

COURSE CODE	COURSE TITLE	L	T	P	C
1152BM101	HOSPITAL MANAGEMENT	3	0	0	3

COURSE CATEGORY:

Programme Elective

PREAMBLE

This course covers the conceptual and technical knowledge required to administer a hospital

PREREQUISITE

None

RELATED COURSES

None

COURSE OUTCOMES

Upon successful completion of the course the students will be able to

S.No	Course outcome	Skill Level
CO1	Discuss the factors which differentiates the hospital administration from Industrial administration Comprehend and appreciate the significance and role of this course in the present contemporary world	K2
CO2	Explain how Human resource management is done in hospital environment Explain the principles, practices and areas of application in Hospital Management	K2
CO3	Discuss various business strategies and behavioral models	K2
CO4	Discuss the role of different information systems and services in hospital environment	K2
CO5	Explain the various quality and safety measure that has to be followed in hospital	K2

COURSE CONTENT

UNIT-I OVERVIEW OF HOSPITAL ADMINISTRATION

07

Distinction between Hospital and Industry, Challenges in Hospital Administration –Hospital Planning – Equipment Planning – Functional Planning - Current Issues in Hospital Management - Telemedicine - Bio-Medical Waste Management

UNIT-II HUMAN RESOURCE MANAGEMENT ON HOSPITAL

09

Principles of HRM – Functions of HRM – Profile of HRD Manager – Tools of HRD –Human Resource Inventory – Manpower Planning. Different Departments of Hospital, Recruitment, Selection, Training Guidelines –Methods of Training – Evaluation of Training – Leadership grooming and Training, Promotion – Transfer.

UNIT-III MARKETING RESEARCH & CONSUMER BEHAVIOUR 10

Marketing information systems - assessing information needs, developing & disseminating information - Market Research process - Other market research considerations - Consumer Markets & Consumer Buyer Behaviour - Model of consumer behaviour - Types of buying decision behaviour - The buyer decision process - Model of business buyer behaviour - Major types of buying situations - global marketing in the medical sector.

UNIT-IV HOSPITAL INFORMATION SYSTEMS & SUPPORTIVE SERVICES 10

Management Decisions and Related Information Requirement - Clinical Information Systems - Administrative Information Systems - Support Service Technical Information Systems – Medical Transcription, Medical Records Department – Central Sterilization and Supply Department – Pharmacy– Food Services - Laundry Services..

UNIT-V QUALITY AND SAFETY ASPECTS IN HOSPITAL 09

Quality system – Elements, implementation of quality system, Documentation, Quality auditing, International Standards ISO 9000 – 9004 – Features of ISO 9001 – ISO 14000 – ISO 13485, Environment Management Systems. NABA, JCI, NABL, NABH. Security – Loss Prevention – Fire Safety – Alarm System – Safety Rules. Health Insurance & Managing Health Care - Medical Audit – Hazard and Safety in a hospital Setup.

TOTAL : 45 periods

TEXT BOOKS

1. R.C.Goyal, —Hospital Administration and Human Resource Management, PHI – Fourth Edition, 2006
2. G.D.Kunders, —Hospitals – Facilities Planning and Management – TMH, New Delhi – Fifth Reprint 2007

REFERENCES:

1. Cesar A.Caceres and Albert Zara, —The Practice of Clinical Engineering, Academic Press, New York, 1977
2. Peter Berman —Health Sector Reform in Developing Countries - Harvard University Press
3. Health Care Management - Arnold D. Kalcizony & Stephen M. Shortell