

**MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS  
2022 BATCH ONWARDS**

---

**Semester – Third**

**Total Contact Hours = 20**

**Total Marks = 700**

**Total Credits = 26**

Subject Code	Subject Name	Contact Hours			Marks			Credits
		L	T	P	Int.	Ext.	Total	
Semester 3rd								
MBADS2-301	National Health Programmes and Policy	4	-	-	40	60	100	4
MBADS2-302	Comparative Healthcare Systems	4	-	-	40	60	100	4
MBADS2-303	Quality Management in Health Services	4	-	-	40	60	100	4
MBADS2-304	General Hospital Administration	4	-	-	40	60	100	4
MBADS2-305	Nursing Administration	4	-	-	40	60	100	4
MBADS2-306	Summer Internship Presentation	-	-	-	100	-	100	3
MBADS2-307	Community Immersion Project	-	-	-	100	-	100	3
Total		20	-	-	400	300	700	26

**Semester – Fourth**

**Total Contact Hours = 24**

**Total Marks = 700**

**Total Credits = 26**

Subject Code	Subject Name	Contact Hours			Marks			Credits
		L	T	P	Int.	Ext.	Total	
Semester 4th								
MBADS2-401	Conflict Management and Industrial Relation	4	-	-	40	60	100	4
MBADS2-402	Disaster Planning in Hospitals	4	-	-	40	60	100	4
MBADS2-403	Operation Management Techniques	4	-	-	40	60	100	4
MBADS2-404	Clinical and Non-Clinical Service Administration	4	-	-	40	60	100	4
MBADS2-405	Strategic Management	4	-	-	40	60	100	4
MBADS2-406	Healthcare Analytics Lab	-	-	4	60	40	100	2
MBADS2-407	Dissertation	-	-	-	100	-	100	4
Total		20	-	4	360	340	700	26

# **Third Semester**

# MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS

---

## NATIONAL HEALTH PROGRAMMES AND POLICY

**Subject Code: MBADS2-301**

**L T P C  
4 0 0 4**

**Duration: 60 Hrs**

**Course Objective:** The main objective of this course are

1. To learn Policy planning and development skills to address public health challenges
2. To Understand planning and management skills for running public health programs in the country
3. To Understand the evaluation of public health data and information

**Course Outcome:** After completion of the course, the student shall be able to

1. Gain the knowledge of health and medical care policy.
2. Understand the concept of health scenario of India.
3. Comprehend the role of national health programmes and its achievements.

### UNIT- I (15 Hrs)

Demography & Vital Statistics, Demography – its concept, Vital events of life & its impact on demography, Significance and recording of vital statistics, Census & its impact on health policy Health scenario of India

Introduction to Health & Medical care policy - ends & means-Health for whom - delivered by whom-Decision making in health care - process of policy formulation.

### UNIT-II (15 Hrs)

**Health scenario of India-** Past, Present and Future, National Health Policy & Population policy

### UNIT-III (15 Hrs)

**National Health Programme:** Background objectives, action plan, targets, operations, achievements and constraints in various National Health Programme

**Healthcare of community:** Healthcare delivery system in India at Primary, Secondary and Tertiary Care, Indigenous system of medicine in India, Community participation in healthcare delivery system

### UNIT-IV (15 Hrs)

National Health Policy & Inter-sectoral Co-ordination, National Population Policy, National Five year plans , Role of health education and communication: Levels of health information, Health care reporting & Role of NIC

### Suggested Readings

1. Samta Soni, National Health Programmes and Policies, CBS Publishers & Distributors
2. J Kishore, National Health Programs of India, Century Publications
3. Vimal S K, National Health Programmes and Policies, CBS Publishers & Distributors
4. DK Taneja's, Health Policies & Programmes in India, Bratati Banerjee

# MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS

---

## COMPARATIVE HEALTHCARE SYSTEMS

**Subject Code: MBADS2-302**

**L T P C**  
**4 0 0 4**

**Duration: 60 Hrs**

**Course Objectives:** The aim of this subject is

1. To explain the history of public health and health care systems globally, including the role of global health systems.
2. To compare funding mechanisms, financing, and economics of different public health systems.
3. To identify social determinants of health and recommend interventions for global health.
4. To analyze the role and function of international health organizations

