

CMJ UNIVERSITY
SHILLONG, MEGHALAYA.
Recognized by UGC

BHM(Hospital Management)
YEARLY SYSTEM

BHM(Hospital Management)

COURSE TITLE : BHM

DURATION : 3 YEARS

TOTAL DIPLOMA MARKS : 2800

FIRST YEAR

<i>COURSE TITLE</i>	<i>Paper Code</i>	<i>MARKS</i>		
		THEORY	PRACTICAL	TOTAL
INTRODUCTION TO MANAGEMENT	BHM-110	100	00	100
COMPUTER SKILLS	BHM-120	100	00	100
PUBLIC RELATION	BHM-130	100	00	100
COMMUNICATION SKILLS	BHM-140	100	00	100
BASICS OF HUMAN ANATOMY	BHM-210	100	100	200
PHYSCHOLOGY	BHM-220	100	00	100
FINANCIAL ACCOUNTING & MANAGEMENT	BHM-230	100	00	100
MS-OFFICE	BHM-240	50	50	100

SECOND YEAR

<i>COURSE TITLE</i>	<i>Paper Code</i>	<i>MARKS</i>		
		THEORY	PRACTICAL	TOTAL
PATHOLOGY	BHM-310	100	100	200
MEDICAL TERMINOLOGY I	BHM-320	100	100	200
HUMAN RESOURCE MANGEMENT	BHM-330	100	00	100
ORGANISATIONAL BEHAVIOUR	BHM-340	100	----	100
STOCKS & INVENTORIES IN HOSPITAL	BHM-410	100	00	100
QUANTITATIVE METHODS	BHM-420	100	100	200
MEDICAL TERMINOLOGY II	BHM-430	100	00	100
PRACTICAL I (HOSPITAL UNIT)	BHM-440	---	100	100

THIRD YEAR

<i>COURSE TITLE</i>	<i>Paper Code</i>	<i>MARKS</i>		
		THEORY	PRACTICAL	TOTAL
MARKETING OF HOSPITAL SERVICES	BHM-510	100	00	100
HOSPITAL INFORMATION SYSTEM	BHM-520	100	00	100
STRETEGIC MANAGEMENT	BHM-530	100	00	100
HOSPITAL MANAGEMENT & LAW	BHM-540	100	--	100
QUALITY MANAGEMENT IN HOSPITAL	BHM-610	100	00	100
BUSINESS COMMUNICATION	BHM-620	100	00	100
CUSTOMER RELATIONSHIP MANAGEMENT	BHM-630	100	00	100
PROJECT	BHM-640	---	---	100

6 months internship in any Hospital or Nursing Home

Note:

Theory Paper: 30% Continuous Internal Assessment and 70% University examination.

Practical Paper:30% Continuous Internal Assessment and 70% University examination.

Continuous Internal Assessment:

- | | |
|---|----------------------------|
| 1) Two or three tests out of which minimum two Assessment will be considered for Assessment | 60% of Continuous Internal |
| 2) Seminars/Assignments/Quizzes Assessment | 30% of Continuous Internal |
| 3) Attendance, class participation and behavior | 10% of Continuous Internal |

FIRST YEAR

BHM-110 INTRODUCTION TO HOSPITAL MANAGEMENT

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

SECTION A

Basic concepts of management Science, Transportation, transshipment and routing problems.

SECTION B

Assignment models and Goal programming. Queuing theory for single and multiple channels inventory management techniques.

SECTION C

Network concepts, Program evaluation and review techniques (PERT).

SECTION D

Decision theory Game theory.

BHM -120

COMPUTER SKILLS

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

COURSE CONTENTS

Hardware & Software: CPU, RAM, SSD, Operating Systems, System Softwares, Application Software. Inside Computers. Computer Systems.

Input-Output devices: Monitor, Keyboard, Mouse, System Unit, Printer, Scanner.

Storage devices : Floppy disk, Hard disk, Cartridge tape, CD-ROM

Printers : Dot-Matrix, Inkjet, Laserjet, Colour printer, High speed printer, Label printer, Plotters.

PROGRAMMING LANGUAGE:-Compiler, Assembly Language, Machine Language.

Graphical user interface : Windows 3x, Program manager, Main & accessories program groups, Multiasking.

