



SGT UNIVERSITY
SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC Approved University) GURGAON, Delhi-NCR

**SHREE GURU GOBIND SINGH TRICENTENARY
UNIVERSITY,
BUDHERA, GURGAON**



**SYLLABI & SCHEME OF EXAMINATION OF
BACHELOR OF BUSINESS ADMINISTRATION (Hospital Administration)**

FOR 1st to 6th Semester

(2022-2025)



Program Name :BBA (HOSPITAL ADMINISTRATION)			Semester: I		
Course: Business Statistics			Code: 06050101		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: <ul style="list-style-type: none">The objective of this course is not only to make the students to get a basic understanding of statistical techniques, but also to develop the skill to apply the techniques in practical cases which can be used in their projects and also when the students enter the industry after finishing their courses.					
Course Objectives: <ul style="list-style-type: none">To provide students with the understanding of role of quantitative techniques in business decision making :To prepare a common platform for students for better understanding of statistical tools.To familiarize the students of different streams about different quantitative techniques.					
Learning Outcomes: <p>After completion of the course students would be able to :</p> <ul style="list-style-type: none">Understanding the various aspects of statistics including its scope, importance and limitations. Discussing data and its various aspectsUnderstanding the basic concept and applications of measures of central tendency and dispersion.Determine the procedures to apply correlation and regression methods in order to obtain the relationships between variables and datasetsUnderstanding the basic concepts of probability and its related operationsAcquaintance of selection mechanism of suitable probability distributions to various business management problems.					
Prerequisite(s): <ul style="list-style-type: none">Basic Knowledge of Algebra and Probability.					
Pedagogy: Lectures, presentations and problem solving.					
Syllabus: Unit I Data, primary and secondary data, discrete and continuous data. Classification of data, Graphical representation of data. Measurement of Central Tendency- arithmetic Mean: step deviation method for					



computing arithmetic mean, mathematical properties of arithmetic mean, merits and demerits of arithmetic mean, weighted arithmetic mean; Median: calculation of median, merits and demerits of median; Mode: computation of mode, merits and demerits of mode

Unit II

Measures of dispersion- Range: merits and demerits, uses; Quartile: Quartile deviation, coefficient, merits and demerits; percentile ranges; Average deviation: computation of mean deviation, merits and demerit; Standard deviation: mathematical properties, merits and demerits, variance, coefficient of variation; Skewness and Kurtosis: measures of skewness, Karl Pearson's Coefficient of skewness, kurtosis.

Unit III

Correlation, types of correlation, Karl Pearson's coefficient of correlation, Spearman's rank correlation coefficient, properties of correlation coefficient. Linear regression, lines of regression, regression coefficient, relation between correlation coefficient and regression coefficient.

Unit IV

Meaning and components of time series. Methods of time series- Simple Moving Average – (3yearly, 4 yearly and 5 yearly) and Least Square Method. Calculation of trend values and construction of graph of original values and trend values.

Unit V

Probability: Concept, Events, Addition Law, Conditional Probability, Multiplication Law & Baye's Theorem (Simple Numerical). Theoretical distributions- introduction; Binomial Distribution: Probability function of binomial distribution, constants of binomial distribution, mode of binomial distribution, fitting of binomial distribution; Poisson Distribution: utility of Poisson distribution, constants of Poisson distribution, mode of Poisson distribution, fitting of Poisson distribution; Normal distribution: equation of normal probability curve, standard normal distribution, relationship between binomial and normal distribution, relationship between Poisson and normal distribution, properties of normal distribution, area under standard normal probability curve, importance of normal distribution.

Textbook:

1. Sharma, J. K." Business Statistics". New Delhi: Pearson Education (P) Ltd
2. Gupta, S. C., & Kapoor, V. K. (2020). Fundamentals of mathematical statistics. Sultan Chand & Sons.

Reference Books:

1. Bali, N. P., Gupta, P. N., & Gandhi, C. P., "Text Book of Quantitative Techniques." New Delhi: Laxmi Publications (P) Ltd.
2. Bajpai, N. "Business Statistics". New Delhi: Pearson Education (P) Ltd
3. Levin, R. I. "Statistics for Management" New Delhi: Pearson Education (P) Ltd.

Journals: Communications in Statistics

2. **Journal of Statistical Computation and Simulation**
3. **Annals of Probability**



4. Journal of Business & Economic Statistics

Case Study:

Links to websites:

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



Program Name :BBA HOSPITAL ADMINISTRATION			Semester: I		
Course: Management Concepts			Code:06050102		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: This Course is the basic course for management students to provide them knowledge and evolution of management thought. The units or modules in this subject are designed to deeply impart the understanding of functions of Management along with light on strategic management and contemporary challenges of management field for managers.					
Course Objectives: Students would understand basic concepts of management and gain appreciation for emerging ideas, techniques, procedures and practices in the field of management					
Learning Outcomes: After completion of the course the students would be able to: 1. Understand the Management concepts and its implications. 2. Analyze and comprehend the contemporary challenges confronted by Organizations. 3. Develop the skills to apply management concepts and find out the solutions in organizations.					
Prerequisite(s): 1. Communication skills					
Pedagogy: Discussion, Hands on, Lectures and Case Studies.					
Syllabus: Unit I: Importance, Nature, Process, Functions and Principles of Management. Management V/s Administration, Development of Management Thought: Classical, Neo-classical, Systems, contingency and Contemporary Approach to Management. Managerial Roles: Role of a Manager – Levels of Management - Managerial Skills. Unit II: Communication – Formal and Informal Networks, Barriers and Principles. Planning –					



Concept, Nature, Importance, Steps and Limitations, Types of Plans. Making Planning Effective – Strategic Considerations in Planning - Management by Objectives. Decision Making Concept, Process, Rationality and Techniques.

Unit III: Need for Organization - Principles and Process of Organizing - Span of Management - Organization Structure - Variables affecting Structure - Departmentalization - Authority, Delegation and Decentralization - Committees. New Forms of Organization, Staffing - Concept, Nature, Importance and Steps, Motivation – Concept and Theories.

Unit IV: Directing – Concept, Nature and Importance. Leadership - Concept and Theories, developing leaders across the organization, Controlling - Concept, Nature, Importance and Process of controlling. Contemporary control Techniques - Stakeholder Approaches (Balanced Score Card), Accounting Measures (Integrated Ratio Analysis), and Economic and Financial Measures (Economic Value added and Market Value added), Behavioral aspect of Management Control.

Unit V: Challenges in Management practices: Management of Strategic Change, Culture, Knowledge Management, Learning Organization, Managing Diversity, Corporate Governance and social responsibility of business.

Text Books:

1. Harold Koontz & Heinz Wehrich, *Essentials of Management*, Tata Mcgraw Hill.
1. Harold Koontz & Heinz Wehrich, *Essentials of Management*, Tata Mcgraw Hill
2. Stephen F. Robbins, *Management: Practice and Principles*, Prentice Hall of India Pvt. Ltd. Mcgraw Hill.

Reference Books:

1. P.C.Tripathi, P.N. Reddy, *Principles of Management*, Tata McGraw-Hill Publishing Company Limited, New Delhi.
2. Stephen L. Massie, *Essentials of Management*, Prentice - Hall of India Private Limited, New Delhi.
3. Prasad, M. *Principles and Practice of Management*, Sultan Chand & Sons, New Delhi.
3. D. Chandra Bose, *Principles of Management and Administration*, Prentice-Hall of India Private Limited, New Delhi.

Journals:

- Journal of management Studies
- Journal of Management Education
- Journal of management Studies

Case Study:

Links to websites:

- <https://www.icmrindia.org/>



- <https://www.mbaknol.com/management-concepts/analysis-of-problems-in-management-case-studies/>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks\7



Program Name :BBA (Hospital Administration)			Semester: I		
Course: Human Biology and Medical Terminology			: 06050103		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: <ul style="list-style-type: none">Explain the knowledge of basic and advance Medical terminologies necessary for hospital administration students.					
Course Objectives: <ol style="list-style-type: none">Understanding the basic importance of Medical terms into their component parts.Analyze and spell words correctly.Applying the words from singular to plural form.Identify combining forms, prefixes, suffixes and terminology associated with each of the body systems.					
Learning Outcomes: <p>After completion of the course, students would be able to:</p> <ol style="list-style-type: none">Ensuring successful learning of basic and advance medical terminology.Student will able to read, write, spell and understand the medical terminology					
Prerequisite(s): <ol style="list-style-type: none">Basic knowledge of human body parts, name of different organ system in body.					
Pedagogy: <p>Ensuring class room lectures, power point presentations, hospital visits, practice of documentations along with case studies.</p>					
Syllabus: Unit-I <p>Introduction to Medical terminology, Greek and Latin alphabet, commonly used prefixes in Medical terminology, commonly used suffixes in Medical terminology.</p> Unit-II					



Common terms used in prescription and patient report, study of standard abbreviations, commonly used root words used in medical terminology, word formation.

Unit-III

Basic Structure, functions and Importance of following systems in human body:

1. Digestive system
2. Respiratory system
3. Circulatory system
4. Central nervous system

Unit-IV

Basic Structure, Functions and Importance of following systems in human body:

1. Reproductive system
2. Muscular system
3. Urinary system

Unit-V

Medical terminology used by Gynecologist, Nephrologist, Neurologist, Cardiologist, Gastrologis, and other Healthcare professionals.

Textbook:

- Davies, Juanita. Essentials of Medical Terminology. 3rd edition. New York. Delmar. 2008. E book
- Mogli. J.D. Medical Records: Organization & Management 2ndedition New Delhi: Jaypee Brothers.

Reference Books:

1. Paramedics-Six in One, Jaypee Brothers
2. Roger Watson Anatomy and Physiology for Nurses
3. Stedman's Medical Dictionary
4. Francis, C.M., and Mario C. De Souza. Hospital Administration. 3rd ed. New Delhi: Jaypee Brothers.

Journals:

- Journal of Healthcare Engineering volume 2, Issue 3, Pages 271-283

Links to websites:

https://www.hindawi.com/journals/jhe/2011/639549/ref/?utm_source=google&utm_medium=cpc&utm_campaign=HDW_MRKT_GBL_SUB_ADWO_PAI_DYNA_JOUR_X&gclid=CjwKCAiAi4fwBRBxEiwAEO8_HkLF6o861cGUHaFTPorVf-Uaz-0jLqMcyqolxQyUxGADt-HWtEd-LRoCZA4QAvD_BwE



Program Name : BBA-HA			Semester: I		
Course: Computer Application in Business			Code: 06050104		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Practical
20	-	-	2	20	30
Course Rationale: Computer Proficiency is an inevitable part of commerce education. The course is aiming to equip all the commerce aspirants to have basic skills as well as hands on experience on word processing, for creating excel spreadsheets, for building databases and preparing presentations, through the use of Microsoft Office Word, Excel, and PowerPoint programmes. .					
Course Objectives: <ul style="list-style-type: none">• To give basic information about the computer system.• To give knowledge about computer hardware and computer software.• To familiarize students with the use of MS Windows, Internet and E-mail.• To familiarize students with the use of MS Office-MS Word, MS Excel & MS PowerPoint.					
Learning Outcomes: <p>Apply the basic editing functions, formatting text, copy and moving objects and text, inserting graphics, pictures, and table of contents, Drop Cap.</p> <p>Apply the mechanics and uses of Word tables to organize and present data, Word's advanced formatting techniques and presentation styles.</p> <p>Identifying the use and utility of functions and formulas on excel spreadsheet. Learning formulas, creating charts and graphs that can easily explain or simplify complex information or data.</p> <p>Analyzing data using Pivot Tables and Pivot Charts.</p> <p>Analyzing formatting techniques and presentation styles and Create slide presentations that include text, graphics, animation, and transitions.</p>					
Prerequisite(s): Student should have basic knowledge of computer.					



Pedagogy: PBL(Problem Based Learning), PBL(Project Base Learning), Case study, Video, Hands on Exercise, Assignments, Quiz

Syllabus:

Unit I:

- Edit and proofread text: making text changes, finding and replacing text, correcting spelling and grammatical errors, inserting saved text.
- Change the look of text: quickly formatting text, changing a document's theme, manually changing the look of the characters and paragraphs, creating and modifying the list.
- Organizing information in columns and tables: presenting information in columns, creating table list, presenting information in tables, formatting tables.

Unit II:

- Add simple graphic elements: inserting and modifying pictures, changing a document's background, inserting building blocks, adding wordart text.
- Preview and page layout: previewing and adjusting page layout, controlling what appears on each page, printing documents, preparing documents for electronic distribution.

Unit III:

- Set up a workbook: creating workbook, modifying workbook, modifying worksheets.
- Work with data and excel tables: entering and revising data, moving data with workbook, finding and replacing data, correcting and expanding upon worksheet data.

Unit IV:

- Perform calculations on data: naming groups of data, creating formulas to calculate values, finding and correcting errors in calculations.
- Change workbook appearance: formatting cells, defining styles, applying workbook themes and excel table styles, adding images to worksheets.
- Focus on specific data by using filters: limiting data that appears on screen, manipulating worksheet data, defining unique values for ranges of cells.

Unit V:

- Work with slide text: entering text in placeholders, adding text boxes, editing text, correcting and sizing text while typing, checking spelling and choosing the best words, finding and replacing text and fonts.
- Format slides: applying themes, using different color and font schemes, changing the slide background, changing the look of placeholders, changing the alignment, spacing, size, and look of text.
- Add simple visual enhancements: inserting pictures and clip art images, inserting diagrams, inserting charts, drawing shapes, adding transitions.
- Review and deliver presentations: setting up presentations for delivery, previewing and printing presentations, preparing speaker notes and handouts, finalizing presentations.

Text Books: ~~2. Petrus, Harold K. Smith, & DE Ginz, Weirich, & Swartz. *Essential K of Man Management*. Tata McGraw Hill.~~



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1. Step by Step Microsoft Office Professional 2010 (Jpyce Cox, Joan Lambert, and Curtis Frye)

Reference Books:

1. Microsoft Office 365: Connect and Collaborate Virtually Anywhere, Anytime (Katherine Murray)
2. Microsoft Office 2010 – Tips & Tricks (Vasu Jain)
3. Microsoft Office 2010: Ultimate Tips & Tricks (Matt Smith)

Evaluation Scheme:

- Viva-voce 10 marks
- Demonstration/Presentation 20 marks
- Class participation and attendance 5 marks
- Mid Term Exam 10 marks
- Project/Laboratory Work 5 marks

Total **50 marks**



Program Name :BBA HOSPITAL ADMINISTRATION			Semester: II		
Course: Financial Accounting			Code: 06050201		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: The primary objective of course is to acquaint the students with fundamentals of management accounting. It will equip the students with the concept and methods of various managerial techniques for decision making. It is concerned with the presentation of data to predict inconsistencies in finances that help managers make important decisions.					
Course Objectives: To explain identification of a project, feasibility analysis including market, technical and financial appraisal of a project. Understand the relevance of alternative project appraisal techniques, financial structuring and financing alternatives. This course intends to involve students to apply appraisal techniques for evaluating live projects.					
Learning Outcomes: After completion of the course, students would be able to: <ol style="list-style-type: none">1. Apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities.2. Prepare various costing schedules where an analysis of cost classification, behaviour, and type is completed.3. Apply and analyze different types of activity-based management tools through the preparation of estimates.4. Analyze cost-volume-profit techniques to determine optimal managerial decisions.5. Prepare a master budget and demonstrate an understanding of the relationship between the components. form cost variance analysis and demonstrate the use of standard costs in flexible budgeting. LO1					
Prerequisite(s): Conceptual knowledge of other branches of accounting					
Pedagogy:					



A mix of pedagogy would be adopted consisting of lecture, discussion, presentation, demonstration and class test. Concept of the topics will be given through short lectures, assignments and Numerical problems. The course is a hands-on course and requires the participant to work out multiple examples to gain confidence.

Syllabus:

Unit I: Introduction to Financial Accounting: Accounting as an Information System, Introduction: Meaning, Objectives, Process, Limitations and Basic Terms of Accounting; Generally Accepted Accounting Principles; Journalizing, Posting and Preparation of trial balance.

Unit II: Accounting Equation: Nature of Accounts, Types of books (Primary and Secondary) and Rules of Debit and Credit; Recording Transactions in Journal; Preparation of Ledger Accounts; Opening and Closing Entries; Preparation of Trial Balance.

Unit III: Preparation of Financial Statements: Trading Account, Profit & Loss Account and Balance Sheet, Adjustment Entries, understanding contents of financial statements of a joint stock company as per the Companies Act 2013; Understanding the contents of annual report of a company, Preparation of cash flow statement as per AS-3 (revised).

Unit IV: Indian Accounting Standards (Ind-AS): Concept, benefits, procedure for issuing Ind- AS in India, salient features of Ind-AS issued by ICAI; International Financial Reporting Standards (IFRS): Main features, uses and objectives of IFRS, IFRS issued by IASB and concept of harmonization and convergence, obstacle in harmonization and convergence, suggestions for increased convergence and harmonization.

Unit V: Hire purchase and installment system: Hire Purchase System and Installment payment system; Branch Accounting (**Home branches:** - concept of dependent branches, accounting aspects, ascertainment of profit by Debtor method, Stock & Debtor method and Final accounts method, concept of Independent branch, and accounting treatment. **Foreign branches:**

- Concept and accounting treatment.

Text Books:

1. Monga, J.R., Financial Accounting: Concepts and Applications, Mayur Paperbacks
2. Tulsian, P.C., Financial Accounting, Pearson

Reference Books:

1. Maheshwari, S.N. & Maheshwari, S.K., Financial Accounting for B. Com., CA, CS, & ICWA (Foundation) Courses, Vikas Publishing House Pvt. Ltd.
2. Ghosh, T.P., Financial Accounting for Managers, Taxmann Allied Services (P) Ltd.

