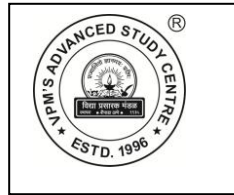




Vidya Prasarak Mandal's

Advanced Study Center



Syllabus for

Programme: P.G. Programme

Course: Hospital Administration

And

Management

With effect from academic year

2019 - 2020

Syllabus and Question Paper Pattern of

Course: Hospital Administration

and

Management

CourseCode	Course Title	No. of lectures	Credits
ASCHA01	Healthcare and Hospital Support Services	28	2
ASCHA02	Marketing and Human Resource of Hospital	28	2
ASCHA03	Legal Aspects and Patient Care Services	28	2
ASCHA04	Quality Management and Nursing Administration	28	2
ASCHAP1	Practical Training - I	120	8
ASCHAP2	Practical Training – II	120	8
ASCHAP3	Dissertation	40	4
ASCHAP3	Hospital Visits	40	4
<i>Total Hours</i>		432	
<i>Total Credits</i>			32

Course Code: ASCHA01	Course Title Healthcare and Hospital Support Services	
		No. of lectures
Unit I :Health Education And Basic Concept Of Health <ul style="list-style-type: none"> • Aims & Principles of Health education • Methods of Health Education • Effects of health education • Levels & practice of health education • Need of Health education to attain positive health • Health care reporting and role of National Information Centre (NIC) Concept of Health and Disease <ul style="list-style-type: none"> • Concept of health & disease and well being. • Natural history of disease and role of hospitals to offer various levels of care • Prevention aspect of diseases • Concept of health indicators 		4
Unit II: Basic Anatomy, Physiology And Concept Of Pharmacology Preliminary Human Anatomy And Physiology <ul style="list-style-type: none"> • Basic concepts of human anatomy • Basic concepts of human physiology Common Pathological Conditions <ul style="list-style-type: none"> • Basic concepts of pathogenesis of common diseases Basic concepts of Pharmacology <ul style="list-style-type: none"> • Commonly used Medicine in a hospital, Narcotic drugs, use and abuse of drugs. • Dispensing of medicine, drugs store, drug stock / purchase of medicine, oxygen, I/V Fluid, Chemicals etc. 		4
Unit III: Communication <ul style="list-style-type: none"> • Information, Education & Communication (IEC) activities in health sector • Basic concepts & principles of good communication • Special characteristics of health communication • Types & process of communication • Barriers of communication & how to overcome • Counseling in health care & its different methods 		4

	No. of lectures
<p>Unit IV: Hospital Based Healthcare</p> <ul style="list-style-type: none"> • Concept of Modern Hospital & Privatization in Health Sector • Public Sector Hospitals and Level of care / offered facilities • Concept of Corporate Hospital in developing countries • Functioning of modern hospitals & changing need of patients • Hospitality in Hospital Care 	4
<p>Unit V: Hospital Support Services</p> <ul style="list-style-type: none"> • Methods of Sterilization CSSD • Laundry services • Security Services (General & Others like fire, gas etc.) • Transportation Services (External & Internal) • Ambulatory Care • Hospital Stores • Kitchen services • House Keeping • Maintenance 	4
<p>Unit VI: IT and MIS in Hospitals</p> <ul style="list-style-type: none"> • Technology • Software applications in Health Care • Introduction to management Information System • Health Records 	4
<p>Unit VII: Biomedical Waste Management</p> <ul style="list-style-type: none"> • Definition of Biomedical Waste • BMW – Segregation, collection, transportation, disposal • Liquid BMW, Radioactive waste, Metals / Chemicals / Drug waste • BMW Management & methods of disinfection • Modern technology for handling BMW • Monitoring & controlling of cross infection (Protective devices) • BMW from Administrative point (Budget, Health check-up, Insurance) 	4

