

CHAUDHARY CHARAN SINGH UNIVERSITY

MEERUT



ORDINANCE

For

BACHELOR OF BUSINESS ADMINISTRATION

(Hospital Administration)

3 Years Full Time Course

**COURSE STRUCTURE, CREDIT FRAMEWORK
SYLLABUS**

(To Be Effective from the Session 2025-2026)

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1. **Program Name:** This program shall be known as BACHELOR OF BUSINESS ADMINISTRATION (HOSPITAL ADMINISTRATION).

2. **Program Duration/ Semesters:** Undergraduate/ Three years/ 6 semesters

3. **Maximum period to complete the Degree:** Six Years

4. **Admission-** Admission to the BBA (HA) 1st semester will be made as per the rules prescribed by Ch. Charan Singh University, Meerut.

4.1 Eligibility for Admission

For direct admission through merit list :

4.1.1 For admission to BBA (HA) 1st semester, a candidate should have passed Intermediate or Higher Secondary (10+2 or equivalent examination with science/commerce/humanities with 50% (45% for SC and ST candidates) marks in aggregate.

4.1.2 The academic Council shall have power to amend or retreat eligibility criteria laid down at clause 4.1.1 and can re-decide mode of admission withstanding conditions applicable to CCS University courses from time to time.

5. Examination and Evaluation

5.1 75% attendance in individual paper/ course is mandatory to appear in the internal/ external examination of the corresponding paper.

5.2 Absentee in any of the component of the internal examination will be marked absent in that component. Absentees in all the component of the internal examination will not be allowed for appearing in external examination of the concerned subject.

5.3 If a student is absent in overall internal assessment component(s) of a course then only one opportunity in each subject will be given to the student to reappear for internal assessments with the permission of the head of the institution.

5.4 If a student is failed in the internal examinations, he/she will not be allowed to appear in the corresponding External Examinations.

5.5 If a student with minimum 75% attendance remains absent/ fails in the external examination(s), he may appear as Ex/ in Back paper(s) in the corresponding Code in the corresponding Semester of the subsequent sessions under the prescribed rules of the University.

5.6 For EX/ back cases, the marks originally obtained in internal examinations (whether zero or higher) will be

treated as final. No re-examination for EX/ back will be permitted for internal assessments.

5.7 Each paper will be of 100 marks (internal plus external) irrespective of the credits assigned to it.

5.8 For all theory courses/theory part of the course offered by the institution (excluding Summer Internships/Trainings/Viva), the assessment will consist of :

A) 25% continuous internal assessment (The internal assessment for theory papers will consist of three components:

1. Semester Test (60% of internal marks)

- For 100-mark papers: 15 marks maximum
- Format: Subjective (major/minor courses) or Subjective/Objective/MCQ (as course requires)

2. Quiz (20% of internal marks)

- For 100-mark papers: 5 marks maximum

3. Assignment/Presentation/Equivalent Task (20% of internal marks)

- For 100-mark papers: 5 marks maximum.

B) 75% external assessment : as per university rule.

5.9 The minimum passing marks in each theory subject shall be 40% in internal & external separately (including both external and internal marks) shall be 40% in each theory paper.

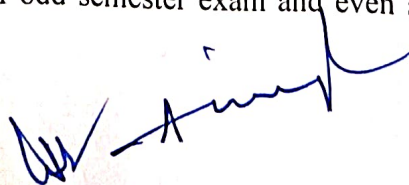
5.10 The minimum passing marks in a comprehensive viva-voce shall be 50%.The evaluation will be conducted jointly by a Board of Examiners consisting of one internal and one external examiner, appointed by the Hon'ble Vice-Chancellor or a nominee designated by the Vice-Chancellor.

5.11 Compressive Viva Voce or equivalent will be of 100 marks in first year, second year and third year. Project dissertation including Viva-Voce of 6th semester will be of 200 marks. Evaluation will be conducted by a Board of Examiners (one internal and one external examiner) appointed by the Vice-Chancellor or their nominee. A minimum of 50% marks are required to pass the course."

5.12 Projects/Dissertations must be completed under the supervision of a full-time regular faculty member of the institution. Students are required to submit their Project/Dissertation report for evaluation.

5.13 Grace marks shall be applicable as per university rule for bachelor program.

5.14 Facility to appear as Ex-student or in back paper will be governed by the university exams rules: odd semester exams while conduction of odd semester exam and even semester exams while conduction of even semester exams.



5.15 A student who fails to secure minimum 40% marks in theory and 50% marks in practical can be allowed to appear in the back paper exams of those subject/courses, but he cannot be allowed to appear in back papers of any two consecutive semesters together.

5.16 In case of failure in more than 50% of the total subjects in that semester (theory/practical), the student will be considered failed in that semester. He/She can reappear as Ex-student after the final semester of the course (Ex-Odd with odd semester and Ex-Even with even semester exams). Any special back request can be considered as per the university rules.

5.17 In case of being fail in a semester by any reason, a student would not be allowed to appear as EX or in back papers of that semester together with papers of any other semester.

5.18 A student will be allowed as EX student or in back paper as per the corresponding syllabus of that time concerned course/ paper of a program.

5.19 A failed student can appear in external examinations of the course/ paper opted by him within the defined limit 6 years or as per the university rule. The duration of the course completion will be considered as per the university rule.

5.20 In extra-ordinary situation, the decision of The Hon'ble Vice-Chancellor will be considered final.

6. **Course Change Prohibition:** A student will not be allowed to change a course of any category once it has been opted.

7. **Promotion to the Next Semester:**

7.1 Whatever be the result of the current odd/even semester, a student can always be promoted to the next semester provided his current semester attendance is completed and all dues are clear.

7.2 In each semester, it is compulsory to fill the exam form which will be forwarded by the course Coordinator/ HoD in case of the attainment of 75% attendance.

8. **Results:**

Result of the BBA (HA) Final year shall be declared on the basis of working out Grand Total by adding marks of all the years of study in the following ways –

I Year	100% of aggregate marks
II Year	100% of aggregate marks
III Year	100% of aggregate marks

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9. Allotment of Division:

- 9.1 The division shall be awarded on the basis of final year result which includes aggregate of all the 6 semester marks respectively for **BBA (IIA)** course.
- 9.2 If a candidate passes all examinations and secures 40% or more marks but less than 50% of the Grand Total, he/she shall be placed in **THIRD DIVISION**.
- 9.3 If a candidate passes all examinations and secures 50% or more marks but less than 60% of the Grand Total, he/she shall be placed in **SECOND DIVISION**.
- 9.4 If a candidate passes all examinations and secures 60% or more marks of the Grand Total, he/she shall be placed in **FIRST DIVISION**.

TABLE i

S. No.	Percentage	Division
1	60 or > 60	First Division
2	50 or >50 but < 60	Second Division
3	40or>40 but < 50	Third Division

10 In extra-ordinary situation, the decision of The Hon'ble Vice-Chancellor will be considered final.

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BBA HA COURSE STRUCTURE

Subject Code	Subject Name	Internal Marks	External Marks	Total Marks
BBA HA 1ST Year 1st Semester				
Subject Code	Subject Name	Internal Marks	External Marks	Total Marks
BBAHA 101	Principles & Practice of Management	25	75	100
BBAHA 102	Business Communication and Personality Development	25	75	100
BBAHA 103	Business Statistics	25	75	100
BBAHA 104	Basic Hospital Accounting	25	75	100
BBAHA 105	Medical terminologies, Clinical, Diagnostic and Therapeutic Services	25	75	100
BBAHA 106	Introduction to Human Anatomy	25	75	100
008	Environmental Studies as per University Curriculum(Qualifying Compulsory Paper)	0	100	100
Total		150	550	700

BBA HA 1ST Year 2nd Semester

Subject Code	Subject Name	Internal Marks	External Marks	Total Marks
BBAHA 201	Managerial Economics	25	75	100
BBAHA 202	Introduction to Information Technology	25	75	100
BBAHA 203	Marketing Management	25	75	100
BBAHA 204	Indian Knowledge System	25	75	100
BBAHA 205	Introduction to Healthcare Organization	25	75	100
BBAHA 206	Introduction to Human Physiology and Biochemistry	25	75	100
BBAHA 207	Comprehensive Viva-Voce		100	100
Total		150	550	700

BBA HA 2nd Year 3rd Semester

Subject Code	Subject Name	Internal Marks	External Marks	Total Marks
BBAHA 301	Communicative Hindi	25	75	100
BBAHA 302	Financial Management in Hospitals	25	75	100
BBAHA 303	Organizational Behavior	25	75	100
BBAHA 304	Introduction to Pharmacology	25	75	100
BBAHA 305	Food Nutrition and Hygiene	25	75	100
BBAHA 306	Hospital Operations-Clinical & Supportive Services	25	75	100
Total		150	550	700

BBA HA 2nd Year 4th Semester

Subject Code	Subject Name	Internal Marks	External Marks	Total Marks
BBAHA 401	Business Ethics and Ethos- Indian Values	25	75	100
BBAHA 402	Quality Management	25	75	100
BBAHA 403	Human Resource Management	25	75	100
BBAHA 404	Introduction to Healthcare Equipment	25	75	100
BBAHA 405	Introduction of Preventive and Social Medicine	25	75	100
BBAHA 406	Community Mental Health	25	75	100
BBAHA 407	Comprehensive Viva-Voce		100	100
Total		150	550	700

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BBA IIA 3rd Year 5th Semester

Subject Code	Subject Name	Internal Marks	External Marks	Total Marks
BBAHA 501	Marketing of Hospital Services	25	75	100
BBAHA 502	Management Information System	25	75	100
BBAHA 503	Human Resource Development	25	75	100
BBAHA 504	Healthcare Laws and Counselling Skills	25	75	100
BBAHA 505	Hospital Planning	25	75	100
BBAHA 506	Research Methodology in Healthcare	25	75	100
Total		150	550	700

BBA IIA 3rd Year 6th Semester

Subject Code	Subject Name	Internal Marks	External Marks	Total Marks
BBAHA 601	Entrepreneurship and Innovative Business Development	25	75	100
BBAHA 602	Strategic Management for Hospitals	25	75	100
BBAHA 603	Material Management in Hospitals	25	75	100
BBAHA 604	Epidemiology	25	75	100
BBAHA 605	Major Research Project based on Training/ Internship of four weeks in a registered healthcare organization/ institution in the summer break after semester IV is mandatory. Training Report and VIVA-VOCE		200	200
BBAHA 606	Comprehensive Viva-Voce		100	100
Total		100	600	700

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FIRST-YEAR: FIRST-SEMESTER

Course Code	Course Type/ Title	L (Hrs.)	T (Hrs.)	P (Hrs.)	Credits	Int. (Max. Marks)	Ext. (Max. Marks)	Total (Max. Marks)
BBAHA 101	Principles & Practice of Management	4	0	0	4	25	75	100
BBAHA 102	Business Communication and Personality Development	4	0	0	4	25	75	100
BBAHA 103	Business Statistics	4	0	0	4	25	75	100
BBAHA 104	Basic Hospital Accounting	4	0	0	4	25	75	100
BBAHA 105	Medical terminologies, Clinical, Diagnostic and Therapeutic Services	3	0	0	3	25	75	100
BBAHA 106	Introduction to Human Anatomy	4	0	0	4	25	75	100
008	Environmental Studies as per University Curriculum(Qualifying Compulsory Paper)	0	0	0	0	0	100	100
	TOTAL	23	0	0	23	150	550	700

Programme-BBA IIA		Year : First	Semester : First
Course Code : BBAIIA101		Course Title : Principles & Practices of Management	
Course Objectives: 1.To develop an understanding of basic management concepts, principles, and practices. 2.To understand the planning and the process of organizing. 3.To develop an understanding of staffing in an organization. 4.To predict the dynamics of directing, controlling and its emerging issues in management.			
Course Outcome: 1.The student will be able to understand the task and function of management. 2.The students will be able to understand theories and practices in overall field of management. 2.Students will be prepared for any kind of contingencies with their planning and decision making.			
Credits : 4		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical(in hours per week):L-T-P: 4-0-0			
Unit	Topics		Total No. of Lectures(60)
I	Fundamentals of Management: Definition, Nature, Features of Management, Management Functions, Management is a Science or an Art? Management as a Process, Importance of Management, Management and Administration. The Evolution of Management Thoughts, Different levels of management, Managerial skills and Managerial Functions. Planning – Meaning and Definition, Features, Steps in Planning Process, Approaches, Principles, Importance, Advantages and Disadvantages of Planning, Types of Plans, Types of Planning, Management by Objectives, Management by Exception. Case Study.		14
II	Organizing: Meaning, Definition and Nature, Organizing Process, Characteristics, Need and Importance, Principles, Span of Management. Organization Chart, Organizational Structure. Informal Organization – Meaning, Characteristics, Importance, Limitations, Difference between Formal and Informal Organization. Case Study.		14
III	Staffing: Definition of Staffing, an overview of Staffing Function, Recruitment, Selection, Placement, Promotion, Concept of authority: Line and Staff Authority, Decentralization of Authority, Delegation of Authority, Performance Appraisal. Case Study.		12
IV	Directing: Definition, Nature, Need and Importance, Principle of directing, Steps. Leadership: Definition, Ingredients, Styles, Decision-making process, techniques and Group Decision Making. Case Study.		10
V	Controlling: Meaning, Features, Importance, Control Process, Characteristics of an Effective Control System, Types of Control. Major Controlling Techniques, Control Devices. Case Study.		10
Suggested Readings: 1. Principles and Practices of Management. L.M. Prasad. <i>Sultan Chand and Sons.</i> .(2021) 2. Management Principles and Practices. <i>Parag Diwan</i> (2018). Excel Books. 3. Principles and Practices of Management. Harold Koontz, Heinz Weihrich, Mark V. Cannice. Tata McGraw Hill. (2020). 4. Principles of Management. Agarwal,S., Singh, N.K., Mokale, N.B., Subbiah, R. <i>Book Rivers.</i> (2023). 5. Matering Management Case Studies and Strategies for Managegement (2025). Rastogi, P., Khurana, R., Khandelwal, S., Singh, P., Rastogi,C. Academic Enclave. (2025).			

