

SHORT TERM VOCATIONAL CERTIFICATE COURSE

COURSE NAME: HOSPITAL MANAGEMENT

(12 months Duration)

Prepared by

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HYDERABAD, TELANGANA



COURSE NAME: HOSPITAL MANAGEMENT

NAME OF THE COURSE: Hospital Management

SECTOR : Paramedical -

COURSE CODE : HM

ENTRY QUALIFICATION: SSC

DURATION: 12 months (2 modules) - (40 Hours: English +
Course content: 400 Hours)

PRE-REQUISITES: Basic Knowledge of science and English aggregate of 45% marks from recognized boards under SSC/CBSE/ICSE.

Terminal competence:

After completing this course, students will be able to work as a hospital administrator and integrate knowledge to reach organizational goals and supportive measures in hospital management.

Introduction of the course:

The hospital management course trains the students on managerial and administrative roles at a hospital or healthcare institute. students are trained to get thoughts, skills, models, and application about hospital administration.

Objectives:

To learn systematically evaluate the processes and outcomes of health care using established criteria

- To provide basic understanding of various types of hospital and health care facilities
- To familiarize the student with the basic concepts and principles and functions of management
- To provide the health care students valuable insight of economic environment of Indian health care delivery system
- To provide an understanding of concepts, principles, and practices of human resource management and to meet the needs of systematic approach to achieve organizational goals
- To obtain employment as a Hospital Administrator with an organization that offers opportunities for personal growth and career advancement.



Skills:

- Hospital administrators are the executives of the hospital
- To identify health care professionals and to design different types of health care models
- Hospital administrators are liaison officers in their workplace
- Gaining professional recognition
- Working with a diverse array of people

ON THE JOB TRAINING AND PRACTICAL:

Clinical training is extremely important for a bedside assistant as it provides students to deal with real patients and expand on the knowledge obtained in various departments.

- Take part in multidisciplinary teams and involve in continuous learning
- Contribute to affected person care through examinations and treatment plans
- Work closely with other healthcare professionals including physicians, nurses and doctors
- Beyond medical responsibilities, interns uphold professionalism
- Suggest for patient welfare
- Undertake administrative duties critical to healthcare operations.

COURSE SYLLABUS**MODULE-1: Hospital Organization and Management****UNITS**

1. Hospital
2. Basic of anatomy and physiology
3. Introduction to management
4. Evolution of healthcare services
5. Environmental health hazards
6. Organizational behaviour and group dynamics
7. Conflict management and corporate social responsibility
8. Human resource management



9. Employee welfare and industrial disputes
10. Marketing planning and organization

MODULE-2: Patient Centric Management

1. Introduction to health economics
2. Health care information system
3. Health care laws and regulations
4. Basics of hospital quality
5. Financial management
6. Patient centric management
7. Modern healthcare innovation
8. Challenges in patient care management
9. Store management
10. Health care insurance

SCHEME OF INSTRUCTION/MODULE:

1. Communicative English: 40 hours (per module)

2. Course: 200 hours (per module)

Duration of Course	Theory		On the Job Training		Total	
	Hours	weightage	Hours	Weightage	Hours	weightage
1 Module	100	30%	100	70%	200	100%
2 Modules (12 months)	100	30%	100	70%	400	100%



SYLLABUS

MODULE-1 (Hospital Organization and Management)

1.Hospital (No. of Hrs- 10)

Introduction, definition, functions of hospitals, types of hospital, departments of hospital

2. Basics of Anatomy and Physiology (No. of Hrs- 10)

Significance of anatomy and physiology of hospital administration, anatomy, classification of anatomy, terms used in anatomy (various position and planes, physiology, meaning, applied physiology, terms used in physiology)

3. Introduction to Management (No. of Hrs-10)

Definition, Concept of management principles, process, managerial skills, levels of manager and responsibilities of manager

- **Functions of Management**

Planning- meaning, types, process, management by objectives (MOB) decision making- types model important process and techniques Controlling- characteristics, process and methods Coordination- nature important principles types, techniques, Application of managerial function in a hospital