Course Code: ASCHA02	Course Title Management and Human Resource of Hospital	
		No. of lectures
Unit I: Hospital Planning <ul style="list-style-type: none"> • Steps in Hospital Planning: Need Assessment, Appointment of Planning teams/ Consultant, Appointment of Architect, Size of the Hospital, Design of the Hospital, Selection of the Contractor • Layout, Grouping, Zoning and Phasing of Architect. 		4
Unit II: Principles of Management <ul style="list-style-type: none"> • History and growth of management science • Traditional management vs. modern health care management • Evolution of management theory • Healthcare management as a profession • Evaluation of Management Concepts • Management components i.e. Planning, Organizing, Staffing, Motivating, Leading, Co-ordination and Controlling. • Modern Management concept and its implication in health sector 		4
Unit III: Marketing Management - I <ul style="list-style-type: none"> • Basic concept of Marketing Management – Consumer Behaviour • Marketing research & information • Pricing of various services • Marketing strategy, evaluation and control • Promotion of Business in Hospital • Service Marketing – Patient care and communication 		4
UNIT IV: Marketing Management - II <ul style="list-style-type: none"> • Advertisement and Branding • Marketing promotional activities • Corporate marketing • Marketing for TPA and Cash Patients • Marketing and medical ethics • Social aspect of marketing 		4
Unit V: Industrial Relations <ul style="list-style-type: none"> • Wage fixation and collective bargaining • Definition, scope and importance of industrial relations 		4

<ul style="list-style-type: none"> • Industrial Disputes Act • Trade Unions • Industrial relations in health services industries 					
Unit VI Human Resource Development - I <ul style="list-style-type: none"> • Rules & Regulation as applicable to Hospital employees • Job description and full utilization of manpower. Cost effectiveness • Selection & Recruitment procedure 	4				
UNIT VII: Human Resource Development – II <ul style="list-style-type: none"> • Wage & Salary. Qualification, Experience, Pay fixation, Employee Benefit (E.B.) • Manpower Need Assessment and Performance Indicator Tools 	4				
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%; text-align: center;">Course Code:</td> <td style="text-align: center;">Course Title</td> </tr> <tr> <td style="text-align: center;">ASCHA03</td> <td style="text-align: center;">Legal Aspects and Patient Care Services</td> </tr> </table>		Course Code:	Course Title	ASCHA03	Legal Aspects and Patient Care Services
Course Code:	Course Title				
ASCHA03	Legal Aspects and Patient Care Services				
	No. of lectures				
Unit I: Legal Aspects of Health - I <ul style="list-style-type: none"> • Medico- Legal Problems in relation to health administration • Law applicable to Hospital employees • Medical jurisprudence and functioning of hospitals • Consumer Protection Act and Hospitals • International health organization / NGOs • Medical Ethics 	4				
Unit II: Legal Aspects of Health - II <ul style="list-style-type: none"> • I. D. Act, W.C. Act • West Bengal Clinical Establishment Act and Rules • ESI Act, Trade Union Act • Organ transplantation Act • PNDT – Act 	4				
UNIT III :Drug Management System (DMS) <ul style="list-style-type: none"> • Drug Management ; Present scenario • Hospital Pharmacy Licenses, Drug Licenses, Narcotics drugs • Purchase of drugs and other consumable materials. Drug Storage • Pharmacy Billing. Computerized Drug Management System (DMS) • Rational use of drugs and Prescription Audit • Spurious drugs, Banned drugs • Procedure of Drug Indenting, On time Drug dispensing 	4				

