



PITHAPUR RAJAH'S GOVERNMENT COLLEGE

Autonomous and NAAC Accredited with 'A' Grade (3.17 CGPA)

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1st Board of Studies Meeting

BBA (Healthcare Management) 2022-23



**Department of Commerce and Management Studies
(DCMS)**

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PR Government College (A), Kakinada
Department of Commerce and Management Studies (DCMS)

BOARD OF STUDIES 2022-23

S.No.	Name of the Board Member	Designation	Signature
1	Dr.K.Lakshmana Rao, M.Com, M.B.A, PGDCA, M.Phil, Ph.D, PDF Lecturer Incharge Department of Commerce and Management Studies	Chairman	
2	Dr.K.Ratnamaniyam M.Com, Ph.D Principal Govt.Degree College – Chintoor	University Nominee	
3	Smt RRD Sirisha M.Com., NET Lecturer Incharge, Dept. of Commerce ASD College (W) (A), Kakinada	Subject Expert	
4	Ms Pooja Fuloria	Expert from HSSC	
5	Ms Anshu Verma	Expert from HSSC	
6	Dr.J.Pandu Ranga Rao M.Com, M.B.A, NET,SET, M.Phil, Ph.D,	Member	
7	Sri M.Srinivasa Rao M.Com.	Member	
8	Dr.K.Nageswara Rao M.Com.,NET,M.Phil, Ph.D	Member	
9	Sri. D.S.Madhu Prasad M.Com,MBA,MA, LLB,M.Phil, SET	Member	
10	Sri. G.S.R.S.G.Nooka Raju M.Com,MBA,MA ,M.Phil,PGDCA	Member	
11	Smt. B.Chinnari M.Com	Member	
12	Dr.D.Venkateswara Rao M.Com,M.Phil,Ph.D.APSET	Member	
13	Dr.J.Vijay Kumar M.Com,M.Phil,Ph.D. P.G.D.C.A	Member	
14	Kum. K.Rajeswari, M.B.A., M.Com	Member	
15	Kum. K Hema Surya, M.Com	Member	
16	Kum M Pavani, M.Com	Member	
17	Sri ABB Sai, M.Com	Member	

P.R.GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA

**DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES (DCMS)
BoS Meeting of BBA (Healthcare Management) on 14.10.2022 online in Google Meet**

Agenda of the Meeting

1. To approve the Program Structure, Program Outcomes and Program Specific Outcomes of the BBA (Healthcare Management) Program introduced w.e.f. 2022-23
2. To approve the syllabus and curriculum of I Year of the program and course outcomes
3. To approve the mapping of course outcomes with POs/PSOs
4. To approve the evaluation pattern and activity wise breakup of Continuous Internal Evaluation
5. To approve the Semester End Examination pattern to be done by the HSSC
6. To approve the Internship and Apprenticeship by the HSSC pattern during the program of study
7. Any other proposal with the permission of the Chair.

**CHAIRMAN
Board of Studies – BBA (HCM)
Department of Commerce and Management Studies**

PR GOVERNMENT COLLEGE (A), KAKINADA
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES
BBA (HEALTHCARE MANAGEMENT)
BOARD OF STUDIES 2022-23
Meeting on 14.10.2022 through Google Meet

RESOLUTIONS

The chairman of the BoS, Dr K Lakshmana Rao has explained about the importance and scope of the newly introduced BBA (Healthcare Management) program in collaboration with Health Sector Skill Council, New Delhi to the members.

Agenda item 1: Approval of Program Structure, Program Outcomes and Program Specific Outcomes of the BBA (Healthcare Management) Program to be introduced w.e.f. 2022-23

Discussion: The program structure duly including the Community Service Project, Internship and Apprenticeship/On the Job Training was discussed in detail and the members have expressed their satisfaction for the coverage of industry requirements in the program structure. The POs/ PSOs for the I Year are also discussed for suitability with the occupation roles for the program.

Resolution: Program Structure, Program Outcomes, Program Specific Outcomes of the BBA (Healthcare Management) Program to be introduced w.e.f. 2022-23 are approved

Agenda Item 2: Approval of Syllabus and Curriculum of the I Year

Discussion: The Syllabus for I Year of the program along with curricular aspects of additional inputs are placed before the members and the coverage of topics for industry requirements was discussed by the Board and the members including the experts from HSSC have expressed their consent for the same.

Resolution: The Syllabus and Curriculum of the I Year are approved

Agenda Item 3: Approval of mapping of COs with POs/PSOs

Discussion: Course outcomes for the same and their mapping with the POs/PSOs also presented for discussion and agreed.

Resolution: Mapping of COs with POs/PSOs is approved

Agenda Item 4: Approval of Evaluation pattern and activity wise breakup of Continuous Internal Assessment

Discussion: Evaluation pattern of 50:50 for Internal and External Evaluation is proposed as per the Academic Cell guidance and activity wise break up for the Internal Evaluation is placed before the members for discussion and approval. Dr K Ratnamaniyam, University Nominee has suggested including more options in terms of activities for Internal Evaluation. The same is considered and included in the activities.

