

SECOND YEAR
BBA (HOSPITAL ADMINISTRATION)

Course Type	Subject Name
Major -1	Basics of Community Medicine
Major - 2	Business Statistics
Minor	Introduction to Business Accounting
Elective	Select any one from the vocational Subject list
Vocational	Select any one from the vocational Subject list
Foundation – 1	Hindi + English
Foundation – 2	Startup & E-Ship + Women Empowerment
Internship	Field-Projects/Apprenticeship/Community Engagement & Services

BBA (HOSPITAL ADMINISTRATION)
Second Year

Course Type	Subject Code	Subject Name	Credit Hours	Cumulative Credits Hour
Major -1	MAJBHA-201	Basics of Community Medicine	6	46
Major - 2	MAJBHA-202	Business Statistics	6	52
Minor	MINBHA-203	Introduction to Business Accounting	6	58
Elective - 1	Code as per list attached	Select any one from the vocational Subject list	6	64
Vocational - 1	Code as per list attached	Select any one from the vocational Subject list	4	68
Foundation – 1	FOUBHA-204	Hindi	2	70
	FOUBHA-205	English	2	72
Foundation – 2	FOUBHA-206	Startup & E-Ship	2	74
	FOUBHA-207	Women Empowerment	2	76
Internship	INTBHA- 208	Field Projects/Apprenticeship /Community Engagement & Services	4	80
Total Credit for II Year				80

**List of Elective Subjects BBA (HOSPITAL ADMINISTRATION) - Second Year
(As per NEP- 2020)**

SN	Subject Code	Subject Name
1	ELCBHA -003	Business Environment
2	ELCBHA -004	Introduction to Economics

**List of Vocational Subjects BBA (HOSPITAL ADMINISTRATION) - Second Year
(As per NEP- 2020)**

SN	Subject Code	Subject Name
1	VOCBHA -004	Service Marketing in Health Care
2	VOCBHA -005	RDBMS
3	VOCBHA -006	HRM in Health care

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Major-1 MAJBHA-201- BASICS OF COMMUNITY MEDICINE

Course Objective : The objective of the course is to enable students to have a good understanding of Health Care Sector and Community Medicine in Indian context.

Course Contains:

- Meaning & Concept of Health, Disease, Care and Administration
- Various levels of prevention/care & cure, levels of Community Medicine Management
- Health administration in Indian.
- Organization of Health service at Centre, State & District level.
- General introduction to organization of health care delivery system in India.
- Various committees for recommendations on health care;
- National Health Programs in details
- Population demography & its medical significance
- Concepts & Basics of Epidemiology
- Urban medical care system in metropolitan cities.
- Rural medical care including the role of State, NGO's, Private medical practitioners and community at large
- Information Education & Communication (IEC)
- Significance of Materials Management in Healthcare.
- Alternative system of health care:- General introduction and their role in overall healthcare system, Yoga Therapy & its Global relevance.
- Rehabilitation
- WHO and other International Health Agencies.
- Quarantine and Isolation.

Suggested Reading:

K park Park's Text Book of Preventive and Social Medicine.
B.K. Mahajan Text Book of Preventive and Social Medicine
WHO publications on International Vaccination.

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A cluster of signatures including "Kup", "AK", "Sangeet", and others, some with underlines.

Major-2 MAJBHA-202-BUSINESS STATISTICS

Course Objective: The aim of the course is to enable students to have a better understanding of Statistical tools for taking business decisions.

Course Content:

1. **Introduction to Statistics:** Definitions, Scope, Laws, Limitations & use.
2. **Collection of Data:** Presentation of Data, Frequency Distribution , Primary & Secondary Data.
3. **Measures of Central Tendencies:** Mean, Median, Mode, Quartile & Percentile, Merits and Demerits of Mean, Median & Mode.
4. **Measures Of Variation :** Standard Deviation, Mean deviation ,Skewness , Time series Analysis.
5. **Correlation & Regression:** Introduction, Correlation Table, Positive or Negative correlation, Karl Pearson's coefficient of correlation, Regression, Lines of Regression, Index Number.

