

COURSE OUTCOMES

**DEPARTMENT OF
HEALTH SYSTEM
MANAGEMENT STUDIES**

Course Outcomes – MBA in Hospital Administration

Sl. No.	Name of the Program	Name of the Course	Course Outcome
1.1	MBAHA	MANAGEMENT PRINCIPLES AND PRACTICE (I SEMESTER)	<p>On completion of this course, they will be able to:</p> <ul style="list-style-type: none"> • Describe key concepts, theories and techniques for analyzing different organizational situations. • Identify and demonstrate the dynamic nature of the environment in which planning, organizing, controlling, staffing, decisions making skills are demonstrated and help the organization in implementation of its vision and mission. • Apply the introduced conceptual frameworks, theory and techniques to lead the organization in achieving its goals
1.2		MARKETING MANAGEMENT & PUBLIC RELATIONS (I SEMESTER)	<ul style="list-style-type: none"> • State the role and functions of marketing within a range of organisations. • Describe key marketing concepts, theories and techniques for analysing a variety of marketing situations. • Identify and demonstrate the dynamic nature of the environment in which marketing Decisions are taken and appreciate the implications for marketing strategy determination and implementation. • Apply the introduced conceptual frameworks, theory and techniques to various marketing contexts. • Analyze the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices. • Demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation.
1.3		BASIC ACCOUNTING (I SEMESTER)	<p>Upon completion of the course students will be able to:</p> <ul style="list-style-type: none"> • Use debit and credit accounting to record and

			<p>adjust basic business transactions.</p> <ul style="list-style-type: none"> • Prepare multi-step income statements, classified balance sheets, and statements of retained earnings. • Use basic financial statement ratio analysis to evaluate financial performance. • Demonstrate knowledge of each step in the accounting cycle. • Know and apply organizational internal control components. • Use Generally Accepted Accounting Principles (GAAP) to record common business transactions involving merchandise inventory, cash, and accounts receivable transactions.
1.4		MANAGERIAL AND HEALTH ECONOMICS (I SEMESTER)	<p>After the completion of the course, students will be able to</p> <ul style="list-style-type: none"> • Understand the roles of managers and administrators in firms and health care set up, and also analyse the internal and external decisions to be made by managers • Analyze the demand and supply conditions and assess the position of an organisation. It helps in designing the competitive strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets. • Analyze real-world business problems with a systematic theoretical framework and make optimal business decisions by integrating the concepts of economics, health care, with the application of mathematics and statistics.
1.5		MANAGERIAL COMMUNICATION	<p>On completion of this course, they will be able to:</p> <ul style="list-style-type: none"> • Understand the scope and importance of communication • Enhance their oral and written communication skills and use different forms of written communication techniques to make effective internal and external business correspondence. • Understand the importance of listening and speaking. • Produce different types of reports with appropriate format, organization and language • Use of technology for improving the communication process.
1.6		ORGANIZATIONAL BEHAVIOUR	<p>After the completion of the course, students will demonstrate the ability</p> <ul style="list-style-type: none"> • To identify the impact of individual behaviour on groups and on the organization as whole • To analyze and compare various theories of personality and learning theories • To identify the role and importance of communication and resolving conflicts • To explain group dynamics and demonstrate skills required for working in groups (team building)

