



# SHRIMATI INDIRA GANDHI COLLEGE

(Nationally Accredited at “A” Grade (3rd Cycle) by NAAC)

Chatram Bus Stand, Tiruchirappalli – 620002.

## CRITERION - II

### 2.6.2. PO CO MAPPING FOR HOSPITAL ADMINISTRATION

PG DEPARTMENT OF HOSPITAL ADMINISTRATION

SHRIMATI INDIRA GANDHI COLLEGE

(Nationally Accredited at A Grade (3<sup>rd</sup> cycle) by NAAC)

(Affiliated to the Bharathidasan University)

Tiruchirappalli – 2

**Programme Outcomes in Science (PG) (PO)**

PO1: Attained profound Expertise in Discipline

PO2: Acquire the basic tools needed to carry out independent research.

PO3: Proficient in their specialized area and successfully complete an advanced research project.

PO4: Develop skills in problem solving, critical thinking and analytical reasoning as applied to scientific problems.

PO5: Acquired ability to Function in Multidisciplinary Domains

**M.Sc., Hospital Administration Programme Outcome (PSO)**

PSO1: Students will possess the knowledge and ability to apply current business and financial principles, including theory and techniques, to the health care environment.

PSO2: Students will demonstrate the ability to communicate clearly and concisely within context of professional health care environments.

PSO3: Students will exhibit the knowledge regarding various attributes of leadership and demonstrate the capacity for leadership roles in health care organizations.

PSO4: Students will understand the ethical implications of decision-making and recognize ethical dilemmas.

PSO5: Students will have an understanding of health care issues, trends and perspectives related to diversity, e.g., aging, underserved populations, health disparities, etc.

PSO6: Students will understand the regulatory environment and apply skills that improve patient safety and the quality of care.

**Syllabus: P16HA11 - Core Course I -  
PRINCIPLES OF HOSPITAL ADMINISTRATION &  
HEALTH ECONOMICS**

**SEMESTER -I**

Unit-1

Management-Definition - -management as a process-managerial skills-levels of management. Concepts of management-models of management- functions of management. Evolution of Management theory-Peter Drucker-Henry Fayol's 14 principles of management -Management by objectives.

Unit-2

Parts of Hospital – Role of Hospital in Health care delivery – External relationship in Hospital Management – Hospital, relation to other health care services – Role of hospital administrator

Unit-3

Nature & Scope of Economics – Demand analysis – Law of demand – Demand Curve – Supply analysis – Consumer behavior.

Unit-4

Health market – categorization of consumption – Engel's Law of Utility Analysis – Indifference analysis

Unit-5

Value for money in Health Care – Health Policies – Government's Role in Different Socio-economic Systems. Pricing Policy.

**CORE COURSE I - PRINCIPLES OF HOSPITAL ADMINISTRATION &  
HEALTH ECONOMICS (CO)**

1. Identify and demonstrate the dynamic nature of the environment
2. Apply conceptual frameworks, theory and techniques to lead the organisation in achieving its goals
3. Understand the role of managers and administrators.
4. To Apply log frames, results approach and rights-based approach in developing health plans
5. Identify key principles of policy development, planning, and management of health resources

P16HA11- Principles of Hospital Administration and Health Economics

MAPPING

CO – PO -PSO matrices of course

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

If there is no correlation, put “-”

M.Sc Hospital Administration

PO-PSO- CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	2	3	3	3	3	3	3	2	3
CO 2	3	2	3	3	3	3	3	3	2	3
CO 3	3	2	3	2	3	3	3	3	2	3
CO 4	3	2	3	2	3	2	3	3	2	3
CO 5	3	1	3	3	2	1	2	2	2	3
Average	3	1.8	3	2.4	2.8	2.4	2.8	2.8	2.	3

*Pass*

## **Syllabus: P16HA12 - Core Course II –**

### **EPIDEMIOLOGY**

#### Unit-I

Epidemiology-basic concepts, Definitions-Epidemiological approach-basic measurements in epidemiology-measurement of mortality-measurement of morbidity incidence, prevalence).

#### Unit-II

Types of epidemiological studies-descriptive (Time, person& place distribution)- Analytical (case control & cohort study)-Experimental (Randomised & Non randomized trials)- Association and causation-Uses of epidemiology.