Resolution: The proposed pattern of 50:50 for Internal and External Evaluation is approved along with the activity wise breakup for the Internal Evaluation

Agenda Item 5: Approval of External Evaluation by the HSSC for all Skill Courses in the program

Discussion: The requirement of the HSSC that the External Evaluation for the Skill Courses is to be done by the HSSC since they are endorsing the program, is placed before the members and Dr K Ratnamaniyam, University Nominee and Smt. RRD Sirisha, Subject Expert have opined that it would be better to retain the External Evaluation responsibility with the college itself. Whereas the experts from the HSSC have expressed that there is a strong need for external evaluation by the HSSC only since the program is being offered in collaboration with them and after successful completion of the BBA Healthcare management program, students shall receive joint degree in collaboration with HSSC and College/University.

Resolution: External evaluation by HSSC is approved with due consideration for the program requirements and HSSC is to provide for the conduct of the examination as per the academic schedule for the program.

Agenda Item 6: Approval of Internship after IV semester and Apprenticeship/ On the Job Training during the III Year

Discussion: This program comprises of 2 months of Industry Internship and 6 months of Apprenticeship/ On the Job Training after IV Semester and in III year respectively. HSSC have to arrange for the same as the program being offered in collaboration with them. The proposal is discussed in detail and members have expressed that this is in alignment with the required program structure.

Resolutions: Provision of Internship after IV Semester and Apprenticeship/ On the Job Training in III Year to be provided by the Health Sector Skill Council is approved

Agenda Item 7: Certificate Course on Office Management and Secretarial Practice

Discussion: Since the program deals with the operational aspects of Healthcare Industry, the students have to be well versed with the office procedures to effectively discharge their duties on the job. For this reason, certificate course on Office Management and Secretarial Practice is proposed for the students. The same is agreed by the members for relevancy.





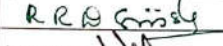
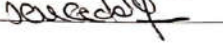

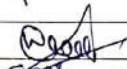

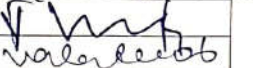
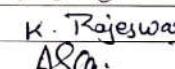
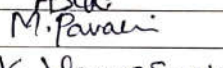
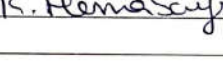
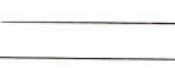
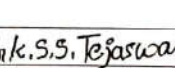
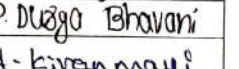
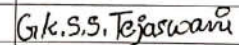
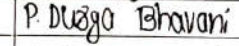
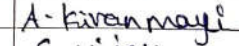
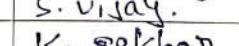
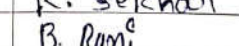
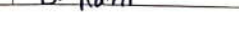
(Dr K Lakshmana Rao)

Lecturer Incharge

Department of Commerce and Management Studies

PR Government College (A), Kakinada

PR COLLEGE (A) KAKINADA
DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES
UG - BOARD OF STUDIES – 2022-23

S.No	Name of the Nominee	Designation	Signature
1	Dr K.Lakshmana Rao	Chairman	
2	Dr K. Ratnamanikyam	University Nominee	
3	Dr P.P. Chandra Bose	Subject Expert	
4.	Smt.RRD Sirisha	Subject Expert	
4	Sri.S.Rama Krishna Reddy	Industry Expert	
5	Dr J.Panduranga Rao	Member	
6	Sri M.Srinivasa Rao	Member	
7	Dr.K.Nageswara Rao	Member	
8	Sri.D.S.Madhu Prasad	Member	
9	Sri.G.S.R.S.G Nooka Raju	Member	
10	Smt.B.Chinnari	Member	
11	Dr. Vijay Kumar	Member	
12	Dr. Venkateshwara Rao	Member	
13	Kum.K.Rajeswari	Member	
14	Sri.B.B.Sai	Member	
15	Kum. M.Pavani	Member	
16	Kum.K.Hema Surya	Member	
17	B. Asha	Member	
18	Sri.K.Bhami Reddy	Student Alumni Member	
19	Sri. P.V.Krishna Rao	Student Alumni Member	
20	Sri.P.Venkata Krishna	Educationalist	
21	G.K.S.S.Tejaswini II BBA	Student Member	
22	P. Durga Bhavani II B.Com CA	Student Member	
23	A.Kiranmayi II B.Com (EM)	Student Member	
24	S.Vijay II B.Com TM	Student Member	
25	K. Sekhar II B.Com (CECS)	Student Member	
26	Smt.B.Rani	Parent	

PR Government College (A), Kakinada
Department of Commerce and Management Studies (DCMS)

BBA (Healthcare Management)

About the program

BBA (Healthcare Management) is a six semester UG program aims at developing qualified managerial staff for the Healthcare industry. This program is introduced in collaboration with Health Sector Skill Council of India (HSSC), New Delhi from the academic year 2022-23. After successful completion of the BBA Healthcare management program, students shall receive joint degree in collaboration with HSSC and College/University.