Programme : BBA IIA	Year : First	Semester : First
Course Code : BBAIIA102	Course Title : Business Communication and Personality Development	

Course Objectives:

1. To develop the basic idea in future Hospital Manager's for decision-making and planning, smooth operations, coordination, managerial efficiency, industrial peace, control and Basis of leadership & Motivation.
2. Ability to be comfortable with English in use while reading or listening.
3. Ability to use receptive skills through reading and listening to acquire good exposure to language and literature.
4. To enhance their language skills especially in the areas of grammar and pronunciation.

Course Outcomes:

1. Students perform various speaking and writing tasks, such as role plays, debates, group discussions apart from the use of correct spelling, punctuation and the ability to transfer information in the writing tasks.
2. Develops students with good code of conduct, ethics, moral and human values to serve the organizations they are working for and the society they are living.
3. Students will be armed with key skills viz. Communication, soft skills and inter personal skills and competencies to confront the challenges in dynamic commerce and business environment.

Credits : 4	Core : Compulsory
Max. Marks : 25 + 75	Min. Passing Marks : as per rules
Total No. of Lectures-Tutorials-Practical(in hours per week):L-T-P: 4-0-0	

Unit	Topics	Total No. of Lectures(45)
I	Introduction to Business Communication: Meaning, Need, Purpose and types of communication; process of communication, Communication structure in healthcare organizations. Introduction to Personality: Meaning, Significance, Functions and Objectives. Case Study.	9
II	Principles of effective communication: Principles of effective communication, Barriers to communication; Gateway in communication; 7c's of communication; impact of cross Cultural communication: Use of Technology in hospitals to improve business Communication. Case Study.	9
III	Employment Communication: CV/Resume Writing and Cover Page Draft. Group Discussions, Interview, Candidates' preparation for Interview, Effective Listening Skills., Essential Elements of an Effective Presentation for hospitals. Case Study .	9
IV	Business Meetings in hospitals: Meetings, Calling for arranging, conducting meetings and taking minutes, meeting etiquette. Business letters – Format and layout, E-mail writing and Etiquette in email, Improving writing skills. Case Study .	9
V	Corporate Communication in Hospitals : Definition, Scope, Importance & components of corporate communication, Communication Skills and Personality Development. Team Building. Leadership Skills. Body Language and interpersonal communication. Strategies to enhance communication. Stress Management: Introduction, Causes, stress management techniques. Case Study .	9

Suggested Readings:

1. Business Communication. R.K. Madhukar. 2024 *Vikas Publication*.
2. Business Communication. K.K. Sinha , RuchiSehgalMohindra. 2023. *Taxmann*
3. Business Communication. C. R, Reddy. (2020). *I K International Publishing House Pvt. Ltd,*

Programme-BBA HA		Year : FIRST	Semester : FIRST
Course Code : BBAHA103		Course Title : Business Statistics	
Course Objective			
1.The objectives of the course are to enable students to learn and to have a good working practice of mathematical & Statistical tools for taking appropriate decisions in managerial situations.			
2.To acquaint students with the problems related to Permutation, Combination and Linear Programming Problem			
Course outcomes:			
1. Have the versatility to work effectively in a broad range of analytic, scientific, government, financial, health, technical and other positions.			
2. Recognize the importance and value of mathematical and statistical thinking, training, and approach to problem solving, on a diverse variety of disciplines.			
3. Be life-long learners who are able to independently expand their mathematical or statistical expertise when needed, or for interest's sake.			
Credits : 4		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical(in hours per week):L-T-P: 4-0-0			
Unit	Topics		Total No. of Lectures(45)
I	Sequence, A P, and G. P, Compounding and Discounting, Annuity. Introduction of Number Systems and Set Theory; Series and Sequence:- Introduction of A. P. ,G. P. Case Study /Numerical.		9
II	Basic Concept of statistics, Graphical presentation, Frequency distribution, Measures of Central tendency(Mean, Median, Mode) Measures of Dispersion(Range, Mean Deviation, Standard Deviation). Case Study /Numerical.		9
III	Correlation &Regression:- Meaning and types of Correlation & Regression and application; Permutation &Combination:- Meaning, Introduction and application. Case Study /Numerical.		9
IV	Probability Theory, Definition of probability, Probability Distributions, Binomial, Poisson and Normal Distribution. Case Study /Numerical.		9
V	Sampling procedures- Hypothesis testing- Large sample Test Z test- Small sample test- T, F, Chi – square (without proof). Case Study /Numerical.		9
Suggested Readings:			
Quantitative Techniques in Management. N D Vohra and Hitesh Arora. (2021). McGraw Hill.			
Business Statistics. K.K. Sharma. 2021.Krishna Publications,			
Fundamental of statics. S. C. Gupta. 2024.Himalya Publishing.			
Business mathematics & Statistics. P. R. Vittal. (2021). Margham Publications.			

Programme-BBA HA		Year: FIRST	Semester : FIRST
Course Code : BBAHA 104		Course Title : BASIC HOSPITAL ACCOUNTING	
Course objective:			
1. To familiarize students with the mechanics of preparation of financial statements.			
2. To enable students, Understand, analyses and Interpret corporate financial statements.			
Course outcomes:			
1. The objectives of the course to teach about accounting and its functions, concepts & conventions in accounting and accounting Cycle.			
2. Students should learn about Double Entry System. Books of Original Entry, Ledger Posting & Balancing. Cash Book			
3. Students will be demonstrated about trial Balance and Preparation of Final Accounts relating to Sole Proprietor also in depth Management and Cost Accounting.			
Credits : 4		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical(in hours per week):L-T-P: 4-0-0			
Unit	Topic		Total Lectures (60)
I	Accounting: Objectives and nature of Accounting, Definition and Functions of Accounting, Accounting Principles, Meaning and relevance of GAAP. Journalizing Transactions : Journal Entries, Ledger Posting and Trial Balance, Subsidiary Books – Cash Book. Case Study/Numerical.		12
II	Financial Statements: Trading Account, Profit and Loss Account, Balance Sheet. Depreciation: Concept of Depreciation and Methods to be used for the Hospital Equipment – Straight Line Method and Diminishing Balance Method. (Case Study / Numerical)		12
III	Basics of Costing: Meaning and definition of Cost Accounting, Concepts of Cost ,Cost Object, Cost Center and Profit Center, Cost Control and Cost Reduction Classification of Costs, Overview of Cost Accounting Standards. Case Study/Numerical.		12
IV	Management Accounting: Basics of Management Accounting: Meaning and definition of Management Accounting, Evolution of Management Accounting, Nature and Scope of Management Accounting. Case Study/Numerical.		12
V	Marginal Costing: Definition, Marginal Costing Vs. Absorption Costing, CVP /BEP Analysis, Managerial Decision Making Areas – Make or Buy. Case Study/Numerical.		12
Suggested Reading:			
1. Financial Accounting for BBA.S.N. Maheswari & S K Maheswar. (2018). <i>Vikas Publishing House Pvt. Ltd.</i>			
2. A Textbook of Cost and Management Accounting. MN Arora. (2021), II/e.. <i>Vikas Publishing House,</i>			
3. Financial Management for Hospital Administration. G. R. Kulkarni, P Satyashankar, Libert Anil Gomes. 2009. <i>Jaypee Brothers Medical Publishers (P) Ltd.</i>			
4. Accounting for Management. M.N. Arora. (2019). <i>Himalayan Publishing House.</i>			
5. A Textbook of Financial Cost and Management Accounting. Periasamy. P. (2018). <i>Himalaya Publishing House.</i>			

Programme-BBA IIA		Year : FIRST	Semester : FIRST
Course Code: BBAlIA105		Course Title : Medical Terminologies, Clinical, Diagnostic and Therapeutic Services	
Course objectives:			
1. Identify and define prefixes, roots, and suffices in order to combine forms of terminology. 2. Develop basic vocabulary of medical terms and abbreviations. 3. Identify major body structure and functions that reinforces knowledge of basic anatomy and physiology.			
Course outcomes:			
1. This course aims to introduce the basic medical terms so as the students may get the general idea about the hospital, its services and various medical practices. 2. Identify & recognize common medical terms and abbreviations. 3. Demonstrate the ability to formulate and breakdown medical terms into their component parts.			
Credits : 3		Core : Compulsory	
Max. Marks : 25+75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week):L-T-P : 3-0-0			
Unit	Topic		Total Lectures (45)
I	Introduction: Primary care, Secondary care, Tertiary care; Rural Medical care, Urban medical care; Curative care &Preventive care; General & Special Hospitals; Trust, Government and corporate hospitals; Clinical Terms; Common Terms of Healthcare Management: Terms related to levels of healthcare, Primary, Secondary and Tertiary; Systems of Medicine: Ayurveda, Siddha, Unani, Homeopathy, Yoga, Naturopathy, Reiki, etc. Case Study (If Required)		10
II	Outpatient & Inpatient services: Medical services; Surgical services; Paediatric services; Dental services; Psychiatric services; Casualty &Emergency services; Hospital Laboratory services; Anaesthesia services; Obstetrics and Gynaecology services; Neuro-Surgery service; Neurology services; Intensive care unit; Coronary care unit; Burns, paraplegic &malignant disease treatment; Nursing services. Case Study (If Required)		10
III	Medical Terminology: Glossary of medical terms: Major diseases and medical specialties: Roots, Prefixes, Suffixes, Abbreviations and symbols; Common roots: element referring to, usage and definition; Common prefixes and suffixes; Common abbreviations: departments, time, general healthcare, route of medication and laboratory; Symbols. Case Study (If Required)		9
IV	Specialty wise terminology: Pathology terms of common use; Diagnostic and therapeutic terms; Paediatric services; ENT; Ophthalmology; Orthopaedics; Dermatology: Cardiology. Case Study (If Required)		8
V	Principles and methods of organizing, clinical and support services for hospitals; Role of support services in hospital functioning. Case Study (If Required)		8

Suggested Readings:

1. Medical Records, Organization and Management. Mogli GD. 2001, *Jaypee Brothers Medical Publishers (P) Ltd., New Delhi*,
2. Hospital Administration. Francis CM, Mario C De Souza. 2000. *Jaypee brothers Medical Publishers (P) Ltd., New Delhi*.
3. Hospital and Health Services Administration: Principles and Practice. S. A. Tabish. 2001. *Oxford University Press*.