BHM-130

PUBLIC RELATION

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

SECTION A

Public relations skills used in the business organisation and the wider society.
The principles and practice of public relations

SECTION B

Study the professional practice of public relations, campaign development, media relations, corporate identity and ethical and professional behaviour.

SECTION C

The public relations function in various industries; key public relations theories; the role of public relations research and planning; measurement and evaluation of public relations activities

SECTION D

The relationship between public relations; marketing and advertising; career paths in the public relations professions.

BHM-140**COMMUNICATION SKILLS**

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

Basic Skills: - Listening, Speaking, Reading and Writing.

Comprehension: - Reading Comprehension, Passages, Poems.

Listening Comprehension: - Talks, Reports, Poems

Writing Skills: - Paragraph Writing, Composition Writing, Report Writing, Application & Letter Writing

Grammar: - Simple, Compound and complex sentences, Co-ordinate clause (with, but or either-or, Neither-Nor otherwise or else), Subordinate clauses-noun clauses-as subjects object and complement: Relative Clauses (restrictive and non-restrictive clauses). Adverb clauses (open and hypothetical, Comparative Clauses

Simple present, progressive and present perfect, simple past, progressive and past perfect, indication of futurity, the passive (Simple present and past, present and past perfect and 'to' infinitive structure), Reported Speech: - (I) Declarative sentences, (ii) Imperatives (iii) Interrogatives –question, Yes/No Questions, Exclamation sentences, Modals (will, shall, should, would, ought to, have to/have got to, can, could, may-might and need), Verb structures (infinitives and gerundial)

BHM-210**BASIC OF HUMAN ANATOMY**

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

Skeleton Structures of Bone, Vertebral Column, Upper Extremity, Lower Extremity, superior extremity, inferior extremity, ossification centers, bone of upper limb, radius and uina, surface marker of thorax abdomen, head and neck.

BHM-210 P**BASIC OF HUMAN ANATOMY**

The laboratory course will comprise of exercises on what is learnt in the theory classes of the same course i.e. BHM 210.

BHM-220

PSYCHOLOGY

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

The fundamentals of human behavior.:- biological bases of behavior, sensation and perception, motivation, learning and memory, maturation and development, personality, and social psychology.

Personal and social adjustment in modern society. Topics include maturing self-concept, healthy interpersonal relationships, constructive management of emotion and stress, and prevention of maladjustment.

The biological and environmental factors influencing the physical, intellectual, social, emotional, and language development from birth until death

BHM-230

FINANCIAL ACCOUNTING & MANAGEMENT

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

COURSE CONTENTS

Introduction to Financial & Management Accounting. Accounting Process – An Overview. Books of Original Record. Ledger and Trial Balance. Accounting Concepts Preparation of Simple Final Accounts. Final Accounts with Adjustments Understanding Financial Statements. Analysis of Financial Statements(Techniques & Key Ratios). Fund Flow Statement (simple)

Basic Concepts of Costs: Classification of Costs, Elements of Cost and Cost Sheet, Ascertainment and Allocation of Cost (material, Labour & Overheads), Inventory Valuation

Budgeting and Budgetary Control, Standard Costing, Variance analysis

Variable (Managerial) Costing: Cost Volume Profit Analysis, Relevant Costs for Decision Making

BHM-240

MS-OFFICE

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

COURSE CONTENTS

MS Word : Creating documents, Formatting, Auto text, Auto correct, Tables, Page setup, Printing, Object linking & embedding, Spell check, Thesaurus, Mail merge, Word art, Clip art.

MS Excel : Creating workbooks & worksheets, Formulas & functions, Linking workbooks & worksheets, Cell references, Formatting, Creating charts, Data lists, Page setup, Printing.

MS Power Point : Creating slides with different layouts and templates, Inserting charts, Tables, Organisation charts, Pictures, Running a screen show, Presentation

SECOND YEAR

BHM-310

PATHOLOGY

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

COURSE CONTENTS

The Cell in Health and Disease:- Introduction to Pathology, Cellular Structure and Metabolism, Etiology and Pathogenesis of Disease, Intracellular Accumulations and Disorders of Metabolism, Amyloidosis, Degenerations and Cell Death.

Inflammation and Healing, Immunity and Hypersensitivity, Infection and infestation:- Inflammation-Acute and Chronic, Granulomatous Inflammation, Healing, immunity and Hypersensitivity, Infection and Infestation.

