

ORDINANCES
for
B. VOC.-Healthcare Management
and
B. VOC.-Retail Management & IT

SEMESTER SYSTEM

Sem	I & II	(SESSION 2016 -2017)
Sem	III & IV	(SESSION 2017-2018)
Sem	V & VI	(SESSION 2018 -2019)

Bachelor of Vocation (B.Voc.) is launched under the scheme of University Grants Commission on skill development based higher education leading to Bachelor of Vocation (B. Voc.) Degree with multiple exits as Diploma/Advanced Diploma under the National Skill Qualification framework. The B.Voc. programme incorporate specific job roles and their National Occupational Standards along broad based general education.

1. B. Voc. Programme :

The B.Voc. Programme has been designed as per National Skill Qualification Framework (NSQF) emphasizing on skill based education.

2. Duration of Course : The duration of course is 3 Years integrated course with 3 exit points.

Award	Duration	CORE LEVEL / RESPONDING / NSQF
Diploma	1 Year	5
Advance Diploma	2 Year	6
B. VOC Degree	3 Year	7

Note:

1. After successful completion of second semester (1st Year) a Diploma will be awarded to the candidate.
2. After successful completion of fourth semester (2nd Year) an Advance Diploma will be awarded to the candidate.
3. After successful completion of sixth semester (3rd Year) B.Voc. Degree will be awarded to the candidate

3. Eligibility criteria for admission:

12th Class or equivalent in any stream. (UGC Guidelines for B.Voc. See Annexure A , 5)

4. Total number of seats:

- (i) B.Voc.- Healthcare Management- 50
- (ii) B.Voc.-Retail Management & IT-50

Reservation of Seats: As per rules of University of Delhi.

6. Course Fee : Student fee should be decided as per the prevalent mechanism for fee fixation for aided courses in the university/college. (*UGC Guidelines for B.Voc. See Annexure A , 9*)

7. Admission Process: Based on Merit (As per University rule).

8. Curriculum:

(i) Generic Component:

The general education component should adhere to the normal university standards. It should emphasise and offer courses which provide holistic development. However, it should not exceed 40% of the total curriculum. (*UGC guidelines for B.Voc. , Annexure A, 6.3(i)*)

(ii) Skill Component :

National Skill development Corporation (NSDC)& Sector Skill Council (SSC) will share the curriculum of the identified job roles which will be alignment to Qualification Packs and National Occupational Standards. (*UGC - NSDCMoU, Annexure B, IV(7)*)

The university/college should develop the curriculum in consultation with industry. The industry representatives should be an integral part of the academic bodies of the university/college. While doing so, they should work towards aligning the skill components of the curriculum with the NOSs developed by the respective Sector Skill Council. (*UGC guidelines for B.Voc. , Annexure A, 6.6*).

In case NOS is not available for a specific area / job role, the university/college should get the curriculum for this developed in consultation with industry experts. (*UGC guidelines for B.Voc. , Annexure A, 6.4(iv)*)

9. Faculty:

The university/college should use its regular faculty for the conduct of general education component and also for the skills components, if existing. Additionally, they may hire faculty on contractual basis and guest faculty in the core trades only as per UGC norms. (*UGC guidelines for B.Voc. , Annexure A, 8.2*).

NSDC will coordinate the availability of the services of the trained skills faculty, subject to the requirement of institution, from its funded training partners at UGC approved remuneration as per guidelines of Community Colleges and NSDC funded training partner. (*UGC - NSDCMoU, Annexure B, IV(8)*).

10. Credit Calculation:

The following formula should be used for conversion of time into credit hours.

- a) One Credit would mean equivalent of 14 to 15 periods of 60 minutes each, for theory, workshops/labs and tutorials;
- b) For internship/field work, the credit weightage for equivalent hours shall be 50% of that for lectures/workshops;
- c) For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study should be 50% or less of that for lectures/workshops. (*UGC Guidelines for B.Voc. See Annexure A , 6.5.1 to 6.5.3).*

NSQF Level	Skill Component Credits	General Education Credits	Total Credits (Cumulative)	Normal calendar duration	Exit Points / Awards
5 (Year 1)	36	24	60	Two semesters	Diploma
6 (Year 2)	36	24	120	Four Semesters	Advanced Diploma
7 (Year 3)	36	24	180	Six Semesters	Degree
Total	108	72			

10. Internal Assessment

- Generic Component: As per University guidelines (will be done by college).
- Skill Component: As per NSDC - SSC guidelines (will be done by SSCs)

11. EXAMINATION

(I) GENERAL EDUCATION COMPONENT (GEC)

The assessment for the General Education Component (GEC) should be done by the University of Delhi as per their prevailing standards and procedures (*UGC guidelines for B.Voc., Annexure A, 7.1).*

The course of study of B.Voc. shall be divided in to six semesters and university examination will be held at the end of every semester in the months of November/December (for semester I, III & V) and May/June (for semester II, IV & VI) or as fixed by the University of Delhi.

The medium of instruction and examination will be English/Hindi, except for the language subjects whose medium of instruction and examination will be that of the language subject.

The minimum number of marks required to pass the GEC examination in each part shall be 40% and details as per University of Delhi rules.

Internal assessment and its Components: Internal assessment, in each subject, shall be 25% of the total marks in each paper and shall be uniformly applicable to all the Subjects/Papers. The

three Components for Internal Assessment shall be as follows (to be divided equally, as per the credit of the paper:

(i)	Attendance:	20%	% of the Total Marks of the internal Assessment
(ii)	Written Assignment/Project :	40%	
(iii)	Mid-Semester Tests/Internal Examination	40%	

Papers having practical/viva, the marks of theory and practical/viva will be reduced equally percentage wise, to make room for 20% internal assessment(as per (b) above).

The Successful candidates shall be classified on the basis of aggregate marks secured

- a) 75% or more with Distinction.
- b) 60% or more in the First division.
- c) 50% or more but less than 60% in the Second division.
- d) 40% to below 50% in the Third division.

Attendance and Other Requirements: Every candidate will be required to attend a minimum of 66.6% lectures delivered to that class in each paper as well as 75% of the laboratory work, seminars etc. separately. Provided that a deficiency in attendance may be condoned for special reasons, as per the relevant ordinances on the subject.

Re-evaluation of scripts: Re-evaluation of scripts as per University of Delhi Rule.

Award of Medal/Prizes: The general rules and conditions of the University for the Award of Medal/Prizes etc.

(II) ASSESSMENT OF SKILL EDUCATION COMPONENT (SEC):

- NSDC will ensure that post training, the assessment and certification of vocational component is done by NSDC approved Sector Skill Councils. The assessment will be done by Sector Skill Councils(SSC)/Industry Partner through its affiliated Assessment Bodies who have SSC trained certified assessors. (*UGC -NSDCMoU, See Annexure B, II(4)*).
- The university may like to consult the respective Sector Skill Council for designing the examination and assessment pattern for the skill development components. The university may also consider using the designated assessors of Sector Skill Councils/Industry Partners for the conduct of practical assessment. (*UGC guidelines for B.Voc., Annexure A, 7.2*).

B.VOC – HEALTHCARE MANAGEMENT

JESUS AND MARY COLLEGE
UNIVERSITY OF DELHI

B.VOC - HEALTHCARE MANAGEMENT

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COURSE STRUCTURE OF B.VOC - HEALTHCARE MANAGEMENT			
Semester-1			Credits
1.	General Education Component (GEC)	GEC 1.1 Environmental Science/English Communication	4
2.		GEC1.2 Concepts & Software Packages	4
3		GEC 1.3 Soft Skills	4
4	Skill Component (SEC)	SEC 1.1 Communication in Healthcare	3
5		SEC 1.2 Human body – Basics - Anatomy and Physiology	4
6		SEC 1.3 Introduction to Hospital Industry	3
7		SEC 1.4 Medical Terminology – 1	4
8		SEC 1.5 Medical Software Applications -1	4
Semester – 2			
1	General Education Component (GEC)	GEC 2.1 English Communication / Environmental Science	4
2		GEC 2.2 Hindi	4
3		GEC 2.3 Making Decisions	4
4	Skill Component (SEC)	SEC 2.1 Medical Terminology – 2	3
5		SEC 2.2 Medical Software Application – 2	3
6		SEC 2.3 Planning of hospital functions	4
7		SEC 2.4 Front office operations-1	5
8		SEC 2.5 Project and Internship	3
Semester – 3			
1	General Education Component (GEC)	GEC 3.1 English	5+1
2		GEC 3.2 Fundamentals of Accounting	5+1
3	Skill Component (SEC)	SEC 3.1 Patient behavior and Psychology	3
4		SEC 3.2 Medical Terminology – 3	3
5		SEC 3.3 Medical Software Application – 3	3
7		SEC 3.4 Front office operations - 2	5
8		SEC 3.5 Introduction to Finance and Credit Management in healthcare	4

