



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Post Graduate Diploma in Hospital Management

Level: PG Diploma

Course / Subject Code: DH02077011

Course / Subject Name : Hospital Administration-2

w. e. f. Academic Year:	2024 - 2025
Semester:	2
Category of the Course:	Core Course (CC)

Prerequisite:	<p>In the healthcare sector, the efficient functioning of hospital operation services is foundational, requiring a robust infrastructure, skilled personnel, and streamlined processes to ensure seamless patient care. Prerequisites for hospital marketing encompass a thorough understanding of the target demographic, effective communication strategies, and a strong online presence to attract and retain patients. Maintaining high hospital quality mandates stringent adherence to clinical guidelines, continuous staff training, and the implementation of advanced medical technologies. To combat hospital-acquired infections, it is imperative to establish rigorous infection control protocols, regular hygiene audits, and ongoing education for healthcare providers to minimize risks and promote a safe environment for both patients and staff.</p>
Rationale:	<p>The rationale behind optimizing hospital operation services lies in the critical need to enhance patient care efficiency, reduce waiting times, and ensure resource allocation is both effective and sustainable. Effective hospital marketing is essential for building a reputable brand, attracting new patients, and fostering community trust through transparent and informative communication. Ensuring high hospital quality is pivotal as it directly impacts patient outcomes, satisfaction levels, and compliance with regulatory standards, thereby boosting the institution's credibility and performance. Addressing hospital-acquired infections is crucial as it directly affects patient safety and recovery rates; implementing rigorous infection control measures not only safeguards patient health but also reduces healthcare costs associated with prolonged hospital stays and additional treatments.</p>

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	Equip students with comprehensive knowledge of the key components and best practices for managing hospital operations, focusing on efficiency, patient flow, resource management, and the integration of technology to enhance operational	Understand & Apply
02	Understanding of healthcare marketing strategies, including market analysis, branding, digital marketing, and patient engagement techniques to attract and retain patients, as well as build a positive hospital reputation.	Understand



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03	Provide students with the tools and methodologies to assess and improve hospital quality, emphasizing the importance of clinical guidelines, performance metrics, patient satisfaction, and continuous quality improvement processes to ensure high standards of care.	Understand & Apply
04	Educate students on the causes, prevention, and management of hospital-acquired infections (HAIs), highlighting the implementation of infection control protocols, staff education, hygiene practices, and monitoring systems to reduce the incidence of HAIs and promote a safe hospital environment.	Understand & Apply
05	To get knowledge of importance of Information Technology in Healthcare, Health Record, digitalization in Healthcare, Medical Record Management	Understand & Apply

**Revised Bloom's Taxonomy (RBT)*

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
4	0	0	4	50	0	50	0	100

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
1.	<p>Hospital Operation Management Operation Management process in Hospital, Challenges in Hospital Operations & Solutions, Problem Solving Techniques, Reviewing System & Processes & Follow ups, Operation Research Techniques</p> <p>Marketing Services in Hospital Fundamentals of Marketing, Marketing: Service Vs product, Seven Ps of Marketing Function of a Hospital setup, Management Tools of a Hospital Marketing, Marketing Report Strategy, Branding of Hospital, Digital Marketing, Importance of Market Research & Data Analysis in Healthcare Marketing, PR Management and handling of crisis in a Hospital, Medical Tourism, Case Study</p>	10	10
2.	<p>Information Technology Computer Application in Hospitals, Network Management of Information Technology</p>	10	13



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	<p>Hospital Management Information System Hospital Management System, Payroll System, Accounting System Management decision and related information requirement, Concept of networking hospital information system, Clinical, Administrative & Support service technical information system, Health Informatics</p> <p>Medical Record Department Role of medical records in health care delivery, Medical records standards and policies, Legal Aspects, Computerization of Medical Record, Digitalization of Health Record</p>		
3.	<p>Hospital Committees Role, Composition, Frequency of Meetings, Minutes of the Meetings, Follow up , Actions taken</p> <p>Risk Management in Hospital Hospital Waste Management, Healthcare Associated Infections, Personal Protective Equipment, Disaster Management, Hospital Security Services, Hazardous in Hospitals, Fire Safety in Hospital</p>	10	12
4.	<p>Recent Trends in Healthcare Sector Quality in Healthcare Organization, Health Policies, Re-Engineering, Tele Medicine, Artificial Intelligence, Medical Transcription, Preventive & Social Medicine, Pandemic Management, Robotics, Contracting in Healthcare – Models of Healthcare Delivery, PPP Model, Home Care Services, E – Hospital, A Clinic on Wheels, Others</p>	15	15
5.	<p>Practical Application All the students of the program will be given practical assignments/Quiz on the application of the above mentioned topics from the syllabus. The applications of the theory concepts would be in the form of Hospital Visit, Project on Hospital Services Management, SOP Making of Hospital, Case Study, Presentation and Group Project etc.</p>	15	CEC (50 Marks)
	Total	60	100



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Suggested Specification Table with Marks (Theory):

Unit No.	Unit Title	Teaching Hours	Distribution of Theory Marks (Assessment as per Revised Bloom's Taxonomy Level*)						Total Marks
			RM	UN	AP	AN	EL	CR	
I	Hospital Operation Management & Marketing Services in Hospital	10	00	05	05	00	00	00	10
II	Hospital Information Technology, Hospital Information System, Medical Record Department	10	00	05	05	00	00	00	10
III	Hospital Committee & Risk Management in Hospital	10	00	05	05	05	00	00	10
IV	Recent Trends in Healthcare Sector	15	00	05	05	05	00	00	15
	Total	45	00	20	20	10	00	00	50

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

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



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6	Hospital Administration	D C Joshi, Mamta Joshi	Jaypee Brothers, New Delhi.	Latest Edition
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(b) Open source software and website:

1. https://www.youtube.com/watch?v=DhYkPEB5O_A
2. <https://www.youtube.com/watch?v=X-QfACgCneQ>
3. <https://www.youtube.com/watch?v=2HPssKyfmow>
4. <https://www.youtube.com/watch?v=NDdVS7oRVQI>

Suggested Project List, if any:

SOP & Policy Making, Project Report on Hospital Visit

Suggested Activities for Students, if any:

Presentation, Group Project, Case Study discussion etc.

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