ **Organizational Change:** concept, resistance to and managing change.

REFERENCE

1. Laurie J. Mullins : Essentials of Organizational Behaviour, Pearson Learning
2. Ian Brooks : Organizational Behaviour, Pearson Learning
3. Stephen P Robbins : Organisational Behaviour, Prentice Hall Inc.
4. L.M. Prasad : Organizational Behaviour, Sultan Chand & Sons
5. Kieth Davis : Organisational Behaviour, McGraw Hill
6. Fred Luthans : Organisational Behaviour, McGraw Hill

PATTERN OF EXAMINATION:	Marks
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Sessionals: Class Test/Quizzes (average of 2 best out of 3) Writeup, Presentation and Participation	30
Total Marks	100

Course Objective:**Total Periods: 40 (4 Credits)**

This course gives a comprehensive introduction to the subject of business research methods. The objective of this course is to develop the research skills of the students in investigating the business problems with a view to arrive at objective findings, interpretation of data and conclusions of their investigation in the form of systematic reports. Further, acquainting students with all modern and universally applied research concepts, tools and techniques and encouraging them to apply their acquired theoretical knowledge to real-life situations are paramount course objectives.

Course Structure:

- ↳ **Introduction to Business Research**-Meaning and Significance of Research in Business; Different Approaches to Research – Scientific Methods and Non-scientific Methods; Types of Business Research; The Research Process; Ethics in Business Research.
- ↳ **The Research Problem and Design**-Formulation and Definition of Business Research Problem; Formulation of Research Hypotheses, Business Research Design – Meaning and Formulation; Research Design Classification – Exploratory Research Design (Secondary Data & Qualitative Research), Descriptive Research Design (Survey & Observation) and Causal Research Design (Experimentation); Potential Sources of Errors in Research
- ↳ **Sampling Design and Measurement Techniques**-The Sampling Design Process; Types of Sample Design – Probability and Non-probability Sampling Designs; Size of Sample; Sampling Errors; Concept of Measurement and Scaling; Important Scaling Techniques – Comparative and Non-comparative; Reliability and Validity of Measurement.
- ↳ **Data Collection Tools and Data Processing**- Questionnaires and Observation Forms; Questionnaire Design Process; Collecting Primary Data through – Observations, Semi-structured Interviews, In-depth Interviews and Questionnaire; Processing of Research Data – Editing, Coding, Classification and Tabulation
- ↳ **Analysis of Data**-Exploring, Displaying and Examining Data; Basic Data Analysis – Descriptive Statistics; Univariate Statistics – Hypotheses Testing; Bivariate Analysis – Test of Differences and Measures of Association; Multivariate Analysis.
- ↳ **Business Research Report**-Importance of the Report & Presentation; Business Report Format; Report Writing; Oral Presentation; Research Follow-up
- ↳ **Research Project**-The student or group of students needs to apply this course learning in a real research project of their interest with submission of research project report and class presentation of the same.

REFERENCE

1. Cooper and Schindler: Business Research Methods, Tata McGraw Hill, New Delhi
2. Malhotra N.K. : Marketing Research – An Applied Orientation, Pearson Education, New Delhi
3. William G. Zikmund: Business Research Methods, Cengage Learning, New Delhi
4. Saunders, Lewis & Thornhill: Research Methods for Business Students, Pearson Education, New Delhi
5. Panneer Selvam : Research Methodology, Prentice Hall of India, Delhi
6. Beri G.C : Marketing Research, Tata McGraw Hill, New Delhi
7. Karlinger, Fred N. : Foundations of Behavioural Research.
8. Mohsin, S.M. : Research Methods in Behavioural Research.
9. Tull & Hawkins : Marketing Research, Prentice Hall of India, Delhi

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Sessionals: Class Test/Quizzes (average of 2 best out of 3) Writeup, Presentation and Participation	30
Total Marks	100

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CourseObjective:**TotalPeriods:40(4Credits)**

This paper intendstoacquaintthestudentwith themanagementofdifferentoperationalaspectsof organizationsespeciallywithrespecttothemanufacturing,assemblingandservicingprocesseswithnumericaland dquantitativetechnicalvalue addition.