Fluid and Haemodynamic Derangements:- Derangements of Body Fluids and Electrolytes, Haemodynamic Disorders due to Deranged Blood Volume, Haemodynamic Disorders of Obstructive Nature, Ischaemia and Infarction.

Growth Disorders and Neoplasia:- Adaptive Disorders of Growth, General Aspects of Neoplasia, Etiology and pathogenesis of Neoplasia, Clinical Aspects of Neoplasia, Common Specific Tumours.

BHM-310 P

PATHOLOGY

The laboratory course will comprise of exercises on what is learnt in the theory classes of the same course i.e. BHM 310.

BHM-320

MEDICAL TERMINOLOGY I

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

Basic Word Structure

Terms Pertaining to the Body As a Whole

Suffixes and Terminology

Prefixes and Terminology

Anatomy and Physiology of the Digestive System

Pathology of the Digestive System

Digestive System Terminology

Anatomy of the Major Organs of the Urinary System

Structures, Substances, and Symptoms of the Urinary System

Urinalysis Terminology

Pathology of the Urinary System

Laboratory Tests, Clinical Procedures and Abbreviations for the Urinary System

Organs of the Female Reproductive System

Menstruation and Pregnancy

Hormonal Interactions

Gynecological, Breast, Pregnancy, and Neonatal Pathology

Clinical Tests, Procedures and Abbreviations pertaining to the Female Reproductive System

Anatomy of the Male Reproductive System

Pathological Conditions

Laboratory Tests, Clinical Procedures and Abbreviations pertaining to the Male Reproductive System

BHM-320 P**MEDICAL TERMINOLOGY I**

The laboratory course will comprise of exercises on what is learnt in the theory classes of the same course i.e. BHM 310.

BHM -330**HUMAN RESOURCE MANAGEMENT**

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will compromise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

Evolution of the Human Resource Function: Labour-workers-employees-human resources (as a part of evolution of management Thought) An overview of the Personnel Policies-legal, social, economic framework- human- social system, role and status of the personnel specialist in Indian industry.

Procurement-job design-manpower planning-recruitment-induction. Development Performance Planning, Performance Appraisal, Training and Career Planning

Employment conditions-job evaluation-basic compensation structure. Integration

Collaborative Relationships, grievance-settling discipline, welfare programmes, statutory and non-statutor

Maintenance - employee communication, counseling, physical and mental health, personnel research.Separation Process- Retirement, retrenchment, discharge and outplacement.

BHM-340

ORGANISATIONAL BEHAVIOR

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

SECTION A

Evolution of Management Thought: The meaning of management, levels of management, managerial processes skills and roles of a Manager.

SECTION B

Foundations of Organisational Behaviour : The nature and determinants of organisational behaviours , contributing disciplines of the O.B. field , Models of organisational Behaviour .

SECTION C

Understanding and Managing Individual Behaviour : Personality , Work Motivation , Job Satisfaction , Decision Making Process .

SECTION D

Understanding and Managing Group Processes : Managing group dynamics , communication & leadership.

BHM-410

STOCKS & INVENTORIES IN HOSPITAL

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

SECTION A

The Role of Forecasting in a Hospital, Characteristics of Forecasts , Components of Forecast and Forecasting Methods.

SECTION B

Basic approach to Demand Forecasting, Time Series Forecasting Methods, Measures of Forecast Error, Forecasting Demand at NaturalGas.com

SECTION C

The Role of Aggregate Planning in a Hospital, The Aggregate Planning Problem, Aggregate Planning Strategies, Aggregate Planning using Linear Programming, Aggregate Planning in Excel
Implementing Aggregate Planning in Practice.

SECTION D

Responding to Predictable Variability in a Hospital, Managing Supply, Managing Demand ,Implementing Solutions to Predictable Variability in Practice..

BHM-420**QUANTITATIVE METHODS**

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

SECTION A

Measure of central tendencies and dispersions. Elementary Probability Theory. Normal, Binomial and Poisson Distribution.

SECTION B

Elementary Sampling Theory , Estimation Theory, Hypothesis Testing, Small Sampling Theory . " Students " t distribution and χ^2 Distribution.

SECTION C

Linear Correlation and Regression , Variance Analysis. Analysis of Time Series , Index numbers , Nonparametric Test .