<ul style="list-style-type: none"> • Inventory Control – ABC, VED, SDE, FSN Analysis • Methods of ordering – <ul style="list-style-type: none"> a) Two bin system (Lead Time, Buffer stock, Reorder Level) b) Cyclic System 	
<p>Unit IV:QUALITY MANAGEMENT</p> <ul style="list-style-type: none"> • Quality Management Programme, ISO clauses, quality manual, quality of clinical services, Critical Pathways • Medical Audits, NABL, NABH, JCI, BIS • Performance review – Assessment / Methods • Quality Management of diagnostic facilities • Quality of assurance procedures, Deming’s Principles, Juran Trilogy, Kaizen, Philip Crosby’s Principles • Management of Social Services. Assessment of Client satisfaction <p>Quality Circle in India</p>	4
<p>Unit V: OT& Ward Management / Floor Management</p> <ul style="list-style-type: none"> • Different types of ward, Position of Nursing Station • Ward facilities, duties and responsibilities of ward staff • Manpower Need Assessment in Hospital Ward • General concept on OT design and function of OT • Advantages and importance of zoning of OT • Advantages of Centralized OT complex 	4
<p>Unit VI: Patient Care Services - I</p> <ul style="list-style-type: none"> • Patient Admission / Discharge • All patients related services and assistance. Good communication. • Nursing care with full devotion / commitment • Diagnostics Services 	4
<p>UNIT VII: Patient Care Services – II</p> <ul style="list-style-type: none"> • Blood transfusion services • Housekeeping services • Cafeteria and Dietary services • Proper and respectful disposal of deceased person. 	4

Course Code: ASCHA04	Course Title Quality Management and Nursing Administration	
		No. of lectures
Unit I: DISASTER MANAGEMENT <ul style="list-style-type: none"> • Definition of disaster • To learn to identify and assess disasters in the community. • To set forth policies and procedures for disaster preparedness and to prepare a disaster plan for a hospital • Basics of disaster management and Mass casualties • Components of disaster plan : pre-hospital and hospital • Disaster alertness in Hospital • Disaster management planning and implementation • Severity of illness amongst disaster victims and risk assessment 		4
Unit II: Inventory Management <ul style="list-style-type: none"> • Types of Inventory • Inventory Classification techniques • Inventory Control • Forecasting Techniques 		4
UNIT III: FINANCIAL MANAGEMENT <ul style="list-style-type: none"> • Basics of financial management • Recording Business transactions • Financial Statement 		4
UNIT IV: MARKETING STRATEGIES <ul style="list-style-type: none"> • Internal Marketing importance and objectives, internal marketing strategies, • External Marketing, Promotional Mix, Promotional campaign designing, Interactive marketing, • Channel management in hospitals • Franchisee management 		4

<p>Unit V: NURSING ADMINISTRATION</p> <ul style="list-style-type: none"> • Introduction to Noble Nursing Profession • Nursing organization structure • Nurses – Doctors and Nurses – Patients’ relationship • Nurses : A dedicated social and professional entity • Staffing norms in various types of hospitals and departments • Recent trends in nursing profession and education • Specialization in nursing practices 	<p>4</p>
<p>Unit VI: HOSPITALITY MANAGEMENT - I</p> <ul style="list-style-type: none"> • Treat your patients and treat also like your guest • Changing mind set of patients necessitate Hospitality Management • Aims and objectives of Hospitality Management (Commercial point) • Methods of Hospitality Management in a Hospital set-up 	<p>4</p>
<p>UNIT VII: HOSPITALITY MANAGEMENT - II</p> <ul style="list-style-type: none"> • Attractive look, Effective conversation, Multi lingual, Smart dress. • Role of Hospitality Management in a Hospital set-up • Etiquettes and manners 	<p>4</p>

