



DHANALAKSHMI SRINIVASAN INSTITUTE OF TECHNOLOGY

(Approved by AICTE, New Delhi & Affiliated to Anna University)

NH - 45, Trichy - Chennai Trunk Road,

SAMAYAPURAM, TRICHY - 621 112.

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COURSE PLAN

Subject code: MD8091

Branch/Year/Sem/Section: B.E BME/III/VI

Subject Name: HOSPITAL MANAGEMENT

Batch: 2017-2021

Staff Name: DR.K.B. KISHORE MOHAN

Academic year: 2019-2020

COURSE OBJECTIVE

1. Explain the principles of Hospital administration.
2. Identify the importance of Human resource management.
3. List various marketing research techniques.
4. Identify Information management systems and its uses.
5. Understand safety procedures followed in hospitals.

TEXT BOOK:

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

REFERENCES:

1. Cesar A. Caceres and Albert Zara, —The Practice of Clinical Engineering, Academic Press, New York, 1977.
2. Norman Metzger, —Handbook of Health Care Human Resources Management, 2nd edition Aspen Publication Inc. Rockville, Maryland, USA, 1990.
3. Peter Berman —Health Sector Reform in Developing Countries - Harvard University Press, 1995.
4. William A. Reinke —Health Planning For Effective Management - Oxford University Press. 1988
5. Blane, David, Brunner, —Health and SOCIAL Organization: Towards a Health Policy for the 21st Century, Eric Calrendon Press 2002.
6. Arnold D. Kalcizony & Stephen M. Shortell, —Health Care Management, 6th Edition Cengage Learning, 2011.

WEB RESOURCES

TEACHING METHODOLOGIES:

- BB - BLACK BOARD
- VIDEO - VIDEO TUTORIAL
- PPT - POWER POINT PRESENTATION



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DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING

MD8091

HOSPITAL MANAGEMENT

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UNIT I OVERVIEW OF HOSPITAL ADMINISTRATION

9

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

UNIT II HUMAN RESOURCE MANAGEMENT IN HOSPITAL

9

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

UNIT III MARKETING RESEARCH PROCESS

9

Marketing information systems - assessing information needs, developing & disseminating information - Market Research process - Other market research considerations – Consumer Markets & Consumer Buyer Behaviour - Model of consumer behaviour - The buyer decision process - Model of business buyer behavior – Major types of buying situations - WTO and its implications.

UNIT IV HOSPITAL INFORMATION SYSTEMS & SUPPORTIVE SERVICES

9

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

UNIT V QUALITY AND SAFETY ASPECTS IN HOSPITAL

9

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

TOTAL: 45 PERIODS

Topic No	TOPIC NAME	Text and Reference	CUMMULATIVE PERIODS	Course Objectives	Teaching Methodology Text and Reference
UNIT 1- OVERVIEW OF HOSPITAL ADMINISTRATION					
1	Distinction between Hospital and Industry	T2	1	CO1	Black Board
2	Challenges in Hospital Administration	T2	2	CO1	Black Board
3	Hospital Planning – Equipment Planning – Functional Planning	T2	3	CO1	Black Board
4	Current Issues in Hospital Management	T2	4	CO1	Black Board
5	Telemedicine	T2	5	CO1	Black Board
6	Bio-Medical Waste Management	T2	6	CO1	Black Board
UNIT 2 – HUMAN RESOURCE MANAGEMENT IN HOSPITAL					
1	Principles of HRM – Functions of HRM – Profile of HRD Manager – Tools of HRD	T2	10	CO2	Black Board
2	Human Resource Inventory – Manpower Planning	T2	11	CO2	Black Board
3	Different Departments of Hospital, Recruitment, Selection, Training Guidelines – Methods of Training – Evaluation of Training	T2	12	CO2	PPT
4	Leadership grooming and Training, Promotion – Transfer.	T2	13	CO2	Black Board
UNIT 3 - MARKETING RESEARCH & CONSUMER BEHAVIOUR					
1	Marketing information systems - assessing information needs, developing & disseminating information	T2	19	CO3	Black Board
2	Market Research process - Other market research considerations – Consumer Markets & Consumer Buyer Behaviour	T2	20	CO3	Black Board
3	Model of consumer behaviour - Types of buying decision behaviour - The buyer decision process	T2	21	CO3	Black Board

4	Model of business buyer behaviour – Major types of buying situations	T2	22	CO3	Black Board
5	global marketing in the medical sector	T2	23	CO3	PPT
6	WTO and its implications	T2	24	CO3	PPT
UNIT 4 -HOSPITAL INFORMATION SYSTEMS & SUPPORTIVE SERVICES					
1	Related Information Management Decisions and Requirement - Clinical Information Systems - Administrative Information Systems	T2	29	CO4	Black Board
2	Support Service Technical Information Systems	T2	30	CO4	Black Board
3	Medical Transcription, Medical Records Department	T2	31	CO4	Black Board
4	Central Sterilization and Supply Department	T2	32	CO4	Black Board
5	Pharmacy– Food Services - Laundry Services	T2	33	CO4	PPT
UNIT 5 -QUALITY AND SAFETY ASPECTS IN HOSPITAL					
1	Quality system – Elements, implementation of quality system, Documentation, Quality auditing,	T2	36	CO5	Black Board
2	International Standards ISO 9000 – 9004 – Features of ISO 9001	T2	37	CO5	Black Board
3	ISO 14000 – Environment Management Systems. NABA, JCI, NABL	T2	38	CO5	Black Board
4	Security – Loss Prevention – Fire Safety – Alarm System – Safety Rules	T2	39	CO5	PPT
5	Health Insurance & Managing Health Care – Medical Audit – Hazard and Safety in a hospital Setup.	T2	40	CO5	Black Board

COURSE OUTCOME

At the end of the course, the student should be able to:

- Explain the principles of Hospital administration.
- Identify the importance of Human resource management.
- List various marketing research techniques.
- Identify Information management systems and its uses.
- Understand safety procedures followed in hospitals

CONTENT BEYOND THE SYLLABUS

Marketing information system

CONTINUES INTERNAL ASSESSMENT DETAILS

ASSESMENT NUMBER	I	II	MODEL
TOPIC NO.(UNIT)	(1 st & 2 nd units)	(3 rd & 4 th units)	(units 1-5)

ASSIGNMENT DETAILS

ASSIGNMENT NUMBER	I	II	III
TOPIC NUMBER FOR REFERENCE	(1 st & 2 nd units)	(3 rd & 4 th units)	(units 1-5)
DEAD LINE			

ASSIGNMENT NUMBER	BATCH	DESCRIPTIVE QUESTIONS/TOPIC (Minimum of 8 Pages)
I		1. Bio medical waste management
		2. Communication – nature, scope, barriers, styles and modes of communication.
II		1. Global Marketing in the medical Sector
		2. WTO and its Application
III		1. Alarm Safety
		2.Hazard and Safety in a Hospital Setup