Suggested Reading:

1. D.C. Sancheti and V.K. Kapoor, " Statistics: Theory, Methods and Applications", New Delhi: Sultan Chand and Sons., 2001
2. D.N. Elhance, Veena Elhance and B.M. Aggrawal, " Fundamentals of Statistics", Allahabad: Kitab Mahal, 1996
3. Richard I. Levin and D.S. Rubin, " Statistics for Management", New Delhi: Prentice Hall of India, 2000
4. S.P. Gupta, " Statistical Methods", New Delhi, Sultan Chand and Sons, 2001

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Allahabad
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Minor-MINBHA-203-INTRODUCTION TO BUSINESS ACCOUNTING

Course Objective: The aim of the course is to enable students to know and understand the various facets of accounting procedures and practices used in business management.

Course Contain:

UNIT I - Introduction of Accounting : Purpose of Accounting and its types, Limitations, Relationship with other Financial Areas. Advantages & Importance.

UNIT II - Basic Accounting Concepts: Money Measurement Concept, Entity Concept, Going Concern Concept, Cost Concept, Dual Aspect Concept, Accrual Concept, conservatism, Materiality Concept, Consistency concept.

UNIT III - Accounting Structure : Process of Accounting Journal, Ledger and Trial Balance Errors & their rectification based on Double Entry Book-Keeping System,

UNIT IV- Bank Reconciliation Statement: Bank Reconciliation Types, Process & Errors.

UNIT V - Preparation of Financial Statements: Form and Preparation of Income Statement and Statement of Financial Position, Adjustments.

UNIT VI - Accounting for Depreciation-Fixed Installment Methods & Reducing Balance Methods.

Suggested Reading:

1. S.N. Maheshwari, Introduction to Accountancy, Vikas Pub Edition, 2009
2. Nitin Balwani Accounting and Finance for Managers, Excel Books, New Delhi
3. N.Ramchandran, Kakani, Financial Accounting for Management, TMH, 2008
4. Jain & Jain Accounting for Manager, PathMaker, Bangalore

Reference Books:

1. Paresh Shah, Basic Financial Accounting for Management, New Delhi, Oxford University Press, 2008.
2. Banerjee, Financial Accounting, PHI, 2009.
3. John Wild, Financial Accounting Information for Decisions, New Delhi, Tata-Mac Graw-Hill, 2008

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Elective - ELCBHA -003- BUSINESS ENVIRONMENT

COURSE OBJECTIVE :

To familiarize the students with the business environment prevailing in India and in the world to help them understand its implications to business

COURSE CONTENT

UNIT 1 :

Components and Significance of Business Environment , Factors effecting environment of Business, Economic factors and its Components, Cultural factors and its impact on business, Social Environment and its impact on Purchasing and Consumption, Political Stability, Sovereignty and its impact on the returns of Business, Technological and its impact on internationalizing the business activities, Legal environment, Dimensions of International Business Environment, Challenges.

UNIT 2 :

Economic Planning & Development, Indian Economic Systems-Economic planning with special reference to last three plans, public, private joint and cooperative sectors – Industrial Policy of the Government Latest Industrial Policy , Foreign Trade Policy , Fiscal Policy and Tax System in India , Monetary Policy and Banks Reforms in India Challenges of Indian Economy, Rural Development Efforts.

UNIT 3 :

India as one of the most prominently emerging economies of world, Indian Economic Systems-Economic planning with special reference to last three plans, public, private joint and cooperative sectors, Balance of Payments ,Concepts, Disequilibrium in BOP ,Methods of Correction, Tread Barriers and Tread Strategy, Free Trade vs. Protection, World Financial Environment\, Foreign Exchange Market Mechanism , Exchange Rate Determination and Euro Currency.

