

VIDYASAGAR UNIVERSITY

Curriculum for

Bachelor of Business Administration (BBA) in Hospital Management [Choice Based Credit System (CBCS)]

Semester-I

Semester	Course Type	Course Code	Course Title	Credit	Teaching Scheme in hour per week			Marks		
					L	T	P	CA	ESE	TOTAL
I	Core Course-1	BBAHM-CC-1	CT1: Fundamentals of Management and Organizational Behaviour	6	5	1	0	15	60	75
	Core Course-2	BBAHM-CC-2	CT2: Business Accounting	6	4	0	0	15	60	75
			CP2: Business Accounting (Practical)		0	0	4			
	GE-1	BBAHM-GE-1	TBD	6	5	1	0	15	60	75
	AECC (Elective) - 1	BBAHM - AECC-1	English / MIL (Bengali/Hindi)	2	1	1	0	10	40	50
Semester-I : Total				20						275

CC = Core Course , **AECC (Elective)** = Ability Enhancement Compulsory Course (Elective) , **GE** = Generic Elective , **CA**= Continuous Assessment , **ESE**= End Semester Examination , **TBD**=To be decided , **CT** = Core Theory, **CP** = Core Practical, **L** = Lecture, **T** = Tutorial ,**P** = Practical , **MIL** = Modern Indian Language .

List of the Core courses and Electives

Core Course (CC)

BBAHM- CC-1: Fundamentals of Management and Organizational Behaviour

BBAHM- CC-2: Business Accounting

Generic Elective (GE) ***[Interdisciplinary for BBA department]***

BBA- GE-1A: Managerial Economics

Or

BBA- GE-1B: Bio-Science and Epidemiology

Or

BBA- GE-1C: Social and Preventive Medicine

Core Courses (CC)

BBAHM-CC-1: Principles of Management and Organizational Behaviour

Credits 06

BBAHM- C1T: Principles of Management and Organizational Behaviour

Course contents:

Unit-I: Basic forms of Business Ownership; Special forms of ownership: Franchising, Licensing, Leasing; Choosing a form of Business ownership; Corporate Expansion: mergers and acquisitions, diversification, forward and backward integration, joint ventures, Strategic alliance. Evolution of Management Theory. Managerial functions and Roles. Insights from Indian practices and ethos.

Unit-II: Overview of Planning: Types of Plans & The planning process; Decision making: Process, Types and Techniques. Control: Function, Process and types of Control; Principles of organizing: Common organizational structures; Delegation & Decentralization: Factors affecting the extent of decentralization, Process and Principles of delegation.

Unit-III: Importance of organizational Behaviour. Perception and Attribution: Concept, Nature, Process, Personality: Personality: Learning: Concept and Theories of Learning, reinforcement, Motivation: Concepts and their application, Need, Content & Process theories, Contemporary Leadership issues: Charismatic, Transformational Leadership. Emotional Intelligence

Unit-IV: Groups and Teams: Definition, Difference between Groups and teams; Stages of Group Development, Group Cohesiveness, Types of teams. Analysis of Interpersonal Relationship: Transactional Analysis, Johari Window Organizational Power and Politics: Nature of organizational politics. Conflict: Concept, Sources, Types, Stages of conflict, Management of conflict, Organizational Change: Concept, Resistance to change, Managing resistance to change, Implementing Change, Kurt Lewin Theory of Change. Managing Stress: Insights from Indian ethos

Suggested Readings:

1. Gilbert: Principles of Management, McGraw Hill.
2. Greenberg Jerald and Baron Robert A.: Behaviour in Organisations: Understanding and Managing the Human Side of Work, Prentice Hall of India.
3. Kaul Vijay Kumar, Business Organisation& Management - Text and Cases, Pearson.
4. Kaul, Vijay Kumar, Management- Text & Cases, Vikas Publication.
5. Kavita Singh: Organizational Behaviour, Vikas Publication.
6. Koontz & Heinz Weihrich: Essential of Management, McGraw Hill.
7. Luthans Fred: Organizational Behaviour, Tata McGraw Hill.

8. Mc Shane L. Steven, Glinow Mary Ann Von & Sharma Radha R. – Organizational Behaviour; Tata McGraw Hill.
9. Newstrom John W.: Organizational Behaviour, Tata McGraw Hill.
10. Richard L. Daft: Principles of Management, Cengage Learning India.
11. Robbins Stephen P: Organizational Behaviour, Pearson.
12. Stephen P. Robbins & Mary Coulter: Management, Pearson.
13. Stoner & Wankel: Management, Prentice Hall of India.
14. Y.K. Bhushan: Fundamentals of Business Organisation& Management, Sultan Chand & Sons.
15. Navin Mathur, Management Gurus, National Publishing House, New Delhi

BBAHM- CC-2: Business Accounting

Credits 06

BBAHM- C2T: Business Accounting

Course contents:

Unit-I: Introduction to Financial Accounting. Accounting as an Information System. Importance, Scope, and Limitations. Users of Accounting Information. Generally Accepted Accounting Principles. The Accounting Equation. Nature of Accounts and Rules of Debit and Credit. Recording Transactions in General Journal. Recording Transactions in three column Cash Book. An overview of Subsidiary books – Purchase Book, Purchase Returns Book, Sales Book, and Sales Returns Book. Opening and Closing Entries. Preparation of Ledger Accounts.

Unit-II: Introduction to International Financial Reporting Standards (IFRS). Understanding Accounting Standards issued by the ICAI related to Disclosure of Accounting Policies, Depreciation Accounting, and Revenue Recognition. Methods of charging Depreciation – Straight-line Method, and Written-down-value Method. Preparation of Trial Balance. Adjustment Entries. Post-adjusted Trial Balance. Bank Reconciliation Statement.