Course Code: ASCHAP1	Course Title Practical Training - I
<p>Practical 1: Reception Participation in the process of-</p> <ul style="list-style-type: none"> • Receiving patients and providing information • Providing information of availability of doctors • Fixing appointment of doctors • Arrangement of direct admission of urgent cases • Public Address System • Supervising internal transportation system • No. of Receptionist required to handle the Desk 	
<p>Practical 2 :Registration Participation in the process of-</p> <ul style="list-style-type: none"> • Infrastructure-Lay out, Physical facilities • Patient registration • Assisting in collection of hospital charges • Transmitting information to the respective departments • Assisting in sending patient to the respective departments • Computer based functional activity by Receptionis 	
<p>Practical 3 :Admission Involvement in the process of-</p> <ul style="list-style-type: none"> • Documentation of registration for Admission of patients • Preparation of files with relevant papers • Observing the process of receiving advance payment during admission either by cash or credit card • Formalities of procedures for insuring availability of payees' fund • Distribution of visiting card, literature, brochures etc. to the client • Transfer of Patient to ward • Ambulance management and billing • Deployment of no. Of Receptionist-cum-office Assistant • Foreign Exchange facilities 	
<p>Practical 4 :Billing and Discharge Involvement in the process of-</p> <ul style="list-style-type: none"> • Assimilation of information through LAN from different departments • Checking of data in the computer • Observation of different billing system like; <ul style="list-style-type: none"> a) Cash Billing -As per hospital's prevailing rate Schedule b) TPA Billing -As per hospitals prevailing rate schedule c) Copt. Billing – Tailor – made Billing as per agreement 	

- Handing over the bill to the patient party
- Providing Birth Certificate, Amputated Certificate, Death Certificate, Referral Letter, as and when required
- Providing discharge certificate in original along with all relevant documents for cash payee patient and photo copy of discharge certificate to the corporate and TPA patients
- Deployment of no. Of Receptionist-cum- Office Assistant
- Facilities – Computer, Swapping Machine, Note counting Machine Communication facility

Practical 5 :OPD Services

Involvement in-

- Layout of Reception Desk in OPD
- Registration and department wise OPD Card segregation
- Location of concerned Department
- Physical facilities in OPDs
- Closes supervision of Doctor's Chamber for followings:-
 - Availability of
 - a) Prescription pad
 - b) Stethoscope
 - c) View Box
 - d) Bed trolley
 - e) Weigh Machine
 - f) Torch Light
 - g) Gloves
 - h) Liquid soap and towel
- Records maintenance of OPD
- Supervision of patient waiting area and its seating arrangement
- Adequate communication with other department/ unit/ wards etc.
- Public Address System
- Deployment of staff like Doctor, Para Medical Staff, Receptionist, Assistant, etc.

Course Code: ASCHAP2	Course Title Practical Training - II
<p>Practical 1: Public Relations office</p> <p>(a) General</p> <p>Helping patient regarding the following-</p> <ul style="list-style-type: none"> • Information – Over phone/ e-mail/ letter/ fax/ across the table • Dispatch reports for outstations patients • Providing different types of brochure • Liaison between doctor and patient • Appointment for doctors • Estimation of treatment expenditure • Billing status of IPD patient • Visiting indoor patients to required about their facilities • Availability of Public Relations Officer everyday including Sundays and holidays <p>(b) Corporate</p> <ul style="list-style-type: none"> • Coordination of admission of aompany patients and patient having medical insurance for cash less treatment • Ensuring validity of ID card referral letter • Filling up the pre-authorization letter and facsimile the patient case history, investigation report, clinical notes etc. To the concerned TPA for verification and approval • Provide different additional queries regarding the health status and treatment procedure of the patient to concerned TPA • Informing the admission counter about the status of patient awaiting admission • Close liaison with concerned department or doctor of Corporate Houses • Coordination with billing and other Depts. For collection of paper documentation 	
<p>Practical 2 :Pharmacy Services</p> <p>Involvement in-</p> <ul style="list-style-type: none"> • Space requirement as per act • Lay out • Storage facility – different set up for different type of drugs • Equipments • Organizational structures (role and function) <ul style="list-style-type: none"> a) In-chargeb) Pharmacist and Chemistc) Sales Technician d) Cash countere) Computer Operator/ Office Assistantf) Attendant • Purchase the drugs -disposable, consumables etc. • Purchase the food items • Proper storage of drugs • Quality control • Sales policy • Record maintenance • Preparation of Accounts • Pharmacy Audit 	

Practical 3 :Stores

Observation and participation in-

Different stores like Medical Stores, Linen Stores, Housekeeping Store, Maintenance, Store, Printing & stationary store etc.