UNIT 4:

Strategies for going Global , International Economic Integration, Country Evaluation and Selection, Foreign Market Entry Method, International Trading Blocks, Their Objectives, WTO Origin, Objectives, Organization Structure and Functioning, WTO and India.

Text Readings:

1. Shaikh Salim, **Business Environment**, Pearson Education, 2010
2. Mark Hirschey, **Economics for Managers**, Cengage, 2006
3. Palwar, **Economic Environment of Business**, PHI, New Delhi, 2009
4. D.N. Dwivedi, **Managerial Economics**, Vikas Publishing House, 2009.

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Elective - ELCBHA -004 INTRODUCTION TO ECONOMICS

Course Content –

Unit 1 : Introduction- Definition of Economics, Macro and Micro Economic Theories, Relation between Macro and Micro Economics, Macroeconomics- Theory of Income and Employment, Utility and Limitations of Macro Economics analysis, National Income Accounting, Methods of computing National Income, Problems in Computing National Income.

Unit 2 : Theory of Employment- Classical Theory of Employment, Keynesian Theory of Employment, Determination of effective Demand, Aggregate Supply and Demand Price, Equipment Level of Consumption, Keynes Law of Consumption, Post Keynesian Development.

Unit 3 : Investment- Meaning and types of Investment, Factors affecting Investment marginal efficiency of Capital Business Cycle, Business Cycle – meaning, characteristics and types, Keynes Theory.

Unit 4 : Monetary and Fiscal Policies- Introduction to Monetary Policy, Measures of Money Stock, Monetary Policy of Money Supply, Instruments of Monetary Policy.

Unit 5 : Fiscal Policy- The Union and State Budget, Finances of Union and State Public spending in Health Care Sector.

Unit 6 : Money and Banking – Money, Functions of Money, Supply of Money, Effect of Charges in value of Money, **Banking –** Indian commercial banking structure, Public Sector Banks vis-à-vis Private Sector Banks, Roles and Functions of Reserve Bank of India (RBI).

Suggested Readings:

1. M.L Seth, "Macroeconomics"
2. Davett, "Modern Economic Theory"
3. G.S. Gupta, "Macroeconomics Theory and Applications"
4. Macroeconomics by- M.C. Vaish , or H.L. Ahuja

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VOCATIONAL - VOCBHA -004- SERVICE MARKETING IN HEALTH CARE

Course Objective: The objectives of this course are to help students to learn and to acquaint themselves with all facts of Marketing of Hospital Services.

Course Content:

Unit 1 - Services: Service Sector & Economic Growth , Service Concept, Characteristics & Classification of Service, Challenges & strategic issues in services Marketing: Segmentation, Differentiation and Positioning of Services.

Unit II – Marketing Mix in Service Marketing : Product, Price , Place, Promotion, People, Physical Evidences and Process Decisions.

Unit III - Designing service Strategy , Marketing of Health Services: The Indian scene Marketing of various health services like; Family welfare, Integrated Child development programmes, Awareness programmes.

Unit IV - Marketing of Hospital Services: Basic issues; designing basic strategies for Specialty services; Specialty and Super Specialty hospitals.

Unit V - Managing Service Quality in Productivity : Concept, Dimension and process, Service Quality Models, Application and Limitations, Productivity in Services.

Unit VI- Marketing of other services like:

- Financial Services- Branding and Advertising- consumer banking.
- Educational and Professional services- marketing of Educational and Professional Educational services.
- Professional support services- Event marketing, Specialty advertising support services etc.
- Marketing of Logistics and Public utilities.

Suggested Readings

- Lovelock, “Services Marketing”. BPB. Ravishankar, “Service Marketing”.
- Zeithmal, Bitner, Service Marketing (SIE) , IV Edition Tata Mcgraw Hill
- Hoffman, Marketing of Service 1st 2008 Cengage learning.

