

**MRSPTU PG CERTIFICATE COURSE (6 MONTHS) IN HOSPITAL  
ADMINISTRATION 2018 BATCH ONWARDS**

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<b>1<sup>st</sup> Semester</b>		<b>Contact Hrs.</b>			<b>Marks</b>			<b>Credits</b>
<b>Code</b>	<b>Name</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Int.</b>	<b>Ext.</b>	<b>Total</b>	
<b>CPHA1-101</b>	Principles of Management and Organizational Behaviour	3	1	0	40	60	100	4
<b>CPHA1-102</b>	Healthcare Management	3	1	0	40	60	100	4
<b>CPHA1-103</b>	Health Information System, Marketing & Hospitality Management	3	1	0	40	60	100	4
<b>CPHA1-104</b>	Hospital Training & Report	0	0	16	100	0	100	8
<b>Total</b>		<b>9</b>	<b>3</b>	<b>16</b>	<b>220</b>	<b>180</b>	<b>400</b>	<b>20</b>

**MRSPTU**

**PRINCIPLES OF MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR**

Subject Code: CPHA1-101

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3 1 0 4

Contact Hrs.: 45

**Unit – I**

**Communication:**

Basic concepts and principles of good communication. Types and process of communication. Barriers of communication and how to overcome these. Communication with media/press. Special character of health communication. Counseling in health care and its different methods. IEC activities in Health sector. Management and coordination of IEC activities.

**Unit – II**

**Principles of Management:** History and progress of management science. Traditional management vis-à-vis modern health care management. 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.

**Principles of Hospital Management:** Concept of hospital care industry. Functioning of corporate multi-specialty hospital. Administrative activities for effective hospital functioning. Effective inter and intra departmental coordination. Quality of effective managers.

**Unit - III**

**Location & Layout of a Hospital:** Factors affecting location choice. A Model Design Schematic Layout of an ICU: Quantity and quality and temperature. Noise and waste control in Hospital. Selection of hospital equipment and furniture.

**Hospital Organization:** Hospital Management as a Service Organizations: Administrative Organization. Managing the Pediatric Ward. Obstetric Unit. Mortuary. Radiology Department. Pathology Department. Operation Theatre, etc.

**Unit – IV**

**Organizational Behavior:**

Concept of organizational behavior. Major component of organization. Behaviour of people of their work place and its relation in team building for achieving organizational goal. Motivation and Leadership.

**Formal and Informal Organization:** Span of Management & Organization Levels, Formal & Informal Groups, types of Groups, Informal Roles of Employees: interpersonal conflict, group conflict, role conflict, goal conflict, strategies for Conflict Resolution.

**Unit – V**

**Management of Human Resource:** The role of the chief executive, administration, human resource managers. Personnel recruitment and retention, Compensation and benefits. Work force shortages, training and development. Work force reduction.

**Management of Material and Inventory Control:** Introduction, Economy of material management, Basic Principles of material management, Element (cycle) of material management. Introduction of inventory control, some of the methods and principles of inventory control - lead time, buffer stock, reorder level, economic ordering quantity EOQ.

**HEALTHCARE MANAGEMENT**

**Subject Code: CPHA1-102**

**L T P C**  
**3 1 0 4**

**Contact Hrs.: 45**

**Unit – I**

**Concept of Health and Disease:** Disease and well-being. Concept of health, Preventive aspect of diseases. Changing pattern of diseases. Concept of health indicators. Role of hospital to offer various level of care.

**Overview of Hospital:** Concept of modern hospital and privatization in health sector. Public sector hospital and level of care offered and facilities.

Effect of globalization on health care. Concept of corporate hospital in developing countries. Infrastructure and lay out of an ideal corporate hospital. Functioning of modern hospital and changing needs of patients. Hospitality in hospital care.

**Unit – II**

**Health Care of the Community:** Health care delivery system in India at Primary/ Secondary/ Tertiary care. Indigenous system of medicine in India. Community participation in Health Care delivery system. Health system in developed country.

**Epidemiology:** Principles of epidemiology. Natural history of disease. Method of epidemiological studies. Epidemiology of communicable, non-communicable diseases and disease transmission. Immunization, disease monitoring and surveillance. Investigation of an epidemic and role of hospital in its control.

**Unit - III**

**Hospital and Health Services Development:** Introduction, history of hospital in India, functions of hospital, classification of hospitals, different hospital service units, hospital and communities.

**Emergency Services and Disaster Management:** Emergency Services Scope, Principle of planning of emergency services.

Staffing of emergency department, Medico legal aspect of emergency department, Problem areas in emergency department, Emergency department.

Disaster management in hospital, types of hazards/disasters, disaster plan, managerial issues in Disaster management. Control of hospital acquired infection.

**Unit - IV**

**Hospital Services and their Management:** Out Patient Department (OPD), Intensive Care Unit (ICU), ward management and operation theatre. Blood bank, pharmacy, central sterile supply department, linen and laundry services, diagnostic services (clinical lab services), radiology and imaging services.

**Unit - V**

**Health Insurance:** Health insurance in private health sector. Health insurance in developing and developed countries. Concept of combined life insurance and health insurance. Hospitals/TPA/Insurance company/Relationship and problems.

**HEALTH INFORMATION SYSTEM, MARKETING & HOSPITALITY  
MANAGEMENT**

**Subject Code: CPHA1-103**

**L T P C  
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**Contact Hrs.: 45**

**Unit - I**

**Computer Information System:**

Basics about computer Hardware & Software. Computer programme and operating system. Data Based Concept (Entity Relationship, ER diagram). Microsoft Office, SQL, Visual Basics. Enterprise resource planning (ERP) system and its modules. Application of Computer in hospitals.

**Unit - II**

**Health Information System:**

Health information system. Hospital information system. Hospital Management information system (HMIS). HMIS as a tool to managerial control. Introduction to commonly used hospital software

**Unit - III**

**Marketing Management:**

Basic concept of marketing management. Consumer behavior. Marketing research information. Pricing of various services. Marketing strategy, evaluation and control. Promotion of business in hospital. Service marketing - patient care and communication. Digital maintenance of medical records.

**Unit - IV**

**Marketing & Insurance:**

Advertisement and Branding. Market promotional activities. Corporate marketing. Marketing for TPA and cash patients. Marketing and medical ethics. Social aspect of marketing. Health insurance in private health sector. Concept of combined life insurance and health insurance. Hospitals/TPA/Insurance company/Relationship and problems.

**Unit - V**

**Hospitality Management:** Aims and objective of hospitality management. Methods of hospitality management in a hospital setup. Treating patient like a guest. Role of hospitality management in a hospital setup. Effective conversation, attractive look, multi lingual, smart rest, etiquette and manners.

**HOSPITAL TRAINING & REPORT**

**Subject Code: CPHA1-104**

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To enable the students to acquire practicing in hand on skills, maximum emphasis will be laid on clinical practice. The students will undergo Clinical / Field training in MRSPTU Campus health center, Government medical colleges, civil hospitals, private hospitals and health centers. Students will submit and present a training report after completion of hospital training.

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