Programme – BBA IIA		Year : FIRST	Semester : FIRST
Course Code: BBAIIA-106		Course Title : Introduction to Human Anatomy	
Course objectives:			
1. The objectives of the course are to enable students to learn and have a good understanding of Human Anatomy as is necessary to understand human body organization and for further understanding of medical subjects as Hospital Administrators.			
Course outcome:			
1. To demonstrate broad understanding of the human physiology with particular focus on the Musculoskeletal, nervous, endocrine, cardiovascular, and respiratory systems.			
2. To identify principles and concepts underlying Human Anatomy and Physiology.			
Credits : 4		Core : Compulsory	
Max. Marks : 25+75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week):L-T-P : 4-0-0			
Unit	Topic		Total Lectures (60)
I	General Anatomy: Introduction to the human body General anatomical terms		8
II	Osteology: Major bones in human body, Joints- types and structure of synovial joints like Hip, Knee, Shoulder Joints, Muscles—major muscles of upper and lower limbs		12
III	The Nervous System: Nerves and synapses, functions of the nervous system, The central nervous system and major functions, The peripheral nervous system and major functions The autonomic nervous system and major functions The somatic nervous system and major functions Sensory, motor, sympathetic and parasympathetic divisions		14
IV	Major Organs: Heart, Lungs, Liver, Pancreas, Kidney, Anterior and posterior abdominal wall, Skin.		14
V	The Genitourinary System: Male genitourinary system, organs and their functions, Female genitourinary system, organs and their functions		12
Suggested Readings:			
1. Essentials of Human Anatomy. I B Singh.2009, Jaypee Brothers Medical Publishers (P) Ltd., New Delhi,			
2. Human anatomy. B. D. Chaurasia.2020.CBS Publishers			

008	Environmental Studies as per University curricula (qualifying Compulsory paper)
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First-Year : Second-Semester

First-Year : Second-Semester									
S.N.	Course Code	Course Title	L (hrs.)	T (hrs.)	P (hrs.)	CREDITS	Int.	Ext.	Total
1	BBBAHA 201	Managerial Economics	4	0	0	4	25	75	100
2	BBAHA 202	Introduction to Information Technology	3	0	2	4	25	75	100
3	BBAHA 203	Marketing Management	4	0	0	4	25	75	100
4	BBAHA 204	Indian Knowledge System	2	0	0	2	25	75	100
5	BBAHA 205	Introduction to Healthcare Organization	3	0	0	3	25	75	100
6	BBAHA 206	Introduction to Human Physiology and Biochemistry	4	0	0	4	25	75	100
Total			20	0	2	21	150	450	600
7	BBAHA 207	Comprehensive Viva-Voce				2	0	100	
Total credits/ marks in semester-II						23			700
Total credits/ marks in I & II semesters						46			1400

Programme/Class : BBA IIA		Year : FIRST	Semester : SECOND
Course Code : BBAIIA 201		Course Title : Managerial Economics	
Course Objective:			
1. The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms. 2. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem, evaluate alternative courses of action and finally choose among alternatives.			
Course outcomes:			
1. To understand the basic economics and difference of micro and macroeconomics with different authors. Examining the importance of demand and supply with the demand forecasting. 2. Analyzing the producer's equilibrium and production, cost relations with its proportions, understanding pricing policy with various market structures and its types and their applications in managerial decision making.			
Credits : 4		Core : Compulsory	
Max. Marks : 25+75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P:4-0-0			
Unit	Topic		Total No. of Lectures(45)
I	Economics: Wealth, Welfare and Scarcity Views on Economics, Positive and Normative Economics Definition, scope and Importance of Business Economics, Concepts: Production Possibility frontier, economic growth & stability, Micro economies and Macro economies, Case Study (If Required)		9
II	Demand Functions: Circular Flow of Activity, Nature of the Firm, Objectives of Firms, Demand Analysis and Estimation - Individual, Market and Firm demand Determinants of demand Elasticity measures and Business Decision Making, Demand Forecasting. Supply Analysis. Case Study (If Required)		9
III	Production and Cost Function: Law of Variable Proportion, Laws of Returns to Scale, Producer's equilibrium, economies and diseconomies of scale, Relation between Production and cost function , cost analysis , short-run and long-run , Break Even Analysis. Case Study (If Required)		9
IV	Determinants: Under Different Markets, Market Structure-Perfect Competition, Monopoly, Monopolistic Competition, Duopoly, Oligopoly. Pricing and Employment of Inputs Under Different Market Structures, Price Discrimination: Degrees of Price Discrimination. Case Study (If Required)		9
V	Introduction to National Income: Concepts- Models of National Income Determination, Economic Indicators, Technology and Employment, Issues and Challenges, Business Cycles Phases: Management of Cyclical Fluctuations, Fiscal And Monetary Policies. Case Study (If Required)		9
Suggestive Reading			
1. Managerial Economics & Business Strategy , Michael Baye & Jeff Prince (11th Edition – 2025 Release ISE) ,<i>McGraw Hill Education</i> 2. Managerial Economics. William F. Samuelson, Stephen G. Marks, Jay L. Zagorsky (10th Edition, India Adaptation – 2025) ,<i>Wiley (Indian adaptation)</i> 3. Managerial Economics , D. N. Dwivedi (10th Edition) ,<i>Vikas Publishing House Pvt Ltd</i> 4. Managerial Economics Text and Cases (2025), Dr. Manmohan Singh, Dr. Shivam Agarwal, Dr. Diksha Chaudhary, <i>Bharat Global Publications</i>			

Programme-BBA IIA		Year : FIRST	Semester: SECOND
Course Code: BBAIIA202		Course Title : Introduction to Information Technology	
Course objectives:			
1. The basic objective of this course is to introduce technology to the students.			
2. The course helps to understand the information Systems and information technology.			
3. It introduces the new terms related to cyber security and digital piracy.			
Course outcomes:			
1. It nurtures students to use technology.			
2. Students get aware about the new technology, its uses, advantages and disadvantages.			
3. Student's get vigilant about Cyber security and digital piracy.			
Credits : 4		Core : Compulsory	
Max. Marks : 25+75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P:3-0-2			
Unit	Topic		Total No. of Lectures(45)
I	Introduction: Evolution of Computers, Generations, types of Computers, Hardware and software, Types of software, Storage Devices, Data representation for Computers. Case Study (If Required)		9
II	Computer Networks: Type soft Networks- LAN,WAN,MAN,CAN,SAN Network Topologies, introduction to Internet, Intranet, Extranet, MIS, Digital Piracy Management, Cyber Security. Case Study (If Required)		9
III	MSWord: Creation of Document, Format Document, Text Editing and Saving, Organising in formation with table sand outlines, Mail merge, Index, Printing. Case Study (If Required)		9
IV	MS Excel: Creating and Editing Worksheets, Data entry, Editing, Formatting, Charting and Mapping data, Data handling, Graphs, Functions, Formulas, Goal seek, Scenario, Solver, Filters, Using Spread sheet for keeping and reporting detain hospitals. Case Study (If Required)		9
V	Power Point: Features of Power Point, Creation of slides, Use of templates and slide designs, slide master, animation timings, action buttons. Case Study (If Required)		9
Suggested Readings:			
1. An Introduction to Information Technology (2024 Edition), Dr. Himadri Nath Saha & Dr. Jafor Ali Akhan, <i>Techno World Publication</i>			
2. Information Technology for Business(5th edition reported 2023), Puneet Kumar & Bhardwaj Sushil, <i>Kalyani Publishers.</i>			
3. Introduction to Information Technologies(2024), K. Maheshwari & Tulasi Ram Kandula, <i>Himalaya Publishing House</i>			
4. Fundamentals of Information Technology(2022 ,5th edition), Puneet Kumar & Bhardwaj Sushil, <i>Kalyani Publisher</i>			

Programme-BBA IIA	Year : FIRST	Semester: SECOND
Course Code : BBAIIA 203	Course Title : Marketing Management	

Course Objective:

1. To understand the role of marketing within society and within an economic system.
2. To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
3. To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.

Course outcomes:

1. The purpose of this course is to develop an understanding of the underlying concepts, strategies and the issues involved in the exchange of products and services.
2. Understand the importance of motivation in building a strong and competitive Business Organization

Credits : 4

Core : Compulsory

Max. Marks : 25+75

Min. Passing Marks : as per rules

Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P:4-0-0

Unit	Topic	Total Lectures (60)
I	Introductory Concept of marketing, difference between marketing and selling, modern marketing concept, marketing mix, marketing planning, strategy and approaches. Case Study (If Required)	12
II	Consumer Behavior: Concept of consumer behavior, buying motives, study of consumer behavior and motivational research – its types, nature, scope and role. Factors influencing consumer behavior, market segmentation, Targeting, Positioning. Case Study (If Required)	12
III	Product Management : Nature and scope of product policy decisions, product-mix, product-line and product-life cycle, product planning and development, product diversification, product improvement. Branding and Trade Marks, packaging. Product Pricing-Concept, nature and scope of product pricing decisions; price policy considerations, objectives and strategies of pricing. Case Study (If Required)	12
IV	Distribution Management & Marketing communication; Decisions relating to channels of distribution management of physical distribution, sales promotion, sales planning and forecasting, management of sales force, Packaging and Labeling, functions of distribution channel, factors influencing distribution channel, integrated marketing communication. Case Study (If Required)	12
V	Advertising, Public Relation, Sales Promotion, Personal Selling, Introduction to marketing Analytics. Online marketing tools and techniques. Case Study.	12

Suggested Readings

1. *Marketing Management*, (17th Edition, 2025), Philip Kotler, Kevin Lane Keller, Alexander Chernev, Jagdish N. Sheth, G. Shainesh, *Pearson Education (Indian edition)*
2. *Marketing Management* by Dr. Nilesh Uttamrao Bankar (2024), Dr. Nilesh Uttamrao Bankar, *Thakur Publications*
3. *Marketing Management* 4th (Revised 2025), by Dr. K. Karunakaran, Himalaya Publishing House (India)

Programme-BBA IIA		Year : FIRST	Semester : SECOND
Course Code : BBAIIA 204		Course Title : Indian Knowledge System	
Course Objective:			
1. To facilitate the students with the concepts of Indian traditional knowledge and to make them understand the importance of roots of Indian Knowledge System.			
2. To make students acquaint with the facets of traditional knowledge& their relevance and help them be able to apply it to their day to day.			
Course outcomes:			
1. At the end of the course, students will be able to gain insights into the concept of traditional knowledge and its relevance.			
2. They will also be able to understand and connect up the basics of Indian traditional knowledge with modern perspective.			
Credits : 2		Core : Compulsory	
Max. Marks: 25+75		Min. Passing Marks: as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week):L-T-P:2-0-0			
Unit	Topic		Total Lectures (30)
I	Indian Knowledge System: An Introduction,; Defining Indian Knowledge System. Importance of Ancient Knowledge, The IKS Corpus. Introduction to Traditional Knowledge: Concept & Definition, Nature, Scope and Importance of Traditional Knowledge. The Vedic Corpus: Introduction to Vedas, The Four Vedas. Philosophical System: Development and Unique Features. Bhagavad Gita. Case Study (If Required)		5
II	Science, Engineering and Technology in IKS: Mathematics: Unique Aspects of Indian Mathematics, Great Mathematicians and their Contributions. Astronomy: Unique Aspects of Indian Astronomy, Historical Developments of Astronomy in India. Engineering & Technology: Indian S&T Heritage, Metals and Metalworking Technology, Literary Sources for S&T. Case Study (If Required)		7
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. Traditional Healthcare & Medicine System. Governance and Public Administration: Arthasastra, The Kautilyan State, The Administrative Set-up. Case Study (If Required)		6
IV	IKS and Indian Scholars, Indian Literature : Philosophy and Literature (Maharishi Vyas, Manu, Kanad, Pingala, Parasar, Banabhatta, Nagarjuna and Panini) 2.2 Mathematics and Astronomy (Aryabhatta, Mahaviracharya, Bodhayan, Bhashkaracharya, Varahamihira and Brahmgupta) 2.3 Medicine and Yoga (Charak, Susruta, Maharishi Patanjali and Dhanwantri) 2.4 Sahitya (Vedas, Upvedas, Upavedas (Ayurveda, Dhanurveda, Gandharvaveda) Puran and Upnishad) and shad darshan (Vedanta, Nyaya.Vaisheshik, Sankhya, Mimamsa, Yoga, Adhyatma and Meditation) 2.5 Shastra (Nyaya, vyakarana, Krishi, Shilp, Vastu, Natya and Sangeet). Case Study (If Required)		7
V	Protection, preservation, conservation and Management of Indian Knowledge System: Documentation and Preservation of IKS, Approaches for conservation and Management of nature and bio-resources, Approaches and strategies to protection . Case Study (If Required)		5
Suggested Readings:			
1. Indian Knowledge Systems: Foundation, Evolution and Global Impact(2025), Maulik K. Rathod, Anshika Makhijani, Digambar Dinkar Kulkarni, Pranab Kumar Senapati, Eagle Printers & Publishers Pvt. Ltd.			
2. Indian Knowledge System (Part 1,2025), Anant Keshav Rathod, Shailendra Kumar, Taneesha Publishers			
3. Navigating Indian Knowledge System for Vikshit Bharat 2047 (2025), Dr Leena Singh and Dr Nisha Saxena, IBP			
4. Indian Knowledge System: A Textbook... (as per NEP-2020 syllabus,2024), Jivan Rameshrao Kote, Kuldev Publication			

