

JIS College of Engineering
NAAC 'A' Accredited Autonomous Institute Syllabus
of BBA in Hospital Management Effective from
session 2025-26



JIS College of Engineering

Detailed Syllabus for BBA in Hospital Management

(1st Sem to 8th Sem) under Autonomy Incorporation of NEP-2020

Regulation-2025

(Effective from 2025-26 Admission Batches)

Department of Business Administration



GENERAL COURSE STRUCTURE & CREDIT DISTRIBUTION

GENERAL COURSE STRUCTURE

A. Definition of Credit:

Activity Type	Contact Hours per Week (1 Semester \approx 15 weeks)	Equivalent Credit
Lecture (L)	1 hour	1 Credit
Tutorial (T)	1 hour	1 Credit
Practical / Laboratory (P)	2–3 hours	1 Credit
Project Work / Seminar	2–3 hours (or as assigned)	1 Credit
Internship / Field Work	Equivalent to 40–45 hours of work	1 Credit

A. Abbreviations and Course Code definition:

Abbreviation	Full Form / Meaning
DSC	Discipline Specific Core (Major Subject)
DSE	Discipline Specific Elective (Elective from specialization/minor basket)
GE	Generic Elective (Elective from other disciplines/baskets)
AEC	Ability Enhancement Compulsory Course (e.g., English, Constitution, MIL, Entrepreneurship)
SEC	Skill Enhancement Course (e.g., Life Skills, IT Skills, Cyber Security, Internship)
VAC	Value Added Course (e.g., Yoga, Health & Wellness, NSS, Environment Studies)
MIM	Management Elective Course Code

Course Name:

1. Bachelor of Business Administration in Hospital Management

Course Level/Duration/System:

Course Level- Undergraduate

Duration- Four years/Eight Semesters with multiple entry and exit.



The following options will be made available to the students joining BBA (HM) Research Program:

- a. Three Years:** Bachelor of Business Administration in Hospital Management (BBA – Hospital Management)
- b. Four Years:** Bachelor of Business Administration in Hospital Management with Honours: BBA (Hospital Management – Honours)
Bachelor of Business Administration in Hospital Management with Honours and Research: BBA (Hospital Management – Honours with Research)

Minimum Eligibility Criteria for Opting in the Fourth Year-

For BBA (Hospital Management – Honours with Research): Successful completion of BBA in Hospital Management Degree

For BBA (Hospital Management – Honours): Successful completion of BBA in Hospital Management Degree

Note: Students who are **eligible for BBA (Hospital Management– Honours with Research)** shall have the choice to pursue either:

- **BBA (Hospital Management – Honours), or**
- **BBA (Hospital Management – Honours with Research)**



SEMESTER WISE CREDIT DISTRIBUTION:

Semester	Core Courses(DSC–Major)	AEC	GE	VAC	SEC	DSE	Total Credits
I	8	2	3	3	2	2	20
II	8	2	3	3	2	3	20
III	8	2	3	–	3	4	20
IV	12	2	–	–	–	6	20
V	10	–	–	–	4	6	20
VI	19	–	–	–	–	3	22
VII	10	–	–	–	–	8	18
VIII	8	–	–	–	12	–	20

Category- wise distribution:

Description	Core Courses (DSC)	AEC	GE	VAC	SEC	DSE	TotalCredits
BBA (Hospital Management)	83	8	9	6	23	32	160



Course duration and Credits-

Course Name	Duration	Credit
BBA(HM)	3Years	Total Credits=122
BBA(HM)(Honours)	4Years	Total Credits=160
BBA(HM)(Honours with Research)	4Years	Total Credits=160

Programme Outcome of BBA in Hospital Management (PO)

PO No.	Programme Outcome
PO1	Demonstrate foundational knowledge and skills required to effectively apply principles and practices of hospital and healthcare management.
PO2	Apply critical thinking and problem-solving skills to adapt knowledge and strategies in novel and diverse healthcare situations.
PO3	Integrate information from multiple sources and synthesize concepts to develop a comprehensive understanding of healthcare systems.
PO4	Collect, organize, analyze, and interpret healthcare data from various sources to draw meaningful insights and make informed decisions.
PO5	Utilize Information and Communication Technology (ICT) tools effectively to access, evaluate, and manage healthcare-related information.



PO No.	Programme Outcome
PO6	Demonstrate the ability to work collaboratively in teams, showing cooperation, coordination, and shared responsibility.
PO7	Communicate effectively through active listening, critical reading and writing, and clearly presenting complex information to varied audiences.
PO8	Exhibit strong ethical values and professional integrity while managing hospital operations and making administrative decisions.
PO9	Recognize the importance of social responsibility and actively contribute to addressing societal healthcare needs and community welfare.
PO10	Develop an entrepreneurial mindset with the ability to identify opportunities, manage risks, and innovate in the healthcare sector.
PO11	Engage in lifelong learning to stay updated with emerging trends, technologies, and regulatory changes in the healthcare industry.



CURRICULUM							
Bachelor of Business Administration in Hospital Management [BBA (HM)]							
BBA (HM) (Honours)							
BBA(HM) (Honours with Research)							
Under Autonomy, following NEP- 2020 structure (Course Duration- 4 years)							

SEMESTER- I							
3 WEEKS COMPULSORY INDUCTION PROGRAM							
Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
THEORY							
1.	DSC (major)	BBA (HM) 101	Hospital Operations Management & Planning	3	1		4
2.		BBA (HM) 102	Principles Of Management	3	1		4
3	DSE	MIM 101	Accounts	2			2
4.	GE		Any one from GE basket	2	1		3
5.	AEC	AEC 101	English & Professional Communication and Soft Skill	2			2
SESSIONAL							
6	SEC	SEC181	Life Skills & Personality Development	2			2
7	VAC	VAC181A/B	Yoga/ Health & wellness	3			3
Total Credit				17	3		20



SEMESTER-II							
Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
THEORY							
1.	DSC (major)	BBA (HM) 201	Medical Terminologies	3	1		4
2.		BBA (HM) 202	Medical Records Science I	3	1		4
3.	DSE	MIM 201	Organization Behaviour	2	0		2
4.	GE		Any one from GE basket	2	1		3
5.	AEC	AEC 201	Modern Indian Languages and Literature	2			2
SESSIONAL							
6	SEC	SEC 281	IT Skills	2			2
7	VAC	VAC 281A/B	Environment Studies/ NSS	2			2
8	VAC	VAC 282	Indian Knowledge System	1			1
Total Credit				17	3		20



SEMESTER-III							
Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
THEORY							
1.	DSC (major)	BBA(HM)301	Medical Records II	3	1		4
2.		BBA(HM)302	Medical Terminology II	3	1		4
3.	DSE	MIM301	Principles of Marketing	3	1		4
4.	GE		Anyone from GE basket	2	1		3
5.	AEC	AEC301	The Constitution Human Rights and Law	2			2
SESSIONAL							
6	SEC	SEC381	Understanding basics of cyber security	3			3
Total Credit				15	5		20



SEMESTER-IV

SEMESTER-IV							
Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
THEORY							
1.	DSC major	BBA(HM)401	Support Utility Services-I	4	1		5
2.		BBA(HM)402	Hospital Inventory & Purchase Management	3	1		4
3		BBA(HM)403	Medical Ethics, Law and Etiquette	2	1		3
4.	DSE	MIM401	Human Resource Management	2	1		3
5.		MIM402	Sales and Distribution Management	2	1		3
6.	AEC	AEC401	Society Culture and Human Behaviour	2			2
Total Credit				15	5		20



SEMESTER-V							
Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
THEORY							
1.	DSC	BBA(HM) 501	Support Utility Services- II	4	1		5
2.		BBA(HM)502	Epidemiological Transition in Healthcare	4	1		5
3.	DSE	MIM501	Financial Management	2	1		3
4.		MIM502	Entrepreneurship	2	1		3
SESSIONAL							
4.	SEC	SEC581	Minor Project/Internship			4	4
Total Credit				12	4	4	20



SEMESTER-VI							
Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
THEORY							
1.	DSC	BBA(HM)601	Quality in healthcare	4	1		5
2.		BBA(HM)602	Public Health and Healthcare Policy	4	1		5
3.		BBA(HM)603	Occupational Health and Hazards	3	1		4
		BBA(HM) 604	Research Methodology in Healthcare System	4	1		5
4	DSE	MIM601	Customer relationship management	2	1		3
Total Credit				17	5		22



SEMESTER-VII							
Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
THEORY							
1.	DSC	BBA(HM) 701	Healthcare Management Information System	4	1		5
3.		BBA(HM)702	Health Insurance	4	1		5
4.	DSE	MIM701	Consumer Behaviour	2	1		3
5		MIM702	Strategic Management	2	0		2
		MIM703	Managing Workplace Diversity	2	1		3
Total Credit				14	4		18



SEMESTER-VIII							
Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
THEORY							
1.	DSC	BBA(HM)801	Applications of AI in Healthcare	3	1		4
2.		BBA(HM)802	Health Economics	3	1		4
SESSIONAL							
3	SEC	SEC881	DISSERTATION			12	12
Total Credit				8	2	12	20



Curriculum Structure & Detailed Syllabus (Effective from 2025-26 admission batch)



Semester - 1



Semester	1
Paper Code	BBA (HM) 101
Paper Name	Hospital Operations Management & planning
Credit	4
Total Contact Hours	50
Contact Hours/ Week	3L+1T+0P

CO No.	Course Outcome Statement
CO1	Understand the structure, organization, and regulatory requirements of hospitals.
CO2	Analyze the evolution, classification, and societal role of hospitals in India.
CO3	Apply principles of planning in designing hospital facilities and services.
CO4	Examine national health planning frameworks and policies such as NHP 2017 and NPP.
CO5	Evaluate key national health programmes and their impact on public health.

Sl. No.	Course content	Mapped modules	Hour allotted
CO1	<ul style="list-style-type: none">Definition of HospitalOrganization of the hospitalGoverning body, Hospital committees and hospital functionariesDuties and responsibilities of various levels of managementLevels of Healthcare Delivery SystemLicenses & Approvals required to setup & run Hospitals	M1	10
CO2	<ul style="list-style-type: none">Hospitals in the framework of India's Health Policy, Origin, Evolution & Growth of Hospitals, Importance of Hospitals in SocietyClassification of Hospitals Teaching / Non-teaching, Super specialty/ General, Govt./ Non-Govt. Large/ small, Accredited/ Non-accredited	M2	12



CO3	<ul style="list-style-type: none">Guiding principles in planning hospital facilities & services planning the hospital buildingStages in planning, Finance, Location, Need assessment survey of community, factors determining site etc	M3	8
CO4	Health Planning <ul style="list-style-type: none">National Health Policy 2017National Population PolicyNITI Aayog	M3,M4	10
CO5	National Health Programmes: <ul style="list-style-type: none">National Dengue Control ProgrammeNational Leprosy Eradication Control Programme,National Framework for Malaria Elimination (2016-2030) ProgrammeRNTCPUniversal Immunization ProgrammeRCH Phase IIVision 2020National Health MissionNational Mental Health Programme	M5	10

Text Books

Sl. No.	Book Names
1	Hospitals– Facilities Planning & Management– by G.D. Kunders
2	Preventive and Social Medicine- by K. Park

Reference Books

Sl. No.	Book Names
1	Lean Hospitals: Improving Quality, Patient Safety, and Employee Engagement–by Mark Garban
2	Hospital Management and Administration: Principles and Practice – by B V Subrahmanyam
3	Hospital: Man, Woman, Birth, Death, Infinity, Plus Red Tape, Bad Behaviour, Money, God and Diversity of Steroids – by Julie Salamon



Semester	1
Paper Code	BBA (HM) 102
Paper Name	Principles of Management
Credit	4
Total Contact Hours	50
Contact Hours/ Week	3L+1T

Course Objectives	
CO1:	To help the students to develop cognizance of the importance of management principles.
CO2:	To enable them to analyze and understand the environment of the organization.
CO3:	To study the all- management functions of organization.
CO4:	To enable them to understand the structure and changes of the organization.

Course Code:	BBA(HM)102	
Course:	Principles of Management	Credits:3.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Introduction to Management <ul style="list-style-type: none">Definition and nature of managementEvolution of management theoriesFunctions of management (planning, organizing, leading, controlling)Roles and skills of managersManagerial levels and hierarchy	10
Unit-II	Planning and Decision Making <ul style="list-style-type: none">Importance and benefits of planningTypes of plans (strategic, tactical, operational)Steps in planningEnvironmental scanningDecision-making process and techniques	10
Unit-III	Organizing <ul style="list-style-type: none">Organizational structureDepartmentalization and span of controlAuthority, responsibility, and delegation	10



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Unit-IV	Leading and Motivating <ul style="list-style-type: none">• Leadership- definition and styles• Communication and its importance• Motivation theories	10
Unit-V	Controlling and resistance to management <ul style="list-style-type: none">• Elements of control process• Types of control(feed forward, concurrent, feedback)• Concept of resistance to change• Overcoming resistance to change	10

Text Books	
Sl. No.	Book Names
1	Premvir Kapoor– Principles of Management, Khanna Publishing House
2	James A. Stoner, Edward Freeman, Daniel Gilbert– Management, Pearson

Reference Books	
Sl. No.	Book Names
1	Heinz Weihrich, Harold Koontz– <i>Essentials of Management</i> , Tata McGraw- Hill
2	V. S. P. Rao, Hari Krishna– <i>Management: Text & Cases</i> , Excel Books



Semester	1
Paper Code	MIM101
Paper Name	Accounts
Credit	2
Total Contact Hours	30
Contact Hours/Week	1L+1T+0P

Course Objectives	
CO1:	This course enables students to gain preliminary knowledge about accounts.
CO2:	This course will enable the students to combine practice and theoretical knowledge of accounting
CO3:	The students of this course will be active learners and develop awareness of emerging trends in accounts
CO4:	The course will provide decision making skills to the students in the financial analysis context,
CO5:	The students of this course will have the ability to identify and analyse accounts related problems and opportunities in real life situations.