**Course Outcomes:** After completing the course, students will be able to

1. Compare the health system across geographic boundaries
2. Do financial, economic comparison of public health system
3. Understand the role of global agencies in developing global health systems

### UNIT -I (15 Hrs)

**Global Health Systems** – Introduction to health systems global health. Health systems in major developed and developing countries –overall perspectives India, US, Canada, UK, Germany, Australia. Comparative global challenges and opportunities in different health systems

### UNIT-II (15 Hrs)

**Health System Analysis** –Health system performance, Recent experiences of health system analysis, Examine the role of unique social, political and economic conditions shape health systems and health outcomes.

### UNIT-III (15 Hrs)

Study of Spatial and temporal dimension of and processes that shape healthcare systems and health outcomes across several rural versus urban e.g. rural areas vs urban areas, capital city versus small towns

### UNIT- IV (15 Hrs)

**Indian Healthcare Systems;** opportunities and challenges; health sector reform process.

Role of NGO and Non-Government organizations in Global Healthcare systems.

**Roles and functions** of international organizations (WHO, PAHO, CDC, ECDC, UNICEF, World Bank) in global health systems. Innovations in global health

### Suggested Readings

1. Health Care Systems around the World: Characteristics, Issues, Reforms. M.L. Lassey, W.R. Lassey and M.J. Jinks, eds. Prentiss Hall, Upper Saddle River, NJ. 1997.
2. Comparative health systems: global perspectives by James A. Johnson, Carleen Harriet Stoskopf, Jones & Bartlett Learning, 2010

# MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS

---

## QUALITY MANAGEMENT IN HEALTH SERVICES

**Subject Code: MBADS2-303**

**L T P C  
4 0 0 4**

**Duration: 60 Hrs**

**Course Objectives:** The aim of this subject is

1. To familiarize and understand the concepts of Quality Assurance (QA) and its importance in the context of Health System and Hospitals
2. To understand the importance of standards, indicators, benchmarks in QA
3. To increase leadership effectiveness and learn process of building effective teams for quality

**Course Outcomes:** After completing the course, students will be able to

1. Define the concept of quality management and its uses.
2. Acquire the knowledge of methods and uses of statistical quality control.
3. Understand the concept of Accreditation and its value for institution.

### UNIT- I (15 Hrs)

**Quality:** Definition, Value concept of Quality, Dimensions of Quality

**Quality Management concepts:** Definition, Objectives of Quality Management

**Quality Gurus and their contribution:** Juran, Deming, Ishikawa, Taguchi, Crosby

**Quality Management:** Quality Planning, Quality Control, Quality Improvement and

### UNIT-II (15 Hrs)

**Statistical Quality Control:** What is SQC, Difference with 100% Inspection, Statistical process Control – Control chart for variable (X-bar, R-chart), Control chart for, Attributes (p & c Chart), Process Capability, Acceptance Sampling – Simple and Double sampling

### UNIT-III (15 Hrs)

**Quality Assurance:** Definition, Principles of TQM, Quality Council, Concept of Internal supplier & Internal Customer, Kaizen, Quality Circle, Quality Improvement Teams, Six Sigma, Lean Thinking

**Seven basic QC Tools:** Check sheet, Histogram, Scatter diagram, Process Mapping, Cause and Effect diagram, Pareto analysis, control charts, Cost of Quality Bench Marking

### UNIT-IV (15 Hrs)

**Accreditation:** Quality Manual, NABH, NABL, JCI, Australian System, QCI, Quality Audit, Quality Awards (special emphasis on Malcolm Baldrige Quality Award)

**Global Quality Healthcare Organizations:** Quality Council of India (QCI), National Committee, for Quality Assurance (NSQA), Health care commission UK, American Society for Quality (ASQ), Institute-of Quality Improvement (IHI).