- Space requirement
- Lay out (as per category of store)
- Storage facility, proper set up for particular type of medical and non medical items
- Issuance policy
- Safety measure
- Practical application of E O Q
- Minimum stock level
- Deployment of staff like;
 - a) In-charge
 - b) Store keeper
 - c) Record maintenance clerk
 - d) Attendant/ Delivery persone
 - e) Security etc.
- Proper storage of procedures
- Indents
- Issue of item as per indent
- Record keeping of issued material as well balance stock
- Delivery system
- Physical verification of stored item periodically

Practical 4 :House Keeping

Observation of-

- All departments, wards and adjacent areas within the hospital premises
- Cleaning process – Moping, Sweeping, Washing, Shampooing (Carpet), Brooming
- Process of selection of detergents and disinfectant
- Disposal of waste materials
- Sources of waste in different areas of hospital
- Categories of waste identification in hospital
- Waste segregation according to Biomedical Waste Management & handling Rules
- Application of colour code, including poly pack, bin etc.
- Waste transportation process
- Internal waste storage system
- Disposal process of biomedical waste (solid & liquid)
- Management of infected health care worker
- Use the Personnel Protective equipment (PPE)
- Supervision/ leadership style
- Staff training for precaution taken
- Pest control system
- Record maintenance
- Waste Tracking
- Equipment for wet dry scrubbing machine
- Usage of vacuum cleaner
- Garbage Trolley

Course Code: ASCHAP3	Course Title Dissertation
<p>Every student will have to submit dissertation on any suitable topic from Internship and has to present it on the day of practical examination.</p>	

Course Code: ASCHAP4	Course Title Hospital Visits
<p>Every student will have to submit hospital visit's report and has to present it on the day of practical examination</p>	

All practical should be entered in the journal. Only candidates with certified journal will be allowed for examination

Dissertation:

Duration: 3 months

Based on any subtopic from the syllabus or related to Hospital Administration and Management under the guidance of expertise from within or outside the institution.

Guidelines for Dissertation:

1. Student have to select the topic in consultation with guide, who can be any faculty teaching the course or expert in the subject. (if the expert is not a teaching faculty of the course, biodata of expert is to be submitted in office of advanced study center).
2. The outline of the dissertation (about 2/3 pages- 400/600 words) signed by the student and guide to be submitted on or before 31st December in office of advanced study center.

Format for submission of outline for dissertation

Front page

Title of the topic :

Place of work : **VPM's Advanced Study Centre.**

Name of the student :

Name of the guide :

Date of submission :

Sign of guide

Sign of student

Hospital Visits:

Visits will be arranged to various hospitals of different sectors to see the set up and functioning of the hospitals. (Student will have to bear their own expenses for the same). Students have to maintain the report of the visit to the hospitals and submit the same at the time of practical examination.

Student also has to do the presentation based on hospital visits.

Reference books:

1. Reality of Hospital Administration: D. Rambabu
2. Hospital Administration: D. C. Joshi, Mamata Joshi
3. Disaster Management for health care professionals- G. Joshi, Sonopant
4. Hospital Administration Principles & Practice- Liebert Anil Gomes, R. K. Sharma, Yashpal Sharma
5. Handbook of Healthcare Quality & Patient safety- Girdhar Gyani & Alexander Thomas
6. Hospital Administration: A Ready Reference- Miral Garala
7. Principles of Hospital Administration & planning: Sakharkar
8. Essentials of Management- By Harold Konitz & Heinz Weinz Weirich- 7th Ed. - Tata McGraw Hill.
9. Organizational behavior- by John W. Newstrom- Tata McGraw Hill.
10. Goyal, R. C Hospital Administration and Human Resource Management, Prentice Hall of.
11. Lan Beardwell and Len Holden, human resource management, Macmillan, New Delhi.
12. Satya Raju, R., human resource Response to corporate initiatives, National Institute of Personnel Management, Calcutta.
13. Milica Z. Bookman, Karla R. Bookman; Medical Tourism in Developing Countries, Palgrave Macmillan, 2007.
14. Essentials of Hospital support service & physical Infrastructure- By Madhuri Sharma – Jaypee Brothers, New Delhi.
15. Management Information System – By Waman S. Javdekar – McGraw Hill.

