

AUXILIUM COLLEGE (AUTONOMOUS)

VELLORE – 632 006

Department of Hospital Administration



B.B.A. (Hospital Administration)

SYLLABUS AND REGULATIONS

(Based on TANSICHE Model Syllabus)

Under

OUTCOME BASED EDUCATION PATTERN

With

CHOICE BASED CREDIT SYSTEM

For the Candidates Admitted from 2024-2025 Onwards

B.B.A. (Hospital Administration)
(Effective from the academic year 2024 - 2025)

Vision of the Department:

Deliver teaching to young women who will be capable of shifting from academics to industry with technical knowhow and professional skills in managerial and healthcare domain.

Objectives:

- Inspire young women to be involved in nation building through their knowledge, virtue and professional skills in managerial and healthcare sector.

Eligibility for admission to the programme:

- A pass in higher secondary with Mathematics, Physics, Chemistry and Biology (Category I).
- A pass in higher secondary with Mathematics, Physics, Chemistry and Computer Science (Category II).
- A pass in higher secondary with Physics, Chemistry, Zoology and Botany (Category III).
- A pass in higher secondary with Commerce, Accountancy, Economics and Computer Science (Category IV).

Highlights of the Revamped Curriculum:

- Student-centric, meeting the demands of industry & society, incorporating industrial components, hands-on training, skill enhancement modules, industrial project, project with viva-voce, exposure to entrepreneurial skills, training for competitive examinations, sustaining the quality of the core components and incorporating application-oriented content wherever required.
- The Core subjects include latest developments in the education and scientific front, practical training, catering to the needs of stakeholders with research aptitude.

- The curriculum is designed to strengthen the industry-academia interface and provide more job opportunities for the students.

- Project during the second-year vacation with viva-voce component in the fifth semester enables the students to apply their conceptual knowledge to practical situations. Such innovative provisions of the industrial training/project/internships will give students an edge over the counterparts in the job market.
- The Two-months Internship during the third-year will help the students gain valuable work experience, that connects classroom knowledge to real world experience and to narrow down and focus on the career path.

- State-of Art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature are incorporated as Elective and Skill Enhancement Courses, covering conventional topics to the application oriented.

Value additions in the Revamped Curriculum:

Semester	Newly introduced Components	Outcome / Benefits
I	<p>Foundation Course in Management and Healthcare</p> <p>To ease the transition of learning from higher secondary to higher education, providing an overview of the pedagogy of learning Management and its concepts applicable in health sector.</p>	<ul style="list-style-type: none"> • Instil confidence among students • Create interest for the subject
I, II, III & IV	<p>Skill Enhancement papers (Discipline centric/ Generic / Entrepreneurial)</p>	<ul style="list-style-type: none"> • Industry ready graduates • Skilled human resource • Students are equipped with essential skills to make them employable
		<ul style="list-style-type: none"> • Entrepreneurial skill training will provide an opportunity for independent livelihood • Generates self – employment • Create small scale entrepreneurs • Skill training to girls leads to women empowerment
		<ul style="list-style-type: none"> • Discipline centric skill will improve the technical knowhow of solving real life problems
I, II, III, IV, V & VI	<p>Elective papers-</p> <p>An open choice of topics categorized under Generic and Discipline Centric</p>	<ul style="list-style-type: none"> • Strengthening the domain knowledge • Introducing the stakeholders to the state-of art techniques from the streams of multi-disciplinary, cross disciplinary and inter disciplinary nature • Emerging topics related to industry are introduced to facilitate advanced learning in the respective domains
V Semester	<p>Project with Viva – voce</p>	<ul style="list-style-type: none"> • Self-learning is enhanced • Application of the concept to real situation is conceived resulting in

		tangible outcome
VI Year	Internship / Industrial Training	<ul style="list-style-type: none"> • Practical training at the Industry/ /healthcare sector / institutions, enable the students gain professional experience and become responsible citizens.

Skills acquired from the Courses	Knowledge, Problem Solving, Analytical ability, Professional Competency, Professional Communication and Transferrable Skill
---	---

TANSCHÉ BASED PROGRAMME STRUCTURE FOR BBA (HOSPITAL ADMINISTRATION)

(For the candidates admitted from the academic year 2024-2025)

Sem	Part	Category	Paper Code	Title	Hours/ Week	Exam		Credits	Marks
						Th	Pr		
I	I	Tamil/Language	ULTAA24	Language I: Tamil – I	5	3	-	3	40 + 60
	II	English	UENGA24	Language II: English – I	6	3	-	3	40 + 60
	III	Core Course 1	UCHAA24	Fundamentals of Management	5	3	-	5	40 + 60
		Core Course 2	UCHAB24	Foundation in Hospital Administration	5	5	-	5	40 + 60
		Generic Elective 1	UGEHAA24	Generic Elective I: Medical Statistics	4	4	-	3	40 + 60
	IV	Skill Enhancement Course SEC 1	USHA124	SEC: Communication Skills in English	2	-	-	2	100
		Foundation Course FC	UFHA24	FC: Life Skills	2	2	-	2	40 + 60
Value Education		UVEDA22*	Value Education	1	-	-	-	-	
Total					30			23	700/800
II	I	Tamil/Language	ULTAB24	Language I: Tamil – II	6	3	-	3	40+ 60
	II	English	UENGB24	Language II: English – II	5	3	-	3	40 + 60
	III	Core Course 3	UCHAC24	Healthcare Ethics	5	5	-	5	40 + 60
		Core Course 4	UCHAD24	Medical Terminology	5	5	-	5	40 + 60
		Generic Elective 2	UGEHAB24	Generic Elective II: Operations Research	4	4	-	3	40 + 60
	IV	Skill Enhancement Course SEC 2	USHA224	SEC: Digital Literacy and Social Media	2	-	-	2	100
		Skill Enhancement Course SEC 3	USHA324	SEC: Leadership Skills	2	-	-	2	100
		Value Education	UVEDA22* *	Value Education	1	-	-	-	-
Total					30			23	700/800
III	I	Tamil/Language	ULTAC24	Language I: Tamil– III	5	3	-	3	40+ 60
	II	English	UENGC24	Language II: English – III	6	3	-	3	40 + 60
	III	Core Course 5	UCHAE24	Hospital Operations Management – I	5	3	-	5	40 + 60
		Core Course 6	UCHAF24	Human Resource Management and Development	5	5	-	5	40 + 60
		Generic Elective 3	UGEHAC24	Generic Elective III: Accounting for Hospital Administrators – I	4	3	-	3	40 + 60
	IV	Skill Enhancement Course SEC 4	USHA424	SEC: Professional Skills	1	-	-	1	100
		Skill Enhancement Course SEC 5	USHA524	SEC: Communication Skills in Hindi	2	-	-	2	100
		Environmental Science	UNEVS24*	Environmental Studies	1	-	-	-	-
		Value Education	UVEDA22* **	Value Education	1	-	-	-	-
Total					30			22	800

Sem	Part	Category	Paper Code	Title	Hours / Week	Exam		Credits	Marks
						Th	Pr		
IV	I	Tamil/Language	ULTAD24	Language I: Tamil – IV	6	3	-	3	40+ 60
	II	English	UENGD24	Language II: English – IV	5	3	-	3	40 + 60
	III	Core Course 7	UCHAG24	Hospital Operations Management – II	5	5	-	5	40 + 60
		Core Course 8	UCHAH24	Introduction To Research Methodology	5	5	-	5	40 + 60
		Generic Elective 4	UGEHAD24	Generic Elective IV: Accounting for Hospital Administrators – II	4	3	-	3	40 + 60
	IV	Skill Enhancement Course SEC 6	USHA624	SEC: Advanced Excel	2	-	-	2	100
		Skill Enhancement Course SEC 7	USHA724	SEC: Social Entrepreneurship	2	-	-	2	100
		Environmental Science	UNEVS24	Environmental Studies	1	2	-	2	40 + 60
		Value Education	UVEDA22* ***	Value Education	1	-	-	-	-
Total					30			25	900
V	III	Core Course 9	UCHAI24	Quality in Healthcare	5	5	-	4	40 + 60
		Core Course 10	UCHAJ24	Organisational Behaviour	5	5	-	4	40 + 60
		Core Course 11	UCHAK24	Healthcare Laws	5	5	-	4	40 + 60
		Core Course 12	UCHAL24	Project	5	5	-	4	80+20
		Discipline Specific Elective 1A	UEHAA24	Elective: Health Services Marketing	5	5	-	3	40 + 60
		Discipline Specific Elective 1B	UEHAB24	Elective: Digital Marketing					
		Discipline Specific Elective 2A	UEHAC24	Elective: Healthcare Analytics	4	4	-	3	40 + 60
		Discipline Specific Elective 2B	UEHAD24	Elective: Artificial Intelligence	4	4	-	3	40 + 60
IV	Value Education	UVEDA22* ***	Value Education	1	-	-	-	-	
Total					30			22	600
VI	III	Core Course 13	UCHAM24	Public Health and Community	6	6	-	4	40 + 60
		Core Course 14	UCHAN24	Healthcare Supply Chain Management	6	6	-	4	40 + 60
		Core Course 15	UCHAO24	Global Healthcare Systems	6	6	-	4	40 + 60
		Discipline Specific Elective 3A	UEHAE24	Elective: Accounting Packages	5	3	-	3	40 + 60
		Discipline Specific Elective 3B	UEHAF24	Elective: E- Banking					
			Discipline Specific Elective 4A	UEHAG24	Elective: Healthcare Insurance	5	3	-	3
		Discipline Specific Elective 4B	UEHAH24	Elective: Healthcare Economics					
	IV	Summer Internship/Industrial Training	UIHA24	Internship	-	2	-	4	60+40
	Value Education	UVEDA22	Value Education	1	2	-	2	40 + 60	
V	Extension Activity	-	Extension Activity (90 hours)	-	-	-	1	-	
Total					30			23	800
Grand Total					180			140 +2*	4800/4600

- Any one course of the following to be completed during III semester (15 hours teaching and 15 hours activities):
 - i) Fundamentals of Computer and MS Office (Computer Science & B.C.A)
 - Advanced Excel
 - Multimedia Using Flash
 - Photoshop
 - ii) Health and Fitness (Physical Education)

Methods of Evaluation						
S. No.	Category	Assessment Tool	Maximum Marks	Exam Theory	Weightage	
1	Core Courses/Generic & Discipline Specific Electives	I Continuous Assessment (ICA)	50	1 ½ h	35	40
		II Continuous Assessment (IICA)	50	1 ½ h		
		Innovative Component (IC)	5	-	5	
		End Semester Examination	100	3 h		60
2	Foundation Course/Professional Competency SEC/	I Continuous Assessment (ICA)	30	1h	35	40
		II Continuous Assessment (IICA)	30	1 h		
		Innovative Component (IC)	5	-	5	
		End Semester Examination	60	2 h		60
3	EVS	Continuous Assessment (IICA)	25	1 h		40
		Innovative Component (IC)	25	-		
		End Semester Examination	60	2 h		60

Activity-based Assessment for Skill Enhancement Courses:

Activity 1 for Unit I: (Nature of Activity) – 20 marks

Activity 2 for Unit II: (Nature of Activity) – 20 marks

Activity 3 for Unit III: (Nature of Activity) – 20 marks

Activity 4 for Unit IV: (Nature of Activity) – 20 marks

Activity 5 for Unit V: (Nature of Activity) – 20 marks

Nature of Activity – Field visit/Industrial visit/Project (individual or group)/Exhibits/Model making/Hands on training/Lab practice/Product making/Extempore/Block and Tackle/Debate/Report writing/Case study/Interpretation of data or results/Transcription/Quiz (LMS)/Problemsolving/Designing/Role play/Start-up proposal/Research proposal/Poster presentation/Oral presentation (live or video recorded)/Survey (Field or Online)/Group discussion/Problem solving/Problem formulation/Interviews/Concept mapping/Mind mapping/Promoting public awareness etc.

Record of Assessment will be maintained by the course instructors and verified by the Head of the department.

Taxonomy Levels of Assessment	
Recall(K1)	Simpledefinitions,MCQ,Recallsteps,Conceptdefinitions
Understand/Comprehend(K2)	MCQ,True/False,Shortessays,Conceptexplanations,shortsummaryor Overview
Application (K3)	Suggestidea/conceptwithexamples,suggestformulae, Solveproblems, Observe,Explain
Analyze(K4)	Problem-solvingquestions,finishaprocedureinmanysteps,Differentiate betweenvariousideas,Mapknowledge
Evaluate(K5)	Longer essay/Evaluationessay,Critiqueorjustifywithprosandcons
Create(K6)	Checkknowledgeinspecificoroffbeatsituations,Discussion,Debatingor Presentations

PROGRAMME OUTCOMES (PO)

On completion of the UG Programme, the students will be able to:

PO1: Attain knowledge and understand the principles and concepts in the respective discipline.

PO2: Acquire and apply analytical, critical and creative thinking, and problem-solving skills.

PO3: Effectively communicate general and discipline-specific information, ideas and opinions.

PO4: Appreciate biodiversity and enhance eco-consciousness for sustainable

development of the society.

PO5: Emulate positive social values and exercise leadership qualities and team work.

PO6: Pursue higher knowledge, qualify professionally, enhance entrepreneurial skills and contribute towards the needs of the society.

PROGRAMME SPECIFIC OUTCOMES (PSO)

On completion of the UG Programme in BBA Hospital Administration, the students will be able to:

PSO1 - Possess the basic knowledge and skills in managerial domain and healthcare domain.

PSO2 - Demonstrate managerial knowledge and analytical skills in healthcare sector through reflective learning.

PSO3 - Apply appropriate quantitative and qualitative techniques in solving business problems.

PSO4 - Contribute to the sustainable development to the society through professional and entrepreneurial skills.

PSO5 - Attain practical experience through analyzing the past and existing trends.

PSO6 - Understand the ethical implications of decision-making and recognize ethical dilemmas in managerial and healthcare domain.

PO	PSO					
	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
PO1	H	H	H	H	L	M
PO2	M	M	M	H	L	M
PO3	M	M	H	M	M	M
PO4	M	M	M	H	M	H
PO5	H	H	M	M	H	H
PO6	H	H	H	H	M	M

(HIGH - 3, MODERATE - 2, LOW -1)

Consolidated Semester wise and Component wise Credit distribution

Parts	SemI	SemII	SemIII	SemIV	SemV	SemVI	Total Credits
PartI	3	3	3	3	-	-	12
PartII	3	3	3	3	-	-	12
PartIII	13	13	13	14	22	22	97
PartIV	4	4	3	5	-	2	18
PartV	-	-	-	-	-	1	1
Other	-	-	2	-	-	-	2
Total	23	23	24	25	22	25	142

*Part I, II, and Part III components will be separately considered for CGPA calculation and classification for the under graduate programme and the other components. IV, V must be completed during the duration of the programme as per the norms, to be eligible for obtaining the UG degree.

Title of the Course	FUNDAMENTALS OF MANAGEMENT						
Paper No.	Core I						
Category	Core	Year	I	Credits	5	Course Code	UCHAA24
		Semester	I				
Instructional hours per week	Lecture	Tutorial	Lab Practice			Total	
	4	1	-			5	
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<p>1 - To understand the evolution and fundamental concepts related to Business.</p> <p>2 - To develop cognizance of the importance of management principles.</p> <p>3 - To demonstrate the roles, skills and functions of a manager.</p> <p>4 -To diagnose issues and develop optimal managerial decisions in an organizational set up.</p> <p>5 - To understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.</p>						
Course Outline	<p>UNIT-I (15 hours) (K1, K2, K3 & K4)</p> <p>Introduction</p> <p>1.1 Introduction – Definition - Nature</p> <p>1.2 Scope of Management</p> <p>1.3 Functions of Management</p> <p>1.4 Contributions of F W Taylor</p> <p>1.5 Contributions of Henry Fayol</p> <p>1.6 Contributions of Peter Drucker</p>						
	<p>UNIT-II (15 hours) (K1, K2, K3 & K4)</p> <p>Planning</p> <p>2.1 Planning - importance</p> <p>2.2 Types of planning – process</p> <p>2.3 SWOT Analysis to formulate strategy</p> <p>2.4 Decision Making - Types of decision</p> <p>2.5 Process of decision making</p> <p>2.6 Barriers to decision and steps to overcome</p>						

	<p>UNIT-III: (15 hours) (K1, K2, K3 & K4) 3.1 Organizing - types of organization 3.2 Organization charts - Formal and informal organization 3.3 Authority – sources – types of authority – pros and cons 3.4 Delegation – principles of delegation 3.5 Distinction between centralization and decentralization 3.5 Staffing – meaning –importance - Recruitment 3.6 Selection – Training</p>	
	<p>UNIT-IV: (15 hours) (K1, K2, K3 & K4) Direction, Coordination and Controlling 4.1 Directing – nature – significance 4.2 Co-ordination principles 4.3 Distinction between co-ordination and co-operation 4.4 Co-ordination Techniques 4.5 Control – principles 4.5 Control types 4.6 Control techniques</p>	
	<p>UNIT-V:(15 hours) (K1, K2, K3 & K4) Reporting and Budgeting 5.1 Reporting - Nature 5.2 Types of Reports 5.3 Budgeting - Principles 5.4 Objective and Purpose of Budgeting 5.5 Modern Types of budgeting 5.6 Traditional Procedures</p>	
Extended Professional Component (is a part of internal component only, not to be included in the external examination Question paper)	Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS	(To be discussed during the Tutorial hours)
Recommended Text	<ol style="list-style-type: none"> 1. L.M. Prasad - Principles of Management - Sultan Chand and Sons, 8th Edition, 2012. 2. C.B. Gupta - Business Management - Sultan Chand and Sons, 7th Edition, 2013. 3. Chhabra, T. N. (2018). Management: Principles and practices 3rd Edition Sun India Publications. 4. Aswathappa, K. (2012). Management: Concepts and practices 1st Edition Tata McGraw-Hill Education. 5. Tripathi, P. C., & Reddy, P. N. (2012). Essentials of management (5th Edition, McGraw-Hill Education. 	

Reference Books	<ol style="list-style-type: none"> 1. Stephens R. Robbins and David A Decenzo - Fundamentals of Management - Pearson Education 7th Edition, 2013 2. H. Koontz and Weihrich - Essentials of Management- Tata McGraw Hill, 8th Edition, 2010 3. Samuel C. Certo - Modern Management - Pearson Education, 9th Edition, 2008 4. Hill, C. W. L., & McShane, S. (2008). Principles of management (1st Edition). McGraw-Hill Education. 5. Robbins, S. P., & Coulter, M. (2017). Management (14th Edition). Pearson.
Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.khanacademy.org/economics-finance-domain/entrepreneurship2 2. https://www.coursera.org/courses?query=management 3. https://hbr.org/topics/management 4. https://www.managementstudyguide.com/ 5. https://onlinecourses.nptel.ac.in

Course Outcomes:

On completion of the course, the students should be able to

- CO1- Understand the management theories, functions and responsibilities of managers.
CO2- Formulate and design plans by suitably applying SWOT in decision making.
CO3- Relate and discuss the process of organising, delegating and staffing in an organisation.
CO4- Recognise the need of directing, coordinating and controlling in the work environment.
CO5- Classify and determine reporting and budgeting process.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	H	M	L	L	M
CO2	H	H	M	M	L	M
CO3	H	H	M	L	L	M
CO4	H	H	M	L	L	M
CO5	H	H	M	L	L	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	L	M	M	M	H
CO2	M	M	H	M	H	H
CO3	H	L	M	H	M	M
CO4	H	L	M	M	M	H
CO5	H	L	M	M	M	M

Title of the Course	FOUNDATION IN HOSPITAL ADMINISTRATION						
Paper No.	Core II						
Category	Core	Year	I	Credits	5	Course Code	UCHAB24
		Sem	I				
Instructional hours per week	Lecture	Tutorial	Lab Practice		Total		
	5	-	-		5		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	1 - To understand the overall healthcare systems 2 - To develop effective Communication skills 3 - To develop essential Analytical skills 4 - To develop effective Computer skills 5 - To develop the personality skills of an individual						
Course Outline	UNIT- I (12 hours) (K1, K2, K3 & K4) Over view of health services 1.1 Medicine – Alternative Medicine 1.2 Hospitals - Types of Hospitals 1.3 Types of Patient - Hospital Departments 1.4 Diseases, treatment and technology 1.5 Medical Vocabulary 1.6 Current Trends in Healthcare						
	UNIT - II (12 hours) (K1, K2, K3 & K4) Communication skills 2.1- Communication- Compelling Communication 2.2 - Enhancing group activity – Interpersonal - Listening 2.3 - Teamwork - Verbal Communication 2.4 - Written Communication 2.5- Audio-Visual Presentations 2.6 – Etiquette						
	UNIT-III: (12 hours) (K1, K2, K3 & K4) Analytical Skills 3.1 Creativity - Problem-solving 3.2 Critical Thinking -solve problems - Decision making 3.3 Logical thinking - Understanding and analyzing issues and problems 3.4 Diagramming- Numerical techniques and analysis 3.5 Study and research skills 3.6 SWOT Analysis						

	UNIT-IV: (12 hours) (K1, K2, K3 & K4) Computer skills 4.1 Microsoft Office - Spreadsheets 4.2 PowerPoint 4.3 Access 4.4 Excel 4.5 Email - Web and Social Skills 4.6 Graphic and Writing Skills	
	UNIT-V:(12 hours) (K1, K2, K3 & K4) Personality Development 5.1 Time management 5.2 Thinking Skills - Determination and Persistence 5.3 Presentation Skills 5.4 Developing Leadership Skills 5.5 Interpersonal Skills 5.6 Positive attitude – Integrity – Treat people with respect	
Extended Professional Component (is a part of internal component only, not to be included in the external examination Question paper)	Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS	(To be discussed during the Tutorial hours)

Recommended Text	1. Asha Kaul - Effective Communication Methods –, PHI Learning, 2000. 2. Peter Norton, Tata Mc.GrawHill – Introduction to Computers, 6 th Edition, 2008. 1. Sakharkar, B. M. (2009). Principles of hospital administration and planning (2nd Edition). Jaypee Brothers Medical Publishers. 2. Srinivasan, D. C., & Sarma, M. S. (2012). Hospital and healthcare administration: A guide to efficient hospital management. Excel Books India. 3. White, K. R., & Griffith, J. R. (2019). The well-managed healthcare organization (9th Edition). Health Administration Press.	
Reference Books	1. V.K.Mahajan – Health Education., 2002 2. John Adair – Effective Communication (Revised Edition): The most important management skill of all (Most Important Management Tool of All) Paperback– Unabridged, 4 Sep 2009. 3. B.S. Sijwalii and Indu Sijwali – A New Approach to REASONING Verbal & Non-Verbal, 1 January 2014. 4. Goel, S. L., & Kumar, R. (2004). <i>Hospital administration and</i>	

	<i>management: Theory and practice.</i> Deep & Deep Publications. 5. Francis, C. M., & de Souza, M. C. (2001). <i>Hospital administration.</i> Jaypee Brothers Medical Publishers.
Website and e-learning source	1. https://www.thehealthcarepolicypodcast.com/ 2. https://www.youtube.com/user/MEDCRAMvideos 3. https://www.youtube.com/user/JohnsHopkinsSPH 4. https://hbr.org/topic/health-care 5. https://healthmanagement.org/

Course Outcomes:

On completion of the course, the students should be able to

CO1 - Understand the functions of various healthcare systems and learn relevant medical terminology

CO2 - Understand, recognize the importance of Communication skills and develop it effectively.