#### Unit-III

Infectious disease Epidemiology –Definitions related to infectious disease epidemiology-Dynamics of disease transmission-susceptible host-disease prevention and control.

#### Unit-IV

Epidemiological approach to diseases: Infectious diseases - Malaria, Filaria, Cholera, TB, Typhoid, Chicken pox, HIV/AIDS, Hepatitis, Amoebiasis, Rabies, Leprosy; Non-infectious- Diabetic mellitus, HT, Stroke, Cancer, Coronary Artery Diseases; Vaccine Preventable Diseases- Diphtheria, Pertusis, Tetanus, Measles, Mumps.

#### Unit-V

Screening for diseases-Iceberg Phenomenon-Concepts of Screening-Aims and Objectives- Uses-Types-Criteria for screening-Evaluation of screening programmes-Investigation of an epidemic.

### **Core Course II – EPIDEMIOLOGY (CO)**

1. Understanding the health care scenario in a population
2. Demonstrate the necessary knowledge, skill and competencies required
3. Diseases affecting the different systems.
4. Handle various data related to healthcare
5. Recognise and train the workforce to meet the challenges of changing dynamics.

P16HA12- EPIDEMIOLOGY

MAPPING

CO – PO -PSO matrices of course

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

If there is no correlation, put “-”

M.Sc Hospital Administration

PO-PSO- CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	3	2	2	2	3	3	3	3	2	3
CO 2	3	2	2	3	3	3	3	3	2	3
CO 3	3	2	2	2	3	3	3	3	2	3
CO 4	3	2	2	2	3	2	3	3	2	3
CO 5	3	1	2	3	2	1	2	2	2	3
Average	3	1.8	2	2.4	2.8	2.4	2.8	2.8	2	3

*Prashant*

**Syllabus: P16HA13 - Core Course III -  
BASIC BIOLOGICAL SCIENCE PART - I**

Unit -I

Definitions of the terms anatomy, applied anatomy, histology, physiology, applied physiology – names of different system in the human body. Skin and mucous membrane: Anatomical & Physiological features. Sensory organs: Anatomical & Physiological features.

Unit -II

Cardiovascular system: Anatomical & Physiological features of heart , major arteries & veins ,types of circulation, blood groups & types – lymphatic system including spleen, thymus &glands.Respiratory system: Anatomical & Physiological features of upper airway tract, trachea,bronchi, bronchioles, lung parenchyma – Mediastinal structures, Mechanism of respiration.

Nervous system: Anatomical & Physiological features of central, peripheral, autonomous – endocrinal organs with their hormones & function. Male & female reproduction organs &function.

Unit- III

Skeletal system (Osteology): Anatomical & Physiological features of bones & joints including various muscle groups with different types of movements performed. Gastrointestinal system: Anatomical & Physiological features of oral cavity, salivary glands, upper gastro intestinal tract, small intestine, large intestine, rectum & anus, liver, biliary system, and pancreas. Excretory system: Anatomical & Physiological features of kidney, bladder, urethra in male & female – sweat glands.

Unit- IV

Bio- Chemistry

1. Different biochemical mechanism of human body – carbohydrates, Protein, fat, water, & mineral metabolism, and constituents.
2. Role of vitamins in human body.
3. Some recent laboratory techniques-chromatography, calorimetry & Spectrometry, Electrophoresis, Immuno electrophoresis, Radioimmunoassay.

## Unit-V

### Microbiology

General introduction, Brief historical reviews, Value of Knowledge of microbiology. Microorganisms, their classification, general characteristics (size, structure, methods & rate of reproduction, nutrition, factors influencing growth) Microbiology of food borne diseases; food poisoning-principles and food preservation. Introduction to Parasitology – commonly prevailing parasites – diseases – identification and treatment.