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Semester – 4				
1	General Education Component (GEC)	GEC 4.1	Fundamentals of Management	5+1
2		GEC 4.2	Self and Personal Growth	5+1
3	Skill Component (SEC)	SEC 4.1	Quality in healthcare- Service and Medical Quality	4
4		SEC 4.2	TPA Operations	3
5		SEC 4.3	Cash Management	3
6		SEC 4.4	Hospital Policies	5
7		SEC 4.5	Project & Internship	3
Semester 5				
1	General Education Component (GEC)	GEC 5.1	Basic Statistics and Probability	4+2
2		GEC 5.2	Human Resource Management	5+1
4	Skill Component (SEC)	SEC 5.1	Bio Medical Waste Management and Radiation Safety.	4
3		SEC 5.2	General Safety codes, Fire Safety and Disaster Management in Hospitals.	4
4		SEC 5.3	Hospital Infection Control	3
5		SEC 5.4	Nursing administration	4
6		SEC 5.5	Branding and Promotion in Hospital	3
Semester – 6				
1	General Education Component (GEC)	GEC 6.1	Marketing Management	5+1
2		GEC 6.2	Entrepreneurship and Small Business	5+1
3	Skill Component (SEC)	SEC 6.1	Management of Non Clinical departments-Support and Utility Services.	4
4		SEC 6.2	Legal & Ethical issues in Healthcare	4
5		SEC 6.3	Hospital Engineering and Bio Medical Engineering	4
6		SEC 6.4	Crisis Management	3
		SEC 6.5	Project & Internship	3

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B. VOC. - HEALTHCARE MANAGEMENT

**GENERAL EDUCATION COMPONENT PAPERS FOR HEALTHCARE
MANAGEMENT**

Semester	Paper Code	Paper Title	Credits	Source
1	GEC 1.1	Environmental Science / English Communication	4	UGC / AECC (DU – B.A./B.Com. English)
	GEC 1.2	Computer Fundamentals	4	B.A.P -sem I
	GEC1.3	Soft Skills	4	AEEC - (B.A. Eng. Hons. Paper-3)
2	GEC 2.1	English Communication / Environmental Science	4	AECC (DU – B.A./ B.Com. English) / UGC
	GEC 2.2	Hindi	4	AEEC- B.A./B.Com - Sem-3
	GEC 2.3	Making Decisions	4	AEEC - B.A. in Psychology P-03
3	GEC 3.1	English	6	Core - English (B.A/B.Com)
	GEC 3.2	Fundamentals of Accounting	6	Prepared as per NSDC guidelines
4	GEC 4.1	Fundamentals of Management	6	Core - B.A(VS)-Tourism, Sem-1
	GEC 4.2	Self and Personal Growth	6	BA-PSY P-03
5	GEC 5.1	Basic Statistics and Probability	6	Core - B.A(P)-Statistics, Sem -1
	GEC 5.2	Human Resource Management	6	B.A.(VS) HRM, SEM-5.1
6	GEC 6.1	Marketing Management	6	Core, BBE-Sem-4
	GEC 6.2	Entrepreneurship and Small Business	6	BA(VS)- Tourism, Sem-2

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B. VOC. - HEALTHCARE MANAGEMENT
ENVIRONMENTAL SCIENCES

Semester - 1 GEC 1.1

Credits: 4 Lecture : 60

Max Marks : 100

Hours : 3

Unit 1 : Introduction to environmental studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; Need for public awareness.

Unit 2 : Ecosystems

What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems :

1. a) Forest ecosystem
2. b) Grassland ecosystem
3. c) Desert ecosystem
4. d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 3 : Natural Resources : Renewable and Non-renewable Resources

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water : Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

Unit 4 : Biodiversity and Conservation

- Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

Unit 5 : Environmental Pollution

- Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management: Control measures of urban and industrial waste.
- Pollution case studies.

Unit 6 : Environmental Policies & Practices

- Sustainability and sustainable development.
- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture
- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act.



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- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

Unit 7 : Human Communities and the Environment

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management: floods, earthquake, cyclones and landslides.
- Environmental movements: Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

Unit 8: Field work

- Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems-pond, river, Delhi Ridge, etc.

Suggested Readings:

1. Bharucha, E. 2003, Textbook for Environmental Studies, University Grants Commission, New Delhi and BharatiVidyapeeth Institute of Environmental Education and Research, Pune. 361.
2. Carson, Rachel. 1962. Silent Spring (Boston: Houghton Mifflin, 1962), Mariner Books, 2002
3. Economy, Elizabeth. 2010. The River Runs Black: The Environmental Challenge to China's Future.
4. Gadgil, M. & Ramachandra, G. 1993. This fissured land: an ecological history of India. Univ of California Press.
5. Gleeson, B. and Low, N. (eds.) 1999. Global Ethics and Environment, London, Routledge.
6. Grumbine, R. Edward, and Pandit, M.K. Threats from India's Himalaya dams. Science 339.6115 (2013): 36-37.
7. Heywood V.H. & Watson, R.T. 1995. Global Biodiversity Assessment. Cambridge University Press.
8. McCully, P. 1996. Silenced rivers: the ecology and politics of large dams. Zed Books.
9. McNeill, John R. 2000. Something New Under the Sun: An Environmental History of the Twentieth Century.
10. Odum, E.P., Odum, H.T. & Andrews, J. 1971. Fundamentals of Ecology. Philadelphia: Saunders.
11. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. Environmental and Pollution Science. Academic press, 2011.
12. Rao MN and Datta AK, 1987. Waste Water Treatment. Oxford and IBH Publishing Co. Pvt. Ltd.
13. Raven, P.H., Hassenzahl, D.M. & Berg, L.R. 2012. Environment. 8edition. John Wiley & Sons.
14. Ricklefs, R. E., & Miller, G.L. 2000. Ecology. W. H. Freeman, New York.
15. Robbins, P. 2012. Political ecology: A critical introduction. John Wiley & Sons.
16. Rosencranz, A., Divan, S. & Noble, M.L.. Environmental law and policy in India. 2001. Tripathi 1992.
17. Sengupta, R. 2003. Ecology and economics (OUP): An approach to sustainable development." OUP Catalogue.

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18. World Commission on Environment and Development. 1987. Our Common Future. Oxford: Oxford University Press.
19. Singh, J.S., Singh, S.P. and Gupta, S.R. 2006. Ecology, Environment and Resource Ecology, Environment and Resource Conservation. Anamaya Publishers.
20. Sodhi, N.S., Gibson, L. & Raven, P.H.G. (eds). 2013. Conservation biology: voices from the Tropics. John Wiley & Sons.
21. Van Leeuwen, C. J., & Vermeire, T. G. 2007. Risk assessment of chemicals.

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B. VOC. - HEALTHCARE MANAGEMENT
COMPUTER FUNDAMENTALS

Semester - 1 GEC 1.2

Credit: 2 (T) + 2 (P) = 4

Hours : 28 (T) + 56 (P)

Total Marks: 100 (Theory: 50, Practical: 25, Internal Assessment: 25)

Introduction: Introduction to computer system, uses, types.

Data Representation: Number systems and character representation, binary arithmetic.

Human Computer Interface: Types of software, Operating system as user interface, utility programs

Devices: Input and output devices (with connections and practical demo), keyboard, mouse, joystick, scanner, OCR, OMR, bar code reader, web camera, monitor, printer, plotter

Memory: Primary, secondary, auxiliary memory, RAM, ROM, cache memory, hard disks, optical disks

Computer Organisation and Architecture: C.P.U., registers, system bus, main memory unit, cache memory, Inside a computer, SMPS, Motherboard, Ports and Interfaces, expansion cards, ribbon cables, memory chips, processors.

Overview of Emerging Technologies: Bluetooth, cloud computing, big data, data mining, mobile computing and embedded systems.

Use of Computers in Education and Research: Data analysis, Heterogeneous storage, e-Library, Google Scholar, Domain specific packages such as SPSS, Mathematica etc.

Reference Books:

1. A. Goel, Computer Fundamentals, Pearson Education, 2010.
2. P. Aksoy, L. DeNardis, Introduction to Information Technology, Cengage Learning, 2006
3. P. K.Sinha, P. Sinha, Fundamentals of Computers, BPB Publishers, 2007


Practical :

The practical assignment must include connecting parts of a computer and assembling it to an extent, media formatting and installation of software.



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B. VOC. - HEALTHCARE MANAGEMENT

Soft Skills

Semester - 1

GEC 1.3

Credit - 4

Lecture: 60

Max Marks: 100

Hours : 3

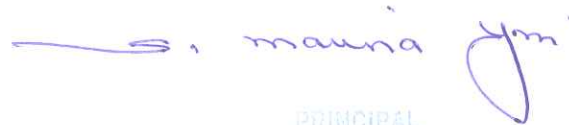
- * Teamwork
- * Emotional Intelligence
- * Adaptability
- * Leadership
- * Problem solving

Suggested Readings

1. S.P. Dhanavel. English and Soft Skills. Orient BlackSwan, 2013
2. Dale Carnegie. How to Win Friends and Influence People. Gallery Books, 1936.
3. Gopalaswamy Ramesh & Mahadevan Ramesh. The Ace of Softskills: Attitude, Communication and Etiquette for Success. Pearson, 2010.