Journals:

Case Study:



Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks\7



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Program Name :BBA (Hospital Administration)			Semester: II		
Course: Introduction to Hospital Administration			Code: 06050202		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: <ul style="list-style-type: none">● Explain roles of hospital administrator.● Explain the function of hospital administrator in clinical and non-clinical services in hospital.● Explicate to reduce errors in operational processes in Hospital.● Explain the concept of Hospital Management.					
Course Objectives: <ol style="list-style-type: none">1. To expose the students to the concept of administration and operation of hospitals in a detailed manner.2. To cover every aspect of different department which involves clinical care, supportive services as well as ancillary care.					
Learning Outcomes: <p>After completion of the course, students would be able to:</p> <ol style="list-style-type: none">1. Ensuring the hospital processes in all best possible manner.2. Student will be able to understand the need and importance of hospital administrators					



3. Develop aq comprehensive approach towards running a good hospital.

Prerequisite(s):

1. Basic knowledge of Hospital Industry.
2. Basic understanding of operational activities of hospitals.

Pedagogy:

Ensuring class room lectures, power point presentations, field work along with case studies.

Syllabus:

Unit 1:

Meaning, definition and concept of Health and Hospital, Components of Health Sector, Types of Care, Types of Hospitals and Role of Hospital in Healthcare.

Unit 2:

Health Care Industry- Concept, characteristics, changing nature of Health Care Industry, Duties and responsibilities of Hospital Managers, Expected qualities of a good Hospital Administrator.

Unit 3:

Hospital Management Roles and responsibilities, different Boards in hospital, different Administration in Hospital (Medical, Nursing and Hospital, Responsibilities of the hospital to the community.

Unit 4:

Current scenario of Hospital and Healthcare industry in India, Classification of hospitals on different basis, Administration of different Hospitals (corporate hospital, voluntary hospital and charitable hospital).

Unit 5:



Role of Administration in Medical & Paramedical, Education and Research Recent trends in hospital administration, Trends of Hospital Administration in Abroad, Responsibilities, Roles & Functions of Hospital Administrator

Textbook:

- Stephen P. Robbins and Mary Coulter, Management (Prentice Hall of India Pvt. Ltd., New Delhi)
- J.E. Park and K. Park, Textbook of Preventive and Social Medicine (M/S Banarsidas

Bhanot Publishers, Jabalpur)

- Elaine La Monica, Management in Health Care (Macmillan Press Ltd, London)
- Reference
- B.M. Sakharkar, Principles of Hospital Administration and Planning (Jaypee Brothers Medical Publishers Pvt. Ltd., New Delhi)

Reference Books:

- C.M. Francis and et al., Hospital Administration (Jayapee Brothers Medical Publishers Pvt. Ltd., New Delhi)
- S. Srinivasan (ed.), Management Process in Health Care (Voluntary Health Association of India, New Delhi)

Journals:

Links to websites:

https://www.hindawi.com/journals/jhe/2011/639549/ref/?utm_source=google&utm_medium=cpc&utm_campaign=HDW_MRKT_GBL_SUB_ADWO_PAI_DYNA_JOUR_X&gclid=CjwKCAiAi4fwBRBxEiwAEO8_HkLF6o861cGUHaFTPorVf-Uaz-0jLqMcyqolxQyUxGADt-HWtEd-LRoCZA4QAvD_BwE

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks



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- Term-End Exam 60 marks

Total 100 marks

Program Name :BBA HOSPITAL ADMINISTRATION			Semester: II		
Course: Fundamentals of Business Research Methods			Code: 06050203		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale:					
Understand the concepts and methods of business research. Identify model and solve decision problems in different settings. Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity.					
Course Objectives: The objective of this paper is to impart knowledge about various stages of the research processes and their application in decision making. The students will be able to plan, design and earn out business research using scientific methods and prepare research report(s).					
Learning Outcomes:					
After completion of the course, students would be able to:					
<ol style="list-style-type: none"> 1. Define the research problem 2. Perform data collection 3. Perform data preparation and missing value treatment 4. Demonstrate Hypothesis testing Procedure and purify the data 5. Identify the right test 6. Analyze the data by parametric test using SPSS/Excel 7. Analyze the data by Non Parametric test using SPSS/Excel 8. Prepare the report 					
Prerequisite(s):					
Basic knowledge of Research Methodology, Statistics, Excel					



Pedagogy:PBL(Problem Based Learning), PBL(Project Base Learning), Case study, Video, Hands on Exercise, Assignments, Quiz

Syllabus:

Unit I: Business Research: Meaning, Need, Types, Approaches, Research methods vs Research Methodology, Research Process, Role of research in important areas, Identification and Formulation of Research Problem, Variables and Variable type, Hypothesis, Types and Formulation of Hypothesis.

Unit II: Research Design: Meaning, Need, and Different research design: Exploratory, Descriptive. Experimental and Diagnostic and Survey Research, Features of a good research design

Unit III: Sampling design: Meaning, Need, and Advantages of sampling over census, Probability and Non probability Sampling Methods, Criteria of Selecting a sampling procedure, Factors influencing sample size

Unit IV: Data Collection Methods: Questionnaire/schedule; Questionnaire designing, Interview and Observational methods, Measurement Scales, Techniques of Developing Scales, Reliability and Validity of scales

Unit V: Data Analysis: Descriptive and Univariate Statistics; Bivariate Analysis: Test of Difference, Measures of Association; Introduction to Multivariate Analysis, Report Writing: Need, Types and Characteristics of a research report.

Text Books:

1. William G. Zikmund, Business Research Methods, 7th Edition, Cengage Learning, India.
2. K.N. Krishnaswamy, Appa Iyer Sivakumar, M.Mathirajan, Management Research Methodology: Integration of Principles, Methods and Techniques, Pearson Education

Reference Books:

1. J. K. Sachdeva, Business Research Methodology, Himalaya Pub. House
2. Paul E. Green, Donald S. Tull, Research for Marketing Decisions, 5th Edition, PHI.
3. Ranjeet Kumar, Research Methods, Pearson Education
4. Donald S. Tull, Del I. Hawkins, Marketing Research, Measurement and Methods, 6th Edition, PHI
5. Naresh Malhotra and Satya Bhushan Das, Marketing Research: An applied Orientation, Pearson Education
6. Mcburney, Research Methods, 7th Edition, Cengage Learning, India.

Journals:

- TheJournal of Business Research

Evaluation Scheme:

- Class participation and attendance 05marks



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• Mid Term Exam	20marks	
• Assignment	05marks	
• Team Project Presentation		10marks
• Term-End Exam	60marks	
Total	100marks	

Program Name : BBA (Hospital Administration)			Semester: II		
Course: Introduction to Epidemiology and Public Health Administration			: 06050204		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale:					
<ul style="list-style-type: none"> • Explain the concept of health, disease and theory of causation of disease. • Explain the concept of prevention and control of disease. • To understand public health administration. 					
Course Objectives:					
<ol style="list-style-type: none"> 1. Understanding philosophy and dimensions of health. 2. Explain the health indicators and their application for health policy foundation. 3. Explain various ways of public health administration. 					
Learning Outcomes:					
After completion of the course, students would be able to:					
<ul style="list-style-type: none"> • Ensuring successful learning of concept of health and disease, control and prevention of disease through various communicable and non-communicable disease. 					
Prerequisite(s):					
Basic knowledge of health, disease and prevention along with name of some communicable and non-communicable diseases.					
Pedagogy:					



Ensuring class room lectures, student interacting sessions, field work along with case studies.

Syllabus:

Unit-I

Meaning and definition of health, concept of well-being, philosophy of health, health determinant, health indicators, healthcare spectrum, Concept and definition of epidemiology, aims and objective of epidemiology

Unit-II

Types of epidemiological study, study foreign, coherent study, types of therapeutic or clinical trials, application and uses of epidemiology.

Unit-III

Healthcare – its meaning, concept and administration in India, healthcare administration at central level, state level and district level, healthcare administration organization in India, international healthcare organization like WHO, UNICEF, UNDP

Unit-IV

Healthcare planning in India, different healthcare committees and their suggestions, National Health Policy 2017, healthcare planning models in international scenario.

Unit-V

National healthcare programs related to communicable disease, National Malaria Control Program(NMCP), Revised National Malaria Control Program(RNTCP), National Leprosy Eradication Program(NLEP), National AIDS Control Program (NACP), National Health program related to non-communicable disease, National Blindness Control Program(NBCP), National Newborn Health Program(NNHP) and National Program for Prevention and Control of Cancer, Diabetes, Cardiovascular Disease and Stroke(NPCDCS).

Textbook:

- Park's textbook of preventive and social medicine, K. Park, 23rd edition.
- Mahajan & Gupta Textbook of Preventive and Social Medicine, 4th edition



Reference Books:

- Oxford Textbook of Public Health, Vol.3
- Francis, C.M. and MarioOdeSouza, Hospital Administration, New Delhi: Jaypee Brothers – 3rd edition
- Study Material on Hospital Administration.Vol.2- Health Care Systems in India.
- Publications of Government of India
- MoHFW publications

Journals:

- Journal of Health policy and management
- International Journal of Health policy and management

Links to websites:

- <https://www.pulsus.com/journal-health-policy-management.html>
- <http://www.ijhpm.com/>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Team Project Presentation 10marks
- Term-End Exam60marks

Total 100marks



Program Name : BBA-HA			Semester: II		
Course: Advanced skills of Spreadsheet			Code: 06050205		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Practical
20	-	-	2	20	30
Course Rationale: This course is aimed at imparting candidates for Spreadsheet Modelling and aims at building the following key competencies amongst the Student.					
Course Objectives: <ul style="list-style-type: none">• To familiarize the approaches of information management and its use in Business Informatics.• To illustrate the principles of good spreadsheet design.• Demonstrate proficiency the acquisition and analysis of organizational data from a variety of data sources common in the business environment• To exhibit proficiency in the creation of analyses to aid in data-centric decision making• To establish proficiency in creating analysis reports.					
Learning Outcomes: <ul style="list-style-type: none">• Demonstrate the use of basic functions and formulas.• Demonstrate working knowledge of organizing and displaying large amounts and complex data.• Demonstrate formatting techniques and presentation styles• Simplify formatting rules for business requirements.• Analyzing data using Pivot Tables and Pivot Charts.					
Prerequisite(s): Student should have basic knowledge of computer.					
Pedagogy: PBL(Problem Based Learning), PBL(Project Base Learning), Case study, Video, Hands on Exercise, Assignments, Quiz					



Syllabus:

Unit I:

Introduction to spreadsheets, reading data, manipulating data. Basic spreadsheet operations and functions.

Unit II:

Introduction to some more useful functions such as the IF, nested IF, String Functions, VLOOKUP and HLOOKUP functions in Excel. Introduction to Excel Solver. Using excel solver for business decisions.

Unit III:

Using Conditional Formatting; Using Conditional Formatting with Multiple Cell Rules; Using Color Scales and Icon Sets in Conditional Formatting; Creating New Rules and Managing Existing Rules.

Unit IV:

Sorting Data A-Z and Z-A; Using Filters to Sort Data; Advance Filtering Options

Unit V:

Introduction to the Data filtering capabilities of Excel, the construction of Pivot Tables to organize data and introduction to charts in Excel. Constructing various Lines, Bar and Pie charts. Using the Pivot chart features of Excel. Understanding and constructing Histograms and Scatter plots. Basics

Text Books: 1. ~~For Harold Kohn, S. Ginz, Weirich, Essentials of Management, Tata Mcgraw Hill.~~
2. ~~For Harold Kohn, S. Ginz, Weirich, Essentials of Management, Tata Mcgraw Hill.~~
3. ~~For Harold Kohn, S. Ginz, Weirich, Essentials of Management, Tata Mcgraw Hill.~~
4. ~~For Harold Kohn, S. Ginz, Weirich, Essentials of Management, Tata Mcgraw Hill.~~
5. New Perspectives Microsoft® Office 365 & Excel 2016 : Comprehensive, Cengage, 1st Edition (June Jamrich Parsons, Dan Oja, Patrick Carey, Carol DesJardins)

Reference Books:

4. Microsoft Excel 2013: Data Analysis and Business Modeling , PHI (Wayne L Windson)
5. Management Information Systems – A Global Digital Firm Perspective – Tata McGraw-Hill Education, 4th/ 5th Edition (Waman S Jawadekar)

Evaluation Scheme:

- Viva-voce 10 marks
- Demonstration/Presentation 20 marks
- Class participation and attendance 5 marks
- Mid Term Exam 10 marks
- Project/Laboratory Work 5 marks

Total **50 marks**



Program Name :BBA HOSPITAL ADMINISTRATION			Semester: III		
Course: Human Resource Management			Code: 06050301		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
<p>Course Rationale: This Course is the basic course for Human resource management students to provide them knowledge and evolution of human resources. The units or modules in this subject are designed to deeply impart the understanding of functions of HRM along with light on human resource information system and contemporary challenges of HR field for managers. This course will help the students to realize the human resource management applications in organizations such as training and development activities and international issues.</p>					
<p>Course Objectives:</p> <ol style="list-style-type: none">1. To prove the understanding of HRM field and activities conducted in that area.2. To develop competence and problem solving attitude in the HR area.3. To provide the insights for HR problem solutions in corporates.					
<p>Learning Outcomes: This course would enable the students to learn:</p> <ol style="list-style-type: none">1. Role of the HRM function,2. Employee resourcing, performance, appraisal and development of human resource in the organization.3. Solve HR field problems.					
<p>Prerequisite(s):</p> <ol style="list-style-type: none">1. Basic management understanding.2. Communication skills.					
<p>Pedagogy: Lectures, Discussions, Case studies, Videos, Activities, etc.</p>					
<p>Syllabus:</p> <p>Syllabus:</p> <p>Unit- 1</p>					



Nature of Human Resource Management-Concepts, Objectives and Functions; HRD-Concept and Mechanisms; Role and status of HR Manager; Organization of HR Department; HR Policies; HRM in globally competitive environment; Strategic Human Resource Management.

Unit- 2

Acquiring Human Resource: Human Resource Planning, Job analysis and job design, employee involvement, flexible work schedules, Recruitment and Selection-new trends; Placement and induction; Right sizing.

Unit- 3

Developing human resource: Employee training, training need assessment, Training methods and evaluation, cross cultural training, Designing executive development programme, Techniques of Executive development, Career planning and development.

Unit- 4

Enhancing and rewarding performance: Establishing Performance Management system; Performance Appraisal-Techniques of appraisal; Potential Appraisal and employee counselling; Establishing reward and pay plans-job evaluation, wage and incentive plans, employee benefits, ensuring safety and healthy work environment.

Project Work:

1. Recruitment and Selection Policies of known companies in the neighbourhood with special reference to executives at three levels—entry level, middle level and top level, of technical hands, professionals and managerial executives.
2. Training and development programmes in different companies—manufacturing companies, service companies, IT companies etc. for different levels of employees—goals, contents, techniques and renewals.

Text Books:

1. Gary Dessler, *Human Resource Management* - 5th edition Pearson Education.
2. Snell and Bohlander, *Human Resource Management*, Thomson South-Western, 2001.

Reference Books:

1. M.Saiyadain, *Human Resource Management* - Tata McGraw Hill.
2. Jyothi, P and Venkatesh, D.N, *Human Resource Management* –Oxford University Press
3. R.W. Mondy & R.M. Noe, *Human Resource Management* - Pearson Education
4. B.Pattanayak, *Human Resource Management* – PHI
5. V.S.P.Rao, *Human Resource Management* - Excel Books
6. K Aswathappa, *Human Resource and Personnel Management* - Tata McGraw Hill
7. Gupta, C.B. (2014). *Human Resource Management*. Delhi. Sultan Chand & Sons.
8. Decenzo, A. David & Robbins,
9. Stephen. (2011). *Fundamentals of Human Resource Management*. Wiley India.
10. Werther, William and Davis, Keith. (2000). *Human Resource Management*. Prentice Hall

Journals:

- Human resource Management: Advancing Human Resource Research and Practice, Wiley.
- South Asian General of Human Resource Management, Sage Publications.



- The International Journal of Human Resource Management, Routledge, Taylor and Francis Group.

Case Study:

Links to websites:

- <https://www.youtube.com/watch?v=T7bSMzg7x-s>
- <https://www.icmrindia.org/case%20volumes/Case%20Studies%20in%20Human%20Resource%20Management%20Vol%20I.htm>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



Program Name :BBA HOSPITAL ADMINISTRATION			Semester: III		
Course: Application of Business Research Methods			Code: 06050302		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
<p>Course Rationale: Understand and critically apply the concepts and methods of business research. Identify, model and solve decision problems in different settings. Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity.</p>					
<p>Course Objectives: The objective of the course is to familiarize students with techniques and practices related to application of business research methods for various research problems.</p>					
<p>Learning Outcomes: After completion of the course, students would be able to:</p> <ul style="list-style-type: none"> • Define the research problem • Perform data collection • Perform data preparation and missing value treatment • Demonstrate Hypothesis testing Procedure and purify the data • Identify the right test • Analyze the data by parametric test using SPSS/Excel • Analyze the data by Non Parametric test using SPSS/Excel • Prepare the report 					
<p>Prerequisite(s): Basic knowledge of Research Methodology, Statistics, Excel</p>					
<p>Pedagogy: PBL(Problem Based Learning), PBL(Project Base Learning), Case study, Video, Hands on Exercise, Assignments, Quiz</p>					
<p>Unit - I Introduction to Research</p> <ul style="list-style-type: none"> • Nature and Scope of Business Research • Information Based Decision Making and Source of Knowledge. 					