Highlights of the program

- Industry curriculum
- Internship and Apprenticeship by the HSSC
- Joint Certification by the HSSC
- Immense job prospects

Internship and Apprenticeship

There will be an industry internship after completion of 4th semester and Apprenticeship in V/VI Semester for the students of the program and Internship will be provided by the HSSC and Apprenticeship also in the V/VI semester as per the selection procedure. The industry internship carries 4 credits and apprenticeship 12 credits.

Assessment and Evaluation for General and Skill courses

For General courses, college will conduct both the Internal and External evaluation as per the College format. In the case of Skill courses, the external evaluation will be done by the HSSC and internal evaluation by the college.

BBA (Healthcare Management)
Program Structure w.e.f. 2022-23

Semester – I

Component	Course	Hrs/ Week	Credits	Focus
LANG	English	4	3	Skill Development
LANG	Tel/Hin/San	4	3	Skill Development
LSC	Human Values and Professional Ethics	2	2	Skill Development
SDC	Insurance Promotion	2	2	Skill Development
SKILL	Health Care and Hospital Environment	5	4	Employability
SKILL	Human Biology and Medical Terminology	5	4	Employability
SKILL	Organization and Management Process	5	4	Employability

Semester - II

Component	Course	Hrs/ Week	Credits	Focus
LANG	English	4	3	Skill Development
LANG	Tel/Hin/San	4	3	Skill Development
LSC	Information and Communication Technology	2	2	Skill Development
SDC	Business Communication	2	2	Skill Development
SDC	Logistics and Supply Chain Management	2	2	Skill Development
SKILL	Hospital Operations Management	5	4	Employability
SKILL	Patient Behaviour and Care	5	4	Employability
SKILL	Communication and Report Writing	5	4	Employability
CSP	Community Service Project/Internship after II Sem	8 Weeks	4	Skill Development

Semester - III

Component	Course	Hrs/ Week	Credits	Focus
LANG	English	4	3	Skill Development
LANG	Tel/Hin/San	4	3	Skill Development
LSC	Analytical Skills	2	2	Skill Development
LSC	Environmental Education	2	2	Skill Development
SDC	Retailing	2	2	Skill Development
SKILL	Management Information Systems in Hospitals	5	4	Employability
SKILL	Office Management Software	5	4	Employability
SKILL	Accounting for Decision Making	5	4	Employability

Semester - IV

Component	Course	Hrs/ Week	Credits	Focus
SKILL	Health Care and Insurance	5	4	Employability
SKILL	Legal and Ethical Issues for Hospitals	5	4	Employability
SKILL	Risk and Disaster Management	5	4	Employability
SKILL	Bio Statistics	5	4	Employability
SKILL	Marketing Management	5	4	Employability
SKILL	Financial Management	5	4	Employability
INT by HSSC	Industry Internship after IV Sem	8 weeks	4	Employability

Semester - V

Component	Course	Hrs/ Week	Credits	Focus
APR by HSSC	Apprenticeship	6 Months	12	Employability

Semester – VI

Component	Course	Hrs/ Week	Credits	Focus
SKILL	Hospital and Pharmaceutical Management	5	4	Employability
SKILL	Quality Management in Hospitals	5	4	Employability
SKILL	Hospital Planning and Engineering	5	4	Employability
SKILL	Management Control Systems	5	4	Employability
SKILL	Supply Chain Management	5	4	Employability
SKILL	Human Resource Management	5	4	Employability

BBA (Healthcare Management)

Graduate Attributes (Program Outcomes)

Outcome	Description
PO1 Disciplinary knowledge	<ul style="list-style-type: none">• Demonstrate the comprehensive knowledge and understanding of the discipline of the program.
PO2 Communication skills	<ul style="list-style-type: none">• Communicate using appropriate media and methods and present complex information in a clear and concise manner to different groups.
PO3 Critical thinking and Problem solving	<ul style="list-style-type: none">• Apply analytic thought to a problem by following scientific approach and apply the competencies acquired to solve different kinds of non-familiar problems in real life situations.
PO4 Analytical reasoning and research	<ul style="list-style-type: none">• Analyse and synthesize data from a variety of sources. Able to recognize cause-and-effect relationships, define problems, analyse, interpret and draw valid conclusions from data.
PO5 Cooperation and Multicultural competence	<ul style="list-style-type: none">• Able to work effectively with diverse and multicultural teams for a common cause and facilitate cooperative or coordinated effort respecting the values and beliefs.
PO6 Scientific reasoning and reflective thinking	<ul style="list-style-type: none">• Able to analyse, interpret and draw conclusions with an open-minded and reasoned perspective with a sensibility to lived experiences, with self awareness and reflexivity of both self and society.
PO7 Information literacy	<ul style="list-style-type: none">• Able to use ICT in a variety of real life situations and the ability to access, evaluate, and use a variety of relevant information sources and use appropriate software for analysis of data.
PO8 Self-directed life long learning	<ul style="list-style-type: none">• Ability to work independently and manage the projects by adapting to changing demands of work and life through knowledge/skill development/reskilling.
PO9 Moral and ethical awareness	<ul style="list-style-type: none">• Ability to embrace moral/ethical values in conducting one's life and use ethical practices in work.
PO10 Leadership qualities	<ul style="list-style-type: none">• Capability of formulating an inspiring vision, setting direction and driving the team towards objectives.