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B. VOC. - HEALTHCARE MANAGEMENT
English Communication

Semester - 2 GEC-2.1

Credit - 4

Lecture: 60

Max Marks: 100

Hours : 3

Introduction:

Theory of Communication: Types and modes of Communication

Language of Communication:

Verbal and Non-verbal
(Spoken and Written)

Personal, Social and Business Barriers and Strategies Intra-personal, Inter-personal and Group communication

Speaking Skills

Monologue
Dialogue
Group Discussion
Effective Communication / Mis- Communication
Interview
Public Speech

Reading and Understanding

Close Reading
Comprehension
Summary Paraphrasing
Analysis and Interpretation
Translation(from Indian language to English and vice-versa) Literary/Knowledge Texts

Writing Skills

Documenting
Report Writing
Making notes
Letter writing

Recommended Readings:

1. Fluency in English - Part II, Oxford University Press, 2006.
2. Business English, Pearson, 2008.
3. Language, Literature and Creativity, Orient Blackswan, 2013.
4. Language through Literature (forthcoming) ed. Dr. Gauri Mishra, DrRanjanaKaul, DrBratiBiswas



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B. VOC. – HEALTHCARE MANAGEMENT

Hindi

Semester - 2

Gec - 2.2

Credit: 5+1 Lecture: 60

Max Marks: 100 Hours:3

संक्षेप कार्यालयी हिंदी

इकाई-1 : कार्यालयी हिंदी का स्वरूप, उद्देश्य तथा क्षेत्र

- अभिप्राय तथा उद्देश्य
- कार्यालयी हिंदी का क्षेत्र
- सामान्य हिंदी तथा कार्यालयी हिंदी : संबंध तथा अंतर
- कार्यालयी हिंदी की स्थिति और संभावनाएँ

इकाई-2 : कार्यालयी हिंदी की शब्दावली

- कार्यालयी हिंदी की पारिभाषिक शब्दावली
- पदनाम तथा अनुभाग के नाम
- मुख्य कार्यालय, क्षेत्रीय कार्यालय और अन्य प्रशासनिक अधिकारियों के लिए प्रयुक्त होने वाले संबोधन,

निर्देश आदि

- औपचारिक पदावलि/अभिव्यक्तियाँ, सूची विभाग द्वारा तैयार की जाएगी

इकाई-3 : कार्यालयी पत्राचार के विविध प्रकार

- सामान्य परिचय
- कार्यालय से निर्गत पत्राचार, ज्ञापन, परिपत्र, अनुस्मारक, पृष्ठांकन, आदेश, सूचनाएँ, निविदा आदि
- रिक्त पदों पर भर्ती हेतु विज्ञापन
- आवेदन-लेखन

इकाई-4 : टिप्पण, प्रारूपण और संक्षेपण

- टिप्पण का स्वरूप, विशेषताएँ और भाषा शैली
- प्रारूपण के प्रकार, भाषा शैली, प्रारूपण की विधि
- संक्षेपण के प्रकार, विशेषताएँ और संक्षेपण की विधि
- उपर्युक्त सभी इकाइयों पर आधारित व्यावहारिक प्रश्न

7

सहायक ग्रंथ

ऋ प्रयोजनमूलक हिंदी μ माधव सोनटक्के

ऋ प्रारूपण शासकीय पत्राचार और टिप्पण लेखन विधि μ राजेंद्र प्रसाद श्रीवास्तव

ऋ प्रयोजनमूलक हिंदी की नई भूमिका μ कैलाशनाथ पाण्डेय

ऋ प्रयोजनमूलक भाषा और कार्यालयी हिंदी μ कृष्ण कुमार गोस्वामी

ऋ प्रयोजनमूलक हिंदी : सि/त और प्रयोग μ दंगल जाल्टे

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B. VOC. - HEALTHCARE MANAGEMENT
Making Decisions

Semester - 2 GEC 2.3

Credit - 4 Lecture: 60 Max Marks: 100 Hours : 3

Objective: Students will learn various strategies through which they can make good decisions.

Unit 1:

Introduction: Basic concepts of decision making, Importance of making good decisions, self-efficacy.

Unit 2:

Making effective decisions: Decisions regarding career, Decision making in interpersonal context, Decision making at the workplace

Readings:

Adler, R.B & Proctor, R.F (2009). Communication Goals and Approaches. Wadsworth cengage

Learning, India

Chadha, N.K. & Bhatia, H. (2014). Career Development-different voices, different choices. The

Readers Paradise: New Delhi. Sherfield, R.M., Montgomery, R.J., & Moody, P.G. (2009). Developing

soft skills. Pearson Education, India.



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B. VOC. - HEALTHCARE MANAGEMENT

English

Semester - 3

GEC 3.1

Credit - 6

Lecture: 75

Max Marks: 100

Hours : 3

Writing skills

- Diary entry
- Paragraph writing
- Summary/Note-making
- Formal and informal letter writing
- CV/ Resume writing
- Book/ Film reviews

Internal assessment

Speaking skills, Listening/ Comprehension

Project work (Suggested projects)

Sports writing, Poetry about women/ men, Poetry in translation, Telling a story, Fantasy writing, Chat shows, The menace of dowry, A success story

Recommended Readings:

Fluency in English Part I, Delhi: Macmillan, 2005.

El Dorado: A Textbook of Communication Skills, Orient Blackswan Private Limited, Hyderabad, 2014, Units 1 – 5.


Interchange, Workbook III, Fourth Edition, Cambridge University Press, Delhi, 2015, Units 1 - 8.

New Headway, Intermediate Student's Book, 3rd Edition, Oxford University Press, 2012, Units 1-6.

Write to be Read: Reading, Reflecting & Writing, Cambridge University Press, Delhi, First South Asian edition 2014, Units 1-4.



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B. VOC. - HEALTHCARE MANAGEMENT

Fundamentals of Accounting

Semester - 3 GEC 3.2

Credit - 6 Lecture: 75 Max Marks: 100 Hours : 3

Objectives: To make the student familiar with generally accepted accounting principles of financial accounting and management Accounting and their applications in business organizations.

Unit- I Financial Accounting: Nature and scope, Limitations of Financial Accounting. Basic Concepts and Conventions, Accounting Standards: Meaning, Significance, Generally Accepted Accounting Principles (GAAP). Accounting Process: From recording of transactions to preparation of final accounts.

Unit- II Final accounts of Sole Traders: Manufacturing, Trading, and Profit and Loss Account and Balance Sheet.

Unit- III Working Capital Decisions: Concepts of working capital, the risk-return trade off, sources of short-term finance, working capital estimation, cash management, receivables management, inventory management and payables management.

Unit- IV Cost Concepts and Classification, Elements of cost, Preparation of Cost Sheet . Inventories: Meaning. Significance of inventory valuation. Inventory Record Systems: periodic and perpetual. Methods: FIFO, LIFO and Weighted Average.

Unit V Analysis of financial statements, Common size balance sheet, Ratio analysis

List of Reading

1. Bhushan Kumar Goyal and HN Tiwari, *Financial Accounting*, International Book House
2. S.N. Maheshwari, *Financial Accounting*, Vikas Publication, New Delhi
3. P.C. Tulsian, *Financial Accounting*, Tata McGraw Hill, New Delhi
- 4.M.Y. Khan & P.K. Jain: *Financial Management Text Problem and Cases*, Tata McGraw Hill Publishing Co. Ltd.
5. R. P. Rustogi: *Financial Management: Theory Concepts and Practices*, Taxmann Publication
6. Maheshwari, S.N. and S.N. Mittal. *Cost Accounting: Theory and Problems*. Shri Mahavir Book Depot, New Delhi.

Latest Edition of the Books shall be used



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B. VOC. - HEALTHCARE MANAGEMENT
Fundamentals of Management

Semester - 4 GEC 4.1

Credit – 5+1 Lecture: 75 Max Marks: 100 Hours : 3

Objectives:

To acquaint the students with the basics of Commerce and Business; concepts and functions of Business Organization and provide them practical exposure of entrepreneurial role in business using Commerce lab work and assignments. To acquaint the students with the Principles, functions and practice of management and provide them practical exposure giving stories of success/failure businessmen

Unit I

Concepts: Business, trade, industry and commerce – Business: Features of business – Trade: Classification, Aids to Trade – Industry: Classification – Commerce - Relationship between trade, industry and commerce - Business Organization: Concept - Functions of Business. Sources of finance: Long Term, Short Term.

Unit II

Business Organization: Forms of Business Organization – Classification – Factors influencing the choice of suitable form of organization. Sole Proprietorship: Meaning – Characteristics – Advantages & Disadvantages – Suitability. Partnership: Meaning – Characteristics – Kinds of partners - Registration of partnership – Partnership deed – Rights and obligations of partners. - Joint Hindu Family Business: Characteristics – Advantages and limitations.