### Suggested Readings

1. Quality Improvement in Health Care, Nelson Thrones
2. Bester field H.Dale, Total Quality Management, Pearson New Delhi
3. Sridhar Bhat, Total Quality Management, Himalaya House publications, Mumbai
4. Sundara Raju, S.M., Total Quality Management: A Primer, Tata McGraw Hill
5. Aswathappa, Total Quality Management, Himalaya Books House

# MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS

---

## GENERAL HOSPITAL ADMINISTRATION

**Subject Code: MBADS2-304**

**L T P C**  
**4 0 0 4**

**Duration: 60 Hrs**

**Course Objectives:** The aim of this subject is

1. To familiarize and understand the concepts Hospital Administration
2. To understand the importance of globalization of medical services and the role.
3. To increase effectiveness and learn process of telemedicine.

**Course Outcomes:** After completing the course, students will be able to

1. Define the concept Hospital as an organization and role of administration.
2. Acquire the knowledge of mobile health and the uses of mobile in healthcare services.
3. Understand the concept of medical tourism.

### UNIT-I (15 Hrs)

Introduction and evolution of hospitals, Healthcare systems and hospitals in India, Types of hospital organization, Hospital organization structure.

### UNIT-II (15 Hrs)

**Hospital Planning:** Statutory requirements for planning, steps in hospital planning: Planning for out-patient, Department accident emergency, accommodation, warden design, bed wise planning, special requirement of certain departments such as ICU, OT, Paediatric, maternity ward, planning for water supply, Electricity, draining, Sewage disposal planning for equipment's purchase.

### UNIT-III (15 Hrs)

**Planning the Hospital Engineering Services:** Equipment planning and management for a new hospital: Strategic planning and selection of hospital equipment; Purchase procedure; Installing and commissioning; Equipment utilization; Repair and maintenance; Calibration of medical equipment

### UNIT-IV (15 Hrs)

**General Hospital Administration:** Routine admission/Discharge procedures/discharge summary, Hospital utilization statistics, daily reports, returns, patients' complaints, hospital committee. **Front office:** Duties and responsibilities **Duties and responsibilities of hospital administrator/CEO:** in profit making hospitals, in non-profit making hospitals

### Suggested Readings

1. Sakharkar BM, Principles of Hospital administration and Planning, Japee Brothers Medical Publishers
2. John R McGibony, Principles of Hospital Administration, WHO monograph
3. Syed Amin Tabish, Hospital Nursing Homes: Planning, Organization and Management, Jaypee Brothers

# MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS

---

## NURSING ADMINISTRATION

**Subject Code: MBADS2-305**

**L T P C  
4 0 0 4**

**Duration: 60 Hrs**

**Course Objectives:** The aim of this subject is

1. To familiarize and understand the concepts of nursing profession and its important theories.
2. To Identify and analyse legal and ethical issues in nursing administration.
3. To understand the planning, recruitment and management of nursing workforce for various health care

**Course Outcomes:** After completing the course, students will be able to

1. Define the concept of nursing management and its uses.
2. Acquire the knowledge of nursing records and reports.
3. Understand the concept of mechanism for regulation in nursing.

### UNIT-I (15 Hrs)

**Introduction:** Noble Nursing Profession, Nursing organization structure, Nurses – Doctors and Nurses – Patients’ relationship, Nurses: A dedicated social and professional entity

**Nursing Theories:** Nightingale’s, Hendersons’s, Roger’s, Peplau’s, Abdella’s, Lewine’s, Orem’s, Johnson’s, King’s, Neuman’s, Roy’s, Watson parsee, etc and their applications,

### UNIT-II (15 Hrs)

**Staffing:** Norms: Staff inspection unit (SIU), Bajaj Committee, High power committee, Indian nursing council (INC), **Estimation of nursing staff requirement:** Activity analysis

**Recruitment:** Credentialing, selection, placement, promotion, Retention, Personnel policies, Termination. Staff development programme, Duties and responsibilities of various category of nursing personnel

### UNIT-III (15 Hrs)

**Legal issues in nursing:** Negligence, Malpractice, Invasion of privacy, Defamation of character, Patient care issues, Management issues, Employment issues