Sl. No.	Course content	Mapped modules	Hour allotted
CO1	<ul style="list-style-type: none">• Introduction to Accounting• Accounting: Meaning, Objectives and• Advantages: Users of Accounting Information.• Fundamental Accounting Assumptions: (Going Concern, Consistency, Accrual.) Accounting• Principles: (Accounting Entity, Money Measurement, Accounting Period• Full Disclosure, Materiality, Prudence, Cost Concept, and Dual Aspect• Revenue recognition, matching.• Recording of Transactions• Double Entry System• Rules of Debit and Credit• Journal and Ledger.• Preparation of Trial Balance.	M1	8



CO2	<ul style="list-style-type: none">Financial StatementsFinancial Statements: Objective and Importance. Trading and Profit and Loss Account:Balance Sheet: Need, grouping, marshalling of assets and liabilities. Adjustments in Preparation of Financial Statements with respect to closing stock, outstanding expenses, prepaid expenses, accrued income, incomereceived in advance, depreciation, bad debts, provision for doubtful debts.)	M2	5
CO3	<ul style="list-style-type: none">Cost Accounting:Introduction: Definition ofCosting, Cost conceptsTypes of costs, Classification of costs, Cost sheet	M2	7
CO4	<ul style="list-style-type: none">Materials control: Introduction: Various stock levels,Economic Ordering QuantityVarious methods of pricing materials issues (FIFO and LIFO)	M3	5
CO5	<ul style="list-style-type: none">Analysis of Financial Statements.Cash Flow Statement.Glimpses of Computerised Accounting.	M4	5

Text Books	
Sl. No.	Book Names
1	S. N. Maheshwari, S. K. Maheshwari – Accounting for Management, Vikas Publishing House, Fifth Edition
2	William Stallings – Computer Organization and Architecture, Pearson/PHI, Sixth Edition.

Reference Books	
Sl. No.	Book Names
1	Donald P. Leach, Albert Paul Malvino, Goutam Saha – Digital Principles and Applications, Tata McGraw-Hill Education, 2011 Edition
2	M. Morris Mano – Computer System Architecture, Pearson/PHI, Third Edition



Semester	1
Paper Code	AECC101
Paper Name	English & Professional Communication and soft skill
Credit	2
Total Contact Hours	30
Contact Hours/Week	2L

Course Objectives	
CO1:	To improve communicative competence of the students.
CO2:	To enable the students converse in the real-life situations.
CO3:	To make the effective use of English for practical purposes.
CO4:	To enable the students, acquire phonetic skills.

Course Code:	AECC101	
Course:	English & Professional Communication & Soft Skill	Credits: 2.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Grammar: Tense, Voice, Phrases and Clauses, Narration, Transformation of Sentences, Vocabulary.	6
Unit-II	Communication: Definition, importance, purpose, elements, barriers, body language and strategies.	8
Unit-III	Reading Skills: Purpose, Articulation, Syllables, Accent and Voice Modulation.	7
Unit-IV	Presentation Skills, its structure, speech preparation, public speaking on special occasion. Interview, types, Group Discussion, Mock Sessions for practice.	9
	Total	30



List of Books

Name of Author	Title of the Book	Name of the Publisher
Anjana Tiwari	Communication Skills in English AICTE Prescribed Textbook	Khanna Publishing House
Kulbhushan Kumar	English(with Lab Manual) AICTE Prescribed Textbook	Khanna Publishing House
KC Verma	The Art of Communication	Kalpaz Publication.
BK Mitra	Personality Development and Soft Skills	Oxford Publication
Wren and Martin	High School Grammar and Composition, Wren and Martin	S Chand Publication



Semester	1
Paper Code	SEC181
Paper Name	Life skills & personality Development
Credit	2
Total Contact Hours	30
Contact Hours/Week	2L

Course Objectives	
CO1:	To enable the students, understand the essence of career growth and improvement of professional skills.
CO2:	To enable the students, realize the importance of attitude and its relation to the motivational acumen to manage the daily stress issues for a sum total development.
CO3:	To acquire deemed knowledge on the various tentacles of communicative skills and their subsequent application for a complete reflection.
CO4:	To make the students realize the use and necessity of soft skills in the corporate domain and job searching scenario.

Course Code:	SEC181	
Course:	Life Skills and Personality Development	Credits:2.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Career and Professional Skills: Listening skills, Reading skills, Writing skills, Resume preparation, exploring career opportunities, cognitive skills, presentation skills, social and cultural etiquettes, digital literacy, ethics and security.	7
Unit-II	Attitude and Motivation: Attitude: Concept, meaning, types, applicable factors in daily life. Motivation: Concept, meaning, types, causes of de motivation, remedial measures. Stress Management and Development of Capabilities: Stress: meaning, causes, solutions. Development of Capacities: Leadership qualities, time management, decision making, team work, work ethics, good manners and etiquettes.	4
Unit-III	Stress Management and Development of Capabilities: Stress: meaning, causes, solutions. Development of Capacities: Leadership qualities, time management, decision making, team work, work ethics, good manners and etiquettes.	4



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Unit-IV	Introduction to Soft Skills: Personal Skills, knowing oneself, confidence building, defining strengths and weaknesses, developing positive attitude, thinking positively, perceptions, values in daily life. Inter and Intrapersonal skills, Group Dynamics, the importance of a good networking system, troubleshooting method and problem solving tools and techniques.	9
Unit- V	The various branches of Communication Skills: Reading texts, speaking fluently, Writing effectively. E mail writing and etiquettes followed. Corporate and Job-hunting Skills: The Behavioral etiquettes, mannerisms, Stress Management, Time Management, importance of proper body language, writing a good CV (with job application), career planning, importance of goal settings in different spheres and conducting of mock GD.	6

List of Books

Name of Author	Title of the Book	Name of the Publisher
Meenaand V. Ayothi (2013)	A Book on Development of Soft Skills	P.R. Publisher and Distributor
Patra Avinash	The Spiritual Life and Culture of India	London, OUP.
Shiv Khera	You can win	Mac Millan Books, New York, 2003.
B. K. Mitra	Personality Development and Soft Skills	Oxford Publication.
Alex K	Soft Skills- Know Yourself and Know your World	S. Chand and Company Ltd.



Semester	1
Paper Code	VAC181A
Paper Name	Yoga
Credit	3
Total Contact Hours	30
Contact Hours/Week	2P+ 2L

Course Objectives	
CO 1	To explain the meaning of Yoga, & its importance.
CO 2	To know the classification of Yoga & its values
CO 3	To know the different yogic practices and their significance. To understand the effects of kriyas, pranayam and asanas on our body.
CO 4	To comprehend the concept of health, healing, and disease by the influence of Yoga
CO5	To know the way of Stress management through Yoga and Yogic dietary considerations.
CO6	To know the need of Yoga for healthy living & Effects of Meditation on our body.

Course Code:	VAC181A	
Course:	Yoga	Credits:2.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Introduction to Yoga	12
	Concept & principles, aims and objectives, classifications, Role of Yoga in character building, Therapeutic values of Yoga, Role of Yoga practices in developing concentration, will power and discipline, Difference between Yoga Asana and physical exercises, Importance of Yoga in daily life.	
Unit-II	Asanas, Kriya & Pranayam	12
	Positions of Asanas: Guidelines, importance and limitations. Standing, Sitting, Supine, Proline and Balancing Asanas. (Any three asanas from each) Definitions of kriyas, Types, brief ideas of each kriya and importance. Pranayam: Definition, guidelines for the practice of pranayama, importance, limitations	



Semester	1
Paper Code	VAC 181A
Paper Name	Yoga
Credit	3
Total Contact Hours	45
Contact Hours/ Week	3L

Course Objectives	
CO 1	To explain the meaning of Yoga, & its importance.
CO 2	To know the classification of Yoga & its values
CO 3	To know the different yogic practices and their significance. To understand the effects of kriyas, pranayam and asanas on our body.
CO 4	To comprehend the concept of health, healing, and disease by the influence of Yoga
CO5	To know the way of Stress management through Yoga and Yogic dietary considerations.
CO6	To know the need of Yoga for healthy living & Effects of Meditation on our body.

Course Code:	VAC 181A	
Course:	Yoga	Credits:3.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Introduction to Yoga	15
	Concept & principles, aims and objectives, classifications, Role of Yoga in character building, Therapeutic values of Yoga, Role of Yoga practices in developing concentration, will power and discipline, Difference between Yoga Asana and physical exercises, Importance of Yoga in daily life.	
Unit-II	Asanas, Kriya & Pranayam	15
	Positions of Asanas: Guidelines, importance and limitations. Standing, Sitting, Supine, Proline and Balancing Asanas. (Any three asanas from each) Definitions of kriyas, Types, brief ideas of each kriya and importance. Pranayam: Definition, guidelines for the practice of pranayama, importance, limitations	



Unit-III	Yoga and Health Need of Yoga for health, concept of health and healing: yogic perspectives Yogic principles of healthy living and the role of Yoga in stress management and yogic dietary considerations	10
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List of Books

Name of Author	Title of the Book	Name of the Publisher
Nagendra, H.R. &Nagarathna, R.	Samagra Yoga Chikitse	Bengaluru: Swami VivekanandaYoga Prakasana
Kumar, Ajith	Yoga Pravesha	Bengaluru: Rashtrothanna Prakashana
D.M. Jyoti	Yoga and Physical Activities	lulu.com3101,Hillsborough ,NC27609,UnitedState



Semester	1
Paper Code	VAC 181B
Paper Name	Health & Wellness
Credit	3
Total Contact Hours	45
Contact Hours/ Week	3L

CO No.	Course Objective
1	To help understand the importance of a healthy lifestyle
2	To familiarize students about physical and mental health
3	To create awareness of various lifestyle related diseases
4	To provide understanding of stress management

Course Code:	VAC 181B	
Course:	Health & Wellness	Credits:3.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Introduction to Health and Wellness <ul style="list-style-type: none">Define and differentiate health and wellness.Importance of health and wellness Education.Local, demographic, societal issues and factors affecting health and wellness.Diet and nutrition for health & wellness.Essential components of balanced diet for healthy living with specific reference to the role of carbohydrates, proteins, fats, vitamins & minerals.Malnutrition, under nutrition and over nutrition.Processed foods and unhealthy eating habits.Body systems and common diseases.Sedentary lifestyle and its risk of disease.	15

Unit-II	Management of Health & Wellness <ul style="list-style-type: none"> • Healthy foods for prevention and progression of Cancer, Hypertension, Cardiovascular, and metabolic diseases (Obesity, Diabetes, Polycystic Ovarian Syndrome). • Types of Physical Fitness and its Health benefits. • Modern lifestyle and hypo-kinetic diseases; prevention and management through exercise. • Postural deformities and corrective measures. 	15
Unit-III	Anxiety, Stress and Aging <ul style="list-style-type: none"> • Meaning of Anxiety, Stress and Aging • Types and Causes of Stress • Stress relief through Exercise and Yoga • Role of sleep in maintenance of physical and mental health. 	10
Unit-IV	Therapy and Meditation <ul style="list-style-type: none"> • Meaning of Therapy • Different Types of therapy and their importance • Definition of Meditation and purpose of meditation 	5

List of Books

Name of Author	Title of the Book
Steven N. Blair, William L. Haskell	Physical Activity and Health
Emily Attached & Marzia Fernandez	Mental Health Workbook
Nashay Lorick	Mental Health Workbook for Women: Exercises to Transform Negative Thoughts and Improve Well-Being
C. Nyambichu & Jeff Lumiri	Lifestyle Diseases: Lifestyle Disease Management
Angela Clow & Sarah Edmunds	Physical Activity and Mental Health



Semester	2
Paper Code	BBA(HM) 201
Paper Name	Medical Terminologies
Credit	3
Total Contact Hours	30
Contact Hours/ Week	2L+1T

Course Objectives

CO1	Well- versed in defining the basics of human anatomy and physiology
CO2	Identify and define prefixes, roots, and suffices in order to construct proper medical terminology.
CO3	Skilled at interpreting the key body systems and functions, understanding the related diseases and surgical procedures
CO4	Expert in evaluating and utilizing the correct prescription terms.
CO5	Competent in understanding a variety of medical imaging technologies and standard examination positions

Module	Paper details	Hours
1.	Basics of Human Body, Body cavities, Body planes and Basic examination	2
2.	<ul style="list-style-type: none">• Introduction to medical terminology, Word formation, Greek & Latin prepositional• Commonly used prefixes, suffixes and root words in medical terminology• Commonly used medical terms to define different parts of the body	5
3.	<ul style="list-style-type: none">• Basic knowledge and Elementary Diseases of Human System• Elementary Diseases of Cardio- Vascular System (IHD,HeartvalveDisease, CHD, Anemia, Thalasemia, Hemophilia),• Therapeutic and surgical procedures- Angioplasty• CABG, CPR, Defibrillation, Pacemaker implantation.• Elementary Diseases of Urinary System (Dialysis, Nephritis, BPH & Hydronephrosis)• Elementary Diseases of Endocrine system (Diabetes, Diabetic Foot, Gangrene, Hypo and Hyper secretion diseases)	10
4.	Elementary Diseases of nervous system (Stroke, Quadriplegia, Alzheimers's disease) Therapeutic and surgical procedures- Awake brain surgery, Epilepsy surgery, Locomotor training for spinal cord injury, trigeminal neuralgia surgery, Deep brain stimulation	3



Semester	2
Paper Code	BBA(HM)201
Paper Name	Medical Terminologies
Credit	4
Total Contact Hours	50
Contact Hours/ Week	3L+1T

Course Objectives

CO1	Well- versed in defining the basics of human anatomy and physiology
CO2	Identify and define prefixes, roots, and suffices in order to construct proper medical terminology.
CO3	Skilled at interpreting the key body systems and functions, understanding the related diseases and surgical procedures
CO4	Expert in evaluating and utilizing the correct prescription terms.
CO5	Competent in understanding a variety of medical imaging technologies and standard examination positions