BBA (Healthcare Management)

Program Specific Objectives

Outcome	Description
PSO1 Healthcare operations	<ul style="list-style-type: none">• Understand the intricacies of healthcare operations and processes including quality aspects and apply them in work.
PSO2 Management functions	<ul style="list-style-type: none">• Understand the management principles, functions and processes and apply them in work
PSO3 Communicating and ICT	<ul style="list-style-type: none">• Demonstrate the competency of communication process in a healthcare business context and the ability to convey analytical data using information systems.
PSO4 Analytical reasoning and Management Control	<ul style="list-style-type: none">• Apply analytical reasoning in decision making and controlling the business operations.
PSO5 Safety, Legal and ethical understanding	<ul style="list-style-type: none">• Understand the legal and ethical issues in healthcare and the regulatory environment and the implications.

Evaluation Pattern for 2022-23 – I Year

Learner Assessment and Evaluation will be done in two forms for each course for a total of 100 marks for all the skill courses. College guidelines will be followed for Language courses, LSCs, SDCs and Internships as well as apprenticeship.

- Continuous Internal Assessment (50 Marks)
- Semester End Examination (50 Marks)

Continuous Internal Assessment (50 Marks)

S No	Activity	Marks
1	Mid Term Examinations (Two Examinations of which average is taken)	25
2	Assignments/Seminars/Field Trips/Projects	10
3	Viva Voce	10
4	Online Quiz	5
	Total	50

Semester End Examination (50 Marks)

S No	Activity	Marks
1	Semester End Examination (To be conducted by the College for General Courses and HSSC for Skill courses)	50
	Total	50

Continuous Internal Assessment (50 Marks) for I Year

Component 1: Internal Evaluation (Mid Exams) (25 Marks)

Two Internal Mid Exams will be conducted 25 Marks each and scores will be averaged. Attendance to Mid Exams will as per the College procedures and will be conducted by the Controller of Examinations College wide or by the Department as necessary.

Suggestive Question Paper Pattern for IE I & IE II (Based on Blooms Taxonomy):

Though the faculty concerned is empowered to adopt their own pattern for question paper, a general and suggestive model for question paper is given below based on Blooms Taxonomy.

Learning Outcome	No of Questions	Marks
Remember	2 x 2 marks	4
Understand	2 x 3 marks	6
Application	3 x 5 marks	15
	Total	25 marks

Component 2: Assignments (10 Marks)

Two Assignments for each course must be submitted by a student in each semester. The marks allotted to this component will be awarded based on the performance of the student. Also maximum of 7 days should be given to students to submit the assignment. Assignments should be evaluated by the faculty concerned and the same to be verified by the student.

Component 3: Viva Voce (10 Marks)

For this component, the marks will be awarded to student, if he/she attends the Viva based on the case scenario given in or any other topic related to latest trends in the subject area etc. Schedule of the Viva will be announced to students with 7 days of notice. Marks will be awarded based on the subject clarity as well as communication clarity.

Component 4: Quiz (5 Marks)

Quiz, preferably online quiz, should be conducted after the CIE II and well before the SEE. Faculty concerned has to announce the schedule for the quiz and create the quiz using the Google Forms or any other Open Teaching Tools. Quiz should be created with 20 questions. It can be timed quiz or live quiz. The timing for quiz should be 30 minutes. No negative marking. Each question carries 1 mark. The marks secured should be converted to 5.

BBA (HCM) – I Year Syllabus

2022-23

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA							
HCM 101	Healthcare Management and Hospital Environment			I BBA (HCM) - I Sem 2022-23			
Hours	75 (60 + 15)			L	T	P	C
Focus	Employability			4	1	-	4

Course Objective						
To make the learners to understand Health Care Sector and Hospital set up in a larger perspective with an emphasis on the systems.						