			<ul style="list-style-type: none"> • To identify the various leadership styles and the role of leaders in a decision making process. • To analyze and compare different models used to explain individual behaviour related to motivation and rewards
2.1		HUMAN RESOURCE MANAGEMENT	<p>At the end of the course the students should be able to:</p> <ol style="list-style-type: none"> 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. Have basic knowledge about labour laws 5. Organize training and development activities to enhance the knowledge, skill and abilities of their workforce. 6. Apply modern trends in human resource management
2.2		TOTAL QUALITY MANAGEMENT AND MATERIALS MANAGEMENT	<p>At the end of the course the students should be able to:</p> <ul style="list-style-type: none"> • Know the principles of total quality management and peculiarities of their implementation • Know prerequisites of evolution of total quality management and significance of quality gurus' works to the management of modern organizations. • Be able to use quality management methods analyzing and solving problems of organization; • Choose a framework to evaluate the performance excellence of an organization, and determine the set of performance indicators that will align people with the objectives of the organization.
2.3		COST AND FINANCIAL ACCOUNTING	<p>At the end of the course the students should be able to:</p> <ul style="list-style-type: none"> • Acquire knowledge about general aspects of business operations. • Describe the role of accounting information system and its limitations. • Explain the concepts and procedures of financial reporting, including income statement, statement of retained earnings, balance sheet, and

			<p>statement of cash flows.</p> <ul style="list-style-type: none"> • Identify the basic economic events most common in business operations and be able to report the events in a generally accepted manner, including the impacts of alternative accounting methods on financial statements. • Tabulate the income tax slabs and understand the dynamic income tax discipline guidelines. • Locate and analyze financial data from annual reports of corporation • Communicate financial findings and results in an unbiased manner to a non-technical audience such as decision makers, stakeholders and the general public.
2.4		STRATEGIC MANAGEMENT	<p>After the completion of the course, students will demonstrate the ability to:</p> <ul style="list-style-type: none"> • Preparation for challenges faced by the organization with the understanding of the environment and the internal factors that regulate the organization. • It helps to understand the various resources in the organization and also helps them to improve the resource allocation towards the necessary activities • Identify various critical components for better programming of the services in the organizations. • Articulate the functional requirements of the hospital and also helps in identifying and securing more funds for the organizational growth.
2.5		BUSINESS STATISTICS	<p>At the end of the course the students should be able to:</p> <ul style="list-style-type: none"> • Explain the concepts and statistical techniques used to analyze business data. • Use the essential tools of applied statistics, including data analysis, basic probability, probability models (distributions), sampling theory, confidence interval estimation, hypothesis testing, analysis of variance, regression and correlation. • Apply statistical methodology properly. • Use statistical analysis as decision support in business. • Understand the complex, dynamic, and multidimensional issues and perspectives involved in statistical analyses of business situations. • Employ critical thinking and independent problem-solving skills to business problems. • Communicate clearly the results of a statistical analysis.
2.6		MANAGEMENT	<p>After the completion of the course, students will</p>

		INFORMATION SYSTEMS & HEALTH INFORMATICS	<p>demonstrate the ability to:</p> <ul style="list-style-type: none"> • Describe the role of information technology and information systems in business • Basic knowledge of concepts and terminology related to information technology • Interpret how to use information technology to solve business problems • Articulate the fundamental principles of information systems, analysis and design • Identify various applications of Hospital Information System (HIS) and their functionality
3.1		HOSPITAL PLANNING AND DESIGNING	<p>After the completion of the course, students will demonstrate the ability to</p> <ul style="list-style-type: none"> • Identify various critical components in planning of the hospital • Describe the role of hospital environment in delivering quality patient care • Identify planning and designing considerations while planning for services • Articulate the functional requirements of the hospital in delivery of patient care • Role of administrators in the smooth functioning of the hospital.
3.2		HOSPITAL SUPPORT SERVICES & UTILITY SERVICES	<p>After the completion of the course, students will demonstrate the ability to:</p> <ul style="list-style-type: none"> • Identify various support and utility services of the hospital • Describe the role of support and utility services in delivering quality patient care • Identify planning and designing considerations while planning for services • Articulate the functional requirements of individual departments
3.3		HOSPITAL OPERATIONS MANAGEMENT	<p>After the completion of the course, students will demonstrate the ability to:</p> <ul style="list-style-type: none"> • Understand the role and functions of operations within the organisation. • Analyzing the key concepts, theories and techniques for the adequate functioning of the hospital. • Identify and demonstrate the dynamic nature of the environment in which the organization is functioning and the implications of it the competitive market. • Applying the conceptual frameworks, theory and techniques to various inventory management aspects in the hospital. • Evaluate the relevance of the equipments and the inventories in the critical functioning of the