Module	Paper details	Hours
1.	Basics of Human Body: <ul style="list-style-type: none">• Concept, Body cavities, Body planes and Basic examination	5
2.	Introduction to medical terminology: <ul style="list-style-type: none">• Word formation, Greek & Latin prepositional• Commonly used prefixes, suffixes and root words in medical terminology• Commonly used medical terms to define different parts of the body	10
3.	Basic knowledge and Elementary Diseases of Human System: <ul style="list-style-type: none">• Elementary Diseases of Cardio- Vascular System (IHD, Heart valve Disease, CHD, Anemia, Thalasemia, Hemophilia),• Therapeutic and surgical procedures- Angioplasty• CABG, CPR, Defibrillation, Pacemaker implantation.• Elementary Diseases of Urinary System(Dialysis, Nephritis, BPH & Hydronephrosis)• Elementary Diseases of Endocrine system (Diabetes, Diabetic Foot, Gangrene, Hypo and Hyper secretion diseases)	15
4.	Elementary Diseases of nervous system: <ul style="list-style-type: none">• Stroke, Quadriplegia, Alzheimer's disease, Therapeutic and surgical procedures- Awake brain surgery, Epilepsy surgery, Locomotor training for spinal cord injury, trigeminal neuralgia surgery, Deep brain stimulation	10



5.	Fundamentals of Diagnostic procedure- USG, MRI, X- Ray, CT scan, PET scan, Biopsy, FNAC <ul style="list-style-type: none">Cardiology Dept: ECG, Echo, Angiogram, Coronary Angiography, Doppler ultrasonographyCardiology Dept: 64 Slice CT, Cardiac catheterization, Holter	10
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Suggested Readings:

1. Paramedics- Sixin One, Jaypee Brothers
2. Human physiology vol. 1 & 2 by Dr. C.C. Chatterjee
3. Guyton and Hall Textbook of Medical Physiology
4. Colour Atlas Of Human Body
5. Grays Anatomy for Students, Ricard L. Drake
6. Park's Text Book Of Preventive & Social Medicine



Semester	2
Paper Code	BBA (HM)202
Paper Name	Medical Records Science I
Credit	4
Total Contact Hours	50
Contact Hours/Week	3L+1T

Course Objectives

CO1	This course enables students to gain preliminary knowledge about medical records.
CO2	This course will enable the students to combine practice and theoretical knowledge of coding, indexing, computerization of MR.
CO3	The students of this course will be active learners and develop awareness of retention of medical records and about the various medico legal cases.
CO4	The students will also have a vivid knowledge about the medical audit processes for quality improvement.

Sl. No.	Course Content	Mapped modules	Hour allotted
CO1	<ul style="list-style-type: none">• Role of MR in healthcare delivery• Definition• Types of MR• Importance of MR• Flow chart of function• Assembling & deficiency check• Format types of MR• Characteristics of MR• Ownership of MR• Maintenance of records in the ward• Content of MR	M1	15
CO2	<ul style="list-style-type: none">• Coding• Indexing• Filing• Computerization of MR• Microfilming• Hospital statistics• ICD9,10 and 11• Process of arranging medical records	M2	10



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CO3	<ul style="list-style-type: none">• Organization & management of MRD,• Retention of MR,• Preservation of MR	M3	10
CO4	<ul style="list-style-type: none">• Role of MRD personnel• Legal aspects of MR(Medico- legal cases)• Medical Audit	M4	5

Suggested Readings:

1. Medical Records Organization and Management, G.D. Mooli- Jaypee
2. Hospital Administration, Tabish -O.U.P.
3. Principles of Hospital Administration & Planning, B.M. Sakharkar– Jaypee
4. Hospital Administration & Management, C.M. Francis & D' Souza- Jaypee
5. Management of Hospitals- Goel & Kumar- Deep & Deep.
6. Park's Text book of Preventive & Social Medicine.



Semester	2
Paper Code	MIM201
Paper Name	Organization Behaviour
Credit	2
Total Contact Hours	30
Contact Hours/Week	2L

Course Objectives

CO1	Students will be able to have clear understanding of basic and history of Organization behaviour.
CO2	Students will be able to have clear understanding about individual behaviour aspects.
CO3	Students will be able to have clear understanding about group dynamics.
CO4	Students will be able to have clear understanding about power and political behaviour.
CO5	Students will be able to have clear understanding of global organization behaviour.

Course Code:	BBA (HM) MIM201	
Course:	ORGANIZATIONAL BEHAVIOUR	Credits:2.0
Chapter	Name of the Topic	Hours
Unit-I	Introduction to Organizational Behaviour <ul style="list-style-type: none">• Definition and scope of organizational behaviour• Importance of studying organizational behaviour• Individual behaviour in organizations	8



Semester	2
Paper Code	AEC201
Paper Name	Modern Indian Languages and Literature
Credit	2
Total Contact Hours	30
Contact Hours/Week	2L+0T

Course Objectives

CO1	To understand the basics of the functional grammar, its usage and relevant application.
CO2	To understand technique, style, pattern and the logical development of thoughts in writing various different kinds of prose.
CO3	To understand the text and the key features associated with the literary aspects of MIL.
CO4	To understand the need and development of the structure of the contemporary communication skills and its relevant application.

Course Code:	AEC201	
Course:	Modern Indian Languages and Literature	Credits:2.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Functional Grammar and its usage: Formation of tenses, gerund, infinitive, verbal noun, synthesis of sentences, idioms and proverbs.	6
Unit-II	Develop the Writings in a New Pattern and Style: Expository, Descriptive, Reflective, Narrative, Biographical and Autobiographical. Letters (Formal type) and Report Scripting (News Paper style) and Features.	7
Unit-III	Poetry: Jack (EV Lucas), Snake (DH Lawrence). Prose: Kite (Somerset Maugham), The Hungry Stone (Rabindranath Tagore). Drama: Tara (Mahesh Dattani).	9
Unit-IV	Communication: Debate, Discussion, Public interaction, Safety measures of Communication, Power of Convincing others and Audio-Visual technology used for the contemporary communication system.	8
	Total	30



List of Books

Name of Author	Title of the Book	Name of the Publisher
Wren and Martin	High School Grammar and Composition	S Chand Publication
Palgrave	Golden Treasury	Oxford Publication
BK Mitra	Personality Development and Soft Skills	Oxford Publication
H.N. Kashyap	A Pageant of Poems (English, Paperback)	Selina Publishers

Semester	2
Paper Code	SEC 281
Paper Name	IT Skills
Credit	2
Total Contact Hours	30
Contact Hours/ Week	2L

Sl. No.	Course Objective
1	To understand the usage of various IT tools and software applications commonly used in business environments.
2	Understand the role and importance of IT tools in enhancing productivity, efficiency, and communication in business operations.
3	To understand the utilization of IT tools for data management, analysis, and reporting to support decision-making processes.
4	To understand CRM and technologies such as SEO and use it for business advancement.
5	To understand the importance of cyber security and IT governance.

Course Code:	SEC281	
Course:	IT Skills	Credits:2.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Introduction to IT Tools in Business: Overview of IT tools and their importance in business, Role of IT tools in enhancing productivity and efficiency, Operating systems and software applications used in business, Introduction to internet and its impact on business, Overview of business information systems and databases, Introduction to ERP and its usages, ERP systems (e.g., SAP, Oracle, Microsoft Dynamics).	7
Unit-II	Communication and Collaboration Tools: Email communication and management, Instant messaging and online chat tools, Video conferencing and web conferencing tools, Document sharing and version control tools, Virtual team communication and coordination.	5

Unit-III	Data Management and Analysis Tools: Introduction to spreadsheets and data analysis, Advanced features of spreadsheet software (e.g. formulas, functions, pivot tables), Database management systems and their role in business, Business intelligence and data analytics tools.	6
Unit-IV	Marketing, HR Tools: Customer relationship management (CRM) systems, Marketing automation tools, Email marketing tools, HRIS (Human Resource Information System) concept and tools, Web analytics and search engine optimization (SEO) tools.	6
Unit-V	Cybersecurity and IT Governance: Importance of cyber security in business, Types of cyber threats and attack vectors, Network security and firewalls, Data encryption and secure communication, Risk assessment and management, IT governance frameworks and compliance standards.	6

Suggested Text Books:

1. R.K. Jain: IT Tools and Business Systems, Khanna Publishing House
2. Debtoru Chatterjee: Cyber Crime and its prevention in easy steps, Khanna Publishing House
3. Jagdish N Sheth, Pravatiyar Atul, G Shainesh: Customer Relationship Management: Emerging Concepts, Tools and Application, McGraw Hill Education

Suggested Reference Books:

1. Upendra Rana: Step by step guide to SEO, Prabhat Prakashan
2. TaprialVarainder: Search Engine Optimisation, Pustak Mahal



Semester	2
Paper Code	VAC281A
Paper Name	Environment Studies
Credit	2
Total Contact Hours	30
Contact Hours/Week	2L

Sl. No.	Course Objective
1	The learner will be able to demonstrate a working knowledge of environment, ecology and physical sciences for problem solving.
2	The learner will be able to remember, understand and apply the taught concepts and methods involving social and environmental processes for betterment of environmental health and safety.
3	The learner will be able to apply practices that best fit with the ecological perspectives.

Course Code:	VAC 281A	
Course:	Environmental Studies	Credits:2.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Fundamentals of Environment: Introduction, Multidisciplinary nature, Scope and importance; the need for environmental education.	4
Unit-II	Ecosystems Ecosystems: Definition, Structure: food chains, food webs and function of ecosystem. Ecological Interactions, Biodiversity and Conservation – Levels, India as a mega-biodiversity nation, Threats to biodiversity, Ecosystem and biodiversity services.	8
Unit-III	Environmental Pollution Environmental Pollution - Types: - Air pollution, Water pollution, Land pollution, Noise pollution; pollutants, Effects of pollution, Control and Remedial measures.	10
Unit-IV	Environmental Protection Environmental Protection, Sustainable Development, Different Renewable Energy Sources- Wind Power, Water Power, Bio Fuel/Solid Bio Mass, Environmental Movements- Chipko movement.	8



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Suggested Text Books:

1. M. P. Poonia and S. C. Sharma, Environmental Studies, Khanna Publishing House
2. G. N. Pandey, Environment Management, Vikash Publishing House
3. Cunningham, Environmental Science, TMH



Semester	2
Paper Code	VAC 281B
Paper Name	NSS
Credit	2
Total Contact Hours	30
Contact Hours/Week	2L

CO. No.	Course Objective
1	Define the key objectives of NSS such as personality development through community service and fostering national integration.
2	Explain the importance and impact of community service and social responsibility.
3	Organize a community health camp and actively engage in its execution.
4	Conduct a needs assessment in a local community to identify areas where NSS can contribute effectively.
5	Critically evaluate the outcomes of NSS projects and initiatives.
6	Design innovative solutions to address community challenges.

Course Code:	VAC 281B	
Course:	NSS	Credits:2.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Introduction & Basic Concept of NSS: History and Philosophy Aims, Objectives of NSS. Emblem Sign, NSS Badge, Clap, Flag NSS Song: Lakshya Geet, Sadbhavna Geet, Rastriya Yuba Geet Organizational Structure, Role and Responsibilities	8
Unit-II	NSS Programme & Activities: Concept of Regular activities Visit and survey – orphanage, old age home & childcare Methodology of conduct survey Basics of adaptation of village/slums Calendar of NSS activities & maintenance of NSS work diary Understanding Youth: Definition, Profile of youth, Challenges & opportunities of youth	10



Semester	2
Paper Code	VAC 282
Paper Name	Indian Knowledge System
Credit	1
Total Contact Hours	15
Contact Hours/Week	1L

CO. No.	Course Objective
1	Define identify, describe and classify the philosophical, literary and socio-religious heritage of ancient India and the core concepts of the Vedic corpus and way of life.
2	Discover enumerate, compare, contrast and categorize the importance of pioneering developments in management and evaluate their continuing relevance.
3	Analyse appraise, correlate and describe the ancient Indian heritage in management and examine managerial correlations with present-day applications.
4	Assess and describe traditional knowledge in different managerial domains and to explore the history of traditional Indian art forms.

Course Code:	VAC 282	
Course:	Indian Knowledge System	Credits:1.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	An overview of Indian Knowledge System (IKS): Importance of Ancient Knowledge - Definition of IKS - Classification framework of IKS - Unique aspects of IKS.	3
	The Vedic corpus: Vedas and Vedangas - Distinctive features of Vedic life. Indian philosophical systems: Different schools of philosophy (Orthodox and Unorthodox).	



Unit-II	IKS and Indian Scholars, Indian Literature: Philosophy and Literature (Maharishi Vyas, Manu, Kanad, Pingala, Parasar, Banabhatta, Nagarjuna and Panini) Mathematics and Astronomy (Aryabhatta, Mahaviracharya, Bodhayan, Bhashkaracharya, Varahamihira and Brahmgupta) Medicine and Yoga (Charak, Susruta, Maharishi Patanjali and Dhanwantri) Sahitya (Vedas, Upvedas, Upavedas (Ayurveda, Dhanurveda, Gandharvaveda) Puran and Upnishad) and shad darshan (Vedanta, Nyaya, Vaisheshik, Sankhya, Mimamsa, Yoga, Adhyatma and Meditation) Shastra (Nyaya, vyakarana, Krishi, Shilp, Vastu, Natya and Sangeet)	9
Unit-III	Humanities and Social Sciences in IKS Health, Wellness & Psychology: Definition of Health, Emotional Intelligence, Yoga & its Relevance to Health & Wellness, Indian Approach to Psychology. Governance and Public Administration: Arthasastra, The Kautilyan State, The Administrative Set-up.	3

Suggested Text Books:

1. Amit Jha. Traditional Knowledge System in India. New Delhi: Atlantic Publishers, 2024.
2. B. Mahadevan, Vinayak Rajat Bhat, Nagendra Pavana. Introduction to Indian Knowledge System: Concepts and Applications. New Delhi: PHI, 2022.