- The Research Process
- Basic approaches and Terminologies used in Research
- Defining Research Problem
- Preparing a Research Plan.

Unit - II

Sampling Technique & Data Preparation

- Sampling Techniques
- Data types and collection
- Data Preparation concept
- Data Preparation process
 - Preliminary Questionnaire Screening
 - Editing,
 - Coding,
 - Data Entry (in Excel & SPSS)
- Missing value Treatment.

Unit - III

Data Analysis

- Introduction to Excel & SPSS Software
- Descriptive analysis (Mean, Median, Standard Deviation, Correlation etc.)
- Cross tabulation
- Hypothesis testing procedure
- Bar and charts
- Data Purity test-
 - Normality,
 - Validity
 - Reliability test

Unit - IV

Parametric Test (Manual Calculation & Application of SPSS/Excel)

- t/z-test (Simple t-test, Independent t-test, Matched paired t-test)
- Measure of Association(Correlation, Coefficient of correlation)
- Simple linear regression analysis
- one- way ANOVA

Unit - V

Non Parametric test (Manual Calculation & Application of SPSS/Excel)

- Chi-Square test,
- Chi-square test for goodness of fit
- Spearman's correlation coefficients
- Factor analysis



- Report Writing: Types of reports, stages in preparation, Characteristics, layout structures, documentation, footnotes, Bibliography & References- various methods. Editing final report, characteristics of good report.

Textbook:

- Business Research methods, Willium G. Zikmand, Cengage Learning, 8th edition
- Research Methodology, C R Kothari, New Age International Publisher

Reference Books:

- Research Methodology, Naval Bajpai, Pearson Publication, Latest Edition
- Statistics For Research, GerogeArgyrous, Sage, South Asia Edition, Latest edition

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



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SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
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Program Name :BBA (Hospital Administration)			Semester: III		
Course: Medical Record Management			Code: 06050303		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: <ul style="list-style-type: none">● Explain the knowledge and importance of Medical Records along with its management.					
Course Objectives: <ol style="list-style-type: none">1. Understanding the basic concept of medical record and their importance in hospitals.2. To understand the types of medical records and their classification.3. To learn International Classification of Disease (ICD).					
Learning Outcomes: <p>After completion of the course, students would be able to:</p> <ol style="list-style-type: none">1. Ensuring successful learning and basic concept of medical record management.2. Student will able to classify and segregate different medical records in hospital.					
Prerequisite(s): <ol style="list-style-type: none">1. Basic knowledge of need and requirement of medical records in hospitals.					

**Pedagogy:**

Ensuring class room lectures, interactive sessions, and field work along with case studies.

Syllabus:**Unit-I**

Medical records – Meaning, functions, principles of record keeping, importance of medical records to patient, doctors and hospitals. Need of record keeping, different methods of medical record keeping.

Unit-II

Classification of records like coding system, indexing system, methods of numbering, serial number, unit number, serial unit number, filing system.

Unit-III

Types of medical record, forms and format, general and special consent, role of medical record of quality health care services, legal aspects of medical records.

Unit-IV

International Classification of Disease (ICD), ICD 10 and its significance, Electronic Medical Record (EMR), Role of medical record professionals.

Unit-V

Medical Registers: Meaning, types, purpose, advantages of Medical Registers, registers in various departments. Statutory registers and reports to be maintained- specimens. Medical Audit: its process, role and importance in hospitals.

**Textbook:**

- Mogli. J.D. Medical Records: Organization & Management 2nd edition New Delhi: Jaypee Brothers.

Reference Books:

- Paramedics-Six in One, Jaypee Brothers
- Stedman's Medical Dictionary
- Francis, C.M., and Mario C. De Souza. Hospital Administration. 3rd edition, New Delhi: Jaypee Brothers.
-

Journals:

Journal of Healthcare Engineering volume 2, Issue 3, Pages 271-283

Links to websites:

https://www.hindawi.com/journals/jhe/2011/639549/ref/?utm_source=google&utm_medium=cpc&utm_campaign=HDW_MRKT_GBL_SUB_ADWO_PAI_DYNA_JOUR_X&gclid=CjwKCAiAi4fwBRBxEiwAEO8_HkLF6o861cGUHaFTPorVf-Uaz-0jLqMcyqolxQyUxGADt-HWtEd-LRoCZA4QAvD_BwE

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



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Program Name : BBA (Hospital Administration)			Semester: III		
Course: National Health Programs (NHP)			Code: 06050304		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: <ul style="list-style-type: none">● Explain the concept of health, disease, prevention and health environment● Explain the nation health policy and various health programs in India along with its impact on health status of country					
Course Objectives: <ol style="list-style-type: none">1. Understanding the basic concepts of Health Administration at central, state and district level2. Explain the concept of Organization of voluntary health agencies in India3. Explain various health programs related with communicable and non-communicable disease4. Analysis of nation health policy and its impact on healthcare industry					
Learning Outcomes: <p>After completion of the course, students would be able to:</p> <ol style="list-style-type: none">1. Ensuring successful learning of basic concepts of health, care, disease, control, eradication and prevention of diseases.2. Student will be able to analyze different health programs along with their success and failure in India3. Understand the national health policy, its major provisions, considerations and effect on healthcare sector.					

**Prerequisite(s):**

1. Basic knowledge of human body, causation of disease meaning of health
2. Basic knowledge of communicable and non-communicable diseases their etiology, pathogenesis and preventive measures.

Pedagogy:

Ensuring class room lectures, power point presentations, hospital visits, public health center visit and community health center visit

Syllabus:**Unit I**

Health Administration, Functions and organizational structure at Central, State and District level, Various committees and their recommendations on health care in India, Reasons for increasing need and demand for medical care and techniques to reduce the cost of medical care.

Unit II

Goals for Health for All by 2000, and Beyond, National Health Budget. Organization for Health: Voluntary health agencies in India, Indian Red Cross Society, Tuberculosis Association of India. International Health Organizations: WHO, UNICEF, UNDP.

Unit III

National Health Programs related to Communicable Diseases: National Vector Borne Disease Control Program (NVBDCP), National Malaria Control Program, National Filaria Control Program, Revised National Tuberculosis Control Program (RNTCP), National Leprosy Eradication Program (NLEP) and National AIDS Control Program (NACP).

Unit IV



National Health Programs related to Non Communicable Diseases: National Program for Prevention and Control of Cancer, Diabetes (NPCDCS), National Program for Control of Blindness (NBCP), National Mental Health Program (NMHP), Reproductive, Maternal, Newborn, Child, and Adolescent Health (RMNCH+A).

Unit V

Universal Immunization Program, RCH Phase II, National Rural Health Mission, National Urban Health Mission, National Mental Health Program, National Family Planning Program, National Health Policy, 2017 National Population Policy, Role of NitiAayog in Health Planning.

Textbook:

- Park's textbook of preventive and social medicine, K.Park, 23rd edition.
- Mahajan & Gupta Textbook of Preventive and Social Medicine, 4th edition
- Control of Hospitals infection -A practical handbook, (1997), 3rd edition - G.A.J. Ayliffe, E.J.L. Lawbury, A.N.Geddes, J.D. Willians, Chapman & Hall Medical Chennai.

Reference Books:

- Oxford Textbook of Public Health, Vol.3
- Francis, C.M. and MarioOdeSouza, Hospital Administration,New Delhi: Jaypee Brothers – 3rd edition
- Study Material on Hospital Administration.Vol.2- Health Care Systems in India.
- Publications of Government of India
- MoHFW publications
- WHO publications

Journals:

- Journal of Health policy and management
- International Journal of Health policy and management

Case study:



Decentralization and decision space in the health sector: a case study from Karnataka, India (<https://academic.oup.com/heapol/article/31/2/171/2355442>)

Links to websites:

- <https://www.pulsus.com/journal-health-policy-management.html>
- <http://www.ijhpm.com/>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



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Program Name : BBA-HA			Semester: III		
Course: Data Analysis Using SPSS			Code: 06050305		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Practical
20	-	-	2	20	30
Course Rationale: Understand and critically apply the concepts and methods of business analytics. Identify, model and solve decision problems in different settings. Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity.					
Course Objectives: This course is not based on rote memorization of equations or facts, but focuses on honing the understanding of key concepts, managerial judgment, and ability to apply course concepts to real business problems.					
Learning Outcomes: <ul style="list-style-type: none">• Demonstrate the data visualization using SPSS• Make use of data preparation and missing value treatment• Apply the Hypothesis testing Procedure and purify the data• Apply the various statistical test using SPSS• Apply the regressions Analysis, ANOVA and Factor Analysis using SPSS					
Prerequisite(s): Student should have basic knowledge of statistics and mathematics					



Pedagogy: PBL(Problem Based Learning), PBL(Project Base Learning), Case study, Video, Hands on Exercise, Assignments, Quiz

Syllabus:

us:

Unit I:

Workshop on Describing and Summarizing Data using statistical tools like SPSS

Unit II:

Workshop on Descriptive Statistics, Relationships between Two Variables using business example

Unit III:

Workshop on Hypothesis formulation and Testing using SPSS
Designing and Performing Hypothesis Tests using SPSS

Unit IV:

Workshop on Simple and Multiple Regression using business case using SPSS

Unit V:

Workshop on ANOVA
Workshop on Factor analysis

Text Books: 7. ~~Parsons, D.Kogita, & Elgin Weirich, Essentials of Management, Tata McGraw Hill.~~

1. Statistical Techniques in Business and Economics:13th Edition, Lind, Marchal, Wathen, TATA McGraw Hill
2. Statistics for Managers: 1st edition, Chandra sekaran &Umaparvathi, PHI Learning

Reference Books:

6. Essentials of Business Analytics: An Introduction to the methodology and its application, Bhima sankaram Pochiraju, Sridhar Seshadri, Springer
7. Research Methodology: C R Kothari, New Age International
8. Data Visualization with R 100 Examples: Thomas Rahlf, Springer
9. Using R for Introductory Statistics: John Verzani, CRC Press

Evaluation Scheme:

- Class participation and attendance 10 marks



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- Mid Term Exam 20 marks
- Project/Laboratory Work 20 marks

Total **50 marks**

Program Name : BBA (Hospital Administration)			Semester: IV		
Course: Health Insurance and Medical Tourism			Code: 06050401		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: <ul style="list-style-type: none">• Explain roles of health insurance and medical value travel in India.• Understand the role and significance of insurance regulatory authorities in India.• Understand the scope and challenges in medical value travel.					
Course Objectives: <ol style="list-style-type: none">1. To acquaint students to the concept of HI and various HI products, schemes2. To understand the scope and challenges of healthcare insurance sector3. To understand the role and functions of TPA and its regulatory authorities.					
Learning Outcomes: <p>After completion of the course, students would be able to:</p>					



- Understand the basic concept of health insurance its role, scope in current healthcare industry.
- Know about the types, process and documentation required for claim settlement.
- Scope, limitations and opportunities in medical tourism.

Prerequisite(s):

- Basic knowledge of concept of general insurance, health insurance and related products.
- Basic knowledge of TPA and types of health insurance policy.
- Concept and meaning of medical tourism.

Pedagogy:

Ensuring class room lectures, power point presentations, field work, field visits along with case studies.

Syllabus:

Unit-I

Introduction of Health Insurance, Principles of Health Insurance, concept of Health Insurance, current trends in Health Insurance - International and Indian scenario, life and non- life of Health Insurance schemes.

Unit-II

Role and Functions of TPA(Third Party Administrator), Process of claim settlement, challenges faced by TPA in claim settlement process and in Health Insurance sector, Opportunities for Health Insurance companies.

Unit-III

Government Health Insurance regulatory schemes, Pricing and products of health insurance available in market, CGHS, ESI, Social security measures, Ayushman Bharat Yogna, IRDA-its role, Functions, and Challenges faced by IRDA.

Unit-IV

Legal framework in Health Insurance, documentation in Health Insurance, ethical issues in Health Insurance sector, misuse or criticism of health insurance.



Unit-V

Medical value travel (MVT)- concept, need, advantages, limitations or barriers of Medical tourism, scope and challenges in Medical tourism in India

Textbook:

1. Usha Mehta, A.D. Narde. Health Insurance in India and Abroad, Allied Publishers.
2. Thomas K. T., Sakthivel R. Health Insurance In India: Overcoming Challenges and Looking Ahead, Lambert Academic Publishing, 2012.
3. Michelle A. Green, JoAnne C. Rowell. Understanding Health Insurance- A guide to billing and reimbursement.

Reference Books:

- Michelle A. Green, JoAnne C. Rowell. Understanding Health Insurance- A guide to billing and reimbursement.
- William S Stevens. Health Insurance- Current Issues and Background, Nova Science Publishers.
- IRDA Guidelines on Health Insurance- GOI

Journals:

Knowledge and understanding of health insurance: challenges and remedies (Andrew J. Barnes & Yaniv Hanoch *Israel Journal of Health Policy Research* volume 6, Article number: 40 (2017))

- international journals of health services
- international journals of health policy and management

Case study:

- Case for Medical Tourism in India By Prof. M. Habib Ghatala
- Designing promotional strategies for medical tourism by Santosh Kumar

Links to websites:

- <https://ijhpr.biomedcentral.com/articles/10.1186/s13584-017-0163-2>
- <https://www.journals.elsevier.com/journal-of-health-economics/recent-articles>
- <https://www.journals.elsevier.com/health-policy>
- <https://journals.sagepub.com/home/joh>
- <http://www.ijhpm.com/>



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Evaluation Scheme:	
• Class participation and attendance	05marks
• Mid Term Exam	20marks
• Assignment	05marks
• Team Project Presentation	10marks
• Term-End Exam	60marks
Total	100marks

Program Name :BBA (Hospital Administration)			Semester: IV		
Course: Bio Medical Waste Management			Code: 06050402		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale:					
<ul style="list-style-type: none"> • Explain the importance of Bio Medical Waste. • Explain the role of hospital administrator towards Bio Medical Waste segregation and handling. • Develop the understanding of Bio Medical Waste Management and Handling Rules. • Explain the concept of storage and Transportation of Bio Medical Waste. 					
Course Objectives:					
<ol style="list-style-type: none"> 1. To expose the students to ensure the safe handling of Bio Medical Waste. 2. To cover every aspect of Bio Medical Waste Management and Handling Rules Act 1998. 					
Learning Outcomes:					
After completion of the course, students would be able to:					



1. Ensuring the control of nosocomial infection in hospital.
2. Student will be able to understand the governmental compliances of Bio Medical Waste.
3. Know about the roles of housekeeping staff in handling Bio Medical Waste in hospital.

Prerequisite(s):

1. Basic knowledge of clinical, supportive, ancillary services of hospital.
2. Basic guidelines for Bio Medical Waste Management and Handling Rules.

Pedagogy:

Ensuring class room lectures, power point presentations, field work along with case studies.

Syllabus:

Unit-I

Definition and meaning Biomedical Waste, sources and types of Biomedical Waste,

Unit-II

BMW – Segregation, collection, storage, transportation, disposal, Liquid BMW, Radioactive waste, Metals / Chemicals / Drug waste

Unit-III

BMW Management & methods of disinfection, Modern technology for handling BMW, Monitoring & controlling of cross infection (Protective devices)- Dosimeter, HIV Protective measures and management protocols.

Unit-IV

Hand washing methods, techniques need and importance

Unit-V

Control of Hospital Acquired infections Control of hospital acquired infection, Types of infection,



Purpose, Common Nosocomial infection and their Causative Agents-Prevention of hospital acquired infection Role of ICC - Monitoring and control or cross infection-Staff Health Patient Safety

Textbook:

- Sakharkar B.M., Principles of Hospital Administration and Planning 2nd edition.

Reference Books:

- Hospital Core Services: Hospital administration in 21st century Vol 1 Kumar R, S.L. Goel

Journals:

- Hospital administration journals

Links to websites:

- (<https://academic.oup.com/heapol>)
- (<https://www.mdlinx.com/hospital-administration/journals.cfm>)
- <http://hospital-medical-management.imedpub.com/>
- <http://jhmp.amegroups.com/>
- <http://www.ahaindia.org/journal>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



SGT UNIVERSITY

SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
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Program Name :BBA HOSPITAL ADMINISTRATION			Semester: IV		
Course: Principles of Marketing			Code: 06040403		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: The rationale for this course is using different marketing strategies and obtain a better understanding of market needs and to more completely satisfy them. Companies that develop effective marketing strategies achieve high sales volumes at the desired profit margin					
Course Objectives: This course is designed to promote understanding of concepts, philosophies, processes and techniques of managing marketing operation and to develop a feel of the market place.					
Learning Outcomes: After completion of the course, students will be able to: <ol style="list-style-type: none">1. Discuss the core concepts of marketing and related terminologies.2. Analyze the application of consumer behaviour in the business industry.3. Apply the learnings of the marketing in the product, pricing, distribution and promotion areas.					
Prerequisite(s): Basic understanding of core concepts of management					



Pedagogy: The class may start by the student's Newspaper presentation using the concepts of marketing. A mix of pedagogy would be adopted consisting of lecture, discussion, presentation, demonstration and class test. Concept of the topics will be given through short lectures. The extent & quality of learning will depend on the quality & depth of discussion in the class.

Syllabus:

Unit-I:

Nature, scope and importance of marketing; Evolution of marketing; Selling vs Marketing; Marketing mix, Marketing environment: concept, importance, and components (Economic, Demographic, Technological, Natural, Socio-Cultural and Legal).