### **Core Course II – BASIC BIOLOGICAL SCIENCE PART - I (CO)**

1. Provide basic knowledge about human anatomy and physiology
2. Study the various systems in human body and its functions
3. Integrate various aspects of metabolism and their regulatory pathways
4. Provide basic concepts of balanced diet
5. should demonstrate an ability to use and apply appropriate methods in biological system

### P16HA13-BASIC BIOLOGICAL SCIENCE PART - I

#### MAPPING

#### CO – PO -PSO matrices of course

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

If there is no correlation, put “-”

#### M.Sc Hospital Administration

PO-PSO-CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO 1	2	3	2	3	3	2	3	3	2	3
CO 2	3	3	2	3	3	2	3	3	2	3
CO 3	3	3	2	2	3	2	3	3	2	3
CO 4	3	3	2	2	3	2	3	3	2	3
CO 5	3	3	2	3	2	2	2	2	2	3
Average	3	3	2	2.4	2.8	2	2.8	2.8	2	3

*Dr. Anil*



**Syllabus: P16HA32-Core Course x –  
MARKETING FOR HEALTH CARE SERVICES**

**SEMESTER -III**

Unit-1

Marketing Concept - definition - scope. Hospital Administrators and marketing - Environment -Opportunities and challenges. Market analysis: Health care needs - factors influencing patient behavior - market segmentation -chief determining variables - targeting and product positioning for health care services.

Unit-2

Market research and information: Steps -market information - market decision support systems - demand forecasting. Product service: Product line - product mix - product life cycle - branding - packaging - product positioning - new product opportunities - product development process - new product - failure and success.

Unit-3

Promotion: Objectives - promotion cost - promotional budgets - determining promotional mixplanning - promotional campaigns. Advertising and Publicity: types - levels of advertising - advertising expenditure - advertising decisions -publicity.

Unit-4

Pricing - Meaning - importance - factors determining prices - objectives - pricing policy and structure - pricing procedure - new product pricing. Market information system: Marketing channel - physical distribution - channel design

Unit-5

Marketing programme: market mix - product decisions - price decisions - location of hospital services - planning extension services. Camp organizing and planning: community health care programmes - medical camps - awareness of camps - planning and organizing medical camps - follow - up.

P16HA32- MARKETING FOR HEALTH CARE SERVICES (CO)

1. Understand and explain nature and scope of marketing
2. Provide theoretical basis for assessing performance
3. Identify characteristics and challenges of firms in modern world.
4. Discuss key linkages between marketing and other business functions.

5. Work effectively and efficiently in a team addressing marketing topics.

P16HA32- MARKETING FOR HEALTH CARE SERVICES

MAPPING

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M.Sc Hospital Administration

PO-PSO- CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	3	2	3	3	1	3	3	3	3
CO2	3	3	2	3	3	1	3	3	3	3
CO3	3	3	2	2	3	1	3	3	3	3
CO4	3	3	2	2	3	1	3	3	2	3
CO5	3	3	2	3	2	1	2	2	2	3
Average	3	3	2	2.4	2.8	1	2.8	2.8	2.6	3

*Mansuri*

**Syllabus: P16HAE2-Elective II –  
HUMAN RESOURCE MANAGEMENT**

Unit-1

Definition – Concepts – scope –relation to other departments – organization of the department –functions.

Unit-2

Man power planning – job analysis – job description – recruitment – selection – methods of selection – Types of interviews – types of tests – induction.

Unit-3

Training & development – need for training – types & methods – performance appraisal – motivation – counseling.

Unit-4

Wage & Salary administration – principles and techniques of wage fixation - Job evaluation - Merit rating methods of wage payment – incentive schemes – employee welfare – occupational safety – collective bargaining – employee participation in management.

Unit-5

Labour relations – ESI Act – Factories Act – Payment of wages act – provident fund & provisions - trade union act – promotion - transfer – discipline – disciplinary procedures – Planning for retirement.

P16HAE2-Elective II - HUMAN RESOURCE MANAGEMENT(CO)

1. Understand the importance of human resource management
2. Use the different methods of recruitment in procuring human resource
3. Design relevant appraisal methods for employee compensation, rewards and benefits.
4. Organize training and development activities to enhance the knowledge, skill and abilities
5. Apply modern trends in human resource management

P16HAE2- HUMAN RESOURCE MANAGEMENT

MAPPING

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M.Sc Hospital Administration

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CO1	3	3	2	3	3	3	3	3	3	3
CO2	3	3	2	3	3	3	3	3	3	3
CO3	3	3	2	2	3	3	3	3	3	3
CO4	3	3	2	2	3	3	3	3	2	3
CO5	3	3	2	3	2	2	2	2	2	3
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*Pass*

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## **Syllabus: P16HA22 - Core Course VII -**

### **HOSPITAL FACILITIES PLANNING AND ADMINISTRATION**

#### **SEMESTER -II**

##### Unit-1

Hospital Planning – objectives- guiding principles in planning Hospitals – facilities & services- Preliminary survey & feasibility study.

