

**E.M.G.YADAVA WOMEN'S COLLEGE, MADURAI-14.****(An Autonomous Institution – Affiliated to Madurai Kamaraj University)****(Re-accredited (3<sup>rd</sup> Cycle) with Grade A<sup>+</sup> and CGPA 3.51 by NAAC)****CBCS****DEPARTMENT OF BUSINESS ADMINISTRATION****CERTIFICATE COURSE****HOSPITAL MANAGEMENT****(w.e.f 2018 – 2019 onwards)**

1. This Course is open to all UG second year students
2. Duration of the Course: One Year

**COURSE STRUCTURE****Contact Hours: 90**

<b>S.No</b>	<b>Subject Code</b>	<b>Title of the Paper</b>	<b>Exam Duration</b>	<b>Max.Marks</b>
1.	19BC1	Hospital Management	3	100
2.	19BCPR	Project	-	100

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**CBCS****DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION**

(w.e.f 2018 – 2019 onwards)

<b>Title of the Paper</b>	<b>: Hospital Management</b>	<b>Contact Hours: 45</b>
<b>Subject Code</b>	<b>: 19BC1</b>	

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**Objectives:**

To enable the students

1. To understand the significance of records
2. To inculcate a sense of humanity in handling patients and creating confidence

**UNIT – I**

Health Scenario in India – Modern Health System – Management in Service Organizations – Special focus on Management in Health.

**UNIT – II**

Organizational structure in hospitals government health system and health care organization in the voluntary sector. Role of Hospital Administrator – Medical staff organization – Nursing staff organization. Health care marketing – Record Management.

**UNIT – III**

Major services: Inpatient services- Out Patient services, Emergency Services Ward, O.T, C.S.S.D, Radiology, Laboratory and Blood Bank, Bio – Medical, House – Keeping, Linen and Laundry, Dietary, Security and Pharmacy.

**UNIT – IV**

Utilization of resources in a cost effective manner – Patient satisfaction – treatment. Pricing and patient feedback system.

**UNIT – V**

Public relations, Health Insurance – Social Marketing – Assessing Community needs. Determining the barriers. Organizing out – Reach programmes – Medical ethics.

**Text Books:**

1. Jha S.M., Hospital Management, Himalaya Publication Ltd., Delhi, 2002

**Reference Books:**

1. Elane La Monica and Philip Morgan, Management in Health Care – Theoretical and Experimental Approach, Lacmillan, London, 2000.
2. Francis.C.M., Hospital Administration, Jaypee Brothers Medical Publisher Pvt Ltd., New Delhi, 2000.
3. Goel.A.L and Kumar.R, Hospital Administration and Management, Deep and Deep, New Delhi, 3<sup>rd</sup> Volumes, 1997.
4. Goel.S.L, Health Care Administration: A Text Book, Sterling, New Delhi, 1998
5. Alan J.Goldberg and Robert, A. Denoble, Hospital Departmental Profiles, Americal Hosptial Association, 2002
6. Srinivasan.S, Management Process in Health Care, Voluntary Health Association of India, New Delhi, 1999

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**CBCS**

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(w.e.f 2018 – 2019 onwards)

**Title of the Paper : Hospital Management**

**Contact Hours: 45**

**Subject Code : 19BCPR**

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**PROJECT**

**INSTITUTIONAL TRAINING REPORT**

**Objectives:**

To enable the students to gain practical knowledge in Hospital Administration.

**Content:**

1. Each student should undergo Institutional Training.
2. Observation and study of Hospital Administration.
3. Understanding the Health Care Marketing and Record Management.
4. Planning the Inpatient and Outpatient services provided by the Institution.
5. Observation and study of patient satisfaction and assessing community needs.