Semester - 3



Semester	3
Paper Code	BBA(HM) 301
Paper Name	MEDICAL RECORD II
Credit	4
Total Contact Hours	40
Contact Hours/Week	3L+1T

Sl. No.	Course Objective
1	This course enables students to gain preliminary knowledge about medical records.
2	This course will enable the students to combine practice and theoretical knowledge of coding, indexing, computerization of MR
3	The students of this course will be active learners and develop awareness of retention of medical records and about the various medico legal cases.
4	The students will also have a vivid knowledge about the medical audit processes for quality improvement.

Sl. No.	Course content	Mapped Module	Hours allotted
CO1	<ul style="list-style-type: none">Medical Record Department: various physical infrastructure and facilities crucial in a medical records department and staffing.Functions of Medical Record Department & Flow of Medical recordList the various equipment required in the medical records department.Explain special care to be taken to reserve the safety of records and protect them from insects, termites and prevent them from being exposed to heat, fire, dampness and dust.Reports & returns in Medical Record System.	M1	12
CO2	<ul style="list-style-type: none">Maintain professional and medico- legal conductConsent: Definition, importanceDescribe the Standard Operating Procedures related to medico- legal conduct.	M2	8
CO3	<ul style="list-style-type: none">Basic knowledge of legal aspects of Medical Records: Factories Act, Workmen Compensation Act, Consumer Protection Act.ESI and CGHS	M3	10



CO4	<ul style="list-style-type: none">• Definition and Importance of EHR. Explain the Health Information Management System (HIMS).• Define Health statistics, Describe the importance of statistics in healthcare, Describe the various statistical indicators for different departments and hospital.	M4	10
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Suggested Readings:

1. Medical Records Organization and Management, GD Mooli- Jaypee
2. Hospital Administration, Tabish - O.U.P.
3. Principles of Hospital Administration & Planning, B.M.Sakharkar - Jaypee
4. Hospital Administration & Management, C.M. Francis & D' Souza- Jaypee
5. Management of Hospitals --Goel& Kumar-Deep & Deep.
6. Park's Textbook of Preventive & Social medicine.



Semester	3
Paper Code	BBA(HM) 302
Paper Name	Medical Terminology II
Credit	4
Total Contact Hours	40
Contact Hours/Week	3L+1T

CO No.	Course Outcome Statement
CO1	Understand the basics of prescription reading and commonly used Latin terms and abbreviations.
CO2	Explain the structure, characteristics, and types of cells and tissues, including cell division.
CO3	Identify common diagnostic procedures used in various medical departments (Gastroenterology, Reproductive, Pulmonology, and Orthopaedics).
CO4	Recognize elementary diseases of major body systems (Digestive, Reproductive, Respiratory) and related therapeutic and surgical procedures.
CO5	Interpret medical terminology used across various medical specialties and departments.

Sl. No.	Course Content	Mapped modules	Hour allotted
CO1	<ul style="list-style-type: none">Basics of Prescription Reading,Common Latin term and abbreviations used in prescription writingDefinition and History of CellDiscovery of CellCharacteristics of CellTypes of TissueCell Devision	M1	10
CO2	<ul style="list-style-type: none">Gastroenterology Dept: Colonoscopy, ERCP, EGD, MRCPReproductive Dept: Colposcopy, HSG, Scrotal USGPulmonology Dept: Nuclear lung scanning, Pulmonary artery angiographyOrthopaedic Dept: Bone densitometry, Arthroscopy	M2	10



CO3	<ul style="list-style-type: none">Elementary Diseases of Digestive system (Peptic Ulcer, GERD, Dyspepsia, Jaundice, Gallstone, Hepatitis) Therapeutic and surgical procedures- Appendectomy, Cholecystectomy, NephrectomyElementary Diseases of Reproductive system- Female (Infertility, Endometriosis, PCOS, PCOD, Surgical procedure- Hysterectomy, Laparotomy)• Elementary Diseases of Respiratory System (Asthma, Pneumonia, Tuberculosis, COPD, Emphysema)	M3	10
CO4	<ul style="list-style-type: none">i. Medical terminology used by Cardiologistii. Medical terminology used by Neurologistiii. Medical terminology used by Nephrologistiv. Medical terminology used by Gastro-intestinologistv. Medical terminology used by ENT surgeonvi. Medical terminology used by Dentistvii. Medical terminology used by Orthopaedic surgeonviii. Medical terminology used by Gynaecologistix. Medical terminology used by Oncologistx. Medical terminology used by Dermatologistxi. Medical terminology used by Endocrinologist	M4	10

Suggested Readings:

1. Paramedics-Six in One, Jaypee Brothers
2. Human physiology vol 1&2 by Dr. C C Chatterjee
3. Guyton and Hall Textbook of medical Physiology
4. Colour atlas of human body
5. Grays Anatomy for Students Ricard L Drake



Semester	3
Paper Code	MIM301
Paper Name	PRINCIPLES OF MARKETING
Credit	4
Total Contact Hours	40
Contact Hours/Week	3L+1T

Sl. No.	Course Objective
1	This course equips students with foundational knowledge in Marketing Management
2	Through this course, students will know the fundamentals of a Marketing plan.
3	The course will facilitate active learning and acquiring knowledge regarding emerging marketing management trends.
4	The course is designed to furnish students with decision-making skills relevant to marketing
5	Upon completing this course, students will be equipped to find solutions to marketing challenges and explore possibilities in practical settings..

Sl. No.	Course Content	Hour Allotted
M1	<ul style="list-style-type: none">What is marketing?What is marketing: Goods, Services, Events, Experiences, Persons, Places, Properties, Organizations, Information, IdeasMarketer, Demand, Market-types – Consumer market, Business market, Global market, Non-profit and Government marketNeed, Want, DemandMarketing Orientations: Production Concept, Product Concept, Selling Concept, Marketing Concept, Societal Marketing Concept, Holistic Marketing Concept	5
M2	<ul style="list-style-type: none">4Ps of Marketing: Product, Price, Place, Promotion4As of Marketing: Acceptability, Affordability, Accessibility, AwarenessMarketing Environment: Major components of the micro-environment (Company, Suppliers, Marketing intermediaries, Competitors, Publics, Customers) and macro environment, Demographic and Economic Environment, Natural and Technological Environment, Political and Social-Cultural Environment	4



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M3	<ul style="list-style-type: none">• Marketing strategy and marketing mix – segmentation (geographic, demographic, psychographic, behavioral) and targeting, differentiation, and positioning• Consumer behaviour, consumer behaviour model, Characteristics affecting consumer behaviour – cultural, social, personal, psychological	4
M4	<ul style="list-style-type: none">• Product & service: Product Classification, Product and Services differentiation; Product Levels, Product Mix (BASIC), Product Life Cycle, New Product Development – definition, new product development process• Product and Service Decisions: Branding, Packaging, Labelling and Logos, Support Services Product Line Decision	4
M5	<ul style="list-style-type: none">• The New Role of Intermediaries• Factors Influencing Distribution Decisions	4
M6	<ul style="list-style-type: none">• Promotion• Promotion Mix	2
M7	<ul style="list-style-type: none">• What is price?• Pricing Strategies: Customer Value-Based Pricing, Cost-Based• Pricing, Competition-Based Pricing, Other Internal and External Considerations affecting pricing	4
M8	<ul style="list-style-type: none">• Sustainable Marketing and Marketing Ethics• Digital Marketing• Making a marketing plan	3

Suggested Readings:

1. Principles of Marketing (19th Edition) by Philip Kotler
2. Gary Armstrong and Sridhar Balasubramanian



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Semester	3
Paper Code	AECC301
Paper Name	The Constitution Human Rights and Law
Credit	2
Total Contact Hours	30
Contact Hours/Week	2L

Sl. No.	Course Objective
1	Understand and infer the significance of the constitution of India to students from all walks of life and help them to understand the basic concepts of Indian constitution.
2	Outline the importance of fundamental rights as well as fundamental duties.
3	Relate the functioning of Union, State and Local Governments in the Indian federal system.
4	Explain the procedure and effects of emergency, composition and activities of election commission and amendment procedure.

Sl. No.	Course Content	Hour allotted
M1	Introduction to Constitution: Meaning and importance of the Constitution, salient features of Indian Constitution. Preamble of the Constitution. Fundamental rights- meaning and limitations. Directive principles of state policy and Fundamental duties -their enforcement and their relevance.	6
M2	Union Government: Union Executive- President, Vice-president, Prime Minister, Council of Ministers. Union Legislature- Parliament and Parliamentary proceedings. Union Judiciary-Supreme Court of India – composition and powers and functions.	5
M3	State and Local Governments: State Executive- Governor, Chief Minister, Council of Ministers. State Legislature-State Legislative Assembly and State Legislative Council. State Judiciary-High court. Local Government- Panchayat raj system with special reference to 73 rd and Urban Local Self Govt. with special reference to 74 th Amendment	6



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M4	Election provisions, Emergency provisions, Amendment of the constitution (5 Hours.) Election Commission of India-composition, powers and functions and electoral process. Types of emergency -grounds, procedure, duration and effects. Amendment of the constitution- meaning, procedure and limitations.	5
M5	Human Rights: Functioning of different human rights organizations in the country and the National Human Rights Commission in India, Relationship between Human Rights and Fundamental freedom NHRC and its working, other organizations working for the cause, Relationship between Human Rights and fundamental freedom, addressing rights of women, children, disabled and tribal, Comparing diverse issues of tribal, refugees and prisoners. Challenges faced by legal academicians, activists and NGOs in effective implementation of Human Rights and laws. Various perspectives and role of Media, Laws safeguarding Human Rights and its implementation	8

Suggested Readings:

1. M.V. Pylee, Introduction to the Constitution of India, 4th Edition, Vikas Publication, 2005.
2. Durga Das Basu (D.D. Basu), Introduction to the Constitution of India (Student Edition), 19th Edition, Prentice-Hall EEE, 2008.
3. Merunandan, Multiple Choice Questions on Constitution of India, 2nd Edition, Meraga Publication, 2007.



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Semester	3
Paper Code	SEC381
Paper Name	Understanding basics of cyber security
Credit	3
Total Contact Hours	30
Contact Hours/Week	2L+1T

	Course Outcomes
CO1	After completion of this module, students would be able to understand the concept of Cyber security and issues and challenges associated with it.
CO2	Students, at the end of this module, should be able to understand the cybercrimes, their nature, legal remedies and as to how to report the crimes through available platforms and procedures.
CO3	On completion of this module, students should be able to appreciate various privacy and security concerns on online Social media.
CO4	After the completion of this module, students would be able to understand the basic concepts related to E-Commerce
CO5	After the completion of this module, they will become familiar with various digital payment modes and related cyber security aspects, RBI guidelines and preventive measures against digital payment frauds.
CO6	Students, after completion of this module, will be able to understand the basic security aspects related to Computer and Mobiles.

Course Code:	SEC381	
Course:	Understanding basics of cyber security	Credits: 2.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	<u>Introduction to Cyber security</u>	6
	Defining Cyberspace and Overview of Computer and Web-technology, Fundamentals of data communication and networking, Concept of cyber security, Information security goals (Confidentiality, Integrity and availability), Issues and challenges of cyber security	

Unit-II	<u>Cyber crime and Cyber law</u> Cyber laws, What offences are covered under these laws (Hacking, Data theft, Identity theft including Password Theft, Email spoofing, Sending offensive messages, Voyeurism, Cyber terrorism). Punishment for cybercrime in India, Reporting of cybercrimes: Organisations dealing with Cybercrime and Cyber security in India	6
Unit-III	<u>Social Media Overview and Security</u> Introduction to Social networks, Types of Social media, Social media platforms, Social media monitoring, Hashtag, Viral content, Social media marketing, Best practices for the use of Social media	6
Unit-IV	<u>E- Commerce</u> Definition of E-Commerce, Main components of E-Commerce, Elements of E-Commerce security, E-Commerce threats, E-Commerce security best practices	3
Unit-V	<u>Digital Payments</u> Introduction to digital payments, Components of digital payment and stakeholders, Modes of digital payments: Banking Cards, Unified Payment Interface (UPI), e-Wallets, Unstructured Supplementary Service Data (USSD), Aadhar enabled payments. Digital payments related common frauds and preventive measures, RBI guidelines on digital payments and customer protection in unauthorized banking transactions, Relevant provisions of Payment Settlement Act 2007	6
Unit-VI	<u>Digital Devices Security</u> Password policy, Security patch management, Data backup, Downloading and management of third-party software, Device security policy, Cyber Security best practices	3
	Total	30

Suggested Readings:

Sl. No.	Title	Author(s)	Publisher / Year	Remarks
1	Cyber security for Beginners	Raef Meeuwisse	Cyber Simplicity / 2017	A simplified and beginner-friendly guide to cyber threats and protection
2	Computer Security: Principles and Practice	William Stallings, Lawrie Brown	Pearson / Latest Edition	Widely used textbook covering foundational principles of computer and cyber security
3	Introduction to Cyber Security	Chwan-Hwa (John) Wu, J. David Irwin	CRC Press / 2013	Comprehensive academic resource with theoretical and practical aspects
4	Cyber Security Essentials	Charles J. Brooks, Christopher Grow, Philip Craig, Donald Short	Wiley / 2018	Good for beginners to intermediate learners, covering networks, systems, and practical defense



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Semester - 4



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Semester	4
Paper Code	BBA(HM) 401
Paper Name	SUPPORT & UTILITY SERVICES-I
Credit	5
Total Contact Hours	40
Contact Hours/Week	4L+1T

	CourseOutcomes
CO1	This course enables students to Gain a comprehensive understanding of the importance and scope of support services within a hospital, including functions such as housekeeping, maintenance, security, and catering.
CO2	Familiarize students with the policies and procedures governing support and utility services in a healthcare setting, emphasizing compliance with regulations and industry standards.
CO3	Develop skills in managing resources efficiently, including personnel, equipment, and facilities, to ensure the smooth operation of support services.
CO4	Learn methods for maintaining high standards of quality in support services, with a focus on enhancing the overall patient experience and satisfaction.
CO5	Enhance problem-solving and decision-making skills relevant to the challenges faced in managing support and utility services within a hospital.