			hospital.
3.4		EPIDEMIOLOGY IN HEALTH AND MEDICAL SYSTEM MANAGEMENT	<p>At the end of the course the student is expected to:</p> <ul style="list-style-type: none"> • To apply the knowledge of epidemiology in understanding the healthcare scenario in a population • To be able to demonstrate the necessary knowledge, skill and competencies required for good administrator as significant contributor in healthcare • To be able to handle various data related to healthcare and help make and implement policies in an organization • To recognize and train the workforce to meet the challenges of changing dynamics in healthcare
3.5		ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION	<p>On completion of this course, they will be able to:</p> <ul style="list-style-type: none"> • Demonstrate a fundamental comprehension of business opportunity evaluation from the perspective of a prospective interest. • Identify the most recognized source of potential funding & financing for business start ups and also for expansion of the existing business
3.6		OPERATIONS RESEARCH AND RESEARCH METHODOLOGY	<p>At the end of the course the students should be able to:</p> <ul style="list-style-type: none"> • Students will have the skills to build their own formulations, to expand existing formulations, to critically evaluate the impact of model assumptions and to choose an appropriate solution technique for a given formulation. • Students will know why organizational research is undertaken, and the audiences that profit from research studies. • Students should be able to identify the overall process of designing a research study from its inception to its report.
3.7		HUMAN ANATOMY (ADDITIONAL SUBJECT WITHOUT THEORY PAPER)	<p>At the end of the course the student is expected to-</p> <ul style="list-style-type: none"> • To apply the knowledge of basic terminologies in understanding the healthcare scenario and the diseases affecting the different systems. • To be able to demonstrate the necessary knowledge, skill and competencies required managing the related areas within the hospital. • To be able to handle various issues related to different diseases and help make and implement policies in an organization
4.1		SAFETY AND RISK MANAGEMENT	<p>At the end of the course the students should be able to:</p> <ul style="list-style-type: none"> • Know the principles of hazards management and peculiarities of their implementation • Know prerequisites of the safety principles in management of modern organizations. • Be able to use these principles and methods in analyzing and solving problems of organization;

			<ul style="list-style-type: none"> Choose a framework to evaluate the performance excellence of an organization, and determine the set of performance indicators that will align people with the objectives of the organization
4.2		MEDICAL ETHICS AND LAW	<p>At the end of the course the student is expected to:</p> <ul style="list-style-type: none"> To apply the knowledge of ethics in the functioning of the hospital. To be able to handle various issues related to healthcare setup and also manage the hospital with the various issues that can arise from the legal perspective. To recognize and train the workforce to meet the challenges of changing dynamics in healthcare scenario in terms of the regulations that govern the operational aspects of the hospital To be able to demonstrate the necessary knowledge, skill and competencies required for good administrator as significant contributor in healthcare
4.3		MEDICAL INSURANCE MANAGEMENT	<p>After the completion of the course, students will demonstrate the ability to:</p> <ul style="list-style-type: none"> Identify the process of insurance management and claim settlement procedures Understand various risks involved in insurance management Be competent in understanding the marketing mechanisms of health insurance Analyze the requirements of accreditation process
4.4		SERVICES MARKETING MANAGEMENT	<p>At the end of the course the students should be able to:</p> <ul style="list-style-type: none"> Understand and explain the nature and scope of services marketing and present about this in a professional and engaging manner; Provide a theoretical and practical basis for assessing service performance using company examples and report on this in a professional, logical and coherent way; Identify and discuss characteristics and challenges of managing service firms in the modern world. Discuss key linkages between marketing and other business functions in the context of designing and operating an effective service system. Work effectively and efficiently in a team addressing services marketing topics.