CO3 - Understand and enhance analytical skills.

CO4 - Understand, recognize the importance of computer skills and develop it.

CO5 - Develop the personality skills of an individual.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	M	L	L	M
CO2	H	M	M	L	L	M
CO3	H	H	M	L	L	M
CO4	H	M	M	L	L	M
CO5	H	M	M	L	L	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	M	L	L	L
CO2	L	M	L	L	L	M
CO3	M	H	H	L	M	L
CO4	L	M	L	M	L	L
CO5	L	L	M	M	L	L

Title of the Course	GENERIC ELECTIVE I: MEDICAL STATISTICS						
Paper No.	Generic Elective I						
Category	Elective	Year	I	Credits	3	Course Code	UGEHAA24
		Semester	I				
Instructional hours per week	Lecture	Tutorial	Lab Practice			Total	
	4	-	-			4	
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<ol style="list-style-type: none"> 1. To introduce the basic concepts of statistics. 2. To make decisions based on statistical representation related to hospital administration. 						
Course Outline	<p>UNIT - I (12 hours) (K1, K2, K3 & K4)</p> <p>Matrices</p> <ol style="list-style-type: none"> 1.1 Definition - Types of matrices 1.2 Matrix operations - Determinant of a matrix 1.3 Singular and non-singular matrices 1.4 Inverse of a matrix by co-factor method 1.5 Rank of a matrix 1.6 Solution of system of linear simultaneous equations using Cramer's rule 						
	<p>UNIT-II (12 hours) (K1, K2, K3 & K4)</p> <p>Differentiation</p> <ol style="list-style-type: none"> 2.1 Derivatives of standard functions x^n, e^x, $\log x$, constant (without proof) 2.2 Rules of differentiation (Addition, difference, product, quotient) 2.3 chain rule, Successive differentiation (up to 2nd derivative) 2.4 Uses: Marginal Concepts, Elasticity of demand 2.5 Increasing and decreasing functions 2.6 maxima and minima – break-even point 						
	<p>UNIT-III: (12 hours) (K1, K2, K3 & K4)</p> <p>Classification and Graphical Representation</p> <ol style="list-style-type: none"> 3.1 Introduction - meaning of classification - chief characteristics of classification 3.2 Objects of classification - rules of classification 3.3 Frequency distributions 3.4 Cumulative frequency distribution - bivariate frequency distributions 3.5 Graph of frequency distribution - histogram 3.6 frequency polygon - frequency curve 						

	UNIT-IV: (12 hours) (K1, K2, K3 & K4) Measures of Central Tendency 4.1 Arithmetic mean 4.2 Median 4.3 Mode – Empirical formulae 4.4 Combined and Weighted arithmetic mean 4.5 Geometric mean 4.6 Harmonic mean	
	UNIT-V:(12 hours) (K1, K2, K3 & K4) Measures of Dispersion and Skewness 5.1 Range - quartile deviation 5.2 Mean deviation 5.3 Standard deviation 5.4 Karl Pearson's and Bowley's coefficient of Skewness 5.5 Correlation 5.6 Regression	
Extended Professional Component (is a part of internal component only, not to be included in the external examination Question paper)	Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS	(To be discussed during the Tutorial hours)

Recommended Text	1. P.A. Navnitham, Business Mathematics and Statistics, Jai Publishers, Trichy, 2007. 2. R.S.N. Pillai and Bagavathi, Statistics, S. Chand and Company, New Delhi, 17 th Edition. 3. S.P. Gupta, Statistical Methods, Sultan Chand, 2012. 4. Levin and Rubin, Statistics for Management, Pearson Publication, 8th Edition, 2017. 5. Gupta, S. C., & Kapoor, V. K. (2012). Fundamentals of mathematical statistics (12th Edition). Sultan Chand & Sons.
Reference Books	1. Freedman, D., Pisani, R., & Purves, R. (2007). <i>Statistics</i> (4th Edition). W.W. Norton & Company. 2. Starnes, D. S., Tabor, J., & Moore, D. S. (2015). The practice of statistics (5th Edition). W.H. Freeman and Company. 3. Devore, J. L. (2015). Probability and statistics for engineering and the sciences (9th Edition). Cengage Learning. 4. Weiss, N. A. (2016). Introductory statistics (10th Edition). Pearson. 5. Newbold, P., Carlson, W. L., & Thorne, B. (2019). Statistics for business and economics (9th Edition). Pearson.

Website and e-learning source

1. <https://www.statistics.com/>
2. <https://www.coursera.org/specializations/statistics>
3. <https://www.khanacademy.org/math/statistics-probability>
4. <https://stattrek.com/>
5. https://onlinecourses.swayam2.ac.in/nou24_cm19

Course Outcomes:**On completion of the course, the students should be able to**

1. Solve basic mathematical problems using matrices
2. Use various differentiation techniques
3. Give graphical representation of statistical data
4. Understand the concepts related to statistics
5. Analyze problems related to statistical measures

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	H	H	L	H
CO2	H	M	M	M	M	H
CO3	L	L	L	L	L	H
CO4	H	H	L	M	M	H
CO5	M	M	M	M	M	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	H	H	H	L
CO2	H	H	H	H	H	M
CO3	H	H	H	H	H	L
CO4	H	H	H	H	H	L
CO5	H	H	H	H	H	M

Title of the Course	SKILL ENHANCEMENT COURSE: COMMUNICATION SKILLS IN ENGLISH						
Paper No.	SEC-I						
Category	SEC	Year	I	Credits	2	Course Code	USHA124
		Semester	I				
Instructional Hours per week	Lecture	Tutorial	Lab Practice		Total		
	1	1	-		2		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<ol style="list-style-type: none"> 1. Identify common communication problems that may be holding learners back 2. Perceive what the non-verbal messages are communicating to others 3. Understand the role of communication in the teaching-learning process 4. Learn to communicate through the digital media 5. Understand the importance of empathetic listening and explore communication beyond language. 						
Course Outline	UNIT-I (6 hours)						
	Listening						
	Techniques of Effective Listening						
	<ol style="list-style-type: none"> 1.2 Listening and Comprehension 1.3 Probing Questions 1.4 Barriers to Listening 						
UNIT-II (6 hours)							
Speaking							
<ol style="list-style-type: none"> 2.1 Pronunciation 2.2 Enunciation 2.3 Vocabulary 2.4 Fluency 2.5 Common Errors 							
UNIT-III (6 hours)							
Reading							
<ol style="list-style-type: none"> 3.1 Techniques of Effective Reading 3.2 Gathering Ideas and Information from a Given Text 3.3 Evaluating these Ideas and Information 3.4 Interpreting the Text 							
UNIT-IV (6 hours)							
Writing							
<ol style="list-style-type: none"> 4.1 The Writing Process 4.2 Effective Writing Strategies 4.3 Different Modes of Writing 							

	<p>UNIT-V (6 hours)</p> <p>5.1 Group discussions</p> <p>5.2 Role-play</p> <p>5.3 E-mail – Browsing for assignments</p> <p>5.4 Presentation skills</p> <p>5.5 Use of Google scholars.</p>
Recommended Text	<ol style="list-style-type: none"> 1. Hogue, Ann., First Steps in Academic Writing. Pearson Longman., 1995. 2. Taylor, Shirley, Communication for Business. Pearson Education, 2006. 3. Sharma, S., & Mishra, B. (2017). Communication skills in English. Pearson India. 4. Sharma, S. K., & Tyagi, C. L. (2018). English for business communication. Pearson India. 5. Sen, L. (2013). Communication skills. Oxford University Press.
Reference Books	<ol style="list-style-type: none"> 1. B. S. Sijwali and InduSijwali, You & the Interview Board, Arihant Publications 1st Edition, 2009 2. Hari Mohan Prasad and Rajnish Mohan, How to prepare for Group discussion & Interview, Tata Macgraw Hill Education Private Limited, 1st Edition 2012. 3. Carnegie, D. (2009). How to win friends and influence people. Simon & Schuster. 4. Hanh, T. N. (2013). The art of communicating. HarperOne. 5. Patterson, K., Grenny, J., McMillan, R., & Switzler, A. (2011). Crucial conversations: Tools for talking when stakes are high. McGraw-Hill Education.
Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.coursera.org/courses?query=communication%20skills 2. https://www.gutenberg.org/ 3. https://books.google.com/ 4. https://hbr.org/topic/communication 5. https://www.communicationguys.com/

Course Outcomes:**On completion of the course the student should be able to**

CO1- Get a clear understanding of good communication skills.

CO2- Develop the skill of communicating through drafting various types of letters for business and banking correspondence.

CO3- Improve the vocabulary for daily usage.

CO4- Be able to write discharge summary and consent form related to hospitals. Also prepare the students for group discussions and role plays.

CO5- Develop the skill to make students prepare power-point presentations.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	L	L	M	L	L
CO2	H	L	M	H	M	H
CO3	M	M	L	H	L	H
CO4	M	M	H	H	M	M
CO5	H	M	L	M	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	H	H	H	H
CO2	H	H	H	H	H	H
CO3	H	H	H	H	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	H	H	H

Title of the Course	FC: LIFE SKILLS						
Paper No.	FC						
Category	Foundation Course	Year Semester	I I	Credits	2	Course Code	UFHA24
Instructional Hours per week	Lecture	Tutorial	Lab Practice		Total		
	2	-	-		2		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	1-To understand the importance of Basic Life Support (BLS) 2 - To understand the essentials of Chemical and Radiation Safety 3 - To understand the significance of Hand Hygiene 4 - To understand the aspects of Occupational Health 5 - To understand the mandates of Fire Safety and Disaster Management						
Course Outline	<p>UNIT-I (6 hours) Basic Life Support (BLS) and Chemical Safety 1.1 Immediate Life Support (ILS) 1.2 Sequence of Actions 1.3 Procedure 1.4 Choking 1.5 Chemical Safety 1.6 Physical, health and Environment Hazards</p> <p>UNIT-II (6 hours) Radiation Safety 2.1 Safety Data Sheet 2.2 Personal Protective Equipment 2.3 Radiation Safety 2.4 Radiation and Radioactivity 2.5 Biological Effects – ALARA 2.6 General Radiation safety</p> <p>UNIT-III (6 hours) Hand Hygiene 3.1 Hand hygiene techniques 3.2 Stages of effective hand hygiene 3.3 General rules of hand hygiene at work</p> <p>UNIT-IV (6 hours) Occupational Health 4.1 Introduction to OHSA 4.2 OHSA standards 4.3 Safe and Healthful workplace 4.4 Employer Responsibilities</p>						

	<p>UNIT-V (6 hours)</p> <p>Fire Safety and Disaster Management</p> <p>5.1 Fire - Classes of fire</p> <p>5.2 Types of Fire extinguisher - Dos and Don'ts during fire</p> <p>5.3 Disaster Management - Preparedness – Response – Recovery – Mitigation</p> <p>5.4 Types of disaster – Natural and Man-made disaster</p> <p>5.5 Characteristics and phases of disaster</p> <p>5.6 Disaster impact</p>
Recommended Text	<p>1. K.V.Ramani – Hospital Management – Text and Cases –, 1st edition, Pearson Education India, 2013.</p> <p>2. D.C.Joshi, Mamta Joshi - Hospital Administration – Jaypee Brothers Medical Publishers, 2009.</p> <p>3. National Disaster Management Guidelines—Hospital Safety A publication of: National Disaster Management Authority Government of India NDMA February, 2016.</p> <p>4. OSHA Field Safety and Health Manual - Occupational Safety and Health Administration (OSHA).</p> <p>5. Patient safety assessment manual – WHO – 2nd Edition, 2016</p>
Reference Books	<p>1. Pinto, C. M. (2017). Life skills training for health professionals. Jones & Bartlett Learning.</p> <p>2. Jenkins, S. E. (2019). Life skills education in hospitals: A practical guide. Routledge.</p> <p>3. Brown, M. J. (2016). Hospital-based life skills development for patients. Springer.</p> <p>4. Thompson, L. A. (2018). Essential life skills for healthcare professionals. Oxford University Press.</p> <p>5. Smith, D. R. (2015). Life skills for hospital staff: A comprehensive handbook. Wiley.</p>
Website and e-learning source	<p>1. https://www.coursera.org/courses?query=life%20skills</p> <p>2. https://www.cpr.org/</p> <p>3. https://www.mayoclinic.org/first-aid</p> <p>4. https://www.pulsepoint.org/</p> <p>5. https://www.youtube.com/user/stjohnambulance</p>

Course Outcomes:**On completion of the course the student should be able to**

CO1 - Understand and deliver Basic Life Support (BLS) in case of emergency.

CO2 - Recognize the sources and effects of radiation and learn the principles of Radiation Protection and Safety

CO3 - Understand and demonstrate the various steps of hand hygiene.

CO4 - Comprehend several occupational health hazards and its preventive measures

CO5 - Acquire knowledge on the Fire Safety and Disaster Management and practical exposure to handle fire extinguishers.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	H	M	L	L	M
CO2	H	L	M	L	L	M
CO3	H	L	M	L	L	M
CO4	H	L	M	L	L	M
CO5	H	L	M	L	L	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	L	L	L	L	M	L
CO2	L	L	L	L	L	L
CO3	L	L	L	L	L	L
CO4	L	L	L	L	M	L
CO5	L	L	L	L	M	L

Title of the Course	HEALTHCARE ETHICS						
Paper No.	Core III						
Category	Core	Year	I	Credits	5	Course Code	UCHAC24
		Semester	II				
Instructional hours per week	Lecture	Tutorial	Lab Practice			Total	
	4	1	-			5	
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<p>1 - To understand and recognize the roles, aspects and importance of business ethics</p> <p>2 - To understand and distinguish the various aspects of social responsibilities of business</p> <p>3 - To understand and recognize the fundamental aspects and legal implications of medical ethics</p> <p>4 - To understand, recognize and interrelate various ethical issues within the healthcare context</p> <p>5 - To develop and implement effective ethical systems in business and clinical areas of the hospital</p>						
Course Outline	<p>UNITI (15 hours) (K1, K2, K3 & K4)</p> <p>Corporate Ethics</p> <p>1.1 Role and importance of Business Ethics and Values in Business</p> <p>1.2 Definition of Business Ethics - Impact on Business Policy</p> <p>1.3 Business Strategy and its impact</p> <p>1.4 Types of Ethical Issues – Bribes – Coercion – Deception – Theft – Unfair Discrimination</p> <p>1.5 Professional ethics</p> <p>1.6 Ethics in India</p>						
	<p>UNIT-II (15 hours) (K1, K2, K3 & K4)</p> <p>Corporate Social Responsibility and Distributive Justice</p> <p>2.1 Corporate Social Responsibilities - Purpose</p> <p>2.2 Social Responsibilities towards Shareholders</p> <p>2.3 Employees – Customers, Dealers, Vendors and Government</p> <p>2.4 Examples of CSR in India</p> <p>2.5 Social Audit - Principles</p> <p>2.6 Distributive Justice</p>						

	<p>UNIT-III: (15 hours) (K1, K2, K3 & K4) Codes of Conduct 3.1 Principles of Medical Ethics 3.2 International Code of Ethics 3.3 Duties of a Doctor - Patient –Paramedical 3.4 Health Resources 3.5 Malpractice and Negligence 3.6 Medical Negligence</p>
	<p>UNIT-IV: (15 hours) (K1, K2, K3 & K4) Professional and Personal 4.1 Confidentiality: (Professional Secrecy) 4.2 Rights of Patients 4.3 Consent -Informed Consent 4.4 Privileged Communication 4.5 Irrational Drug Therapy- Human Experimentation 4.6 Clinical Trials</p>
	<p>UNIT-V:(15 hours) (K1, K2, K3 & K4) Emerging Issues 5.1 Sex Pre-selection and Female Feticide 5.2 Reproductive Medicine Ethical Issues in Transplantation 5.3 Assisted Reproductive Technologies 5.4 Surrogacy 5.5 Abortion -Euthanasia 5.6 Organ Donation</p>
<p>Extended Professional Component (is a part of internal component only, not to be included in the external examination question paper)</p>	<p>Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS (To be discussed during the Tutorial hours)</p>
<p>Recommended Text</p>	<ol style="list-style-type: none"> 1. CM Francis, Medical Ethics, Jaypee, 2nd Edition, 2007 2. Shaw William, Business Ethics, Cenage Publishers, 2016 3. Sankaran S, Business Ethics, Margham Publications, 2005 4. Erich E.H. Loewy, Roberta Springer Loewy, Textbook of Healthcare Ethics, Springer, 2nd Edition, 2005. 5. Morrison, E. E., & Furlong, B. (Eds.). (2018). Health care ethics: Critical issues for the 21st century (4th Edition). Jones & Bartlett Learning.

Reference Books	<ol style="list-style-type: none"> 1. Monagle, J. F., & Thomasma, D. C. (2016). Healthcare ethics: A comprehensive introduction (2nd Edition). Georgetown University Press. 2. Purtilo, R. B., Doherty, R. F., & Schmidt, P. A. (2018). Ethical dimensions in the health professions (6th Edition). Elsevier. 3. Darr, K. (2018). Ethics in health services management (5th Edition). Routledge. 4. Beauchamp, T. L., & Childress, J. F. (2019). Principles of biomedical ethics (8th Edition). Oxford University Press. 5. Vaughn, L. (2019). Bioethics: Principles, issues, and cases (3rd Edition). Oxford University Press.
Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.coursera.org/courses?query=healthcare%20ethics 2. https://www.khanacademy.org/test-prep/mcat/social-inequality/social-structures/v/medical-ethics 3. https://www.ncbi.nlm.nih.gov/books/ 4. https://www.bioethics.net/ 5. https://www.gutenberg.org/

Course Outcomes:

On completion of the course, the students should be able to

CO1 - Understand and recognize the role of ethics in business.
CO2 - Understand and recognize the social responsibilities of business entities towards staff, stakeholders and community
CO3 - Understand and interrelate fundamental aspects of medical ethics
CO4 - Recognize and infer various aspects of healthcare and research which may infringe on patient rights
CO5 - Distinguish various aspects of end and beginning of life ethical issues and ensure ethical compliance.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	H	M	M	M	H
CO2	H	H	M	M	H	H
CO3	H	H	M	M	H	H
CO4	H	H	M	M	H	H
CO5	H	H	M	M	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	M	L	L	M	M	H
CO2	M	L	L	H	M	H
CO3	H	M	L	M	M	H
CO4	H	M	L	L	M	H
CO5	H	H	M	L	L	H

Title of the Course	MEDICAL TERMINOLOGY						
Paper No.	Core IV						
Category	Core	Year	I	Credits	5	Course Code	UCHAD24
		Semester	II				
Instructional hours per week	Lecture	Tutorial	Lab Practice			Total	
	5	-	-			5	
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	1 - To understand and recognize the whole-organization of the body 2 - To understand and distinguish the various Musculo-Skeletal system 3 - To understand and distinguish the various Digestive system 4 - To understand and read standard medical abbreviations 5 - To understand and implement right usage of medical terms						
Course Outline	<p>UNIT I (12 hours) (K1, K2, K3 & K4) Basic Medical Terminology 1.1 Basic concepts 1.2 Definition of medical terminology 1.3 Purpose of learning Medical Terminology 1.4 Origin of Medical Terms 1.5 Derivations from other languages, living creatures, colours, weapons 1.6 Phobias</p>						
	<p>UNIT-II (12 hours) (K1, K2, K3 & K4) Components of Medical Terms 2.1 Roots - Prefixes - Suffixes 2.2 Systems wise Symptomatic 2.3 Diagnostic Terms related to whole body 2.4 Operative Terms related to whole body 2.5 Analysis of medical terms 2.6 Standard Medical Abbreviations</p>						
	<p>UNIT-III: (12 hours) (K1, K2, K3 & K4) Anatomy and Physiology 3.1 Definition of the terms Anatomy 3.2 Definition of the terms Physiology 3.3 Types of Anatomy - Definition of terms used to describe the parts of the body 3.4 Definition of various regions of the body 3.5 The body as a whole-organization of the body: Cells, tissues, organs 3.6 Membranes and glands</p>						

	<p>UNIT-IV: (12 hours) (K1, K2, K3 & K4) Anatomic and Physiological Description 4.1 <u>Musculo-Skeletal System</u> - Bone types, structure, functions - Joints, structure and functions - Ligaments, and tendons - Muscles, types, structure and functions of muscles – Related Diseases, types of fractures. 4.2 <u>Nervous System</u> - functions of neurons – Central, Peripheral nervous and Autonomous nerves systems - Related Diseases 4.3 <u>Cardiovascular System</u>- Heart-position, structure, conduction system, functions and cardiac cycle - Blood vessels, Circulation of blood; Systemic, pulmonary and portal - Blood pressure and pulse – Related Diseases 4.4 <u>Lymphatic system</u>-Lymph vessels, glands, ducts and lymph circulation - Lymph nodes in the body, spleen – Related Diseases 4.5 <u>Respiratory System</u> - Structure and function of respiratory organs - Physiology of respiration –Related Diseases. 4.6 <u>Sensory organs</u>: Structure and function of the Eye [vision], the Ear [hearing], Taste [tongue]</p>
	<p>UNIT-V:(12 hours) (K1, K2, K3 & K4) Anatomic and Physiological Description 5.1 <u>Digestive System</u> - Structure and functions of organs of digestion and accessory organs - Process of digestion and absorption – Related Diseases 5.2 <u>Excretory Systems</u>- Structure and function of the organs of the Urinary system - Structure and functions of Skin [Integumentary System] - Regulation of body temperature – Related Diseases 5.3 <u>Endocrine System</u> - Structure and functions of endocrine glands-(Pituitary Pancreas, thyroid, parathyroid, thymus, adrenal) – Related Diseases 5.4 <u>Sense Organs</u> - Structure and functions of Eye, Ear, Nose and tongue - Physiology of vision, hearing and equilibrium – Related Diseases 5.5 <u>Genito Urinary System</u> - Female reproductive system: Structure and functions of female reproductive organs [Uterus, fallopian tube, ovary] menstrual cycle, menopause and process of reproduction - Male reproductive system: Structure and functions of organs - Diseases related to reproductive system, antenatal, maternal and neonatal conditions 5.6 <u>Psychiatry conditions</u> – Anxiety, depression, mental retardation, personality disorder, psychosis, psycho-physiologic disorder</p>
<p>Extended Professional Component (is a part of internal component only, not to be included in the external examination question paper)</p>	<p>Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS (To be discussed during the Tutorial hours)</p>