Programme-BBAHA		Year: FIRST	Semester: SECOND
Course Code : BBAHA 205		Course Title : Introduction To HealthCare Organization	
Course Objective: 1. It will help students to learn and understand Health & Hospital industry. 2. Student's will get an overview and learn the basics of Health and Hospital Administration.			
Course Outcome : 1. Students will be able to understand the healthcare sector, its structure, classification and administration. 2. It will transform the students to perform in the real world of healthcare sector.			
Credits: 3		Core: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P: 3-0-0			
Unit	Topic		Total Lectures(45)
I	Health Sector: Meaning & concept of Health, Disease, Care & Administration. Role and Place of Hospital in Health Spectrum, Health Indicators & its importance.		8
II	Health Administration in India: An overview. Medical Care including the role of State, Local Self Governments, NGO's, Private and Corporate sector, and Community at large.		10
III	Hospital Sector: Introduction, Meaning of Hospital, Role of Hospital in Society, Functions of Hospital, Classification.		8
IV	Organizational Structure of Hospital: Services including Clinical, Administrative and Supportive Services managed by the Hospitals.		9
V	Health Insurance: Introduction, Importance and various types of programs running under Government schemes : Ayushman Bharat – Pradhan Mantri Jan Arogya Yojana (PM-JAY), UP State Policies : Mukhyamantri Jan Arogya Yojana (CM-JAY), Nikshay Poshan Yojana, Deen Dayal Upadhyaya State Employees Cashless Medical Scheme, Janani Suraksha Yojana (JSY), Rashtriya Bal Swasthya Karyakram (RBSK), Pradhan Mantri Matru Vandana Yojana (PMMVY), etc.		10
Suggested Readings 1. Health Care Management: Principles and Practice(2024),S. Amin Tabish, <i>Springer Nature (Singapore)</i> 2. Management of Healthcare Organizations: An Introduction(4th Edition ,2023), Peter C. Olden & Cathleen O. Erwin, <i>Good reads listing</i> 3. Introduction to Health Care,(5th Edition,2024),Lee Haroun & Dakota Mitchell, <i>Cengage Learning</i> 4. Healthcare Management(3rd Edition ,2006),Walshe, <i>Goodreads</i>			

Programme-BBA IIA	Year: FIRST	Semester : SECOND
Course code : BBAIIA 206	Course title: Introduction To Human Physiology And Biochemistry	

Couse objective:

1. To give adequate information to the students regarding Metabolism of macromolecules such as carbohydrates, lipid and protein.
2. To make the students gain knowledge about enzyme functions, regulation and their mechanism of action as well.

Course outcome :

1. To enable students to learn and to have a brief under-standing of Human Physiology and Biochemistry as is necessary for Hospital Administrators.

Credits : 4

Core : compulsory

Max marks : 25 + 75

Min . passing Marks : as per rules

Total no of lectures – tutorials – practical (in hours per week)

L-T-P: 4-0-0

Unit	Topic	Total lectures (60)
I	General Physiology & Biochemistry Physiology with special reference to Human Body, Principles of bio- physics as applicable to the human body. Biochemistry- Enzymes- types, Mechanism of action, co- enzymes Structure and functions of carbohydrates, lipids, amino acids, proteins and nucleic acids. Vitamins and minerals; electrolytes.	14
II	Digestive and circulatory system: a) The Gastro- intestinal System Physiology of gastro- intestinal system and its applied aspects; physiology of liver and pancreas The Circulatory System Composition of blood, functions of all components of blood, blood groups Cardiac Cycle, Blood Pressure and ECG Lymphatic system	12
III	The Endocrine System Hormones, classification of hormones and their role in controlling body activities. Hypo- and hyper secretion of hormones and its clinical consequences.	10
IV	Physiology of the nervous system; CNS- functions of different parts of the brain, Thermoregulation in human body, Autonomic nervous system- sympathetic and parasympathetic systems and their applied physiology; excitable tissue- nerve and muscle.	12
V	More about the Human Body a) Respiration and its physiology with regard to its clinical application; diseases of respiratory system; artificial ventilation, Acid Base Balance b) Excretory system in humans including applied aspects c) Physiology of reproduction in humans- menstrual cycle.	12

Suggested Reading :

1. Human Physiology Volume 1(15th Edition ,2025), CC Chatterjee (edited by Nitin Ashok John), CBS Publishers & Distributors Pvt. Ltd.
2. Concise Textbook of Human Physiology(4th Edition ,2022), Indu Khurana & Ayushi Khurana, Elsevier India
3. Human Physiology (International Edition, 8th Edition ,2024), Bruce M. Koeppen, Bruce A. Stanton, Elsevier Publication
4. Human Physiology, Vol 2 (15th Edition ,2025), CC Chatterjee (edited by Nitin Ashok John), CBS Publishers & Distributors Pvt. Ltd.

Second-Year: Third-Semester

S.N.	Course Code	Course Title	L (hrs.)	T (hrs.)	P (hrs.)	CREDI TS	Int.	Ext.	Total
1	BBAHA 301	Communicative Hindi	3	0	0	3	25	75	100
2	BBAHA302	Financial Management in Hospitals	4	0	0	4	25	75	100
3	BBAHA 303	Organizational Behavior	4	0	0	4	25	75	100
4	BBAHA 304	Introduction to Pharmacology	4	0	0	4	25	75	100
5	BBAHA 305	Food Nutrition and Hygiene	2	0	0	2	25	75	100
6	BBAHA 306	Hospital Operations-Clinical & Supportive Services	4	0	0	4	25	75	100
Total			21	0	0	21	150	450	600
Total credits/ marks in semester-III						21			600
Total credits/ marks in I, II, & III semesters						67			2000

Programme – BBA IIA		Year : SECOND	Semester : THIRD
Course Code : BBAIIA 301		Course Title : Communicative Hindi	
अध्ययन का उद्देश्य:- इस प्रश्नपत्र का मुख्य उद्देश्य विद्यार्थियों में हिंदी संप्रेषण कला को विकसित एवं वर्धित करना जिस से वे संगठन में अपनी बात स्पष्टता से प्रस्तुत कर सकें व सुसंगठित संवाद स्थापित कर सकें।			
Credits : 3		Core : Compulsory	
Max. Marks : 25+75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P:3-0-0			
Unit	Topic		Total Lectures (45)
I	परिचय:-संप्रेषण की परिभाषा, संप्रेषण के उद्देश्य, सिद्धांत, महत्व एवं प्रभावी तथा बाधाकारी कारक, संचार मॉडल, प्रभावी संवाद स्थापना के प्रकार एवं लक्षण, अध्ययन की कलाएँ व रणनीति का गठन।		10
II	प्रभावी संप्रेषण के प्रकार:- शाब्दिक, अशाब्दिक, औपचारिक, अनौपचारिक मौखिक एवं लिखित संप्रेषण, आन्तरिक एवं बाह्य संप्रेषण जालिका, प्रभावी संप्रेषण की निर्माण प्रक्रिया, संप्रेषण एवं संघर्ष प्रबंधन, संप्रेषण विधि साक्षात्कार के समय, दर्शक के अनुसार बैठक शिष्टाचार की विस्तृत प्रणाली का अध्ययन		9
III	व्यवसायिक लेखन:-सभी प्रकार के प्रत्यक्ष, अप्रत्यक्ष, औपचारिक एवं अनौपचारिक प्रार्थना पत्रों का लेखन, मुख्य पृष्ठ, आरम्भ, एवं अन्तिम पैराग्राफ का लेखन, मुख्य बिन्दुओं की समीक्षा, बायोडेटा लेखन, प्रस्ताव, ईमेल, मैमो, परिच्छेद इत्यादि का लेखन।		8
IV	वार्तालाप कौशल:-वार्तालाप के मुख्य सिद्धांत, केंद्रीय बिन्दुओं की समीक्षा, वार्तालाप विधि, मुख्य प्रक्रिया का निर्धारण एवं वार्तालाप आरम्भ प्रक्रिया, विश्वास अर्जित करना सौदेबाजी आरम्भ करने की प्रक्रिया तथा बाधाकारी बिन्दुओं की समीक्षा एवं समाप्ति तथा आवश्यक शर्तों की विवेचना।		10
V	समकालीन प्रवृत्तियाः-प्रौद्योगिकी समर्थक संप्रेषण, व्यवसायिक संस्था का संचारतंत्र का परिचय, व्यापार संचार में नैतिकता की विस्तृत विवेचना।		8

Suggested Readings

- हिन्दी भाषा सम्प्रेषण और संचार (2023), Aniruddh Kumar Sudhanshu and Mahanthi Prasad Yadav, *Shri Nataraja Prakashan, Delhi*
- आधुनिक जनसंचार और हिंदी (2018), Harimohan, *Taxshila Prakashan*
- संपर्क भाषा हिंदी विविध आयाम, Suresh Kumar & Thakur Das, *Exotic India Art listing*

Programme-BBA IIA		Year : SECOND	Semester : THIRD
Course Code : BBAIIA 302		Course Title: Financial Management	
Course outcomes:			
1. Understand basic concepts of financial management and their application in			
2. Investment, financing and dividend decisions. Understand concepts of cost of capital, leverage analysis, capital structure and			
3. Dividend theories and identify courses of action in financial environment that would result in maximization of wealth an organization.			
4. Understand management of working capital and estimate the same for an organization.			
Course objective:			
1. The objective of this course is to enable the students to understand the fundamentals of financial management in the context of a corporate entity. It attempts to acquaint them with different dimensions of financial management with a focus on the application of the relevant tools and techniques of financial decision making aimed at shareholder's wealth maximization.			
Credits : 4		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks : as per rules	
TotalNo.ofLectures-Tutorials-Practical(inhoursperweek):L-T-P:4-0-0			
Unit	Topics		Total No. of Lectures(60)
I	Introduction: Concepts, Nature, Scope, Function and Objectives of Financial Management. Basic Financial Decisions: Investment, Financing and Dividend Decisions. Case Study /Numerical.		12
II	Leverage Analysis: Developing the Concept of Leverage in Finance. Computation and inferences of Degree of Operating Leverage, Financial Leverage and Combined Leverage. Case Study /Numerical.		12
III	Time Value of Money - Concept of Time Value of Money, compounding, discounting, present value, future value, and annuity. Cost of capital – Cost of equity–cost of preference capital – Cost of debt – Cost of retained earnings – weighted Average (or)composite cost of capital (WACC). Case Study /Numerical.		12
IV	Working Capital Management – components of working capital – working capital operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements. Case Study /Numerical.		12
V	Dividend Decisions _ policies – Factors affecting dividend payment - Various Dividend Models (Walter's Gordon's – M.M. Hypothesis). Case Study /Numerical.		12
Suggested Readings:			
1. Advanced Financial Management (AFM) Study Text (2025-26), <i>Emile Woolf International</i>			
2. Financial Management: Principles and Practice (4th Edition,2025), G. Sudarsana Reddy, <i>Himalaya Publishing House</i>			
3. Financial Management (2025) Dr. Sugin Raj M, Dr. S. Anthony Rahul Golden & Dr. M. Subala, <i>AkiNik Publications</i>			

Programme-BBA HA		Year : SECOND	Semester : THIRD
Course Code : BBAHA 303		Course Title : Organizational Behavior	
Course Objective:- 1. To help the students understand the concepts of organizational behavior. 2. To learn the concepts of management and behaviors theories. 3. To develop understanding of students about individual and group behavior in healthcare organizational set-up.			
Course outcome:- 1. Students will able to understand the behavioral aspect of workforce in the organization. 2. Application of theories of management and organizational behaviors in real world situations. 3. Acquire the ability to work as individual and group member efficiently and effectively.			
Credits : 4		Core : Compulsory	
Max. Marks : 25+75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P:4-0-0			
Unit	Topic		Total No. of Lectures(60)
I	Introduction: Conceptual Foundation of Organisational Behaviour (OB); Nature and characteristics; Determinants; Contributing Disciplines; Challenges and Opportunities for Organisational Behaviour, Models and Approaches of Organizational Behaviour, OB and Emotional Intelligence. Case Study.		10
II	Perception: Nature, Process, Importance, Factors Influencing Perception; Attribution Theory of Perception; Issues Involved in Perception: Selective Perception, Halo Effect, Contrast Effect, Projection, Stereotyping; Learning: Concept; Theories of Learning: Conditioning, Social Learning, Managerial Implication of Learning Theories; Motivation: Concept: Major Theories and Process of Motivation, Managerial Implications of Various Theories; Linking Recognition Programmes and Reinforcement Theory. Case Study .		16
III	Personality: Concept and Determinates; Types and Traits; Major Personality Attributes Influencing Organizational Behavior; Locus of Control; Machiavellianism; Leadership: Concept and Functions; Style and Theories of Leadership: Traits, Behavioral and Situational/Contingency Groups of Theories; Inspirational approaches to Leadership; Stress management. Case Study .		12
IV	Group Behaviour: Groups: Stages of Group Development; Decision-Making: Groups. Individual; Groupthink and Groups Shift; Group Decision Making Techniques and Process. Interpersonal Relationships : Transactional Analysis; Johari Window, Conflict Management: Case Study .		12
V	Organisational Power and Politics: Organisational Culture, Organisational Changes, Approaches to Manage Organisational Change; Organisational Development; Culture-Boundaries, Managing the Changes. Case Study .		10
Suggested Readings: 1. Foundations of Management & Organizational Behaviour (2024), Prof. Dr. Jaya Ganesan, et al., <i>Kaav Books Publications</i> 2. Organizational Behaviour(1st Edition,2025), Anusha Kalburgikar, Dr. S. Sathyeshwar, Tabreez Pasha, <i>Vision Book House</i> 3. Emerging Trends in Organizational Behavior (2024), Dr. Yashpal Azad, Dr. Amit Kumar, Dr. Sulochna Syal, <i>Iterative International Publishers (IIP)</i> 4. Organizational Behavior (2025), A. Mehrad & N. Al Harrasi, <i>GBP Publications (Mar 2025)</i>			