CourseStructure:

- ↪ **Introduction to Operation Research**-Managerial Decision Making and, Different Models of Operation Research:Principles and Types, Nature and Scope of Related to other Functional Area of Business, Duties and ResponsibilitiesofPersonnel.
- ↪ **Introduction to Linear Programming**-Formulation of Linear Programming Problems Graphical Solution to TwoVariable Problems, Simplex Method and Its Applications, Duality in linear programming, Primal and dual LPproblems
- ↪ **Transportation problems**-Introduction, Initial Basic Feasible Solution: North West corner rule, Least Cost method,Vogel'sApproximationmethod.Optimalitytest,ModifiedDistribution(MODI)MethodandSteppi ngStoneMethod
- ↪ **Assignment Problem**-Introduction to the Assignment Model, Hungarian Assignment Algorithm, Solution to theAssignmentProblem: Maximizationand MinimizationCases.
- ↪ **Construction of a Network Diagram**-Application of Networks in Project Management: Program Evaluation andReview Technique (PERT) Model, Determination of Critical Path. Distribution of Project Completion Time, CriticalPathMethod(CRM)Model, ApplicationofCPM andPERTModels
- ↪ **GameTheory** :Introduction, Technology, Classification, Payoff Making, Maximin and Minimax Strategies,saddlePoint,Mixed Strategies–Gameswithout SaddlePoint.
- ↪ **Waiting Line** :Introduction, Basic Characteristics, Input/Arrival Process, Service Facility / Mechanism, Depulori /outlet, TerminologyandNotions,M/M/1 Model.
- ↪ **Replacement** : Introduction, Replacement Policies for equipment or assets with deteriorating operational efficiencyover time.

REFERENCE

1. ThompsonW.W. :OperationsResearchTechnique, Coloumbus,Ohio, C.E.MerrillBooks(1967)
2. Acoff&SusoniM. :OperationsResearch
3. LevinR. I.,Rubin D.S.&Stinson J.P. :Quantitativeapprochestomanagement,Mcgraw,Hill
4. BiermanH.,BoniniC.P.&Houseman W.H.:QuantitativeanalysisforbusinessDecision,RichardD.Irwin Inc('65)
5. HillerF.S.&LiebermanG.J. :IntroductiontoOperationsResearch
6. TahaH. A. :OperationsResearchanIntroduction,PrenticeHallofIndiaPvt. Lts.,NewDelh
7. GuptaPKandHiraDS:OperationsResearch,S.C.Chand
8. ShenoyGV,ShermaS.C.&SrivastavaU.K.:OperationsResearchformanagement

PATTERN OF EXAMINATION:	Marks
The Theory paper will consist of one short answer type question containing seven True or False statements(carrying 14 marks), which are to be explained with reasons in not more than 50 words. In addition, there willbefouralternatesetsofquestions,outofwhichonesetwillbelonganswertypeandtwo willhavetwopartsA & B. The last question (14 marks) will be short note type containing four options out of which any twooptionsare requiredtobeattempted.	70
Sessionals:Class Test/Quizzes(averageof2bestoutof3)Writeup, PresentationandParticipation	30
Total Marks	100

Course Objective:**Total Periods: 40 (4 Credits)**

The objective of this course is to expose the students to the applied aspect of accounting and making them familiar with the techniques of using Accounting information for decision making. Having been introduced to these techniques and having acquired the ability to understand accounting language, the students should be in a position to make effective use of accounting information in resolving the problems, which they may face as managers. Applied side of the subject will be given more emphasis and attention as compared to its conceptual aspect. Consequently, case-method of teaching will be used besides class lectures.

Course Structure:**Introduction-**

Meaning, Functions, Scope and Limitations of Management Accounting, Financial Accounting vs. Management Accounting

→ **An orientation to Cost Accounting**- Purpose of Cost Accounting, Elements of cost, Kinds of costing, Classification of Costs, Methods of Cost variability

→ **Break-Even Analysis**- Meaning, Graphic presentation, Preparation of break-even charts and their interpretation, Managerial uses of Break-even analysis,

→ **Marginal Costing**- Meaning of Marginal Cost, Analysis of Incremental costs and revenues,

Application of Marginal Income Accounting

→ **Activity Based Costing**- Concept, main activities and their cost drivers, developing ABC System.