Course Outcomes and mapping with Blooms taxonomy						
Outcome	Description			Level		
CO1	Understand the PESTEL components of business environment			1 and 2		
CO2	Understand the medical services under healthcare system and identify the differences			1, 2 and 3		
CO3	Understand the components of healthcare sector in India and interpret the policies of the Government			1, 2 and 3		
CO4	Know the healthcare regulation and the regulatory bodies			1		
CO5	Understand the principles, aims, methods and uses of epidemiology			1 and 2		

Syllabus						
Unit	Content			Weightage		
Unit I	Introduction – Theoretical frame work - Environment - Internal and External – Environmental Scanning – Economic Environment – Competitive Environment – Natural Environment – Politico Legal Environment – Socio Cultural Environment - International and Technological Environment.			15%		
Unit II	A Conceptual Approach to Understanding the Health Care Systems – Evolution – Institutional Settings - Out Patient services – Medical Services – Surgical Services – Operating department – Pediatric services – Dental services – Psychiatric services – Casualty & Emergency services – Hospital Laboratory services – Anesthesia services – Obstetric and Gynecology services – Neuro – Surgery service – Neurology services.			25%		
Unit III	Overview of Health Care Sector in India – Primary care – Secondary care – Tertiary care – Rural Medical care – urban medical care – curative care – Preventive care – General & special Hospitals-Understanding the Hospital Management – Role of Medical, Nursing Staff, Paramedical and Supporting Staff - Health Policy - Population Policy - Drug Policy – Medical Education Policy			20%		
Unit IV	Health Care Regulation – WHO, International Health regulations, IMA, MCI, State Medical Council Bodies, Health universities and Teaching Hospitals and other Health care Delivery Systems			20%		
Unit V	Epidemiology – Aims – Principles – Descriptive, Analytical and Experimental Epidemiology - Methods – Uses			20%		

References	
Books and Resources	<ul style="list-style-type: none"> • Dwivedi D.N., Microeconomic Theory, Vikas Publications • Varshey, R.L. & Maheshwari, K.L., Managerial Economics, Sultan Chand • Peter,Z & Fredrick, B.,Health Economics, Oxford Pub. • Shanmugansundaram, Y., Health Economics, Oxford Pub. • Liz Haggard, Sarah Hosking, Healing the Hospital Environment: Design, Maintenance, and Management of Healthcare Premises • Park JE, Park K., Textbook of preventive and social medicine, Banarsidas Bhanot Publishers • S.L GOEL, Healthcare Management and Administration, Deep & Deep publications Pvt.Ltd.
Online Courses	<p>Course on Business Environment https://onlinecourses.swyam2.ac.in/imb22_mg28/preview</p> <p>Course on Healthcare in India – Strategic Perspective https://www.edx.org/course/healthcare-in-india-strategic-perspectives?index=product&queryID=eed0f67f488709dad98de24e8550b1df&position=3&linked_from=autocomplete</p>

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Discussions and Debates • Field visits to industry • Guest lectures • Interaction with industry professionals

Mapping of Cos with POs/PSOs

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3
CO2	3	2	2	2	3	3	2	3	1	2	3	2	2	2	2
CO3	3	2	2	2	3	3	2	2	3	3	3	2	2	2	2
CO4	3	2	2	2	2	3	2	3	3	3	3	3	3	3	3
CO5	3	2	3	3	2	3	3	2	3	2	3	2	3	3	3

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
All units	New course	100%	Newly introduced program

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA								
HCM 102	Human Biology and Medical Terminology				I BBA (HCM) - I Sem 2022-23			
Hours	75 (60 + 15)				L	T	P	C
Focus	Employability				4	1	-	4

Course Objective
To make the learners familiar with medical terminology, records and human body system so that they can effectively deal with operational issues

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Know the human anatomy and functions of systems	1
CO2	Understand the medical terminology and glossary to use in communicating	1 and 2
CO3	Understand the etymology of medical terms and semantics and apply in a medical setup	1, 2 and 3
CO4	Understand the disease classifications, causes and spreading and able to distinguish	1, 2 and 3
CO5	Understand the components in a healthcare service	1 and 2

Syllabus		
Unit	Content	Weightage
Unit I	Human Anatomy and Physiology: Basic functions and importance of following system in Human body: Digestive System Respiratory system- Circulatory system-Central Nervous system. Musculoskeletal system- Reproductive system- Excretory system-Endocrine Glands Special Senses.	20%
Unit II	Medical Terminology-Reasons for using medical terms- Glossary of medical terms: major Diseases and medical specialties	20%
Unit III	Roots, Prefixes, Suffixes, Abbreviations and symbols- Common roots: element referring to, usage and definition-Common prefixes and suffixes-Common abbreviations: departments, time, general healthcare, routes of medication and laboratory Symbols.	15%
Unit IV	Illness-Defining illness: Direct and indirect causes - Classification and description of diseases. Infection Control: Medical asepsis, Nosocomial infection and communicable diseases, Reservoir, carrier and mode of transmission.	25%
Unit V	Overview of Hospital Services Intensive care unit – Coronary care Unit – Burns, paraplegic & Malignant disease treatment – Hospital welfare services – Hospital standing services – Indian red cross society – Nursing services. Pharmacy – Medical Stores – Housekeeping – Ward Management – Central sterile supply department. Medical Records – Fatal documents – Medical Registers – Statutory records.	20%