**Nursing regulatory mechanisms:** Licensure, Renewal, Accreditation, Patients rights, Consumer protection act (CPA)

### UNIT-IV (15 Hrs)

**Nursing informatics:** Trends, General purpose, Use of computers in hospital and community, Patient record system, Nursing records and reports

### Suggested Readings

1. Sakharkar BM, Principles of Hospital administration and Planning, Japee Brothers Medical Publishers
2. John R McGibony, Principles of Hospital Administration, WHO monograph
3. Syed Amin Tabish, Hospital Nursing Homes: Planning, Organization and Management, Jaypee Brothers



## MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS

---

### SUMMER INTERNSHIP PRESENTATION

**Subject Code: MBADS2-306**

**L T P C  
0 0 0 3**

Students will undergo summer internship of six weeks to eight weeks after second semester. A report based on the summer training shall be submitted within three weeks from the commencement of the third semester.

Students will give presentation on the summer internship project in the department.

Evaluation of Students will be done based on following criteria:

1. Summer Internship Project Report - 60 Marks
2. Presentation - 40 Marks

*Detail about important project documents has been provided in the end of syllabus*

### COMMUNITY IMMERSION PROJECT

**Subject Code: MBADS2-307**

**L T P C  
0 0 0 3**

In order to gain a comprehensive understanding of diverse perspectives, students will embark on visits to neighbouring semi-urban and rural regions. The students will interact with people to understand how various public health schemes are reaching them, how they are getting benefited by such schemes and what the shortcomings are.

*Students will submit a project work based on the observations and interactions during the community immersion. They will present the health-related issues, health schemes related issues etc. and potential solution for the society in their report.*

Evaluation of Students will be done based on following criteria:

1. Community Immersion Project Report - 60 Marks
2. Presentation - 40 Marks

The study involves the systematic collection and analysis of observations and interactions.



# **FOURTH SEMESTER**

# MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS

## CONFLICT MANAGEMENT AND INDUSTRIAL RELATION

Subject Code: MBADS2-401

L T P C  
4 0 0 4

Duration: 60 Hrs

### Course Objectives

#### The main aim of this course is:

1. To familiarize and understand the concepts and various models of conflicts in administration.
2. To understand the concept of managing various conflicts in the administration.
3. To understand various laws under industrial relation.

### Course Outcomes

#### After the completion of this course students will be able to:

1. Define the concept of various conflicts.
2. Acquire the knowledge of managing various kinds of personal and impersonal conflicts.
3. Understand various laws related to industrial relations.

### UNIT-I (15 Hrs)

**Introduction:** Understanding conflict, components, perspectives of conflict, types of conflict, models of conflict – Process and Structural Models, functional & dysfunctional conflict, relationship between conflict and performance in team, levels of conflict – intrapersonal, interpersonal, group & organizational conflicts, sources of conflict - intrapersonal, interpersonal, group & organizational sources.

### UNIT-II (15 Hrs)

**Managing Conflict: Managing interpersonal conflict:** Thomas conflict resolution approach, behavioral style and conflict handling, the Cosier Schank model of conflict resolution, collaboration & conflict resolution, dealing with difficult subordinates, boss & colleagues, 1 to 1 dispute resolution.

**Managing team & organization conflict:** Techniques to resolve team conflict, strategies to resolve organizational conflict, effective listening and dialogue skills, humour and conflict resolution, negotiation as a tool for conflict resolution

### UNIT-III (15 Hrs)

**Industrial Relations** - Concept, Theories and Evolution, System approach to IR-factors, Context, Web of Rules & Ideology, Trade UNIONSIM, impact of trade unions on wages, Factories Act, 1948; Mines Act, 1952; Trade Unions Act, 1926

**Trade Unionism in India:** Origin, Growth, Structure and Management of Trade Unions, Recognitions, Leadership, Trade Unionisms, Employers' Organisations in India, Managerial Associations

### UNIT-IV (15 Hrs)

**Laws relating to Industrial Relations:** Industrial Disputes Act, 1947; Industrial Employment (Standing Orders) Act, 1946; Workmen's Compensation Act, 1923; Employees' State Insurance Act, 1948; Employees' Provident Funds & Misc. Provisions Act, 1952; Maternity Benefit Act, 1961; Payment of Gratuity Act, 1972. Payment of Wages Act, 1936; Minimum Wages Act, 1948; Payment of Bonus Act, 1965; Equal Remuneration Act, 1976.