4. Evolution of Healthcare Services (No. of Hrs- 10)

Health care, meaning and scope, overview of healthcare system in India, levels of healthcare, primary health care, role of public health manager, public health services, government health services,

5. Environmental Health Hazards (No. of Hrs- 10)

Environmental health and pollution- nature sources health effects, occupational and environmental health hazards, biomedical waste management, universal standard safety precaution and infection control



6.Organizational Behaviour and Group Dynamics (No. of Hrs- 10)

Organizational behaviour- meaning nature, factors influencing importance and models of organizational behaviour

Cognitive process and perception- factors influencing stages, process creativity problem solving, personality development, stages of personality development

Group dynamics- characteristics, types and interpersonal relationship

7. Conflict Management and Corporate Social Responsibilities (No. of Hrs- 10)

Conflict- meaning of conflict, conflict management, types of conflict sources of conflict, conflict management strategies - CSR- Principles of CSR, Drive forces of CSR, Dimensions of CSR, CSR in Hospital, Green Strategies, Impact of CSR.

8.Human Resource Management (No. of Hrs- 10)

Human resource management- Organization of HRD, qualities of HR, Principles, Objectives, strategies, Job Analysis, job description, job specifications, recruitment, selection, orientation program

9.Employee Welfare and Industrial Disputes (No. of Hrs- 10)

Employee welfare- meaning, merits, demerits, types of welfare activities approach,

Industrial disputes and grievance handling- framework of employee-employer, grievance procedure, principles and guidelines of grievance, handling trade union, causes of industrial disputes.

10. Marketing Planning and Organization (No. of Hrs- 10)

Marketing- characteristics, elements, importance of marketing healthcare organization

digital marketing- website planning, search engine optimization (SEO), social media optimization (SMO)

Concept of market segmentation, need for market segmentation for hospital, market segmentation process, target marketing, target marketing strategies, Customer Relationship Management (CRM)



MODULE-2: Patient Care Management

1. Introduction of Health Economic (No. of Hrs- 10)

Economics- Definition, scope, macro and micro, scarcity

Health economic- concept, nature and scope, areas of health economics.

Law of demand- demand for health care, elasticities of demand in healthcare, model of demand for health care, healthcare demand and supply gap

2. Health Care Information and Technology System (No. of Hrs- 10)

Concept of computer, parts, hardware components communication devices, data management

Networking types, importance methods

Concept, need and importance, types of HIS, MIS, digital health

3. Health Care Laws and Regulations (No. of Hrs- 10)

Professional code of conduct and ethics, ethical and legal aspects of doctor patient relationship, consent, MLC, LAMA, absconding patient, dying declaration, MTP, rights and responsibilities of patient, medical negligence.

4. Quality Management (No. of Hrs- 10)

Introduction to quality, concepts, determinant, types, importance of quality, quality management in hospital, contemporary quality improvement, patient safety initiatives, cycle time and turnaround time, basics of QCI, NABH, NABL, JCI.

5. Financial Management (No. of Hrs- 10)

concept of finance, role function objectives of financial management, strategic financial planning, capital budgeting



6. Patient Care Management

(No. of Hrs- 10)

concept of patient care, patient centric management, organization of hospital department, role of departmental manager, patient behaviour and counselling, tort liability, vicarious liability, medical negligence, medical audit

7. Modern Health Care Innovation

(No. of Hrs- 10)

innovation- process and product performance, smart hospital, telehealth innovations, consumer health informatics, mobile health app

8. Challenges in Patient Care Management

(No. of Hrs- 10)

PCM challenges in healthcare industry, IT related challenges, financial challenges, handling billing issues, MLC,

9. Supply Chain Management

(No. of Hrs- 10)

SCM- definition, concept, components, supply chain model, supply chain manager,

Inventory management- definition, purpose, functions objectives, criteria, codification, standardization.