Reference Reading :

- Nargundkar Rajendra, Service Marketing 3e Tata Mcgraw Hill
- Jauhari Services Marketing, Operation, & Management, Oxford Press

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VOCATIONAL - VOCBHA -005- RDBMS

Course Objective

The objective of this course is to help student the basics of Relational Database Management System, and back-end Tool using ORACLE and their use in organization and processing complex business information.

Course Content :

- 1) **Database Management System** : Data, Database Management System, Entity relationship Model (E-R Model) Normalization Theory, Codd's Rules for RDBMS. Traditional file system vs Database Management System. Applications of DBMS.
- 2) **Database Languages:-** DDL,DML,DCL,TCL, DBMS Two level and three level architecture. Database users and DBA. SQL Keys:- Super key, Primary Key, Candidate Key, Alternet key, foreign key, Composite key.
- 3) **Relational Database Management Systems** : Concept of RDBMS, Components of RDBMS, Introduction to SQL, Cartesian Product and Joins, Uses of Union, Intersection , Minus, SQL operators and functions, SQL select statement and type of queries, In ,Exists , Group by Having and like clause in SQL, View, Sequence and Synonyms SQLPLUS, creating reports using SQLPLUS.
- 4) **SQL/PLSQL** : Introduction to PL/SQL, The PL/SQL block construct, using variables and SQL statement in the PL/SQL block, PL/SQL constructs like if ..Else .. END if, Loop..Endloop, while loop etc. working master detail relationship, writing triggers informs and creating list of values with cursor, creating and using stored functions, procedures and packages.
- 5) **Functional Dependencies:-** Multi value dependency, join dependency , Transitive dependency. Normal forms: 1st,2nd ,3rd ,BCNF, 4th and 5th Normal Forms.

Suggested Readings

1. Alexis Leon & Methews Leon , " Databse Management System " , Vikas Publication,New Delhi,2002
2. Rob coronel " Database System & Design , Implementation & Management" Thomson Learning, Banglore.Abrahan Sliberschatz,Henery F.Korth,S.Sundershan, "Database System Concept " , Mc Graw Hill Inc, New York,1997

Reference Reading :

1. Bipin C.Desai,"An Introduction to Database Systems " , Goigotha Publications Pvt.Ltd,New Delhi, 2001

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VOCATIONAL - VOCBHA -006 - HRM IN HEALTH CARE

Objectives: The course Objectives are to help the students develop understanding of the dimensions of management of human resources, with particular reference to personnel management policies and practices in India. Efforts will also be directed towards developing their communication and decision making skills through case discussion, role playing and panel discussion.

Course Content:

Unit I - Field of HRM : Concept, Evaluation , Relevance of HRM ,Human Resource Function, HR Policies , Traits, roles and Responsibilities of HR Manager

Unit II - Acquisition – Recruitment, Selection, Induction, Placement Development – Training, Performance Appraisal Compensation – Wages and Salary Administration, Compensation., Job Analysis, Job Specification, HRIS, E- Recruitment & Selection.

Unit III – Training & Development – Meaning , Concept of Training, Importance of Training & Development, Process in Training & Development, Need of Training , Benefits of Training & Development.

Unit IV - Maintenance – Grievance Handling, Discipline Separation – Turnover, layoff, Discharge, Retrenchment, VRS ,Job Evaluation. Incentives & record System ,Compensation Management.

Unit V - Future Trends in HRM – International HRM , Challenges faced by HR, Global Managers.

Suggested Readings:

1. Edwin Flippo, “ Principles of Personnel Management”, McGraw Hill International Book company, New Delhi.
2. Arun Monappa and Mirza S. Saiyudhin, “Personnel Management”, Tata Mc Graw Hill, 1979.
3. R.D. Agarawal, “Dynamics of Personnel Management in India”, Book of Readings. Tata Mc Graw Hill, 1979.
4. Pigors and Myers et. Al. “ Management of Human Resources” Book Compant New Delhi.

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