Budgeting-

Definition of a budget, Kinds of budgets, Preparation of a Budget, Budgetary Control, Flexible Budgeting, Zero Base Budgeting, Performance Budgeting

→ **Standard Costing**- Meaning, Types of Standard and their revision, Difference between budgeting and standard costing. Kinds of Variances, Their use in making appraisal and fixing responsibility, Procedure of setting standard cost- Material, Labour and Overhead.

→ **Responsibility Centres**- Cost Centres, Profit Centres and Investment Centres, Inter divisional transfer pricing – concept and methods.

→ **Current issues**- Social Accounting, Human Resource Accounting, Balance Score Card

→ **Discussion of real life business Cases. RE**

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REFERENCE

1. Anthony Robert N. & Reece James S.: Management Accounting, Irwin
2. Anthony Robert N. & Welsch Glenn A.: Fundamentals of Management Accounting, R.D. Irwin
3. Hongren Charles T.: Introduction to Management Accounting, Pearson Education India
4. Bhattacharya S. K. & Dearden John: Accounting for Management, Tata McGraw-Hill Pub. Co. Ltd., ND
5. Hingorani N. L., Ramanathan A. R. & Grewal T. S.: Management Accounting, Sultan Chand & Sons.
6. Khan M. Y. and Jain P. K.: Management Accounting Tata McGraw-Hill Publishing Co. Ltd., New Delhi
7. Kishore Ravi M. : Taxman's Advanced Management Accounting

PATTERN OF EXAMINATION:	Marks
The Theory paper will consist of one short answer type question containing seven True or False statements (carrying 14 marks), which are to be explained with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will be long answer type and two will have two parts A & B. The last question (14 marks) will be short note type containing four options out of which any two options are required to be attempted.	70
Sessionals: Class Test/Quizzes (average of 2 best out of 3) Writeup, Presentation and Participation	30
Total Marks	100

Course Objective:**Total Periods: 40 (4 Credits)**

The present course aims at familiarizing the participants with the skills related to basic principles, tools and techniques of financial management.

Course Structure:**↳ Concept of finance-**

Scope and objectives of finance, Functions of Financial Management, Role of Finance Manager, Financial Planning & Strategies. Forms of Business Organization and Financial Considerations underlying the choice of form of business organization.

↳ Concept & Principles of Capital Structure-

Leverage Analysis – operating, financial and combined leverage and its implications, Indifference point.

↳ Long term Sources of Fund – equity share, preference shares, debentures, bonds, warrants, venture capital and ploughing back of profits. Short Term Sources of Funds – Commercial Paper, Certificate of Deposit, Treasury Bills.**↳ Financial Markets –**

Nature and Significance of Primary and Secondary Markets, objectives and functions, indices of BSE, NSE and DOTCEI and its calculation.

↳ Financial Institutions –

Nature, Types and Functions, Investment Bank, Investment Companies, Commercial Banks.

↳ Time Value of Money -

Risk and return analysis, Concept and significance of cost of capital and its computation. Concept and Significance of Capital Budgeting, Appraisal Techniques for Risk Free Projects.

↳ Working Capital Management –

Meaning, Significance & factors influencing the level of working capital management. Management of cash, receivables and inventory.

↳ Dividend Decision –

Ploughing back of profits, forms of dividends, factors affecting dividend policy, dividend payout decisions.

↳ Issues of Relevance-

Shareholders value and its calculation, EVA/VAR, Financial reengineering, Derivatives, Venture capital financing, stock Market Index calculation,

REFERENCE

- | | |
|--------------------------------------|--|
| 1. J Fred Weston & Eugene F. Brigham | : Managerial Finance, Akrov Publications |
| 2. Franklin R. Edwards & Cindy W. Ma | : Futures and Options, McGraw-Hill, Inc. |
| 3. James Van Horne | : Essentials of Financial Management, Prentice Hall |
| 4. Walker E. W. | : Essentials of Financial Management, Prentice Hall |
| 5. Srivastava, R.M. | : Financial Management, Sterling Publishers Private Limited, New Delhi |
| 6. Srivastava, R.M. | : Essentials of Business Finance, Himalaya Publishing House |
| 7. Prasanna Chandra | : Financial Management, Tata McGraw-Hill |
| 8. Pandey, I.M. | : Financial Management, Macmillan India |