16. Hotel, Hostel & House Keeping- Joan C. Branson, Margaret & Lennox – Book Power.
17. Handbook of materials Management – By P. Gopalkrishnan – Prentice Hall India.
18. Introduction to Materials Management – By Tony Arnold – Peerson.
19. Stores Management & Logistics – By P. Gopalkrishnan – Sultanchand& co., New Delhi.
20. “TQM in this service” - By R. P. Murthy, R.R. Lakhe.
21. Financial Accounting for Managers- Mr. Sanjay Dhmiya, Peerson Publications.
22. Management Accounting – Mr. Khan and Mr. Jain, Tata Mcgrawe Hill.
23. Hospital Planning & Administration – WHO Monograph Series 54 – By R. Llewelyn, Davis & H.M.C. Macaulay – Indian Edition – Jaypee Brothers, New Delhi.
24. Hospital & Nursing Homes: Planning, Organization, & Management – By Syed Amin Tabish – Jaypee Brothers, New Delhi.
25. Principles of Hospital Administration & Planning – By B.M. Sakharkar – Jaypee Brothers.
26. Hospitals Planning, Design & Management – By Kunders& Gopinath.
27. Parikh’s Text Book of Medical Jurisprudence & Toxicology – By Dr. C.K. Parikh – CBS Publications.
28. Medical Negligence & Compensation – By Jagdish Singh – Bharat Law, Jaipur.
29. Medical Negligence & legal Remedies – By Anoop K. Kaushal – Universal.
30. Ghosal, A., Elements of operations Research, Hindustan Publishing Corporation, New Delhi 1969.
31. WHO, Informatics and Telematics in Health – Present and Potential Use (WHO, Geneva)

Evaluation Scheme

Theory Examination: Suggested Format of Question paper for a Section

Duration: 2 Hours

Total Marks: 50

- All questions are compulsory

Q. 1	a	Based on Unit I	10
		OR	
Q. 1	p	Based on Unit I	10
Q. 2	a	Based on Unit II	10
		OR	
Q. 2	p	Based on Unit II	10
Q. 3	a	Based on Unit III	10
		OR	
Q. 3	p	Based on Unit III	10
Q. 4	a	Based on Unit IV	10
		OR	
Q. 4	p	Based on Unit IV	10
Q. 5	a	Based on Unit V	10
		OR	10
Q. 5	P	Based on Unit V	
Q. 6	a	Based on Unit VI	10
		OR	
Q. 6	P	Based on Unit VI	10
Q. 7	a	Based on Unit VII	10
		OR	
Q7	P	Based on Unit VII	10
Q8	a	Based on all units	30
		OR	
Q8	P	Based on all units	30

Total marks of Theory Examination

Course Code	Total
ASCHA01	100
ASCHA02	100
ASCHA03	100
ASCHA04	100
Total Marks	400

Practical Examination

Course Code	Details	Marks	Viva	Total
ASCHAP1	Presentation on Practical Training - I	40	10	50
ASCHAP2	Presentation on Practical Training - II	40	10	50
ASCHAP3	Presentation on Dissertation 10 minutes with viva.	40	10	50
ASCHAP4	Presentation on field visits	40	10	50
<i>Grand Total</i>				200

Total of Theory Examination	400 Marks
Total of Practical Examination	200 Marks
Grand Total	600 Marks

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