Unit-II

Consumer Behaviour: Nature and Importance, Consumer buying decision process; Factors influencing consumer buying behaviour.

Market segmentation: concept, importance and bases; Target market selection; Positioning concept, importance and bases; Product differentiation vs. market segmentation.

Unit-III

Product: Concept and importance, Product classifications; Concept of product mix; Branding, packaging and labeling; Product life- cycle; New Product Development Process; Consumer adoption process.

Unit-IV

Pricing: Significance, Factors affecting price of a product, Pricing policies and strategies.

Distribution Channels and Physical Distribution: Channels of distribution - meaning and importance; Types of distribution channels; Functions of middle man; Factors affecting choice of distribution channel, Physical Distribution.

Unit-V

Promotion: Nature and importance of promotion; Communication process; Types of promotion: advertising, personal selling, public relations & sales promotion, and their distinctive characteristics; Promotion mix and factors affecting promotion mix decisions;

Text Books 8. ~~Reterson, K. B. & Mc Graw Hill, Delhi. *Marketing Management*, McGraw Hill.~~

7. Kotler, Philip, Gary Armstrong, Prafulla Agnihotri and Ehsanul Haque. *Principles of Marketing*, 13th edition. Pearson Education.
8. Michael, J. Etzel, Bruce J. Walker, William J Stanton and Ajay Pandit. *Marketing: Concepts and Cases*. (Special Indian Edition)., McGraw Hill Education

Reference Books:

1. Majaro, Simon. *The Essence of Marketing*. Pearson Education, New Delhi.
2. Iacobucci and Kapoor, *Marketing Management: A South Asian Perspective*. Cengage Learning.



9. William D. Perreault, and McCarthy, E. Jerome., *Basic Marketing*. Pearson Education.
10. Dhruv Grewal, Michael Levy, *Marketing*, McGraw Hill Education.
3. Rajendra Maheshwari, *Principles of Marketing*, International Book House

Journals:

- American Marketing Association: <https://www.ama.org/ama-academic-journals/>
- European Journal of Marketing: <https://www.emerald.com/insight/publication/issn/0309-0566>

Links to websites:

- Marketing Management: <https://www.pearson.com/en-us/subject-catalog/p/marketing-management/P200000005952/9780137344161>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total **100marks**



SGT UNIVERSITY

SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
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Program Name :BBA (Hospital Administration)			Semester: IV		
Course: Hospital Clinical Service			Code: 06050404		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: <ul style="list-style-type: none">● Explain the knowledge of hospital core services from administrative view point.● Explicit different core services in hospitals.					
Course Objectives: <ul style="list-style-type: none">● The objective of this course is to enable students to have a good understanding of core services in hospital.● To explain functions, policies and procedures of core services in hospitals● To understand staffing, reporting and documentation of different core services in hospital.					
Learning Outcomes: <p>After completion of the course, students would be able to:</p>					



1. Ensuring successful knowledge of policies, functions and documentation of different clinical and non-clinical services.
2. Student will able to know about procedures, controlling, coordination and communication of clinical and non-clinical services of hospital.

Prerequisite(s):

1. Basic knowledge of role and functions of core departments of hospitals.

Pedagogy:

Ensuring class room lectures, interactive sessions, hospital visits, practice of documentations along with case studies.

Syllabus:

Unit-I

Outpatient services, inpatient services, accident and emergency services, day care services (Briefly discuss on all aspects).

Unit-II

Intensive Care Unit (ICU), Neonatal Intensive Care Unit (NICU), Pediatric Intensive Care Unit (PICU), Surgical Intensive Care Unit (SICU), Burn unit

Unit-III

Operation Theatre (OT) complex, labour and delivery suit, hospital acquired infection.

Unit-IV

Radiology services, Computed Tomography (CT) scan, Magnetic Resonance of Imaging (MRI), Ultrasound (USG), X-ray, pathology, laboratory services- blood bank.



Unit-V

Nursing services, physiotherapy services, ward management

Textbook:

1. Shakharkar B.M., Principles of Hospital Administration and Planning, 2nd edition
2. Hospital and facilities planning and Design - G.D.Kunders

Reference Books:

- Hospital Core Services: Hospital administration in 21st century Vol 1 Kumar R, S.L. Goel
- Hospital Management : A guide to departments, Howard S. Roland, Beatrice L Rowland
- Hospital managerial services Volume -4, S.L. Goel, R. Kumar

Journals:

- Journal of healthcare management
- Journals of hospital and healthcare management

Links to websites:

- <https://journals.lww.com/jhmonline/pages/default.aspx>
- <http://hospital-medical-management.imedpub.com/>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



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SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
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Program Name :BBA HOSPITAL ADMINISTRATION			Semester: IV		
Course: Hospital Management Information System			Code: 06050405		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	0	40	60
Course Rationale: Understand and critically apply the concepts and knowledge of Hospital Management Information System. Identify, model and solve decision problems in different settings. Interpret results/solutions and identify appropriate courses of action for a given managerial situation whether a problem or an opportunity.					
Course Objectives: This course is not based on rote memorization of equations or facts, but focuses on honing the understanding of key concepts, managerial judgment, and ability to apply course concepts to real business problems.					
Learning Outcomes: Students to be able to – <ul style="list-style-type: none">• Define the problem• Understand the use of information technology and software in healthcare industry.					



Prerequisite(s): Student should have basic knowledge of IT systems in Healthcare

Pedagogy: PBL(Problem Based Learning), PBL(Project Base Learning), Case study, Video, Hands on Exercise, Assignments, Quiz

Syllabus:

Unit I:

Introduction to Healthcare Information - Fundamentals, system concepts, characteristics – Types of healthcare information–Planning, implementing and controlling healthcare information systems

Unit II:

Data Sources- Various functional systems like payroll and financial systems, Human resources systems, inventory systems-The Electronic Medical record.

Unit III:

Significance of health data-Types of healthcare data- Database approach –Data models -Relational data model, Hierarchical Data Model, network data model, distributed processing

Unit IV:

Introduction-Functional –Types of administrative and clinical information system–Functional capabilities of computerized hospital information system – Need for computerization in hospitals – Healthcare information Regulations, Laws and Standards-Legal aspects of managing healthcare information

Unit V:



Definition, changes and challenges and uses – Determining the Delivery Network needs – Delivery Network model – Maintaining computerized healthcare databases, Evaluation of computerized medical records.

Text Books: 1. Research, Planning, Design, Development, and Study of Management Information Systems, Pearson Education, Delhi

3. Bipin C Desai. Introduction to Database design.
4. Koontz O'Donnell Essentials of management.

Reference Books:

10. Kappor, V.K.Introduction to Electronic Data Processing and MIS.
11. Ball, Marion J etel Strategies and Technologies for Healthcare Information Springer Publication New York.

Evaluation Scheme:

- Class participation and attendance 10 marks
- Mid Term Exam 20 marks
- Project/Laboratory Work 20 marks

Total 50 marks



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Program Name :BBA HOSPITAL ADMINISTRATION			Semester: V		
Course: Strategic Management			Code: 06050501		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: Strategic Management is the study of achieving short and long-term business objectives through the effective use of a company's physical, intellectual, financial, and human resources.					
Course Objectives: The objective of this course is to enable students integrate knowledge of various functional areas and other aspects of management, required to develop strategies based on organizational perceived opportunities and threats.					
Learning Outcomes: After completion of the course students would be able to : <ol style="list-style-type: none">1) Effectively develop and implement corporate strategies. Set up realistic business objectives. Perform daily tasks efficiently.2) Formulate the vision, mission, objectives and goals.3) Implement and evaluate the various business and corporate level strategies.					



Prerequisite(s):

1. The student should have gone through all the core courses of management.

Pedagogy: A mix of case studies, whiteboard, PowerPoint presentation, and business news paper strategy may be used for teaching this course.

Syllabus:

Unit I: Historical perspective of Strategic management, Conceptual framework for strategic management, the Concept of Strategy, Strategy formulation: Company's vision, mission and objectives.

Unit II: External Environment- PESTEL Analysis, SWOT Analysis, Porter's Five Forces Model, Business ethics and corporate strategy, Concept of value chain, Core competencies.

Unit III: Corporate Level Strategies: Stability, Expansion, Retrenchment and Combination strategies; Corporate Strategy- Vertical Integration, Diversification and Strategic Alliances; Business level strategies: Cost, Differentiation, and Focus Strategies; Strategic analysis and choice: Environmental Threat and Opportunity Profile (ETOP), Mc Kinsey's 7s Framework, BCG Matrix.

Unit IV: Strategy implementation: Structural, Behavioral and Functional implementation. Strategy Evaluation: Strategic and Operational Control; Techniques of evaluation and control.

Unit V: Definition of global strategy, Phases of global strategy, International strategy vs. global strategy, Drivers of global strategy

Text Books:

1. Kazmi, Azhar, Business Policy and Strategic Management, TMGH, New Delhi
2. Gerry Johnson, Kevan Scholes, Richard Whittington, Exploring Corporate Strategy, Pearson Edition Ltd, United Kingdom
3. D. G. Webster, *Business Policy and Strategic Management*, McGraw-Hill, New York
4. S. P. Reddy, *Business Policy and Strategic Management*, TMGH, New Delhi
5. S. P. Reddy, *Business Policy and Strategic Management*, TMGH, New Delhi
6. S. P. Reddy, *Business Policy and Strategic Management*, TMGH, New Delhi
7. S. P. Reddy, *Business Policy and Strategic Management*, TMGH, New Delhi
8. S. P. Reddy, *Business Policy and Strategic Management*, TMGH, New Delhi

Reference Books:

1. Executing Strategy - The Quest for Competitive Advantage - Concepts and Cases, TMGH, New Delhi.
2. Fred R. David, Strategic Management- Concepts and Cases, PHI Learning, New Delhi.
3. Subba Rao, P, Business Policy and Strategic Management (Text and Cases), Himalaya Publishing House, Hyderabad
4. Jauch and Glueck, Business Policy and Strategic Management, McGraw-Hill Publications.
5. Thompson A.A. and Stickland A.J, Strategic Management- Concept and cases, Pearson
6. Michael Porter, Competitive Advantage of Nations, Free Press.
7. Kenneth, A. Andrews, Concepts of corporate Strategy, Irwin/McGraw-Hill
8. Melvin J. Stanford, Management Policy, Prentice-Hall

Journals:

- Strategic management Journal: <https://onlinelibrary.wiley.com/journal/10970266>
- Journal of Strategy and Management: <https://www.emerald.com/insight/publication/issn/1755-425X>



Case Study:
Links to websites: <ul style="list-style-type: none"> Strategic Management Insight: https://strategicmanagementinsight.com/
Evaluation Scheme: <ul style="list-style-type: none"> Class participation and attendance 05marks Mid Term Exam 20marks Assignment 05marks Team Project Presentation 10marks Term-End Exam 60marks Total 100marks

Program Name : BBA (Hospital Administration)			Semester: V		
Course: Hospital Support and Utility Services			Code 06050503		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

- Explain the concept of knowledge of support and utility services from administrative view point.
- Explicate different support and utility services in hospital.

Course Objectives:

- The objective of this course is to enable students to have a good understanding of support and utility services in hospital.
- To explain functions, policies and procedures of support and utility services.
- To understand staffing, reporting and documentation of different support and utility services in hospital.

Learning Outcomes:



After completion of the course, students would be able to:

1. Ensuring successful learning and functions of support and utility departments in hospital.
2. Students will be able to know the normal policies, procedures, equipment, functions and staffing of particular support and utility department.

Prerequisite(s):

1. Basic knowledge of departments of hospital.
2. Basic knowledge of normal role and functions of support and utility departments.

Pedagogy:

Ensuring class room lectures, students interacting sessions, hospital visits, practice of documentations along with case studies.

Syllabus:

Unit I

Role and importance of support services, Central Sterile Supply Department (CSSD), hospital laundry, pharmacy services, ambulance service and mortuary.

Unit II

Reception, enquiry, admissions, medical record department, administration department and human resource department.

Unit III

Dietary services, hospital store, inventory and purchase department, quality department.

Unit IV

Hospital engineering department, oxygen manifold, marketing and public relations.

Unit V

Electricity and water supply department, hospital security services, housekeeping services.

Textbook:

1. Sakharkar B.M., Principles of Hospital Administration and Planning 2nd edition.



2. Hospital and facilities planning and Design - G.D.Kunders 2nd edition

Reference Books:

- Hospital Core Services: Hospital administration in 21st century Vol 1 Kumar R, S.L. Goel
- Hospital Management : A guide to departments, Howard S. Roland, Beatrice L Rowland
- Hospital managerial services Volume -4, S.L. Goel, R. Kumar

Journals:

- Journal of healthcare management
- Journals of hospital and healthcare management

Links to websites:

- <https://journals.lww.com/jhmonline/pages/default.aspx>
- <http://hospital-medical-management.imedpub.com/>

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Team Project Presentation 10 marks
- Term-End Exam 60 marks

Total 100 marks



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Program Name : BBA(Hospital Administration)			Semester: V		
Course: Healthcare Quality Management			Code: 06050514		
Teaching Scheme			Evaluation Scheme		
ClassroomSession/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: To learn and implement the concept of quality and quality management in hospital and healthcare sector, along with the knowledge and importance of quality accreditation in hospitals.					
Course Objectives: 1. To understand the concept of quality and quality management, 2. To understand the concept of continuous quality improvement, its techniques, 3. To know the quality accreditation in hospitals like NABH and its relation to healthcare scenario.					



Learning Outcomes:

After completion of the course, students would be able:

1. To know about concept, dimensions and scope of quality
2. To learn quality improving tools and techniques useful in hospitals
3. To learn the process of implementation of quality in hospitals.

Prerequisite(s):

Basic concept of quality, meaning of quality, some accreditation organizations in healthcare industries.

Pedagogy:

Ensuring class room lectures, power point presentations, field work along with case studies.

Syllabus:

Unit-I

Definition, Meaning and concept of Quality, Dimensions of Quality, Continuous quality improvement - Benefits, Awareness and Obstacles–Quality Vision, Mission.

Unit-II

Quality management concepts, definition, Objectives and importance of quality management Overview of the contributions of Walter Shewhart, Deming &Juran and others.

Unit-III

Conceptsofqualitycircle-Japanese5SPrinciplesand8DMethodology, Kaizen. Concepts of quality control, simple tools of quality control, Process Mapping, Cause and Effect diagram, Pareto analysis, control charts.

Unit-IV

Quality Improvement techniques, implementing strategies – Quality circles, quality assurances, continuous quality improvement.

Unit-V

Benchmarking for Quality Standards- ISO 9000 Series- ISO2000, ISO 14000, ISO 18000, and Accreditation with special emphasis on NABH Accreditation in Hospitals and healthcare organizations.

**Textbook:**

1. Quality Management in Hospitals by S. K. Joshi
2. Total Quality Management, D.D. Sharma
3. Total Quality Management, Aswathappa – Himalaya Books House

Reference Books:

- Quality Management, P. C. Tripathy
- Hospital Quality Assurance: Risk Management & Program evaluation, Jesus J. Pena
- Donald E. Lighter and Douglas C Fair: Quality Management in Health Care – Principles and methods, Jones and Bartlett publishers, second edition.
- McLaughlin CP and Kalauzny AD. Total quality management in health, Healthcare management review.

Journals:

- International journal for quality in healthcare, Oxford academy
- Journals for healthcare quality
- International society for quality in healthcare
- Global journal for quality and safety in healthcare

Case Study:

Using DMAIC to improve nursing shift change assignments. (<http://asq.org/knowledge-center/case-studies-dmaic-improve-nursing-shift-change.html>)

Links to websites:

- <https://academic.oup.com/intqhc>
- <https://journals.lww.com/jhqonline/pages/default.aspx>
- <https://www.isqua.org/resources-blog/journal.html>
- <http://www.jqsh.org/contributors.asp>

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Team Project Presentation 10 marks
- Term-End Exam 60 marks

Total 100 marks



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Program Name : BBA (HOSPITAL ADMINISTRATION)			Semester: V		
Course: Financial Statement Analysis & Reporting			Code: 06050511		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

This course combines theoretical concepts underlying the presentation of financial statements with the practical techniques of financial analysis. Topics include accounting processes; examination of the components of the balance sheet, the income statement and the statement of cash flows; application of the various quantitative techniques of financial analysis, such as ratio interpretation.

Course Objectives:

1. To analyze financial statements using knowledge of the underlying accounting principles, and financial analysis techniques.
2. To recognize the impact of operating, investing, and financing decisions on financial statements.
3. To be able to present the financial results and position of a company relative to its industry and peer group in oral and written format.



Learning Outcomes:

After completion of the course students would be able to :

1. To differentiate between Indian Accounting standards and International accounting standards.
2. To analyse and interpret different financial statements.
3. To value tangible and intangible assets.

Prerequisite(s):

1. Good Communication skills
2. Basic knowledge of financial accounting.

Pedagogy:

A mix of pedagogy would be adopted Consisting lecture, discussion, presentation, quizzes, homework and class test. Conceptual inputs will be given through short lectures. The extent, quality of learning will depend on the quality & depth of discussion in the class. This in turn depends on the preparation and thinking that has been put in by the students for each session. Readings and ; Assignments, whenever given, are a means of focusing on central issues, concepts or knowledge. Students who are aloof to the class-room proceedings or do not read the pre-reading will miss a significant segment of the course. A student's ability to solve problems is also a reflection of the extent to which concepts have been understood. The course is a hands-on course and requires the participant to work out multiple examples to gain confidence.