PATTERN OF EXAMINATION:		Marks
The Theory paper will consist of one short answer type question containing seven True or False statements (carrying 14 marks), which are to be explained with reasons in not more than 50 words. In addition, there will be four alternate sets of questions, out of which one set will belong to answer type and two will have two parts A & B. The last question (14 marks) will be short note type containing four options out of which any two options are required to be attempted.		70
Sessionals: Class Test/Quizzes (average of 2 best out of 3)	Writeup, Presentation and Participation	30
Total Marks		100

Course Objective:

Total Periods: 40 (4 Credits)

HOSPITAL MANAGEMENT SEMESTER III

Entrepreneurship Management (SESSIONAL)

Concept and Evolution of Entrepreneurship, Classification and type of entrepreneurs, nature and importance of Entrepreneurs, Opportunity Assessment in Entrepreneurship: Feasibility Plan Outline, Environmental Assessment in Entrepreneurship, Entrepreneurial Ventures and Financial Analysis, Writing an Effective Business Plan, Financial Sources for Entrepreneurial Ventures: Venture Capital financing, Angel investors and others, Entrepreneurial issues in various cultural context.

Strategic Management

Introduction to corporate strategy, The strategic management process, Environmental appraisal, socio-political and legal, Organizational Appraisal, Competitive Advantage, Corporate level strategies, Strategic Analysis and choice, Strategy Implementation, Tailoring strategy to fitspecific industry and company situations, Changing nature of Strategies in the New Millennium, Strategies in international business.

Legal aspect of Business (SESSIONAL)

The Indian Contract Act, 1872, Nature, offer and acceptance consideration, Agreement vis-à-vis contract, void agreement & voidable contract, Capacity to contract, Free Consent, Legality of Object, Agreement not declared void, Contingent contracts, The Companies Act, 1956, Modification in Companies Act, Companies Act, 2013, Nature of Company, Registration & Incorporation, MOA, Articles of Association its relation with memorandum of Association, Prospectus, Membership, Kind of Share Capital, Debentures, Directors- Position, Appointment, Removal, Power & Duties, Majority Powers and Minority Rights, Prevention of Oppression and Mismanagement, Compromises Arrangements and Reconstructions and Winding Up, Law of Partnership, Nature, Relations and Dissolutions, Introduction to Industrial Law, Employee Provident Fund and Payment of Gratuity Act, 1972, The Consumer Protection Act, 1986, Definitions of Consumer, Person, Goods, Service, Trader, Manufacturer, Unfair and Restrictive Trade Practices, The Information Technology Act, 2000, Digital Signature, Electronic Governance, Electronic Records, Certifying Authorities, Introduction to Corporate Tax Planning, Direct Taxes: Income Tax, Corporate Tax, Indirect Taxes: GST, VAT, Central Excise, Incidence and Impact, Recent Developments in Tax Policy.

HEALTH CARE LAWS, ETHICS AND MEDICAL TERMINOLOGY

Objectives:

MB 215

FINANCIAL MANAGEMENT

- To get acquainted with the legal provision and issues related to healthcare
- To familiarise with the medical terminologies
- To understand the ethical issues in healthcare system

Total Periods: 40 (4 Credits)

UNIT I

Laws relating to Hospital formation: Promotion-Forming society-The Companies Act-Law of Partnership- A Sample Constitution for the Hospital-The Tamil Nadu Clinics Act-Medical Ethics-

UNIT II

Laws relating to Purchases and funding: Law of contracts-Law of Insurance-Export Import Policy-FEMA- Exemption of Income Tax for Donations- Tax Obligations: Filing Returns and Deductions at Source. Laws pertaining to Health: Central Births and Deaths Registration Act, 1969-Recent amendments-Medical Termination of Pregnancy Act, 1971-Infant Milk Substitutes, Feeding Bottles and Infant Food Act, 1992.

UNIT III

Laws pertaining to Hospitals: Transplantation of Human Organs Act, 1994-Pre-natal Diagnostic Techniques (Regulation and Prevention of Misuse) Act, 1994-Medical Negligence -Medico Legal Case-Dying Declaration-MCI act on medical education. The Biomedical Waste (Management and Handling) Rules-Radiation Safety System.