Sl. No.	Course Content	Mapped Module	Hours allotted
CO1	<ul style="list-style-type: none">Support and utility services:Concept & Meaning & importanceDifference between support and utility services	M1	8
CO2	Support services: Functions, Physical facilities, Staffing and Managerial issues of the following departments: Radiology Diagnostic and therapeutic department CSSD Nuclear Medicine Nursing Services Blood Bank: Blood donation, labelling, transfusion reactions, legal aspects and accreditation. Diet Services Transportation & Ambulance Services: History, Administrative aspects, Basic Life Support (BLS) and Advanced Life support (ALS).	M2	13



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CO3	Utility services: Functions, Physical facilities, Staffing and Managerial issues of the following departments: Hospital Linen and Laundry Housekeeping services Mortuary Maintenance & store management	M3	12
CO4	Hospital Infection control: Basic concept of HAI Causes Mode of transmission Functions of Infection control committee	M4	5
CO5	Hospital Information System and Computer Application	M5	2

Suggested Readings:

1. Hospital facilities planning & management, GD Kunders- TMH
2. Principles of hospital administration & planning, BM Shakharkar- JAYPEE
3. Hospital administration, DC Joshi & Mamta Joshi- JAYPEE
4. Essentials for Hospital support services and physical Infrastructure, Madhuri Sharma- JAYPEE
5. JAYPEE
6. The hospital administrator, MA Georg- -JAYPEE
7. Hospitals and Nursing homes planning, organizations and management, Syed Amin
8. Tabish- JAYPEE
9. Hospital Administration , CM Francis & Mario C desouza- JAYPEE



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Semester	4
Paper Code	BBA(HM) 402
Paper Name	Hospital Inventory & purchase management
Credit	4
Total Contact Hours	40
Contact Hours/Week	3L+1T

	Course Outcomes
CO1	This course equips students with foundational knowledge in Hospital Inventory management.
CO2	Through this course, students will gain the ability to harmonize practice with theoretical knowledge in Inventory, purchase and stores management
CO3	The course will facilitate active learning and the acquisition of knowledge regarding emerging trends in inventory control and management
CO4	The course is designed to furnish students with decision-making skills relevant to purchase management.
CO5	Upon completing this course, students will be equipped to detect and assess hospital planning challenges and possibilities in practical settings.

Sl. No.	Course content	Mapped modules	Hour allotted
CO1	1. Integrated Materials Management: Need, scope, advantage, concept; Materials Requirement Planning (MRP I) - definition, concept and process of MRP1, product tree; concept of Manufacturing resource planning (MRP2); make or buy decision;	M1	6
CO2	2. Purchasing Management: Definition, Objective, Purchase system, policy and procedure (Purchasing Cycle), Types of Purchasing/Buying, JIT Purchasing, different 'R's of Purchasing.	M2	8
CO3	3. Stores Management: Definition, Objective, location & layout of general stores and different Hospital Stores, standardization, Codification, store system and procedures Codification, stock verification; disposal of surplus and scrap management – definition of disposal, obsolete and scrap, biomedical waste, types of biomedical waste, objective of disposal management, Collection, segregation, storage and transportation of biomedical waste of Hospital.	M3	10
CO4	Inventory Control: Definition and concept of Inventory, types of inventory, Inventory Control - definition, objectives of inventory control, and types of inventory cost. Economic Ordering Quantity; inventory systems. Economic order quantity - types of inventory control systems, basic formula of EOQ, calculation of EOQ, Annual Total Cost, Buffer stock, ROL etc. under simplex method. Selective Control of Materials – ABC, HML, XYZ, VED, FSN, GOLF, SDE, S-OS ANALYSIS	M4	12
CO5	5. Strategies for hospital equipment planning and selection, Hospital equipment utilization and distribution management.	M5	4

Suggested Readings:

1. Production and Operations Management ,L.C Jhamp—Everest
2. Production and Materials Management, K. Sridhara Bhatt—Himalaya
3. Hospital Stores Management: an Integral Approach, Shakti Gupta—JAYPEE
4. Handbook of Healthcare Quality and Patient Safety, Girdhar J Gyani, JAYPEE



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Semester	4
Paper Code	BBA(HM) 403
Paper Name	Medical Ethics, Law And Etiquette
Credit	3
Total Contact Hours	30
Contact Hours/Week	2L+1T

	Course Outcomes
CO1	Understanding the concept Of Medical Profession.
CO2	Understanding Essential elements of Contract.
CO3	Understanding Legal Aspects of the Various Act.
CO4	Understanding the theory of Euthanasia and its legality in India.

Sl. No.	Course content	Mapped Module	Hours allotted
CO1	Concept of medical profession Definition of hospital, ethics, law and ethics difference, Hippocratic Oath, Geneva Declaration, managing violence at the workplace, ethical principles of Autonomy, Justice, Beneficence, Non Malfesance, Fidelity and Confidentiality.	M1	8
CO2	Essential elements of contract Offer, acceptance, legality, free consent, enforceability, competency, not void contract. HIPAA Law application in hospitals, patient security and violation, doctor-patient relationship and medical malpractice	M2	7
CO3	Learning about legal aspects of Organ Transplant, 1994, Medical Termination Act, 1971, Pre-natal and Diagnostic Technique Act, 1994, Drugs and cosmetics act, 1940 and Indian Medical Degree Act, 1956	M3	8
CO4	Euthanasia- definition, types, legality in India, comparative study with assisted suicide, Types of medical consent, basic aspects of consent.	M4	7



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List of Books

1. Medical Ethics and Law- A Curriculum for 21st Century. 13th Edition
2. Author-Wilkinson, Jonathan and Julian
3. Textbook of Medical Ethics by Enrich H. Loewy
4. Medical Law and Ethics In India. Author- Sandeepa Bhat



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Semester	4
Paper Code	MIM401
Paper Name	HUMAN RESOURCE MANAGEMENT
Credit	3
Total Contact Hours	30
Contact Hours/Week	2L+1T

	Course Outcomes
CO1	Summarize the overview of human resource Management.
CO2	Relate the objectives of Human Resource Planning its objectives
CO3	Discover the concept of HRD its different objectives etc.
CO4	Elaborate the emerging areas of International Human Resource Management
CO5	Students will apply the theoretical approach in practical field.

Sl. No.	Course content	Mapped modules	Hour allotted
CO1	Human Resource Management - Overview Introduction of the paper, Definition of Human Resource, Definition & Concept of Personnel Management, Comparison between Personnel Management & HR. Nature, Objectives, Scope & Coverage & Nature of HRM, Importance of Human Resource Management. Historical Perspective & Evolution of Human Resource Management in India. Development of HR Functions, Structure & Function of HR Manager, Role of Line Managers in Managing Human Resources. Difference Between Line Function and Staff Function. Changing Function of Human Resource Management with Examples.	M1	7
CO2	Human Resource Planning Meaning, Objectives, Importance of Human Resource Planning, Need for HR Planning, Assessment of Available HR in the Organization, Work Load Analysis, Demand Analysis of Future Requirement of HR, HR Policy	M2	4
CO3	Job Analysis: Concept, Uses, Job Description & Job Specification, Methods of collecting Job Analysis Data & Job Evaluation.	M3	5
CO4	Talent Acquisition and Training: Recruitment: Definition, Sources of Selection, Process of Selection, Difference Between Recruitment and Selection. Training: Definition, Difference between Training, Development and Education, Different Methods of Training & Training needs assessment – KIRK-PATRICK, CIPO, CIRO, Training calendar	M4	5



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CO5	HRD: Definition, objective, process of HRD, Assessment of HRD Needs, HRD Methods	M5	5
CO6	Introduction to Performance Appraisal: Purpose, Methods, Appraisal instruments, 360-degree Appraisal, HR Score Card, Errors in appraisal, Potential Appraisal, Appraisal Interview. Compensation Management	M6	4

Suggested Readings:

1. Dessler , G : Human Resource Management, Pearson.
2. Rao, V.S.P: Human Resource Management: Text and Cases, Excel Books.
3. D. K. Bhattacharya: Human Resource Management, Excel Books.
4. M. Saiyadain : Personnel Management, Tata McGraw Hill.
5. Raman Preet : Future of Human Resource Management: Case Studies with Strategic Approach, Willey.
6. K. Aswathappa : Human Resource Management: Text & Cases, 8th Edition , Tata Mc GrawHill



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Semester	4
Paper Code	MIM402
Paper Name	SALES AND DISTRIBUTION MANAGEMENT
Credit	3
Total Contact Hours	30
Contact Hours/Week	2L+1T

	Course Outcomes
CO1	Summarize the overview of Sales and Distribution Management
CO2	Relate the objectives of Sales and Distribution Management its relation with Personal Selling.
CO3	Discover the concept and art of Planning and Organizing Sales Force Efforts.
CO4	Students can explain Sales Force Management, Recruitment and Selection and Training and Development
CO5	Students can have the idea of Directing the Sales Force and Controlling of same.
CO6	Students can have the idea introduction, objective, advantages and types of marketing channel
CO7	Elaborate the Channel design decision and Channel Management Design.
CO8	Students will apply the theoretical approach in practical field.

Sl. No.	Course Content	Mapped modules	Hour allotted
CO1	Introduction to Sales Management: Evolution of sales department, Nature & scope of personal selling & sales management, Roles and functions of a sales manager.	M1	2
CO2	Personal Selling: Types of selling situations, Buyer-seller dyad, Theories of selling, Personal selling process (pre-approach, approach, presentation, handling objections, closing a sale, follow-up), Salesmanship – characteristics of good sales person.	M2	6
CO3	Planning and Organizing Sales Force Efforts: Strategic planning and sales organization, Sales department relations, Distribution network relations, Sales forecasting, Sales budget, Sales objectives, Sales territories and quotas.	M3	6



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CO4	Sales Force Management: Different personnel functions of a sales manager, Quantitative and qualitative requirements of sales force planning – determination of sales force size, job analysis for type of salespeople required. Recruitment and Selection: Sources of recruitment, Selection process, Methods of selection. Training and Development: Need and purpose of training, Types of training, Designing a training programme – ACME Model.	M4	9
CO5	Directing the Sales Force: Supervision, Territory management, Determination of quota/target, Determination of compensation of sales force, Leading and Motivating. Controlling: Analysis of sales, Costs and Profitability, Evaluation of sales force performance.	M5	6
CO6	Marketing Channels: Structure, Functions and advantages, Types of channel intermediaries – wholesalers, distributors, stockists, sales agents, brokers, franchisers, C&F agents, and retailers.	M6	4
CO7	Channel Design and Management: Channel objectives & constraints, Identification, evaluation and selection of channel alternatives, Channel management and control – recruiting and selecting channel members, motivating, evaluating channel arrangements	M7	4
CO8	Physical Distribution & Logistics: Goals, function, processing, warehousing, inventory & Transportation.	M8	3

Suggested Readings:

1. Principles of Marketing (19th Edition) by Philip Kotler
2. Gary Armstrong and Sridhar Balasubramanian



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Semester	4
Paper Code	AEC401
Paper Name	Society Culture and Human Behaviour
Credit	2
Total Contact Hours	30
Contact Hours/Week	2L

Sl. No.	Course Objective
1	To explore the relationship between society, culture and human behaviour
2	To analyse the impact of social norms, values and beliefs on individual and collective behaviour
3	To examine the cultural diversity and its influence on social interactions and perceptions

Course Code:	BBA(HM) AECC401	
Course:	Society Culture and Human Behaviour	Credits:2.0
Contents		
Chapter	Name of the topic	Hours
Unit-I	Demographic Profile: Characteristics of Indian Population, Population Growth, Age, Sex, Religion, Language, Occupations, National Policy on Population	6
Unit-II	Indian Society and Culture: Society and its types, Culture – Features, Characteristics and Diversity, Differences with Western Culture	6
Unit-III	Social Stratification: Caste System, Class System, Communities, Ethnic Groups, Weaker Section and Minorities, Constitutional Provisions for Scheduled Castes, Scheduled Tribes and other Backward Classes	6
Unit-IV	Socio-Economic Problems: Poverty, Illiteracy, Unemployment, Housing, Child Labour, Migration, Occupational Diseases, Insurgency, Terrorism, Crime, Project Affected People, Social Destitute, Beggary, Aged Population, Juvenile Delinquency, Problems in Family Life	6
Unit-V	Introduction to Human Behaviour: Overview of human behaviour, Importance of studying human behaviour, Determinants of human behaviour	6
	Total	30



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List of Books

Name of Author	Title of the Book	Name of the Publisher
Andre Beteille	Society and Politics in India	OUP
Dipankar Gupta	Social Stratification	OUP
Ram Ahuja	Social Problems in India	Rawat Publications
M.N. Srinivas	Social Structure and Caste and Other Essays	OUP
A.N. Tripathi	Human Values	New Age International
NCERT	Text Book on Indian Society	NCERT



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Semester - 5



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Semester	5
Paper Code	BBA(HM) 501
Paper Name	Support Utility Services-II
Credit	5
Total Contact Hours	40
Contact Hours/Week	4L+1T

Sl. No.	Course Objective
1	This course enables students to gain preliminary knowledge about the ability to optimize and digitize all the processes within the hospitals.
2	Demonstrate the different departments that are there in the hospital there work flow structure etc.
3	Envisage knowing how the organizational hierarchy is important to properly manage the departments using the administrative point of view.
4	Would enable the students to have a vivid knowledge about the disaster management system.