References	
Books and Resources	<ul style="list-style-type: none"> • BM Sakharkar, Principles of Hospital Administration and planning – Jaypee brothers Publications. • Modgli GD: Medical Records, Organization and Management, Jaypee brothers Medical Publishers (P) Ltd. • Grants Method of Anatomy: A Clinical Problem solving approach - John V. Basmajian and Charles E. Slonecker, • Roger Watson Anatomy and Physiology for Nurses • Stedman’s Medical Dictionary • Park JE, Park K., and Textbook of preventive and social medicine, 20th edition, Banarsidas Bhanot Publishers.
Online Courses	Course on Medical Terminology https://www.edx.org/course/medical-terminology?index=product&queryID=89ae328cfd6135dcb20569b01e48e18f&position=3&linked_from=autocomplete

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Study of diseases and chart preparations • Conduct of camps • Field visits to industry • Guest lectures • Interaction with industry professionals

Mapping of Cos with POs/PSOs

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	2	3	3	3	3	2	3	3	3	3	3
CO2	3	3	2	2	2	3	3	3	3	2	3	3	3	2	2
CO3	3	3	2	3	2	3	3	3	3	2	3	3	3	3	3
CO4	3	3	2	3	3	3	3	3	3	2	3	2	3	3	3
CO5	3	3	2	2	3	2	2	2	3	3	3	3	3	2	3

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
All units	New course	100%	Newly introduced program

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA								
HCM 103	ORGANISATION AND MANAGEMENT PROCESS				I BBA (HCM) - I Sem 2022-23			
Hours	75 (60 + 15)				L	T	P	C
Focus	Employability				4	1	-	4

Course Objective
To make the learners understand the principles of management including group dynamics and organizational development and apply in job context

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand the management approaches, principles, theories and planning process	1 and 2
CO2	Understand about organization structures, process and conflict management	1 and 2
CO3	Understand the elements of Directing and the theories of motivation and apply them in job	1,2 and 3
CO4	Understand the group dynamics and leadership styles and apply in real life situations	1,2 and 3
CO5	Understand the organization development practices and techniques	1 and 2

Syllabus		
Unit	Content	Weightage
Unit I	Concept of Management and Business – Various approaches to Management – Universality of Management Principles – Functions of Management – Social Responsibilities of business . Planning – Nature, purpose, steps, types – objectives, purpose – Management by objectives – Decision – making process.	20%
Unit II	Organizing: Nature and purpose, principles: Departmentalization importance, methods of Departmentalization. Span of control Decentralization and delegation – Delegation, concept uses, process, preconditions – Line and staff Relationships - Organizational conflict – Types – Management of conflict – (Organizational change – Resistance Measures.) – Management of change	20%
Unit III	Directing, Nature, Managing the human factor, Motivation, techniques, theories of Vroom, Maslow, Herzberg. Leadership – Definition functions and nature – Theories of leadership: Trait theory, Situational theory, and managerial gird.	25%
Unit IV	Group Dynamics – Formation and Development of Groups – Group cohesiveness – Stress Management. Leadership Styles – Motivation – Communication.	20%
Unit V	Organizational Development – Interventions Techniques - Assessment – Organizational culture Creating and sustaining organizational culture – Organizational climate - Developing sound organizational climate – Organizational effectiveness.	15%

References	
Books and Resources	<ul style="list-style-type: none"> • Koontz ‘O’ Donnel and Weirch: Management (McGraw Hill). • Peter F. Drucker: The Practice of Management (Allied Publishing Co.). • Fred Luthans. Organisational behavior, McGraw Hill Co. • P. Robbins. Organisational Behavior, Prentice Hall
Online Courses	<p>Course on Business Management</p> <p>https://onlinecourses.swyam2.ac.in/nou22_mg07/preview</p> <p>Course on Organization Behaviour</p> <p>https://onlinecourses.swyam2.ac.in/cec22_ge25/preview</p>

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Discussion and Debates • Role Play • Field visits to industry • Guest lectures • Interaction with industry professionals

Mapping of Cos with POs/PSOs

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2
CO2	3	3	2	3	3	3	2	3	3	3	3	3	3	3	2
CO3	3	3	2	3	3	3	2	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	2	3	3	3	3	3	3	3	2
CO5	3	3	3	2	3	3	3	2	3	3	3	3	3	2	2

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
All units	New course	100%	Newly introduced program

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA								
HCM 201	Hospital Operations Management				I BBA (HCM) - I Sem 2022-23			
Hours	75 (60 + 15)				L	T	P	C
Focus	Employability				4	1	-	4

Course Objective
To make the learners understand and perform hospital operational activities. The learner will understand the process of purchase and inventory management in a health care establishment, apart from productivity aspects.