Syllabus:

Unit I

Nature & objectives of Financial Statement Analysis, Uses & Limitations of Financial Statements, Stakeholders of financial statements, Income Statement. Comparative Statement, Common Size Statement.

Unit II

Overview of International Accounting Standards , International Financial Reporting standards(IFRS), Significant difference between International standards and Indian Accounting Standards, Understanding of US GAAP, Corporate Financial Reporting- Issues and problems with special reference to published financial statements.

Unit III

Tools and techniques of financial statement analysis, Balance Sheet, Cash Flow Statement- Meaning, Types of activities, preparation of Cash flow statement through Direct and Indirect Method. Ratio Analysis- Meaning, Advantages, Limitations, Types of ratios- Liquidity, Activity, Profitability, Capital structure ratio.



Unit IV

Concept of valuation, Valuation of tangible fixed assets, Valuation of intangible assets, Valuation of liabilities, valuation of shares, valuation of business.

Unit V

Financial reporting by Mutual Funds, Non-Banking financial companies, Window dressing, Recent scandals in financial reporting, Developments in Financial Reporting- Value Added statement, Economic Value Added, Market value Added, Inflation Accounting.

Textbook:

3. Wild, John J., K.R. Subramanyam, and Robert F. Halsey. Financial Statement Analysis. New York: McGraw-Hill Irwin, 2001. The new 10th Assignment and problems are from the 10th Edition.

Reference Books:

1. R Narayanasamy "Financial accounting a Managerial perspective" PHI Learning Private limited, New Delhi.
2. Gerald I White, Sondhi C Ashwinpaul, Fried Dov. "The Analysis and Use of Financial Statements" Wiley India 2007.
3. Stice K Earl, Stice D James, "Financial Accounting Reporting And Analysis" South Western 2006.
4. CHARLES H. GIBSON (2013) Financial Statement Analysis, International Edition. Cengage Learning.
5. Gupta, Ambrish, Narayanaswamy, R "Financial Accounting for Management - An Analytical Perspective", 4th Edition, Pearson Education.2012

Journals:

- *Journal of Financial Reporting and Accounting*

Case Study:

- Financial Statements Examples – Amazon Case Study An in-depth look at Amazon's financial statements.
- How to analyze an income statement - Walmart example

Links to websites:

- <https://www.mca.gov.in/content/mca/global/en/acts-rules/ebooks/accounting-standards.html>

Evaluation Scheme:

- Class participation and attendance 05marks



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- Mid Term Exam 20 marks
- Assignment 05 marks
- Professional Activities 10 marks
- Term-End Exam 60 marks

Total 100 marks

Program Name : BBA (HOSPITAL ADMINISTRATION)			Semester: V		
Course: Income Tax			Code: 06050512		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	0	40	60

Course Rationale:

The course aims to help students to gain basic understanding of principles and law governing the taxation statute. It will provide them knowledge of structure of direct tax, system, procedure and functioning of income tax related matters.

Course Objectives:

The Course aims to:

1. Provide the participants a broad understanding of direct tax law as applicable in India.
2. Provide practical knowledge of computation of total income, assessable value, tax liability, assessment procedures and functioning of taxation related matters



Learning Outcomes:

After completion of the course, students would be able to:

1. Understand the provision of Income Tax law as applicable in India
2. Apply their understanding about income tax in business related decisions
3. Compute the different sources of income with respect to specific heads of earning
4. Compute the total income earned and tax liability arising there on
5. Make the tax management and tax planning.

Prerequisite(s):

Working knowledge of Microsoft excel for computing total income and tax liability, and payment there of

Pedagogy:

A mix of pedagogy would be adopted;

- Conceptual inputs will be given through the short lectures and problem solving method
- Wherever applicable “real life” cases will be used for providing the base for application of concepts.
- Projects/Assignments will be used for experiential learning.

Syllabus:

Unit-I:

Basic concepts of income tax, Definitions: Person, Assessee, Previous year, Assessment year, bill, Finance Act Finance , Residential status and tax incidence of an individual, scope of total income, income exempted from tax under section 10.

Unit-II:

Income from **salaries**: Basic salary, allowances, perquisites, provident funds, retirement benefits,, income from **house property**: GAV, NAV, Deductions, profits and gains of **business and profession**: Expenses allowed as deduction, Inadmissible expenses

Unit-III:

Income from **capital gains**: Capital assets, Transfer, STCG, LTCG, Exemption under section 54/54B/54EC/54F, income from **other sources**, set off and carry forward of losses, clubbing of income

Unit-IV:

Provisions of deductions under chapter VI-A, meaning of gross total income, total taxable income, assessment of individuals & Hindu Undivided Family

Unit- V:

Deduction of tax at source, Collection of tax at source, advanced payment of tax

Text Books: 1. Puri, Hanu, Jain, Dhingra, Weirich, *Essentials of Income Tax*, Tata McGraw Hill.



1. Dr. Vinod Kumar Singhania, Corporate Tax Planning, Taxmann's Publication
2. Dr. Girish Ahuja & Dr. Ravi Gupta, Simplified approach to Corporate Tax Planning & Management, Wolters Kluwer

Reference Books:

1. Dr. H.C. Mehrotra, Corporate Tax Planning and Management, SahityaBhawan Publication, Agra
2. Mr. Sandeep K Sahu, A summarised notes on income tax law
3. CA Raj kumar Agarwal, Handbook on income tax, Bharat's Publication
4. Dr. YogendraBangar, a comprehensive guide to Taxation, Bangar's Publication
5. Dr. Girish Ahuja & Dr. Ravi Gupta, Systematic approach to income tax, Wolters Kluwer

Journals:

Case Study:

Links to websites:

- www.incometax.gov.in

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Professional Activities 10marks
- Term-End Exam 60marks

Total 100marks



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Program Name : BBA (HOSPITAL ADMINISTRATION)			Semester: V		
Course: Insurance and Risk Management			Code: 06050513		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

This course introduces students the concepts and basic principles of risk management in insurance business. They will acquire skills to identify measure and manage risk. The course also helps students understand how insurance companies are incorporated and operated. Accordingly, the course covers-risk management and its objectives, risk identification and measurement, pooling arrangement and diversification of risk, insurability of risk, contractual provisions and legal doctrines, and analysis tools used in corporate risk management.

Course Objectives:

The aim of this course is to enable students to organize and manage insurance business with a focus on risk management of insurance business. At the end of the course the students will have basic understanding of ownership and operational aspects of insurance companies along with knowledge and skill to identify measure and manage risk related to insurance business.



Learning Outcomes:

After completion of the course students would be able to :

1. Demonstrate a working knowledge of the procedure associated with risk management.
2. Ability to use standard concepts of risk and insurance to perform risk management review for individuals and organizations.
3. Ability to explain the purpose, structure and functions of insurance regulations.

Prerequisite(s):

1. Good Communication skills
2. Basic knowledge of risk management.

Pedagogy:

A mix of pedagogy would be adopted Consisting lecture, discussion, presentation, quizzes, homework and class test. Conceptual inputs will be given through short lectures. The extent, quality of learning will depend on the quality & depth of discussion in the class. This in turn depends on the preparation and thinking that has been put in by the students for each session. Readings and; Assignments, whenever given, are a means of focusing on central issues, concepts or knowledge. Students who are aloof to the class-room proceedings or do not read the pre-reading will miss a significant segment of the course. A student's ability to solve problems is also a reflection of the extent to which concepts have been understood. The course is a hands-on course and requires the participant to work out multiple examples to gain confidence.

Syllabus:

Unit I

Concept of Risk; Risk vs. Perils and Hazards; Types of Risks-Financial and Non-financial, Static and Dynamic, Fundamental and Particular, Pure and Speculative; Essentials of Insurance Risks. Process of risk management; Identification and Evaluation of risk; Risk control, loss prevention and its importance; Risk financing and transfer of risk; Risk retention and its importance.

Unit II

Insurance- History and Development; Meaning; Importance; Nature; Main principles, Principles of Cooperation, Probability, Utmost Good Faith. Proximate cause, Insurable interest, Indemnity, Subrogation, Warranty.

Unit III



Life Insurance: Main Elements, Importance, Important life Insurance Policies, Annuities, Premium Determination under life Insurance.

Unit IV

General Insurance, Marine Insurance- Main Elements, Marine Losses, Types of Marine Insurance policies. Fire Insurance: Elements, Premium Determination, Types of Policies, **Health Insurance**- Individual Medical Expense Insurance – Long Term Care Coverage – Disability Income Insurance – Medi-claim Policy – Group Medi-claim Policy – Personal Accident Policy – Child Welfare Policy- Employee Group Insurance – Features of Group Health Insurance – Group Availability Plan.

Unit V

Regulation of Insurance- Insurance Regulations in India- Insurance Act, 1938 – Summary provisions of Insurance Act, 1938 Insurance Regulatory and Development Authority (IRDA) – Introduction – Purpose, Duties, Powers and functions of IRDA – Operations of IRDA – Insurance policyholders’ protection under IRDA – Exposure/Prudential norms. Reinsurance

Textbook:

1. Loomba, J. (2014). *Risk Management and Insurance Planning*. PHI.
2. Misra, M. N. and Misra, S. R. (2007). *Insurance Principles and Practice*. S.Chand and Co., New Delhi.

Reference Books:

1. Gupta, P. K. (2015). *Insurance and Risk Management*. Himalaya publishing House.
2. Trieschimam, J. S., Guatarson, S. G. and Houyt, R. E. (2003). *Risk Management and Insurance*. Thomson Sowlla Western Singapore.
3. Black, J. K., Skipper, H. D., and Black, K. *Life and Health Insurance, 14th Edition*. Pearson Education, New Delhi.
4. Ganguly, A. (2007). *Insurance Management*. New Age International, New Delhi.
5. Insurance Theory and Praticce , NaliniPravaTripathy&Prabir Pal, Prentice – Hall of India , Pvt Ltd, New Delhi

Journals:

1. International Journal of Risk Assessment and Management
2. The Journal of Risk Finance
3. Indian Journal of Finance
4. Journal of Risk and Financial Management

**Case Study:**

- Case Study in Risk Management-Private Wealth

Links to websites:

- <https://www.irmi.com/free-resources/authoritative-reports/e-books>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Professional Activities 10marks
- Term-End Exam 60marks

Total 100marks

Program Name :BBA HOSPITAL ADMINISTRATION			Semester: V		
Course: Training & Development			Code: 06050506		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale: This course provides an understanding of the role of training and the various forms training can take. Students develop a theoretical and applied understanding of training practices in Indian workplaces as well as a practical knowledge of instructional design.

Course Objectives:

Student would be able to understand role of training and development for the organizational growth and development. Assess, develop, conduct and evaluate a training program.

Learning Outcomes: On successful completion of the series, students should be able to:

- Understand a variety of theories and concepts of training and development.
- Evaluate the role and involvement of training professionals.
- Conduct research to determine what types of changes have occurred in training and development.
- Define terms applied to training and development activities and describe learning models.



Prerequisite(s):

- The students must be familiar with the basic knowledge of Training and Development.
- The students must be familiar with the basic knowledge of Emotional Intelligence.
- The students must be ready to participate in different pedagogy adopted.
- The students must be participative.

Pedagogy:

The syllabus would be involving a mix of Student seminar, Discussions, Problem based exercises, and other andragogy according to the topic and student understanding.

Syllabus:

Unit-I

Introduction to Training and Development. Nature, Scope and Role of Training and Development. Forces influencing Working and Learning.

Unit-II

Strategic aspects in Training, Needs Assessment, Designing Effective Training, Determining Training Objectives, Learning: Theories and Program Design, Transfer of Training.

Unit-III

Training Climate and Training Techniques, Selecting Training Strategies, Training- Methods - Traditional, E – Learning and use of technology.

Unit-IV

Training Evaluation. Employee Development & Special Issues in Training and Development. Mentoring, Assessment and Development Centre.

Unit-V

Career planning and Career Management – Special Challenges, The Future of Training and Development.

Text Books:

- R. Noe, *Employee Training and Development* by, McGraw-Hill; 4th edition (January 1, 2007)
- B. Taylor & G. Lippitt, *Management Development and Training Handbook*; McGraw-Hill

Reference Books:

- William E. Blank, *Handbook For Developing Competency Based Training Programmes*, Prentice-Hall, New Jersey, 1982.
- Lynton R.P and Pareek U (1990). *Training for Development*. Vistaar Publications, New Delhi
- *Effective Training – Systems, Strategies and Practices* by P. Nick Blanchard & James W Thacker, Pearson Custom; 2010.

Case Studies:

- <https://www.mbaknol.com/management-case-studies/case-study-of-nestle-training-and-development/>



Evaluation Scheme:

• Class participation and attendance	05marks
• Mid Term Exam	20marks
• Assignment	05marks
• Team Project Presentation	10marks
• Term-End Exam	60marks
Total	100marks



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Program Name :BBA HOSPITAL ADMINISTRATION			Semester: V		
Course: Management of Industrial Relations			Code: 06050506		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: <ul style="list-style-type: none">This course offers you a multidisciplinary, theoretical and practical introduction to some key concepts, processes, practices and debates associated with industrial relations system – workers, employers, trade unions, employer organisations and the state – and how they interact, sometimes cooperatively and sometimes in conflict.					
Course Objectives: <p>The course focuses on acquainting students with concepts of Industrial Relations and various legislations related to Labour Welfare and Industrial laws</p>					
Learning Outcomes: <p>After completion of the course students would be able to :</p> <ol style="list-style-type: none">To gain insights into conceptual knowledge on industrial relationsTo appraise the extent to which the workers can participate in managementTo Interpret the mechanism for resolving industrial disputes					



4. To realize the provision for payment of wages
5. To discuss the legal framework of factories act

Prerequisite(s):

2. Good Communication skills
3. Basic knowledge of marketing and financial management.

Pedagogy:

Lecture, Presentations, and Case study.

Syllabus:

Unit-1

Introduction to industrial relations: Concept, scope, and components of industrial relations system, Evolution of Industrial Relations in India, brief overview of industrial relations in India. Technological change and industrial relations. Legal Frame Work of Industrial Relations

Unit-2

Grievances and discipline: Meaning, nature and causes of grievances; grievances presentation, procedure for redressal; meaning of discipline, causes of indiscipline in industry; discipline enforcement, code of discipline in industry.

Unit-3

Trade union movement: Immunity granted to Registered Trade Unions, Recognition of Trade Unions. The Industrial Employment (Standing Orders) Act 1946, scope, coverage, certification process, modification, interpretation, and enforcement. The Industrial Disputes Act 1947, forum for settlement of disputes.

Unit-4

Industrial disputes: Concept, Nature & Causes of industrial disputes, Anatomy of industrial Conflicts-Genesis of Industrial Conflicts, Causes and resolution; - mediation, conciliation, arbitration, adjudication (with reference to Industrial Dispute Act, 1947). Classification and Impact of Industrial Disputes

Unit-5

The Factories Act 1948 Definition, approval, licensing and registration, health and welfare measures, employment of women and young persons, leave with wages and weekly holidays.

Textbook:

1. Bray (2004). Industrial relations: a contemporary approach. Australia: McGraw Hills
2. Manoria, Manoria&Ganlear. (2003). Dynamics of industrial relations. New Delhi: Himalaya Publishing House
3. Monappa, A. (2000). Industrial relations. New Delhi: Tata McGraw Hill.
4. Sen (2003). Industrial relations in India: Shifting paradigms. New Delhi: Macmillan India.
5. Uzzaman& Sherwani (2000). Industrial relations in India. Anmol Publication.

Reference Books:

1. Mamoria C.B. and Mamoria. Satish 'Dynamics of Industrial Relations', Himalaya Publishing House, New Delhi, 1998.



2. Dwivedi. R.S. 'Human Relations & Organisational Behaviour', Macmillan India Ltd., New Delhi, 1997.
3. Ratna Sen, 'Industrial Relations in India', Shifting Paradigms, Macmillan India Ltd., New Delhi, 2003.
4. Srivastava, 'Industrial Relations and Labour laws', Vikas, 4th edition, 2000.
5. C.S.Venkata Ratnam, 'Globalisation and Labour Management Relations', Response Books, 2001.

Journals:

Case Study:

Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



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Program Name :BBA HOSPITAL ADMINISTRATION			Semester: V		
Course: HR Audit			Code: 06050508		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: The course is designed to provide an understanding of the HR Audit process, its role, method and impact on HR and organization.					
Course Objectives: The primary objective of course is to develop understanding on importance, need, process and methodologies of HR audit. HR audit as strategic input for Organization Development.					
Learning Outcomes: Students understand the importance of HR audit process in organizations. Students are aware about the audit process in different HR systems Students are equipped with the process of auditing the HR competencies. Students know the role of team work and trust in organizational culture and audit.					