Recommended Text	<ol style="list-style-type: none"> 1. Mr. Immanuel Ratinaraj Asher – Introduction to Medical Terminology. 2. Mr. Immanuel Ratinaraj Asher – Handbook of Medical Record Policies and procedures – for Medical Record professionals. 3. An Illustrated Guide by Barbara J. Cohen and Ann De Petris - Medical Terminology, 1 February 2016. 4. Medical Review – Medical Abbreviations For Medical Students And Healthcare Professionals Kindle Edition. 5. Dorland – Dorland's Pocket Medical Dictionary, 29e Paperback – 10 Nov 2013.
Reference Books	<ol style="list-style-type: none"> 1. McLaughlin, B. (2015). Understanding medical terminology: A programmed learning approach (5th Edition). F.A. Davis Company. 2. Allan, D., Basco, R., & Lockyer, K. (2017). Medical language for modern health care (4th Edition). McGraw-Hill Education. 3. Gyls, B. A., & Wedding, M. E. (2018). Medical terminology systems: A body systems approach (8th Edition). F.A. Davis Company. 4. Chabner, D. E. (2019). The language of medicine (12th Edition). Saunders. 5. Lockyer, K., & Allan, D. (2017). Essentials of medical language (3rd Edition). McGraw-Hill Education.
Website and e-learning source	<ol style="list-style-type: none"> 1. https://alison.com/course/introduction-to-medical-terminology 2. https://www.coursera.org/courses?query=medical%20terminology 3. https://www.mayoclinic.org/medical-professionals/medical-dictionary 4. https://www.youtube.com/user/khanacademymedicine 5. https://www.coursera.org/courses?query=medical%20terminology

<p>Course Outcomes:</p> <p>On completion of the course, the students should be able to</p> <p>CO1 - Understand and recognize the fundamentals of Anatomy and Physiology</p> <p>CO2 - Comprehend various Musculo-Skeletal System of a human body</p> <p>CO3 - Recognize and understand cardio-vascular system, respiratory system, digestive system and excretory system.</p> <p>CO4 - Develop ability to read and understand medical documentation and medical literature.</p> <p>CO5 - Recognize and learn the meanings of Standard Medical Abbreviations.</p>

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	L	H	L	L	M
CO2	H	L	H	L	L	M
CO3	H	L	H	L	L	M
CO4	H	L	H	L	L	M
CO5	H	L	H	L	L	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	L	L	L	L
CO2	M	H	L	L	L	L
CO3	M	H	L	L	L	L
CO4	H	H	L	L	M	M
CO5	M	H	L	L	L	L

Title of the Course	GENERIC ELECTIVE II: OPERATIONS RESEARCH						
Paper No.	Generic Elective II						
Category	Core	Year	I	Credits	3	Course Code	UGEHAB24
		Semester	II				
Instructional hours per week	Lecture	Tutorial	Lab Practice			Total	
	4	-	-			4	
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<ol style="list-style-type: none"> 1. To introduce the techniques of solving problems in the field of industry, marketing and finance 2. To create awareness about optimization in the utility of resources 						
Course Outline	<p>UNIT-I (12 hours) (K1, K2, K3 & K4) Introduction and Linear Programming 1.1 Operations research: Definition – Scope 1.2 Characteristics 1.3 Linear programming 1.4 Formulation 1.5 Graphical method 1.6 Regular simplex method (Simple Problems)</p>						
	<p>UNIT-II (12 hours) (K1, K2, K3 & K4) Transportation Model 2.1 Transportation Problem – Introduction 2.2 Initial basic feasible solution (North West Corner) 2.3 Initial basic feasible solution (Least Cost VAM) 2.4 Unbalanced Transportation problem 2.5 Maximization problem 2.6 Test of Optimality using MODI method (excluding Degeneracy)</p>						
	<p>UNIT-III: (12 hours) (K1, K2, K3 & K4) Assignment Model 3.1 Assignment problem – Introduction 3.2 Minimal assignment problem - Balanced 3.3 Minimal assignment problem - Unbalanced 3.4 Restricted Assignment problem 3.5 Maximization problem – Balanced 3.6 Maximization problem – Unbalanced</p>						

	UNIT-IV: (12 hours) (K1, K2, K3 & K4) Network Analysis: CPM and PERT Computations 4.1 Construction – The Network – Numbering the events 4.2 Different time calculations – representation in tabular form 4.3 Total, Independent and Free float 4.4 Calculation of critical path and project duration 4.5 Basic steps in PERT – Difference between CPM and PERT 4.6 Calculation of critical path and project duration	
	UNIT-V:(12 hours) (K1, K2, K3 & K4) Game Theory 5.1 Game theory – Meaning – Saddle point 5.2 Pure Strategy 5.3 Mixed Strategy 5.4 Dominance property 5.5 Solving 2 x m game using graphical method (excluding L.P.P) 5.6 Solving n x 2 game using graphical method (excluding L.P.P)	
Extended Professional Component (is a part of internal component only, not to be included in the external examination question paper)	Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS	(To be discussed during the Tutorial hours)

Recommended Text	1. Premkumar Gupta and Hira D.S. - Introduction to Operations Research, 1 st Edition – S.Chand Company Ltd., 1998. 2. Vittal P.R - Introduction to Operations Research, 1 st Edition - Margham Publishers – 1999. 3. S. D. Sharma - Operations Research: Theory and Applications - KedarNath Ram Nath - 2020 4. KantiSwarup, P.K. Gupta, and Man Mohan - Operations Research: Theory and Applications - Sultan Chand & Sons - 2017 5. Taha, Hamdy A. - Operations Research: An Introduction - Pearson – 2016
Reference Books	1. J.K. Sharma - Operations Research: Theory and Applications - Macmillan Publishers - 2016 2. Hillier, Frederick S., Lieberman, Gerald J. - Introduction to Operations Research - McGraw-Hill Education - 2020 3. Ravindran, A., Phillips, D. J., Solberg, J. J. - Operations Research: Principles and Practice - Wiley - 2017 4. Gupta, P.K., Hira, D.S. - Operations Research - S. Chand Publishing –

	2018 5. Winston, Wayne L. - Operations Research: Applications and Algorithms - Cengage Learning - 2019
Website and e-learning source	1. https://www.coursera.org/courses?query=operations%20management 2. https://onlinecourses.swayam2.ac.in/cec24_ma05 3. https://www.simio.com/ 4. https://www.informs.org/ 5. https://youtu.be/d2RWEI5E54g?si=9Emf1O7rqF6zoXME

Course Outcomes:

On completion of the course, the students should be able to

1. Understand the basic operations research concepts and solve linear programming problems.
2. Analyze real-life situation using transportation models.
3. Assign jobs to different machines using assignment models.
4. Use knowledge of Network Analysis in Hospital Administration.
5. Acquire wide knowledge in Game Theory.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	H	H	L	H
CO2	H	M	M	M	M	H
CO3	L	L	L	L	L	H
CO4	H	H	L	M	M	H
CO5	M	M	M	M	M	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	H	H	H	L
CO2	H	H	H	H	H	M
CO3	H	H	H	H	H	L
CO4	H	H	H	H	H	L
CO5	H	H	H	H	H	M

Title of the Course	SKILL ENHANCEMENT COURSE: DIGITAL LITERACY AND SOCIAL MEDIA						
Paper No.	SEC-II						
Category	SEC	Year	II	Credits	2	Course Code	USHA224
		Semester	III				
Instructional hours per week	Lecture	Tutorial	Lab Practice		Total		
	1	1	-		2		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	1. Define the meaning of digital literacy and its role in professional life. 2. Describe the basics of trending technologies like machine learning, artificial intelligence, and the Internet of Things (IoT). 3. Describe the importance of social media in digital marketing.						
Course outline	UNIT-I (6 hours) Basic Computer Skills Introduction to Microsoft (MS) Office Suite - Open Educational Resources						
	UNIT-II (6 hours) Basic Virtual Platforms Zoom - Google Meet - Cisco WebEx -MS Teams						
	UNIT-III (6 hours) Trending Technologies Machine Learning - Artificial Intelligence (AI) - Internet of Things (IoT)						
	UNIT-IV (6 hours) Social Media Introduction to Social Media Websites - Advantages of Social Media - Ethics and Etiquettes of Social Media - How to Use Google Search Better? - Effective Ways of Using Social Media						
	UNIT-V (6 hours) Digital Marketing Introduction to Digital Marketing - Traditional Marketing versus Digital Marketing -Digital Marketing Tools - Social Media for Digital Marketing - Digital Marketing Analytics.						
Website and e-learning source	1. Sherman. (2021, February 2). What is Digital Marketing? Here's Everything You Need to Know. Lyfe Marketing. https://www.lyfemarketing.com/blog/what-is-digital-marketing/ 2. Trzyna, J. (2019). Does Digital marketing really work? Quora.						

<https://www.quora.com/>
 3. Alexander, L. (2022, November 30). The Who, What, why, & How of Digital Marketing. HubSpot. <https://blog.hubspot.com/marketing/what-is-digital-marketing>
 4. Hindy, J. (n.d.). 20 Google Search Tips to Use Google More Efficiently. Lifehack. <https://www.lifehack.org/articles/technology/20-tips-use-google-search-efficiently.html>
 Sharma, S. (2020). What are the advantages and disadvantages of social media? Quora. <https://www.quora.com/What-are-the-advantages-and-disadvantages-of-social-media-1/>

Course Outcomes:
On completion of the course the student should be able to
 CO1 -Use digital literacy in their professional life for communication.
 CO2 - Apply basic functionalities of trending technologies like machine learning, artificial intelligence, and IoT.
 CO3 - Demonstrate the effectiveness of digital marketing for business and using the tools to reach a global audience

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	L	L	M	L	L
CO2	H	L	M	H	M	H
CO3	M	M	L	H	L	H
CO4	M	M	H	H	M	M
CO5	H	M	L	M	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	M	M	M	M	L
CO2	M	M	H	H	M	L
CO3	M	H	M	M	L	L
CO4	L	M	M	L	L	L
CO5	H	M	M	L	L	M

Title of the Course	SKILL ENHANCEMENT COURSE: LEADERSHIP SKILLS						
Paper No.	SEC III						
Category	SEC	Year	I	Credits	2	Course Code	USHA324
		Semester	II				
Instructional hours per week	Lecture	Tutorial	Lab Practice		Total		
	2	-	-		2		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<ol style="list-style-type: none"> 1. Develop essential leadership skills to influence and motivate others. 2. Inculcate emotional and social intelligence and integrative thinking for effective leadership. 3. Create and maintain an effective and motivated team to work for society. 4. Nurture a creative and entrepreneurial mindset. 5. Make learners understand personal values and apply ethical principles in professional and social contexts. 						
Course Outline	UNIT-I (6 hours) Understanding Leadership 1.1 Understanding Leadership 1.2 Importance of leadership 1.3 Models of Leadership 1.4 Basic Leadership Skills – Motivation - Negotiation 1.5 Teamwork 1.6 Networking						
	UNIT-II (6 hours) Managerial Skills 2.1. Basic Managerial Skills 2.2 Self-management Skills 2.3 Emotional Quotient 2.4 Developing Self-Awareness 2.5 JOHARI Window 2.6 Time Management						
	UNIT-III (6 hours) Innovative Leadership 3.1 Concept of emotional Intelligence 3.2 Concept of social intelligence 3.3 Synthesis of human and artificial intelligence 3.4 Innovative Leadership 3.5 Gender differences in leadership styles 3.6 Cross-cultural leadership competencies						
	UNIT-IV (6 hours) Ethics and Integrity 4.1 Learning through biographies						

	<p>4.2 Ethics and Conduct 4.3 Innovative Leadership 4.4 Drawing insights for leadership. 4.5 Personal and professional moral codes of conduct 4.6 Ethical decision-making.</p> <p>UNIT-V (6 hours) Contemporary Issues in Leadership 5.1 Technology and leadership 5.2 Sustainability and responsible leadership 5.3 Transformational Leadership 5.4 Transactional Leadership 5.5 Future trends in leadership 5.6 Case Studies</p>
Recommended Text	<ol style="list-style-type: none"> 1. Ashokan, M. S. (2015). Karmayogi: A Biography of E. Sreedharan. Penguin Random House, London, UK 2. Martin, R. (2007). How successful leaders think. Harvard Business Review 85(6), 60. 3. Maxwell, J. C. (2007). The 21 Irrefutable Laws of Leadership. 10th Ed. Nashville, USA: 4. Thomas Nelson. Sinek, S. (2009). Start with Why: How Great Leaders Inspire Everyone to Take Action. Portfolio London: Penguin. 5. Northouse, P. G. (2021). Leadership: Theory and Practice (8th ed.). Sage Publications.
Website and e-learning source	<p>Fries, K. (2019). Eight Essential Qualities That Define Great Leadership. Forbes. https://www.forbes.com/sites/kimberlyfries/2018/02/08/8-essentialqualities-that-define-greatleadership/ 452ecc963b63.</p> <ol style="list-style-type: none"> 2. Akhilesh, K. B. (n.d). Lecture no 9 Leadership in the NPTEL Course on Evolution of Management. https://nptel.ac.in/courses/122/108/122108038 3. Harvard Business Review articles on leadership 4. TED Talks on leadership and management 5. Leadership self-assessment tools and online resources

Course Outcomes:**On completion of the course the student should be able to**

CO1- Examine various leadership models and understand/assess their skills, strengths and abilities that affect their own leadership style.

CO2- Create their leadership vision.

CO3- Learn and demonstrate a set of practical skills such as time management, self-management, handling conflicts, and team leadership.

CO4-Apply the design thinking approaches for leadership.

CO5- Appreciate the importance of ethics and moral values for the making of a balanced personality.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	L	L	M	L	L
CO2	H	L	M	H	M	H
CO3	M	M	L	H	L	H
CO4	M	M	H	H	M	M
CO5	H	M	L	M	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	L	H	H	M	M	H
CO2	H	H	M	L	M	L
CO3	M	M	H	H	L	L
CO4	L	L	H	M	M	L
CO5	H	H	L	L	M	L

Title of the Course	HOSPITAL OPERATIONS MANAGEMENT – I						
Paper No.	Core V						
Category	Core	Year	II	Credits	5	Course Code	UCHAE24
		Semester	III				
Instructional hours per week	Lecture	Tutorial	Lab Practice			Total	
	4	1	-			5	
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<p>1- To understand the hospital organization and management model.</p> <p>2 - To illustrate the importance and functions of Out-Patient and In-patient services in hospital.</p> <p>3 -To recognize the role of nursing services and factors which influence the number of nurses.</p> <p>4 - To understand and determine the factors which contribute to the development of hospital.</p> <p>5 - To learn the infection and implementation of Hospital Infection Control programme.</p>						
Course Outline	<p>UNIT-I (15 hours) (K1, K2, K3 & K4)</p> <p>Organization of the Hospital</p> <p>1.1 Over view of health services - Types of Patients</p> <p>1.2 Healthcare Models and Emerging Models - Types of Hospitals</p> <p>1.3 Management Structure of Hospitals</p> <p>1.4 Hospital Committees</p> <p>1.5 Relationship with other Organization - Essential Hospital Operations Indicator</p> <p>1.6 Current trends in healthcare</p>						
	<p>UNIT-II (15 hours) (K1, K2, K3 & K4)</p> <p>Outpatient and Inpatient Service</p> <p>2.1 Outpatient Service - Inpatient Service & Admitting Department</p> <p>2.2 Surgical Services and Operating Theatre – ICU</p> <p>2.3 Specialty Services - Accident and Emergency</p> <p>2.4 Surgical Specialties and Anesthesiology - Medical Specialties</p> <p>2.5 Community Medicine and Family Medicine - Paramedical Services</p> <p>2.6 Alternative Health Care System</p>						
	<p>UNIT-III: (15 hours) (K1, K2, K3 & K4)</p> <p>Nursing Service</p> <p>3.1 Objectives</p> <p>3.2 Responsibilities of Nursing Services</p> <p>3.3 Organization of Nursing Services</p> <p>3.4 Nursing Process</p>						

	3.5 Patient Care 3.6 Ward Management
	UNIT-IV: (15 hours) (K1, K2, K3 & K4) Hospital Infection Control 4.1 Surveillance and Reporting of Infection 4.2 Roots of spread of infection - High Risk areas in Hospital 4.3 Employee Health 4.4 Preventing Transmission of Infection 4.5 Infection control committee - Hospital infection control programme 4.6 Biomedical Waste Disposal
	UNIT-V:(15 hours) (K1, K2, K3 & K4) Clinical Support Services 5.1 Chaplain and Counseling 5.2 Pharmacy – Laboratories - Blood Bank 5.3 Occupational therapy – Physiotherapy - Speech therapy 5.4 Radiology - Diagnostics service 5.5 Nuclear Medicine - Catheterization Lab 5.6 Radiation therapy – ALC
Extended Professional Component (is a part of internal component only, not to be included in the external examination question paper)	Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS (To be discussed during the Tutorial hours)
Recommended Text	1. Harris M G & Assoc - Managing Health Service: Concept & Practices. MacLennan & Petty: Sydney, 2003. 2. Kunders G.D Facilities Planning and Arrangement in Healthcare, Prison Books Pvt. LTD, 2004. 3. Sakharkar B.M Principles of Hospital Administration and Planning, 2 nd edition, Jaypee, New Delhi, 2009. 4. Syed Amin Tablish - Hospital and Nursing Homes Planning, Organizations and Management, 1st edition, Jaypee, New Delhi, 2005. 5. Sharma -Step By Step Hospital Designing and Planning With Photo Cd Rom (Dr.Malhotra'S Series), 1 January 2010.
Reference Books	1. Lewis, P. (2016). Healthcare operations management (3rd Edition). Health Administration Press. 2. Delener, N., & Kendirli, S. (2019). Operations management for healthcare services: A concise guide. Business Expert Press. 3. Langabeer II, J. R., & Helton, J. (2015). Healthcare operations management: A systems perspective (1st Edition). Jones & Bartlett Learning. 4. Dunleavy, T. M., & Huston, C. J. (2014). Healthcare operations management. Health Administration Press. 5. McLaughlin, D. B., & Hays, J. M. (2019). Healthcare operations management (3rd Edition). Health Administration Press.

Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.coursera.org/courses?query=hospital%20operations%20management 2. https://www.edx.org/learn/healthcare-administration 3. https://books.google.com/ 4. https://www.healthaffairs.org/ 5. https://hbr.org/industry/health-care
--------------------------------------	--

Course Outcomes:

On completion of the course, the students should be able to

CO1- Understand the classifications of hospitals, roles of hospital administrators, essential hospital operations indicator and current trends in healthcare.

CO2- Recognize and interrelate functions and layout of OPD, inpatient services and different forms of ward.

CO3- Understand the role and tasks of a nurse and determine the nursing staff requirement in a hospital.

CO4- Gain knowledge in function of Hospital Infection Control Committee in the hospital and understand the prevalence of infection and the role of Hospital Infection Control.

CO5- Understand the functions of these clinical support services and able to categorize the same.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	L	M	M	L	H
CO2	H	L	M	M	L	H
CO3	H	L	M	M	L	H
CO4	H	L	M	M	L	H
CO5	H	L	M	M	L	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	M	L	L	M	M	H
CO2	M	L	L	H	M	H
CO3	H	M	L	M	M	H
CO4	H	M	L	L	M	H
CO5	H	H	M	L	L	H

Title of the Course	HUMAN RESOURCE MANAGEMENT AND DEVELOPMENT						
Paper No.	Core VI						
Category	Core	Year	II	Credits	5	Course Code	UCHAF24
		Semester	III				
Instructional hours per week	Lecture	Tutorial	Lab Practice			Total	
	4	1	-			5	
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<ol style="list-style-type: none"> 1.To enable and understand the HR Management and system at various levels in general and in certain specific industries or organizations. 2.To focus and analyze the issues and strategies required to select and develop manpower resources. 3.To develop relevant skills necessary for application in HR related issues. 4.To integrate the understanding of various HR concepts along with the domain concept to make correct business decisions. 5.To understand the development, implementation, and evaluation of organizational health and safety policies and practices. 						
Course Outline	<p>UNITI (15 hours) (K1, K2, K3 & K4)</p> <p>Introduction</p> <ol style="list-style-type: none"> 1.1 Introduction, scope and objectives of HRM 1.2 HRM Planning need and advantages 1.3 HRM planning process 1.4 Human Resource Information System 1.5 Difference between HRM and personnel management. 1.6 Qualities of HR Manager 						
	<p>UNIT-II (15 hours) (K1, K2, K3 & K4)</p> <p>HR Functions I</p> <ol style="list-style-type: none"> 2.1 Recruitment 2.2 Selection 2.3 Induction and Orientation 2.4 Performance Appraisal 2.5 Methods of Performance Appraisal 2.6 Training 						
	<p>UNIT-III: (15 hours) (K1, K2, K3 & K4)</p> <p>HR Functions II</p> <ol style="list-style-type: none"> 3.1 Talent acquisition and retention 3.2 Career planning 3.3 Quality work life 3.4 Job Analysis 3.5 Job design 3.6 Participative Management 						

	<p>UNIT-IV: (15 hours) (K1, K2, K3 & K4)</p> <p>Welfare Measures and Disputes</p> <p>4.1 Employee welfare 4.2 Safety Programs 4.3 Health 4.4 Job stress 4.5 Trade Union 4.6 Causes and Settlement of Disputes</p>
	<p>UNIT-V:(15 hours) (K1, K2, K3 & K4)</p> <p>Ethics and Challenges</p> <p>5.1 Separations 5.2 HR audit 5.3 Values and Ethics in HRM 5.4 Ethical issues in HRM 5.5 Challenges in HRM 5.6 Evolution of Human Resource management and its role in hospitals</p>
<p>Extended Professional Component (is a part of internal component only, not to be included in the external examination question paper)</p>	<p>Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS (To be discussed during the Tutorial hours)</p>
<p>Recommended Text</p>	<ol style="list-style-type: none"> 1. Aswatappa, Human Resource Management and Personnel Management, Tata McGraw Hill Publications, Eighth Edition, 2017. 2. V.S.P.Rao, Human Resource Management: Text and Cases, Excel Books, 3rd Edition, 2010. 3. P L Rao, Human Resource Management, Excel Books, 2004. 4. P C Tripathi, Human Resource Development, Sultan Chand & Sons, 1999. 5. R.C. Goyal and D. K. Sharma, <u>Hospital Administration and Human Resource Management</u>, 7th Revised Edition, 2017.
<p>Reference Books</p>	<ol style="list-style-type: none"> 1. Bratton, J., & Gold, J. (2017). Human resource management: Theory and practice* (6th Edition). Palgrave Macmillan. 2. Mathis, R. L., & Jackson, J. H. (2017). Human resource management: Essential perspectives* (7th Edition). Cengage Learning. 3. Snell, S. A., Morris, S. S., & Bohlander, G. W. (2015). Managing human resources (17th Edition). Cengage Learning. 4. Mello, J. A. (2019). Strategic human resource management: Theory and practice (5th Edition). Cengage Learning. 5. DeCenzo, D. A., Robbins, S. P., & Verhulst, S. L. (2019). Fundamentals of human resource management (13th Edition). Wiley.

Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.shrm.org/ 2. https://www.hrzone.com/ 3. https://www.hr.com/ 4. https://www.linkedin.com/learning/topics/hr 5. https://www.hrbartender.com/
--------------------------------------	--

Course Outcomes:

On completion of the course, the students should be able to

1. Gain knowledge in basic concepts of Human Resource Management and enable in drafting an HR planning model.
2. Develop the competency to recruit select, train employees and appraise the performance of the employees.
3. Understand the nature of a job and role of employees using job analysis and job design to attain Quality Work Life and participate in the decision making process.
4. Understand the various employee benefits safety, health and welfare measures adopted in an organization to acquire the ability to handle employee issues and learn the new trends in HRM
5. Inculcate values and ethics in Human Resource Management.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	L	L	M	M
CO2	H	M	L	M	M	M
CO3	H	M	M	M	M	M
CO4	H	L	L	L	M	M
CO5	H	L	M	M	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	M	M	M	H
CO2	H	M	H	H	M	H
CO3	H	M	M	M	M	H
CO4	H	M	M	M	M	H
CO5	H	M	M	M	M	H

Title of the Course	GENERIC ELECTIVE III: ACCOUNTING FOR HOSPITAL ADMINISTRATORS – I						
Paper No.	Generic Elective III						
Category	Elective	Year	II	Credits	3	Course Code	UGEHAC24
		Semester	III				
Instructional hours per week	Lecture	Tutorial	Lab Practice		Total		
	4		-		4		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	1- To understand the accounting concepts, principles and framework to analyse and effectively communicate information to a variety of stakeholders. 2- To apply the dual entry recording framework to a series of transactions that results in a balance sheet. 3- To develop the skill of recording financial transactions and preparation of reports in accordance with GAAP. 4- To equip with the knowledge of accounting process and preparation of final accounts of sole trader, partnerships and companies. 5 - To facilitate them to prepare Final accounts of Non- Trading concerns.						
Course Outline	UNIT -I (15 hours) (K1, K2, K3 & K4) Introduction to Concepts 1.1 Definition of Accounting – Financial Accounting 1.2 Objectives- Functions of Financial Accounting- Limitations 1.3 Meaning of Accounting Principles- Concepts and Conventions 1.4 System of Book keeping- Single Entry System – Double Entry System 1.5 Accounting Equation – Rules for Accounting Equation 1.6 Uses of Computer in Accounting						
	UNIT-II (15 hours) (K1, K2, K3 & K4) Journal and Ledger 2.1 Accounting Cycle – Introduction 2.2 Journal and Journalizing 2.3 Classification of Accounts 2.4 Ledger – Meaning of Ledger 2.5 Method of preparing an Account – Posting in the Ledger – Balancing of Ledger 2.6 Distinction between Journal and Ledger						
	UNIT-III: (15 hours) (K1, K2, K3 & K4) Books of Accounts 3.1 Subsidiary Books – Preparation of different Subsidiary						

	<p>Books</p> <p>3.2 Sales Book – Sales Returns Book</p> <p>3.3 Purchase Book – Purchase Return Book</p> <p>3.4 Cash Book – Types - Petty Cash Book</p> <p>3.5 Bill Receivable Book – Bills Payable Book</p> <p>3.6 General Journal or Journal Proper</p>
	<p>UNIT-IV: (15 hours) (K1, K2, K3 & K4)</p> <p>Final Accounts</p> <p>4.1 Trial Balance – Meaning</p> <p>4.2 Definition – Objectives</p> <p>4.3 Preparation of Manufacturing Account</p> <p>4.4 Final Accounts – Trading Account</p> <p>4.5 Profit and Loss Account</p> <p>4.6 Balance Sheet with adjustments (Simple problems)</p>
	<p>UNIT-V:(15 hours) (K1, K2, K3 & K4)</p> <p>Non- Trading Accounts</p> <p>5.1 Introduction to Non- Trading organizations</p> <p>5.2 Capital and Revenue</p> <p>5.3 Accounts of Non- Trading organizations</p> <p>5.4 Income and Expenditure Account</p> <p>5.5 Receipts and Payments Account</p> <p>5.6 Balance Sheet Traditional Procedures.</p>
Extended Professional Component (is a part of internal component only, not to be included in the external examination question paper)	<p>Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS</p> <p>(To be discussed during the Tutorial hours)</p>
Recommended Text	<ol style="list-style-type: none"> 1. Jain S.P. and Narang K.L. - Advanced Accounting - Kalyani Publishers, New Delhi 2005. 2. S.N.Maheswari and Sharad K Maheswari – Principles of Financial Accounting – Vikas Publishing House Pvt Ltd – 2013. 3. Reddy T.S. and Murthy A- Financial Accounting- Margham Publications, Chennai, 2007 4. Nagarajan K.L., Vinayagam N. and Mani P.L. - Principles of Accountancy - Eurasia Publishing House, New Delhi, 2006 5. Grewal T.S - Double Entry Book- S. Chand and Co, New Delhi, 2005
Reference Books	<ol style="list-style-type: none"> 1. Paresh Shah - Financial Accounting for Business Managers - McGraw Hill Education - 2020 2. M. N. Arora - Financial Accounting for Management - Himalaya Publishing House - 2019 3. Ashish K. Bhattacharyya - Essentials of Financial Accounting - PHI

	Learning – 2017 4. R. Narayanaswamy - Financial Accounting: A Managerial Perspective - PHI Learning - 2020 5. R. Narayanaswamy - Financial Accounting for Business Managers - PHI Learning - 2019 6. R. Seetharaman - Financial Accounting: Concepts and Applications - Pearson Education India – 2017
Website and e-learning source	1. https://www.coursera.org/courses?query=accounting 2. https://www.khanacademy.org/economics-finance-domain/core-finance/accounting-and-financial-stateme 3. https://www.accountingcoach.com/ 4. https://www.accountingtools.com/ 5. https://onlinecourses.swayam2.ac.in/nou24_cm13/preview

Course Outcomes:

On completion of the course, the students should be able to

CO1- Acquire conceptual knowledge of basics of accounting and understand the accounting concepts, principles and conventions.

CO2- Apply the golden rules of accounting and able to record journal entries and prepare ledger accounts using double entry book keeping.

CO3- Be able to prepare various subsidiary books like sales book, purchases book, purchase returns book, sales returns book, bills receivable book, bills payable book and cash book.

CO4- Understand the purpose of balance sheet, prepare financial statements in accordance with appropriate standards and report the results of a firm.

CO5- Be capable of becoming accountant in any non- trading organization.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	H	M	L	L	H
CO2	H	H	M	L	L	H
CO3	H	H	M	L	L	H
CO4	H	H	M	L	L	H
CO5	H	H	M	L	L	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	M	M	M	M	M
CO2	H	M	M	M	H	M
CO3	H	M	M	H	H	M
CO4	H	M	H	H	H	M
CO5	H	M	H	H	H	H

Title of the Course	SKILL ENHANCEMENT COURSE: PROFESSIONAL SKILLS						
Paper No.	SEC-IV						
Category	Skill Enhancement Course	Year Semester	II III	Credits	1	Course Code	USHA424
Instructional hours per week	Lecture	Tutorial	Lab Practice		Total		
	1	-	-		1		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<ol style="list-style-type: none"> 1. Acquire career skills and fully pursue to partake in a successful career path 2. Prepare a good résumé 3. Prepare for interviews and group discussions 4. Identify career opportunities in consideration of personal potential and aspirations. 5. Use the necessary components to prepare for a career in an identified occupation (as a case study). 						
Course outline	<p>UNIT-I (6 hours) Résumé Skills: Preparation and Presentation Introduction of Résumé and Related Terms - Importance of Preparing a Good Résumé - Difference between a CV, Résumé, and Bio data - Essential Components of a Good Résumé - Résumé Skills - Common Errors - Common Errors - Guidelines for Résumé Preparation</p> <p>UNIT-II (6 hours) Interview Skills: Preparation Meaning of Interview - Types of Interview - STAR Approach for Facing an Interview - Interview Procedure - Do's and Don'ts - Important Questions Generally Asked in a Job</p> <p>UNIT-III (6 hours) Interview Skills : Presentation Interview - Interview Skills: Common Errors - Common Errors - Interview Questions for Assessing Strengths and Weaknesses – Simulation - Job Simulation Formats</p> <p>UNIT-IV (6 hours) Process of Career Exploration Knowing Yourself — Personal Characteristics - Knowledge about the World of Work, requirements of Jobs Including Self-employment - Sources of Career Information - Preparing for a Career Based on Potentials of Learners and Availability of Opportunities</p> <p>UNIT-V (6 hours) Cognitive Skills: Meaning, types of cognitive skills, and strategies - Critical Thinking Skills - Problem-solving Skills - Ability to Learn</p>						

Website and e-learning source	<p>1. Lee, K. (2021, February 14). How to Write a Neat Resume. Wiki how. https://www.com/Write-a-Neat-Resume</p> <p>2. Indeed. (n.d.). Cover Letter Samples. Indeed. https://www.indeed.com/career-advice/coverletter-samples/</p> <p>Videos</p> <p>1. The Urban Fight. (2018, October 23). How to Write a Resume for Freshers & Experienced People (Step-by-Step Tutorial). [Video]. YouTube. https://www.youtube.com/watch=y8YH0Qbu5h4</p> <ol style="list-style-type: none"> 1. https://hbr.org/2018/01/podcast-ideacast 2. https://hbr.org/topic/professional-development 3. https://www.gutenberg.org/ 4. https://www.edx.org/learn/professional-skills 5. https://www.coursera.org/courses?query=professional%20skills
--------------------------------------	--

Course Outcomes:

On completion of the course the student should be able to

CO1 - Prepare their résumé on an appropriate template without grammatical and other errors and using proper syntax.

CO2 - Participate in a simulated interview.

CO3 - Actively participate in group discussions towards gainful employment.

CO4 - Capture a self-interview simulation video regarding the job role concerned.

CO5 - Enlist the common errors generally made by candidates in an interview

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	L	L	M	L	L
CO2	H	L	M	H	M	H
CO3	M	M	L	H	L	H
CO4	M	M	H	H	M	M
CO5	H	M	L	M	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	M	M	M	H	M
CO2	M	L	L	L	M	H
CO3	H	M	H	M	L	L
CO4	L	L	H	M	L	H
CO5	H	H	M	M	H	H

Title of the Course	SKILL ENHANCEMENT COURSE: COMMUNICATION SKILLS IN HINDI						
Paper No.	SEC V						
Category	Skill Enhancement Course	Year Semester	II III	Credits	2	Course Code	USHA524
Instructional Hours per week	Lecture	Tutorial	Lab Practice		Total		
	2	-	-		2		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	1- To gain knowledge about basic words and phrases. 2- To communicate effectively. 3- To increase vocabulary for regular usage 4- To acquire ability to converse politely. 5- To develop public speaking abilities by giving opportunities to speak in class, both informally and formally.						
Course Outline	UNIT-I (6 hours) Words and its meaning and Translating Sentences						
	Unit-II (6 hours) Numbers/Weeks/Days/Years/Months						
	UNIT-III (6 hours) Proper Pronunciation.						
	UNIT-IV (6 hours) Avoiding Rude Language/ Using Polite Language Phrases.						
	UNIT-V (6 hours) Commonly used Statements : Greetings						
Recommended Text	1. Spoken Hindi – N. Sreedharan – Sura Books, 2012						
Website and e-learning source	1. https://www.hellotalk.com/ 2. https://www.hindipod101.com/ 3. https://www.duolingo.com/course/hi/en/Learn-Hindi 4. https://www.bbc.co.uk/languages/other/hindi/guide/ 5. https://preply.com/en/online/hindi-tutors						

Course Outcomes:**On completion of the course the student should be able to**

CO1- Learn the basic words and phrases.

CO2- Develop the skill of communicating in a hospital scenario through practice

CO3- Learn Hindi numerals

CO4- Be able to direct and speak politely and with due respect

CO5- Develop the skill to use appropriate terms and statements.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	L	L	M	L	M	L
CO2	L	M	M	L	M	L
CO3	L	L	L	L	L	M
CO4	L	M	M	L	L	L
CO5	L	L	L	L	L	L

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	M	L	L	M	L	L
CO2	M	L	M	H	M	H
CO3	M	M	L	H	L	M
CO4	M	M	H	H	M	H
CO5	M	M	L	M	H	L

Title of the Course	HOSPITAL OPERATIONS MANAGEMENT - II						
Paper No.	Core VII						
Category	Core	Year	II	Credits	5	Course Code	UCHAG24
		Semester	IV				
Instructional hours per week	Lecture	Tutorial	Lab Practice			Total	
	4	1	-			5	
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	1- To understand the overall objectives of public relations in hospital 2- To understand the importance of materials management in hospital 3- To describe the role of Medical records and billing in hospital 4- To understand the roles and functions of engineering services in hospital 5- To elaborate on various support services in the hospital						
Course Outline	UNIT I (15 hours) (K1, K2, K3 & K4) Hospital Management Information System 1.1 Introduction to HMIS- definition, need and importance, broad application 1.2 Structure of HIS – Hardware and Software Components 1.3. Planning and Development of HMIS- user access, data modification restrictions 1.4. Implementation of HMIS- overall, intranet and internet 1.5. In house and outsourced solutions, challenges, advantages & disadvantages 1.6 Data analytics- E-governance						
	UNIT-II (15 hours) (K1, K2, K3 & K4) Functional Aspects of HMIS 2.1. Clinical HMIS- Patient management, Patient records management, bed management, Inpatient management, ICU management, Theatre management, Nursing management, HIC 2.2. Clinical Support Service HMIS- Laboratory Information System, Radiology Information System, Therapy Information System, Dietary System, Telemedicine 2.3. Non Clinical Support Services HMIS- Laundry, CSSD, Purchase, Stores, Billing, Inventory, Insurance, Housekeeping, Engineering (Civil, Electrical, Mechanical, Biomedical, Environment) 2.4 Administrative HMIS- HR (leave, salary, performance tracking, training, etc.), Disaster management, Security, Decision making, 2.5. Quality HMIS- KPI tracking, Event reporting, Audits 2.6. Interlinking of verticals- benefits, challenges, implementation						

	<p>UNIT-III: (15 hours) (K1, K2, K3 & K4) Medical Records & Billing and Insurance 3.1 Function & Importance of MRD 3.2 Registration and Appointment System 3.3 Storage and Organization of Medical Records - Planning and Managing the MR Department 3.4 Billing system (OP and IP) & Cash Collection 3.5 Patient Deposit and Prepayment Systems, Smartcards 3.6 Company and Credit Patients - Health Insurance</p>
	<p>UNIT-IV: (15 hours) (K1, K2, K3 & K4) Engineering Services 4.1 Hospital Planning and Design 4.2 Civil Engineering and Buildings Maintenance 4.3 Electrical Engineering - Mechanical Engineering 4.4 Biomedical Engineering - Water Supply and Sewage 4.5 Central Medical Gas - Environment Engineering - Bio-Engineering 4.6 Management information System- Air Condition Engineering</p>
	<p>UNIT-V:(15 hours) (K1, K2, K3 & K4) Support Services 5.1 Central Sterile Supply Department - Human Resource 5.2 Finance Department – Laundry 5.3 Housekeeping - Estate Management 5.4 Transport - Nutrition & Dietary – Mortuary 5.5 Telemedicine – Audit 5.6 Security – Fire and Disaster</p>
Extended Professional Component (is a part of internal component only, not to be included in the external examination question paper)	<p>Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS (To be discussed during the Tutorial hours)</p>
Recommended Text	<ol style="list-style-type: none"> 1. Kunders G.D - Facilities Planning and Arrangement in Healthcare, Prison Books Pvt. LTD, 2004. 2. B.M Saharkhar- Principles of Hospital Administration and Planning, 2nd edition, Jaypee, New Delhi 2009. 3. Dileep V. Mavalankar - Essentials of Hospital Management: Concepts and Cases - Sage Publications - 2021 4. Shakti Gupta - Hospital Administration and Management - CBS Publishers & Distributors - 2020 5. S.K. Singh - Hospital Management and Operations - PHI Learning – 2019

Reference Books	<ol style="list-style-type: none"> 1. Ravi Jain - Hospital Operations Management - Jaypee Brothers Medical Publishers - 2020 2. V.G. Prasad - Hospital Operations Management: Principles of High Efficiency Health Care - CRC Press - 2019 3. Rajesh Rajora - Hospital Operations Management: Preparing for the 21st Century - Springer - 2018 4. PrabirJha - Healthcare Operations Management - Oxford University Press - 2017 5. SudhakarKesavan - Hospital Operations Management: A Comprehensive Approach - Pearson Education India - 2016
Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.linkedin.com/learning/topics/hospital-management 2. https://www.modernhealthcare.com/ 3. https://www.healthleadersmedia.com/ 4. https://hospitalmanagementasia.com/ 5. https://www.ahap.org/

Course Outcomes:

On completion of the course, the students should be able to

CO1- Understand the factors responsible for good public relations and discuss on common problems of public relations in the hospitals.

CO2- Recognize and interrelate the structure and the overall functioning of materials department

CO3- Familiarize with the Billing system and payment systems in a hospital and understand the functions of MRD.

CO4- Perceive the functions of engineering service department and its service types.

CO5- Categorize various support services in a hospital and understand its functions.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	M	H	M	H
CO2	M	H	M	H	M	H
CO3	M	H	H	M	M	H
CO4	H	H	M	H	M	M
CO5	H	H	M	M	L	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	M	H	M	M	M	M
CO2	M	H	M	M	L	M
CO3	M	H	M	M	L	M
CO4	M	H	M	M	L	M
CO5	M	H	M	M	L	M

Title of the Course	INTRODUCTION TO RESEARCH METHODOLOGY						
Paper No.	Core VIII						
Category	Core	Year	II	Credits	5	Course Code	UCHAH24
		Semester	IV				
Instructional hours per week	Lecture	Tutorial	Lab Practice		Total		
	4	1	-		5		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<p>1- To understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making.</p> <p>2- To apply a range of quantitative and / or qualitative research techniques to business and management problems / issues.</p> <p>3- To demonstrate knowledge and understand data analysis and interpretation in relation to the research process.</p> <p>4- To illustrate various types of data and methods for collecting data.</p> <p>5- To utilise statistical tools to analyse aspects of research and to draft research report.</p>						
Course Outline	<p>UNIT I (15 hours) (K1, K2, K3 & K4)</p> <p>Introduction</p> <p>1.1 Definition of research – meaning – objectives</p> <p>1.2 Types of research</p> <p>1.3 Research process</p> <p>1.4 Qualities of a researcher</p> <p>1.5 Criteria of good research</p> <p>1.6 Problems encountered in research</p>						
	<p>UNIT-II (15 hours) (K1, K2, K3 & K4)</p> <p>Research Design</p> <p>2.1 Defining research problem</p> <p>2.2 Research design - features of good research design</p> <p>2.3 Types of research design – factors affecting research design</p> <p>2.4 Hypothesis - meaning – definition – need for hypothesis</p> <p>2.5 Formulation of hypothesis – types of hypotheses</p> <p>2.6 Test of hypothesis – Type I and Type II error</p>						
	<p>UNIT-III: (15 hours) (K1, K2, K3 & K4)</p> <p>Sampling and scaling</p> <p>3.1 Sampling techniques</p> <p>3.2 Types of sampling</p> <p>3.3 Merits and demerits of Probability Sampling</p> <p>3.4 Merits and demerits of Non-Probability Sampling</p> <p>3.5 Scaling – Types</p> <p>3.6 Measurements – Classification</p>						

	<p>UNIT-IV: (15 hours) (K1, K2, K3 & K4)</p> <p>Data Collection</p> <p>4.1 Collection of primary and secondary data</p> <p>4.2 Interview techniques</p> <p>4.3 Survey and interview method – merits and demerits</p> <p>4.4 Questionnaire – pre requisites of using questionnaire</p> <p>4.5 Structured and unstructured questionnaire</p> <p>4.6 Types of secondary data</p>
	<p>UNIT-V:(15 hours) (K1, K2, K3 & K4)</p> <p>Data analysis and Report writing</p> <p>5.1 Steps in report writing</p> <p>5.2 Introduction to Statistical Packages</p> <p>5.3 Descriptive : Percentage Analysis – Charts</p> <p>5.4 Inferential Analysis: Mean - Median - Mode</p> <p>5.5 Range - Variance - Standard Deviation</p> <p>5.6 Correlation – Regression - Chi-square – ANOVA (Only Theory)</p>
Extended Professional Component (is a part of internal component only, not to be included in the external examination question paper)	<p>Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS</p> <p>(To be discussed during the Tutorial hours)</p>
Recommended Text	<ol style="list-style-type: none"> 1. C.R. Kothari – Research Methodology Methods and Techniques – New Age International Publishers, , 4th Edition 2019. 2. P. Ravilochanan – Research Methodology – Margham Publication, First Edition 2012. 3. K. R. Sundararajan - Research Methodology: A Step-by-Step Guide for Beginners - Pearson Education India - 2019 4. Ranjit Kumar - Research Methodology: A Step-by-Step Guide for Beginners - Sage Publications - 2017 5. Uma Sekaran, Roger Bougie - Research Methods for Business: A Skill-Building Approach - Wiley India Pvt Ltd - 2020
Reference Books	<ol style="list-style-type: none"> 1. Neeraj Kumar - Research Methodology: A Practical Approach - Pearson Education India - 2017 2. G. K. Awari - Research Methodology - Himalaya Publishing House - 2021 3. M. Arulmoli - Research Methodology: Methods and Techniques - Vikas Publishing House Pvt Ltd – 2016 4. John W. Creswell - Research Design: Qualitative, Quantitative, and Mixed Methods Approaches - Sage Publications - 2018 5. Wayne C. Booth, Gregory G. Colomb, Joseph M. Williams - The Craft of Research - University of Chicago Press – 2016

Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.coursera.org/specializations/research-methods 2. https://onlinecourses.swayam2.ac.in/cec21_ge16/preview 3. https://study.sagepub.com/kumar4e 4. https://www.edx.org/learn/research/the-university-of-edinburgh-introduction-to-social-research-methods 5. https://conjointly.com/kb/
--------------------------------------	--

Course Outcomes:

On completion of the course, the students should be able to

- CO1- Understand the various types of research and apply it in real life study.
 CO2- Distinguish the types of research design, understand the concept of Hypothesis and formulate the same.
 CO3- Comprehend the various types of sampling techniques, scaling techniques and measurements.
 CO4- Distinguish various types of data collection methods and enable the students to draft questionnaire incorporating the scaling techniques.
 CO5- Enable the students to analyse data using statistical packages and to follow a systematic process to write a research report.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	L	H	L	M	L
CO2	H	L	H	L	H	L
CO3	H	M	H	L	H	M
CO4	H	L	H	M	H	L
CO5	H	L	H	M	H	L

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	M	H	M	H	M
CO2	H	M	H	M	H	M
CO3	H	M	H	M	M	M
CO4	H	M	H	M	M	M
CO5	H	M	H	M	H	M

Title of the Course	GENERIC ELECTIVE IV: ACCOUNTING FOR HOSPITAL ADMINISTRATORS – II						
Paper No.	Generic Elective IV						
Category	Elective	Year	II	Credits	3	Course Code	UGEHAD24
		Semester	IV				
Instructional hours per week	Lecture	Tutorial	Lab Practice		Total		
	4	-	-		4		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<p>1- To understand the evolution and role of cost and management accounting in business and its application in decision making.</p> <p>2- To compute core financial ratios that communicate essential information.</p> <p>3- To familiarize the concepts of cost accounting and material control with pricing methods.</p> <p>4- To present and analyze variety of managerial decisions by preparing cash and funds flow statement.</p> <p>5- To apply and analyse various tools and techniques of management accounting and determine optimal managerial decision.</p>						
Course Outline	<p>UNIT I (15 hours) (K1, K2, K3 & K4)</p> <p>Unit I: Introduction</p> <p>1.1 Introduction to Management Accounting - Meaning-Characteristics</p> <p>1.2 Principles – Scope – Objectives/Functions/Role</p> <p>1.3 Advantages – Limitations of Management</p> <p>1.4 Tools and Techniques of Management Accounting</p> <p>1.5 Introduction to Cost Accounting - Functions - Limitations</p> <p>1.6 Need for Cost Accounting - Difference between Cost and Management Accounting</p>						
	<p>UNIT-II (15 hours) (K1, K2, K3 & K4)</p> <p>Ratio Analysis</p> <p>2.1 Ratio Analysis -Calculation of various ratios</p> <p>2.2 Profitability ratios</p> <p>2.3 Liquidity ratios</p> <p>2.4 Solvency Ratios</p> <p>2.5 Turnover ratios</p> <p>2.6 Capital Structure Ratios</p>						
	<p>UNIT-III: (15 hours) (K1, K2, K3 & K4)</p> <p>Funds Flow and Cash Flow</p> <p>3.1 Funds Flow Analysis – Working Capital</p>						

	<p>3.2 Current Assets – Current Liabilities</p> <p>3.3 Preparation of Funds Flow Statement (Simple problems with sale of Fixed Assets under Indirect Method)</p> <p>3.4 Cash Flow Analysis – Meaning – Importance</p> <p>3.5 Difference between Funds Flow and Cash Flow</p> <p>3.6 Preparation of Cash Flow Statement (Simple problems with sale of Fixed Assets under Indirect Method)</p>
	<p>UNIT-IV: (15 hours) (K1, K2, K3 & K4)</p> <p>Cost Accounting</p> <p>4.1 Classification of costs – Methods of Costing</p> <p>4.2 Elements of Cost - Cost sheet</p> <p>4.3 Pricing of Materials – Methods of pricing</p> <p>4.4 FIFO</p> <p>4.5 LIFO</p> <p>4.6 Process Costing</p>
	<p>UNIT-V:(15 hours) (K1, K2, K3 & K4)</p> <p>Marginal Costing & Budgetary Control</p> <p>5.1 Marginal Costing – Meaning – Introduction to all concepts</p> <p>5.2 Cost Volume Profit Analysis excluding managerial decision making</p> <p>5.3 Budget and Budgetary Control – Meaning – Explanation – Advantages – Disadvantages</p> <p>5.3 Types of Budgets – Cash Budget</p> <p>5.4. Flexible Budget</p> <p>5.5. Production Budget</p> <p>5.6. Sales Budget</p>
Extended Professional Component (is a part of internal component only, not to be included in the external examination question paper)	<p>Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS</p> <p>(To be discussed during the Tutorial hours)</p>
Recommended Text	<ol style="list-style-type: none"> 1. Khan and Jain - Management Accounting – Tata McGraw Hill, New Delhi, 2007. 2. R.S.N.Pillai and Bagavathi – Management Accounting – S. Chand and Co., New Delhi, 2010. 3. Prasanna Chandra - Fundamentals of Financial Management – Tata McGraw Hill New Delhi, 2007. 4. Sahaf M.A - Management Accounting– Vikas Publishing House, New Delhi, 2006 5. Subir Kumar Banarjee - Financial Management- S.Chand and Co., New Delhi, 2006.

Reference Books	<ol style="list-style-type: none"> 1. Ravi M. Kishore - Management Accounting - Taxmann Publications - 2020 2. S.N. Maheshwari and S.K. Maheshwari - Management Accounting and Financial Control - Sultan Chand & Sons - 2019 3. M. N. Arora - Management Accounting: Text, Problems, and Cases - Himalaya Publishing House - 2017 4. Ravi M. Kishore - Cost and Management Accounting - Taxmann Publications - 2021 5. M. N. Arora - Advanced Management Accounting - Himalaya Publishing House - 2018
Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.coursera.org/courses?query=management%20accounting 2. https://www.youtube.com/user/farhatlectures/search?query=managerial+accounting 3. https://podcasts.apple.com/us/podcast/managerial-accounting-simplified/id1526981045 4. https://www.investopedia.com/terms/m/managerialaccounting.asp 5. https://www.henryharvin.com/ppc3/cma-course

Course Outcomes:
On completion of the course, the students should be able to
CO1- Gain knowledge in basic concepts, tools and techniques of management accounting.
CO2- Be able to analyse the annual reports of an organisation and interpret the required financial information by calculating various ratios.
CO3- Classify the costs to better understand the business expenses and prepare cost sheet by breaking cost based on its types.
CO4- Prepare funds flow statement, cash flow statement and evaluate the fund movements and cash position of an organization.
CO5- Apply the cost, volume and profit concepts, prepare various budgets like cash budget, production budget, sales budget that aids in decision making.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	L	H	L	H	M
CO2	M	L	H	L	H	M
CO3	H	L	H	L	H	H
CO4	H	M	H	L	H	H
CO5	H	M	H	L	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	M	M	M	H	M
CO2	H	M	M	M	H	M
CO3	H	M	M	M	H	M
CO4	H	M	M	M	H	M
CO5	H	M	M	M	H	M

Title of the Course	SKILL ENHANCEMENT COURSE: ADVANCED EXCEL						
Paper No.	SEC VI						
Category	SEC	Year	II	Credits	2	Course Code	USHA624
		Semester	IV				
Instructional hours per week	Lecture	Tutorial	Lab Practice		Total		
	1	-	1		2		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	1 - To introduce the students to the basic of Microsoft Excel 2 - To acquaint students with the spreadsheet concept, functions, formula, graphing tools and tables 3 - To enable the students to use a spreadsheet to track data and automatically see sum, average and total 4 - To enable the students to explore and acquire skills in respect of most sophisticated computerized data analysis and documentation procedures and practices so as to help them to serve better in an organisation 5 - To enable the students ready with the required skills for employability in the job market						
Course outline	UNIT-I (6 hours) Introduction to Microsoft Excel 1.1 Entering and Revising Data - Moving Data within a Workbook 1.2 Finding and replacing data 1.3 Correcting and Expanding Upon Worksheet Data 1.4 Defining a Table- Naming Groups of Data 1.5 Creating Formulas to Calculate Values 1.6 Finding and Correcting Errors in Calculations						
	UNIT-II (6 hours) Formatting and Filters 2.1 Formatting Cells- Defining Styles 2.2 Applying Workbook Themes and Table Styles 2.3 Adding Images to Worksheets 2.4 Limiting Data that appears on your screen 2.5 Manipulating list data 2.6 Defining valid sets of values for ranges of cells						
	UNIT-III (6 hours) Creating Dynamic Lists by Using Pivot Tables 3.1 Sorting Data Lists 3.2 Looking Up Information in a Data List 3.3 Analyzing Data Dynamically by Using Pivot Tables 3.4 Filtering, Showing, and Hiding PivotTable Data Editing PivotTables						

	<p>3.5 Formatting PivotTables 3.6 Creating PivotTables from External Data</p> <p>UNIT-IV (6 hours) Analyzing Alternative Data Sets 4.1 Defining an Alternative Data Set 4.2 Defining Multiple Alternative Data Sets 4.3 Varying Your Data to Get a Desired Result by Using Goal Seek 4.4 Finding Optimal Solutions by Using Solver 4.5 Analyzing Data by Using Descriptive Statistics 4.6 Consolidating Multiple Sets of Data into a Single Workbook - Grouping Multiple Sets of Data</p> <p>UNIT-V (6 hours) Creating Charts and Graphics 235 5.1 Creating Chart 5.2 Customizing the Appearance of Charts 5.3 Finding Trends in Your Data 5.4 Adding Graphics to Spreadsheet 5.5 Creating Dynamic Charts by Using Pivot Charts 5.6 Creating Diagrams by Using Smart Art</p>
Recommended Text	<ol style="list-style-type: none"> 1. Paul McFedries, Excel 2016 Formulas and Functions, Pearson Publications, 2016. 2. MohitThukral - Advanced Excel: Power Query, PowerPivot, Power BI, Macros & VBA - BPB Publications - 2020 3. S. I. Ahmed - Advanced Excel 2019: With Power Query, PowerPivot, DAX & Power BI - Independently published - 2019 4. Chandoo - Excel 2019: Power Programming with VBA - Wiley - 2018 5. Bill Jelen and Michael Alexander - Excel 2019 Power Programming with VBA - Wiley - 2017
Reference Books	<ol style="list-style-type: none"> 1. Michael Alexander and Dick Kusleika - Excel 2019 Bible - Wiley - 2020 2. Michael Alexander - Excel 2019 Power Query (Data Cleaning, Data Analysis and Data Transformations) - Independently published - 2018 3. Conrad Carlberg - Excel 2019 for Scientists - Apress– 2016 4. Bill Jelen and Michael Alexander - Excel 2019: Pivot Table Data Crunching - Pearson Education - 2016
Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.excel-university.com/ 2. https://excelexposure.com/ 3. https://support.microsoft.com/en-us/excel 4. https://www.linkedin.com/learning/topics/advanced-excel 5. https://www.udemy.com/course/the-power-modeling-bootcamp-advanced-excel-in-10-days

Course Outcomes:**On completion of the course the student should be able to**

CO1- Gain knowledge in basics and advanced Microsoft Excel.

CO2 – Be trained in creating worksheet, enter data set and can perform all arithmetic operations using formulas.

CO3 - Prepare and can calculate the pay roll of employees in an organization.

CO4 - Understand how to create and extract pivot table from the data set.

CO5 - Analyze the data sets using various graphic tools and functions.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	H	M	L	L	M
CO2	H	H	M	L	L	M
CO3	H	H	M	L	L	M
CO4	H	H	M	L	L	M
CO5	M	H	M	L	L	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	L	M	H	M	L
CO2	H	L	M	H	M	L
CO3	H	L	M	H	H	L
CO4	H	L	M	H	H	L
CO5	H	L	M	H	H	L

Title of the Course	SKILL ENHANCEMENT COURSE: SOCIAL ENTREPRENEURSHIP						
Paper No.	SEC VII						
Category	SEC	Year	II	Credits	2	Course Code	USHA724
		Semester	IV				
Instructional Hours per week	Lecture	Tutorial	Lab Practice		Total		
	2	-	-		2		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	1 - To understand the difference between social entrepreneurship with other entrepreneurial and social work. 2 - To learn various types of social enterprise. 3 - To understand the concept of sustainable development. 4 - To identify the opportunities of social entrepreneurship. 5 - To develop the business model for social entrepreneurship.						
Course Outline	UNIT-I (6 hours) Social Entrepreneurship 1.1 Introduction of Social entrepreneur 1.2 Difference Between social entrepreneurship and social entrepreneurship 1.3 Need for social entrepreneurship 1.4 Factors impacting transformation into social entrepreneur 1.5 The characteristics of social entrepreneurs 1.6 The four distinctions of social entrepreneurship						
	UNIT-II (6 hours) Forms of Social Enterprises 2.1 Profit and non-profit Proprietorships 2.2 Partnership company 2.3 non-governmental organization 2.4 The Limited liability company 2.5 Section 25 Companies 2.6 Factors Governing the selection of Suitable form of ownership Business Organization						
	UNIT-III (6 hours) Sustainable Development 3.1 Concept of Sustainable Development 3.2 Goals of sustainable development 3.3 Environmental costs and its economic value 3.4 The Political Challenge and development Issues in India 3.5 The Millennium Ecosystem Assessment 3.6 Findings of Millennium Ecosystem Assessment						
	UNIT-IV (6 hours) Opportunities for Social Entrepreneurs 4.1 Methods of sensing opportunities and fields of opportunities 4.2 Steps to ensure a successful start						

	<p>4.3 Start-ups and incubation 4.4 Accessing venture capital 4.5 CSR funds 4.6 Types of CSR.</p> <p>UNIT-V (6 hours) Successful Social Entrepreneurship Initiatives 5.1 Factors affecting success of social entrepreneurship 5.2 Business model of Aravind Eye Care System 5.3 Example of Successful Indian social entrepreneurs 5.4 Example of Successful foreign social entrepreneurs 5.5 Creating Business ideas (K1,K2,K3,K4) 5.6 Creating Business Design (K1,K2,K3,K4) Exposure visit to Hope House, MBKG</p>
Recommended Text	<ol style="list-style-type: none"> 1. Harish Hande - Creating a Social Entrepreneurial Ecosystem in India - Sage Publications - 2020 2. R. Srinivasan - Social Entrepreneurship in India: Overcoming Barriers for Inclusive Growth - Springer - 2019 3. V.K. Koolwal - Social Entrepreneurship: Concepts, Methodologies, Tools, and Applications - IGI Global - 2018 4. Rajib Nandi - Social Entrepreneurship in India: A Strategic Approach - Springer – 2017 5. Mahendra Sharma - Social Entrepreneurship: Global Perspectives - Routledge - 2016
Reference Books	<ol style="list-style-type: none"> 1. Greg Dees and Jed Emerson - Strategic Tools for Social Entrepreneurs: Enhancing the Performance of Your Enterprising Nonprofit - Wiley - 2020 2. David Bornstein - How to Change the World: Social Entrepreneurs and the Power of New Ideas - Oxford University Press - 2019 3. John Elkington and Pamela Hartigan - The Power of Unreasonable People: How Social Entrepreneurs Create Markets That Change the World - Harvard Business Review Press - 2018 4. Muhammad Yunus - Creating a World Without Poverty: Social Business and the Future of Capitalism – PublicAffairs - 2017 5. Skoll Foundation - Social Entrepreneurship: What Everyone Needs to Know - Oxford University Press – 2016
Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.ideou.com/ 2. https://www.coursera.org/courses?query=social%20entrepreneurship 3. https://acumenacademy.org/course/social-entrepreneurship/ 4. https://www.edx.org/learn/social-entrepreneurship 5. https://www.sbs.ox.ac.uk/research/centres-and-initiatives/skoll-centre-social-entrepreneurship

Course Outcomes:**On completion of the course the student should be able to**

CO1- Understand the theory of social entrepreneurship, and distinguish social entrepreneurship from other entrepreneurial and social work.

CO2 – Be able to identify the different forms of social enterprise including non-profit proprietorship, trust and section 25 companies.

CO3 - Identify an unsatisfactory social equilibrium, and actively pursue a solution to create a more just, fair, and sustainable model.

CO4 - Learn the opportunities of social entrepreneurship by understanding the concept of startups, incubation center, venture capital and CSR fund.

CO5 - Be able to develop social entrepreneurship by understanding the success story of various social entrepreneurs like Aravind Eye Hospital.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	L	M	L	L	H
CO2	H	M	M	L	M	H
CO3	L	M	M	M	M	H
CO4	M	M	L	M	H	L
CO5	M	M	M	L	H	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	M	M	H	H	H
CO2	H	M	M	H	H	H
CO3	H	M	M	H	H	H
CO4	H	M	M	H	H	H
CO5	H	H	M	H	H	H

Title of the Course	QUALITY IN HEALTHCARE						
Paper No.	Core IX						
Category	Core	Year	III	Credits	4	Course Code	UCHAI24
		Semester	V				
Instructional hours per week	Lecture	Tutorial	Lab Practice		Total		
	5		-		5		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	1 - To understand the basic concepts and definitions of quality. 2 - To understand the basic concepts and importance of Healthcare quality. 3 - To recognize, evaluate and design patient safety considerations in healthcare. 4 - To understand types, steps and benefits of auditing and accreditation. 5 - To understand roles of quality steering committee in a hospital.						
Course Outline	UNIT -I (15 hours) (K1, K2, K3 & K4) Introduction to Quality 1.1 Concept and definitions - Dimensions of service quality 1.2 History of quality - Quality principles 1.3 Customer and types of customer - Continuous quality improvement 1.4 Seven tools of quality - Check Sheet, Control chart, 1.5 Stratification, Pareto chart, Histogram and Scatter Diagram 1.6 5s - Six Sigma- Kaisen - Lean Management and Reengineering.						
	UNIT- II (15 hours) (K1, K2, K3 & K4) Healthcare Quality 2.1 Healthcare Quality and the patients 2.2 Basic concepts of healthcare quality 2.3 Variation in medical practice and implication for quality 2.4 Quality improvement system 2.5 Need for healthcare quality management in hospitals 2.6 Measure and improve patient care experience.						
	UNIT-III: (15 hours) (K1, K2, K3 & K4) Patient Safety and Medical Errors 3.1 Scope of Patient Safety Considerations in Healthcare 3.2 Use of Patient Safety Considerations in Healthcare 3.3 Clinical and Operational Issues 3.4 Improve patient safety 3.5 Adverse event 3.6 Using Technology to Improve Patient Safety						

	<p>UNIT-IV: (15 hours) (K1, K2, K3 & K4)</p> <p>Audit & Accreditation in Healthcare</p> <p>4.1 Clinical quality</p> <p>4.2 Auditing – meaning and types</p> <p>4.3 Auditing – steps and benefits</p> <p>4.4 Accreditation- ISO, NABH</p> <p>4.5 JCI and other standards</p> <p>4.6 Benefits of accreditation</p>
	<p>UNIT-V:(15 hours) (K1, K2, K3 & K4)</p> <p>Organiastion and Roles in Quality</p> <p>5.1 Quality Policy</p> <p>5.2 Quality Steering committee</p> <p>5.3 Quality Council</p> <p>5.4 Quality team</p> <p>5.5 Healthcare performance indicator</p> <p>5.6 Importance and concept of patient safety: implementing strategies</p>
Extended Professional Component (is a part of internal component only, not to be included in the external examination question paper)	<p>Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS</p> <p>(To be discussed during the Tutorial hours)</p>
Recommended Text	<ol style="list-style-type: none"> 1. Bagad, V.S. Total Quality Management, Technical Publications, Pune, 1st edition 2019. 2. Scott B. Ransom, the healthcare quality book, Health Administration Press, Chicago, Illinois AUPHA Press, 2004, Washington, D.C. 3. Vinod Kumar Sharma - Quality in Healthcare - Jaypee Brothers Medical Publishers - 2020 4. Rajeev Bali - Total Quality Management in Healthcare: An Essential Guide for Health Care Providers - Elsevier - 2019 5. Ramesh Bhat - Quality and Accreditation in Healthcare Services: A Global Case Study - Springer - 2018
Reference Books	<ol style="list-style-type: none"> 1. Donald M. Berwick - The Quality Cure: How Focusing on Health Care Quality Can Save Your Life and Lower Spending Too - Jossey-Bass - 2019 2. Charles Kenney - Transforming Health Care: Virginia Mason Medical Center's Pursuit of the Perfect Patient Experience - CRC Press - 2018 3. Marc T. Edwards and Mark H. Chassin - The Quality Cure: How Focusing on Health Care Quality Can Save Your Life and Lower Spending Too - Jossey-Bass - 2017 4. John Toussaint - On the Mend: Revolutionizing Healthcare to Save Lives and Transform the Industry - Lean Enterprise Institute - 2016 5. David Nash and Maulik Joshi - Population Health: Creating a Culture of Wellness - Jones & Bartlett Learning – 2021

Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.ahrq.gov/ 2. https://www.hsph.harvard.edu/ecpe/programs/healthcare-quality-safety/ 3. https://www.qualityforum.org/ 4. https://www.qualityforum.org/setting_priorities/improving_healthcare_quality.aspx 5. https://www.jcrinc.com/
--------------------------------------	--

Course Outcomes:

On completion of the course, the students should be able to

CO1- Gain Knowledge in the history of quality and quality principles and understand the seven tools of quality.

CO2 - Analyze the need for healthcare quality management in hospitals and identify the variation in medical practice and implication for quality.

CO3 - Recognize, categorize and evaluate clinical and operational issues and ways to address it for efficient patient safety.

CO4 - Understand and differentiate types of audit and gain knowledge in various accreditations and its benefits.