Unit III

Joint Stock Company: Meaning – Characteristics – Advantages - Kinds of Companies – Difference between private and public companies – Promotion of A Company: Stages - Promoters – Characteristics – Registration – Capital subscription – Commencement of Business – Preparation of Important documents: Memorandum of Association: Significance, Clauses – Articles of Association: Contents – Prospectus: Contents – Statement in lieu of Prospectus. Meetings: types and procedure to hold.

Unit IV

Management: Meaning – Significance- Management Vs Administration – Functions of management – Levels of Management – Skills of management – Leadership: Leader Vs Manager - Traits of successful Leaders - Scientific Management: Features - Fayol's Principles of Management. Planning: Meaning – Significance – Types of Plans – Decision making & Steps in Process Decision making.


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Unit V

Organizing: Meaning – Features – the process of organization – Principles of organization - Elements of organizations – Organization chart. Delegation of authority: Meaning - Elements – Principles – Types – Difficulties in delegation – Guidelines for making delegation effective. Centralization – Decentralization: Meaning – Differences between delegating and decentralization. Selection and recruitment, Motivation and its techniques, Leadership and its styles

Suggested Readings:

1. Vijay Kumar Kaul, Business Organisation and Management-Text and Cases, Pearson
2. Vijay Kumar Kaul, Principles And Practices Of Management, Vikas Publishing
3. Bhushan Y K: Business Organization and Management, Sultan Chand
4. RK Sharma and Shashi K.Gupta: Industrial Organization and Management, Kalyani
5. CB Gupta : Industrial Organization and Management, Sultan Chand
6. Sherlekar: Business Organization and Management, Himalaya
7. Govindarajan and Natarajan: Principles of Management, PHI
8. RK Sharma and Shashi K.Gupta: Industrial Organization and Management, Kalyani
9. Subba Rao P: Management and Organizational Behavior, Himalaya
10. Satyaraju & Parthasarathy: Management - Text and Cases, PHI
11. Chandra Bose: Principles of Management and Administration, PHI
12. Aryasree & Murthy: Industrial Organisation & Management, Tata McGraw Hill.
13. Surendar and Madhavi: Industrial Organization and Management, Himalaya
14. Bhatia RC: Business Organization and Management, Ane Books
15. Robins S P: Management, PHI
16. Rao VSP: Management, Excel
17. Gupta CB: Entrepreneurship Development in India, Sultan Chand
18. Prasad L M: Management, Sultan Chand
19. Dubrin: Essentials of Management, Cengage
20. Moshal: Organization and Management, Galgotia

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B. VOC. - HEALTHCARE MANAGEMENT

Self and Personal Growth

Semester - 4 GEC 4.2

Credit - 6

Lecture: 75

Max Marks: 100

Hours : 3

- 1. Introduction:** Notion of Personality, perspectives, Self as an object and as a process. Bases of Self knowledge.
- 2. Self from a Developmental Perspective:** Ideas of William James, M. Lewis, Mead, Cooley, Robert Kegan; Carl Rogers.
- 3. Self in the Indian Thought:** contributions of Indian thought to the understanding of self.
- 4. Personal Growth:** Self and Personal growth; Developing character strengths and virtues.

Readings:

Carr, A. (2004). Positive Psychology: The science of happiness and human strength. UK: Routledge.
Chadha, N.K. & Seth, S. (2014). The Psychological Realm: An Introduction. Pinnacle Learning, New Delhi. Ciccarelli, S. K., & Meyer, G. E. (2010). Psychology: South Asian Edition. New Delhi: Pearson Education.



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B. VOC. - HEALTHCARE MANAGEMENT

Basic Statistics & Probability

Semester - 5 GEC 5.1

Credit - 6

Lecture: 75

Max Marks: 100

Hours : 3

Concepts of a statistical population and sample from a population, quantitative and qualitative data, nominal, ordinal and time-series data, discrete and continuous data. Presentation of data by tables and by diagrams, frequency distributions for discrete and continuous data, graphical representation of a frequency distribution by histogram and frequency polygon, cumulative frequency distributions (inclusive and exclusive methods).

Measures of location (or central tendency) and dispersion, moments, measures of skewness and kurtosis, cumulants. Bivariate data: Scatter diagram, principle of least-square and fitting of straight lines and parabolas. Correlation and Regression. Karl Pearson coefficient of correlation, Lines of regression, Spearman's rank correlation coefficient.

Random experiment, sample point and sample space, event, algebra of events, Definition of Probability - classical, relative frequency and axiomatic approaches to probability, merits and demerits of these approaches (only general ideas to be given). Theorem on probability, conditional probability, independent events. Baye's theorem and its applications.

REFERENCES:

1. J.E. Freund (2009): *Mathematical Statistics with Applications*, 7th Ed., Pearson Education.
2. A.M. Goon, M.K. Gupta and B. Dasgupta (2005): *Fundamentals of Statistics*, Vol. I, 8th Ed., World Press, Kolkatta.


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B. VOC. - HEALTHCARE MANAGEMENT

Human Resource Management

Semester - 5

GEC 5.2

Credit - 6

Lecture: 75

Max Marks: 100

Hours : 3

Objective: The objective of the course is to acquaint students with the techniques and principles to manage human resource of an organization.

Unit 1: Introduction

Human Resource Management: Concept and Functions, Role, Status and competencies of HR Manager, HR Policies, Evolution of HRM, HRM vs HRD. Emerging Challenges of Human Resource Management like Workforce diversity, Downsizing, Work life balance

Unit 2: Acquisition of Human Resource

Human Resource Planning- Quantitative and Qualitative dimensions; job analysis – job description and job specification; Recruitment – Concept and sources; Selection – Concept and process; test and interview; placement and induction

Unit 3: Training and Development

Concept and Importance; Identifying Training and Development Needs; Designing Training Programs; Role-Specific and Competency-Based Training; Evaluating Training Effectiveness; Training Process Outsourcing; Management Development; Career Development.

Unit 4: Performance Appraisal

Nature, objectives and importance; Modern techniques of performance appraisal; potential appraisal and employee counseling; job changes - transfers and promotions; Compensation: concept and policies; job evaluation; methods of wage payments and incentive plans; fringe benefits; performance linked compensation.

Unit 5: Maintenance

Employee health and safety; employee welfare; social security; Employer-Employee relations- an overview; grievance-handling and redressal; Industrial Disputes: causes and settlement machinery

Suggested Readings:

1. Gary Dessler. A Framework for Human Resource Management. Pearson Education.
2. DeCenzo, D.A. and S.P. Robbins, Personnel/Human Resource Management, Pearson Education.
3. Bohlander and Snell, Principles of Human Resource Management, Cengage Learning



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4. Ivancevich, John M. Human Resource Management. McGraw Hill.
5. Wreather and Davis. Human Resource Management. Pearson Education.
6. Robert L. Mathis and John H. Jackson. Human Resource Management. Cengage Learning.
7. TN Chhabra, Human Resource Management, Dhanpat Rai & Co., Delhi
8. Biswajeet Patttanayak, Human Resource Management, PHI Learning

Note: Latest edition of text books shall be used.



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B. VOC. - HEALTHCARE MANAGEMENT

Marketing Management

Semester -6 GEC 6.1

Credit - 6 Lecture: 75 Max Marks: 100 Hours : 3

UNIT I: INTRODUCTION Importance and Scope of Marketing, Core Marketing Concepts, Company Orientations, Marketing Myopia

UNIT II: MARKETING ENVIRONMENT AND COMPETITIVE ANALYSIS Marketing Environment: Scanning the Indian Marketing Environment: Economic, Demographic, Sociocultural, Technological, Political and Legal. Competitive Analysis: Michael Porter's Model of Competitive analysis, BCG Matrix, ANSOFF Matrix, SWOT Analysis.

UNIT III: SEGMENTATION, TARGETING AND POSITIONING Market Segmentation: Levels of segmentation, Marketing segmentation Procedure, Bases for segmenting Consumer Markets, VALS segmentation, Effective segmentation Market Targeting: Evaluating and Selecting Market Segments. Positioning: Positioning Statement, determining which positioning to promote, positioning possibilities, Points-of-Parity, Points-of-Difference

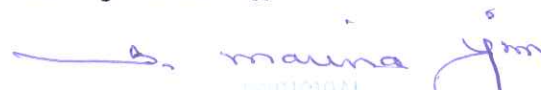
UNIT IV: PRODUCT Product life cycle: The Concept and its Strategic Implications, Product Mix: Levels, Hierarchy, Classifications, Mix. Product line decisions: Product Line Analysis, Product Line Length, Line Modernization, Featuring, Pruning. Differentiation: Differentiation tools: Product, services, personnel, channel, image differentiation. Branding: Brand decisions, building brand identity, Brand Equity, Branding Challenges, Brand Name Decisions, Brand Building Tools, Devising a Branding Strategy, Brand Repositioning Services: Characteristics of services.