Prerequisite(s): Knowledge of Human resource management and competencies.
Pedagogy: Lecture, Role play, and Case study.
Syllabus: Unit I: Introduction to Human Resource Audit. Need for Human Resource Audit, Identifying the Human Resource Audit Goal, Defining the Audit Team, Conceptualizing of Human Resource Audit, What you need to know before conducting Human Resource Audit. Limitations of HR Audit. Unit II: HR Audit Dimensions: HR Strategies, HR Competencies, HR Culture, HR Values. HR Audit Methods: Interviews, Group Discussion and Workshops, Observation, Analysis of Records and Documents, Questionnaires. Unit III: Audit of HR Systems: Competency Mapping, Manpower Planning, Recruitment, Induction and Integration, Performance Management, Potential Appraisal and Assessment Centers, Career Planning and Development, Job Rotation, Training and Learning, Organization Development. Audit of HR Strategies Unit IV: Audit of HR Competencies: Auditing Competencies of the HRD Staff, Auditing Learning Attitude of Line Managers, Auditing Top Management Styles, Auditing, Learning Orientation of Non-Supervisory Staff, Auditing Credibility of the HR Department. Unit V: Audit of HR Culture and Values: Collaboration and Team Work, Trust and Trustworthiness, Authenticity, Proactivity and Initiative, Autonomy, Confrontation, Experimentation, Organizational Culture. HR Impact and Alignment
Text Books: 1. T V Rao, <i>HRD Audit: Evaluating the Human Resource Function for Business Improvement</i> , Sage Publications (2014). 2. Richard Schonberger & David Weinberg, <i>Essentials of Managerial Accounting</i>, McGraw-Hill.
Reference Books: 1. Brian E. Becker, David, Mark A. Huselid, <i>The HR Scorecard: Linking People, Strategy, and Performance</i> , Harvard Business Review Press; 1 edition (2001). 2. DurdanaOvaisRajniGyanchandani, <i>HR Audit</i> , Everest Publishing House (2017).
Journals: https://www.researchgate.net/publication/282607800_HR_Audit_Tribune_First_Annual_HR_Audit_Report
Case Study:
Links to websites: •
Evaluation Scheme:



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• Class participation and attendance	05marks
• Mid Term Exam	20marks
• Assignment	05marks
• Team Project Presentation	10marks
• Term-End Exam	60marks
Total	100marks

Program Name :BBA HOSPITAL ADMINISTRATION			Semester: 5th		
Course: Retail Management			Code: 06050508		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

- This course provides a comprehensive introduction to retail industry, and discusses key concepts, processes, and techniques, as well as their applications. Students gain an appreciation for the breadth and depth of the subject and its significance for a business enterprise, whether a start-up or an established company.

Course Objectives:

The primary objective of course is to develop retail orientation among the students and to acquaint them with fundamentals of retail management. It will equip the students with the concept and methods of retailing.

Learning Outcomes:

After completion of the course students would be able to:

- Analyse the roles, the functions and the processes that surround marketing research.
- Emphasizing the specification, collection and analysis of primary data.
- Examine the research process.
- Hands-on experience with computer application for data analysis.



Prerequisite(s):

4. Good Communication skills
5. Basic knowledge of business and management practices in India.

Pedagogy: Course will be taught using classroom teaching, case studies and multiple different tools of education.

Unit-I

Introduction: Meaning, nature, scope, importance, growth and present size. Career option in retailing; Technology induction in retailing; Future of retailing in India.

Unit-II

Types of Retailing: Stores classified by owners; Stores classified by merchandising categories; Wheel of retailing; Traditional retail formats vs. modern retail formats in India; Store and non-store based formats; Cash and carry business - Meaning, nature and scope; Retailing models – Franchiser franchisee, directly owned; Wheel of retailing and retailing life cycle; Co-operation and conflict with other retailers.

Unit-III

Management of Retailing Operations: Retailing management and "the total performance model; Functions of retail management; Strategic retail management process.

Unit-IV

Retail planning - importance and process; Developing retailing strategies, objectives, action plans, pricing strategies and location strategies.

Unit-V

Emerging trends in retailing: Changing nature of retailing, Organized retailing, Modern retail formats, E-tailing, Challenges faced by the retail sector

Textbook:

1. Pradhan, Swapna; Retailing Management; Tata McGraw Hill; New Delhi

Reference Books:

1. Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi; Retail Management; Oxford University Press; New Delhi
2. Berman, Barry & Evans, Joel R.; Retail Management - A strategic approach; Pearson Education/Prentice Hall of India; New Delhi
3. Levy, Michael & Weitz, Barton A.; Retailing Management; Tata McGraw Hill; New Delhi
4. Gibson G Vedamani. Retail Management: Functional principles and practices. Jaico Publishing House
5. Cullen and Newman. Retailing – Environment and Operations. Cengage Learning EMEA
6. Harjit Singh: Retail Management. S. Chand Publication.

Journals:

1. International Journal of Retail & Distribution Management:
<https://www.emerald.com/insight/publication/issn/0959-0552>
2. Journal of Retailing: <https://www.journals.elsevier.com/journal-of-retailing>



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Case Study: HBR Case on Retailing: <https://hbr.org/2015/06/case-study-can-retailers-win-back-shoppers-who-browse-then-buy-online>

Links to websites:

- Retail Management System: <https://www.trustradius.com/retail-management>

Evaluation Scheme:

- Class participation and attendance 05 marks
- Mid Term Exam 20 marks
- Assignment 05 marks
- Team Project Presentation 10 marks
- Term-End Exam 60 marks

Total 100 marks

Program Name :BBA Hospital Administration			Semester: V		
Course: INTEGRATED MARKETING COMMUNICATION			06050509		
Teaching Scheme			Evaluation Scheme		
ClassroomSession/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	3	40	60
Course Rationale: The course seeks to develop campaign development skills on a sound theoretical and conceptual foundation. It provides an insight into global marketing environment and the advertiser decision making in the context of contemporary dynamics of the markets.					
Course Objectives:					
<ul style="list-style-type: none"> • To introduce the concept of advertising • To help students to learn the various strategies used in advertising. 					
Learning Outcomes:					
After completion of the course, students would be able to:					
<ol style="list-style-type: none"> 1. Design the strategies related to advertising. 2. Prepare the campaign as per the requirement. 					
Prerequisite(s): The students should be equipped with the basic terms used in Marketing Management along with the background knowledge of various modes of communication.					
Pedagogy: SIS, SS, Case study, Video, Assignments, Quiz					
Syllabus:					



Unit-I

Integrated marketing communications- evolution, reasons for growth, Situation analysis: Segmentation, Targeting and Positioning. Promotional objectives, determination, types and approaches, DAGMAR approach, AIDA Model, problems in setting objectives; Advertising budget, establishment and allocation, budgeting approaches.

Unit-II

Advertisement copy, components and types, importance of creativity in advertising, creative strategy and process, implementation and evaluation.

Unit-III

Media Planning, Establishing Media objectives, Media strategies, Media mix, Reach Vs. Frequency, Creative aspects, budget considerations, Evaluation of Broadcast media, Print media, Support media, Internet and interactive media etc.; computers in Media planning. Social media marketing.

Unit-IV

Measuring the effectiveness of the promotional program, Advertising Research, Market testing, Testing via internet, Pre testing, Post testing, Laboratory Tests, Field tests, PACT (Positioning Advertising Copy Testing).

Unit-V

Introduction to Search Marketing: Keyword Analysis, Bidding, Budgeting, Pay Per Click Strategies, monitoring social media campaign and managing brand reputation, Search Engine Optimization, Campaign optimization

Textbook:

- *Advertising and Promotion*, George E. Belch, Michael A. Belch and KeyoorPurani, Tata McGraw-Hill Publication Co.
- *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Damian Ryan, Kogan Page.

Reference Books:

- *Principles of Advertising and IMC*, Tom Duncan, Tata McGrawhill
- *Integrated Advertising, Promotion, and Marketing Communication*, Kenneth E. Clow and Donald Black, Prentice Hall India.
- *Advertising Management*, Rajiv Batra, John G Myers and David Aaker, Pearson Education
- *Marketing Communications: An Integrated Approach*, P.R. Smith and Jonathan Taylor, Kogan Page.

*All books should be of latest edition



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Journals: <ul style="list-style-type: none"> International Journal of Advertising
Links to websites: <ul style="list-style-type: none">
Evaluation Scheme: <ul style="list-style-type: none"> Class participation and attendance 05marks Mid Term Exam 20marks Assignment 05marks Team Project Presentation 10marks Term-End Exam 60marks Total 100marks
Cases: <i>The Faculty shall discuss at least one case per unit.</i>

Program Name :BBA HOSPITAL ADMINISTRATION			Semester: 5th		
Course: Service Marketing			Code: 06050510		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:
Content and pedagogy of Services Marketing course aim at developing the same. Case studies, readings and exercises place participants in multiple industry settings and equip them with concepts and tools to make effective marketing decisions.

Course Objectives:

- To acquaint the students to the uniqueness of the services characteristics and its marketing implications.
- To measure and analyze several facets in the area of services marketing essential for the success of a service sector firm.

Learning Outcomes:
After completion of the course, students would be able to:

- Distinguish between service-based industry and product-based industries.
- Manage the operations in service organization.



<p>3. Articulate the role of Technology in the marketing of Services.</p>
<p>Prerequisite(s): Student should have studied the course of Marketing Management.</p>
<p>Pedagogy: Student’s Seminar, Student’s Interactive Session, Case Studies</p>
<p>Syllabus:</p> <p>Unit I Foundation of Service Marketing - Definition and concept of service marketing, distinctive characteristics, and classification of services, service marketing mix.</p> <p>Unit II Customer Focus – Consumer behavior in service context: Three-stage model of service consumption, marketing strategies as per services, service encounters, customer loyalty, Identify drivers of customer satisfaction and loyalty., measuring customer satisfaction, Net promoter score, Service Quality and its measurement, SERVQUAL. GAPs model of service quality.</p> <p>Unit III Designing and Delivery services - Positioning a service in the market, value addition to service product, planning and creating service product, The flower of service. The branding service product and experience, new service development.</p> <p>Unit IV Pricing the service product, Ethical concern in service pricing. Advertising, personnel selling and other communication in the services industry. Distribution in the service context, Place and Time decisions, challenges in distribution of services, customers and intermediaries in the service industry.</p> <p>Unit V Managing people for service advantage: service employees, the cycle of failure, mediocrity and success. Service culture and service leadership. Handling complaints and service recovery and guarantee, service performance.</p>
<p>Text Books:</p> <ol style="list-style-type: none"> 1. Zeithaml, Valarie A, Bitner, Mary Jo, Service Marketing - Integrating Customer Focus Across the Firm, Tata McGraw Hill, New Delhi 2. Lovelock, Christopher, Wirtz, Jocken and Chatterjee, Jayanta, Service Marketing - People, Technology, Strategy, Pearson Education, New Delhi 3. Recess and Rana H. K. De G. Weibullis End Sindh of Mahara Man Tata McGraw Hill.
<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Verma, Harsh, Services Marketing - Text and Cases, Pearson Education 2. Apte, Govind, Services Marketing - OUP, New Delhi 3. Jauhari, Vinnie and Kirti Dutta, Services: Marketing, Operations and Management, Oxford University Press, New Delhi <p>Note: All books should be of latest edition</p>



Journals:

- Journal of Service Research
- Journal of services Management

Case Study:

Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam20marks
- Assignment05marks
- Team Project Presentation 10marks
- Term-End Exam60marks

Total 100marks



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Program Name :BBA (Hospital Administration)			Semester: VI		
Course: Hospital Hazards and Disaster Management			Code: 06050601		
Teaching Scheme			Evaluation Scheme		
ClassroomSession/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: <ul style="list-style-type: none">● Explain the basic concepts of Hospital hazards and its types.● Explain the meaning of hospital acquired infection and measures to overcome it.● Explain Disaster, its types and management.					
Course Objectives: <ol style="list-style-type: none">1. Understanding the basic concepts, meaning of hospital hazard and its types.2. Understand hospital hazard management, its meaning, needs and principles.					



3. To obtain the knowledge of hospital acquired infection, its meaning, types along with international patient safety goals.
4. To obtain the knowledge of Biomedical Waste Management and Handling Rules.
5. To gain knowledge about disaster management, its classification and its classification.

Learning Outcomes:

After completion of the course, students would be able to:

1. Ensuring knowledge of hospital hazard management and role of healthcare professionals in management of hospital hazard.
2. Student will manage hospital acquired infection and take corrective action to minimize it.
3. Understand the knowledge of disaster and its management along with role of healthcare professional preparedness for disaster in hospital.

Prerequisite(s):

Basic knowledge of disaster, types of disaster, general measures taken during disaster.

Pedagogy:

Ensuring class room lectures, students interacting session, field work along with case studies.

Syllabus:

Unit-I

Hospital Hazard – meaning, types- physical, biological, mechanical, psychological, its impact on healthcare professionals, hospital hazards preventive measures, hospital hazard management – meaning, need, principles, purpose and method of hospital hazard management.

Unit-II

Hospital Acquired Infection– meaning, types of infection, common hospital acquired infection , their causative agents and prevention of hospital acquired infection, role of Central Sterile Supply Department(CSSD), monitoring and control of hospital acquired infection, international patient safety goals.



Unit-III

Bio Medical Waste- meaning, classification, categories, collection, segregation, packaging, transportation, storage handling, management of disposal of biomedical waste techniques like- incineration, autoclaving, microwaving, deep buried etc.

Unit- IV

Disaster- meaning, its classification, types, natural disasters, manmade disasters, basics of disaster management and man casualties, triaging, disaster alertness in hospital, details of colour code in hospital.

Unit- V

Management of natural disaster- earthquake, cyclone, tsunami, epidemics, management of manmade disasters- nuclear disaster, biological disaster, chemical disaster, Road Traffic Accident(RTA), role of government, non- government and voluntary agencies in disaster management.

Textbook:

- Dr. Mrinalini Panday- Disaster Management, wiley India pvt.ltd.
- Tushar Bhattacharya - Disaster Science and Management, Mcgraw hill education (India) pvt.ltd.
- Jagbir Singh- Disaster Management: future challenges and opportunities, K W Publishers pvt.ltd.
- J.P. Singhal – Disaster Management, laxmi publications
- Shailesh Shukla, Shamma Hussain – Biodiversity, Environment and Disaster Management, unique publications.
- C.K. Rajan, NavalePandharinath- Earth and Atmospheric Disaster Management: Nature and Manmade, BS publications.

Reference Books:

- Disaster management – S.K.Singh, S.C. Kundu,
- Disaster Administration and Management, Text & Case studies- SL Goel
- Disaster Management- G.K Ghosh Disaster Management – Vinod K Sharma- NCDM

Journals:

- International Journal of Disaster Risk Reduction
- Environment Pollution and Climate Change



- International Journal of Disaster Risk Reduction

Links to websites:

- <https://www.journals.elsevier.com/international-journal-of-disaster-risk-reduction>
- <https://www.omicsonline.org/scholarly/disaster-management-journals-articles-ppts-list.php>
- <https://www.sciencedirect.com/journal/international-journal-of-disaster-risk-reduction>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks

Program Name : BBA (Hospital Administration)

Semester: VI

Course: Hospital and Healthcare laws

Code: 06050602

Teaching Scheme**Evaluation Scheme**

Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

- To explain the concept of medical ethics, rules and regulations applicable for healthcare professionals in India.
- To gain the knowledge of Medical and Health laws in India
- Explicate the different acts, rules and protocols for functioning of healthcare sector.

Course Objectives:

1. To expose the students to the concept of medical ethics, code of conduct.
2. To cover every aspect of medical negligence, civil negligence, criminal negligence.
3. To explain various duties and responsibilities of healthcare professionals.
4. To discuss various acts, rules and laws governing health, governing drugs, and governing employment

**Learning Outcomes:**

After completion of the course, students would be able to:

1. Ensuring successful learning of medical and health laws applicable in India.
2. Student will able to understand the legal aspects of doctors and paramedics.
3. Understand the role and responsibility of healthcare organizations in case of medico-legal situations

Prerequisite(s):

1. Basic knowledge of concept of ethics, concept of medical negligence
2. Basic knowledge of some duties and responsibility of hospitals and its employee.

Pedagogy:

Ensuring class room lectures, power point presentations, field work, practice of documentation along with case studies.

Syllabus:**Unit I**

Medical ethics- Introduction, its importance, national and international codes of medical ethics, Hippocratic oath and Geneva declaration, Medical Council of India(MCI)

Unit II

Medical negligence, civil negligence and criminal negligence, relevant provisions for doctors under Indian Penal Code (IPC), roles, responsibilities and duties of medical practitioners.

Unit III

Laws applicable to medical practice and hospitals in India, Medical Council Act 1956, Atomic Energy Act (AERB)



Unit IV

Medical Termination of Pregnancy 1971, Drugs and Cosmetic Act, PC and PNDT Act, Transportation Act, Consumer Protection Act.

Unit V

Bio Medical Waste, acts related with clinical traits, Narcotics and Psychotropic Substance Act, Pharmacy Act.

Textbook:

1. Rajkumar – Acts applicable to hospitals in India
2. Knight Bernard – Legal Aspects of Medical practice.
3. Bag R.K – Law of Medical Negligence and compensation

Reference Books:

- B.K. Mahajan Text Book of Preventive and Social Medicine
- K Park Park's Text Book of Preventive and Social Medicine 25th edition
- Guidelines of Government of India
- MoHFW publications

Journals:

- Indian journal of health and medical law
- European journal of health law
- Journal of health law, medicine and ethics

Case Study:

- http://www.rfhha.org/index.php?option=com_content&view=article&id=1&Itemid=51

Links to websites:

- <http://stmjournals.com/Indian-Journal-of-Health-and-Medical%20Law.html>
- <https://brill.com/view/journals/ejhl/ejhl-overview.xml>
- <https://journals.sagepub.com/home/lme>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks



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- Assignment 05 marks
- Team Project Presentation 10 marks
- Term-End Exam 60 marks

Total 100 marks

Program Name :BBA (Hospital Administration)			Semester: VI		
Course: Material Planning and Management in Healthcare			06050610		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale:					
<ul style="list-style-type: none"> • Explain the knowledge of basic utilization of materials necessary in healthcare operations. 					
Course Objectives:					
Hospitals carry a large inventory of drugs, sophisticated and highly costly equipment besides beds, furniture and linen. The student should be conversant with Inventory and various methods of control and Purchase management					
Learning Outcomes:					
After completion of the course, students would be able to:					
<ol style="list-style-type: none"> 3. Ensuring successful learning of materials and logistics used in hospitals. 4. Student will able to understand the methods used for storage of materials used in hospitals. 					
Prerequisite(s):					
1. Basic knowledge of Materials Management in Hospitals.					