### Suggested Readings

Pramod Varma, 'Industrial Relations', Tata McGraw Hill.

S.C. Srivastava, 'Industrial Relation & Labor Laws', Vikas Publication

# MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS

## DISASTER PLANNING IN HOSPITALS

Subject Code: MBADS2-402

L T P C  
4 0 0 4

Duration: 60 Hrs

### Course Objectives

The main aim of this course is:

1. To understand the concept of disaster management and various principles of its management.
2. To build skills to respond to disasters.
3. To Understand the Challenges posed by Disasters

### Course Outcomes

After the completion of this course students will be able to:

1. Students will be equipped with various methods of risk reduction measures and risk mitigation.
2. Acquire the knowledge of managing various kinds disasters occurring in the administration.
3. Understand various concept disaster alertness.

### UNIT – I (15 Hrs)

**Hospital Hazards:** Meaning and types (physical, biological, mechanical and psychological) and their impact on employees; Preventive measures; Hospital Hazards Management - meaning, need, principles and purpose; Universal precautions for health care workers.

### UNIT – II (15 Hrs)

**Fire Hazards:** Fire Hazard Triangle; Causes of Hospital Fires;

**Fire Protection:** Structure Planning and Design Consideration; Central Air - conditioning Facilities; Electric Installation; Water supply - fire points and Escape routes; Fuel Store; Manual Call Points; Means of Escape; Risk evaluation

**Radiation Hazards:** Biological effects of radiation hazards; Diagnostic Imaging – Radiation protection and safety; Radiation safety monitoring

**Magnetic Resonance Imaging:** Planning constrains, preventive measures against magnetic field hazards; Nuclear Medicine Department; Radiation Protection Facility; Radioactive Waste

### UNIT – III (15 Hrs)

**Disaster Management:** Objective, basic concepts, disaster cycle; Classification of disasters; Disaster Process – Spectrum of disaster Management; Disaster management in India – National level, state Level; Principles of disaster Planning; Disaster and health problems; Organization of Medical Relief; Principles of Mass Casualty Management; Disaster Administration; Disaster Manual; Disaster Drill.

### UNIT– IV (15 Hrs)

**Disaster Preparedness:** Aim, objectives and measures; Medical preparedness: Models. Phases and Use of Technology; Disaster Plan-objectives, need, purpose, planning and implementation. Components of disaster plan, Pre Hospital and Hospital Components -

**Practical Arrangements:** Pre-hospital and hospital, Disaster alertness in Hospital, Disaster management planning and implementation, Severity of illness amongst disaster victims and risk assessment

## **MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS**

---

### **Suggested Readings**

1. Dhawan N, Khan AS, (2012). Disaster management & Preparedness CBS Publications
2. Sonopant. G. (2012). Disaster Management for Healthcare professionol.Jp Medical.
3. Ray. Suresh. (2010). Nurses role in disaster management. CBS publishers.
4. Mehta A, Culley C, (2016). Emergency medicine. Jaypee Brothers Medical publishers
5. Goldschmitt D, Bonvino R, (2009). Medical disaster response, CRC press.

MRSPTU

**MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS  
2022 BATCH ONWARDS**

---

**OPERATION MANAGEMENT TECHNIQUES**

**Subject Code: MBADS2-403**

**L T P C  
4 0 0 4**

**Duration: 60 Hrs**

**Course Objectives**

**The main aim of this course is:**

1. To understand the concept, functions, transformation process model of operation management, product design and development.
2. To understand the uses of production planning and control, facility layout and productivity.
3. To understand the significant role of quality management and acceptance sampling in production management.