UNIT V: PRICING Significance of pricing, factors influencing pricing, pricing objectives, Pricing Strategies and Procedure, psychological pricing **UNIT VI: DISTRIBUTION** Channels: Channel Functions and Flows, Channel Levels, Channel Integration and Systems (Vertical Marketing System, Horizontal Marketing System, Integrated Multichannel Marketing System) Retailing: Types of retailers, marketing decisions in retailing 17 Wholesaling: Types of wholesalers

UNIT VII: PROMOTION Promotion Mix, Factors affecting Promotion Mix, concept of Integrated Marketing Communication Advertising: advertising objectives, advertising budget, message generation, Media (types, reach frequency, impact) and measuring advertising effectiveness. Sales promotion (Objectives, Advertising versus Promotion, Major Decisions in sales promotion), Events and Experiences, Public Relations and Publicity (Marketing Public Relations, tools), Direct Marketing, Interactive Marketing(introduction to online marketing), Word of Mouth, Personal selling (Principles of personal selling, Negotiation).


UNIT VIII: EMERGING TRENDS IN MARKETING Ethics in Marketing, Relationship marketing, Holistic marketing, Green marketing, Political marketing, Rural marketing, People, Processes and Physical Evidence as other _P's of Marketing Mix. Note: Case Study and Case Lets of Indian context must be included in teaching methodology.


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Suggested Readings:

1. Kotler, P. & Keller, K. L. (2012). Marketing Management (14th ed.). Pearson.
2. Kotler, P., Armstrong, G., Agnihotri, P. Y., & UIHaq, E. (2010). Principles of Marketing - A South Asian Perspective. (13th ed.). Pearson.
3. Ramaswamy, V.S., Namakumari, S. (2009). Marketing Management: Global Perspective Indian Context. (4th ed.). Macmillan Publishers India Limited.
4. Iacobucci, D Marketing Management, Cengage Learning (2013).
5. Etzel, Michael J, Walker, Bruce J, Stanton William J and Pandit, Ajay (2009). Marketing (14th ed.). Tata McGraw Hill.



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B. VOC. - HEALTHCARE MANAGEMENT**Entrepreneurship & Small Business****Semester - 6 GEC 6.2****Credit - 6****Lecture: 75****Max Marks: 100****Hours : 3****Unit I**

Meaning, elements, determinants and importance of entrepreneurship and creative behavior. Entrepreneurship and creative response to the society' problems and at work. Dimensions of entrepreneurship: intrapreneurship, technopreneurship, cultural entrepreneurship, international entrepreneurship, enetpreneurship, ecopreneurship, and social entrepreneurship.

Unit II

Entrepreneurship and Micro, Small and Medium Enterprises. Concept of business groups and role of business houses and family business in India. . The contemporary role models in Indian business: their values, business philosophy and behavioural orientations. Conflict in family business and its resolution. Managerial roles and functions in a small business. Entrepreneur as the manager of his business. The need for and the extent of professionalization of management of small business in India.

Unit III

Public and private system of stimulation, support and sustainability of entrepreneurship. Requirement, availability and access to finance, marketing assistance, technology, and industrial accommodation, Role of industries/entrepreneur's associations and self-help groups. The concept, role and functions of business incubators, angel investors, venture capital and private equity fund.

Unit IV

Sources of business ideas and tests of feasibility. Significance of writing the business plan/project proposal. Contents of business plan/ project proposal. Designing business processes, location, layout, operation, planning & control; preparation of project report (various aspects of the project report such as size of investment, nature of product, market potential may be covered). Project submission/presentation and appraisal thereof by external agencies, such as financial/non-financial institutions.

Unit V

Mobilising resources for start-up. Accommodation and utilities. Preliminary contracts with the vendors, suppliers, bankers, principal customers; Contract management: Basic start-up problems. Operations management: designing and redesigning business processes, layout, production planning & control, implementing quality management and productivity



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improvement programmes. Input-analysis, throughput analysis and output analysis. Basic awareness of inventory methods. Basic awareness about the need for and means of environment (eco-) friendliness and energy management. Organization of business office. Basic awareness of manual and computerized office systems and procedures. Introductory word processing, spreadsheet preparation and data sorting and analysis, internet browsing.

Suggested Readings:

1. Kuratko and Rao, *Entrepreneurship: A South Asian Perspective*, Cengage Learning.
2. Desai, Vasant. *Dynamics of Entrepreneurial Development and Management*. Mumbai, Himalaya Publishing House.
3. Dollinger, Mare J. *Entrepreneurship: Strategies and Resources*. McGraw Hill.
4. Holt, David H. *Entrepreneurship: New Venture Creation*. Prentice-Hall of India, New Delhi.
5. Jain, Arun Kumar. *Competitive Excellence: Critical Success Factors*. New Delhi: Viva Books Limited
6. Panda, ShibaCharan. *Entrepreneurship Development*. New Delhi, Anmol Publications.
7. Plsek, Paul E. *Creativity, Innovation and Quality*. (Eastern Economic Edition), New Delhi: Prentice-Hall of India.
8. SIDBI Reports on Small Scale Industries Sector.
9. Singh, Nagendra P. *Emerging Trends in Entrepreneurship Development*. New Delhi: ASEED.




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B. VOC. – HEALTHCARE MANAGEMENT

Communication in Healthcare

SEC 1.1

Credit: 3

Module Number and Title	SEC 1.1 Communication in Health care
Description	The focus of this module is familiarization with the fundamentals elements of professional written and oral communication in the organizational context. It emphasizes on understanding the audience, creating a well-crafted message, and projecting confidence and competence through and appropriate communication style.
Objectives	By the end of the term students should be able to demonstrate the use of critical thinking, decisions making and problem solving skills though effective written and oral business communication.
Teaching and Learning Strategies	The course combines theoretical understanding with extensive practical application. Students will prepare / present / participate in a verity of written and oral messages, including presentations, reports, resume, Group Discussions, and Official correspondence and will also be involved in the critical appraisal of the messages, of fellow students,.
Content of the Module	<p>1 Communication - Origin , Meaning and Definition</p> <p>1.a) Functions of Communication</p> <p>1.b) Principles of Communication</p> <p>1.c) Objectives of communication</p> <p>2 Communication as a process</p> <p>2.a) Oral Communication</p> <p>2. b) Written Communication</p> <p>2. c) Filtering and distortion of Message</p> <p>2. d) Common causes that weaken Effective Communication</p> <p>3 Interpersonal Communication</p> <p>3.a) Perception in Interpersonal communication</p> <p>3.b) Approach to the study of Human Communication</p> <p>3.c) Transactional Analysis</p> <p>3.d) Structure of Transaction</p> <p>4 Interpersonal Foundation for Interpersonal Communication</p>

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	<p>4.a) Principles to initiate communication 4.b) Employees Interpersonal Communication 4.c) Media of Interpersonal Communication 4.e) Interpersonal Communication – Interview 4.f) Self Confidence - Essential of Effective Communication 4.g) Models of Understanding Interpersonal Relationship</p> <p>5 Styles of Human Communication</p> <p>6 Barriers to Communication</p> <p>6.a) Organizational Barriers 6.b) Semantic Barriers 6.c) Personal Barriers 6.d) Barriers in Subordinates 6.e) Psychological Barriers 6.f) Other Barriers</p> <p>7 How to overcome Communication Barriers</p> <p>8 Listening</p> <p>8.a) Barriers in Listening 8.b) Bad Listening Habits 8.c) Principles of Good Listening</p> <p>9 Flow of Communication in an Organization</p> <p>9.a) Downward Communication 9.b) Upward Communication 9.c) Horizontal Communication 9.d) Problems in Downward Communication 9.e) Problems in Upward Communication 9.e.f) Problems in Horizontal Communication</p>
<p>Assessment & Evaluation</p>	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ol style="list-style-type: none"> 1. Objective/knowledge testing, 2. Competency based evaluation using validated assessment tools and practical skill demonstration. <p>Projects/assignments with a grading rubric/scale emphasizing module competencies</p>
<p>Resource Materials</p>	<p>Reference texts and on-line reference</p>

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B. VOC. – HEALTHCARE MANAGEMENT

Human Body-Basics-Anatomy and Physiology

SEC 1.2

Credit : 4

Module Number and Title	SEC 1.2 Human body – Basics of Anatomy and Physiology
Description	This module aims to provide the student with the opportunity to further develop their knowledge and understand applied anatomy, physiology and pharmacology
Objectives	Demonstrate skilled, safe, effective and sensitive practice in the care of patients approaching front office
Teaching and Learning Strategies	Class room sessions, interactive learning, Models, Simulation
Content of the Module	<p>Basic structure, function & common associated diseases of the following:</p> <ol style="list-style-type: none"> 1. Introduction to Human Biology: – Cell, Tissues and Organs 2. Organ Systems <ul style="list-style-type: none"> - Skeletal System - Bones, cartilage, tendons and ligaments - Muscular System - Skeletal muscles and smooth muscles throughout the body - Circulatory System - Heart, blood vessels and blood - Nervous System - Brain, spinal cord and peripheral nerves - Respiratory System - Nose, trachea and lungs - Digestive System - Mouth, esophagus, stomach, small and large intestines - Excretory System: - Kidneys, ureters, bladder and urethra