##### Unit-2

Selection of Location – functional plans of Hospital construction - the design team(Architect,Engineer & Hospital Administrator) – financial planning – equipment planning- Human resource planning - functional and operational planning.

##### Unit-3

Furnishing and equipping the Hospital – commissioning the Hospital – organization of the Hospital – organizational structure – planning & designing of Administrative departments.

##### Unit-4

Planning & designing of Medical services – Out patient & emergency services – clinical laboratories - radiology dept. – Medical records dept. Central Sterilization and Supply Dept. (CSSD) – pharmacy – food service – house keeping – nursing dept. –surgical dept. - labour & development suites.

##### Unit-5

External interference in planning (Govt. agencies & Local bodies). Waste Management in Hospitals – Methods – Types of wastes. Maintenance planning – Electrical – Civil – Safety & security – water supply. Application of method study – work measurement study – Time management.

### **Core Course VII- HOSPITAL FACILITIES PLANNING AND ADMINISTRATION**

#### **– (CO)**

1. Identify critical components in planning of the hospital
2. Describe the role of hospital environment in delivering quality patient care
3. Articulate the functional requirements of patient care
4. Understand the Role of administrators in smooth functioning of hospital
5. To face the various problems related to hospital administration and to take preventive actions

P16HA22- HOSPITAL FACILITIES PLANNING AND ADMINISTRATION

MAPPING

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M.Sc Hospital Administration

PO-PSO- CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
CO1	3	2	3	2	3	2	3	3	3	3
CO2	3	2	3	2	3	2	3	3	3	3
CO3	3	2	3	2	3	2	3	3	3	3
CO4	3	2	3	2	3	2	3	3	3	3
CO5	3	2	2	3	2	2	2	2	2	3
Average	3	2	2.8	2.2	2.8	2	2.8	2.8	2.6	3

*Wash*

**Syllabus: P16HAE1 –  
Elective I - MATERIALS MANAGEMENT**

Unit-1

Materials Management - concepts - importance in organisation - relation to other administrative functions - organisation of materials management department - role and functions of materials managers.

Unit-2

Stores - Concepts of stores - importance in hospital settings - types of stores in a hospital – layout - location - store routine - supply and replacement of stock – stores audit- stock verification - control of pilferage.

Unit-3

Inventory control - definition - scope - advantages - ABC - VED analysis - EOC lead time - safety stock - just in time - inventory models - scientific techniques - deterministic model - probabilistic model.

Unit-4

Purchase - right quantity - right price - right time - right source – price (requirement planning) forecasting methods.

Methods of purchasing - ABC - VED - analysis in purchase control – vendor selection – purchase of capital equipment's.

Unit-5

Information system development for Materials Management - - standardization on materials – bar codes - trends in material control – role of computers in materials management.

**ELECTIVE I - MATERIALS MANAGEMENT (CO)**

1. Analyse the objectives, design structure, and organize the materials purchasing activities
2. Ensure purchasing decisions meet the basic requirements to right quality, right quantity, right time, right price, and right source.
3. Determine appropriate inventory control models to use, stores location, stores layout, and organizational policies and procedures.
4. Practice materials planning through modern materials tools like ABC, VED, EOQ
5. Analyzing the materials in storage, handling, packaging, shipping distributing and standardizing.



