

Course title: Hospital & Health Care Services Management

Paper I – Hospital Operations Management

Sr. No.	Topic	No. of hours
1	Human Resource management in Hospital: Human resource planning, Training & development (employee behaviour), Compensation management, Motivation of employee	4
2	Financial accounting and management: Financial Management in hospital, basic accounting, understanding hospital accounting software	10
3	Technology in hospital services: hospital information system, ERP system in hospital management	4
4	Communication skills : Written and oral skills, Interpersonal skills, Transactional Analysis, Manners and etiquettes	6

Reference Books:

- I. Human Resource Management and personal Management by Aswanthappa, Tata Mc Graw Hill, New Delhi.*
- II. ServicesMarketing -Zeithaml,Bitner,Gremler&Pandit, McGraw Hill Publication*
- III. Advanced Accountancy- Gupta R.L. and Radhaswamy*
- IV. Basic Business Communication : Robert MaArcher.*
- V. Effective Business Communication: Murphy.*
- VI. Excellence in Business communication :Thill.*
- VII. Handbook of Business Correspondence: Frailey.*

Marking Scheme:

Course Work	50 Marks
Theory Examination	50Marks

Paper II- Health care Services Management

Sr. No.	Topic	No. of hours
1	Understanding Services: Basic Concept of service management, Service Strategy and competitiveness, positioning & marketing of services	6
2	Marketing strategy: Marketing mix for hospital & healthcare services CRM in hospital management	8
3	Service quality tools – Servequal model, servepref model Govt. norms & regulations for hospitals	4
4	Operating the Service system: Queuing & simulation, Service quality and improvement, service productivity & measurement	6

Reference Books:

- I. *Service Management- James A. Fitzsimmons and Mona J. Fitzsimmons; Tata Mcgraw hill.*
- II. *ServicesMarketing -Zeithaml, Bitner, Gremler&Pandit, McGraw Hill Publication*
- III. *Service Management and operations;*

Marking Scheme:

Course Work	50 Marks
Theory Examination	50Marks

Paper III- PROJECT REPORT AND VIVA VOCE

Objective: To expose the students to practical application of theoretical concepts, which they have learnt during the course.

Student should decide the topic for the project under the guidance of a teacher in the first month of the course.

The student will have the following options for selecting the project:

(a) Field Work, (b) Placement with an Organization.

Student can carry out the project work after college hours/ holidays. The student should take regular guidance from the teacher while carrying out project work. The project should be ready in the last month of the course.

- The guidelines for the project report are as follows –
 - Declaration from the student that his research work is not copied from any other existing reports.
 - Certificate of the guide: The guide should certify that the research work is original and completed satisfactorily under his guidance.
 - The Chapter Scheme for the Project Report will be as follows:

CONTENTS

The contents should be given in the following manner in tabular form

Sr.	Chapter	Page No.
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- a. Serial number of the chapter.
- b. Heading of the chapter
- c. Page numbers

IN SHORT THE FORM OF PROJECT REPORT IS AS GIVEN BELOW:

Preface

- a) Certificate of the organization
- b) Declaration by Guide
- c) Declaration of Students
- d) Acknowledgement

Contents/ index

Heading of the chapter, page numbers, sub headings of the chapter;

Chapter I – Introduction to the study & Methodology

- 1.1 Introduction
- 1.2 Objective and importance of the study
- 1.3 Scope and limitations of study
- 1.4 Research Methodology

Chapter II – Theoretical Background

Chapter III – Introduction

- a. Name of the unit
- b. Location or address of the unit
- c. Brief history of the unit and present position
- d. Financial position
- e. Organization chart

Chapter IV – Analysis or Interpretation of Data

Chapter V – Findings, Suggestions and Conclusions

Appendices

Bibliography

APPENDICES

The document charts, questionnaires, tables, and schedules etc which are actually referred to in the body of the project report (this consists of chapters I to V) are to be included under appendix or appendices. So, the appendices may include;

- a. Questionnaires used for collecting information.
- b. Schedules used for collecting information.
- c. Tables formed for presenting the data.
- d. Documents/forms etc., referred to in the body of the project report.
- e. Guide student meeting record form.

BIBLIOGRAPHY

Bibliography means list of books, journals, published work actually referred to or used in the writing of the project report. This is not a separate chapter. The bibliography has to be written in a specific manner. It must be in the following manner.

The name of author (surname followed by initials), title of the book (is to be underline), year of publication, place of publication, number of the edition, name of the publisher in full (address), pages referred to.

Marking Scheme:

Project Work	50 Marks
Viva - Voce	50Marks