10. Health Insurance

(No. of Hrs- 10)

Health insurance underwriting, mortality morbidity, factors impacting morbidity, documents used for underwriting, underwriting process, claim management process, role and responsibilities of TPAs- insurance regulatory development authority.

ON THE JOB TRAINING

Topics for Practical Sessions:

MS WORD -Document formatting, mail merge, designing of template,

MS EXCEL-Pivot tables, data analysis, chart tables, graph

MS POWERPOINT- Designing of a presentation, customization of presentation,



BROWSING MAILING- using various research tool, mailing CC, BCC, creating signature, auto reply

- organization of different types of departments and presenting individual models organizing and designing of various departments like emergency, general, maternity, paediatric, psychiatry, oncology hospital
- communication with individuals and other departments the hospital for decision making
- admission and discharge procedure, record maintenance
- management of hospital waste disposal procedure
- process of birth and death registration
- case study on misconduct of doctors as per MCI
- To understand the need and impact of healthcare management system

Internship Guidelines

The internship is for a 3-month duration. The students have the opportunity to work in all kinds of hospitals which include public, charitable, trust, mission and corporate hospitals. in the given scenario hospital management students are very much required in all kinds of hospital

The objective of the internship is to provide complete orientation of the hospital, undertake department study and acquired the skills to manage the department independently

The students are required to choose 4 clinicals and 4 supportive departments. They should adopt a case study approach to study the department comprehensively. the department work should be done for 2 weeks. The complete internship work should be properly documented. The students are required to maintain an internship diary.

Qualifications of Teaching Faculty:

1. Graduation from any recognized university with an aggregate of 55% marks (MBA, BBA) Hospital Administration
2. 3+ Years of Experience in Health Administration



Reference books/ Internet links:

1. Koontz Harold, Heinz Weihrich: Management- A global perspective 19th edition
2. LM Prasad: Principles and Practice of Management, Sultan Chand publishers
3. Manisha Saxena: Hospital Management CBS Publishers

Division of Marks:

Theory: 100 Max. Marks

1. Communicative English: 20 marks
2. Short Questions: 6 x5m = 30 marks
3. Long Questions: 4x10 = 40 marks
4. Multiple Choice Questions: 10x1=10 marks

Practical: 100 Max. Marks

1. External: 40 marks
2. Record/ Mini Project & Viva: 10 marks
3. Internship/OJT: 50 marks



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REGD. NO:

TIME: 3 HRS

MAX MARKS: 100

**HOSPITAL MANAGEMENT (module-1)
MODEL QUESTION PAPER (THEORY)**

SECTION- A

COMMUNICATIVE ENGLISH

20 MARKS

SECTION- B

Note: a) Answer ALL questions.

b) Each question carries **5 Marks**.

6X5M=30 MARKS

1. Explain the functions of hospital.
2. Write about the managerial skills.
3. Describe about MBO.
4. What are the factors that are influencing organization behaviour?
5. What are the strategies of conflict management?
6. Write about quality management in hospital.



SECTION- C

Note: a) Answer any **FOUR** questions.

b) Each question carries **10 Marks**.

4X10M=40 MARKS

1. Write about Customer Relationship Management (CRM).
2. Explain about the industrial disputes and grievance handling.
3. Describe about job analysis.
4. What are the principles of Corporate Social Responsibility?
5. Write about employee welfare program.
6. Explain about group dynamics.



SECTION-D**10X1=10 Marks**

1. Hospitals serve a multitude of functions that are vital for

- (a) Healthcare system (b) Social system (c) Both a and b (d) All the above

2. The study of heart called as

- (a) Osteology (b) Cardiology (c) Endocrinology (d) Neurology

3. Orthopaedic Hospitals are specialized in

- (a) Cardiovascular system (b) Respiratory system (c) Skeletal system
(d) Reproductive system

4. Labor and Delivery Unit Provides care for

- (a) Pregnant women (b) Children (c) Geriatric patient (d) All of the above

5: Study of specific organ system is called

- (a) Systemic Anatomy (b) Regional anatomy (c) Surface anatomy
(d) Developmental anatomy

6. Superior (Cranial) towards the head or upper part of the body is an:

- (a) Example: The stomach is inferior to the lungs
(b) Example: The head is superior to the abdomen
(c) Both A & B
(d) All the above

7. Setting goals and determining how to achieve them is

- a. Planning b. Organizing c. Leading d. Controlling

8. Managers should be fair and impartial when dealing with employees is known as

- a. Scalar chain b. Order c. Equity d. Initiative

9. Designing organizational structure and hierarchy is called

- a. Planning b. Organizing c. Controlling d. Leading



10. is also known as interpersonal or people skills.