Sl. No.	Course Content	Mapped modules	Hour allotted
1	Module 1: Clinical Services: Functions, location, workflow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments – Ward management, Intensive care unit, Nursing Services	M1	10
2	Module 2: Support Services: Functions, location, workflow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments – Blood Bank, Pharmacy, Physical medicine and rehabilitation	M2	10
3	Module 3: Utility Services: Functions, location, workflow, physical facilities, design & space requirement, staffing, equipment, managerial issues of the following departments – Transport service, Maintenance management, Mortuary	M3	10
4	Module 4: Disaster Management: Types, Disaster Preparedness Plan, Disaster cycle, Triage Fire Hazards and Fire Manual Guideline – Elements of Fire, Fire Hazard, Cause of Hospital Fire, Fire points and Escape route	M4	10

Books:

1. Support and Utility Services – Ankita Basak – Taurean Publications.
2. Hospital Administration – D.C Joshi and Mamta Joshi – Jaypee Brothers



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Semester	5
Paper Code	BBA(HM) 502
Paper Name	Epidemiological Transition in Healthcare
Credit	5
Total Contact Hours	40
Contact Hours/Week	4L+1T

CO No.	Course Outcome
CO1	Understand the fundamental concepts and principles of epidemiology, including health indicators, determinants of health, and global health goals such as the SDGs.
CO2	Analyze the causation and progression of diseases using models like the epidemiological triad, natural history of disease, and intervention strategies for disease elimination and eradication.
CO3	Apply epidemiological methods and measurements to investigate outbreaks, understand disease transmission dynamics, and assess preventive strategies such as immunization.
CO4	Differentiate the epidemiological patterns, risk factors, and preventive strategies related to major communicable and non-communicable diseases affecting public health.

Sl. No.	Topic/Module	Hour
1.	Module 1: Concept of Epidemiological transitions in healthcare, Definition of epidemiology, Concept, Principles of epidemiology, Health-dimension, determinants, Wellbeing, Indicators of health, PQI, HDI, QALY, DALY, Positive health, Spectrum of health, Concept of Health gap, Health for All, SDGs	8
2.	Module 2: Concept of disease, Concept of disease causation, Natural History of disease, Iceberg phenomenon of disease, Epidemiological triad, Web of causation, Disease elimination and eradication, Mode of Intervention	8
3.	Module 3: Infectious Disease Epidemiology (Epidemic, Endemic, Pandemic, Sporadic), Basic Measurements of Epidemiology (Mortality, Morbidity), Dynamics of disease transmission, Control Epidemiological Methods: Observational, Analytical, Experimental (Basic knowledge only), Levels of Prevention, Investigation of an Epidemic, Role of Immunization in Preventive Care	8
4.	Module 4: Epidemiology of Communicable diseases: Influenza, Chicken Pox, Mumps, Measles, Rubella, SARS, Tuberculosis, Viral hepatitis, Cholera, Typhoid fever, Dengue, Malaria, Yellow fever, Japanese Encephalitis, Leprosy, STD, AIDS, Tetanus	8



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5.	Module 5: Epidemiology of Non-communicable diseases: Diabetes, Obesity, Stroke, Cancer, Rheumatic heart diseases, Hypertension, Angina, Myocardial infarction, Cardiac failure, Thyroid, PCOS	8
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Books:

1. Epidemiological transition in Healthcare – Dr. Tamasmita Basu – Taurean Publication
2. Park's Textbook of Preventive and Social Medicine – K. Park – Bhanot Publisher



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Semester	5
Paper Code	MIM501
Paper Name	FINANCIAL MANAGEMENT
Credit	3
Total Contact Hours	30
Contact Hours/ Week	2L+1T

CO No.	Course Outcome Description
CO1	This course equips students with foundational knowledge in Financial Management.
CO2	Through this course, students will know the fundamentals of a Financial Plan.
CO3	The course will facilitate active learning and acquiring knowledge regarding emerging Financial Management trends.
CO4	The course is designed to furnish students with decision-making skills relevant to Financial Management.
CO5	Upon completing this course, students will be equipped to find solutions to financial challenges and explore possibilities in practical settings.

Sl. No.	Course content	Mapped Module	Hours allotted
CO1	Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management. Basic Financial Decisions: Investment, Financing and Dividend Decisions. Financial goals: Profit vs. Wealth Maximization; Finance Functions – Investment, Financing and Dividend Decisions – Cost of Capital – Significance of Cost of Capital – Calculation of Cost of Debt, Cost of Preference Capital, Cost of Equity Capital (CAPM Model and Gordon's Model) and Cost of Retained Earnings – Combined Cost of Capital (weighted/Overall).	M1	5
CO2	Analysis and Interpretation of Corporate Final Accounts: Understanding the Parameters of health of Business: Liquidity, Profitability, Solvency and Efficiency through learning computation, analysis and interpretation of various tools of financial analysis. Preparation of Cash Flow Statement as per Accounting Standard and its Analysis.	M2	4
CO3	Capital Budgeting – Nature of Investment Decisions – Investment Evaluation criteria, Net Present Value (NPV), Internal Rate of Return (IRR), Profitability Index (PI), Payback Period, Accounting Rate of Return (ARR), Return (ARR) – NPV and IRR comparison.	M3	2



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CO4	Leverage Analysis: Developing the Concept of Leverage in Finance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage – Measurement of Leverages – Effects of Operating and Financial Leverage on Profit – Analyzing Alternate Financial Plans – Capital Structure Theories – Traditional approach – M.M. Hypotheses – without Taxes and with Taxes – Net Income Approach (NI) – Net Operating Income Approach	M4	4
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BOOKS:

1. Financial Management: Theory and Practice by Prasanna Chandra
2. Financial Management by I. M. Pandey
3. Financial Management: Principles and Applications by S. N. Maheshwari
4. Strategic Financial Management by Ravi M. Kishore
5. Financial Management: Text, Problems and Cases by M. Y. Khan and P. K. Jain



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Semester	5
Paper Code	MIM502
Paper Name	Entrepreneurship
Credit	3
Total Contact Hours	30
Contact Hours/ Week	2L+1T

CO No.	Course Outcome Description
CO1	Students will be able to create a comprehensive and viable business plan, incorporating market research, financial projections, and operational strategies, demonstrating their readiness to launch a new venture.
CO2	Students will demonstrate the ability to identify, evaluate, and select profitable business opportunities, using analytical tools and techniques to assess market needs and potential risks.
CO3	Students will acquire the skills to manage the financial aspects of a startup, including budgeting, fundraising, cash flow management, and financial statement analysis, ensuring the financial sustainability of their venture.
CO4	Students will showcase their ability to apply innovative thinking and problem-solving skills to overcome challenges in the entrepreneurial process, developing unique solutions that add value to their business.
CO5	Students will be able to make informed and ethical business decisions, considering legal implications, social responsibility, and long-term strategic goals in the management of their entrepreneurial ventures.

Sl. No.	Course Content	Mapped Module	Hours allotted
CO1	Introduction to Entrepreneurship: Meaning and concept of entrepreneurship, The history of entrepreneurship development, Factors influencing entrepreneurship, Theories of Entrepreneurship, Role and Importance of Entrepreneurship in Economic Growth, New generations of entrepreneurship viz. social entrepreneurship, Health entrepreneurship, Tourism entrepreneurship, Women entrepreneurship etc., Creativity and entrepreneurship, Steps in Creativity, Barriers to entrepreneurship	M1	7
CO2	Introduction to Entrepreneur: Meaning and concept of entrepreneur, Types of entrepreneur, Characteristics of Entrepreneurs, Functions of entrepreneur	M2	4
CO3	Entrepreneurial Motivation: Entrepreneurial Motivation, Need for Achievement Theory, Maslow's theory, Herzberg's theory, McGregor's Theory, Risk-taking Behavior, Innovation and Entrepreneur	M3	7



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CO4	Project Management: Ideas – Sources, processing; Input Requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation	M4	7
CO5	Organisation Assistance: Assistance to an entrepreneur, New Ventures Industrial Park (Meaning, features & examples), Special Economic Zone (Meaning, features & examples), Financial assistance by different agencies – MSME, The Small Industries Development Bank of India (SIDBI), The State Small Industries Development Corporation (SSIDC)	M5	5

Books:
Entrepreneurship–Anindita Sarkar– Taurean Publications
EntrepreneurshipDevelopmentandProjectManagement–Dr.DilipM.Sarwate–Everest Publishing House



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Semester - 6



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Semester	6
Paper Code	BBA(HM) 601
Paper Name	Quality in healthcare
Credit	5
Total Contact Hours	40
Contact Hours/Week	4L+1T

CO No.	Course Outcome Description
CO1	This course equips students with foundational knowledge in Quality Management in the Hospital and Healthcare sector.
CO2	Through this course, students will gain the ability to harmonize practice with theoretical knowledge in quality management.
CO3	The course will facilitate active learning and the acquisition of knowledge regarding emerging trends in Quality Management and Total Quality Management (TQM).
CO4	The course is designed to furnish students with decision-making skills relevant to quality in the healthcare sector.
CO5	Upon completing this course, students will be equipped to detect and assess quality challenges and opportunities in practical settings.

Sl. No.	Course Content	Mapped Module	Hours allotted
CO1	Evolution of Quality and Quality Management	M1	2
CO2	Fundamentals of Quality Management: Introduction – Objectives – Concept of Quality Care and Quality Management, Dimensions of quality in health care. Contribution of quality gurus: Joseph M. Juran, W. Edward Deming, Genichi Taguchi, Armand V. Feignbaum, Kaoru Ishikawa, Philip B. Crosby, Walter Shewhart	M2	6
CO3	Implementing Quality Management System in a Hospital: Improving Hospital Performance – Conceptual model of potential contribution in quality in the health care system – Implementation of quality management system in improving health care system, Quality Circle	M3	4
CO4	Implementing Total Quality Management in an Organization: Introduction – Organizing for quality assessment – Quality Assurance and quality improvement	M4	6
CO5	Ways to Improve Quality of Service in Hospitals: Definition, Tools and techniques of quality improvement: underlying concepts, implementation and measurement of TQM, Role of communication in implementing TQM, Six Sigma, Lean Thinking, Kaizen, 5 S (theoretical knowledge only)	M5	3



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CO6	Relationship between Patient, Doctor and Hospital: Patient Centric Approach, Patient Participation – Quality Health Care through Patient Satisfaction. Some attributes of a Good Patient-Practitioner Relationship – The measurement of Quality	M6	4
CO7	Assessment of Quality Health Care: Some attributes of Quality in Health Care – Procedure for formulating explicit Criteria and standards – Determinants of Quality – Structure, Process, Outcome	M7	3
CO8	Accreditation in Hospital and Health Care Facilities: Improvement of Quality of service through different approaches: Different Approaches to Quality improvement, Quality planning, Quality Implementation and Quality Evaluation, Quality Manual, Benchmarking, QCI (functions, structure) Fundamentals of ISO 9001:2000: Objectives and components, Accreditation – with special emphasis on NABH, NABL Accreditation and JCI (sequential process of getting certified)	M8	10
CO9	Quality and Service Management: Service Management and Gaps	M9	2

Books:

1. "Managing Quality in Healthcare Organization" – Abhijeet Sinha – Taurean Publication.
2. "The Healthcare Quality Book: Vision, Strategy, and Tools" by Maulik Joshi, Elizabeth R. Ransom, David B. Nash, Scott B. Ransom.
3. "Quality Management in Health Care: Principles and Methods" by Donald Lighter and Douglas C. Fair.
4. "Health Care Quality Management: Tools and Applications" by Thomas K. Ross.



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Semester	6
Paper Code	BBA(HM) 602
Paper Name	Public Health & Healthcare Policy
Credit	5
Total Contact Hours	40
Contact Hours/ Week	4L+1T

CO No.	Course Outcome Description
CO1	Students will understand the foundational concepts, evolution, and scope of public and community health, including epidemiological methods, levels of prevention, and the importance of community participation.
CO2	Students will gain insight into global health systems, the role of public healthcare institutions, and the strategies for emergency and disaster preparedness in high-, middle-, and low-income countries.
CO3	Students will acquire knowledge of the Indian healthcare system, including the organization and management of public health delivery at different administrative levels, and the role of digital health and public-private partnerships.
CO4	Students will be able to evaluate national health policies, health education strategies, and major public health programmes, while understanding the contribution of international health organizations and global health initiatives.

Sl. No.	Topic/Module	Hour
1.	Module 1: Introduction – Definition, Significance, Evolution & Development of Public & Community Health, Scope of Public Health. Epidemiological basis for healthcare management, Right to health, Responsibilities of Health, Community Participation. Epidemiological methods, Levels of prevention and Concept of screening	8
2.	Module 2: Globalization and Health, Role of Public Healthcare Institutions in Global Health System, Emergency, Disaster Preparedness and Response activities, Strengthening Healthcare Systems to Improve Health Outcomes: Reference to High, Low and Middle Income Countries	8
3.	Module 3: Introduction to health systems in India, Organization & Management of Public Healthcare Delivery system in India: National, State, District and Block Level. Health Sector Reforms in India: Development Partners in Public health, Public-Private Partnership, M-Health/E-Health	8



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4. Module 4: Health Education and Communication – Principles & Objectives, Levels of Health Education, Educational Methods, Evaluation & Practice of Health Education in India. Health Counseling: Introduction, Theories, Process & Techniques. Health Communication: Basic Concept & Principles of Communication, Definition, Purpose, Types of Communication	8
5. Module 5: Sustainable Development Goals, Healthcare through Five Year Plans and National Health Policies, National Health Policy 1983, NHP 2002, NHP 2017, National Population Policy, Ayushman Bharat Yojana, National Iron Plus Initiative for Anaemia Control, National Vector Borne Disease Control Programme (NVBDCP), Pulse Polio Programme, National Programme for the Health Care for the Elderly (NPHCE), National Programme for Prevention & Management of Burn Injuries (NPPMBI), National Oral Health Programme, International organizations – WHO, UNICEF, World Health Assembly (WHA), Global Health Initiatives	8

Suggested Readings:

- Health Education and Health Communication, Anindita Sarkar, Taurean Publishers
- Public Health and Healthcare Policy – Dr. Madhurima Kundu – Taurean Publications
- Community Medicine, A.H. Suryakantha – JAYPEE
- Preventive and Social Medicine, K. Park
- The Hospital Administrator, M.A. George – JAYPEE
- Management of Hospitals — Goel & Kumar – Deep & D



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Semester	6
Paper Code	BBA(HM) 603
Paper Name	Occupational health and hazards
Credit	4
Total Contact Hours	40
Contact Hours/Week	3L+1T

CO No.	Course Outcome Description
CO1	Enhance Workplace Safety: Develop strategies to identify, assess, and mitigate workplace hazards, ensuring a safer working environment for all employees.
CO2	Promote Health and Well-being: Implement programs and practices that support the physical and mental health of workers, reducing the risk of occupational diseases and injuries.
CO3	Ensure Regulatory Compliance: Ensure adherence to occupational health and safety regulations, maintaining legal and ethical standards within the workplace.
CO4	Foster a Safety Culture: Cultivate a workplace culture that prioritizes health and safety, encouraging proactive risk management and continuous improvement in safety practices.

