



**GUJARAT TECHNOLOGICAL UNIVERSITY**

**Post Graduate Diploma in Hospital Management**

**Semester:2**

**Branch: Post Graduate Diploma in Hospital Management**

**Subject Name: Hospital Administration-2**

**Subject Code: 1527701**

**Rationale:**

**Course Scheme:**

Teaching Scheme			Credits	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
			ESE (E)	PA (M)	ESE (V)	PA (I)		
3	0	0	3	50	0	0	50	100

**Course Content:**

Unit No.	Content	No. of Hours	Weightage (%)
1	<p><b>Hospital Operation Management</b></p> <p>Operation Management process in Hospital, Challenges in Hospital Operations &amp; Solutions, Problem Solving Techniques, Reviewing System &amp; Processes &amp; Follow ups, Operation Research Techniques</p> <p><b>Marketing</b></p> <p>Fundamentals of Marketing, Marketing: Service Vs product, Seven Ps of Marketing Function of a Hospital setup, Management Tools of a Hospital Marketing, Making a Database of Doctors, Marketing Report Strategy, Do's &amp; Don't in Hospital Marketing, Branding of Hospital, Digital Marketing, Importance of Market Research &amp; Data Analysis in Healthcare Marketing, PR Management and handling of crisis in a Hospital, Medical Tourism, Case Study</p>	08	10
2	<p><b>Information Technology</b></p> <p><b>Introduction to the Software related to the Hospital Management</b></p> <ul style="list-style-type: none"> <li>• Hospital Management System</li> <li>• Payroll System</li> <li>• Accounting System</li> <li>• Inventory Control System</li> <li>• Other Computer Application in Hospitals</li> </ul> <p>Telemedicine</p> <p>Network Management of Information Technology</p>	07	15



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	<p><b>Hospital Management Information System</b></p> <p>Management decision and related information requirement, Concept of networking hospital information system, Clinical, Administrative &amp; Support service technical information system</p> <p><b>Medical Record Department</b></p> <p>Role of medical records in health care delivery, Medical records standards and policies, Legal Aspects</p> <p><b>Computerization of Medical Record</b></p>		
<b>3</b>	<p>Disaster Management</p> <p>Pandemic Management</p> <p>Security Organization and Management</p> <p>Fire Hazards</p> <p>Radiation Hazards</p> <p>Health Policies</p>	<b>07</b>	<b>15</b>
<b>4</b>	<p>Hospital Acquired Infection (HAI)</p> <p>Quality Management in Hospital</p>	<b>08</b>	<b>10</b>
	<b>Total Hours/Marks:</b>	<b>30</b>	<b>50</b>

**Suggested Student Activities for PA: (50 Marks)**

Group Discussion, Presentation, Class Exercise, Small Project, Case Study

**Suggested Learning Resources:**

S. No.	Title of Book	Author	Publication with place, year and ISBN
1	G.P. Mogli	Medical Records, Organisation & Management	Jaypee Brothers, New Delhi.
2	Jaypee Das Gupta	Hospital Administration & Management	Jaypee Brothers, New Delhi.
3	Arif Raza	Accreditation of Healthcare Organization	Jaypee Brothers, New Delhi.
4	CM Francis & Mario C De Souza	Hospital Administration	Jaypee Brothers, New Delhi.
5	Ashvini Arun Vora	Hospital Management from Service Sector Perspective	Jaypee Brothers, New Delhi.
6	D C Joshi, Mamta Joshi	Hospital Administration	Jaypee Brothers, New Delhi.