UNIT IV

Medical Terminology- Glossary of medical terms: major Diseases and medical specialties-Roots, Prefixes, Suffixes, Abbreviations and symbols-Common roots: element referring to, usage and definition- Common prefixes and suffixes- Common abbreviations: departments, time, general healthcare, routes of medication and laboratory-Symbols.

UNIT V

Illness-Classification and description of diseases-Infection Control-Medical asepsis, Nosocomial infection and communicable diseases, Reservoir, carrier and mode of transmission-Overview of Hospital Services -Intensive care unit - Coronary care Unit - Burns, paraplegic & Malignant disease treatment - Hospital welfare services - Hospital standing services - Indian red cross society-Nursing services-Pharmacy-Medical Stores-Housekeeping-Ward Management - Central sterile supply department-Medical Records - Fatal documents - Medical Registers- Statutory records.

REFERENCES

BMSakharkar, PRINCIPLES OF HOSPITAL ADMINISTRATION AND PLANNING-
Jaypee Brothers Publications.

Francis CM, Mario C de Souza; HOSPITAL ADMINISTRATION-*Jaypee Brothers Medical Publishers*

PATIENT CARE MANAGEMENT

Objectives:

MB 215	FINANCIAL MANAGEMENT
To understand the importance of patient care management	
To be acquainted with the disaster and safety & Security Management in Hospitals	
Total Periods: 40 (4 Credits)	

UNIT I

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

UNIT II

Quality in patient care management- Defining quality, Systems approach towards quality, Towards a quality framework, Key theories and concepts, Models for quality improvement & Variations in practice

UNIT III

Patient classification systems and the role of casemix- Why do we need to classify patients, Types of patient classification systems, ICD9 (CM, PM), Casemix classification systems, DRG, HBG, ARDRG, Casemix innovations and Patient empowering classification systems.

UNIT IV

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

UNIT V

Disaster preparedness-Policies & procedures for general safety, fire safety procedure for evacuation, disaster plan and crisis management . Policies & procedures for maintaining medical records, e-records, legal aspects of medical records, its safety, preservation and storage.

REFERENCES:

Goel SL & Kumar R. HOSPITAL CORE SERVICES: HOSPITAL ADMINISTRATION OF

THE 21ST CENTURY 2004 ed., Deep Deep Publications Pvt Ltd: New Delhi

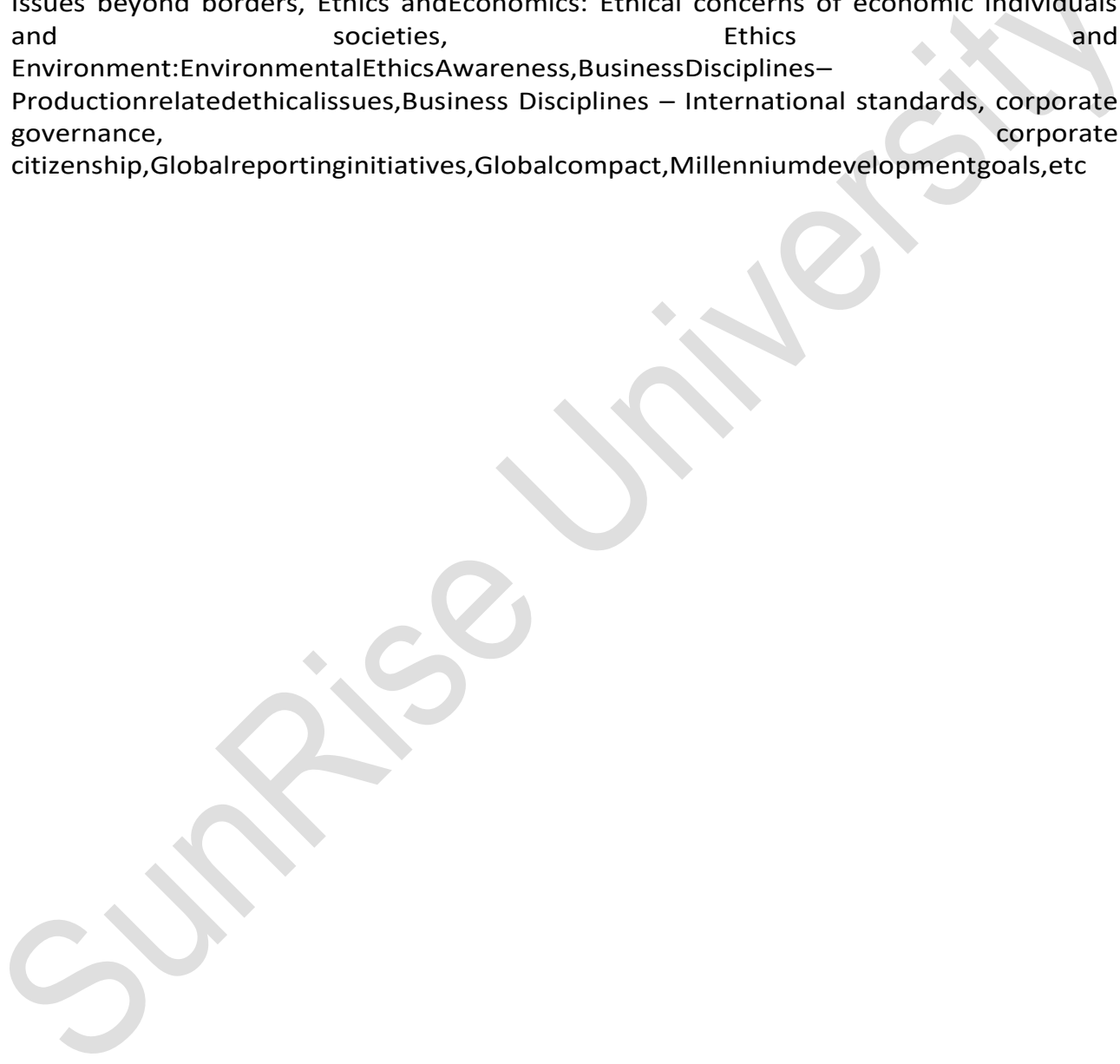
Gupta S & Kant S. Hospital & Health Care Administration: Appraisal and Referral Treatise 1998 ed., Jaypee, New Delhi

SEMESTER-IV

MB 215	FINANCIALMANAGEMENT
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Business Ethics

Course Objective: of Ethical Behaviour, theories of ethics and ethical development in humans, theories, concepts, Moral Frameworks for Business and Organizational Life, Individual Ethics, Values, and Purpose, Professional Responsibility: Concept and Importance, Conflicts and Ethical Dilemmas – moral & ethical dilemmas, Ethics and Business: A sense of business ethics, Ethics and International Business: Ethics Issues beyond borders, Ethics and Economics: Ethical concerns of economic individuals and societies, Ethics and Environment: Environmental Ethics Awareness, Business Disciplines – Production related ethical issues, Business Disciplines – International standards, corporate governance, corporate citizenship, Global reporting initiatives, Global compact, Millennium development goals, etc



HOSPITAL OPERATIONS MANAGEMENT

Objectives:

MB 215	FINANCIAL MANAGEMENT
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➤ To identify the important functions and its management in Hospitals

➤ To familiarise with the supporting services and procurement management of Hospitals

Course Objective:

Total Periods: 40 (4 Credits)

UNIT I

Front Office-Admission–Billing–Medical Records–Ambulatory Care-Death in Hospital–
Brought-in Dead-Maintenance and Repairs Bio Medical Equipment

UNIT II

Clinical Services-Clinical Departments–Outpatient department (OPD)–Introduction–Location – Types of patients in OPD – Facilities – Flow pattern of patients – Training and Co-ordination; Radiology – Location – Layout – X-Ray rooms – Types of X-Ray machines – Staff -USG – CT –MRI– ECG.

UNIT III

Supporting Services – House Keeping –Linen and Laundry, – Food Services – Central Sterile Supply Department (CSSD)

UNIT IV

Facility Location and Layout importance of location, factors, general steps in location selection -Types of lay outs – product, process, service facility layout-Work standards, techniques of work measurement-Work sampling, calibration of hospital equipments. Productivity measures, value addition, capacity utilization, productivity–capital operations, HR incentives calculation, applications in hospital.