Programme-BBA IIA		Year : SECOND	Semester : THIRD
Course Code : BBAIIA 304		Course Title : Introduction To Pharmacology	
Course objective:			
1. Proper selection of drugs, it is essential to have a basic knowledge about the disease and the drugs available for its treatment. The series of lectures will provide the student basic knowledge about the drugs used for the treatment of various diseases commonly encountered in clinical practice.			
Course Outcome:			
1. Students would have understood the pharmacological actions of different categories of drugs			
2. They would got an idea about correlation of pharmacology with other bio medical sciences.			
3. They would have understood the application of basic pharmacological knowledge in the prevention and treatment of various diseases.			
Credits : 4		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P : 4-0-0			
Unit	Topic		Total Lectures(60)
I	General Pharmacology drug definition. Sources, nomenclature, drug laws, sources of drug information. Dosage form of drugs, routes of drug administration. Drug absorption, distribution, half-life of drugs, bioavailability, fixed dose combination. Drug poisoning and its management		12
II	Autonomic nervous system cholinomimetics drugs, sympathomimetic drugs, ant muscarinic agents, sympathetic blocking drugs, neuromuscular blocking agents. Central nervous system, general anaesthetics, sedatives and hypnotics, antiepileptic's, analgesics, narcotic and no steroidal anti- inflammatory agents		14
III	Gastrointestinal system acid-peptic diseases, antiemetic's, purgative, treatment of diarrhoea.		12
IV	Respiratory system drug the type of cough, bronchial asthma, cardiovascular system and treatment of angina pectoris, hypertension, shock, anticoagulants, thrombolytic agents, Fibrinolysis agents. Genitourinary system-diuretics, drugs acting on uterus. Hormones-thyroid and anti-thyroid drugs corticosteroids, antidiabetic drugs. Licences for drug distribution and manufacturing.		14
V	Chemotherapeutic agents general principles, sulphonamide, penicillin, cephalosporin's, fluoroquinolones, macrolides chloramphenicol, antifungal agents, antiviral agents, anticancer drugs and immunosuppressive.		8
Suggested Reading:			
1. Introduction to Basics of Pharmacology and Toxicology: Volume 4 – Pharmacology and Therapeutics(October 2025), Avinash Arivazhahan, Neel Shah, Selvarajan Sandhiya, Gerard Marshall Raj, Springer Publications			
2. Pharmacology: An Introduction (9th Edition, 2025 Release ISE), Henry Hitner, Barbara T. Nagle, Michele B. Kaufman, Hannah Ariel, Yael Peimani-Lalehzarzadeh, McGraw-Hill			
3. Pharmacology: Principles of Pharmacology (Indian text) (4th Edition,2023), H. L. Sharma, Paras Medical Publisher			

Programme-BBA IIA		Year : SECOND	Semester : THIRD
Course Code : BBAILA 305		Course Title : Food Nutrition and Hygiene	
Course Objectives:			
1. To reinforce specific nutrition-related practices or behaviours to change habits that contributes to poor health.			
2. This is done by creating a motivation for change among people, to establish desirable food and nutrition behaviour for promotion and protection of good health.			
Course Outcomes:			
1.To learn the basic concept of the Food and Nutrition			
2.To study the nutritive requirement during special conditions like pregnancy and lactation			
3.To learn meal planning			
4.To learn 100 days Nutrition Concept			
5.To study common health issues in the society			
6.To learn the special requirement of food during common illness			
Credits:2		Core: Compulsory	
Max. Marks: 25+75		Min. Passing Marks: as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P: 2-0-0			
Unit	Topic		Total Lectures(30)
I	Concept of Food and Nutrition -Definition of Food, Nutrients, Nutrition, Health, balanced Diet, Types of Nutrition- Optimum Nutrition, under Nutrition, Over Nutrition, Meal planning- Concept and factors affecting Meal Planning, Food groups and functions of food. Concept of balanced diet.		6
II	Nutrients: Macro and Micro RDA, Sources, Functions, Deficiency and excess of – Carbohydrate, Fats, Protein ,Minerals Major: Calcium, Phosphorus, Sodium, Potassium Trace: Iron, Iodine, Fluorine, Zinc, Vitamins Water soluble vitamins: Vitamin B, C Fat soluble vitamins: Vitamin A, D, E, K ,Water, Dietary Fibre		6
III	100 days Nutrition -Concept, Requirement, Factors affecting growth of child, Prenatal Nutrition (0 - 280 days): Additional Nutrients' Requirement and risk factor s during pregnancy Breast / Formula Feeding (Birth – 6 months of age) Complementary and Early Diet (6 months – 2 years of age)		6
IV	Community Health Concept -Causes of common diseases prevalent in the society and Nutrition requirement in the following: Diabetes Hypertension (High Blood Pressure) Obesity, Constipation, Diarrhoea, Typhoid,		6
V	Nàtional and International Program and Policies for improving Dietary Nutrition, Immunity Boosting Food		6
Suggested Reading:			
1. Essentials of Clinical Nutrition in Healthcare(2024), Frates, Hivert, Duggan, <i>Publisher-unspecified</i>			
2. Food Safety and Hygiene(2024), Langi et al., <i>Himalaya Publishing</i>			
3. The Food Safety and Standards Act, 2006 (2025 Edition), Universal, <i>UNIVERSAL Lexis Nexis</i>			
4. Current Research in Food Science (Volume 9,2025),Edited by Dr. Jyoti Prabha Bishnoi, <i>Integrated Publications (Delhi)</i>			

Programme-BBA IIA		Year : SECOND	Semester : THIRD
Course Code : BBAHA 306		Course Title : Hospital Operations-Clinical & Supportive Services	
Course objective:			
1. The subject is to acquaint the HA student with the day today working and the working environment of hospitals. 2. The student should be familiarized with the hospital clinical services which are one of the key issues in hospital administration.			
Course outcome:-			
3. Describe the role of support and utility services in delivering quality patient care. 4. Identify planning and designing considerations while planning for services. 5. Articulate the functional requirements of individual departments			
Credits : 4		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P : 4-0-0			
Unit	Topic		Total Lectures (60)
I	Introduction, Meaning, Scope and Significance of Patient care services, Role of hospital Administrator.		12
II	OPD services with special emphasis to reduce overcrowding in OPD. Admission and Discharge. IPD-Accident and Emergency services. Procedure of medico legal formalities, Day care services.		12
II I	Laboratory, Radio-imaging(X-Ray,CT,MRI,PT)and Blood Bank with special emphasis on Time-Motion study to remove bottlenecks, blood components.		12
I V	Operation Theatre-How to optimize use of OT, Scheduling and familiarization with modular concept in OT operations. ICU with emphasis on latest trends in Equipment.		12
V	CSSD Services, Ward Management, Nursing Services, Hospital acquired infections with latest trends in detection and controlling.		12
Suggested Readings:			
1.Approaches to Health Management and Hospital Management(2024), Anoop Khanna & Goutam Sadhu, GRF Books 2. Management of Hospital Services (First Edition,2025), Dr. Muralidhar L. B., Madhu S., Swapna H. R., Himalaya Publishing House 3. Best Practices in Health and Hospital Management(2024), Anoop Khanna & J. P. Singh, GRF Books 4. Health Care Management: Principles and Practice(2024), S. Amin Tabish, Springer Nature Singapore			

Second-Year: Fourth-Semester

S.N.	Course Code	Course Title	L (hrs.)	T (hrs.)	P (hrs.)	CREDITS	Int.	Ext.	Total
1	BBAHA 401	Business Ethics and Ethos-Indian Values	4	0	0	4	25	75	100
2	BBAHA 402	Quality Management	4	0	0	4	25	75	100
3	BBAHA 403	Human Resource Management	4	0	0	4	25	75	100
4	BBAHA 404	Introduction to Healthcare Equipment	3	0	0	3	25	75	100
5	BBAHA 405	Introduction of Preventive and Social Medicine	3	0	0	4	25	75	100
6	BBAHA 406	Community Mental Health	2	0	0	2	25	75	100
Total			21	0	0	21	150	450	600
7	BBAHA 407	Comprehensive viva-voce	0	0	0	2	0	100	100
Total credits/ marks in semester-IV			21	0	0	23	150	550	700
Total credits/ marks in I, II, III, & IV semesters						90			2700

* Training/ Internship of four weeks in a registered healthcare organization/ institution in the summer break after semester IV is mandatory.

Programme-BBA IIA		Year : SECOND	Semester : FOURTH
Course Code: BBAIIA 401		Course Title : Business Ethics and Ethos- Indian Values	
Course objective:			
1. To gain sufficient knowledge of basic concepts of Bio-Ethics and ethical as well as moral principles			
2. To make the students understand the importance of ethical behavior.			
3. To expose the students to the ethical practices to be followed in business.			
Course outcomes:			
1. The objective of the force is to acquaint the students with Indian ethos and its relevance to managerial decision making.			
2. This course has been designed to create a mindset of value system among the students who are the future managers. Ethics make the students open to in her unethical principles of business.			
3. The course will sensitize the students to their ethical standards.			
Credits : 4			
Max. Marks : 25+75		Core : Compulsory	
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P:4-0-0		Min. Passing Marks : as per rules	
Unit	Topic		Total Lectures (45)
I	Indian Ethos: Concept, culture and Management. Is management culture bound? The sources of Indian ethos in management: Vedas, Upnishads, puranas, shastras, shrutis and Smritis.		9
II	Values for Indian managers: Values and skills, value system, values and Purity of mind, Indian values and wisdom relevant to modern management. Ethico- moral management: Ethics and morals and intellect of emotions. Science and Technology Vs. Ethics and morals, vedantic ethics and back to roots. Values, Importance, Values at the Indian Work Place, Need for change in global values in Indian perspective, Values, Cross Culture values, Universality of Values.		11
III	Work Ethics : Life Goals or purusharthas, guna and avagunas, karma and yoga, sanity in over heated organisation. Work ethos and management: Introduction work ethos and management, work ethos at different levels of management, Reasons of Poor Work Ethos/ Culture. Dimension of the Work ethos, Steps of Improving work Culture.		9
IV	The Indian Heritage and productivity: Philosophical aspects of productivity, essence of the Indian heritage, energy processing and the managers- sadhak, India's non centralised culture, and the productivity ethics.		10
V	Medical ethics: Hippocratic Oath of Medical practitioners, patient's bill of rights, hospital responsibilities, managerial ethics, hospital administrator's position, role and responsibility including problems faced therein, regarding ethics and law. Applicability of law in hospital setups: viz:- related to statutory and government obligations, related to clients, related to human resource and manpower. Case Study .		6
Suggested Readings:			
Business ethics : An Indian perspective, A. C. Fernando, 2019 Pearson.			
Business Ethics Concept and Cases, Weiss, first edition 2020, Cengage learning.			
Business Ethics, Murthy, 2022 Himalaya publishing house			
Business Ethics and Corporate Governance, S.Prabakaran, 2018. Excel books			
Ancient Indian thought sand mythology, Shastri J.L. first edition, 2016, Motilal Banarasi Das			

Programme-BBA IIA	Year : SECOND	Semester : FOURTH
Course Code : BBAIIA 402	Course Title: Quality Management	

Course Objectives:

1. The overall purpose of the course is to provide an understanding of the process of managing quality and managing services.
2. This course aims to show how all the fundamental disciplines of business are intrinsically linked with the concepts of service excellence and quality.
3. There are many tools and doctrines that can be used for assessing product/service quality and selection of these tools can help in the pursuit of excellence.