Pedagogy:

Ensuring class room lectures, power point presentations, hospital visits, practice of documentations along with case studies.

Syllabus:

Unit-I

Materials Management: Concept, objectives, importance and functions of material management.
Material Planning- concept, significance and procedure. Material control- concept and steps. .
Relevance of materials management.

Unit-II

Purchasing - Meaning, objectives and importance of purchase. Functions of Purchase Department. Vendor evaluation techniques, Price and quality considerations, Tendering procedures, Types of purchasing

Unit-III

Inventory Control - Concept, objectives, functions and significance of inventory control. Methods of Inventory control. Distribution management (Logistic Management) – concept, steps and techniques.

Unit-IV

Cost associated with inventories- Ordering cost, carrying cost, over stocking cost, under stocking cost, other costs associated with service level. Inventory control Techniques, Economic order quantity (EOQ), inventory models: safety stocks, fixation of re-order level

Unit-V

Stores Management – Meaning, objectives and functions of store management. Location of stores – determinants, centralized versus decentralized storing. Security and safety measures in stores management.

Textbook:

- Davies, Juanita. Essentials of Medical Terminology. 3rd edition. New York. Delmar. 2008. E book
- Mogli. J.D. Medical Records: Organization & Management 2ndedition New Delhi: Jaypee Brothers.

Reference Books:

5. Paramedics-Six in One, Jaypee Brothers
6. Roger Watson Anatomy and Physiology for Nurses
7. Stedman's Medical Dictionary
8. Francis, C.M., and Mario C. De Souza. Hospital Administration. 3rd ed. New Delhi: Jaypee Brothers.



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Journals:

- Journal of Healthcare Engineering volume 2, Issue 3, Pages 271-283

Links to websites:

https://www.hindawi.com/journals/jhe/2011/639549/ref/?utm_source=google&utm_medium=cpc&utm_campaign=HDW_MRKT_GBL_SUB_ADWO_PAI_DYNA_JOUR_X&gclid=CjwKCAiAi4fwBRBxEiwAEO8_HkLF6o861cGUHaFTPorVf-Uaz-0jLqMcyqolxQyUxGADt-HWtEd-LRoCZA4QAvD_BwE

Program Name : BBA (Hospital Administration)			Semester: VI		
Course: Auditing			Code: 06050611		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

An audit is a systematic and independent examination of books, accounts, statutory records, documents and vouchers of an organization to ascertain how far the financial statements as well as non-financial disclosures present a true and fair view of the concern. This course attempts to assist the students to ensure that the books of accounts are properly maintained by the concern as required by law. This course is a study of techniques available for gathering, summarizing, analyzing and interpreting the data presented in financial statements and procedures used in verifying the fairness of the information, Also emphasizes ethical and legal aspects and considerations. This course emphasis on skill development in addition to subject matter.

Course Objectives:

- To provide comprehension by the students on ethical principles of audit profession.
- To provide the understanding by the students of general chronology of audit, audit strategy, audit program and audit procedures.
- To provide the view on audit risk assessment, its calculation and importance for audit strategy.



- Express themselves and their ideas better than today in terms of technical points in accounting and auditing.

Learning Outcomes:

After completion of the course, students would be able to:

1. Discuss the duties of auditors and other assurance providers and how these have changed over time.
2. Explain the meaning of concepts that are fundamental to auditing and assurance services, such as ‘independence’, ‘audit evidence’, ‘audit risk’, ‘materiality’.
3. Distinguish between compliance and substantive testing and describe various audit tests.
4. Discuss the form, content and importance of auditors’ reports provided at the end of the audit.
5. Discuss the issue of legal liability arising from audits and other assurance services.

Prerequisite(s):

Principles of Accounting

Pedagogy:

A mix of pedagogy would be adopted Consisting lecture, discussion, presentation, quizzes, homework and class test. Conceptual inputs will be given through short lectures. The extent & quality of learning will depend on the quality & depth of discussion in the class. This in turn depends on the preparation and thinking that has been put in by the students for each session. Readings & Assignments, whenever given, are a means of focusing on central issues, concepts or knowledge. Students who are aloof to the class-room proceedings or do not read the pre-reading will miss a significant segment of the course. A student’s ability to solve problems is also a reflection of the extent to which concepts have been understood. The course is a hands-on course and requires the participant to work out multiple examples to gain confidence.

Syllabus:

Unit-1

Auditing: Meaning, objectives, importance and types of Auditing, Audit Process: internal control, internal check & internal audit, audit programmer.

Unit-2

Audit Procedure: Routine checking, vouching, verification & valuation of assets & liabilities

Unit-3

Audit of Public company: Qualification, Appointment of company Auditors, their powers, duties and liabilities, Audit of depreciation and reserves, Divisible profits & dividends.

Unit-4

Audit Report and Investigation Audit Report: Meaning, objectives, contents and types. Investigation: meaning, Nature and objectives.

Unit-5

Recent trends in auditing, Introduction to EDP Audit; meaning and types, nature and significance of cost audit, tax audit and management audit.

Textbook:



- ArunaJha, Auditing, 3rd Edition Taxmann, New Delhi.
- Ravinderkumar&Virender Sharma, Auditing: principles and practice, 3rd Edition PHI Pvt Ltd, New Delhi.

Reference Books:

- Sharma T.R., Principles of Auditing, 2019 Edition SahityaBhawan Agra.
- Tondon B.N., Principles of Auditing, 14th Edition S. Chand and Co., New Delhi.
- Gupta Kamal, contemporary Auditing, 6th Edition Tata McGraw hill, New Delhi.
- Ray Whittington, principles of auditing & other assurance services, 20th Edition Tata McGraw hill, New Delhi.
- Alvin A. Arens, Auditing and assurance services, 17th Edition pearson.
- S.K. Basu, Fundamentals of Auditing, 1st Edition Pearson
- VijiChandran, Principles and practice of auditing, 2015 Edition vikas publishing

Journals:

- Journal of Accounting, Auditing & Finance
- Accounting, Auditing & Accountability Journal

Links to websites:

- <https://na.theiia.org/training/eLearning/Pages/eLearning.aspx>
- <https://cag.gov.in/>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Professional Activities 10marks
- Term-End Exam 60marks

Total 100marks



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Program Name : BBA (Hospital Administration)			Semester: VI		
Course: Indirect Taxes			Code: 0605612		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: The course aims to help students to gain basic understanding of knowledge of principles and provisions of Goods and Service Tax, and Custom laws. Students will gain a working knowledge regarding computation of tax liability pertaining to these laws.					
Course Objectives: The Course aims to: <ol style="list-style-type: none">1. Provide the participants a broad understanding of indirect tax law as applicable in India.2. Provide understanding of principles and law governing the indirect taxation statute in India3. Provide practical knowledge of computation of assessable value, tax liability, assessment procedures and functioning of taxation related matters					
Learning Outcomes:					



After completion of the course, students would be able to:

1. Understand the provision of Indirect Tax law as applicable in India
2. Apply their understanding about GST in business related decisions
3. Understand the Customs Act and duty applicable.
4. Compute the total income earned and tax liability arising there on
5. Make the tax management and tax planning.

Prerequisite(s):

Working knowledge of Microsoft excel for computing total tax liability, and payment thereof.

Pedagogy:

A mix of pedagogy would be adopted;

- Conceptual inputs will be given through the short lectures and problem solving method
- Wherever applicable “real life” cases will be used for providing the base for application of concepts.
- Projects/Assignments will be used for experiential learning.

Syllabus:

Unit-I:

Conceptual Framework of GST: Definition of Goods and Services; general principles of GST, CGST, SGST, IGST, Charge of goods and service tax and taxable goods and services, Valuation of taxable goods and services,

Unit-II:

Goods and Services Tax Act, 2017 : An Introduction, Cascading Effect of Indirect Taxes, A brief Historical Evolution of GST, VAT Vs. GST; Excise Tax Vs. GST; Service Tax Vs. GST; Types of GST: CGST, SGST, IGST and their procedures. Tax Structure under GST Regime: Various Tax rates under GST; HSN Coding.

Unit-III:

Documentation, Registration, Migration, Return Filing Mechanism: IGSTN, Payment of tax, Refund of Tax, Input Tax Credit, GST audit procedures.

Unit-IV:

Authorities under GST Regime: GST Council, Composition of GST Council, Functions and Powers and functions of GST Council. Central Board of Excise and Customs (CBEC): Officers in the new Regime of GST, Powers, Functions and Responsibilities of GST Officers under GST Regime.

Unit V:

Basic concepts of customs law, Territorial waters, high seas, Types of custom duties – Basic, Countervailing & Anti- Dumping Duty, Safeguard Duty, Valuation, Customs Procedures, Import and Export Procedures, Baggage, Exemptions

Textbook:

- V.S. Datey, Indirect Tax Law and practice, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.



- Sanjeev Kumar, Systematic Approach to Indirect Taxes, Latest edition.
- S. S. Gupta, Service Tax -How to meet your obligation, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
- Vinod K. Singhania, Element of Service Tax, Taxmann Publications Pvt. Ltd., Delhi, Latest edition.
- Dr. Girish Ahuja, Dr. Ravi Gupta, Indirect taxes, latest edition, Bharat Publishers

Reference Books:

- Bare Act of CGST, SGST and IGST.

Journals:

- <https://www.journalpressindia.com/vision-journal-of-indian-taxation>

Links to websites:

- www.gst.gov.in

Evaluation Scheme:

● Class participation and attendance	05 marks
● Mid Term Exam	20 marks
● Assignment	05 marks
● Professional Activities	10 marks
● Term-End Exam	60 marks
Total	100 marks



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Program Name :BBA (Hospital Administration)			Semester: VI		
Course: Financial Institutions and Markets			Code: 06050613		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: Financial markets, or markets for financial assets, play an important role in the efficient functioning of a market economy. Financial Institutions are any establishments that make these markets function efficiently. The course studies the fundamental principles that govern financial markets and institutions.					
Course Objectives: This course will provide an understanding of the functions, and operations of the financial markets and institutions operating in India. It explains the role of financial system on economic development. Various conceptual issues related to risk and return, the role of regulatory bodies, mechanism of commercial banking, operations of insurance companies and mutual funds are discussed elaborately. It also describes the importance of small savings, provident funds, pension funds and credit rating agencies. The course provides a comprehensive overview and systematic evaluation of the mainstream markets of various financial instruments such as call money, bond, stock, derivatives and exchange rate.					
Learning Outcomes:					



Students will be able to:

- Identify the functions of financial markets and institutions and examine their impact on the level of interest rates and interest differentials.
- Use information technology as a tool to do essential business tasks including performing electronic research, and creating documents, presentations and spreadsheets.
- Research and organize written and oral communication.

Prerequisite(s):

The student must have studied financial management and must be aware about financial terminologies

Pedagogy:

Course delivery will focus on ensuring that students are able to:

- Present written and verbal communication in a clear and concise manner.
- Interact with other students and the instructor to demonstrate functional skills, foundational knowledge and application of the theory

Syllabus:

Unit I

An Introduction to Financial System and its Components: and institutions, financial intermediation. Financial system and economic development, an overview of Indian financial system.

Unit II

Money Market: Definition, Money Market vs. Capital Market, Features, Objectives, Importance of Money Market, Composition of money Market, money market Instruments: Treasury bills, Certificate of deposit, Commercial papers, Commercial Bills, Call money.

Unit III

Capital Market: Meaning, Characteristics, Functions- Indian Capital Market-Evolution and Growth, Indian debt market; Indian equity market-Primary and Secondary Market, Instruments of Capital Market, Indian Capital Market- Major Issues, Rebound in Indian Capital market. Role of stock exchanges in India. Merchant Banking: Definition, Origin, Services, Progress in India, Problems, Scope , Qualities required for Merchant Banker, Merchant Banker as lead managers, guidelines.

Unit IV

Financial Institutions: Depository and non-depository institutions, Commercial banking-introduction, its role in project finance and working capital finance. Development Financial



Institutions (DFIs)-An overview and role in Indian economy. Life and non-life insurance companies in India; Mutual Funds- Introduction and their role in capital market development. Non-banking financial companies (NBFCs).

Unit V

Venture Capital: Meaning, Concept, Origin, Features, Importance, Activities, Scope, Initiative in India, Guidelines, Methods. Hire Purchase and Leasing: Meaning, Origin, Types, Legal Position, Hire Purchase and Leasing, Problems and Prospects of Leasing Industry in India.

Textbook:

1. Financial Institutions and Markets: Structure, Growth and Innovations by L.M. Bhole and J. Mahakud, 6th Edition, McGraw Hill Education, Chennai, India
2. Financial Markets and Institutions by Frederic Mishkin and Stanley Eakins, 8th Edition, Pearson Education
3. Financial Institutions & Markets by Jeff Madura, 10 edition Cengage

Reference Books:

- G.L.Sharma and Y.P.Singh eds. Contemporary Issues in Finance and Taxation, Academic Foundation, Delhi
- Khan and Jain, Financial Services, Tata McGraw Hill
- J.K.Singh, Venture Capital Financing in India, DhanpatRai and Company, New Delhi.
- Annual Reports of Major Financial Institutions in India.
- [Frederic S.Mishkin, Stanley Eakins](#), Financial Markets and Institutions (8th Edition), Pearson
- Bharati V. Pathak, The Indian Financial System: Markets, Institutions and Services, 3rd Edition, Pearson
- K.Sriram, Handbook of Leasing, Hire Purchasing and Factor, ICFAI Publications
- Gledstone, Venture Capital Investing, NY, Prentice Hall
-

Journals:

- *The Journal of Financial Markets*
- The Journal of Emerging Market Finance

Case Study:

- The US Housing Market and Subprime Mortgage Crisis
- SEBI and its role in preventing insider trading

Links to websites:

- www.moneycontrol.com
- www.bseindia.com



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Evaluation Scheme:

• Class participation and attendance	05 marks
• Mid Term Exam	20 marks
• Assignment	05 marks
• Professional Activities	10 marks
• Term-End Exam	60 marks
Total	100 marks

Program Name :BBA HOSPITAL ADMINISTRATION			Semester: VI		
Course: Labour Welfare & Social Security			Code: 06050603		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale:					
<ul style="list-style-type: none"> Labour Welfare is one of the Important branches of Economics. Labour is being considered as most important productive factor in economy. The study of labour welfare helps in understanding the labour welfare and problems, searching policy means to maximize the labour welfare. The students will understand nature, scope and problems associated with labour welfare with special reference to India. 					
Course Objectives:					
<ul style="list-style-type: none"> Students will know the development and the judicial setup of Labour Laws. They will learn the salient features of welfare and wage Legislations also to integrate the knowledge of Labour Law in General HRD Practice. Students will learn the laws relating to Industrial Relations, Social Security and Working conditions and also learn the enquiry procedural and industrial discipline. 					
Learning Outcomes:					
After completion of the course students would be able to :					
<ul style="list-style-type: none"> To introduce the Labour Law and Social Welfare in general To explain about the various dimensions/aspects of labour laws To enhance the understanding of problems arising out of industries and enable them to find solutions 					



- To clarify the labour problems issues in the industry and the growth and development of the law in this regard
- To educate about the regulation of labour laws at national and international level

Prerequisite(s):

- Good Communication skills
- Basic knowledge of Human Resource Management.

Pedagogy:

Lectures, legal cases, quiz etc

Syllabus:

Unit-1

Introduction to Labour Legislations and Regulatory Laws: Meaning and classification of Labour legislations in India. History & Development of Labour Legislations in India. Laws relating to working conditions – Factories Act, Shops & Establishment Act, Contract Labor (Abolition & Regulation) Act, The Plantations Act, The Indian Mines Act, Motor Transport Act, The Special Economic Zones Act, 2005. Construction workers.

Unit-2

Legislations related to Wages & Social Security: Laws relating to Wages-The Minimum Wages Act- The Payment of Wages Act-Equal Remuneration Act-Payment of Bonus Act. Laws relating to Social Security-Employees Provident Fund Act- Employees State Insurance Act-Workmen's Compensation Act-Payment of Gratuity Act-Maternity Benefit Act. Unorganized Workers Social Security Act, 2008.

Unit-3

Employment & Service conditions: Laws relating to employment, service conditions, Employee Relations-The Industrial Disputes Act- Trade Unions Act- Industrial Employment (Standing Orders) Act.

Unit-4

Industrial disputes: Concept, Nature & Causes of industrial disputes, Anatomy of industrial Conflicts-Genesis of Industrial Conflicts, Causes and resolution; - mediation, conciliation, arbitration, adjudication (with reference to Industrial Dispute Act, 1947). Classification and Impact of Industrial Disputes

Unit-5

Labour Welfare: Concept, Scope, Types, Theories and Principles, Industrial Health and Hygiene, Industrial Accidents and safety, Occupational Diseases

Social Security: Concept and Scope, Social Assistance and Social assurance.

Textbook:

1. Bare Acts of the relevant Legislations
2. Garg, K.C.; Sharma, Mukesh; Sareen, V.K. (2002). *Commercial and Labour Laws*. Ludhiana: Kalyani Publishers.
3. Kumar H.L.,(2000). *Practical Guide to Labour Management*. New Delhi : Universal Law Publishing.
4. Reshma Arora, (2000). *Labour Law*. New Delhi : Himalaya Publication House.