Sl. No.	Course Content	Mapped Module	Hours allotted
CO1	Introduction and Scope WHO/ILO Definition of Occupational Health, Fundamentals of Occupational Health and Environmental Safety Management Typical Occupational Illnesses: Common occupational illness, Workplace Health Management Services, Pre-Employment and Routine Medical Examination and Maintenance of Health Records	M1	10



CO2	Environment Hazards and Control System: Occupational Health and Environment Safety Management System, ILO and EPA Standards Industrial Hygiene: Definition of Industrial Hygiene, Control Methods, Waste Disposal, Control Measures Chemical Hazard: Introduction to chemical hazards, dangerous properties of chemical, dust, gases, fumes, mist, smoke and aerosols. Route of entry to human system, recognition, evaluation and control of basic hazards Environmental Hazards: Introduction to Air pollution. Its impact on health, Water pollution and its impact on health, Soil and land pollution its impact on health. Control procedures	M2	10
CO3	Occupational Health and Environmental Safety Education: Occupational Health Hazards: Hazards related to healthcare institutions. Recommended safety measures, Fire hazards and safety measures Disaster Management, Pre-disaster and Post-disaster preparation, Triage Ergonomics – Introduction, Definition, Objectives, Advantages. Ergonomics Hazards	M3	10
CO4	Safety Standards: Performance measurements to determine effectiveness of PSM, Importance of Industrial Safety, Role of Safety Department, Safety Committee and Function, Role and Responsibilities of Safety Officer	M4	10

Suggested Reading:

1. Occupational Health and Hazards- Anindita Sarkar – Taurean Publications
2. Handbook of Occupational Safety and Health, S. Z. Mansdorf, John Wiley & Sons, Inc.
3. Fundamentals of Occupational Safety and Health by Mark A. Friend and James P. Kohn
4. Occupational Safety and Health in the Emergency Services includes Navigate Advantage Access by James S. Angle



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Semester	6
Paper Code	BBA(HM) 604
Paper Name	RESEARCH METHODOLOGY IN HEALTHCARE SYSTEM
Credit	5
Total Contact Hours	40
Contact Hours/Week	4L+1T

CO No.	Course Outcome (CO)
CO1	Understand the fundamental concepts of research, including types, characteristics, research problems, hypotheses, and the importance of literature review.
CO2	Differentiate between various types of research and research designs, and evaluate their application in real-world research problems.
CO3	Apply appropriate sampling methods and data collection techniques, and represent data using relevant statistical and graphical tools.
CO4	Use statistical tools to analyze research data, interpret results using measures of central tendency and dispersion.
CO5	Prepare structured research reports, journal articles, theses, and dissertations using appropriate referencing and formatting guidelines.
CO6	Demonstrate understanding of research ethics, including plagiarism, copyright issues, and responsibilities of a good researcher.

Sl. No.	Course Content	Mapped Module	Hours allotted
CO1	Introduction to Research: The concept of research, characteristics of good research, Application of Research, Meaning and sources of Research problem, characteristics of good Research problem, Research process, outcomes, application of Research, Meaning and types of Research hypothesis, Importance of Review of Literature, Organizing the Review of Literature.	M1	6
CO2	Types of Research: Types of research, pure (basic, fundamental) and applied research, qualitative and quantitative Research Design: Meaning, need, types of research design – Exploratory, Descriptive, Causal research Design, Components of research design, and Features of good Research design. Experiments, surveys and case study Research design	M2	10



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CO3	Sampling, Data Collection and Analysis: Types and sources of data – Primary and secondary, Methods of collecting data, Concept of sampling and sampling methods – sampling frame, sample, characteristics of good sample, simple random sampling, purposive sampling, convenience sampling, snowball sampling, classification and tabulation of data, graphical representation of data, graphs and charts – Histograms, frequency polygon and frequency curves, bell shaped curve and its properties	M3	8
CO4	Statistical Methods for Data Analysis: Applications of Statistics in Research, measures of central tendency and dispersion	M4	6
CO5	Research Report: Research report and its structure, journal articles – Components of journal article. Explanation of various components. Structure of an abstract and keywords. Thesis and dissertations, components of thesis and dissertations. Referencing styles and bibliography	M5	6
CO6	Ethics in Research: Plagiarism – Definition, different forms, consequences, unintentional plagiarism, copyright infringement, collaborative work. Qualities of good Researcher	M6	4

RECOMMENDED BOOKS:

1. Research Methodology in Healthcare System – Anis Chattopadhyay – Taurean Publications
2. Research Methodology – C.R. Kothari – New Age International Publishers



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Semester	6
Paper Code	MIM601
Paper Name	Customer Relationship Management
Credit	3
Total Contact Hours	30
Contact Hours/Week	2L+1T

CO No.	Course Outcome Description
CO1	To be aware of the nuances of customer relationship.
CO2	To analyse the CRM link with other aspects of marketing.
CO3	To impart the basic knowledge of the role of CRM in increasing the sales of the company.
CO4	To make the students aware of the different CRM models in the service industry.
CO5	To make the students aware and analyse the different issues in CRM.

Sl. No.	Course Content	Mapped Module	Hours allotted
CO1	Evolution of Customer Relationship Management: CRM – Definition, Emergence of CRM Practice, Factors responsible for CRM growth, CRM process, framework of CRM, Benefits of CRM, Types of CRM, Scope of CRM, Customer Profitability, Features, Trends in CRM, CRM and Cost-Benefit Analysis, CRM and Relationship Marketing	M1	6
CO2	CRM Concepts: Customer Value, Customer Expectation, Customer Satisfaction, Customer Centricity, Customer Acquisition, Customer Retention, Customer Loyalty, Customer Lifetime Value, Customer Experience Management, Customer Profitability, Enterprise Marketing Management, Customer Satisfaction Measurements, Web-based Customer Support	M2	8
CO3	Planning for CRM: Steps in Planning – Building Customer Centricity, Setting CRM Objectives, Defining Data Requirements, Planning Desired Outputs, Relevant issues while planning the Outputs, Elements of CRM plan, CRM Strategy: The Strategy Development Process, Customer Strategy Grid	M3	6
CO4	CRM and Marketing Strategy: CRM Marketing Initiatives, Sales Force Automation, Campaign Management, Call Centres. Practice of CRM: CRM in Consumer Markets, CRM in Services Sector, CRM in Mass Markets, CRM in Manufacturing Sector	M4	5



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CO5	Implementation of CRM: Issues and Problems in implementing CRM, Information Technology tools in CRM, Challenges of CRM Implementation, CRM Implementation Roadmap, Road Map (RM) Performance: Measuring CRM performance, CRM Metrics	M5	5
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Reference Books:

1. Customer Relationship Management: Anis Chattopadhyay – Taurean Publications
2. Jagdish N. Sheth, Atul Parvatiyar & G. Shainesh, Customer Relationship Management, Emerging Concepts, Tools and Application, 2010, TMH
3. Dilip Soman & Sara N. Marandi, Managing Customer Value, 1st edition, 2014, Cambridge
4. Alok Kumar Rai, Customer Relationship Management: Concepts and Cases, 2008, PHI



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Semester - 7



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Semester	7
Paper Code	BBA(HM) 701
Paper Name	Healthcare Management Information System
Credit	5
Total Contact Hours	40
Contact Hours/Week	4L+1T

CO No.	Course Outcome Description
CO1	This course equips students with foundational knowledge in Information Systems in the Hospital and Healthcare sector.
CO2	Through this course, students will gain the ability to harmonize practice with theoretical knowledge in HMIS.
CO3	The course will facilitate active learning and the acquisition of knowledge regarding emerging trends in Management Information Systems in the Hospital and Healthcare sector.
CO4	The course is designed to furnish students with decision-making skills by using MIS.
CO5	Upon completing this course, students will be equipped to detect and assess decision-making and Decision Support Systems.
CO6	Students will gain detailed knowledge about HMIS.
CO7	Students will understand the basic management cycles in a hospital setting.
CO8	Students will learn about System Design and Development in HMIS, including the System Development Life Cycle (SDLC).
CO9	Students can understand the components of a Hospital Management Information System.
CO10	Students can gather knowledge about the implementation and management of HMIS.

Sl. No.	Course content	Mapped Module	Hours allotted
CO1	1. Basic Introduction to MIS <ul style="list-style-type: none">• Concepts of Data and Information• Difference between Data and Information• Evaluation and meaning of MIS• Definition, dimensions (quality, value, age and cost) and importance• Formal and Informal Information	M1	2



CO2	2. Information System for Competitive Advantage <ul style="list-style-type: none">• Concepts of management and organization theory• Levels of management• Hierarchy of management activity• Different types of decisions• Structured and unstructured decisions	M2	4
CO3	3. Systems Approach to Problem Solving <ul style="list-style-type: none">• Concepts of System• Types of Systems• Closed and Open System• Human-Machine Systems	M3	4
CO4	4. Evolution and Development of MIS <ul style="list-style-type: none">• Electronic Data Processing (EDP)• Accounting Information System (AIS)• Transaction Processing System (TPS)• Management Information System (MIS)• Decision Support System (DSS)• Executive Information System (EIS)	M4	4
CO5	5. Decision Making & Decision Support System Individual and Organizational Decision Making Models <ul style="list-style-type: none">• Group Decision Support Systems• Characteristics of GDSS• Types of Group Decision Support Systems• Decision Making Models Decision Support System <ul style="list-style-type: none">• Definition & Relationship with MIS• Management Information Systems• Characteristics of an MIS• Difference between MIS and DSS Characteristics, Classification, Objectives & Components of DSS <ul style="list-style-type: none">• Characteristics of DSSs• Classification• Objectives• Components of a DSS System	M5	8



CO6	6. Introduction to Hospital Management Information Systems <ul style="list-style-type: none">• Definition and Purpose of HMIS• Scope of HMIS• Importance of Information Systems in Healthcare• Evolution of HMIS	M6	2
CO7	7. Basic Management Cycles in Hospitals <ul style="list-style-type: none">• Categories of information system in hospitals• Sources of health information• Uses of health and hospital data• Managing information system• Need of information in hospital	M7	4
CO8	8. System Design and Development in HMIS (SDLC) <ul style="list-style-type: none">• System Development Life Cycle (SDLC) for HMIS• System Analysis and Design in Healthcare• Advantages of Hospital Information Systems	M8	4
CO9	9. Components of Hospital Management Information System <ul style="list-style-type: none">• Patient Management System• Laboratory Information System (LIS)• Radiology Information System (RIS)• Pharmacy Information System (PIS)• Billing and Financial Information Systems• Human Resource and Payroll Systems• Supply Chain Management in Healthcare	M9	4
CO10	10. Implementation and Management of HMIS <ul style="list-style-type: none">• HMIS Implementation Process• Change Management in Hospitals• User Training and Support	M10	4

Books:

1. Basics of Healthcare Analytics – Biswarup Dey – Taurean Publications
2. Management Information Systems, O'Brien – TMH
3. Management Information Systems, Arora & Bhatia – EXCEL BOOKS
4. Management Information Systems, M.M. Oka – EPH



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Semester	7
Paper Code	BBA(HM) 702
Paper Name	Health Insurance
Credit	5
Total Contact Hours	40
Contact Hours/Week	4L+1T

CO NO.	Course Outcome
CO1	Master Health Insurance Fundamentals: Gain a deep understanding of the core principles, types, and operations of health insurance plans.
CO2	Evaluate Insurance Plans: Develop the ability to critically assess and compare various health insurance products for different demographic and healthcare needs.
CO3	Understand Regulatory Compliance: Learn to navigate and apply the regulatory requirements governing health insurance to ensure compliance and protect consumer rights.
CO4	Enhance Financial Security: Understand the importance of health insurance in safeguarding individuals and families from financial hardships related to healthcare expenses.

Sl. No.	Course Content	Mapped Module	Hours allotted
CO1	Introduction and Scope Introduction to Insurance: Define health insurance, Importance of health insurance, Types of Health insurance, History and Evolution of Insurance in India, Principles of insurance, Insurance documentation, Difference between insurance and assurance, Difference between life insurance and health insurance, Difference between insurance and reinsurance	M1	10
CO2	Concept of Risk and Managed Care: <ul style="list-style-type: none"> • Concept of Asset, Risk & Pooling • Insurance for the Patient, Premium and factors influencing premium for various policies, Concept of co-payment Managed Care: The Key “Ingredients” of Managed Care, Health insurance products, Professional Indemnity Schemes for doctors, Medical Care system & Health	M2	10
CO3	Government Models of Health Insurance: <ul style="list-style-type: none"> • Social security Schemes in India – CGHS, ESI • Insurance schemes: RSBY, JSY, Pradhan Mantri Suraksha Bima <i>Curriculum for Undergraduate Degree (BBA) in Hospital Management (w.e.f.AY:2025-26)</i>	M3	5



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	Yojana, Swasthasathi		
CO4	Insurance Regulatory Authority: <ul style="list-style-type: none">• Insurance Regulatory Authority of India (IRDA): Role, Function and Control• Third Party Administration – Function, Importance & Challenges• TPA: Intermediary between provider & Patient, Role of Health Insurance Companies	M4	5

Suggested Reading:

1. Health Insurance: Anindita Sarkar, Nimai Chandra Chaudhuri, Taurean Publication
2. Commercial Laws: N.D. Kapoor
3. Commercial Laws: Sen & Mitra



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Semester	7
Paper Code	MIM701
Paper Name	Consumer Behaviour
Credit	3
Total Contact Hours	30
Contact Hours/Week	2L+1T

CO Number	Course Outcome
CO1	Discuss the rationale for studying consumer behavior.
CO2	Identify and explain factors which influence consumer behavior inclusive of society and culture.
CO3	Demonstrate how knowledge of consumer behavior can be applied to marketing.
CO4	Understand human psychology associated with consumers while purchasing.
CO5	Develop communication skills associated with consumer behaviour and related models.
CO6	Demonstrate the capability to work both independently and in a team environment employing inquiry processes to solve problems related to marketing.