**Course Outcomes**

**After the completion of this course students will be able to:**

1. Learn the role of operations on achieving various competitive capabilities.
2. Learn how to help an organization in improving productivity and meeting customer's competitive capabilities.
3. Conduct investigations of complex problems including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusions

**UNIT-I (15 Hrs)**

**Operations Management:** Concept, Functions, Transformation Process Model: Inputs, Process and Outputs; Classification of Operations; Responsibilities of Operations Manager, Nature of International Operations Management, Difference between Manufacturing and Service Operations.

**Operations Strategy:** Operations Strategy, Competitive Capabilities and Core Competencies, Linkage between Corporate, Business, and Operations Strategy, Components of Operations Strategy, Global Strategies and Role of Operations Strategy

**UNIT-II (15 Hrs)**

**Facility Location** – Importance, Factors in Location Analysis, Location Analysis Techniques. **Facility Layout Planning:** Introduction, Objectives of Layout, Classification of Facilities, Basis for Types of Layouts, Layout Planning  
**Process Selection-** Project, Job, Batch, Mass and Process Types of Production Systems, Operations Management in Corporate Profitability and Competitiveness

**UNIT – III (15 Hrs)**

**Linear Programming:** introduction, Formulation of Linear Programming Problems, Graphical Solutions (Special cases: Multiple optimal solution, infeasibility, unbounded solution), Simplex Method, Special cases, Big-M method and Two-phase method; Duality (emphasis on formulation & economic interpretation)

**UNIT-IV (15 Hrs)**

**Transportation Problems:** Transportation problem: Initial feasible solution using North-West Corner Rule; Least Cost Method; and Vogel's Approximation Method. Testing optimality using MODI method

**Game Theory:** Concept of Game; Two-Person Zero-Sum Game; Pure and Mixed Strategy Games; Saddle Point

## **MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS**

---

### **Suggested Readings**

1. Buffa & Sarin, 'Modern Production/Operations Management', John Wiley, Latest edition
2. Chary, Production and Operations Management, Tata McGraw-Hill, Latest Edition
3. Krajewski & Ritzman, 'Operations Management', Pearson Education, Latest edition
4. Adam and Eben, 'Production & Operations', Prentice Hall, Latest edition
5. Anderson, David R., Dennis J. Sweeney and Thomas A., Williams, An Introduction to Management Science, South-Western.
6. Taha, Hamdy A, 'Operations Research – An Introduction', Prentice-Hall of India Private Ltd., New Delhi.
7. Hillier, Frederick S. and Gerald J. Lieberman, 'Introduction to Operations Research', McGraw Hill India (Pvt) Ltd.

# MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS

## CLINICAL AND NON CLINICAL SERVICE ADMINISTRATION

Subject Code: MBADS2-404

L T P C  
4 0 0 4

Duration: 60 Hrs

### Course Objectives

The main aim of this course is:

1. To enhance competence as a facility support system.
2. To equip students with the process of various allied services of hospital.
3. To provide skill in services helpful in hospital administration.

### Course Outcomes

After the completion of this course students will be able to:

1. Learn the role of operations on achieving various competitive capabilities.
2. Learn how to help an organization in improving productivity and meeting customer's competitive capabilities.
3. Conduct investigations of complex problems including design of experiments, analysis and interpretation of data, and synthesis of information to provide valid conclusions

### UNIT-I (15 Hrs)

**Introduction:** Health Administration in India- Health Care Delivery System-Introduction to OPD Service: Overview, function, location design, organisation, space requirement facilities emergency services design, space requirement, physical facilities, Clinical & Non-Clinical Services.

### UNIT-II (15 Hrs)

**Management and Organization of Clinical Services:** Organization and Administration of various clinical services, Outpatient Services, In-patient Services, Emergency Services, **Operation Theatre:** ICUs, Super Specialty Services including their utilization study – Nursing Care & Ward Management (general and specialized Delivery suite and maternity ward)-Neonatal Intensive Care Unit- Day Care Unit.

**Medical and allied services:** Medical services, paediatric services, psychiatric services, gastroenterology services, endocrinology services geriatric services cardiology centre, nephrology and dialysis.