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	<ul style="list-style-type: none"> - Endocrine System: - hypothalamus, pituitary, thyroid, pancreas and adrenal glands, etc - Reproductive System: - Lymphatic/Immune System - Lymph, lymph nodes and vessels, White blood cells, T- and B- cells.
Assessment & Evaluation	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ul style="list-style-type: none"> - Objective/knowledge testing, - Competency based evaluation using validated assessment tools and practical skill demonstration in both lab and clinical settings. <p>Projects/assignments with a grading rubric/scale emphasizing module competencies</p>
Resource Materials	Textbooks, and on-line reference and training materials

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B. VOC. – HEALTHCARE MANAGEMENT

Introduction to Hospital Industry

SEC 1.3

Credit : 3

Module Number and Title	SEC 1.3 INTRODUCTION TO HOSPITAL INDUSTRY
Description	Enhancing student's understanding of hospital and health Care issues and administration
Objectives	Create basic awareness on Healthcare setup, Global and Indian perspective.
Teaching and Learning Strategies	Lectures, discussions, presentations, case discussions, exercises, practical and exposure to current practices. The pedagogy for the course is more student centric; Visit to healthcare facilities. Lectures would be delivered by experts drawn from the fields of both management and healthcare
Content of the Module	<ul style="list-style-type: none"> • Concept of health and diseases Definition of health, Dimension of health, Spectrum of health, Determination of health and Indicators of Health, Levels of prevention, and modes of intervention for diseases and condition • Introduction to Hospital What is Hospital, Etymology, Types of hospitals, Hospital as System, Hospital Organization, Overview on Healthcare facilities, scale & scope • Introduction to Hospital Departments <ul style="list-style-type: none"> – Detailed Clinical services – Detailed Support Services – Detailed Utility Services


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	<ul style="list-style-type: none"> • Current Trends in Healthcare Industry <ol style="list-style-type: none"> 1. Healthcare Industry – An Overview 2. Changing Healthcare - Determinants 3. Current Trends <ul style="list-style-type: none"> - Medical Tourism or, Medical Value Travel - Public private partnership (PPP) - Information Technology and Health Care, Telemedicine, Video Conferencing, Bioinformatics, Robotic Surgery - Health Insurance and TPA's
<p>Assessment & Evaluation</p>	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ol style="list-style-type: none"> 1. Objective/knowledge testing, 2. Competency based evaluation using validated assessment tools and practical skill demonstration in clinical settings. <p>Projects/assignments with a grading scale emphasizing module competencies</p>
<p>Resource Materials</p>	<p>Business Journals, Healthcare status reports.</p>

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B. VOC. – HEALTHCARE MANAGEMENT

Medical Terminology-1

SEC 1.4

Credit : 4

Module Number and Title	SEC 1.4 Medical Terminology
Description	Study of medical vocabulary system with its practical application
Objectives	Includes structure, recognition, analysis, definition, spelling, pronunciation, and combination of medical terms from prefixes, suffixes, roots, and combining forms.
Teaching and Learning Strategies	Class room sessions, interactive learning, Role plays
Content of the Module	<ul style="list-style-type: none"> • Building Blocks of Medical Terminologies <ul style="list-style-type: none"> ○ Roots ○ Prefixes ○ Suffixes ○ Pronunciation rules • General Body Terminology • Medical Terms related to different organ systems • Pharmacology • Prescriptions and OTC medications <ul style="list-style-type: none"> ○ Routes of Administration ○ Medication actions and effects ○ Abbreviations
Assessment & Evaluation	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ol style="list-style-type: none"> 1. Objective/knowledge testing, 2. Competency based evaluation using validated assessment tools and practical skill demonstration. <p>Projects/assignments with a grading rubric/scale emphasizing module competencies</p>
Resource Materials	Reference texts and online material



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B. VOC. – HEALTHCARE MANAGEMENT

Medical Software Applications- 1

SEC 1.5

Credit : 4

Module Number and Title	SEC 1.5 Medical Software Application - 1
Description	This module is designed to provide a comprehensive understanding of the Medical software applications for the management and operation of health care information systems.
Objectives	<ul style="list-style-type: none"> • Basic Understanding of functioning of computers & its application in Healthcare with a perspective on Hospital operations • Create basic awareness on Healthcare record systems and infrastructure.
Teaching and Learning Strategies	Classroom sessions, practical session, industry visit to understand the use of medical software to IT department & Medical records department of hospital
Content of the Module	<p>1. Introduction To HIS</p> <ul style="list-style-type: none"> - Concept Of HIS - Role Of HIS - Characteristics Of HIS - Pre Requisites Of HIS <p>2. Need & Importance Of HIS</p> <p>3. Electronic Health Record (EHR) Vs Manual Records</p> <p>4. Computerized Patient Record System (CPRS)</p>




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Assessment & Evaluation	Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including: <ul style="list-style-type: none">• Objective/knowledge testing,• Competency based evaluation using validated assessment tools and practical skill demonstration in both lab and clinical settings. Projects/assignments with a grading rubric/scale emphasizing module competencies
Resource Materials	Business Journals, case studies, Hospital Information system



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B. VOC. – HEALTHCARE MANAGEMENT

Medical Terminology- 2


SEC 2.1

Credit : 3

Module No & Title	SEC 2.1 Medical Terminology - 2
Description	Study and practical application of medical vocabulary system
Objectives	Includes structure, recognition, analysis, definition, spelling, pronunciation, and combination of medical terms from prefixes, suffixes, roots, and combining forms.
Teaching and Learning Strategies	Class room sessions, interactive learning, quizzes
Content of the Module	General Terminology (procedures, diseases, treatment) related to following body system Circulatory Digestive System, Respiratory system, Urinary System , Obstetrics & Gynecology
Assessment & Evaluation	Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including: <ul style="list-style-type: none"> • Objective/knowledge testing, • Competency based evaluation using validated assessment tools and practical skill demonstration. <p>Projects/assignments with a grading rubric/scale emphasizing module competencies</p>
Resource Materials	Reference texts and online material



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B. VOC. – HEALTHCARE MANAGEMENT

Medical Software Application - 2

SEC 2.2

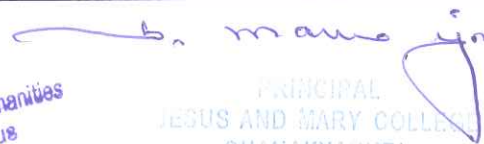
Credit : 3

Module Number and Title	SEC 2.2 Medical Software Application - 2
Description	This module is designed to provide a comprehensive understanding of the Medical software applications for the management and operation of health care information systems.
Objectives	<ul style="list-style-type: none"> • Basic Understanding of functioning of computers & its application in Healthcare with a perspective on Hospital operations • Create basic awareness on Healthcare record systems and infrastructure.
Teaching and Learning Strategies	Classroom sessions, practical session, industry visit to understand the use of medical software to IT department & Medical records department of hospital
Content of the Module	<ol style="list-style-type: none"> 1. Review of HIS & CPRS 2. Front office Module in HIS – Introduction, Process of Registration, admitting, billing, discharging of Patients, bed management system, OP & IP modules 3. Financial Management Module – Introduction to Tally 4. Management Information System 5. OT Management System 6. Lab Management and reporting System
Assessment & Evaluation	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ul style="list-style-type: none"> • Objective/knowledge testing, • Competency based evaluation using validated assessment tools and practical skill demonstration in both lab and clinical settings. <p>Projects/assignments with a grading rubric/scale emphasizing module competencies</p>



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Resource Materials	Business Journals, case studies, Hospital system
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B. VOC. – HEALTHCARE MANAGEMENT

Planning of Hospital Functions

SEC 2.3

Credit : 4

Module Number and Title	SEC 2.3 Planning of Hospital Functions
Description	This module outlines general considerations in planning and designing of hospitals
Objectives	After completion of the module student should be able to describe all aspects of planning and commissioning of different types of hospital including specialty hospitals and project management
Teaching and Learning Strategies	Class room sessions, interactive learning, Visit to hospital
Content of the Module	<ul style="list-style-type: none"> • Changing health care concept in planning / designing. • Site surveys for planning a hospital (Techno-Commercial) • Hospital building, architectural patterns, landscaping • Internal arrangements, sanitation, lighting, ventilation and traffic control • Planning of 30,100,250 bedded hospital(general/specialty) • Planning of 500, 750 and above bedded hospital(teaching/super-specialty/non-teaching specialty hospitals) • Project cost and total budget : Feasibility and viability study of Hospital • Project conceptualization, functional requirements. Implementation.
Assessment & Evaluation	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ul style="list-style-type: none"> • Objective/knowledge testing, • Competency based evaluation using validated assessment tools and practical skill demonstration in both lab and clinical settings. Projects/assignments with a grading rubric/scale emphasizing module competencies
Resource Materials	Textbooks, and on-line reference and training materials