Reference Books:

1. Kannapon, S.C, (1993), Employment Problems and Urban Labour Markets in Development Economy, Vol-I &II, Macmillan, London
2. Papola, T.S and Sharma A.N. 9Eds) (1999), Gender and Employment in India, Vikas Publishing House, New Delhi
3. Deshpande L.K and Sandesara J.C (Eds), (1970), Wage Policy and wages determination in India, Bombay University Press, Bombay
4. Memoria, C.B. (1966), Labour Problems and Social Welfare in India, Kitab Mahal, Allahabad
5. Punekar, S.D. (1978), LABour Welfare, Trade Unionism and Industrial Relations, Himalaya Publishing House, Bombay
6. Singh, V.B. (Ed), Industrial Labour in India, Population Prakashan, Bombay
7. Misra, L (2000), Child Labour in India, Oxford University Press, New Delhi

Journals:

1. Indian Journal of Labour Economics
2. Indian Journal of Human Resources
3. NSSO Reports on Employment and Unemployment

Case Study:

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



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Program Name :BBA HOSPITAL ADMINISTRATION			Semester: VI		
Course: Human Resource Information System			Code: 06050604		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: Demonstrate a thorough understanding of the strategic value of HRIS and how it contributes to organizational effectiveness and efficiency.					
Course Objectives: Understand and apply the basic concepts and principles of HRIS to human resource situations and decisions. Apply forecasting techniques and data analytics to HR and organizational data. Review and identify the leading HRIS software available in the field. Demonstrate an understanding of ROI for HRIS.					
Learning Outcomes: Students are aware of the development of HRIS over the years Students have clarity of database application in HRIS Students are fully equipped with the knowledge on different systems of HRIS Students are able to create the complete need analysis and cost estimation of HRIS Students are knowledgeable on the implementation process and integration of HRIS in organizations. Students understand the security and privacy of information in HRIS.					
Prerequisite(s): Basic understanding of human resource management					



Pedagogy:Lecture, discussion, role play, case study.

Syllabus:

Unit-1: Introduction to HRIS

Evolution of Human Resource Management and Human Resource Information Systems: The Role of Information Technology, Database Concepts and Applications in Human Resource Information Systems, Steps in implementing an HRIS, Benefits and Limitations of HRIS

Unit-2: Determining HRIS Needs

Human Resource Information Systems Needs Analysis, System Design and Acquisition, Management, Cost Justifying HRIS Investments.

Unit-3: HRIS Implementation & Acceptance

HRIS project Management, Change Management: Implementation, Integration, and Maintenance of the HRIS, Human Resources Administration and HRIS, Job analysis & human resource planning, Recruitment and Selection in an Internet Context.

Unit-4: HRIS Applications & Issues

International Human Resource Management, HRIS Privacy and Information security, future of HRIS: Emerging Trends in HRM and IT

Text Books:

1. Dr. Michael Kavanagh, Dr. Mohan Thite: Human Resource Information Systems- Basics, application, future and directions
2. P. K. Gupta and Sushil Chhabra: Human Resource Information System
Economic, Pearson Education, Delhi

Reference Books:

- Dr. Michael Hammer, The Agenda: What Every Business Must Do to Dominate the Decade, Hammer and Company, One Cambridge Center, Cambridge, MA, 02142.
- Michael Armstrong, A Handbook of Human Resource Management Practice, Kogan page.

Journals:

<https://ejournal2.undip.ac.id/index.php/ijb/article/view/2371>

Case Study:



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Links to websites:

<https://www.orangehrm.com>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks

Program Name :BBA HOSPITAL ADMINISTRATION			Semester: VI		
Course: Human Resource Planning & Development			Code: 06050605		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: The objective of the course is to make student aware of the concepts, techniques and practices of Human Resource Planning and Development.					
Course Objectives: This course is intended to make students capable of applying the principles and techniques as professionals for developing human resources in an organization.					
Learning Outcomes: To create a conceptual background required to undertake any activity to facilitate and manage the HRD functions in an organization and to acquaint the students about different HRD system, the course is divided into four units					
Prerequisite(s): The student studying this course must have read Human Resource Management paper in post-graduation to understand the subject jargon.					
Pedagogy: Case Study, lecture, Discussion, Presentations and Projects.					
Syllabus: Unit I:Human Resource Planning: HRP - objectives, activities, Recruitment & Selection process, Career planning & development, Training methods, Basic concept of performance appraisal and employees compensation.					



Unit II: Human Resource Development: Concept, nature, scope, significance, objectives, functions; Relationship between human resource management and human resource development; HRD and outcomes; HRD interventions; Roles and competencies of HRD professionals; Challenges in HRD

Unit III: HRD Process: Assessing need for HRD; HRD culture and climate; Designing and developing effective HRD programs; Implementing HRD programs; Evaluating effectiveness of HRD Programs; HRD audit; HRD Culture and climate.

Unit IV: HRD Activities: Employee development activities- Approaches to employee development, leadership development, action learning, assessment and development centers.

Unit V: HRD mechanisms for workers; HRD in developed countries, HRD in India, HRD in Public Enterprises and small undertakings.

Text Books: Curtis, B., Hefley, W. E., Miller, S. A., The people capability maturity model: Guidelines for improving workforce, Pearson Education.

3. ~~Research in HRD, De G. Wehrlich, and Sudhir Mahajan, Man and Training, McGraw Hill.~~

Reference Books:

1. Mankin, D., Human resource development, Oxford University Press India.
2. Haldar, U. K., Human resource development, Oxford University Press India.
3. Rao, T.V., Future of HRD, Macmillan Publishers India.
4. Werner J. M., De Simone, R.L., Human resource development, South Western.
5. Rao, T.V., Hurconomics for talent management: Making the HRD missionary business-driven, Pearson Education.

Journals: 1. Human Resource Planning: Springer

4. International Journal of Research of Business Studies and Research: Academia
5. The Academy of Management Journal: Academia

Case Study: All relevant Case Studies of Planning and Development.

Links to websites:

<http://www.eiilmuniversity.co.in/downloads/Human-Resource-Planning-Development.pdf>

Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Team Project Presentation 10marks
- Term-End Exam 60marks

Total 100marks



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Program Name: BBA Hospital Administration			Semester: VI		
Course: Digital and Social Media Marketing			Code: 06050614		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: The content of digital marketing course aims at developing the students for making digital marketing plans in order to manage a digital marketing performance efficiently.					
Course Objectives: <ul style="list-style-type: none">To provide a basic knowledge of various online marketing conceptsTo acquaint the student of operating and managing business through various online channels.					
Learning Outcomes: After completion of the course the students will be able to <ol style="list-style-type: none">Describe the understanding of Digital Marketing ToolsArticulate the online marketing mix in contemporary business scenarioConstruct the online marketing along with the campaign management concept, its monitoring and reconciliation.					
Prerequisite(s): Student should have studied the course of Marketing Management.					
Pedagogy: Student's Seminar, Student's Interactive Session, Case Studies					



Syllabus:

Unit I

Digital Marketing: Introduction, Moving from Traditional to Digital Marketing, Integrating Traditional and Digital Marketing. Introduction to digital marketing communication, different types of digital media channels. Digital marketing applications and benefits, Digital marketing framework.

Unit II

Online Marketing Strategy Development: Online marketing strategy definition, Online marketing strategy groundwork, Defining the online marketing mix, , Offering mix for digital, Digital pricing models, Channels of purchase-reaching the e-consumer, Managing promotional channels , developing the extended Ps-People, Process, Programs and Performance.

Unit III

Online Marketing Planning and Setup: Online marketing communications and channel mix, Online marketing planning development, Understanding digital media planning terminology, Digital media planning stages, Designing the communication mix, Marketing communications from mass market to mass customized, Steps to creating marketing communications strategy, Understanding marketing operations set-up, Understanding digital marketing conversion, Basics of lead generations and conversion marketing, Lead nurturing and lead scoring concepts, Setting up for conversion from web page to landing page.

Unit IV

Online Marketing Execution : Online marketing Campaign Management, Basic elements of digital campaigns, Basic elements of digital campaign management, Campaign planning and budgeting , Campaign set-up and launch, Campaign monitoring and reconciliation. Traffic building: SEO- Search engine optimization fundamentals, Introduction to keywords, definition, importance, Types of Key words, on page SEO and off page SEO. Types of traffic, paid search and organic search. Introduction to Google Adwords.

UNIT V

Introduction to Social Media marketing: Importance of Social Media, Goal Setting, Strategy and Plan, Social Listening, Developing content marketing and engagement strategy for your brand, Social media communication. Introduction to Facebook Marketing, Instagram Marketing, Snapchat Marketing, Affiliate Marketing, E-mail Marketing and Mobile Marketing. Trust, Privacy and Ethics in digital marketing.



Textbook:

- Bhatia Puneet Singh, Digital Marketing, Pearson education

Reference Books:

1. Gupta Seema, Digital Marketing, McGraw Hill Education
2. Das Abhishek, Applications of Digital Marketing for Success in Business, BPB Publications
3. Miller Michael, B2B Digital Marketing, Pearson Publication
4. Dodson Ian, The Art of Digital Marketing, Wiley Publication

Note: Latest edition of the books should be used

Journals:

- Journal of Marketing

Links to websites:

- <https://digitalskills.fb.com/en-in/>
- <https://www.hubspot.com/digital-marketing>
- <https://www.linkedin.com/learning/>

Evaluation Scheme:

• Class participation and attendance	05marks
• Mid Term Exam	20marks
• Assignment	05marks
• Professional Activities	10marks
• Term-End Exam	60marks
Total	100marks



Program Name : BBA Hospital Administration			Semester: VI		
Course: Sales and Distribution Management			Code: 06050615		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Credit	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60
Course Rationale: <p>This course is meant to make students understand fundamentals of Sales Management and Distribution Management. Since many students with Marketing Specialization start their career in sales, business development, retailers, wholesalers and distributors handling, it is essential to study basics of personal selling, sales management, distribution dynamics, various channels of distribution etc. Through this course, students will be equipped with basic skills required in sales and distribution management.</p>					
Course Objectives: <ol style="list-style-type: none">1. To provide conceptual understanding of cross functional integration in areas of Sales and Distribution Management with progression & customer orientation focus.2. To relate this understanding in dissimilar business situations and support in solving business (territory/quota/ budgeting) problems in the field of Sales & Distribution.3. To understand the Managerial aspects as Sales Manager.					
Learning Outcomes: After completion of the course students would be able to: <ol style="list-style-type: none">1. Comprehend the management functions that go into sales management.2. Learn how to sell effectively along with designing territories and quotas.3. Understand the distribution channels and how to manage channel members. <ol style="list-style-type: none">1.					



Prerequisite(s):

The students should be equipped with the basic terms used in Marketing Management

Pedagogy:

Lecture, Lab Practical, Exercise, Case Study, SIS

Syllabus:

Unit 1:

Introduction to Sales Management: The Sales Management Function – Scope and Importance; Personal Selling Process and Approaches; The Evolving Face of Personal Selling; Sales Organization Structure; Sales Forecasting; Sales Territory Design.

Unit 2:

Sales Force Management: Sales Force Job Analysis and Description; Recruiting and Selecting Sales Personnel; Training Sales Personnel; Motivating the Sales Force; Sales Force Compensation;

Unit 3:

Evaluating Sales Performance: Control of sales expenses, Marketing and sales audit process, Evaluation of the effectiveness of sales organization, Sales analysis framework, Marketing cost and profitability analysis, productivity analysis and Sales force automation. Ethical and Legal Issues in Sales Management.

Unit 4:

Distribution Planning and Control: Role and Function of Intermediaries; Selection and Motivation of Intermediaries; Distribution Analysis; Control and Management; Channel Dynamics – Vertical Marketing Systems; Horizontal Marketing Systems; Multichannel Marketing Systems; Channel Conflict and Management.

Unit 5:

Distribution System and Logistics: Physical Distribution System – Decision Areas; Different Modes of Transport in India; Their Characteristics; Logistics Introduction – Functional Areas of Logistics; Logistics Integration for Customer Satisfaction; Distribution Costs; Control and Customer Service; Supply Chain Management (SCM); Integration of Sales and Distribution Strategy.

Textbook:

1. Sales & Distribution Management (Latest Edition), Panda Tapan K., Sahadev Sunil, Oxford University Press



2. Sales & Distribution Management – Text & Cases (2nd Edition), Krishna K. Havaladar, Vasant M. Cavale, Tata McGraw-Hill

Reference Books:

1. Sales Management: Decisions, Strategies & Cases, Richard R. Still, Edward W. Cundiff, Norman A.P. Govoni, Pearson Education, Latest Edition
2. Sales Management: Concepts Practice, and Cases, Johnson F.M., Kurtz D.L., Scheuing E.E., Tata McGraw- Hill, Latest Edition
3. Selling & Sales Management, David Jobber, Geoffrey Lancaster, Pearson Education, Latest Edition
4. Sales Management, Tanner, Honeycutt, Erffmeyer, Pearson Education, Latest Edition
5. Sales Force Management, Mark W. Johnston, Greg W. Marshall, Tata McGraw-Hill, Latest Edition
6. Sales Management, William L. Cron, Thomas E. DeCarlo, Wiley, Latest Edition
7. Sales & Distribution Management, Dr. S. L. Gupta, Excel, Latest Edition

Journals:

Case Study:

Links to websites:

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Evaluation Scheme:

- Class participation and attendance 05marks
- Mid Term Exam 20marks
- Assignment 05marks
- Professional Activities 10marks
- Term-End Exam 60marks

Total 100marks



SGT UNIVERSITY

SHREE GURU GOBIND SINGH TRICENTENARY UNIVERSITY
(UGC Approved University) GURGAON, Delhi-NCR

Program Name :BBA Hospital Administration			Semester: VI		
Course: Product and Brand Management			Code: 06050616		
Teaching Scheme			Evaluation Scheme		
Classroom Session/ Lectures	Practical/ Group work	Tutorials	Cre	Continuous Evaluation	Term End Examination (TEE)
40	-	-	4	40	60

Course Rationale:

The course is designed so that students get a practical application in the context of Product development and brand management. This course will deal in the various intricacies pertaining to the challenges faced by industry in the area of Product development and Branding.

Course Objectives:

1. To acquire the conceptual understanding of Product and Brand Management and its applications for corporate growth and development.
2. To provide a holistic understanding of 'what is a brand'.
3. To end the trajectory of brand models with culture mapping and building Iconic brands.

Learning Outcomes:

After completion of the course, students would be able to;

- Demonstrate the basics of Product and Brand Management, and their social and ethical aspects.
- Articulate the intricacies of new product development.



- Interpret the brand equity and Brand positioning.

Prerequisite(s):

Student should have studied the course of Marketing Management.

Andragogy: Student's Seminar, Student's Interactive Session, Case Studies

Syllabus:

Unit I

Product Planning and Strategies: Proposed Product Planning Model-Setting Objectives, Monitoring the Environment, Situation Analysis, Development of a Product/Market Program, Product Mix Strategy, Defining Competitive set & Competitor Analysis and Developing Product Positioning Strategy.

Unit II

Product Design and New Product Development: Characteristics of Successful Product Development, New Product Development Process and Organizations, Go to Market Strategies, Test Marketing Product Launch and Commercialization: Test Marketing Objectives, Limitations of Test Marketing, Design Consideration in Test Marketing, Alternatives to test Marketing Procedures, Product Launch Tracking, Relaunch, Customer & Messaging, Copying Strategies, Product Patenting.

Unit III

Branding concepts; branding challenges and opportunities; brand equity concept; strategic brand management process; customer based brand equity; building a strong brand and its implications; identifying and establishing brand positioning; defining and establishing brand values; internal branding , Brand Recall, recognition

Unit IV

Choosing brand elements to build brand equity; designing marketing programs to build brand equity: integrating marketing communication to build brand equity: information processing model of communication, marketing communication options

Unit V

Developing a brand equity measurement and management system: establishing brand equity management system; measuring sources of brand equity - capturing customer mindset: qualitative research techniques, quantitative research techniques; measuring outcomes of brand equity; capturing market performance



Textbook:

1. Wind Yoram J., Product Policy: Concepts, Methods and Strategies, Addison-Wesley Pub. Co., Reading USA.
2. Keller, Kevin Lane, Strategic Brand Management, Pearson Education, New Delh

Reference Books:

1. Baker Michael and Hart Susan, Product Strategy and Management, London, Prentice Hall.
2. Kapferer, Jean Noel; Strategic Brand Management; Kogan Page; New Delhi
3. Keller, K.L., Parameswaran, A.M.G. and Jacob, I (2015). Strategic Brand Management: Building, Measuring and Managing Brand Equity (4th Edition). Pearson Education India
- Kapferer, J N Strategic Brand Management New York, Free Press, 1992
4. Murphy, John A. Brand Strategy Cambsridge, The Director Books 1990
5. Steward,P. Building Brands Directly London, MacMillan, 1996
6. Upshaw, Lyhh B. Building board Identity: A Strategy for success in a hostile market place New York, John Wiley, 1995
7. Subroto Sengupta, Brand Positioning. Tata Mc Graw Hill
8. Fiona Gilmore (Ed) Brand Warriors, profile Books 1999
9. John, Philip Jones, what is in a brand? Tata Mc Graw Hill 1998
10. YLR. Moorthi, Brand Management ñ The Indian context, Vikas Publishing House , 2003

Journals:

- Indian Journal of Marketing
- Journal of Brand Management
- Journal of Product and Brand Management

Links to websites

Evaluation Scheme:

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|--------------------------------------|-----------------|
| • Class participation and attendance | 05marks |
| • Mid Term Exam | 20marks |
| • Assignment | 05marks |
| • Professional Activities | 10marks |
| • Term-End Exam | 60marks |
| Total | 100marks |



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