### UNIT-III (15 Hrs)

**Surgical and Allied Services to Clinical Services:** Surgical services Dental services-obst and gyneac. Services- physiotherapy services- Trauma centre- burns- paraplegic and malignant treatment centre- urology centre orthopaedic services.

**Insurance companies and TPAs:** Insurance policies and cover- Personal accident insurance benefit, Claims procedures, Administration of patient related schemes,

**Medical insurance:** Cashless benefit, reimbursement: CGHS, ECHS, CSMA, ES

### UNIT-IV (15 Hrs)

**Organizing and Managing Facility Support Services:** Laundry – Housekeeping - Pest control - Managing the Estate (Hospital Security), strategies of hospital equipments- planning and Selection- purchase procedure- installation and commissioning



## **MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS**

---

**Planning & Organizing of Support Services:** Imaging, CSSD, Laboratory, Blood Bank, Diet, Medical Records, Mortuary, Pharmacy, Admission & Discharge Procedure, Billing Procedure, Bio Medical Equipments Planning, Ambulance Services

### **Suggestive Readings**

1. Arnold D. Kalcizony & Stephen M. Shortell, Health Care Management.
2. Carolyn Semple Piggot & Carolyn S. Piggot, Business Planning for Health Care Management.
3. David E. Cope, Organization Development and Action Research in Hospitals.
4. Perspectives in health care – Nancy North – Macmillan Press, U.K

# MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS

---

## STRATEGIC MANAGEMENT

Subject Code: MBADS2-405

L T P C  
4 0 0 4

Duration: 60 Hrs

**Course Objectives: The main objectives of this course are:**

1. To understand the sustainable competitive advantages of the organization and identify the growth avenues.
2. To meet stakeholder interests through growth strategies based on ethical value
3. To conduct SWOT analysis and Competitive analysis through various tools and technologies.

**Course Outcomes: After completing this course, students will be able to:**

1. Apply holistic approach by integrating people, finance, marketing and organizational perspectives to develop appropriate organizational policies and strategies
2. Understand, assess and derive the sustainable competitive advantages of the organization and identify the growth avenues against the back drop of global opportunities.
3. Develop an appreciation of implementation skills through organization structure and control systems.

### UNIT-I (15 Hrs)

**Introduction** - Definition, Nature, Scope, and Importance of Strategy and Strategic Management (Business Policy). Strategic Decision Making, Process of Strategic Management Defining Strategic Intent: Vision, Mission, Business Definition, Goals and Objectives, Environmental Appraisal: Concept of Environment, Components of Environment (Economic, Legal, Social, Political and Technological), Environmental Scanning Techniques- ETOP, QUEST and SWOT (TOWS).

### UNIT-II (15 Hrs)

**Internal Appraisal** – The Internal Environment, Organisational Capabilities in Various Functional Areas and Strategic Advantage Profile. Methods and Techniques Used For Organisational Appraisal (Value Chain Analysis, Financial and Non- Financial Analysis, Industry Standards and Benchmarking, Balanced Scorecard and Key Factor Rating). Identification of Critical Success Factors (CSF)

### UNIT- III (15 Hrs)

**External Analysis** - Porters's Five Forces Model,

**Corporate Level Strategies:** Stability, Expansion, Retrenchment and Combination Strategies, Corporate Restructuring, Synergy. Mergers & Acquisitions, Corporate Restructuring

**Business Level Strategies:** Porter's Framework of Competitive Strategies; Conditions, Risks and Benefits of Cost Leadership, Differentiation and Focus Strategies. Location and Timing Tactics, Core Competence.

**Strategic Analysis and Choice:** Corporate Level Analysis (BCG, GE Nine Cell, and Shell Directional Policy Matrix)

## MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS

---

### UNIT-IV (15 Hrs)

**Implementation and Control:** Qualitative Factors in Strategic Choice, Strategy Implementation: Resource Allocation, Projects and Procedural Issues. Organisation Structure and Systems in Strategy Implementation. Leadership and Corporate Culture, Values, Ethics and Social Responsibility.