SECTION D

Optimization techniques . Linear Programming , Integer Programming

BHM-420**QUANTITATIVE METHODS**

The laboratory course will comprise of exercises on what is learnt in the theory classes of the same course i.e. BHM 420.

BHM-430 MEDICAL TERMINOLOGY II

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

General Structure of the Nervous System

Neurons, Nerves, and Neuralgia

The Brain

The Spinal Cord and Meninges

Pathological Conditions of the Nervous System

Laboratory Tests, Clinical Procedures, and Abbreviations pertaining to the Nervous System

General Terminology of the Cardiovascular System

Blood Vessels and the Circulation of Blood

Anatomy and Physiology of the Heart

Blood Pressure

Pathological Conditions of the Heart and Blood Vessels

Laboratory Tests, Clinical Procedures, and Abbreviations pertaining to the Cardiovascular System

Anatomy and Physiology of the Respiratory System, General Terminology of the Respiratory System

Diagnostic and Pathological Terms

Clinical Procedures and Abbreviations pertaining to the Respiratory System

Composition and Formation of Blood, Blood Groups, Blood Clotting

General Terminology of the Blood System

Pathological Conditions

Laboratory Tests, Clinical Procedures, and Abbreviations pertaining to the Blood System, Lymphatic and Immune Systems Terminology, Pathological Conditions

Laboratory Tests, Clinical Procedures, and Abbreviations pertaining to the Lymphatic and Immune Systems

Formation and Structure of Bones

BHM-440

PACTICAL I

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will compromise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

The Students will select a topic in their area of interest, in consultation with a supervisor, and carry out a project.

THIRD YEAR

BHM-510 MARKETING OF HOSPITAL SERVICES

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

SECTION A

Marketing and its core concepts; needs, wants, Demands, exchange etc. Marketing management and its tasks in different situations, different philosophies of marketing management; the marketing environment; marketing information system and marketing research.

SECTION B

Concepts and components of marketing mix; target marketing; market segmentation; positioning; consumer buying behaviour; consumer buying decision process.
Basic concepts of a product; Concept of customer delight, Product mix and product line decisions; branding and packaging decisions; new product development process.

SECTION C

Product life cycle (PLC) and related strategies; meaning and significance of price; factors influencing pricing; general pricing approaches; pricing practice and strategies.

SECTION D

Marketing channels and functions; designing a marketing channel; concepts and elements of promotion mix. Integrated marketing communications organising and implementing marketing in the organisation. Evaluation and control of marketing efforts

BHM-520 HOSPITAL INFORMATION SYSTEM

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

SECTION A

Business in the Information Age - Pressures and Responses Introduction to Information System ; Evolution of information system ; concepts of information and data; extracting information from data ; meaning and role of information system; systems approach applied to information system.

SECTION B

Types of Information system and Database : Transaction processing system ; information reporting system ; decision support system ; executive support system ; export system; introduction to database concepts and database ; RDBMS,

SECTION C

Building Information System : Introduction ; data flow diagram ; traditional flowchart ; structured charts ;design output for users; output design rules and selected examples ; output devices

SECTION D

Approach to Information System Development System life cycle approach ; and prototype approach.

BHM-530

STRETEGIC MANAGEMENT

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will compromise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

SECTION A

Introduction : Business Policy as a Field of Study , Nature and Scope of Strategic Management , Concept of Corporate Strategy and Tactics, Concept of Synergy and its Relevance to Strategy, Strategic Decision Making , Strategic Management Process ; Corporate Mission, Purpose & Objectives ; Social Responsibilities of Business . Board of Directors Role of Functions . Top Management - Role & Skill .

SECTION B

Swot Analysis : Environmental Analysis, Competitive Analysis, Internal Corporate Analysis. Strategic Alternatives : Stability , Expansion , Retrenchment, Combination Strategies . Diversification , Merger & Acquisition .
Evaluation & Choice of Strategy : Factors affecting strategic choice . Tools and techniques of Strategic Analysis . Impact Matrix , the Experience Curve , BCG Matrix , GEC Model , Strategic Profile of a Firm Competitive Advantage of GEC Model.

SECTION C

Implementing Strategic Plan : Process of Strategy Implementation , Resource Allocation , Organization structures and Processes, and Behavioural Considerations. Strategy Evaluation and Reformulation .

