



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration, 4th Semester
 Subject Class: Sectoral Elective
 Subject Name: Healthcare and Hospital Management (HHM)
 Subject Code: 4549294

With effective
 from academic
 year 2018-19

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> Develop an understanding of the various aspects of health care industry.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> Discover the challenges in healthcare & hospital facility management and recommend cost effective solutions.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> Assess the best global practices in health care sector and formulate systems for their local adoption.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> Prioritize the need for medical ethics in decision making for the overall benefit of the various stakeholders.
Effective Communication (EC)	<ul style="list-style-type: none"> Adapt latest technology in medical communication through which medical knowledge is shared and circulated among different societal segments.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> Develop and demonstrate abilities to become better health care administrators.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4549294	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: Develop an understanding of the various aspects of health care industry.	3	3	1	-	2	-	-	-	1
LO2: Discover the challenges in healthcare & hospital facility management and recommend cost effective solutions.	-	1	3	1	2	3	-	1	-
LO3: Assess the best global practices in health care sector and formulate systems for their local adoption.	-	-	1	-	3	3	1	2	-
LO4: Prioritize the need for medical ethics in decision making for the overall benefit of the various stakeholders.	-	-	-	-	1	3	3	-	2
LO5: Adapt latest technology in medical communication through which medical knowledge is shared and circulated among different societal segments.	-	-	-	2	2	2	-	3	3
LO6: Develop and demonstrate abilities to become better health care administrators.	-	-	2	-	-	2	-	2	3



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2. **Course Duration:** The course duration is of 40 sessions of 60 minutes each.

3. Course Contents:

Module No.	Contents	No. of Sessions	70 Marks (External Evaluation)
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/developments in the Healthcare Industry• Healthcare System in India - Characteristics, Classification of Hospitals, Structure, Issues and Challenges• Developments in Public and Private Healthcare in India• Public Healthcare Insurance in India• Medical Laws applicable to healthcare sector in India• Healthcare Infrastructure• Role of Hospitals in Healthcare Sector	10	17
II	Hospital Management Function <ul style="list-style-type: none">• Operations Management• Finance and Cost Management• HR Management• Materials Management• Information Technology• Support Services	10	18
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 – Social Media, Web based marketing	10	18
IV	Recent Trends in Healthcare Sector <ul style="list-style-type: none">• Re-engineering, Tele-medicine, Artificial Intelligence, HMIS, Euthanasia, Medical Tourism, Outsourcing, Medical Transcription, Preventive and Social Medicine, Epidemiology, Robotics, integrated health care delivery, PPP Models, Home Care.	10	17



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V	Practical: 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 the comparison. 3. Students can carry out a patient satisfaction survey.	---	(30 marks CEC)
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4. Pedagogy:

- ICT enabled Classroom teaching 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:

Students shall be evaluated on the following components:

A	Internal Evaluation	(Internal Assessment- 50 Marks)
	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 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 / Edition
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



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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 / Web Resources, 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.
5. Health Care Management Review.
6. <https://nhm.gov.in>
7. <https://nhp.gov.in>