CO5 - Analyze, interpret and understand the role of quality team and quality steering committee in a hospital.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	H	M	L	M	H
CO2	H	H	M	L	M	M
CO3	M	H	H	M	M	H
CO4	H	H	M	L	H	H
CO5	H	H	M	L	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	M	M	M	H
CO2	M	H	M	H	M	M
CO3	M	H	H	H	H	M
CO4	H	H	M	H	H	M
CO5	H	H	M	H	H	H

Title of the Course	ORGANIZATIONAL BEHAVIOUR						
Paper No.	Core X						
Category	Core	Year	III	Credits	4	Course Code	UCHAJ24
		Semester	V				
Instructional hours per week	Lecture	Tutorial	Lab Practice			Total	
	5	-	-			5	
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<ol style="list-style-type: none"> 1. To enable and understand the basic concepts of Organizational behavior. 2. To analyze individual and group behavior, and understand the implications of organizational behavior on the process of management. 3. To understand the concept of perception and learning and demonstrate skills required for working in groups. 4. To develop skills to resolve organizational conflicts and to overcome stress. 5. To evaluate the appropriateness of various leadership styles and Motivational concepts. 						
Course Outline	<p>UNIT-I (15 hours) (K1, K2, K3 & K4)</p> <p>Introduction</p> <p>1.1 Nature and concept of OB 1.2 Challenges of OB 1.3 Ethical issues in OB 1.4 Role of OB 1.5 OB model 1.6 Hawthorne Experiments</p>						
	<p>UNIT-II (15 hours) (K1, K2, K3 & K4)</p> <p>Perception and Learning</p> <p>2.1 Nature of human behavior 2.2 Models of man 2.3 Perception 2.4 Managerial applications of developing perceptual skills 2.5 Learning 2.6 Factors affecting learning</p>						
	<p>UNIT-III: (15 hours) (K1, K2, K3 & K4)</p> <p>Personality and Group Dynamics</p> <p>3.1 Personality theories 3.2 Measurement of personality 3.3 Attitude 3.4 Attitudes relevant for OB 3.5 Group Dynamics 3.6 Types of group dynamics</p>						

	UNIT-IV: (15 hours) (K1, K2, K3 & K4) Conflict 4.1 Organization Conflict 4.2 Role conflict 4.3 Conflict resolution 4.4 Stress 4.5 Coping strategies of stress 4.6 Management by objectives	
	UNIT-V:(15 hours) (K1, K2, K3 & K4) Motivation and Leadership Theories 5.1 Maslow’s need hierarchy theory 5.2 Herzberg two factor theory 5.3 Vroom’s expectancy theory and McClelland’s need theory 5.4 X and Y theory 5.5 Leadership theories 5.6 Leadership styles	
Extended Professional Component (is a part of internal component only, not to be included in the external examination question paper)	Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS (To be discussed during the Tutorial hours)	
Recommended Text	1. Keith Davis and John W. Newstorm, Organizational Behavior: Human Behavior at Work, Tata McGraw Hill, Delhi, 12 th Edition, 2017. 2. L.M.Prasad, Organizational Behavior, Sultan Chand & Sons, 5 th Edition, 2014 3. Stephen. P. Robbins and Timothy A Judge, Organizational Behavior, Prentice Hall India, 18 th Edition, 2018. 4. P. G. Aquinas - Organizational Behaviour: Concepts and Applications - Excel Books - 2020 5. Kavita Singh - Organizational Behaviour - Pearson Education India – 2018	
Reference Books	1. John R. Schermerhorn Jr., James G. Hunt, and Richard N. Osborn - Organizational Behavior - Wiley - 2018 2. Gary Johns and Alan M. Saks - Organizational Behavior: Understanding and Managing Life at Work - Pearson Education - 2017 3. Gareth R. Jones and Jennifer M. George - Contemporary Organizational Behaviour - Pearson Education India – 2021 4. S. K. Bhatia - Organizational Behaviour: Text, Cases, and Games - McGraw Hill Education - 2017 5. Fred Luthans - Organizational Behavior - McGraw Hill Education – 2019	

Website and e-learning source	<ol style="list-style-type: none"> 1. https://hbr.org/topic/organizational-behavior 2. https://www.linkedin.com/learning/topics/organizational-behavior 3. https://www.coursera.org/courses?query=organizational%20behavior 4. https://www.khanacademy.org/college-careers-more/personal-growth/organizational-behavior 5. https://www.edx.org/learn/organizational-behavior
--------------------------------------	--

Course Outcomes:

On completion of the course, the students should be able to

1. Understand the basic concepts, theories and models of Organizational behavior.
2. Develop the perceptual skills and its application in the decision making process and gain knowledge in the factors affecting learning and effective learning process.
3. Understand the group dynamics and acquire skills required for working in groups.
4. Understand the various determinants of Stress and coping strategies to develop skills to resolve organizational conflicts.
5. Analyze and compare different theories used to explain individual behavior. related to motivation and leaders.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	H	M	M	M	H
CO2	H	M	H	H	M	H
CO3	H	M	M	M	M	H
CO4	H	M	M	M	M	H
CO5	H	M	M	M	M	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	M	L	L	M	M
CO2	H	M	L	M	M	M
CO3	H	M	M	M	M	M
CO4	H	L	L	L	M	M
CO5	H	L	M	M	M	M

Title of the Course	HEALTHCARE LAWS						
Paper No.	Core XI						
Category	Core	Year	III	Credits	4	Course Code	UCHAK24
	Semester	V					
Instructional hours per week	Lecture	Tutorial	Lab Practice		Total		
	5	-	-		5		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	1- To understand the structure of judiciary in India and its functions 2- To identify and understand various Acts applicable to labour relations 3- To describe medical professionals and their duties to society 4- To elaborate on various Acts applicable to Hospitals 5- To understand various Acts applicable to Hospital Administration						
Course Outline	UNIT-I (12 hours) (K1, K2, K3 & K4) Promotion 1.1 Forming Society 1.2 The Companies Act 1.3 Law of Partnership 1.4 A Sample Constitution for the Hospital (K1,K2,K3.K4) 1.5 The Tamil Nadu Clinical Establishment (Regulation) Rules,2018 1.6 National Medical Commission - Medical Licensure Law						
	UNIT-II (12 hours) (K1, K2, K3 & K4) Labour Relations 2.1 Shops and Establishment Act 2.2 The Workmen’s Compensation Act - The Employee’s State Insurance Act - The Employees’ Provident Funds Act 2.3 The Payment of Gratuity Act - The Maternity Benefit Act - The Payment of Wages Act 2.4 The Minimum Wages Act - The Industrial Disputes Act - The Industrial Employment (Standing Orders) Act 2.5 The Trade Union Act - The Apprentices Act 2.6 The Employment Exchanges (Compulsory Notification of Vacancies) Act - The Collection of Statistics Act						
	UNIT-III: (12 hours) (K1, K2, K3 & K4) Medical Care 3.1 Quality and Standard of Medical Care – Negligence- Medical Negligence and it types- 3.2 Doctors Patient Relationship - Medical Malpractice 3.3 Medical Consent - Emergency Care 3.4 The Consumer Protection Act, 2019 3.5 Medical Records & defense - Legal Issue in Death Cases - Legal Testimony in Medico-legal cases - -Brought Dead Protocol-doctrine of bolam test						

	3.6 Patient's Rights and Responsibilities - Medical Ethics
	<p>UNIT-IV: (12 hours) (K1, K2, K3 & K4)</p> <p>Medico Legal Commitments</p> <p>4.1 – Tuberculosis - Drugs Addicts and Alcoholics</p> <p>4.2 The Drugs and Cosmetic Act - Drug Control Policy - Narcotic Laws</p> <p>4.3 -Clinical Investigation - Blood Transfusion</p> <p>4.4 The Medical Termination of Pregnancy Act - The Prenatal Diagnostic Techniques Act - Dying Declaration - Medical Jurisprudence</p> <p>4.5 The Human Organ Transplantation Act – Toxicology – Mental Health Care Act 2017 - Clinical Trial-Y-Schedule of DAC Act 1940 – I.C.M.R.Guidelines</p> <p>4.6 Abandon Children in Hospital and Procedure mandated in the Juvenile Justice (CARE AND PROTECTION OF CHILDREN) Act, 2015</p>
	<p>UNIT-V:(12 hours) (K1, K2, K3 & K4)</p> <p>Hospital Administration</p> <p>5.1 The Biomedical Waste (Management and Handling) Rules</p> <p>5.2 Radiation Safety System</p> <p>5.3 Law of Insurance</p> <p>5.4 Export Import Policy</p> <p>5.5 Exemption of Income Tax for Donations</p> <p>5.6 Licenses/certificates to be maintained: lifts, boilers, pharmacies, radiation related services, generator fuel</p>
Extended Professional Component (is a part of internal component only, not to be included in the external examination question paper)	<p>Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS</p> <p>(To be discussed during the Tutorial hours)</p>

Recommended Text	<ol style="list-style-type: none"> 1. Raj Kumar, Acts Applicable to Hospitals in India (The Christian Medical Association of India, New Delhi)., 2017 2. Samuel Abraham, Human Resource Management in Hospital (Jefflin Rimon Publications, Vellore) 3. Ram Krishna Chaube, Consumer Protection and The Medical Profession with Legal Remedies, Jaypee Brothers, 2017 4. Sameul Abraham, Laws on Hospital Administration (CMAI, Delhi) 5. Dr Sairam Bhat - Healthcare in India: An Introduction to Law and Legal System Hardcover, 3 Oct 2016.
Reference Books	<ol style="list-style-type: none"> 1. Amit Sengupta - Indian Healthcare Law: Ethical, Economical, and Legal Dimensions - Springer - 2020 2. R.K. Sharma - Indian Healthcare Laws and Regulations - Universal Law Publishing Co. - 2019 3. ChiranjeevKohli - Health Laws in India - Eastern Book Company - 2018 4. AbhinavMisra - Law and Ethics in Indian Healthcare - Pearson Education India - 2017 5. Alasdair Maclean - Indian Healthcare Law: A Study of the Interaction

	between Law, Ethics, and Governance - Springer - 2016
Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.mohfw.gov.in/ 2. https://www.imlea.org/ 3. https://www.nls.ac.in/ 4. http://nalsa.gov.in/ 5. https://www.ili.ac.in/

<p>Course Outcomes:</p> <p>On completion of the course, the students should be able to</p> <p>CO1- Understand the principles and nature of forming Society, basics of constitution required for the hospital and applicability of the Companies Act.</p> <p>CO2- Recognize and interrelate various Labour laws and its applicability to Hospitals.</p> <p>CO3- Gain knowledge in the duties of medical practitioners and Laws relating to it and list the Acts and Rules that are connected with medical practice.</p> <p>CO4- Understand the Medical Jurisprudence in India and have in depth knowledge about precautionary steps to avoid litigation.</p> <p>CO5- Recognize the applicability of Laws on Hospital Administration and understand the obligations pertaining to the implementation of Laws applicable to hospitals.</p>

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	M	M	M	H
CO2	H	M	M	L	H	H
CO3	H	M	M	M	M	M
CO4	H	M	M	L	M	M
CO5	H	M	M	L	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	M	H	M	M
CO2	H	H	M	M	M	M
CO3	H	H	M	H	M	M
CO4	H	H	M	H	M	M
CO5	H	H	M	H	M	H

Title of the Course	PROJECT																				
Paper No.	Core XII																				
Category	Core	Year	III	Credits	4	Course Code	UCHAL24														
		Semester	V																		
Instructional hours per week	Lecture	Tutorial	Lab Practice		Total																
	5	-	-		5																
Prerequisites	Higher Secondary in any discipline																				
Objectives of the course	1 - To discover potential research areas in the field of management and hospital administration 2 - To enable students to understand the challenges in the work environment 3 - To develop better insight in the existing literature 4 - To enable students to use analytical techniques and provide suitable solutions for the problems 5 - To improve the decision making skills of the students																				
Course outline	<p>Syllabus</p> <p>Each student shall belong to a team of 5 and are required to prepare the report on the basis of investigation carried out in a particular problem area identified by them in a hospital. The report should demonstrate the capability of the students for some creative potential and original approach to solve the practical problems in day today activities in a hospital.</p> <p>The report should include surveys, interpretation, planning and design of improved integrated management systems in a hospital, presented in a comprehensive manner and viva voce examination will be conducted on the basis of the report.</p> <p>Evaluation Pattern</p> <ul style="list-style-type: none"> ● The mode of evaluating the project will consist of two parts. One on the basis of report writing and the other will be through Viva Voce Examination. ● The valuation of the report writing and Viva Voce Examination will be done by the internal and external examiner. ● 60 marks will be awarded for report writing and 20 marks for overall review and 20 marks for oral examination. ● Project will be for a period of 1 month which will be during the II year in the month of May. ● Each team should find a reputed hospital to carry out her investigation with the approval of the department. ● After completing the Project, the students should get an Attendance Certificate from the hospital. <p>The following are the components for report writing</p> <table border="1"> <tr> <td>Content</td> <td>40 Marks</td> </tr> <tr> <td>Methodology</td> <td>10 Marks</td> </tr> <tr> <td>Layout</td> <td>10 Marks</td> </tr> <tr> <td>Overall Performance Review</td> <td>20 Marks (CA – 80 Marks)</td> </tr> <tr> <td>Viva Voce</td> <td>(Semester 20 Marks)</td> </tr> <tr> <td>Oral Presentation</td> <td>10 Marks</td> </tr> <tr> <td>Question and Answer</td> <td>10 Marks</td> </tr> </table>							Content	40 Marks	Methodology	10 Marks	Layout	10 Marks	Overall Performance Review	20 Marks (CA – 80 Marks)	Viva Voce	(Semester 20 Marks)	Oral Presentation	10 Marks	Question and Answer	10 Marks
Content	40 Marks																				
Methodology	10 Marks																				
Layout	10 Marks																				
Overall Performance Review	20 Marks (CA – 80 Marks)																				
Viva Voce	(Semester 20 Marks)																				
Oral Presentation	10 Marks																				
Question and Answer	10 Marks																				

Course Outcomes:**On completion of the course the student should be able to**

CO1 - Identify the existing problem in the work environment.

CO2 - Devise a suitable plan for solving the problem.

CO3 - Understand and interrelate fundamental aspects based on the available literatures.

CO4 - Analyse and interpret data for decision making.

CO5 - Document and provide feasible solutions which will promote the organisation growth and the student's career growth.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	M	H	H	M
CO2	H	M	H	H	H	M
CO3	H	M	M	M	H	H
CO4	H	M	H	M	H	M
CO5	H	M	H	H	H	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	M	M	H	H
CO2	H	H	M	M	H	H
CO3	M	M	M	M	H	H
CO4	H	M	M	H	H	H
CO5	H	M	M	M	H	H

Title of the Course	ELECTIVE: HEALTH SERVICES MARKETING						
Paper No.	DES IA						
Category	Discipline Specific Elective	Year Semester	III V	Credits	3	Course Code	UEHAA24
Instructional Hours per week	Lecture	Tutorial	Lab Practice		Total		
	5	-	-		5		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<p>1 - To understand the concepts, functions, and techniques of the craft of marketing services.</p> <p>2 - To identify critical issues in service design including the nature of service products & markets, building the service model and creating customer value.</p> <p>3 - To develop relevant skills to identify and manage demand, customer expectation, perception, customer service experiences and outcomes.</p> <p>4 - To provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services.</p> <p>5 - To evaluate the intertwined role of service personnel and customers concerning service delivery, failures, and recovery issues.</p>						
Course outline	<p>UNIT-I (6 hours) Introduction to Marketing and Service Marketing 1.1 Basic Marketing concepts 1.2 Evolution of Marketing concepts 1.3 Marketing and service Marketing mix 1.4 Concept of service 1.5 Classification of service 1.6 Challenges and issues in services marketing.</p> <p>UNIT-II (6 hours) Building Service Model 2.1 Growth of service 2.2 Career opportunities in service sector 2.3 Planning and creating services 2.4 Development of new services 2.5 Distribution of services 2.6 Pricing Service</p> <p>UNIT-III (6 hours) Competition Analysis and Strategies 3.1 Competitive Threats 3.2 Competition analysis 3.3 Competitive Advantage 3.4 Service failures and Recovery 3.5 Service branding 3.6 Promotion.</p>						

	<p>UNIT-IV (6 hours)</p> <p>Customer Behavior</p> <p>4.1 Consumer behavior in services</p> <p>4.2 Customer expectations and perceptions of service</p> <p>4.3 Service quality</p> <p>4.4 Determinants of service quality</p> <p>4.5 CRM</p> <p>4.6 Framework of CRM</p>
	<p>UNIT-V (6 hours)</p> <p>Delivering and Performing of Services</p> <p>5.1 Managing service demand</p> <p>5.2 Managing service capacity</p> <p>5.3 A Service encounter</p> <p>5.4 Moment of truth</p> <p>5.5 Service Interaction Process.</p> <p>5.6 Enhancing employee participation and customer participation</p>
Recommended Text	<ol style="list-style-type: none"> 1. Rama Mohana Rao. K, Services Marketing, 2nd Edition, 2011 2. Philip Kotler et al – Marketing, 14th Edition, 2013 3. Ravi Shanker - Services Marketing: Concepts, Practices, and Cases - Himalaya Publishing House - 2020 4. Zeithaml, Valarie A., Bitner, Mary Jo, Gremler, Dwayne D. - Services Marketing: Integrating Customer Focus Across the Firm - McGraw-Hill Education - 2019 5. RajendraNargundkar - Services Marketing: People, Technology, Strategy - Tata McGraw-Hill Education - 2018
Reference Books	<ol style="list-style-type: none"> 1. Christian Gronroos - Service Management and Marketing: Managing the Moment of Truth in Service Competition - Wiley - 2019 2. Leonard L. Berry - Services Marketing: Integrating Customer Focus Across the Firm - McGraw-Hill Education - 2018 3. JochenWirtz and Christopher Lovelock - Services Marketing: People, Technology, Strategy - Pearson – 2017 4. S. M. Jha - Services Marketing: A Strategic Approach - Excel Books - 2016 5. Christopher H. Lovelock and JochenWirtz - Services Marketing - Pearson Education India - 2020
Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.coursera.org/courses?query=service%20marketing 2. https://www.ama.org/ 3. https://www.servicemarketing.org/ 4. https://www.linkedin.com/learning/topics/service-marketing 5. https://www.service-design-network.org/

Course Outcomes:**On completion of the course the student should be able to**

CO1 - Understand the similarities and differences in service-based and physical product-based marketing activities.

CO2 - Develop the competency to plan, create, price and distribute new service.

CO3 - Understand the various strategies used for competition analysis, promotion and branding the service to avoid service failure.

CO4 - Acquire the ability to manage and improve service quality and customer relationships.

CO5 - Understand and identify the role of employee and consumer in service delivery process to manage critical issues in demand and capacity of service.

CO/PO	PO1	PO2	PO3	PO4	PO5		PO6
CO1	H	M	M	L	L		H
CO2	H	M	M	L	L		H
CO3	H	M	M	L	L		H
CO4	H	M	M	L	L		H
CO5	H	M	M	L	L		H
CO/PSO	PSO1	PSO2	PSO3		PSO4	PSO5	PSO6
CO1	H	M	M		H	M	M
CO2	H	M	H		H	H	M
CO3	H	M	H		H	H	M
CO4	H	M	H		H	H	M
CO5	H	M	H		H	H	M

Title of the Course	ELECTIVE: DIGITAL MARKETING						
Paper No.	DSE 1B						
Category	Discipline Specific Elective	Year Semester	III V	Credits	3	Course Code	UEHAB24
Instructional Hours per week	Lecture	Tutorial	Lab Practice		Total		
	5	-	-		5		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<ol style="list-style-type: none"> 1. To provide basic knowledge about digital marketing. 2. To understand and develop various digital marketing tools used for business. 3. To know the digital analytics and measurement tools used for digital marketing. 4. To familiarize online and Social media marketing 5. To Understand various data analytics and measurement tools in digital marketing 						
Course Outline	<p>UNIT-I (6 hours) Introduction to Digital Marketing – Origin & Development of Digital Marketing – Traditional vs Digital Marketing – Opportunities & Challenges- Online Marketing Mix – Digital Advertising Market in India. 6M Framework – ASCOR & POEM Digital Marketing framework.</p> <p>UNIT-II (6 hours) Content Marketing – Content creation process – Content pillar - Types – A/B Testing – Display Advertising – Search Engine Marketing – Search Engine Optimization (On page & Off page optimization) - Email Marketing, – Mobile Marketing.</p> <p>UNIT-III (6 hours) Social Media Marketing: Building successful social media digital strategy – Piggy bank theory – Personal branding in social media – Crowdsourcing – Lead generation & sales in social media.</p> <p>UNIT-IV (6 hours) Online Reputation Management: Social commerce: Ratings & Reviews -Word of Mouth- User generated content – Co-Marketing – Affiliate Marketing - Influencer Marketing.</p> <p>UNIT-V (6 hours) Digital Analytics & Measurement: Importance of Analytics in digital space – Data capturing in online space – Types – Tracking Mechanism – Google Analytics structure – Conversion tracking – Digital Engagement funnel; Define – Key performance indicator(s) (KPIs) – Ad words & Display Networks. Overview – Applications of Sentiment analysis & Text Mining; Measuring campaign effectiveness – ROI (Return on Investment) & CLV</p>						

	(Customer life term value)
Recommended Text	<ol style="list-style-type: none"> 1. Journal of Digital & Social Media Marketing 2. International Journal of Internet Marketing and Advertising 3. Understanding Digital Marketing, Damian ryan, 4th Edition 2017 publisher: Korgan page limited USA 4. Digital Marketing current trends , vandanahuja, 7th edition 2015 Oxford University press , Chennai 5. Digital Marketing essentials you always wanted to know, 7th edition 2012, Vibrant publishers USA
Reference Books	<ol style="list-style-type: none"> 1. Ian Dodson, The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns, Wiley Publications, First Edition, 2016. 2. Nitin C Kamat & Chinmay Nitin Kamat, Digital Social Media Marketing, Himalaya Publishing House, 2018. 3. Philip Kotler, Marketing 4.0, Moving from Traditional to Digital, Wiley Publications, 2017. 4. Vandhana Ahuja, Digital Marketing, Oxford University Press, 2015. 5. Romi Sainy, Rajendra Nargundhkar, Digital Marketing Cases from India, Notion Press, Incorporated, 2018.
Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.soravjain.com/ebook/ebook.pdf 2. https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners 3. https://www.optron.in/blog/digital-marketing/ 4. https://www.tutorialsduniya.com/notes/digital-marketing-notes 5. https://digitalmarketinginstitute.com/resources/ebooks

Course Outcomes:

On completion of the course the student should be able to

- CO1 - Discuss digital marketing and its framework
- CO2 - Identify, use appropriately and explain digital marketing tools
- CO3 - Explain social media marketing and crowdsourcing
- CO4 - Discuss online reputation management and its influence
- CO5- Identify the various data analytics and measurement tools in digital marketing

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
C01	M	M	S	S	S	S
C02	M	M	S	M	S	M
C03	M	M	S	M	S	M
C04	M	M	S	S	S	M
C05	M	M	S	S	S	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
C01	H	L	M	M	H	H
C02	H	L	H	H	H	H
C03	H	L	M	L	H	H
C04	H	L	M	M	H	H
C05	H	L	M	M	H	H

Title of the Course	ELECTIVE: HEALTHCARE ANALYTICS						
Paper No.	DSE II A						
Category	Discipline Specific Elective	Year Semester	III V	Credits	3	Course Code	UEHAC24
Instructional Hours per week	Lecture	Tutorial	Lab Practice		Total		
	4	-	-		4		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	1 - To enable and understand the basic concepts of healthcare analytics. 2 - To analyze operational and tactical information system in functional areas of business. 3 - To develop skills in planning and development with the analytical system. 4 - To acquire skills to organize healthcare analytics. 5 - To learn and understand the concept of analytics.						
Course Outline	<p>UNIT-I (6 hours) Fundamentals of Healthcare Analytics 1.1 Healthcare Transformation – Challenges and Opportunities 1.2 Analytics and Decision Making 1.3 Applications of Healthcare Analytics 1.4 Components of Healthcare Analytics 1.5 Analytics Strategy - Framework 1.6 Quality Performance Improvement</p> <p>UNIT-II (6 hours) Defining Healthcare Quality and Value 2.1 Overview of Healthcare QI 2.2 Common QI Frameworks in Healthcare 2.3 Raw Materials of Analytics 2.4 Preparing Data for Analytics 2.5 Measuring Metrics, and Indicators 2.6 Indicators to guide healthcare</p> <p>UNIT-III (6 hours) Data Quality and Governance 3.1 The Need for Effective Data Management 3.2 Data Quality 3.3 Data Governance and Management 3.4 Data Stewardship 3.5 Enterprise- Wide Visibility and Opportunity 3.6 Benefits and Errors</p> <p>UNIT-IV (6 hours) Quality Improvement and Basic Methods 4.1 Leveraging Analytics 4.2 Moving from Analytics insight</p>						

	<p>4.3 Statistical Methods for Detecting Changes in Quality or Performance 4.4 Graphical Methods for Detecting Changes in Quality or Performance 4.5 Quality or Performance 4.6 Control Chart Principles</p> <p>UNIT-V (6 hours) Usability of Information 5.1 Presentation of information 5.2 Visualization of information 5.3 Quality 5.4 Performance 5.5 Accessibility 5.6 Ensuring usability of Analytics</p>
Recommended Text	<ol style="list-style-type: none"> 1. Strome, T.L. (2013). Front Matter. In Healthcare Analytics for Quality and Performance Improvement, T.L. Strome (Edition). 2. Lloyd P. Provost and Sandra K. Murray, The Health Care Data Guide: Learning from Data for Improvement (San Francisco: Jossey-Bass, 2011) 3. UjjwalMaulik - Healthcare Analytics: Emerging Trends and Applications - Springer - 2020 4. Sunil K. Gupta - Healthcare Analytics: Models and Methods - CRC Press - 2019 5. Joy M. Goswami - Healthcare Analytics: A Practical Guide for Healthcare Organizations - Wiley - 2018
Reference Books	<ol style="list-style-type: none"> 1. Trevor Hastie, Robert Tibshirani, and Jerome Friedman - The Elements of Statistical Learning: Data Mining, Inference, and Prediction - Springer - 2020 2. Jason Brownlee - Machine Learning Mastery with Python: Understand Your Data, Create Accurate Models, and Work Projects End-to-End - Machine Learning Mastery - 2019 3. Eric Siegel - Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die - Wiley - 2018 4. John W. Foreman - Data Smart: Using Data Science to Transform Information into Insight - Wiley - 2017 5. NirMenachemi and Daniel M. Smith - Health Care Analytics: From Data to Knowledge to Healthcare Improvement - Wiley – 2016
Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.linkedin.com/learning/topics/healthcare-analytics 2. https://www.healthcarebusinessinsights.com/ 3. https://www.hcanews.com/ 4. https://www.healthdatamanagement.com/ 5. https://www.healthcareinformatics.com/

Course Outcomes:**On completion of the course the student should be able to**

CO1 - Understand the challenges and opportunities in healthcare transformation.