Sl. No.	Course Content	Mappe d Module	Hours allotted
CO1	Introduction to Consumer Behaviour: Evolution of consumer behaviour, understanding consumers and market segments, consumer behaviour and marketing strategy, psychographic dimensions, consumer motivation, perception, personality, information processing, attitude formation and attitude change. Scope and their applications. Information search Process, Evaluative Criteria and Decision Rules, Building Customer Satisfaction. 7 Os of consumer behaviour	M1	5
CO2	Factors Affecting Consumer Behaviour: Factors influencing Consumer Behaviour – External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family; Internal Influences – Needs & Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs & Attitudes.	M2	2
CO3	Social and Cultural Environment: Economic, demographic, cross cultural and socio-cultural influences, Cultural relevance to marketing decisions, Characteristics of culture, Cultural Values, Cultural Changes, Cross cultural understandings, Social stratification, Reference groups and Family influences, Personal influence. Family: Role & Structure, Family Life Cycle, Purchasing decisions, changing role of families. Role of Reference group, Types of Reference group	M3	4

CO4	<p>Consumers' Need, Motivation, Personality, Perception and Learning</p> <p>Motivation: Needs, Goals, Motive arousal</p> <ul style="list-style-type: none"> • Maslow Hierarchy of Needs • Alderfer's ERG Theory • Herzberg Motivation-Hygiene Theory • McClelland's Achievement Theory • McGregor's Theory X and Y • Vroom's Expectancy Theory • Porter's Expectancy Theory • Freud's Theory of Motivation <p>Personality: Meaning and concept of Personality, Determinants of Personality, Theories of Personality – Self-concept theory, Psychoanalytic Theory, Neo-Freudian Theory, Trait Theory, Humanistic Theory, Social-Cognitive Theory. Measurement of Personality, Development of Personality</p> <p>Perception:</p> <ul style="list-style-type: none"> • Definition and Importance: Defining perception, its nature, and its significance in consumer behavior • The Perceptual Process: Exploring the stages of perception, including exposure, attention, organization, interpretation, and retention • Elements of Perception: Examining factors like sensation, threshold, and perceptual biases • Sensory Dynamics: Understanding how different senses (sight, sound, touch, smell, taste) influence consumer perception • Barriers to Accurate Perception: Identifying factors that can distort or limit perception, such as selective attention and perceptual defense <p>Perception and Consumer Decision-Making:</p> <ul style="list-style-type: none"> • Perception of Products and Brands: How consumers perceive products, brands, and their attributes • Perception of Price: How consumers perceive value and make price-related decisions • Perception of Risk: Understanding how consumers perceive risk and how it impacts their purchase decisions • Perception and Advertising: How advertising messages are perceived and their impact on consumer attitudes and behaviours 	M4	10
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	<ul style="list-style-type: none">• Perceptual Mapping: Using perceptual maps to visualize consumer perceptions of different brands and products• Subliminal Perception: Exploring the concept of subliminal messages and their potential influence on consumer behavior• Consumer Imagery: Understanding how consumers form mental images of products and brands <p>Learning: Meaning, Definition, Concept. Relationship with Consumer Behaviour</p> <p>Theories of Learning: Behavioural Learning Theory</p> <ul style="list-style-type: none">• Theory of Classical Conditioning (Stimulus-Response)• Cognitive Associative Learning (Memory/Trial-Error based)• Operant or Instrumental Conditioning (Result/Reinforcement based)• Social Learning Theory <p>Cognitive Theories:</p> <ul style="list-style-type: none">• Social Cognitive Theory• Cognitive Behavioural Theory• Constructivism		
CO5	Consumer Decision Making Process Types of consumer decisions, Consumer Decision Making Process – Problem Recognition, Information Search, Alternative Evaluation, Purchase Selection, Post-purchase Evaluation, Buying pattern in the new digital era. Four views of Consumer decision rules: Economic man, Passive man, Emotional man, Cognitive man. Models of Consumer Decision Making: Nicosia Model	M5	4
CO6	Marketing Communications, Decision Making Models, Consumer Rights Marketing Communication Process, Types of Communication systems – Interpersonal, Impersonal, Persuasive Communication. Consumer Decision Making Models – Black Box Model, Economic Model, Howard Model, Howard-Sheth Model, EKB Model, Webster and Wind Model, and Sheth Industrial Buyer Behavior Model. Consumer Protection Act 1986, Rights of Consumers	M6	5

Readings:

1. Consumer Behaviour – Anis Chattopadhyay – Taurean Publications
2. Consumer Behavior, by Kumar Leon G., Schiffman; Joe, Wisenblit; S. Ramesh – Pearson Education India
3. Consumer Behavior – by Schiffman – Pearson Education India



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Semester	7
Paper Code	MIM702
Paper Name	STRATEGIC MANAGEMENT
Credit	2
Total Contact Hours	30
Contact Hours/Week	2L

CO Number	Course Outcome
CO1	To realize the basics of Business policies
CO2	To recognize the Strategic management
CO3	To illustrate the Strategic Management in business
CO4	To analyse the Strategic Implementation and social responsibility
CO5	To outline the Strategy Evaluation and Control

Sl. No.	Course Content	Mapped Module	Hours allotted
CO1	Strategic Management An Overview of Strategic Management: Understanding Strategy, Scope and importance of strategies, Mission-Vision-Goals-Objectives – defining and explaining strategy, Levels at which strategy operates, Strategic decision making, The process of strategic management	M1	6
CO2	Strategy Formulation: Environmental Scanning, SWOT Analysis, Internal and External environmental analysis, Competition Analysis: Porter's Five Forces Theory, Generic strategies, Competitive Advantage, Value chain analysis, McKinsey's 7S framework, Balance Scorecard, BCG matrix, PESTLE Analysis	M2	8
CO3	Strategy Implementation: Organisational Structure – Analyzing, managing strategic change, Issues in strategy implementation. Behavioural Issues – Leadership, Corporate culture, Social responsibilities and Ethics	M3	6



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CO4	Strategy Evaluation and Control Designing Strategic Control System: Functional Issues – Operational/Production, Marketing, Financial and Human Resource Management and Environmental factors; Information for strategic control; Techniques of Strategic Evaluation and Control; Implementing strategic control	M4	5
CO5	Business Policies: Introduction, Overview of Business Policies, Importance of Business Policies, Definition of Business Policy, Procedure, Process and Types of Policies, Factors Considered before framing Policies, Steps involved in framing Business Policies	M5	5

Reference Books:

1. Strategic Management – Anis Chattopadhyay – Taurean Publications
2. P. Subba Rao, Business Policy and Strategic Management, Himalaya Publishing House
3. Azhar Kazmi, Business Policy and Strategic Management, 2e, Tata McGraw-Hill Publishing Company Limited, 2016



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Semester	7
Paper Code	BBA(HM) MIM602
Paper Name	Managing Workplace Diversity
Credit	3
Total Contact Hours	30
Contact Hours/Week	2L+1T

CO No.	Course Outcome Description
CO1	Understand the principles and process of diversity management to foster a positive and inclusive work environment where individual similarities and differences are valued.
CO2	Analyze the impact of organizational culture and human resource management practices on diversity openness and the integration of diverse employees.
CO3	Evaluate the role of institutional environments and organizational contexts in responding to diversity-related pressures, expectations, and incentives.
CO4	Assess the effects of diversity management practices on organizational outcomes such as employee performance, satisfaction, and overall workplace effectiveness.

Sl. No.	Course Content	Mapped Module	Hours allotted
CO1	<ul style="list-style-type: none">• Introduction• Diversity in Relation to Culture and Performance• Diversity: Affirmative Action and Creativity• Classification, Advantages and Disadvantages	M1	7



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CO2	<ul style="list-style-type: none">• New Perspectives and Strategies in Managing Diversity• Approaches to Work Motivation• Theories of Motivation• Major Findings and Discussion• Interpersonal Relationships• Human Rights• Challenges	M2	7
CO3	<ul style="list-style-type: none">• Personality – meaning of Personality, determinant of Personality, theory of personality, Measurement of personality, development of personality• Classification, Advantages and Disadvantages• Human Difference, Social Justice and Inclusion Issues• Religious Diversity• Mental & Physical Ability	M3	10
CO4	<ul style="list-style-type: none">• Strategies Adopted to Enhance Workplace Diversity• Differences Across Gender and Their Perception About Strategy to Increase Inclusiveness• Theoretical Underpinnings and Literature Review on Workforce Diversity and Inclusion: Social Categorization Theory, Social Identity Theory, Strategic Choice Theory, Optimal Distinctiveness Theory	M4	6

Readings:

1. Arpita Saha, (2007) "Nurturing Cultural Diversities: A Leadership Challenge," HRM Review
2. Asmita Jha, (2009) "Need for Cross-Cultural Management," HRM Review, ICFAI University Press
3. Ashok Chanda, (Dec 2006) "Driving Diversity Management in India: HR's Alienation," HRD News Letter Issue
4. Patricia A. Kreitz, (29 Jan 2008) "Best Practices for Managing Organizational Diversity," The Journal of Academic Librarianship, Volume 34, Number 2, pages 101–120
5. Harold Andrew Patrick and Vincent Raj Kumar, Journal



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Semester - 8



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Semester	8
Paper Code	BBA(HM) 801
Paper Name	Applications of AI in Healthcare
Credit	4
Total Contact Hours	40
Contact Hours/Week	3L+1T

CO No.	Course Outcome (CO)
CO1	Understand the basic concepts and applications of Artificial Intelligence in the healthcare sector.
CO2	Explain how AI is used in diagnosis, medical imaging, and predictive healthcare.
CO3	Analyze the role of AI in patient care, remote monitoring, and personalized treatment.
CO4	Evaluate how AI is applied in hospital management, drug discovery, and address ethical and legal issues.
CO5	Explore advanced AI techniques in healthcare and assess future trends.

SL.	COURSE CONTENT	Mapped Module	Hours Allotted
CO1	<ul style="list-style-type: none">• Introduction to AI in healthcare• How AI helps in hospitals• Common tools and technologies used• Real-life examples of AI in medicine	M1	7



CO2	<ul style="list-style-type: none">• How AI helps doctors in finding diseases• Use of AI in X-rays, scans, and reports• AI in predicting health problems• Easy case studies to understand applications	M2	7
CO3	<ul style="list-style-type: none">• Use of AI for patient monitoring (e.g., fitness bands, health apps)• AI chatbots and voice assistants for health advice• AI in personalizing treatment for each patient• Challenges and limitations of AI	M3	10
CO4	<ul style="list-style-type: none">• AI in hospital management and operations• AI in making new medicines• Rules and laws for using AI in healthcare• Problems like privacy and data safety	M4	6
CO5	<ul style="list-style-type: none">• Smart systems used in reading health reports and images• Using large amounts of patient data to make better decisions• Future tools like robots, AI chatbots, and smart assistants in hospitals	M5	10

Suggestive Reading:

1. Artificial Intelligence in Healthcare – Dr. Parag Suresh Mahajan, Jaypee Brothers Medical Publishers



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Semester	8
Paper Code	BBA(HM) 802
Paper Name	HEALTH ECONOMICS
Credit	4
Total Contact Hours	40
Contact Hours/Week	3L+1T

CO Number	Course Outcome
CO1	Understand Economic Principles in Healthcare: Develop a solid foundation in the economic theories and principles that apply specifically to the healthcare sector.
CO2	Analyze Healthcare Markets: Gain the ability to evaluate the functioning of healthcare markets, including the behavior of providers and consumers, and the impact of market forces on healthcare access and quality.
CO3	Assess Health Policies: Learn to critically assess the economic implications of health policies, interventions, and reforms, focusing on their efficiency, equity, and effectiveness.
CO4	Apply Economic Tools: Equip students with the skills to use economic tools and methodologies to address key challenges in healthcare, including resource allocation, cost-benefit analysis, and policy development.

Sl. No.	Course Content	Mapped Module	Hours allotted
CO1	Fundamentals of Economics: The Fundamentals of Economics – Economic Organizations, Utility, Wealth, Production, Capital – Central Problems of an Economy. Demand and Supply Analysis – Meaning, determinants and types of demand, supply meaning, Law of Supply, Elasticity of Demand (Price, Income and Cross Price), Shifts in Demand and Movement along Demand Curve, Change in Total Revenue, AR, MR and Price Elasticity. Classification of Goods – Substitutes and Complements. Short-run and long-run costs – Average and Marginal Costs, Total, Fixed and Variable Costs.	M1	15

CO2	Various forms of markets:- perfect competition, Monopoly, Monopolistic competition and Oligopoly, Pricing strategies	M2	5
CO3	Scope and Coverage of Health Economics: Definition, Scope & Objectives, Demand & Supply for Health Services. Health as a private and a public good. Investment in Public & Private Health, Pattern of Health Expenditure in India. Health as an Investment – Population and Economic Development – Health financing from various sources. Cost Benefit Analysis and Cost Effective Analysis, Input-Output Analysis, Health Care Budget: Purpose, Types and Practices in Indian Context.	M3	10
CO4	Principles of Economic Evaluation as applied to Health Care: Population, Health & Economic Development. HDI: Concept and Application. Quality of Life and Statistics in Health Economic Evaluation including QALY's and DALY's. Economics of Health Programmes for Nutrition. Economics of Abuse of Tobacco & Alcohol. Economics of Breast Feeding.	M4	10

Suggested Reading:

1. Health Economics – Dr. Madhurima Kundu, Sovik Mukherjee – Taurean Publications
2. Health Economics – Charles E. Phelps
3. The Economics of Health and Health Care – Sherman Folland, Allen C. Goodman, and Miron Stano