



Indrashil University

TEACHING SCHEME FOR POST GRADUATE DIPLOMA IN HOSPITAL MANAGEMENT

Trimester : 1	Minimum Trimester Credit Required : 6	Cumulative Trimester Credit Required : 6	
Course Code	Course Name	L-T-P	Credits
HM4101	EVOLUTION OF MANAGEMENT PRINCIPLES	3-0-0	3
HM4102	MANAGERIAL COMMUNICATION	1-0-0	1
HM4103	ESSENTIALS OF HEALTH ECONOMICS, ACCOUNTING AND FINANCING	2-0-0	2
	Total	6-0-0	6
Trimester : 2	Minimum Trimester Credit Required : 6	Cumulative Trimester Credit Required : 12	
Course Code	Course Name	L-T-P	Credits
HM4201	HEALTHCARE MANAGEMENT AND EXPOSURE TO COMMUNITY WORK	2-0-0	2
HM4202	NATIONAL HEALTH POLICIES AND PROGRAMS	2-0-0	2
HM4203	NATIONAL HEALTH INSURANCE MODELS AND MANAGEMENT	2-0-0	2
	Total	6-0-0	6
Trimester : 3	Minimum Trimester Credit Required : 8	Cumulative Trimester Credit Required : 20	
Course Code	Course Name	L-T-P	Credits
HM4301	HOSPITAL AS SERVICE INDUSTRY	1-0-0	1
HM4302	HOSPITAL ORGANIZATION AND MANAGEMENT	3-0-0	3
HM4303	QUALITY ASSURANCE, QUALITY TOOLS AND ACCREDITATION AGENCIES	2-0-0	2
HM4304	PROJECT (HOSPITAL)	0-0-4	2
	Total	6-0-4	8



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Program Syllabus

Syllabus:

TRIMESTER-1

Course Code: HM4101, 3-0-0-3

EVOLUTION OF MANAGEMENT PRINCIPLES

- Managerial functions- planning, organizing, leading and controlling, Goals and objectives
- Strategy formulation and implementation
- Decision making, DSS, MIS AND MBO
- Organizational design and organizational change
- Organizational Behaviour- Needs, Motivation ,Attitude, Perception etc
- Human Resource Management- HR planning, Recruitment, Selection, Interview, Talent management, Training and development

Course Code: HM4102, 1-0-0-1

MANAGERIAL COMMUNICATION

- Definition and forms of communication
- Listening and Anatomy of listening
- Non-verbal communication and Communication barriers
- Report and memo writing, making effective presentation
- Ways and means of conducting meeting effectively
- Developing and displaying visual aids

Course Code: HM4103, 2-0-0-2

ESSENTIALS OF HEALTH ECONOMICS, ACCOUNTING AND FINANCING

- Managerial Economics- Microeconomics and Macroeconomics
- Demand and supply models
- Market analysis and Market competition
- Price elasticity
- Cost and Revenue

Managerial accounting and financing-



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Program Syllabus

- Cash inflows and outflows
- Objectives of financial management
- Financial statement and analysis, ratio analysis
- Methods of costing and breakeven analysis
- Healthcare financing in India

TRIMESTER-2

Course Code: HM4201, 2-0-0-2

HEALTHCARE MANAGEMENT AND EXPOSURE TO COMMUNITY WORK

- Public health administration in India- Rural and urban
- Structure and characteristics of health system in India
- Infrastructure of health facilities in Rural India
- Current issues and challenges in Public health in Rural as well as urban India
- Essentials of governance in health sector
- Legal and ethical health compliances

Course Code: HM4202, 2-0-0-2

NATIONAL HEALTH POLICIES AND PROGRAMS

- History and evolution of National health programs.
- Health policies in India
- Health disaster management and community participation
- Basic principles of epidemiology and surveillance

Course Code: HM4203, 2-0-0-2

NATIONAL HEALTH INSURANCE MODELS AND MANAGEMENT

- Health Insurance schemes in India- public and private players
- TPA Services
- Relationship between hospital/TPA/Insurance company and problems
- PPP and PPN models
- AYUSHMAN BHARAT/ PMJAY



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Program Syllabus

TRIMESTER-3

Course Code: HM4301, 2-0-0-2

HOSPITAL AS SERVICE INDUSTRY

- Classification of hospitals
- Paradigm shift from philanthropic to profit making sector
- Current and future challenges related to patient safety, privacy, regulatory standards, productivity etc.
- Hospital infrastructure and green hospital concept
- Creating patient-centric organization and meeting their increased expectations
- Ethics and corporate governance

Course Code: HM4302, 2-0-0-2

HOSPITAL ORGANIZATION AND MANAGEMENT

- Service characteristics and how it differs from physical goods.
- Classification of hospital services
- Application of seven P's of marketing mix to design and making it a successful product- product. Promotion, price, place, physical evidence, people, process
- Role of Information Technology
- Soft skills, Emotional Intelligence, customer satisfaction and customer Relationship management
- Performance management, training and development, potential appraisal
- Ambulatory services and managed care
- Store management and Inventory management
- Quality management and its tool- TQM, QC, SIX SIGMA etc.

Course Code: HM4303, 2-0-0-2

QUALITY ASSURANCE, QUALITY TOOLS AND ACCREDITATION AGENCIES

- Importance of Seal of Quality
- Accreditation agencies-National and International
- NABH and its norms
- JCI and JCAHO
- Effect of accreditation on overall quality, patient satisfaction and on Medical Tourism Course Code: HM4304, 0-0-4-2

PROJECT



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PGDHM, 2021-22 Program Syllabus

Self-Study:

The self-study contents will be declared at the commencement of semester. Around 10% of the questions will be asked from self-study contents.

Text/Reference books

1. Hospital management from service sector perspective. Author- DR. AshwiniVora, Jaypee publications.
2. K.V. Ramani. Hospital management: Text and cases. Pearson publications
3. DR. S.M. Jha. Hospital management. Himalaya publishing House
4. Yashpal Sharma, R.K. Sharma. Hospital administration: principles and practice. Jaypee publications
5. Pradeep Bhardwaj. Healthcare management. Jaypee publications.
6. Zeithaml, Bitner and Ajay Pandit. Services marketing. Tata McGraw Hill
7. DR. D.L. Ramchandra. Essentials of Hospital Management and Administration. Educreation publishing

List of Journals/ Periodicals/Magazines etc.

- 1 .Hospital and healthcare management
2. Quality in primary care
3. Journal of healthcare communications
4. Asian hospital and healthcare management
5. Indian journal of public health and safety



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POST-GRADUATE DIPLOMA IN HOSPITAL MANAGEMENT

Evaluation Scheme:

1. Continuous Evaluation components- 30%
 - Classroom participation and attendance
 - Presentation, role play, Quiz etc
 - Assignments, case study analysis.
2. Mid-Trimester Exam- 20%
3. End Trimester Examination- 50%
4. Project work –
 - Mid-Trimester Presentation: 25%
 - Final presentation cum viva-voce: 75% (it includes report evaluation)