

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION (Part-Time)

Year II (Semester: –IV) (W.E.F. Academic Year 2018-19)

Subject Name: Healthcare and Hospital Management (HHM)

Subject Code: 3549985

Subject Credits: 3

Total Marks: 150

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	Introduction to Healthcare sector <ul style="list-style-type: none">• Historical Background of Healthcare Management in India• Current State of Healthcare in India and Growth in Healthcare Industry• Structure of the Healthcare System• Characteristics of the Health System in India• Issues and Challenges to Healthcare Industry in India• Classification of Hospitals• Developments in Public and Private Healthcare• Role of NGOs in health care of India• Various models in health care delivery in India and abroad• Public Healthcare Insurance in India• Medical Laws applicable to healthcare sector• Healthcare Infrastructure• Role of Hospitals in Healthcare	9	17
II	Hospital Management Function <ul style="list-style-type: none">• Operations Management• Finance and Cost Management• HR Management• Materials Management	10	18

	<ul style="list-style-type: none"> Information technology Support services 		
III	Service Quality and accreditations <ul style="list-style-type: none"> Quality Delivery and Control Six Sigma & NABH Principles of Medical Ethics Healthcare Promotion <ul style="list-style-type: none"> The Marketing Communication Mix Marketing of Hospitals in the Modern Era Role of Marketing and PR Knowledge-based Marketing: Modern Way of Healthcare Marketing – web based marketing, social media 	9	18
IV	Recent Trends in Healthcare Sector <ul style="list-style-type: none"> 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 	8	17
V	Practical: <ol style="list-style-type: none"> Students can visit a hospital (general/specialty) and prepare a report on the department and operations of the hospital. Students can compare the government hospital with the private hospital and prepare a report on comparison. 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:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz /Class Participation / Class test / Presentation on specific topic etc	(Internal Assessment-50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	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