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B. VOC. – HEALTHCARE MANAGEMENT

Front Office Operations - 1

SEC 2.4

Credit : 5

Module Number and Title	SEC 2.4 Front Office Operations
Description	Operations focus and specialization in Front Office
Objectives	Create in depth awareness of Front Office processes
Teaching and Learning Strategies	Class room sessions, interactive learning, industry visit
Content of the Module	<ul style="list-style-type: none"> ○ Department Overview <ul style="list-style-type: none"> ➤ Organization Chart, Scope of Front Office Services, Job Descriptions ○ Department Policies & Procedures: <ul style="list-style-type: none"> ➤ OPD Management: OPD timings, schedule, registration, billing etc. ➤ Help desk management ➤ Call center / Appointment handling ➤ Preventive Health Program Management ➤ Report Delivery process ➤ Employees Responsibilities e.g. punctuality, discipline, integrity, grievance redressal process ➤ Front Office data management ➤ Handling different Categories of Patients - Paid / Non-Paid, Emergency, VIPs etc. ➤ Handling Irate Customers and patient attendees ➤ Ensuring patient satisfaction - Contribution of the Front Office ○ Effectively Handling Various Problems of OPDs:


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	<p><u>Patient Problems</u></p> <ul style="list-style-type: none"> • Increased waiting time • Dissatisfaction with:- <ul style="list-style-type: none"> - Quality of service - Amenities <p><u>Doctors complaints</u></p> <ul style="list-style-type: none"> • Increased workload • Less staff • Increased clerical work • Non availability of - Patient records & Investigation reports. <p><u>Medical Records</u></p> <ul style="list-style-type: none"> • Misplacements: Not returned by patient, wrongly filed, taken away by pt. • Improper filing of records.
<p>Assessment & Evaluation</p>	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ol style="list-style-type: none"> 1. Objective/knowledge testing, 2. Competency based evaluation using validated assessment tools and practical skill demonstration in both lab and clinical settings. <p>Projects/assignments with a grading rubric/scale emphasizing module competencies</p>
<p>Resource Materials</p>	<p>Front Office case studies, SOP of front office and training materials</p>

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B. VOC. – HEALTHCARE MANAGEMENT
Project and Internship

SEC 2.5

Credit : 3

Module Number and Title	SEC 2.5 Project and Internship
Description	This module aims to integrate the class room knowledge with the hospital experience
Objectives	To gain practical experience of working in a Hospital Front office function and complete one project independently
Teaching and Learning Strategies	Project and Internship
Content of the Module	<p>Students will be posted for internship in various areas of the hospital and will be required to submit a project report pertaining to their area.</p> <ul style="list-style-type: none"> - IP admission - OP Billing - IP Billing - Help Desk - Report Dispatch - TPA Desk - Bed Management - Registration Desk - PHP Desk
Assessment & Evaluation	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ul style="list-style-type: none"> • Assessment of Project report with a grading rubric/scale
Resource Materials	Textbooks, and on-line reference and training materials

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B. VOC. – HEALTHCARE MANAGEMENT

Patient Behavior & Psychology

SEC 3.1

Credit : 3

Module Number and Title	SEC 3.1 Patient Behavior & Psychology
Description	This module is designed to help the students to develop an understanding of the philosophy & theories of Patient Behavior & Psychology
Objectives	It is aimed at helping the students to acquire knowledge & understanding of patient behavior and acquire the skills in managing them effectively in hospital settings.
Teaching and Learning Strategies	Class room sessions, interactive learning, role play
Content of the Module	<p>Introduction:</p> <ul style="list-style-type: none"> • History and origin of science of psychology • Definitions & Scope of Psychology • Relevance to Healthcare Managers • Methods of Psychology <p>Biology of behavior</p> <ul style="list-style-type: none"> • Body mind relationship modulation process in health and illness • Genetics and behavior: Heredity and environment • Brain and behavior: Nervous system,, Neurons and synapse, Association Cortex, Rt and Lt Hemispheres • Psychology of Sensations • Muscular and glandular controls of behavior • Nature of behavior of an organism/Integrated responses <p>Cognitive process</p> <ul style="list-style-type: none"> • Attention: Types, determinants Duration & degree, alterations • Perception : Meaning Principles, factors affecting Errors, • Learning : Nature, Types Nature Factors influencing Development Theories and methods of memorizing and Forgetting • Memory: meaning, types, nature, factors influencing, development theories and methods of memorizing and forgetting



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<ul style="list-style-type: none">• Thinking: types and levels, stages of development, Relationship with language and communication• Intelligence: Meaning classification, uses, theories• Aptitude: Concept, types, Individual differences and variability• Psychometric assessments of cognitive processes• Alterations in cognitive processes• Applications <p>Motivation and Emotional Processes:</p> <ul style="list-style-type: none">• Motivation : Meaning, Concepts, Types, Theories, Motives and behavior, Conflict resolution• Emotions & stress<ul style="list-style-type: none">• Emotion : Definition components, Changes in emotions, theories, emotional adjustments, emotions in health and illness• Stress : stressors, cycle, effect, adaptation & coping• Attitude: Meaning, nature, development, factors affecting,• Behavior and attitudes• Attitudinal change• Psychometric assessments of emotions and attitudes• Alterations in emotions• Applications <p>Personality</p> <ul style="list-style-type: none">• Definitions, topography, types, Theories• Psychometric assessments of personality• Alterations in personality• Applications <p>Developmental Psychology</p> <ul style="list-style-type: none">• Psychology of people at different ages from infancy to old age• Psychology of vulnerable individuals- challenged, women, sick, etc• Psychology of groups <p>Mental hygiene and mental Health</p> <ul style="list-style-type: none">• Concepts of mental hygiene and mental health• Characteristics of mentally healthy person• Warning signs of poor mental health• Promotive and preventive mental health-strategies and services• Ego Defence mechanisms and implications• Personal and social adjustments• Guidance and counseling
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Assessment & Evaluation	Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including: <ul style="list-style-type: none">• Objective/knowledge testing,• Competency based evaluation using validated assessment tools and practical skill demonstration in both lab and clinical settings. Projects/assignments with a grading rubric/scale emphasizing module competencies
Resource Materials	Textbooks, and on-line reference and training materials



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B. VOC. – HEALTHCARE MANAGEMENT

Medical Terminology - 3


SEC 3.2

Credit : 3

Module Number and Title	SEC 3.2 Medical Terminology - 3
Description	Study and practical application of medical vocabulary system
Objectives	Includes structure, recognition, analysis, definition, spelling, pronunciation, and combination of medical terms from prefixes, suffixes, roots, and combining forms.
Teaching and Learning Strategies	Class room sessions, interactive learning, quizzes
Content of the Module	<p>General Terminology (procedures, diseases, treatment) related to following:</p> <ul style="list-style-type: none"> - Nervous system - Musculoskeletal System - Oncology - Transplant Medicine - Cardiac sciences - Neuro sciences - ENT - Ophthalmology
Assessment & Evaluation	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ul style="list-style-type: none"> • Objective/knowledge testing, • Competency based evaluation using validated assessment tools and practical skill demonstration in both lab and clinical settings. Projects/assignments with a grading rubric/scale emphasizing module competencies
Resource Materials	Textbooks, and on-line reference and training materials



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B. VOC. – HEALTHCARE MANAGEMENT

Medical Software Application – 3

SEC 3.3

Credit : 3

Module No. and Title	SEC 3.3 Medical Software Application - 3
Description	This module is designed to provide a comprehensive understanding of the Medical software applications for the management and operation of health care information systems.
Objectives	<ul style="list-style-type: none"> • Basic Understanding of functioning of computers & its application in Healthcare with a perspective on Hospital operations • Create basic awareness on Healthcare record systems and infrastructure.
Teaching and Learning Strategies	Classroom sessions, practical session, industry visit to understand the use of medical software to IT department & Medical records department of hospital
Content of the Module	<ol style="list-style-type: none"> 1. Review of FO module 2. Management Information System – Business Intelligence 3. MIS as a tool to managerial control 4. Introduction to CRM tool 5. Emergency Module 6. Basics of HR Module 7. Basics of Store Module
Assessment & Evaluation	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ul style="list-style-type: none"> • Objective/knowledge testing, • Competency based evaluation using validated assessment tools and practical skill demonstration in both lab and clinical settings. Projects/assignments with a grading rubric/scale emphasizing module competencies
Resource Materials	Textbooks, and on-line reference and training materials

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B. VOC. – HEALTHCARE MANAGEMENT