- a. Technical skills b. Conceptual skills c. Human skills d. Managerial skills



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HOSPITAL MANAGEMENT

MODEL QUESTION PAPER (PRACTICAL)

Note: a) Answer ALL questions.

b) Each question carries **10 Marks.** **4X10=40MARKS**

1. Write about digital marketing and website planning
2. What are the merits and demerits of employee welfare
3. Write procedure for orientation programme
4. Write about the green strategies

Record/Mini Project & Viva

10 Marks

Internship/OJT

50 Marks



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REGD. NO:

TIME: 3 HRS

MAX MARKS: 100

HOSPITAL MANAGEMENT (Module-II)

MODEL QUESTION PAPER (THEORY)

SECTION- A

COMMUNICATIVE ENGLISH

20 MARKS

SECTION- B

Note: a) Answer ALL questions.

b) Each question carries **5 Marks**.

6X5M=30 MARKS

1. Describe about law of demand.
2. Explain about management of information system.
3. Write in detail about medical negligence.
4. Explain about QCI.
5. Write about consumer health informatics.
6. Write about telehealth innovations.



SECTION- C

Note: a) Answer any **FOUR** questions.

b) Each question carries **10 Marks**.

4X10M=40 MARKS

1. Write about health insurance.
2. Explain about consumer health informatics.
3. Describe about chain management.
4. Write about MLC.
5. What is the role of departmental manager?
6. What are the components of computer?



SECTION-D**10X1=10 Marks**

1. The study of how people make choices under conditions of scarcity and the consequences of those choices for society is called

(a) Economics (b) Anthropology (c) Paedology (d) Science

2. The concept of opportunity cost arises from scarcity is known as

(a) Necessity of Choice (b) Opportunity Cost (c) Competition (d) All the above

3. The demand measures the responsiveness of quantity demanded to changes in income levels is known as

(a) Cross-Price Elasticity (b) Inelastic Demand (c) Elastic Demand
(d) Income Elasticity

4. Device that modulates and demodulates digital data over telephone lines is

(a) Modem (b) Router (c) switch (d) Fire wall

5. provides mechanisms to secure data through encryption

(a) Resource sharing (b) Communication (c) Orientation (d) Security

6. Guidelines for ethical decision-making are

(a) Ethical Principles (b) Professional Responsibilities (c) Core Values
(d) Compliance and Enforcement

7. Protecting the privacy and sensitive information of clients and stakeholders is called

a. Competence b. Confidentiality c. Diligence d. Conflict

8. The alleged violations are investigated and adjudicated by

a. Reporting Violations b. Review process c. Disciplinary Actions
d. All the above



9. The code that establishes mechanisms for holding professionals will

- a. Promote Accountability
- b. Foster a Positive Work
- c. Enhance Professionalism
- d. Ensure Consistency

10. Promoting patient well-being by ensuring that they understand their treatment options is known as

- a. Autonomy
- b. Beneficence
- c. non-maleficence
- d. Justice



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HOSPITAL MANAGEMENT (Module II)

MODEL QUESTION PAPER (PRACTICAL)

Note: a) Answer ALL questions.

b) Each question carries **10 Marks**.

4X10=40MARKS

1. Write and demonstrate about documentation formatting.
2. Explain about mail merge.
3. What are the role and responsibilities of the TPAs.
4. Write about codification.

Record/Mini Project & Viva

10 Marks

Internship/OJT

50 Marks