Course Outcomes:

1. Understand varying quality definitions and philosophies.
2. Explain different quality management methodologies, including design for six sigma. behave
3. Apply quality management techniques to reduce variation and improve quality, processes, systems, products and services.
4. Understand the principles, practices and applications of quality management for product or service design and performance monitoring.
5. Understand the softer management issues for creating a company quality culture.

Credits : 4

Max. Marks: 25 + 75

Core : Compulsory

Min. Passing Marks : as per rules

Total No. of Lectures-Tutorials-Practical (in hours per week):L-T-P:4-0-0

Unit	Topic	Total Lectures (60)
I	Quality-Vision, Mission and Policy statements. Customer Focus, Customer perception of quality, Translating needs in to requirements. Dimensions of service quality. History, Need and Importance of Quality Management, Core Values, Principles of Quality Management, Major Components of Quality, Quality Management Process. Case Study .	12
II	Quality Tools & Techniques : Flow Charts, Cause & Effect Diagram, Pareto Principle and Diagram, Statistical Process Control, Six Sigma. Case Study .	10
III	Quality Assurance, Zero Defect concept, Quality Specifications. Functions of Hospital Service Quality and its Significance, Measuring Service Quality, Service Quality Gap Model, Service Quality Standards, Strategies for Improving Service Quality, Monitoring Service Quality. Concepts of Quality circle, Taskforce, Leader, Japanese 5S principles applicable to services. Case Study .	14
IV	Quality Indicators of Patients Satisfaction, Clinical Quality. Rights and Responsibilities of Patients, Code of Conduct for Health Professionals, Job description of Quality manager. Case Study .	12
V	Total quality management, International Organization for Standardization (ISO), JCI, NABH (National Accreditation Board of hospitals). Case Study.	12

Suggested Readings:

1. Textbook of Quality Management, D.D. Sharma, 2011, *Sultan Chand & Sons*
2. Statics for Management, Levin/Rubin. 2017, *Pearson Education*.
3. Step by Step Quality Hospital Care, Syed Amin Tabish,,2013, *Jaypee Brothers Medical Publisher*
4. Total Quality Management,B.Janakiraman,R.K.Gopal.2006,*Prentice-Hall of India IPvt Ltd*

Programme-BBA IIA		Year : SECOND	Semester : FOURTH
Course code : BBAIIA 403		Course title : Human Resource Management	
Course objective:			
1. To give a conceptual understanding of human resource practices available in the hospital.			
2. To learn the recruitment, selection & training process in hospital.			
3. To understand the wage & salary structure in healthcare industry.			
Course outcome :			
1. On completing the course students will be able to:			
2. Understand and develop in sights and knowledge base of various concepts and Functions of Human Resource Management			
3. Learn the latest trends in Human Resource Management			
Credits : 4		Core : compulsory	
Max marks : 25 + 75		Min . passing Marks : as per rules	
Total no of lectures – tutorials – practical (in hours per week)		L-T-P: 4-0-0	
Unit	Topic		Total lectures (60)
I	Meaning, definition, importance, scope and objectives of HRM; Evolution and development of HRM HR department- organizational composition, role of HRM in hospitals, HR planning, functions, job description, job specification Job Evaluation. Case Study .		12
II	Recruitment–concept, sources; Selection – concept, Difference between recruitment and selection, process- test, interview, placement, induction, performance appraisal. Case Study.		10
III	Training and development methods–Apprenticeship, understudy, job rotation, vestibule training, case study, role playing, sensitivity training, identification training methods and evaluation of training , promotions policy , transfers types & dismissals. Case Study.		14
IV	Wages & salary administration: Meaning, purpose, developing wage & salary structure, organization working condition, safety and welfare of employees in health services. Case Study.		10
V	Emerging trends in HR: Human Resource audit, human resource information system (HRIS) Strategic HRM, Human resources accounting (HRA),Business process Re- Engineering , contemporary talent management Issues & challenges. Case Study .		14
Suggested Reading :			
1. Human Resource Management (Text and Cases), V.S.P. Rao, 2010, Thirteenth Edition, <i>Excel Books</i> .			
2. Human Resource Management Pearson Publication, Durai Praveen, 2020, 2nd Edition <i>Pearson Education</i>			
3. Human Resource Management, Gary Dessler and BijuVarkkey ,2020, <i>Global EduTech</i>			
4. Human resource management in health care organization , timothy S. Kelleher ,2022 , 5 th Edition .			

Programme-BBA IIA		Year : SECOND	Semester : FOURTH
Course Code: BBAAIA 404		Course Title:- Introduction to Health Equipment's	
Course objective:			
1. Students will be able to recognize and evaluate occupational safety and health hazards in the workplace.			
2. Be able to analyze the effects of workplace exposures, injuries and illnesses, fatalities and the methods to prevent incidents using the hierarchy of controls, effective safety and health management systems			
Course outcome:-			
1. The objective of the course is to enable students to have a good understanding of Bio- medical instrumentation as is necessary for a hospital administrator.			
2. Evaluate workplace to determine the existence of occupational safety and health hazards.			
3. Identify relevant regulatory and national consensus standards along with best practices that are applicable			
Credits : 3		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P : 3-0-0			
Unit	Topic		Total Lectures (45)
I	Diagnostic Equipment: Blood pressure monitors, Electro cardio scope, Pulse Oximeter, PH meter, Auto Analyzer.		9
II	Nerve and muscle stimulators, Dialysis machines, Surgical diathermy equipment's, Nebulizer; inhalator, Aspirator, Humidifier, Ventilator and spirometer. Plethysmography, E.C.G., E.M.G.		11
III	Introduction to Artificial intelligence and robotics use in hospitals. Telemedicine, videoconferencing, endoscopes surgery and microsurgery.		7
IV	The rape uticequipment's : Pacemakers, defibrillators, laser applications in biomedical. Artificial kidney and dialysis. X-ray computed topography. Magnetic resonance ultrasonic imaging systems. Ultrasound in medicines.		9
V	Biomedical equipment requirement to hospitals, equipment selection and maintenance, maintenance contracts and software model.		9
Suggested Readings:			
1. Biomedical instrumentation and measurements, L.L. Cromwell, F.J.Weibell and E.A. Pfeiffer:" 2020, PHI.			
2. R.S. Khandpur : "Hand book of Biomedical instrumentation" TMH.2019			
3. Essential Guide to Medical Equipment Principles, David Mulvey, 2025, CRC Press			
4. The Fundamentals of SURGICAL INSTRUMENTS: A Practical Guide to Their Recognition, Use and Care, Steve Moutrey , Dr Steve Moutrey, 2017, TFM Publishing Ltd.			

Programme-BBA HA		Year : SECOND	Semester : FOURTH
Course Code: BBAHA 405		Course Title: Introduction of Preventive and Social Medicine	
Course objective:			
1. Lead team of health professionals for planning and managing community health problems effectively and proactively.			
2. Identify and understand the changing health needs of ever-changing community and organize relevant effective interventions for amelioration of health problem.			
Course outcome:-			
1. The objectives of the course are to enable students to learn preventive and social medicine necessary for hospital administrators.			
Credits : 3		Core : Compulsory	
Max. Marks: 25 + 75		Min. Passing Marks: as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P : 3-0-0			
Unit	Topic		Total Lectures(45)
I	Introduction- community medicine and public health. Modes of transmission of diseases- communicable and non-communicable diseases. Case Study.		9
II	Water borne diseases: Typhoid, cholera, control and prevention of water borne diseases. Droplet infections(airborne) : Mode of spread and control. Tuberculosis and national TB Control Program me, RNTCP. Viral diseases: Measles, Viral hepatitis.		9
III	Diseases transmitted through vector and their control: Malaria and modified Malaria Control Programme, Filaria and Filaria Control Programme. Diseases transmitted through contact- leprosy, leprosy eradication programme..Sexually transmitted diseases- Transmission and control, treatment and control, AIDS and Hepatitis B. Case Study .		11
IV	Non-Communicable Diseases: Heart disease, Diabetes mellitus, cancer, accident. Case Study.		7
V	Family Welfare services: Population control, reproductive and child health program, ICDS- concept and need.		9
Suggested Readings:			
1. K.K.Park, "Text book of Preventive and Social Medicine", XVII th Edition.			
2. B.K. Mahajan –text book of Preventive and social medicine.			
3. Preparatory Manual of Preventive and Social Medicine 4th Edition, Dr. M. Shamsheer Baig , <u>Dr. Asma</u> , 2024, <u>SIA Publishers & Distributors Pvt Ltd</u> .			
4. Golden Notes For Preventive And Social Medicine, Parimal Patel, <u>Khushbu Makadia</u> , 2024 Jaypee Brothers Medical Publishers			

Programme-BBA HA		Year : SECOND	Semester : FOURTH
Course Code : BBAHA 406		Course Title : Community Mental Health	
Course Objectives:			
1. Understand critically the requirement of mental health needs of the population, its availability, acceptability , approachability and affordability in the communities			
2. Critically evaluate mental health services, approaches and research methods in community mental health			
3. Identify psycho-social-cultural barriers and various systems involved in community mental health services			
Course Outcomes:			
1.Understand critically the requirement of mental health needs of the population, its availability, acceptability, approachability and affordability in the communities			
2.Identify psycho-social-cultural barriers and various systems involved in community mental health services			
Credits:2		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks: as per rules	
Total No. of Lectures-Tutorials-Practical (In hour per week) : L-T-P : 2-0-0			
Unit	Topic		Total Lectures (30)
I	Community- Definition, Types of Community, Characteristics of Communities, Community Participation, Social Determinants of Health & Mental Health, Intersect oral Approaches. Case Study.		8
II	Concept of Health, Mental Health, Mental illness. Normalcy (normal & abnormal concept), Bio psychosocial Causes of mental illness, Myths and Misconceptions, Dealing with Stigma. Case Study .		5
III	Community Mental Health (CMH), History, Mental Health and Social Support-Meaning, Importance, Measures, Theories, Advantage & Disadvantages of Social Support, Functions of Social Support, Level of Social Support. Case Study .		7
IV	Community Mental Health in India, History, National and District mental health programs, Mental health policies and recommendations by World Health Organization. Concept, Need& Laws related to mental hospitals and dead diction drive. Case Study .		5
V	Psychological Distress: Meaning, Prevalence of psychological distress among various population groups, Social origins of distress, Measures of Psychological distress, Interventions to reduce the distress. Case Study .		5
Suggested Reading:			
1. Thara, R., & Patel, V. (2010). Role of non-governmental organizations in mental health in India. Indian journal of psychiatry, 52(Supply 1)			
2. Balagopal, G., & Kapanee, A. R. M. (2019). Mental Health Care Services in Community Settings. Springer, Singapore.			
3. Community Mental Health and Well-Being in the New Normal, <u>Remya Lathabhavan</u> , <u>Prabir Chandra Padhy</u> , 2023, IGI Global.			
4. <i>Community Mental Health: Challenges for the 21st Century</i> (Second Edition; editors: Samuel J. Rosenberg & Jessica Rosenberg), 2012, Routledge			

Third-Year: Fifth-Semester

S.N.	Course Code	Course Title	L (hrs.)	T (hrs.)	P (hrs.)	CREDITS	Int.	Ext.	Total
1	BBAHA 501	Marketing of Hospital Services	4	0	0	4	25	75	100
2	BBAHA 502	Management Information System	3	0	2	4	25	75	100
3	BBAHA 503	Human Resource Development	4	0	0	4	25	75	100
4	BBAHA 504	Healthcare Laws and Counselling Skills	4	0	0	4	25	75	100
5	BBAHA 505	Hospital Planning	4	0	0	4	25	75	100
6	BBAHA 506	Research Methodology in Healthcare	3	0	0	3	25	75	100
Total			22	0	0	23	150	450	600
Total credits/ marks in semester-V						23			600
Total credits/ marks in I, II, III, IV & V semesters						113			3300

Programme-BBA IIA		Year : THIRD	Semester : FIFTH
Course Code: BBAIIA 501		Course Title: MARKETING OF HOSPITAL SERVICES	
Course objective:			
1. To help the students understand the concepts of hospital as a service Industry. 2. To learn the concepts of marketing and application. 3. To develop understanding of students about marketing strategies used in healthcare industry.			
Course outcome:-			
1. Students will able to understand the marketing and prospects of using it for hospitals. 2. Acquire the ability to identify future needs and requirements of customers effectively. 3. Application of theories of marketing management in real world situations by marketing. The marketing strategies for hospitals.			
Credits : 4		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical (In hours per week) : L-T-P : 4-0-0			
Unit	Topic		Total Lectures (60)
I	Marketing of Hospital Services : A Conceptual Framework : Meaning, Definition and Characteristics of Market, Marketing and Hospital. Scope of hospital marketing, Challenges of hospital marketing. Case Study.		12
II	Service Marketing : Basic Issues, STP Model, 7p's for Service Marketing, Designing Service Strategy, Marketing of Health Services, The Indian Census, Market analysis and Demand forecasting. Case Study.		14
III	Marketing of Various Health Services Like Family Welfare, Integrated Child Development Program, Awareness Program. Case Study.		10
IV	Marketing of Hospital Services : Basic Issues, Designing Basic Strategies for Specialty Services Specialty and Super Specialty Hospitals. Case Study .		12
V	Strategies for service marketing: Social Marketing, Green Marketing, Band Image Building, Word of Mouth using Social Media, Public Relation, Specialty Advertising, Support Services. Case Study.		12
Suggested Readings:			
1. Marketing of Healthcare Services. Seshanlyer, S. (2021). Notion Press. 2. Essentials of Services Marketing. <u>Jochen Wirtz</u>, <u>Christopher Lovelock</u> , <u>Jayanta Chatterjee</u>, <u>Gopal Das</u>. (2019). Pearson Education. 3. Services Marketing: Integrating Customer Focus Across the Firm. Valerie A. Zeithaml, Mary Jo Bitner, Dwayne D. Gremler (2018). Seventh Edition, New York, NY: McGraw-Hill Companies. 4. Marketing Management South Asian Perspective. Kotler, Keller, Koshi & Jha (2015). <u>Pearson Publication</u>.			