SECTION D

Corporate Policies in Production Management , Marketing Management , Financial Management and Human Resource Management . Case Studies in Strategic Management

BHM-540

HOSPITAL MANAGEMENT & LAW

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

SECTION A

Indian Contract Act, 1872 : Definiton of contract. Essentials of a valid contract. Offer and acceptance. Consideration. Capacity to contract. Free consent. Void and voidable contracts. Performance of contract. Discharge of contract. Breach of contract. Remedies for breach of contract.

SECTION B

Sale of Goods Act, 1980 : Sale and agreement of sale. Essentials of contract of sale of goods. Conditions & warranties. Transfer of property. Performance. Rights of unpaid seller.

Partnership Act, 1982 : Definition. Formation of partnership. Reliance of partners. Dissolution of partnership.

SECTION C

Companies Act, 1956 : Definition. Distinction with other forms of business organisations. Kinds of companies. Types of companies. Corporate veil. Formation of company. Memorandum of Association. Articles of Association. Share Capital. Management & Administration. Accounts & Auditors. Winding up.

SECTION D

Negotiable Instruments Act, 1881 : Definition & Types of negotiable instruments.

Parties to negotiable instruments. Presentation of negotiable instruments. Dishonour. Remedies. Discharge.

Consumer Protection Act : General Introduction. Definitions. Constitution of Forums – their functions and powers.

BHM-610 QUALITY MANAGEMENT IN HOSPITAL

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

COURSE CONTENTS

COURSE CONTENTS

1. What is quality control?
2. Aims of quality control?
3. Technique of quality control?

All precautions that go into the preoperational period of any labs working are covered in this 2. Retrospective phase QC

The approach here differs in case of quantitative procedures and others.

Retrospective QC for Quantitative procedures.

BHM-620**BUSINESS COMMUNICATION**

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

SECTION A

Classification of Communication : Formal & Informal ; Internal operational and External Operational; Personal, Inter-Personal Group ; Downward, Upward and Horizontal communication; Grapevine

Communication & information overload, One -way and Two -way ; verbal and non -verbal communication ; kinetics , Communication barriers proxemics , semiotics , phonetics, graphics, colour etc.

Patterns of communication ; communication Networks and Designs , feed-forward and feedback; Barriers to communication ; Measures and solutions for effective communication . Conflict & Conflict Management , Communication in Negotiation, Role of IT in effective Communication . Transactional Analysis.

SECTION B

Business correspondence; Principles of letter writing ; structure and layout of Business letters ; Planning of letter writing ; Different Types of Business letters : Trade In-giving / Request letters; Response letters; Good -News letters; Bad News letter ; thank you letters ; Complaint letters & Adjustment letters: letters that grant Adjustments and letters that refuse Adjustments ; Collection letters; remainders , inquiry appeal and warning letters; sales letters : AIDA strategy ; Job Employment letters and Resume writing . E-mail and the changing landscape of business communication.

SECTION C

Business reports; structure of reports; Types of Business reports; steps in report writing; writing style; use of illustrations and writing the report. Interviewing, Public speaking;

oral presentation ; Group discussions and participation in Business meetings /conferences . Corporate News

BHM-630

CUSTOMER RELATIONSHIP MANAGEMENT

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

SECTION A

Defining CRM, CRM and business intelligence, CRM in Marketing-Target Marketing, Campaign Management.

SECTION B

CRM and Customer Service-Call Centre And Customer Care, Contact Sales Support, Customer Satisfaction Measurement, Call Scripting.

SECTION C

Marketing Initiatives-Cross Selling and Up-Selling, Customer Retention, Behavior Prediction, personalization ,Event Based Marketing

SECTION D

Managing CRM Project-CRM Development Team, Implementation.

BHM-640

PROJECT

Maximum Time : 3 Hrs. University Examination :70 %
Total Marks : 100 Continuous Internal Assessment : 30 %
Minimum Pass Marks : 40%

A) Instructions for paper-setter

1. The question paper will be divided into two parts. Part-I will contain subjective questions. This part will carry 60% of the total marks.
2. Part-II will comprise of 10-15 short questions, which will cover the entire syllabus and will carry 40% of the total marks.

B) Instructions for the candidates

1. Candidates are required to attempt Part-I as defined in the question paper and the entire part-II.
2. Use of non-programmable scientific calculator is allowed

COURSE CONTENTS

The Students will select a topic in their area of interest, in consultation with a supervisor, and carry out a project.