

# GUJARAT TECHNOLOGICAL UNIVERSITY

## MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – III) (W.E.F. Academic Year 2018-19)

**Subject Name: Healthcare and Hospital Management (HHM)**

**Subject Code: 3539285**

### 1. Learning Outcomes:

- Develop a conceptual and practical understanding of healthcare system in India.
- Understanding the foundational knowledge and the application of principles of management to the healthcare sector.

2. **Course Duration:** The course duration is of **36 sessions of 75 minutes**.

### 3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	<b>Introduction to Healthcare sector</b> <ul style="list-style-type: none"><li>• Historical Background of Healthcare Management in India</li><li>• Current State of Healthcare in India and Growth in Healthcare Industry</li><li>• Structure of the Healthcare System</li><li>• Characteristics of the Health System in India</li><li>• Issues and Challenges to Healthcare Industry in India</li><li>• Classification of Hospitals</li><li>• Developments in Public and Private Healthcare</li><li>• Role of NGOs in health care of India</li><li>• Various models in health care delivery in India and abroad</li><li>• Public Healthcare Insurance in India</li><li>• Medical Laws applicable to healthcare sector</li><li>• Healthcare Infrastructure</li><li>• Role of Hospitals in Healthcare</li></ul>	9	17
II	<b>Hospital Management Function</b> <ul style="list-style-type: none"><li>• Operations Management</li><li>• Finance and Cost Management</li><li>• HR Management</li><li>• Materials Management</li></ul>	10	18

	<ul style="list-style-type: none"> <li>Information technology</li> <li>Support services</li> </ul>		
<b>III</b>	<b>Service Quality and accreditations</b> <ul style="list-style-type: none"> <li>Quality Delivery and Control</li> <li>Six Sigma &amp; NABH</li> </ul> <b>Principles of Medical Ethics</b> <b>Healthcare Promotion</b> <ul style="list-style-type: none"> <li>The Marketing Communication Mix</li> <li>Marketing of Hospitals in the Modern Era</li> <li>Role of Marketing and PR</li> <li>Knowledge-based Marketing: Modern Way of Healthcare Marketing – web based marketing, social media</li> </ul>	9	18
<b>IV</b>	<b>Recent Trends in Healthcare Sector</b> <ul style="list-style-type: none"> <li>Re-engineering, Tele-medicine, Artificial Intelligence, Euthanasia, Medical Tourism, Outsourcing, Medical Transcription, Preventive and Social Medicine, Epidemiology. Robotics, integrated health care delivery, PPP models, home care</li> </ul>	8	17
<b>V</b>	<b>Practical:</b> 1. Students can visit a hospital (general/specialty) and prepare a report on the department and operations of the hospital. 2. Students can compare the government hospital with the private hospital and prepare a report on comparison. 3. Students can carry out patient satisfaction survey.	---	(30 marks CEC)

#### 4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations
- Experts from healthcare sector can be invited frequently to share practical knowledge

#### 5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

<b>A</b>	Continuous Evaluation Component comprising of Projects / Assignments / Quiz /Class Participation / Class test / Presentation on specific topic etc	(Internal Assessment-50 Marks)
<b>B</b>	Mid-Semester examination	(Internal Assessment-30 Marks)
<b>C</b>	End –Semester Examination	(External Assessment-70 Marks)

## 6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Ashvini Arun Vora	Hospital management from Service Sector Perspective	Jaypee	Latest Edition
2	K V Ramani	Hospital Management: Text and Cases	Pearson	Latest Edition
3	Pradeep Bhardwaj	Healthcare Management	Jaypee	Latest Edition
4	Dr. D L Ramchandra	Essentials of Hospital Management and Administration	Educreation Publishing	Latest Edition
5	Edited By Kieran Walshe & Judith Smith	Healthcare Management	McGraw Hill	Latest Edition
6	Yashpal Sharma, R K Sarma, Libert Anil Gomes	Hospital Administration: Principles and Practice	Jaypee	Latest Edition

Note: Wherever the standard books are not available for the topic, appropriate print and online resources, journals and books published by different authors may be prescribed.

## 7. List of Journals / Periodicals / Magazines / Newspapers, etc.

1. Indian Journal of Public Health
2. Quality in Primary Care
3. Journal of healthcare Communications
4. International Journal of Public Health and Safety