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand and perform the front office operations	1, 2 and 3
CO2	Understand the clinical services and their setup and apply the principles	1, 2 and 3
CO3	Understand the support services and their setup and apply the principles	1, 2 and 3
CO4	Understand the facility planning and productivity measures	1 and 2
CO5	Understand the purchasing strategies and processes and inventory management	1 and 2

Syllabus		
Unit	Content	Weightage
Unit I	Front Office-Admission – Billing – Medical Records – Ambulatory Care- Death in Hospital – Brought-in Dead. Maintenance and Repairs Bio Medical Equipment-	25%
Unit II	Clinical Services- Clinical Departments – Out patient department (OPD) – Introduction – Location – Types of patients in OPD – Facilities – Flow pattern of patients – Training and Co-ordination.; Radiology – Location – Layout – X-Ray rooms – Types of X- Ray machines – Staff - USG – CT – MRI – ECG.	20%
Unit III	Supporting Services – House Keeping – Linen and Laundry - Food Services -Central Sterile Supply Department (CSSD)-	15%
Unit IV	Facility Location and Layout importance of location, factors, general steps in location and selection decision process, types of lay outs – product, process, service facility layout; Introduction, setting work standards, techniques of work measurement, time and motion study, standard time, PMT, work sampling, calibration of hospital equipments. Productivity measures, value addition, capacity utilization, productivity – capital operations, HR, incentives calculation, applications in hospital.	20%
Unit V	Purchasing strategy process – organizing the purchasing function – financial aspects of purchasing – tactical and operational applications in purchasing management Inventory Management: valuation and accounting for inventory – physical location and control of inventory – planning and replenishment concepts – protecting inventory; Value Management, Value engineering, value analysis.	20%
References		

Books and Resources	<ul style="list-style-type: none"> • Madhuri Sharma, Essentials for hospital support services and physical infrastructure, Jaypee Brothers Publications. • Sakharkar BM, Principles of hospitals administration and planning, Jaypee Brothers publications. • S.L.GOEL, Healthcare Management and Administration, Deep & Deep Publications Pvt. Ltd., New Delhi. • Srinivasan, A.V.(ed), Managing a Modern Hospital, Chapters 12, Response Books, New Delhi • Schroedev, Roger G., Operations Management – Decision Making in Operations Function, McGrawHill, New Delhi.
Online Courses	<ul style="list-style-type: none"> • Online resources by the HSSC

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Demonstration of Front Office and hospital environment • Role Plays • Field visits to industry • Guest lectures • Interaction with industry professionals

Mapping of Cos with POs/PSOs

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3	3	2	3	2	3	3	3
CO2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO3	3	3	2	2	3	2	3	2	2	3	3	3	2	2	2
CO4	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2
CO5	3	2	3	3	3	3	3	3	3	3	3	3	3	3	2

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
All units	New course	100%	Newly introduced program

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA								
HCM 202	Patient Behavior and Care				I BBA (HCM) - I Sem 2022-23			
Hours	75 (60 + 15)				L	T	P	C
Focus	Employability				4	1	-	4

Course Objective		
To make the learners to understand the psycho social aspects of the patient and resulting behavior in a stressful condition and hospital roles and rules as well as the legal requirements.		
Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand the models and factors of patient behaviour and motivation	1, 2 and 3
CO2	Know the hospital policies and procedures of patients and audit of behaviour	1
CO3	Understand the patient care and counseling process and apply the techniques	1, 2 and 3
CO4	Understand the roles and rules of hospital administration and apply them in maintaining records	1, 2 and 3
CO5	Understand the legal implications of a healthcare service and apply them in job	1, 2 and 3

Syllabus		
Unit	Content	Weightage
Unit I	Introduction – Patient Rights -Patient Behavior– Models of Patient Behavior-Patient Motivation – Patient Perception – Attitudes – Attitude Change – Personality, Patient Involvement and Decision Making, Reference Group Influence – Opinion Leadership – Family Decision Making	20%
Unit II	Policies and procedures of the hospitals for patients and personnel. Service Buying Behavior – Psychographics – Lifestyles – Information Search Process – Evaluating Criteria-Audit of Patient Behavior.	15%
Unit III	Patient care - Introduction, Importance of improving the quality care of patients, role of natural and human resources in patient care management, patient counseling: for surgical procedures, for treatment, grief counseling; protocols, Medicare standards.	20%
Unit IV	Hospital Administration - Role of Medical Superintendent, Hospital Administrator, Resident Medical Officer, Night duty Executive; Public and guest relation: importance in patient care, information regarding patients, code of press relations, medical information, patient information booklets, attendants' management.	20%
Unit V	Legal responsibilities - Essential documents, state licensure, civil rights, authority of examination, treatments, autopsy, responsibilities of medical staff, tort liability, insurance, use of investigational drugs. General policies and procedures of the hospitals for patients and personnel. Need, legal implications, Pollution Control Board act, safe collection, segregation, disposal, dumping, incineration and training.	25%
References		

Books and Resources	<ul style="list-style-type: none"> • Llewellyne Davis and H.M. Macacaulay, Hospital Administration and Planning, J.P.Brothers • S.G.Kabra, Medical Audit. • Arun Kumar, Encyclopedia of Hospital Administration and development, Anmol Publications, New Delhi • Srinivasan A.V. Managing a Modern Hospitals, Response Books • Environment Management Systems, ISO 14000 Documents. • Syed Amin Tabish, Hospital and Health services Administration Principles and Practice, Oxford Publishers
Online Courses	<ul style="list-style-type: none"> • Online resources by the HSSC