Front Office Operations - 3

SEC 3.4

Credit : 5

Module Number and Title	SEC 3.4 Front Office Operations - 3
Description	Operations focus and specialization in Front Office
Objectives	Create in depth awareness of Front Office processes
Teaching and Learning Strategies	Class room sessions, interactive learning, industry visit
Content of the Module	<ul style="list-style-type: none"> • IPD Admission and Discharge Process • IPD Patient Handling • Problems associated with IPD Patients • Insurance (TPA) Management Process, • Challenges in Catering to Insurance and other Corporate patients • Maintenance of equipment • Inventory control • Medico Legal Case Management • Managing the higher management
Assessment & Evaluation	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ul style="list-style-type: none"> • Objective/knowledge testing, • Competency based evaluation using validated assessment tools and practical skill demonstration in both lab and clinical settings. Projects/assignments with a grading rubric/scale emphasizing module competencies
Resource Materials	Front Office case studies, SOP of front office and training materials

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B. VOC. – HEALTHCARE MANAGEMENT

Introduction to Finance & Credit Management in Healthcare

SEC 3.5

Credit : 4

Module Number and Title	SEC 3.5 Introduction to Finance & Credit Management in Healthcare
Description	To understand the issues and scope of financial management
Objectives	After completion of the module students should be able to describe the basic concepts of financial management in Healthcare
Teaching and Learning Strategies	Class room sessions, interactive learning, industry visit
Content of the Module	<ul style="list-style-type: none"> • Issues and scope of financial management • Recording Business transactions • Credit Management • Financial Statement & its analysis • Fund allocation & department performance reports • Concept of business plan, project plan • Elements of cost and costing methods • Hospital Rate setting – Managerial cost and Break-even analysis • Cost control and cost reduction • Budgeting – Revenue and Capital Budgeting, Cash Budgeting • Productivity • Resource mobilization • Cost containment • Money Market and Capital Market, Merger and acquisition.
Assessment & Evaluation	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ul style="list-style-type: none"> • Objective/knowledge testing, • Competency based evaluation using validated assessment tools and practical skill demonstration in both lab and clinical settings. Projects/assignments with a grading

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	rubric/scale emphasizing module competencies
Resource Materials	Textbooks, and on-line reference and training materials

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B. VOC. – HEALTHCARE MANAGEMENT

Quality in Healthcare – Service & Medical Quality

SEC 4.1

Credit : 4

PAPER NO. & TITLE	SEC 4.1 QUALITY IN HEALTHCARE
Description	Introduction to concepts on Quality, Quality Standards, Policies and Guidelines
Objectives	Create basic awareness on quality in healthcare and it's applicability
Teaching and Learning Strategies	Class room sessions, interactive learning
Content of the Module	<ul style="list-style-type: none"> • Quality – An Overview <ul style="list-style-type: none"> - -Dimensions of Quality- - Scope and Importance in Healthcare - -Quality Concept, Quality Assurance, - Total Quality Management, Quality Circle, - Medical Quality - NABH, JACHO, ISO • Medical Documentation Audits <ul style="list-style-type: none"> - -Physician Documents - -Nursing Documents • Quality Standards applicable to the Front Office • Quality Initiatives in ensuring Patient Safety • Organization Policies <ul style="list-style-type: none"> -Emergency Codes -Hospital Waste Management



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	<p>-Hospital Infection Control</p> <p>-Patient Safety Goals</p> <ul style="list-style-type: none"> • Overview of Lean & Six Sigma
Assessment and Evaluation	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ol style="list-style-type: none"> 1. Objective/knowledge testing 2. Competency based evaluation using validated assessment tools and Practical skill demonstration. <p>Projects/assignments with a grading rubric/scale emphasizing module competencies</p>
Resource Materials	Hospital database and online references



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B. VOC. – HEALTHCARE MANAGEMENT
Insurance Management (TPA Operations)


SEC 4.2

Credit : 3

Module Number and Title	SEC 4.2 Insurance Management (TPA Operations)
Description	This module intends to familiarize the students with concept of health insurance, its scope and applicability
Objectives	After completion of this module student should be able to describe the concept of health Insurance and Insurance management process in Healthcare
Teaching and Learning Strategies	Class room sessions, interactive learning, industry visit
Content of the Module	<ul style="list-style-type: none"> • Health Insurance in Private Health Sector (CGHS, ECHS, CSMA, TPA, ESI.) • Health Insurance in developing and developed countries • Different Health Insurance Policies – Analysis and Management • Concept of combined Life Insurance and Health Insurance • GOI & State Govt. Policy in implementation of Health insurance • Hospitals / TPA / Insurance Company / Relationship and Problems.
Assessment & Evaluation	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ul style="list-style-type: none"> • Objective/knowledge testing, • Competency based evaluation using validated assessment tools and practical skill demonstration in both lab and clinical settings. Projects/assignments with a grading rubric/scale emphasizing module competencies


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Resource Materials	Textbooks, and on-line reference and training materials _____ Insurance Management - Dave _____ National Insurance - Monographs on Insurance Management _____ IRDA Guidelines on Health Insurance - Govt. of India
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B. VOC. – HEALTHCARE MANAGEMENT
Cash Management

SEC 4.3

Credit : 3

Module Number and Title	SEC 4.3 Cash Management
Description	This module provides an introduction to cash flow management in a Healthcare setting
Objectives	After completion of the module students should be able to describe the Cash Management process in a healthcare organization.
Teaching and Learning Strategies	Class room sessions, interactive learning, case studies, Group discussion
Content of the Module	<ul style="list-style-type: none"> • Cash flow Cycles - Disbursements and Receipts, Receipt Cycle, Measuring Cycle Times • Cash Flow Planning - Cash Flow Forecasting, • Short-Term Financing -Bank Financing, Receivable Financing, Inventory Financing, Unsecured Financing • Collection Practices • Disbursement Practices • Warning signs of cash flow distress • Improving a Health System's Cash Flow Management
Assessment & Evaluation	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ul style="list-style-type: none"> • Objective/knowledge testing, • Competency based evaluation using validated assessment tools and practical skill demonstration in both lab and clinical settings. Projects/assignments with a grading rubric/scale emphasizing module competencies



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Resource Materials	Textbooks, and on-line reference and training materials
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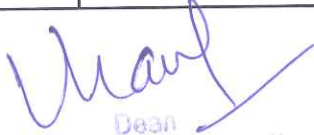
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Hospital Policies

SEC 4.4

Credit : 5

Module Number and Title	SEC 4.4 Hospital Policies
Description	This module aims to familiarize the students with the generic Hospital Policies
Objectives	On completion of this module the students should be familiar with the various hospital policies of relevance
Teaching and Learning Strategies	Class room sessions, interactive learning, industry visit, making a Journal with at least two policies each from all the categories below.
Content of the Module	<p>Introduction to following Hospital Policies</p> <p>AAC –</p> <p>Registration Policy, Admission Policy, Bed Management Policy, Discharge Policy, Transport Policy, Admission to ICU Policy, Initial assessment Policy, Reassessment Policy, LAMA Policy</p> <p>COP –</p> <p>Emergency Services, Ambulance Services, unique needs of End of Life Care, Care of Pediatric Pts., High Risk Obstetrical Pts., Rehabilitative Services, Patient Restraint Policy,</p> <p>PRE –</p> <p>Patient & Family Rights & Responsibilities, Patient and Family Education, Patient Confidentiality and Privacy, Patient Feedback (How to voice Complaint), Service Recovery, Policy on Informed Consent, Complaint Management process.</p> <p>Patient & Staff Safety Policies –</p> <p>Code Blue, Hospital disaster Management, Adverse Events,</p>


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	Patient Identification, Other Safety Codes
Assessment & Evaluation	Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including: <ul style="list-style-type: none">• Objective/knowledge testing,• Competency based evaluation using validated assessment tools and practical skill demonstration in both lab and clinical settings. Projects/assignments with a grading rubric/scale emphasizing module competencies
Resource Materials	Textbooks, and on-line reference and training materials, Hospital policies

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B. VOC. – HEALTHCARE MANAGEMENT

Project and Internship

SEC 4.5

Credit : 3

Module Number and Title	SEC 4.5 Project and Internship
Description	This module aims to integrate the class room knowledge with the hospital experience
Objectives	To gain practical experience of working in a Hospital Front office function and complete one project independently
Teaching and Learning Strategies	Project and Internship
Content of the Module	<p>Students will be posted for internship in various areas of the hospital and will be required to submit a project report pertaining to their area.</p> <ul style="list-style-type: none"> - IP admission - OP Billing - IP Billing - Help Desk - Report Dispatch - TPA Desk - Bed Management - Registration Desk - PHP Desk
Assessment & Evaluation	<p>Student learning outcomes and competencies will be assessed using a combination of formative and summative methods including:</p> <ul style="list-style-type: none"> • Assessment of Project report with a grading rubric/scale emphasizing module competencies
Resource Materials	Textbooks, and on-line reference and training materials

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