CO2 - Develop the conceptual knowledge analytical opportunity.

CO3 - Understand the factors on quality framework and performance improvement.

CO4 - Recognize and interrelate quality and value.

CO5 - Categorize data quality and governance.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	H	H	L	H
CO2	H	M	M	M	M	H
CO3	L	L	L	L	L	H
CO4	H	H	L	M	M	H
CO5	M	M	M	M	M	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	L	M	M	H	H
CO2	H	L	H	H	H	H
CO3	H	L	M	L	H	H
CO4	H	L	M	M	H	H
CO5	H	L	M	M	H	H

Title of the Course	ELECTIVE: ARTIFICIAL INTELLIGENCE						
Paper No.	DSE 2B						
Category	Discipline Specific Elective	Year Semester	III V	Credits	3	Course Code	UEHAD24
Instructional Hours per week	Lecture	Tutorial	Lab Practice		Total		
	4	-	-		4		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<ol style="list-style-type: none"> 1. Understanding foundations of Artificial Intelligence 2. Knowing search for solutions and search strategies 3. Understanding logics and reasoning 4. Understanding supervised learning and unsupervised learning 5. Learning principles of pattern recognition, component analysis, and classification techniques. 						
Course Outline	<p>UNIT-I (6 hours) Introduction to Artificial Intelligence, Foundations and History of Artificial Intelligence, Applications of Artificial Intelligence, Intelligent Agents, Structure of Intelligent Agents. Computer vision, Natural Language Possessing.</p> <p>UNIT-II (6 hours) Searching for solutions, Uniformed search strategies, Informed search strategies, Local search algorithms and optimistic problems, Adversarial Search, Search for games, Alpha – Beta pruning.</p> <p>UNIT-III (6 hours) Propositional logic, Theory of first order logic, Inference in First order logic, Forward & Backward chaining, Resolution, Probabilistic reasoning, Utility theory, Hidden Markov Models (HMM), Bayesian Networks.</p> <p>UNIT-IV (6 hours) Supervised and unsupervised learning, Decision trees, Statistical learning models, Learning with complete data – Naive Bayes models, Learning with hidden data – EM algorithm, Reinforcement learning.</p> <p>UNIT-V (6 hours) Introduction, Design principles of pattern recognition system, Statistical Pattern recognition, Parameter estimation methods – Principles of Component Analysis (PCA) and Linear Discriminate Analysis (LDA), Classification Techniques – Nearest Neighbor (NN) Rule, Bayes Classifier, Support Vector Machine (SVM), K – means clustering.</p>						
Recommended Text	<ol style="list-style-type: none"> 1. Stuart Russell and Peter Norvig, Artificial Intelligence, A Modern Approach –, Pearson Education. 2. Elaine Rich and Kevin Knight Artificial Intelligence , McGraw-Hill 						

	<ol style="list-style-type: none"> 3. Charu C Agarwal, Artificial Intelligence, Springer Publications. 4. Eugene Charniak and Drew McDermott, Introduction to Artificial Intelligence, Pearson Publications. 5. Ela Kumar, Artificial Intelligence, Wiley Publications.
Reference Books	<ol style="list-style-type: none"> 1. E Charniak and D McDermott Introduction to Artificial Intelligence –, Pearson Education 2. Dan W. Patterson, Artificial Intelligence and Expert Systems, Prentice Hall of India 3. Lavika Goel, Artificial Intelligence Concepts and Applications, Wiley Publications. 4. Tonya Randolph, Artificial Intelligence, Nova Science Publishers. 5. Naresh Kumar and Sunil Kumar, Artificial Intelligence, Satya Prakashan, New Delhi.
Website and e-learning source	<ol style="list-style-type: none"> 1. .https://www.soravjain.com/ebook/ebook.pdf 2. .https://testbook.com/digital-marketing/digital-marketing-course-syllabus-and-content-for-beginners 3. https://www.optron.in/blog/digital-marketing/ 4. . https://www.tutorialsduniya.com/notes/digital-marketing-notes 5. https://digitalmarketinginstitute.com/resources/ebooks

Course Outcomes:

On completion of the course the student should be able to

- CO1 - Understand foundations of Artificial Intelligence
- CO2- Know search for solutions and search strategies
- CO3- Understand logics and reasoning
- CO4- Understand supervised learning and unsupervised learning
- CO5- Understand the principles of pattern recognition, component analysis, and classification techniques

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	M	S	S	M	S	M
CO2	S	M	S	M	S	M
CO3	S	S	S	M	M	M
CO4	S	M	S	S	S	S
CO5	M	S	M	S	M	S

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	L	M	M	H	H
CO2	H	L	H	H	H	H
CO3	H	L	M	L	H	H
CO4	H	L	M	M	H	H
CO5	H	L	M	M	H	H

Title of the Course	PUBLIC HEALTH AND COMMUNITY						
Paper No.	Core XIII						
Category	Core	Year	III	Credits	4	Course Code	UCHAM24
		Semester	VI				
Instructional hours per week	Lecture	Tutorial	Lab Practice			Total	
	5	1	-			6	
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<p>1 - To understand the history and antiquity of medicine.</p> <p>2 - To understand the concepts and definition of health and disease.</p> <p>3 - To understand the basic definitions and uses of Epidemiology.</p> <p>4 - To understand and differentiate communicable and non-communicable diseases.</p> <p>5 - To explore the health status, information and statistics in India.</p>						
Course Outline	<p>UNIT I (15 hours) (K1, K2, K3 & K4)</p> <p>History of Medicine Overview</p> <p>1.1 Medicine in antiquity</p> <p>1.2 Scientific approach</p> <p>1.3 Modern medicine</p> <p>1.4 Healthcare revolution</p> <p>1.5 Concept of health and health diseases</p> <p>1.6 Man and medicine</p>						
	<p>UNIT-II (15 hours) (K1, K2, K3 & K4)</p> <p>Concepts of Health and Disease</p> <p>2.1 Definition on health - Determinants of Health</p> <p>2.2 Dimensions of Health</p> <p>2.3 Concept of Disease - Concepts of Prevention</p> <p>2.4 Health Management and Planning - Principles of Health Management and Planning cycle</p> <p>2.5 Healthcare of the community</p> <p>2.6 Health Delivery System</p>						
	<p>UNIT-III: (15 hours) (K1, K2, K3 & K4)</p> <p>Principles of Epidemiology</p> <p>3.1 Definitions and basic measurement of epidemiology</p> <p>3.2 Epidemiologic methods</p> <p>3.3 Descriptive epidemiology</p> <p>3.4 Uses of epidemiology</p> <p>3.5 Screening for Disease</p> <p>3.6 Sensitivity and specificity</p>						

	<p>UNIT-IV: (15 hours) (K1, K2, K3 & K4)</p> <p>Disease: Concept, Cause and Control</p> <p>4.1 Communicable diseases 4.2 Non-communicable diseases - Control of non-communicable diseases 4.3 National health planning in India, NHP 4.4 Health programmes in India 4.5 Reproductive and child health programme – Immunization - Leprosy & TB 4.6 HIV/AIDS programmes</p>
	<p>UNIT-V:(15 hours) (K1, K2, K3 & K4)</p> <p>Health Status and Statistics in India and its Determinants</p> <p>5.1 Nutrition and health 5.2 Social science and medicine 5.3 Environment and health 5.4 Health information and statistics 5.5 Mental health service 5.6 Alcohol and its dependence</p>
<p>Extended Professional Component (is a part of internal component only, not to be included in the external examination question paper)</p>	<p>Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS (To be discussed during the Tutorial hours)</p>
<p>Recommended Text</p>	<ol style="list-style-type: none"> 1. Park, K. Park’s Textbook of Preventive and Social Medicine, Banarsidas Bhanot, Jabalpur, India, 24th Edition. 2. Virginia Berridge - Public Health: A Very Short Introduction (Very Short Introductions) Paperback, 28 Jul 2016. 3. Rajendra Pratap Gupta- Health Care Reforms in India: Making up for the Lost Decades Hardcover, 10 Jan 2016. 4. Sharma Suresh - Nursing Research and Statistics, Paperback, 10 Aug 2018. 5. Mary Jane Schneider - Introduction to Public Health, 5/e Paperback, 2017.
<p>Reference Books</p>	<ol style="list-style-type: none"> 1. Ashish Joshi - Essentials of Global Community Health - Jones & Bartlett Learning - 2017 2. Richard Riegelman and Brenda Kirkwood - Public Health 101: Healthy People—Healthy Populations - Jones & Bartlett Learning - 2020 3. David B. Nash, Sc.D., M.B.A. - Population Health: Creating a Culture of Wellness - Jones & Bartlett Learning - 2019 4. Bernard J. Turnock - Public Health: What It Is and How It Works - Jones & Bartlett Learning - 2018 5. Robert H. Friis and Thomas Sellers - Epidemiology for Public Health Practice - Jones & Bartlett Learning - 2017

Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.linkedin.com/learning/topics/public-health 2. https://online-learning.harvard.edu/subject/public-health 3. https://www.phfi.org/ 4. https://www.niehs.nih.gov/research/programs/geh/community/index.cfm 5. https://www.cdc.gov/publichealth
--------------------------------------	--

Course Outcomes:

On completion Of the course, the students should be able to

CO1- Understand the history of medicine, dawn of scientific medicine and healthcare revolution.
CO2 – Analyze the principles of health management and planning cycle and various health delivery systems.
CO3 - Understand the uses of Epidemiology and concepts of screening for disease.
CO4 - Realize and differentiate communicable and non-communicable diseases and conceptualize various National Health Planning in India and its impact.
CO5 - Understand the importance of nutrition and health, environment and health in health status.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	L	H	M	L
CO2	H	M	L	H	M	L
CO3	H	M	L	H	M	L
CO4	M	M	L	H	M	L
CO5	H	M	L	H	M	L

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	M	M	M	M
CO2	H	H	M	M	M	M
CO3	H	H	M	M	M	M
CO4	H	H	M	M	M	M
CO5	H	M	M	M	M	M

Title of the Course	HEALTHCARE SUPPLY CHAIN MANAGEMENT						
Paper No.	Core XIV						
Category	Core	Year	III	Credits	4	Course Code	UCHAN24
		Semester	VI				
Instructional hours per week	Lecture	Tutorial	Lab Practice			Total	
	5	1	-			6	
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	1 - To acquire insight in the fundamentals of supply chain management 2 - To learn the drivers involved in Supply Chain 3 - To understand the overall objectives of public relations in hospitals 4 - To understand the importance of materials management in hospitals 5 - To elaborate on various support services in the hospital						
Course Outline	UNIT I (15 hours) (K1, K2, K3 & K4) Understanding Supply Chain 1.1 Introduction – Definition- Importance of supply chain 1.2 Objective- Process of Supply chain Decision Phases 1.3 Competitive and Supply Chain Strategies 1.4 Value Chain 1.5 Efficiency and Responsiveness 1.6 Achieving Strategic Fit- Scope						
	UNIT-II (15 hours) (K1, K2, K3 & K4) Drivers of Supply Chain and Distribution Network 2.1 Framework Facilities Inventory 2.2 Transportation Information 2.3 Sourcing Pricing 2.4 Factors influencing distribution network 2.5 Types of Distribution Network 2.6 Service factor and Cost factor						
	UNIT-III: (15 hours) (K1, K2, K3 & K4) Materials Management & Purchasing 3.1 Introduction - Definition and Functions of materials management ,Objectives and Elements of Purchasing 3.2 Goals and Objectives of Materials Management, Purchasing System 3.3, Functions of Materials Manager 3.4 Materials Cycle, Purchasing Cycle 3.5 Problems and Issues of materials management in hospital, 3.6 Purchase Procedures - Legal and Ethical Aspects-Conditions of Contract, Financial Rules - Arbitration						

	<p>UNIT-IV: (15 hours) (K1, K2, K3 & K4)</p> <p>Imports, Inspection and audits</p> <p>4.1 Imports (K1, K2,K3) 4.2 Inspection of materials 4.3 Internal Logistics (K1, K2,K3) 4.4 Planning of Equipment 4.5 Materials Audit & Equipment Audit 4.6 Materials and equipment disposal -recycling and condemnation</p>
	<p>UNIT-V:(15 hours) (K1, K2, K3 & K4)</p> <p>Stores Management</p> <p>5.1 Functions of stores and store manager 5.2 Layout of stores 5.3 Materials receiving and issuing- Coding and standardization Inventory Control 5.4 Basic and Selective Inventory control systems 5.5 Safety Aspect of store 5.6 Store audit</p>
<p>Extended Professional Component (is a part of internal component only, not to be included in the external examination question paper)</p>	<p>Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS (To be discussed during the Tutorial hours)</p>
<p>Recommended Text</p>	<ol style="list-style-type: none"> Chopra S and P Mendil, Supply Chain Management: Strategy, Planning and Operations, Pearson Education, 2nd Edition, 2006. Shaki Gupta and Sunil Kant, Hospital Stores Management: An Integrated Approach (Jaypee Publications, New Delhi, India). Donald J. Bowersox and David J. Closs – Logistical Management, 2nd Edition – Tata McGraw Hill, 2013. David Simchi, Levi – Designing and Managing Supply Chain, 3rd Edition – Tata McGraw Hill, New Delhi, 2008. WHO, Maintenance and Repair of Laboratory, Diagnostic, Imaging and Hospital Equipment (WHO, Geneva).
<p>Reference Books</p>	<ol style="list-style-type: none"> H. Paul Singh and Sudhir K. Jain - Healthcare Supply Chain Management: Basic Concepts and Principles - Springer - 2020 Sandeep Grover and Peter R. Thomsen - Essentials of Healthcare Supply Chain Management: Principles and Practices - CRC Press - 2019 Richard P. Coyle - Healthcare Supply Chain Management: Basic Concepts and Principles - McGraw-Hill Education - 2018 Joel D. Wisner - Principles of Supply Chain Management: A Balanced Approach - Cengage Learning - 2016

	5. David M. Bozarth and Robert B. Handfield - Introduction to Operations and Supply Chain Management - Pearson Education – 2020
Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.supplychaindive.com/ 2. https://www.linkedin.com/learning/topics/supply-chain-management 3. https://www.apics.org/ 4. https://www.scmr.com/ 5. https://scma.com/

Course Outcomes:

On completion of the course, the students should be able to

CO1 - Understand and identify the stages and scope of logistics and supply chain management.

CO2 - Develop the conceptual knowledge about the process of supply chain and its drivers

CO3 - Understand the factors responsible for good public relations and discuss on common problems of public relations in the hospitals.

CO4 - Recognize and interrelate the structure and the overall functioning of materials department.

CO5 - Categorize various support services in a hospital and understand its functions.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	H	L	M	M
CO2	H	M	H	L	M	M
CO3	H	M	H	L	M	M
CO4	H	M	H	L	M	M
CO5	H	M	H	L	M	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	M	L	M	L	M
CO2	H	M	M	M	L	M
CO3	H	M	M	M	L	M
CO4	H	M	M	M	L	M
CO5	H	M	M	M	L	M

Title of the Course	GLOBAL HEALTHCARE SYSTEM						
Paper No.	Core XV						
Category	Core	Year	III	Credits	4	Course Code	UCHAO24
		Semester	VI				
Instructional hours per week	Lecture	Tutorial	Lab Practice			Total	
	5	1	-			6	
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<p>1 - To understand the role of medical tourism in the global healthcare system.</p> <p>2 - To understand, recognize and distinguish various aspects of healthcare delivery of developed nations from Indian healthcare system.</p> <p>3 - To understand, recognize and distinguish various aspects of healthcare delivery of developing nations from Indian healthcare system.</p> <p>4 - To understand, recognize and compare the governance, finance and technology aspects of healthcare systems of various countries.</p> <p>5 - To appraise the healthcare systems of other countries and apply the best aspects of their system to hospital systems for improved outcomes.</p>						
Course Outline	<p>UNIT I (12 hours) (K1, K2, K3 & K4)</p> <p>Introduction and Medical Tourism</p> <p>1.1 Global healthcare - Meaning - History</p> <p>1.2 Evaluation of Global healthcare</p> <p>1.3 Medical Tourism</p> <p>1.4 Global Economy in Healthcare</p> <p>1.5 Medical Tourism Destination</p> <p>1.6 Challenges and Opportunities</p>						
	<p>UNIT-II (12 hours) (K1, K2, K3 & K4)</p> <p>National Health Service</p> <p>2.1 Leadership and Governance</p> <p>2.2 Health information system</p> <p>2.3 Health Financing</p> <p>2.4 Medical products and technologies</p> <p>2.5 Human resource for health</p> <p>2.6 Service Delivery</p>						
	<p>UNIT-III: (12 hours) (K1, K2, K3 & K4)</p> <p>Canadian Healthcare</p> <p>3.1 Leadership and Governance</p> <p>3.2 Health information system</p> <p>3.3 Health Financing</p> <p>3.4 Medical products and technologies</p> <p>3.5 Human resource for health</p> <p>3.6 Service Delivery</p>						

	UNIT-IV: (12 hours) (K1, K2, K3 & K4) Japan Healthcare 4.1 Leadership and Governance 4.2 Health information system 4.3 Health Financing 4.4 Medical products and technologies 4.5 Human resource for health 4.6 Service Delivery	
	UNIT-V:(12 hours) (K1, K2, K3 & K4) Malaysia Healthcare 5.1 Leadership and Governance 5.2 Health information system 5.3 Health Financing 5.4 Medical products and technologies 5.5 Human resource for health 5.6 Service Delivery	
Extended Professional Component (is a part of internal component only, not to be included in the external examination question paper)	Questions related to the above topics, from various competitive examinations UPSC/JAM/TNPS	(To be discussed during the Tutorial hours)

Recommended Text	1. International Management: Managing Across Borders and Cultures, Text and Cases (8th Edition) 8th Edition. 2. Health Care in Japan: Volume 9 (Routledge Library Editions: Japan) Hardcover – Import, 9 Sep 2010. 3. Mark Harrison - Global Health Watch 5: An Alternative World Health Report - Zed Books - 2018 4. Anne-EmanuelleBirn, Yogan Pillay, and Timothy H. Holtz - Textbook of Global Health - Oxford University Press - 2017 5. Lawrence O. Gostin - Global Health Law - Harvard University Press - 2016
Reference Books	1. Anne-EmanuelleBirn - Global Health in Africa: Historical Perspectives on Disease Control - Ohio University Press - 2020 2. Skolnik, Richard - Global Health 101 - Jones & Bartlett Learning - 2019 3. Koplan, Jeffrey P., Bond, Tom C., Merson, Michael H., et al. - Global Health: Disease, Programs, Systems, and Policies - Jones & Bartlett Learning - 2018 4. Barry Bloom and Paul Farmer - Global Health: Science and Practice - Jones & Bartlett Learning – 2017 5. Bhardwaj Pradeep - Latest In Healthcare Management Paperback, 2015.

Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.who.int/healthsystems/en/ 2. https://www.worldbank.org/en/topic/health 3. https://www.globalhealth.harvard.edu/publications/ 4. https://pubmed.ncbi.nlm.nih.gov/?term=global+health 5. https://www.coursera.org/learn/an-overview-of-the-us-healthcare-system
--------------------------------------	--

<p>Course Outcomes:</p> <p>On completion of the course, the students should be able to</p> <p>CO1 - Realize the challenges faced by hospitals which have implemented medical tourism in their system.</p> <p>CO2 - Recognize and distinguish various aspects of healthcare delivery of NHS UK from Indian healthcare system and compare the governance, finance and technology aspects of NHS UK with other countries.</p> <p>CO3 - Recognize and distinguish various aspects of healthcare delivery of Canadian healthcare from Indian healthcare system and compare the governance, finance and technology aspects of Canadian healthcare with other countries.</p> <p>CO4 - Recognize and distinguish various aspects of healthcare delivery of Japanese healthcare from Indian healthcare system and compare the governance, finance and technology aspects of Japanese healthcare with other countries.</p> <p>CO5 - Recognize and distinguish various aspects of healthcare delivery of Malaysian healthcare from Indian healthcare system and compare the governance, finance and technology aspects of Malaysian healthcare with other countries.</p>

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	L	L	M	L
CO2	H	M	L	L	M	L
CO3	H	M	L	L	M	L
CO4	H	M	L	L	M	L
CO5	H	M	L	L	M	L

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	M	L	L	H
CO2	H	H	M	L	L	H
CO3	H	H	M	L	L	H
CO4	H	H	M	L	L	H
CO5	H	H	M	L	L	H

Title of the Course	INTERNSHIP (2 MONTHS)																		
Paper No.	Summer Internship/ Industrial Training																		
Category	Core	Year	III	Credits	4	Course Code	UIHA24												
		Semester	VI																
Instructional Hours per week	Lecture	Tutorial	Lab Practice		Total														
		-	-		2														
Prerequisites	Higher Secondary in any discipline																		
Objectives of the course	OBJECTIVES 1 - To explore alternatives prior to graduation 2 - To integrate theory and practice. 3 - To assess the interests and abilities in the field of management and hospital administration 4 - To develop work habits and attitudes necessary for work environment 5 - To build a record of work experience																		
Course Outline	Syllabus Each student shall be required to prepare the report on the basis of training undergone by her in a hospital. The report should demonstrate the capability of the students in studying the hospital and its services and activities in totality. Evaluation Pattern <ul style="list-style-type: none"> ● Each student should undergo the training separately. ● The mode of evaluating the student will consist of two parts. One on the basis of report writing and the other will be through Viva Voce. ● The valuation of the report writing will be by the internal examiner while for the oral examination an external examiner will be called for. ● 60 marks will be awarded for report writing and 20 marks for over-all review and 20 marks for oral examination. ● Training will be for a period of 3 months which will be during the last semester of the course. ● Each student should find a reputed hospital to carry out her investigation with the approval of the department. ● After completing her training, the student should get an Attendance Certificate from the hospital. The following are the components for report writing <table border="1" style="margin-left: 40px;"> <tr> <td>Content</td> <td>50 Marks</td> </tr> <tr> <td>Layout</td> <td>10 Marks</td> </tr> <tr> <td>Overall Performance Review</td> <td>CA – 60 Marks</td> </tr> <tr> <td>Viva Voce</td> <td>Semester 40 Marks</td> </tr> <tr> <td>Oral Presentation</td> <td>20 Marks</td> </tr> <tr> <td>Question and Answer</td> <td>20 Marks</td> </tr> </table>							Content	50 Marks	Layout	10 Marks	Overall Performance Review	CA – 60 Marks	Viva Voce	Semester 40 Marks	Oral Presentation	20 Marks	Question and Answer	20 Marks
Content	50 Marks																		
Layout	10 Marks																		
Overall Performance Review	CA – 60 Marks																		
Viva Voce	Semester 40 Marks																		
Oral Presentation	20 Marks																		
Question and Answer	20 Marks																		

Course Outcomes:**On completion of the course the student should be able to**

CO1 - Identify work and its function in the economy

CO2 - Develop communication, interpersonal and other critical skills for employability.

CO3 - Realize the importance of professionalism in the workplace.

CO4 - Gain ethical experience in organizational culture.

CO5 - Ability to identify the diverse needs and global issues for sustainable growth..

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	L	H	M	L	H	M
CO2	L	H	M	L	H	M
CO3	L	H	M	L	H	M
CO4	L	H	M	L	H	M
CO5	L	H	M	L	H	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	M	M	M	H	H
CO2	H	M	M	M	H	H
CO3	H	M	M	M	H	H
CO4	H	M	M	H	H	H
CO5	H	M	H	M	H	H

Title of the Course	ELECTIVE: ACCOUNTING PACKAGES						
Paper No.	DSE – IVA						
Category	DSE	Year	III	Credits	3	Course Code	UEHAE24
		Semester	VI				
Instructional hours per week	Lecture	Tutorial	Lab Practice		Total		
	5	-	-		2		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<p>1- To introduce the students to the Basic of Accounts and the usage of Tally for accounting purpose.</p> <p>2- To acquaint students with the accounting concept, tools and techniques influencing business organization will be liable for preparation of financial statements in the modern technological era.</p> <p>3- To enable the students to record the business transactions and manage the accounts information for an organization using the popular Tally Business Accounting Software.</p> <p>4- To enable the students to explore to and acquire skills in respect of most sophisticated computerized accounting procedures and practices so as to help them serve better the vast accounting needs of every commercial organization.</p> <p>5- To enable the students ready with required skill for employability in the job market.</p>						
Course outline	<p>UNIT-I (6 hours)</p> <p>Introduction</p> <p>Introduction to Accounting Software Packages : Marg – Zipbooks – Profit Books – Money Manager Ex – Quick Books – Zoho Books – Vyapar – MProfit – Marg ERP – Tally</p>						
	<p>UNIT-II (6 hours)</p> <p>Profit & Loss and Balance Sheet</p> <p>Journal, ledger accounts – Trial Balance – Trading and Profit and Loss account – Profit and Loss account – Balance Sheet - Display Balance Sheet – Profit and Loss Account – Display trial balance</p>						
	<p>UNIT-III (6 hours)</p> <p>Inventory and Stock</p> <p>Fundamentals of Inventory – Stock Groups – Stock categories – Godowns /Locations –Units of Measure - Stock items</p>						
	<p>UNIT-IV (6 hours)</p> <p>Cost Categories</p> <p>Cost Categories – Cost Centers – Inventory Master Creation: Stock groups – Entering Vouchers; Voucher types – How to enter Voucher – Different Types of Accounting Vouchers (Payments / Receipt, Journal, Sales and Purchase).</p>						

	<p>UNIT-V (6 hours)</p> <p>Introduction to Ratio Analysis</p> <p>Ratio Analysis</p> <p>Lab Exercises</p> <ol style="list-style-type: none"> 1. Trading and profit and loss account of a company 2. Balance Sheet of the Company 3. Cost category and cost center 4. Inventory and stock
Recommended Text	<ol style="list-style-type: none"> 1. Namrata Agarwal, Tally 9, 2nd Edition – Dreamtech Press, 2013. 2. A.K.Nadhani, K.K.Nadhani, Implementing Tally 9, BPB Publications – 2nd Edition, 2007 3. Shraddha Singh, Navneet Mehra, Tally- Power of Simplicity, V&S Publishers, April 2015. 4. Amar Jeet Singh - Tally.ERP 9 in Simple Steps - BPB Publications - 2020 5. S.P. Jain and K.L. Narang - Tally.ERP 9 Made Easy - Kalyani Publishers - 2019
Reference Books	<ol style="list-style-type: none"> 1. P.K. Goel - Mastering Tally.ERP 9 - BPB Publications – 2020 2. Andrew Greaves - Tally.ERP 9 for Beginners - Kogan Page - 2019 3. G. Shrinivas and P. Rao - Tally.ERP 9: Tally Prime 2.0 (2021 Edition) - Notion Press - 2021 4. Neil Butani - Tally Prime Mastery (Volume 1) - Notion Press - 2020 5. Tony John - Tally.ERP 9: Learning Book - Notion Press – 2018
Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.tallyschool.com/ 2. https://www.youtube.com/user/tallysolutions 3. https://www.youtube.com/playlist?list=PL0G_zvLCS9_0d4QeQ9SgX3pPxXKZGqMCU 4. https://www.linkedin.com/learning/topics/tally 5. https://www.youtube.com/playlist?list=PLxxJMMrX3LLFbLU8diRAsUibE_LplzVnZ

<p>Course Outcomes:</p> <p>On completion of the course the student should be able to</p> <p>CO1- Gain knowledge in various accounting packages and the basics of Tally Erp 9.0</p> <p>CO2- Be trained in creating company, enter accounting vouchers and to print profit and loss and Balance Sheet.</p> <p>CO3- Prepare inventory and stock items for an organization and print the stock summary report.</p> <p>CO4- Understand how to create and maintain cost categories, cost centers of a product for easy processing of sales and purchase inventories.</p> <p>CO5- Analyse the financial statements using ratio analysis and interpreting the results thereof.</p>
--

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	H	L	L	M
CO2	H	M	H	L	L	M
CO3	H	M	H	L	L	M
CO4	H	M	H	L	H	M
CO5	H	M	H	L	H	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	M	H	M	M	L
CO2	H	M	H	M	M	L
CO3	H	M	H	H	H	L
CO4	H	M	H	M	H	L
CO5	H	M	H	M	H	M

Title of the Course	ELECTIVE: E- BANKING						
Paper No.	DSE 3B						
Category	Discipline Specific Elective	Year Semester	III VI	Credits	3	Course Code	UEHAF24
Instructional Hours per week	Lecture	Tutorial	Lab Practice		Total		
	5	-	-		5		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<p>1- To familiarize the students with the fundamentals of E- banking such as ATM, Internet banking, ECS, EFT Tele banking, Electronic Cheques, Credit cards, Debit cards, MICR, etc.</p> <p>2- To enable the students to understand the concept of online banking.</p> <p>3- To understand the E- Banking services provided in India.</p> <p>4- To understand the various problems related to security aspects in e-banking.</p> <p>5- To make students aware of means to overcome security related aspects in e- banking.</p> <p>6- To familiarize students with various banking correspondence related to e-banking.</p>						
Course Outline	<p>UNIT-I (6 hours) Introduction</p> <p>1.1 Electronic Banking: Traditional Banking Vs E-Banking</p> <p>1.2 Facets of E-Banking</p> <p>1.3 E-Banking transactions truncated cheque and Electronic cheque</p> <p>1.4 Models for E-banking-complete centralized solution- features -CCS-Cluster approach</p> <p>1.5 Hi tech. Bank with in Bank Advances of E-Banking</p> <p>1.6 Constraints in E-Banking</p> <p>UNIT-II (6 hours) Online Banking</p> <p>2.1 Online Banking: Introduction –concept and meaning</p> <p>2.2 The electronic delivery channels- need for computerization</p> <p>2.3 Automatic Teller Machine(ATM) at home –Electronic Fund Transfer(EFT)-uses</p> <p>2.4 Computerization in clearing houses</p> <p>2.5 Tele banking- Banking on home computers</p> <p>2.6 Electronic Money Transfer -uses of EMT</p> <p>UNIT-III (6 hours) Banking in India</p> <p>3.1 Updating Bank saving accounts –Computer bank branches</p> <p>3.2 Financial Transaction Terminals- (FTT)</p> <p>3.3 E Cheque-Magnetic Ink Character Recognition (MICR) and Cheques</p> <p>3.4 E-Banking in India-Procedure- Programmes-Components</p> <p>3.5 How to go on net for Online Banking</p> <p>3.6 Advantages-Limitations</p>						

	<p>UNIT-IV (6 hours) Security I</p> <p>4.1 E-Banking Security- Introduction need for security</p> <p>4.2 Security concepts-Privacy –Survey. Findings on security-Attack-Cybercrimes</p> <p>4.3 Reasons for Privacy- Tampering- Encryption –Meaning-The encryption process</p> <p>4.4 Cryptogram- Cryptanalyst-cryptography-Types of Cipher systems – Code systems</p> <p>4.5 Cryptography - Cipher-Decipher-Jumbling-Asymmetric</p> <p>4.6 Crypto system - Data Encryption Standard (DES)</p> <p>UNIT-V (6 hours) Security II</p> <p>5.1 E-Builder solutions-Digital certificate-Digital Signature & Electronic Signature</p> <p>5.2 E-Security solutions — solutions providers-E-locking technique- E-locking services-Netscape security solutions</p> <p>5.3 Pry Zone – E software security Internet-Transactions-Transaction security</p> <p>5.4 PKI-Sierras Internet solutions –security devices</p> <p>5.5 Public Key Infrastructure-(PKI)-Firewalls Secure Ledger- (FSL)</p> <p>5.6 Secure Electronic Transaction (SET)</p>
Recommended Text	<p>1.C.S. Rayudu, E-Business, Himalaya Publishing House. 2015</p> <p>2. IIBF - Bank Financial Management Paperback, 2018.</p>
Reference Books	<p>1. Peter Rose, Sylvia Hudgins- Bank Management and Financial Services Paperback , 1 Jul 2017.</p> <p>2. N S TOOR, ARUNDEEP TOOR - Skylark Publication's Bank Financial Management - Guide for CAIIB Q&A by N. S.Toor & Arundeeep Toor (9TH EDITION) Paperback, 2018.</p> <p>3. Bhushan Dewan, E-Commerce, S Chand, 2001.</p>
Website and e-learning source	<p>1. https://www.geeksforgeeks.org/electronic-banking-e-banking-types-features-advantages/</p> <p>2. https://www.toppr.com/guides/business-economics-cs/money-and-banking/e-banking/</p> <p>3. https://cleartax.in/glossary/e-banking-electronic-banking</p> <p>4. https://www.researchgate.net/publication/261424599_Introduction_to_electronic_banking_by_eLearning_methods</p> <p>5. https://testbook.com/ugc-net-commerce/e-banking</p>

Course Outcomes:**On completion of the course the student should be able to**

CO1- Acquire conceptual knowledge of e- banking, describe its features and compare it with traditional banking.

CO2- Understand the need for computerization in banks and describe the advantages and disadvantages of online banking.

CO3- Introduce the need for security and apply those to overcome cybercrimes.

CO4- Familiarize the crypto system followed in e- banking.

CO5- Understand the E-Security solutions and the various software used as security in e-banking.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	H	M	L	L	H
CO2	H	H	M	L	L	H
CO3	H	H	M	L	L	H
CO4	H	H	M	L	L	H
CO5	H	H	M	L	L	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	M	M	H	M	M
CO2	H	M	M	H	L	M
CO3	H	M	M	M	M	M
CO4	H	M	M	H	L	M
CO5	H	M	M	M	L	M

Title of the Course	ELECTIVE: HEALTHCARE INSURANCE						
Paper No.	DSE IV						
Category	Discipline Specific Elective	Year Semester	III VI	Credits	3	Course Code	UEHAG24
Instructional Hours per week	Lecture	Tutorial	Lab Practice		Total		
	6	-	-		6		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<p>1- To understand the evolution of Health Insurance in India, the basics of Insurance and its role in economic development.</p> <p>2- To familiarize with the role of regulatory bodies of Insurance sectors.</p> <p>3- To comprehend the various policies of Health Insurance.</p> <p>4- To equip with the knowledge of basic principles, tools, methods and process of underwriting.</p> <p>5- To understand the claim management process in health insurance.</p>						
Course Outline	<p>UNIT-I (6 hours) Introduction 1.1 Introduction to Insurance 1.2 Concept of Health insurance 1.3 Health care – Levels of Healthcare 1.4 Types of Healthcare 1.5 Factors affecting Health system in India 1.6 Evolution of Health Insurance in India</p> <p>Unit-II (6 hours) Products of Health Insurance I 2.1 Health Insurance Products: Classification of Health Insurance products 2.2 IRDA guidelines on Standardization in health insurance 2.3 Hospitalization indemnity product 2.4 High Deductible plans – Senior citizen policy 2.5 Fixed benefit covers 2.6 Long term care Insurance</p> <p>UNIT-III (6 hours) Products of Health Insurance II 3.1 Combi products –Package policies 3.2 Health insurance for poorer sections –Government schemes 3.3 Personal accident 3.4 Overseas Travel Insurance 3.5 Group Health Cover –Special Products 3.6 Key terms in Health policies</p> <p>UNIT-IV (6 hours) Underwriting 4.1 Health Insurance Underwriting: Need for underwriting</p>						

	<p>4.2 Principles and tools of underwriting Health insurance</p> <p>4.3 The underwriting process</p> <p>4.4 Group health insurance</p> <p>4.5 Underwriting of Overseas Travel Insurance</p> <p>4.6 Underwriting of Personal Accident Insurance</p>
	<p>UNIT-V (6 hours)</p> <p>Health Insurance Claims</p> <p>5.1 Claims Management</p> <p>5.2 Management of Health Insurance Claims</p> <p>5.3 Claim process</p> <p>5.4 Cashless settlement process</p> <p>5.5 Documentation in Health Insurance Claims</p> <p>5.6 Role of Third-Party Administrators (TPA)</p>
Recommended Text	<ol style="list-style-type: none"> 1. Insurance Institute of India – IC 32- Health Insurance, 2015 2. Insurance Institute of India - IC 27 - Healthcare Insurance, 2016 3. Ramesh Pathak - Healthcare Insurance: Concepts and Practices - Himalaya Publishing House - 2020 4. Arpit Jain - Healthcare Insurance: Principles and Practice - Pearson Education India - 2019 5. Shreelata Rao Seshadri - Health Insurance: Understanding the Concepts and In-Depth Analysis - McGraw-Hill Education - 2018
Reference Books	<ol style="list-style-type: none"> 1. Peter R. Kongstvedt - Essentials of Managed Health Care - Jones & Bartlett Learning - 2020 2. Michael A. Morrissey - Health Insurance - Health Administration Press - 2019 3. Michael E. Porter and Elizabeth Olmsted Teisberg - Redefining Health Care: Creating Value-Based Competition on Results - Harvard Business Review Press - 2018 4. Michael K. Gusmano, Victor G. Rodwin, and Daniel Weisz - Health Care in World Cities: New York, Paris, and London - Johns Hopkins University Press - 2017 5. Stuart H. Altman - Power, Politics, and Universal Health Care: The Inside Story of a Century-Long Battle - Prometheus Books - 2016
Website and e-learning source	<ol style="list-style-type: none"> 1. https://www.irdai.gov.in/ 2. https://pmjay.gov.in/ 3. https://www.niapune.com/ 4. https://www.starhealth.in/ 5. https://onlinecourses.swayam2.ac.in/cec24_mg17/

<p>Course Outcomes:</p> <p>On completion of the course the student should be able to</p> <p>CO1- Acquire knowledge on basic terminologies of insurance and describe the role of health insurance for individuals.</p> <p>CO2- Understand the various types of health insurance policies offered to individuals in</p>

India and the rules that govern and protect policy holders.
 CO3- Familiarize with various health insurance policies offered by Government for poorer sections of the society.
 CO4- Understand the basic tools and principles of underwriting and the rules governing the same.
 CO5- Comprehend the claims management in insurance and understand the role of Third Party Administrators (TPA).

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	M	L	L	M
CO2	H	H	M	L	L	M
CO3	H	H	M	L	L	M
CO4	M	M	M	L	L	H
CO5	M	M	M	L	L	M

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	M	L	L	M
CO2	H	H	M	M	L	M
CO3	H	H	M	M	L	M
CO4	H	M	M	M	L	M
CO5	H	M	M	M	L	M

Title of the Course	ELECTIVE: HEALTHCARE ECONOMICS						
Paper No.	DSE 4B						
Category	Discipline Specific Elective	Year Semester	III VI	Credits	3	Course Code	UEHAH24
Instructional Hours per week	Lecture	Tutorial	Lab Practice		Total		
	5	-	-		5		
Prerequisites	Higher Secondary in any discipline						
Objectives of the course	<p>1 - To enable and understand the basic concepts of economics.</p> <p>2 - To analyze how health care outcomes are influenced by changing market forces, social forces, and government forces.</p> <p>3 - To understand the fundamentals of hospital and physician services production, including the concepts of input factor substitution, economies of scale and scope, and technology adoption decision.</p> <p>4 - To develop skills to evaluate the economic condition and market of the healthcare industry.</p> <p>5 - To evaluate various health programs and its impact on the economy.</p>						
Course Outline	<p>UNIT-I (6 hours) Introduction to Health Economics 1.1 Introduction to Economics and Basic Problems of Economy 1.2 Types of Economy and Microeconomics and Macroeconomics 1.3 Circular Flow and Interdependence of Economic Activity, Scarcity and Efficiency 1.4 Managerial Economics and basic economic concepts 1.5 Introduction to Health Economics 1.6 The Relevance of Health Economics and the size and scope of the Health Economy</p> <p>UNIT-II (6 hours) Basic Microeconomics Concepts in Health Economics 2.1 Basic concepts of market 2.2 Basic Elements of Demand and Supply 2.3 Market equilibrium 2.4 Elasticity of demand and supply 2.5 Approaches to consumer behavior 2.6 Demand for Health</p> <p>UNIT-III (6 hours) Production and Cost of Healthcare 3.1 Production Function 3.2 Isoquants and Marginal Products 3.3 Elasticity of Substitution 3.4 Cost Function 3.5 Economies of Scale 3.6 Technological Change</p>						

	<p>UNIT-IV (6 hours)</p> <p>Economic Evaluation and Markets in Healthcare</p> <p>4.1 Economic Evaluation</p> <p>4.3 Markets in Healthcare</p> <p>4.4 Government Interventions in Healthcare</p> <p>4.5 Health Financing from Various Sources</p> <p>4.6 Health Insurance and TPA</p> <p>UNIT-V (6 hours)</p> <p>Economics of Health Programs</p> <p>5.1 Environmental Influences on Health and its Economic Impact</p> <p>5.2 Healthcare System in Different Countries</p> <p>5.3 Economics Impact of Tobacco use</p> <p>5.4 Economics Impact of Alcohol use</p> <p>5.5 Models of Addiction</p> <p>5.6 Aging of Population</p>
Recommended Text	<p>1. ShermanFolland, Allen C. Goodman and MironStano - The Economics of Health and Health Care (Prentice-Hall Inc, New Jersey).</p> <p>2. Michael Drummond and et al, Methods for Economics Evaluation of Healthcare Programme, Oxford University Press, 4th Edition, 2015</p>
Reference Books	<p>1. Shuvendu Bikash Dutta – Health Economics for Hospital Management, Jaypee Brothers Medical Publishers; 1st edition (2013)</p> <p>2. Government of India, Five Year Plans.</p> <p>3. Charles E. Phelps - Health Economics: International Edition Paperback – Import, 20 Feb 2009.</p>
Website and e-learning source	<p>1. https://www.sciencedirect.com/journal/journal-of-health-economics</p> <p>2. https://www.coursera.org/in/articles/health-economics</p> <p>3. https://onlinelibrary.wiley.com/journal/10991050</p> <p>4. https://commonfund.nih.gov/healthconomics</p> <p>5. https://healthconomicsreview.biomedcentral.com/articles</p>

Course Outcomes:

On completion of the course the student should be able to

- CO1 - Gain Knowledge in basic concepts of economics including managerial economics, macro and microeconomics, types of economy and understand the size and relevance of health economics.
- CO2 - Develop skills to manage demand for health care and understand behavior of consumers in the health care sector.
- CO3 - Understand the concept fundamentals of hospital and physician services production including the concepts of economies of scale, and technology adoption decision.
- CO4 - Acquire the ability to evaluate health economics and understand the concept of healthcare market and health insurance.
- CO5 - Analyze the environmental influences on the health care sector and identify the impact of tobacco, alcohol, drugs and other communicable diseases on the economy.

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6
CO1	H	M	M	L	L	H
CO2	H	M	M	L	L	H
CO3	H	M	M	L	L	H
CO4	H	M	M	L	L	H
CO5	H	M	M	L	L	H

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	H	H	H	M	M	M
CO2	H	H	H	H	M	H
CO3	H	H	H	H	M	H
CO4	H	H	H	H	L	H
CO5	H	H	M	H	L	H