

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

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

<b>Course Outcomes and mapping with Blooms taxonomy</b>						
<b>Outcome</b>	<b>Description</b>			<b>Level</b>		
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		

<b>Syllabus</b>						
<b>Unit</b>	<b>Content</b>			<b>Weightage</b>		
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"> <li>• Dwivedi D.N., Microeconomic Theory, Vikas Publications</li> <li>• Varshey, R.L. &amp; Maheshwari, K.L., Managerial Economics, Sultan Chand</li> <li>• Peter,Z &amp; Fredrick, B.,Health Economics, Oxford Pub.</li> <li>• Shanmugansundaram, Y., Health Economics, Oxford Pub.</li> <li>• Liz Haggard, Sarah Hosking, Healing the Hospital Environment: Design, Maintenance, and Management of Healthcare Premises</li> <li>• Park JE, Park K., Textbook of preventive and social medicine, Banarsidas Bhanot Publishers</li> <li>• S.L GOEL, Healthcare Management and Administration, Deep &amp; Deep publications Pvt.Ltd.</li> </ul>
Online Courses	<p>Course on Business Environment  <a href="https://onlinecourses.swayam2.ac.in/imb22_mg28/preview">https://onlinecourses.swayam2.ac.in/imb22_mg28/preview</a></p> <p>Course on Healthcare in India – Strategic Perspective  <a href="https://www.edx.org/course/healthcare-in-india-strategic-perspectives?index=product&amp;queryID=eed0f67f488709dad98de24e8550b1df&amp;position=3&amp;linked_from=autocomplete">https://www.edx.org/course/healthcare-in-india-strategic-perspectives?index=product&amp;queryID=eed0f67f488709dad98de24e8550b1df&amp;position=3&amp;linked_from=autocomplete</a></p>

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