Programme-BBA IIA		Year : THIRD	Semester : FIFTH
Course Code : BBAIIA 502		Course Title : Management Information System	
Course objective			
1. The basic objective this course is to introduce MIS to the students			
2. The course helps to understand the management information system.			
Course outcomes			
1. Relationship between concepts of information system organization management and strategy.			
2. The students will be able to understand field of management information system.			
Credits : 3		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P: 3-0-2			
Unit	Topic		Total Lectures (45)
I	MIS information system definition and concepts Business, Process of MIS, Development of MIS within the organization, Management Process, Information Needs, role of the MIS. Case Study.		10
II	Role of data and information, Organization structures, Business Process, Systems Approach and introduction to Information Systems. Methods of data and information collection, MIS and system analysis. Computer system design. Case Study.		10
III	Resources and components of Information System, integration and automation of business functions and developing business models. Role and advantages of Transaction Processing System, Management Information System, Expert Systems and Artificial Intelligence, Executive Support Systems and Strategic Information Systems. Case Study.		9
IV	Systems Approach Planning Organisation, planning and decision making, the concept of corporate planning, MIS business planning, development and implementation of the MIS. Case Study. Hospital Information System (HIS): An overview, Role of Hospital Administrator, Patient's Bill of Rights, Responsibilities of Hospital Administration & Ethical Values in brief. Case Study .		8
V	Architecture, development and maintenance of Information Systems, Centralized and Decentralized Information Systems, Factors of success and failure, value and risk of IS. Programmed and Non- Programmed decisions, Decision Support Systems, Models and approaches to DSS MRD: Advancements in MRD i.e; digital MRD, etc. Audits: An overview, Standard Operating Procedures (SOP's) their meaning & significance, Administrative Process and Flow Charts. Case Study .		8
Suggested Readings:			
1. Management information system Kenneth. Claudine, Jane P. (2022). Laudn edition			
2. Management Information Systems, James A. O'Brien (Author), George M. Marakas (Author), Ramesh Behl. (2017). Tata McGraw-Hill Education.			
3. Management Information System: Text and Cases. W.S Jawadekar. (2020).Tata Mc Graw Hill Publication.			
4. Management Information Systems. D.P. Goyal.. (2018). Vikas Publishing House.			

Programme-BBA IIA	Year : THIRD	Semester : FIFTH
Course Code : BBAIIA 503	Course Title : Human Resource Development	

Course Objectives:

1. To develop an understanding of basic HRM concepts, principles, and practices.
2. To understand organizational requirements.
3. To develop an understanding for employee welfare in an organization.
4. To understand the dynamics of training and development.

Course Outcome:

1. The student will be able to understand the organizational climate.
2. The students will be able to understand theories and their practical approach in overall field of HRM.
3. The student will be able to understand the importance of practical training.

Credits: 4

Max. Marks: 25+75

Core: Compulsory

Min. Passing Marks: as per rules

Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P : 4-0-0

Unit	Topic	Total Lectures (60)
I	Human Resource Development: Concept, elements, principles, functions, importance, factors affecting Economic, political, social environment.	10
II	Training & Development: Meaning of training and development, training policy, assessing training, design of training systems, implementation, evaluation and its effectiveness. Performance appraisal methods and their impact on employee effectiveness. Case Study.	12
III	Career Management and Development: Definition of career development, models of career development, stages of life and career development, process of career management, roles in career management. Management Development: Describing the Manager's job, management education, training and experiences, Approaches to develop Managers, Designing effective MDP. Case Study	14
IV	Behavioral Tools: Johari window, Transactional Analysis, socialization, various perspectives, the realistic job Preview, Employee Orientation Program. Case Study.	13
V	HRD Strategy: Formulation & Implementation of HRD strategies, benefits and cost of H.R.D meaning, models of cost benefit, analysis of training, HR accounting. Case Study.	11

Suggested Readings:

1. Human Resource Management: Text and Cases. K Aswathappa & Sadhna Dash. (2023). *Tata McGraw-Hill*.
2. 'HRD Audit', T.V. Rao. (2014). *Sage Publication*.
3. 'Organisation Change and Development', Kavita Singh. (2010) *Excel Book*.
4. 'Human Resource Development and Organisational Effectiveness', Kalyani Mohanty. (2008). *Excel Books*.

Programme-BBA HA		Year : THIRD	Semester : FIFTH
Course Code : BBA HA 504		Course Title: Health Care Laws & Counselling Skills	
Course Objectives:			
1. To helps students to learn about the Health Care Laws			
2. To under stand Ethics in health care organizations & Counselling Skills			
Course Outcome:			
1. To provide the basic understanding of Establishment Act and the Hospital Services and Law.			
2. Making the students about the Hospitals and Labour Enactments.			
3. To provide the basic understanding of Legal frame work.			
4. To provide the optimal knowledge of Counselling skills.			
Credits : 4		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P: 3-0-0			
Unit	Topic		Total Lectures (60)
I	Establishment: Clinical Establishment Act 2020; Formation of a Healthcare Organization under Partnerships and Corporate basis (private and public); Public Private Partnerships in healthcare; Indian Medical Council; Physician Patient relationship; Duties towards patients by medical and Para-medical staff; Accreditation of hospitals like NABH, NABL. Case Study .		12
II	Hospital Services and Law: Contractual obligations in Hospital Services; Requisites of a valid contract; Contractual liability and damages; Criminal liability and defences available to hospitals and medical staff; tortuous and vicarious liability; Legal remedies available to patients. Case Study .		14
III	Medical Negligence, Section (80)Accident in doing a lawful act, Laws governing the Confidentiality and Privacy of a patient in India, Section (90) of Indian Penal Code (IPC), Consent known to be given under fear or misconception. Case Study.		10
IV	Legal framework: Patient right's and responsibility; Medical malpractice; Medico-legal aspects of: impotence, sterility, sterilization and artificial insemination; Toxicology-laws related to toxicology; Organ transplantation; Euthanasia (mercy killing); Diagnosis, prescriptions and administration of drugs; Anaesthesia and Surgery. Case Study .		10
V	Counselling skills: Introduction, growth of Counselling Services; Approaches to counselling; Process of Counselling; Attitudes of Counsellors; Skill of Counselling; Problems in Counselling; Assessing and diagnosing clients' problems; Selecting counselling strategies & interventions; Changing behaviour through counselling; Application of Counselling to Hospital Situations with a Focus on Performance Improvement; Panel contacts of Hospitals. Case Study .		14
Suggested Readings:			
1. Healthcare Management and Administration. S.L. Goel. (2010) Deep & Deep Publications Pvt.Ltd.			
2. Contemporary Issues in Health care Law and Ethics. Harris,D. (2014).Chicago:Health Administration Press.			
3. Elements of Mercantile Law Including Company Law and Industrial Law (All India). Kapoor,N.D. (2024). Sultan Chand & Sons.			
4. Counseling skills for Managers. Kavita Singh. (2015).PHI Publishing House.			

Programme-BBA IIA		Year : THIRD	Semester : FIFTH
Course Code : BBAIIA 505		Course Title: Hospital Planning	
Course Objective:			
1. To create objectives and establish goals on productivity that health centers must maintain,			
2. The student should acquire training in maintenance of the buildings and organize hospital engineering services.			
Course Outcome:			
1. The aim of the course is to enable students to have a better understanding of various planning systems in the hospitals.			
2. The students can gain understanding of the event which occur in day to day working of health care organizations.			
Credits : 4		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P:3-0-0			
Unit	Topic	Total Lectures (60)	
I	Hospital planning : meaning and scope, steps of hospital planning from Idea to in angulation of hospital, concept to building a hospital-availability of finance and land feasibility studies, catchment area and demand analysis, site surveys- physical environment, possibility for extension; utilities-water, electricity, sewer Lines, telephones, transportation, etc. Case Study.	12	
II	Guiding Principles in planning hospital facilities and services : Planning of type, size and facilities for hospital, facility master plan, design (internal and external aspects), design team-role and criteria for the choice of architect, role of engineers and Hospital administrator in hospital planning and designing. In the planning stages; preliminary sketches; final plans, working, drawing, specification, construction problems, and contract modifications. Case Study.	14	
III	Planning for Equipment: Repairing equipment list for the new hospital- built-in equipment, non-expendable/imported, expendable equipment, capital equipment. Case Study.	10	
IV	Role of Administration : Role of Administration in building a hospital planning of specified hospitals-1000 bed Hospital teaching for general/500 bed Hospital/200 bed Hospital. Special Hospitals : Primary Health Centre and community health center. Alteration and addition in and existing Hospital planning, the maintenance department, engineers office, work shop of various types. Case Study.	12	
V	Concept and role of hospital consultancy : Hospital policies and other guidelines, planning for Research and Education facilities, future expansion plans, Accreditation planning. Recent trends in hospital planning, prosandcons of modular structures. WHO Standards and recommendations, national and international standards, Various licenses in hospitals. Case Study.	12	
Suggested Readings:			
1. MANUAL OF HOSPITAL PLANNING AND DESIGNING FOR MEDICAL ADMINISTRATORS ARCHITECTS AND PLANNERS. Ajay Garg & Anil Dewan. (2022). Springer Verlag, Singapore.			
2. Modern Trends in Planning and Designing of Hospitals: Principles and Practice. Gupta Shakti Kumar, Kant Lt Col Sunil, Chandrashekhar R, SatpathySidhartha. (2007).Jaypee.			
3. HOSPITALS - FACILITIES PLANNING & MANAGE. G.D.Kunders.(2017). McGraw Hill Education.			
4. Hospital Planning. Bertrand E Taylor. (2023) Legare Street Press.			

Programme-BBA IIA	Year : THIRD	Semester : FIFTH
Course Code : BBAIIA 506	Course Title : Research Methodology	

Course Objective:

1. Concept of research, application of research in health care system, marketing information system.

Course Outcome:

1. Provide students with knowledge, general competence, and analytical skills in Research Methodology and Research & Publication Ethics.
2. Build their foundation for research

Credits : 3	Core : Compulsory
Max. Marks : 25 + 75	Min. Passing Marks : as per rules
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P:3-0-0	

Unit	Topic	Total Lectures (45)
I	Concept of research, application of research in health care system, marketing information system.	9
II	Research Planning Process: Planning of a Research project, problem identification, formulation of Research objective, Hypothecation and Research Design. V.	10
III	Data Collection: Introduction to sampling, probability and non-probability sampling techniques, Attitude Measurement, Data collection techniques: Observation, Questionnaire and interview technique, scaling methods. Case Study.	8
IV	Data Analysis: Data processing and Tabulation, Data Analysis Tools and techniques : Measures of central tendency, measures of dispersion, correlation, regression, test of significance : t-andz-test, f-test, concept of cluster analysis, introduction to statistical package. Case Study.	11
V	Report writing and presentation: Research report format, types of research report, guidelines for writing a research report, evaluation of research report, practical problem solving & presentation. Case Study .	7

Suggested Readings:

1. Business Statistics. Beri. (2011). *McGraw Hill Education India*.
2. Research Methodology (Shodh Padhyati). C.R. Kothari & Gaurav Garg. (2023). *New Age International Publishers*.
3. Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. John W. Creswell, (2017). *Sage Publication*.
4. Research Methodology. Panneerselvam. (2013). *PHI*.