UNIT V

Purchasing strategy process–organizing the purchasing function–financial aspects of purchasing– tactical and operational applications in purchasing, Inventory Management: valuation and accounting for inventory– physical location and control of inventory–planning and replenishment concepts– protecting inventory; Value Management, Value engineering, value analysis.

REFERENCES

Madhuri Sharma, ESSENTIALS FOR HOSPITALS SUPPORT SERVICES AND PHYSICAL INFRASTRUCTURE,

Sakharkar BM, PRINCIPLES OF HOSPITALS ADMINISTRATION AND PLANNING,

Jaypee

Francis CM, Mario C de Souza, HOSPITAL ADMINISTRATION, *New Delhi, 2000*

Prabhu KM, Sood SK, HOSPITAL LABORATORY SERVICES ORGANIZATION AND

MANAGEMENT, *Journal of Academy of Hospital Administration*, 2 (@) 1990

PURCHASEMANAGEMENTANDINVENTORYCONTROLINHOSPITALS

Objectives:

MB 215	FINANCIALMANAGEMENT
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- Course Objective:
- To familiarise with the concepts of procurement
 - To understand stores management and inventory control system

Total Periods: 40 (4 Credits)

UNIT I

Principles of Logistic Management: Definition of Logistics Management – Functions of Logistics Management – Principles of Purchase Management – Tendering procedures – procurement procedure – Vendor development and rating – Methods of payment – Letter of credit – Foreign currency payments. – Import documentation.

UNIT II

Inventory control: Definition – objectives of Inventory Control – Types of Inventory cost – Types of Inventory Control – Pareto's law – ABC / VED / SDE Analysis – Lead Time – Buffer stock – Reorder level – Economic Order Quantity (EOQ) – Types of Inventory Control systems.

UNIT III

Stores Management- location and layout – Standardization, Codification and Classification of materials – Material accounting and physical distribution – Stored documentation – condemnation and disposal of scrap, surplus and obsolete materials – Types of stores in a Hospital.

UNIT IV

Equipment Planning and Procurement: Steps in equipment selection – Utilization index – Factors leading to poor utilization of equipment- planning and procurement of spares / accessories / consumables.

UNIT V

Recent trends in Materials Management: Types of Materials used and stored in a Hospital – Computerization of Materials function – MIS Reports – Concept and frame work of supply chain management – concept of Just in time and Central purchasing.

REFERENCES:

- Mr. K.S Menon**, STORES MANAGEMENT 2ed., Macmillan India Ltd.,
Mr. Rupnarayan Bose, AN INTRODUCTION TO DOCUMENTARY CREDITS,
Macmillan India Ltd
Mr. B.S Sahay, SUPPLY CHAIN MANAGEMENT, *Macmillan India Ltd*
Mr. Gopalakrishnan & Sunderasan, MATERIALS MANAGEMENT.

HOSPITAL FACILITIES MANAGEMENT

Objectives	FINANCIAL MANAGEMENT
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- Course Objective:**
- To get familiarised with support services systems
 - To get acquainted with hazards and its management in hospital environment
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- Total Periods: 40 (4 Credits)**

UNIT I

Nutrition and Dietary services – Pharmacy services – Medical Records services.

UNIT II

Facilities Engineering – Maintenance of Civil Assets – Electrical supply and Water supply – Medical gas pipeline – Plumbing and Sanitation – Air conditioning system – Hot water and Steam supply – Communication Systems – Biomedical engineering departments in modern hospitals.

UNIT III

Laundry services – Housekeeping services – CSSD – Energy conservation methods – AMC.

UNIT IV

Ambulance services – Mortuary services – Hospital security services.

UNIT V

Disaster management – Fire hazards – Engineering Hazards – Radiological hazards. – Outsourcing of Support services – Waste disposal and management – few case studies.

REFERENCES:

G.D.Kunders, HOSPITAL AND FACILITIES PLANNING AND DESIGN

Jacob Kline, HANDBOOK OF BIO-MEDICAL ENGINEERING

Webster J. Gand Albert M. Coo, CLINICAL ENGINEERING PRINCIPLES AND PRACTICES

Antony Kelly, MAINTENANCE PLANNING AND CONTROL

MB 215	FINANCIALMANAGEMENT
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CourseObjective:

TotalPeriods:40(4Credits)

SunRise University