Operational and Derived Functional Plans to Implement Strategy, Integration of Functional Plans, Strategic Control and Operational Control, Techniques of Strategic Evaluation

*Relevant case studies related to the topics should be discussed.*

#### **Suggested Readings**

1. A Kazmi, 'Business Policy & Strategic Management', Tata McGraw Hill
2. Thomson & Strickland 'Strategic Management: Concept & Cases,' Tata McGraw Hill
3. S. Reddy, 'Strategic Management', Himalaya Publication
4. Wheelen & Hungar 'Strategic Management & Business Policy' Addison- Wesley
5. Johnson & Scholes, 'Exploring Corporate Strategy', Prentice Hall India

# MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS

## HEALTHCARE ANALYTICS LAB

Subject Code: MBADS2-406

L T P C  
0 0 4 2

Duration: 30 Hrs.

### Course Objectives

The main objective of the course is:

1. To equip the students to work on different types of data- numeric or text, structured or unstructured.
2. To train the students in visualizing the data from various aspects
3. To gain practical experience with developing quantitative tools and performing empirical analyses.
4. To refine the data graphics to improve readability, clarity, and accessibility of the data insights

### Course Outcomes

After completing the course, the students will be able to

1. Perform descriptive, predictive, and prescriptive analytics
2. Perform basic as well as advanced analytics exercises that are related to their workplace
3. Identify applications of healthcare data analytics and the trade-offs of various tools.
4. Build data graphics with the appropriate data visualization and analytics software for the task at hand.

### UNIT-I

**Data Visualization:** Basics, Data Entry, Data Coding, Cross Tabulations, Graphs, Histograms, Scales, Box Plots, Scattered Graphs, Introduction to Tableau.

### UNIT-II (6 Hrs)

**Spread Sheet Advance Tools: Data Analysis:** What If Analysis, Goal Seek, Scenario Analysis, Sensitivity Analysis

**Power Point:** Introduction of slides, media clips, graphs, Picture, web pages, adding different kind of slides, working with Power Point, inserting text objects, formatting Text

### UNIT -III (8 Hrs)

**Data Analysis:** Correlation, Frequencies, Descriptive Statistics, Comparative Means: T-Test, ANOVA

### UNIT -IV (8 Hrs)

**Data Analysis:** Linear Regression, Multiple Regression, Forecasting, Chi Square, Non-Parametric Tests Factor Analysis, EFA, Discriminant Analysis, Conjoint Analysis

*\*Various Data Analysis Softwares like MS-Excel, SPSS, Tableau etc. may be used to teach Data analytic techniques.*

### Suggested Readings

- Hooley, T., Wellens, J., & Marriott, J. *What is Online Research? Using the Internet for Social Science Research.* A&C Black.
- Kirkpatrick, Lee A. and Quentin Kidd. (2013). *A Simple Guide to SPSS for Political Science* (1st Edn), Wordsworth Cengage Learning Publication.
- Mariampolski H. *Qualitative Market Research – A Comprehensive Guide*, Sage Publication, India Ltd, New Delhi

## MRSPTU MBA (HOSPITAL ADMINISTRATION) SYLLABUS 2022 BATCH ONWARDS

---

- Black Thomas, *Understanding Social Science Research*, Sage Publication, India Ltd, New Delhi

### DISSERTATION

**Subject Code: MBADS2-407**

**L T P C  
0 0 0 4**

Faculty members from University Business School, MRSPTU and AIIMS, Bathinda will be jointly assigned as supervisor to each student. They will assign the project to the students based on the contemporary healthcare challenges at state/national/global level. The problem should be relevant to current business or social scenario. The student will do literature review, set the objectives, collect data (primary/Secondary) regarding the problem, apply statistical techniques and document the findings of the study with the justification how these findings will solve the existing problem in business/society. They will apply appropriate analytical tools in their project. Students will complete the project and submit the final project in the University Business School. Students will give presentation on their project and will be evaluated based on the quality of the work done in the project. Student will submit the report (Hard Binding) and give presentation and final oral viva.