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations
Group	<ul style="list-style-type: none"> • Surveys and Interviews • Data collection and reports • Field visits to industry • Guest lectures • Interaction with industry professionals

Mapping of Cos with POs/PSOs

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3
CO2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3	3	2	3	3	3	2	3
CO4	3	3	3	2	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	2	3	3	3	3	3	3	3	3	3	3

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
All units	New course	100%	Newly introduced program

PR GOVERNMENT COLLEGE (AUTONOMOUS), KAKINADA								
HCM 203	Communication and Report Writing				I BBA (HCM) - I Sem 2022-23			
Hours	75 (60 + 15)				L	T	P	C
Focus	Employability				4	1	-	4

Course Objective
To understand the importance of business communications and its role in organizations and apply in real life situations

Course Outcomes and mapping with Blooms taxonomy		
Outcome	Description	Level
CO1	Understand the communication process and barriers and requirements	1 and 2
CO2	Understand the models, types and process of communication in management	1 and 2
CO3	Understand the types and process of oral and written communication and apply	1, 2 and 3
CO4	Understand various types and structure of business letters and apply in job	1, 2 and 3
CO5	Understand the report formats and structure and apply in job	1, 2 and 3

Syllabus		
Unit	Content	Weightage
Unit I	Business Communication: Meaning – Need – Definition – Importance – Fundamentals and Function of Communication – Inter Personnel Communication – Speaking – Listening – Barriers of Communication – Effective Communication – Commandants of Effective Communication	15%
Unit II	Organizational Communication Process: Introduction – steps in Organizing – Patterns of Communication for Organization Communication Networks – Organizational Climate and Communication in Organizations. Role of Communication in Management - Models of Communication – Process of Communication – Types – Effective Communication - Essential of Effective Communication	15%
Unit III	Channels of Communication: Vertical and Horizontal Communication – Oral Communication – Meaning – Tool of Organizational Communication – Styles of Oral Communication – Feed back in Oral Communication – Honest Communication – Privilege in Speech – Defamatory Speech – Merits and Demerits of Oral Communication. Meaning - Features – Steps – Types – Writing Systematically – Readable Writing – Effective Writing – media of Written Communication – Merits and Demerits of Written Communication.	20%
Unit IV	Business Correspondence: Introduction to Business – Business Correspondence – Need – Functions – Kind of Business Letters – Essential of an Effective Business Letter (Layout) – Planning the Letter. Business Enquiries and	25%

	Replies – Credit and Status Enquiries Placing and Fulfilling Orders – Complaint and Adjustments – Collection Letter – Circular Letters sales letters- Agency Correspondence and goodwill letters.	
Unit V	Report Writing: Importance of Reports – Types of Reports – Features – Process of Writing Reports – Structure of Business Reports. - Style – Language.	25%

References	
Books and Resources	<ul style="list-style-type: none"> • Rajendra Paul & Korehal, Business Communication • Leiskar & Flatly, Basic Business Communication – Tata Mc Graw Hill • Aruna Koneru , Professional Communication, Tata – McGraw Hill Publishing co.Ltd
Online Courses	Course on Business Communication https://onlinecourses.swayam2.ac.in/nou22_cm21/preview

Activities	
Measurable	<ul style="list-style-type: none"> • Assignments • Online Quizzes • Online games – Jeopardy, Crosswords and Word scramble • Presentations • Report writing
Group	<ul style="list-style-type: none"> • Analysis of Healthcare news and healthcare communication • Field visits to industry • Guest lectures • Interaction with industry professionals

Mapping of Cos with POs/PSOs

CO /PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO 10	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	2	3	2	3	3	3	3	3	3	3	2	1
CO2	3	3	2	2	3	3	3	3	3	3	3	3	3	3	2
CO3	3	3	2	2	3	3	3	3	3	3	3	3	3	3	2
CO4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	2	3	3	3	3	3	3	3	3	3

Syllabus Change AY 2022-23			
Unit	Deletions/ Additions	Percentage change	Rationale
All units	New course	100%	Newly introduced program

PR Government College (A), Kakinada
Department of Commerce and Management Studies (DCMS)

BBA (Healthcare Management)

Certificate Course for I year 2022-23

Details	Mode of delivery and evaluation
<p>All the I year learners of the BBA (HCM) need to complete the certificate course</p> <p><i>Office Management and Secretarial Practice – 30 Hr value added course</i></p> <p>This course deals with office procedures, dealing with office space and equipment, roles and responsibilities, office communication tools and processes.</p>	<p>Course delivery includes online resources and offline tutorials. Swayam certificate course is a reference for online resources</p> <p>https://onlinecourses.swayam2.ac.in/nou22_mg08/preview</p> <p>Evaluation will be in objective mode and comprises of 50 questions. Minimum mark is 40% to pass the exam.</p>