Third-Year: Sixth-Semester

S.N.	Course Code	Course Title	L (hrs.)	T (hrs.)	P (hrs.)	CREDITS	Int.	Ext.	Total
1	BBAHA 601	Entrepreneurship and Innovative Business Development	4	0	0	4	25	75	100
2	BBAHA 602	Strategic Management for Hospitals	4	0	0	4	25	75	100
3	BBAHA 603	Material Management in Hospitals	4	0	0	4	25	75	100
4	BBAHA 604	Epidemiology	3	0	0	3	25	75	100
Total			15	0	0	15	100	300	400
5*	BBAHA 605	Major Research Project based on Training/ Internship of four weeks in a registered healthcare organization/ institution in the summer break after semester IV is mandatory. Training Report and VIVA-VOCE	0	0	0	4	0	200	200
6	BBAHA 606	Comprehensive Viva-Voce	0	0	0	2	0	100	100
Total credits/ marks in semester-VI			16	0	0	21	100	600	700
Total credits/ marks in I, II, III, IV, V & VI semesters						134			4000

S.N.	Components	Credits	Marks
1	Dissertation	1	75
2	PPT	2	25
3	Viva	3	100
Total		6	200

Programme-BBA IIA		Year : THIRD	Semester : SIXTH
Course Code : BBAHA 601		Course Title : Entrepreneurship & Innovative Business Development	
Course Objective: 1. The objective of this course is to acquaint the students with entrepreneurship. 2. To create awareness among the students about the entrepreneurial plan and decision making. 3. To create awareness among aspiring and budding Women entrepreneurs.			
Course outcomes: 1. It will lead students to become entrepreneurs in future as the subject gives understanding of every aspect of entrepreneurship. 2. It sparkles women entrepreneurship. 3. It gives a basic understanding for financing for entrepreneurship.			
Credits : 4		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks : as per rules	
Total No .of Lectures-Tutorials-Practical(in hours per week): L-T-P:4-0-0			
Unit	Topic		Total No. of Lectures (60)
I	Entrepreneurship: Definition, Internal and External Factors, Functions of an Entrepreneur, Entrepreneurial motivation and Barriers, Classification of Entrepreneurship, Theory of Entrepreneurship, Concept of entrepreneur and entrepreneurship, Development of entrepreneurship, Manager and Entrepreneur (differences in their roles, responsibilities and Career Opportunities). Case Study .		12
II	Creativity and Entrepreneurial Plan: The business plan as an entrepreneurial tool, Contents of a business plan, Idea Generation, Screening and Project Identification, Creative Performance, Project Planning: Evaluation, Monitoring and Control segmentation, Brainstorming. Case Study .		12
III	Corporate entrepreneurship: Introduction, Flavours of corporate entrepreneurship, Corporate venturing, Entrepreneurship, organizational transformation, Need for corporate entrepreneurship, domain of corporate entrepreneurship, favourable conditions and benefits for Corporate entrepreneurship, issues related to Corporate entrepreneurship. Case Study .		14
IV	Women entrepreneurs: Nature, Definition, Features, Government policy support, Environment, challenges and strategies for women entrepreneurs. Small Scale Industries: Concept and framework. Case Study .		10
V	Project Finance: Need for finance, sources of finance, Venture capital, Nature and Overview, Venture capital process, locating venture capitalists. Choice of Organization: Sole Proprietorship, partnership, joint stock companies, corporative strategic management in small business enterprises, strategies for growth, stability, mergers, diversification, acquisition, joint venture, new frontiers of entrepreneurship. Case Study .		12
Suggested Readings: 1. Entrepreneurial Development. S.S. Khanka. (2021). S. Chand & Company Ltd. New Delhi. 2. Innovation and Entrepreneurship. Peter F. Drucker. (2015). Routledge 3. Entrepreneurship and small business Management. M.B. Shukla. (2022). Kitab Mahal. 4. Entrepreneurship. Robert D. Hisrich, Michael P. Peters, Dean A. Shepherd, Sabyasachi Sinha. (2020). Tata McGraw Hill Edu. 5. Dynamics of Entrepreneurship Development. Vasant Desai. (2013). Himalaya Publication house.			

Programme : BBA IIA		Year : THIRD	Semester : SIXTH
Course Code : BBAIIA602		Course Title : Strategic Management For Hospitals	
Course objective:			
1. The objectives of this course are to enable students to have good understanding of strategic management and to develop capability in them to use these techniques for solving the problems faces by Hospital Administration. 2. To expose students to various perspectives and concepts in the field of Strategic Management 3. The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations. 4. To help students develop skills for applying these concepts to the solution of business problems			
Course outcomes:			
1. Understand the basic concepts and principles of strategic management analyse the internal and external environment of business 2. Develop and prepare organizational strategies that will be effective for the current business environment 3. Devise strategic approaches to managing a business successfully in a global context			
Credits : 4		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical (In hours per week) : L-T-P: 4-0-0			
Unit	Topic		Total No. of Lectures(60)
I	Introduction: Strategic Management: Strategic Management-Meaning, Importance, strategic planning and Management, Benefits and limitations, Strategic Management process-Strategic Intent -Vision & Mission, Goals and Objectives. Evaluation of strategic management, Issues in strategic decision making, Hierarchy of strategic intent. Case Study.		12
II	Environmental and Organizational Appraisal- Concept, Internal and External Environment-Techniques of Internal Analysis -SWOT; Value chain Analysis; Balanced score card; Strategic Advantage profile-Core competence, Competitive Advantage. Case Study.		14
III	Strategy Formulation: Corporate level strategy Strategic Analysis and choice. Steps of strategy Formulation-Input, Matching and decision stages-BCG Matrix, GE Nine Cell Matrix. Case Study .		10
IV	Strategy Implementation: Interrelationships between Strategy formulation and Implementation, Mckinsey7. Smodel, Organizational Structure, Relation between Strategy and Structure, Strategic leadership. Case Study .		10
V	Strategy Evaluation & Control: Importance, criteria for Strategic control-Quantitative and Qualitative controls Limitations & Barriers, Guidelines for proper control. Case Study.		14
uggested Readings:			
1. Strategic Management and Business Policy. Appa C. Rao, Parvathiswara B. Rao, K. SivaramakrishnaAppa C. Rao, Parvathiswara B. Rao, K. Sivaramakrishna .(2008).Excel Books. 2. Business Policy and Strategic Management. AzharKazmi. (2010). Tata McGraw-Hill Publishing Company Limited, New Delhi. 3. STRATEGIC MANAGEMENT : THE CHALLENGE OF CREATING VALUE, 3RD EDITION. Peter FitzRoy, James M. Hulbert, Timothy O'Shannassy. (2016).Routledge. 4. Business Policy And Strategic Management (Text and Cases). P. Subbarao.(2025).Himalaya Publication House.			

Programme-BBA IIA		Year : THIRD	Semester : SIXTH
Course Code : BBAIIA603		Course Title : Material Management	
Course Objectives:			
1. Define the key advantages of material management process; 2. Identify the scope of material management; 3. Describe the strategic role of material management and the possibility in an organization.			
Course Outcomes:			
1. Set strategic objectives, design structure, and organize the materials purchasing activities in the firm. 2. Insure that the purchasing decisions meet the basic requirements to right quality, right quantity, right time, right price, and right source. 3. Make decisions to the basic materials management elements such as the decision to make or buy, purchase commodities versus capital goods, and purchase for resale. 4. Determine the appropriate inventory control models to use, warehousing location, warehouse layout, and organizational policies and procedures.			
Credits : 4		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks : as per rules	
Total No. of Lectures-Tutorials-Practical (in hours per week) : L-T-P:4-0-0			
Unit	Topic		Total Lectures(60)
I	Introduction, Definition & Functions of Material Management. Principles of Purchase Management, Tendering procedures, Procurement procedure, Vendor development and rating, Methods of payment, Letter of credit, Foreign currency payments, Import documentation. Case Study .		14
II	Inventory control: Definition & Objectives of Inventory Control, Types of Inventory cost. Type sofInventory Control–Pareto’slaw, ABC/VED/SDE Analysis, Lead Time, Buffer stock, Reorder level, Economic Order Quantity (EOQ), Types of Inventory Control systems. Case Study .		14
III	Stores Management-location and layout, Standardization, Codification and Classification of materials, Physical distribution, Store documentation, LIFO & FIFO, condemnation and disposal of scrap, surplus and obsolete materials, Types of stores in a Hospital. Case Study.		10
IV	Equipment Planning and Procurement: Steps in equipment selection, Utilization index, Factors leading to poor utilization of equipment, planning and procurement of spares parts/ accessories / consumables. Case Study .		12
V	Recent trends in Materials Management, Types of Materials used and stored in a Hospital, Computerization of Materials function, MIS Reports, Concept and frame work of supply chain management, Concept of Just in time purchasing and Central purchasing. Case Study.		10
Suggested Readings:			
1. Stores Management. K. S. Menon.(2008). <i>Macmillan India Ltd.</i> 2. Supply Chain Management. Sahay (2004).<i>Macmillan Publishers India.</i> 3. Materials Management. Gopalakrishnan & Sunderasan. (2004) or Latest Edition, <i>PHI.</i>			

Programme-BBA IIA		Year : THIRD	Semester : SIXTH
Course Code : BBAIIA 604		Course Title : EPIDEMIOLOGY	
Course Objectives:			
1. Apply epidemiologic methods to the breadth of settings and situations in public health practice.			
2. Select quantitative methods appropriate for a given public health context.			
Course Outcome:			
1. An advanced understanding of epidemiological theory and its role and contribution in health-related disciplines			
2. An understanding of basic statistical concepts and their role in epidemiological design and analysis.			
Credits : 4		Core : Compulsory	
Max. Marks : 25 + 75		Min. Passing Marks : as per rules	
Total No. of Lectures – Tutorials – Practical (in hours per week) : L-T-P:4-0-0			
Unit	Topic		Total Lectures (60)
I	Evolution of Medicine, Community Medicine and Public Health. Environment - Physical, (Mental) and its Role In Health / Disease. Levels Of Prevention And Intervention Principles Of Epidemiology. Case Study .		12
II	Types Of Epidemiology And Epidemiological Studies. Disease - Causation, Multiple Cause Theory, Progress of Disease Process. Modes of Transmission Of Diseases - Communicable Diseases. Epidemiology of Communicable Diseases. Case Study.		10
III	Waterborne Diseases. Typhoid, Cholera, Viral Hepatitis - All Types, Poliomyelitis, Amoebiasis Control and Prevention of Water Borne Diseases Investigation And Control of Diarrhoea. Diseases In Children Droplet Infections (Air Borne) - Mode Of Spread And Control. Tuberculosis And National Tb Control Programme. Measles And German Measles, Mumps Chickenpox And Herpes Zoster, Influenza, Diphtheria. Case Study .		14
IV	Diseases Transited through vectors and their control Malaria And Modified Malaria Control Programme. Filariasis And Filariasis Control Programme. Arboviral Diseases - Yellow Fever And Dengue, K.F.D. Plague And Control of Plague. Diseases Transited Through Ticks / Housefly / Bugs. Diseases Transited Through Contact. Leprosy - Leprosy Eradication Programme. Case Study .		12
V	Sexually Transmitted Diseases - Transmission And Control Syphilis, Gonorrhoea, LGV, Chancroid, Treatment And Control, Aids, Tetanus, Trachoma Nosocomial Infections- Hospital Acquired Infections, Infection Through Food/Fish/Milk and its Control. Health Education Concepts In Nutrition Occupational Health And E.S.I.S. Rehabilitation; Role and support of various organizations in control of diseases. Case Study .		12
Suggested Readings:			
1. Basic Epidemiology. R. Bonita, R. Beaglehole, T. Kjellström. 2nd edition. (2006). <i>World Health Organization</i> .			
2. Basics Of Epidemiology - Concepts Made Simple, 1 st Edition, Kindle Edition. Dr. Anil Mishra. (2019). <i>Notion Press, Inc.</i>			
3. Basic and Clinical Epidemiology . Vikas Dhikav. (2019). <i>AITBS Publishers, INDIA</i> .			

BBAHA 605

Major Research Project based on training after completion of 4th Semester and Viva-voce

S.N.	Components	Credits	Marks
1	Dissertation	1	75
2	PPT	2	25
3	Viva	3	100
Total		6	200