P16HAE1- MATERIALS MANAGEMENT

MAPPING

CO – PO -PSO matrices of course

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

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M.Sc Hospital Administration

PO-PSO- CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO2	3	3	3	3	3	3	3	3	3	3
CO3	3	3	3	2	3	3	3	3	3	3
CO4	3	3	3	2	3	3	3	3	2	3
CO5	3	3	3	3	2	3	2	2	2	3
Average	3	3	3	2.6	2.8	3	2.8	2.8	2.6	3

*Mani*

**Syllabus: P16HA41-Core Course XII –**

**MANAGERIAL COMMUNICATION, PUBLIC RELATION AND COUNSELLING**

**SEMESTER- IV**

Unit-1

Communication in Management Process – meaning & importance – Formal & Informal Communication – methods – Barriers of communication

Unit-2

Business communication - meaning & significance - types. Business correspondence – drafting of business letters - reports – circulars - press releases – press conferences.

Unit-3

Meeting documentation - notice of the meeting - agenda - writing minutes - minute book - writing meeting reports – Writing annual reports.

Unit-4

Public relations - scope - tools - public relation as a catalyst for change. public relations - with individual - group organisation - press - government departments. Press language - news - new writing - publicity - media planning.

Unit-5

Counselling – Definition – scope – importance – types – techniques of effective counselling – Self environment in an organization – Relationships – interpersonal effectiveness – dimensions of effectiveness.

**P16HA41-CORE COURSE XII - MANAGERIAL COMMUNICATION, PUBLIC RELATION AND COUNSELLING (CO)**

1. Understand the Scope and importance of communication
2. Enhance oral and written communication skills and use different forms of written communication techniques.
3. Understand the importance of listening and speaking.

4. To understand the importance of public relations.
5. Demonstrate the necessary knowledge, skill and Competencies required for good administrator

P16HA41- MANAGERIAL COMMUNICATION, PUBLIC RELATION AND  
COUNSELLING

MAPPING

CO – PO -PSO matrices of course

1: Slight (Low) 2: Moderate (Medium) 3: Substantial (High)

If there is no correlation, put “-”

M.Sc Hospital Administration

PO-PSO- CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO4	3	3	2	2	3	2	3	3	2	3
CO5	3	3	2	3	2	2	2	2	2	3
Average	3	3	2	2.4	2.8	2	2.8	2.8	2.6	3

*Paul*

**Syllabus: P16HA42 - Core Course XI –  
MANAGEMENT CONCEPTS**

Unit I

Introduction Management – Definition, Principles, Functions and Role, Management as science, art and profession, contribution of Taylor, Henry fayol and Elton mayo in the area of management

Unit II

Planning and Decision Making Planning: Definition importance of planning, steps in planning, types of planning, Limitation of planning, Types of plans – Objectives, Hierarchy of objectives, MBO – Process, Benefits. Problems & Limitations, Policies & Procedures – Characteristics of sound policy & procedures Decision Making process, Making effective decision.

Unit III

Organising

Organisation structure – Role, Features of good organization structure, Departmentation, bases of departmentation (Function, Product Territory, Process, Customer), Span of management, centralization & Decentralisation – Factors determining degree of decentralization

Unit IV

Directing

Motivation – definition, Importance, Motivation Theories – Maslow, Herzberg, Mcgregor's motivation theories. Job enrichment, Job enlargement, Job rotation, Job satisfaction. Leadership – Definition, Qualities of a leader, Leadership styles-power orientation, Managerial Grid, Tri-dimensional Grid Communication – Communication process, oral, written & Nonverbal communication, Formal & Informal communication, barriers in communication, making communication effective.

Unit V

Controlling

Definition, Importance of control, steps in controlling, essentials of effective control system, Management by exception, Benefits of management by exception.

P16HA42 - CORE COURSE XI - MANAGEMENT CONCEPTS (CO)

1. Understand the concepts related to Business.
2. Demonstrate the roles, skills and functions of and management.
3. Analyse effective application of PPM knowledge to diagnose and solve organizational problems
4. Develop optimal managerial decisions.
5. Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

P16HA42- MANAGEMENT CONCEPTS

MAPPING

CO – PO -PSO matrices of course

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M.Sc Hospital Administration

PO-PSO- CO	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5
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CO3	3	3	2	2	3	2	3	3	3	3
CO4	3	3	2	2	3	2	3	3	2	3
CO5	3	3	2	3	2	2	2	2	2	3
Average	3	3	2	2.4	2.8	2.4	2.8	2.8	2.6	3

*Mani*