Unit-III: Preparation of Financial Statements: Preparing Trading Account, Profit & Loss Account and Balance Sheet for a Sole Proprietor. Understanding contents of Financial Statements of a Joint Stock Company as per Companies Act 2013. Understanding the contents of a Corporate Annual Report. Preparation of Cash Flow Statement as per AS-3 (revised).

Unit-IV: Analyzing Financial Statements: Meaning, objectives, Benefits and limitation of Financial Statement Analysis (FSA); Classification of FSA- i) Internal Analysis & Vertical Analysis; Methods of FSA- Comparative Statements., Common size statements, Trend Ratios and Ratio Analysis; Ratio Analysis – Benefits & limitations, Important Ratio Analysing Liquidity, Profitability, Leverage and Efficiency.

BBAHM-C2P: Business Accounting (Practical)

Credits 02

1. Computerised Accounting Systems: Computerized Accounts by using Tally accounting software: Creating a Company; Configure and Features settings; Creating Accounting Ledgers and Groups; Creating Stock Items and Groups; Vouchers Entry; Generating Reports - Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet, Funds Flow Statement, Cash Flow Statement Selecting and shutting a Company; Backup and Restore data of a Company.

2. Computerised Accounting Systems : Computerized Accounts by using FACT accounting software: Creating a company; Creating Accounting Ledgers and Groups; Vouchers Entry; Generating Reports – Cash Book, Ledger Accounts, Trial Balance, Profit and Loss Account, Balance Sheet.

Suggested Readings:

1. S.N. Maheshwari, Suneel K. Maheshwari, and Sharad K. Maheshwari: An Introduction to Accountancy, Vikas Publishing House Pvt. Ltd.
2. R. Narayanaswamy, Financial Accounting: A Managerial Perspective, PHI Learning Pvt. Ltd.
3. Charles T. Horngren, Gart L. Sundem, John A. Elliott, and Donna R. Philbrick, Introduction to Financial Accounting, Pearson.
4. J.R. Monga, Financial Accounting: Concepts and Applications, Mayur Paperbacks.
5. T.P. Ghosh, Financial Accounting for Managers: Taxmann Allied Services Pvt. Ltd.

Generic Elective (GE) **[Interdisciplinary for BBAHM department]**

BBAHM-GE-1A: Managerial Economics

Credits 06

BBAHM-GE1AT: Managerial Economics

Course contents:

Unit - I: Demand, Supply and Market equilibrium: individual demand, market demand, individual supply, market supply, market equilibrium; Elasticities of demand and supply: Price elasticity of demand, income elasticity of demand, cross price elasticity of demand, elasticity of supply; Theory of consumer behavior: cardinal utility theory, ordinal utility theory (indifference curves, budget line, consumer choice, price effect, substitution effect, income effect for normal, inferior and giffen goods), revealed preference theory.

Unit-II: Producer and optimal production choice: optimizing behavior in short run (geometry of product curves, law of diminishing margin productivity, three stages of production), optimizing behavior in long run (iso - quants, iso - cost line, optimal combination of resources) Costs and

scale: traditional theory of cost (short run and long run, geometry of cost curves, envelope curves), modern theory of cost (short run and long run), economies of scale, economies of scope.

Unit-III: Theory of firm and market organization : perfect competition (basic features, short run equilibrium of firm/industry, long run equilibrium of firm/industry, effect of changes in demand, cost and imposition of taxes) ; monopoly (basic features, short run equilibrium, long run equilibrium, effect of changes in demand, cost and imposition of taxes, comparison with perfect competition, welfare cost of monopoly), price discrimination, multi plant monopoly ; monopolistic competition (basic features, demand and cost, short run equilibrium, long run equilibrium, excess capacity) ; oligopoly (Cournot's model, kinked demand curve model, dominant price leadership model, prisoner's dilemma)

Unit-IV: Factor market: demand for a factor by a firm under marginal productivity theory (perfect competition in the product market, monopoly in the product market), market demand for a factor, supply of labour, market supply of labour, factor market equilibrium.

Suggested Readings:

1. Dominick Salvatore (2009). Principles of Microeconomics (5th ed.) Oxford University Press.
2. Lipsey and Chrystal. (2008). Economics. (11th ed.) Oxford University Press.
3. Koutsyannis (1979). Modern Micro Economics. Palgrave Macmillan.
4. Pindyck, Rubinfeld and Mehta. (2009). Micro Economics. (7th ed.). Pearson.

Or

BBAHM-GE-1B: Bio-Science & Epidemiology

Credits 06

BBAHM-GE1BT: Bio-Science & Epidemiology

Course contents:

Unit - I:

Introduction to Bio-molecules

Classification, structure, function and properties of Carbohydrates, Lipids, Proteins and Nucleic acid. Water and Life.

Unit - II:

Enzymes – properties of enzymes – enzyme reaction – factors affecting enzyme reactions – enzymes cofactors inhibitions. Enzyme kinetics. Clinical Enzymology.

Unit - III:

Introduction to Human Body

General anatomy of the human body - basic concepts of: Body planes, tissues (Types, origin & function), organs.

Blood: composition, haemopoiesis, hemoglobin, hematostasis, blood groups and introduction to basic concepts of transfusion.

Introduction to functional anatomy, basic mechanism, structure and function of Muscular system, Nervous system, Neuromuscular system, Cardiovascular system, Endocrine system, Respiratory system, Gastrointestinal system, Renal system, Special sense – vision, hearing, taste, smell, touch; Reproductive system. Assisted Reproductive Technology.

Unit - IV:

Microbiology & Parasitology

A) Basic Microbiology, Culture media, Aseptic technique and methods, Staining methods.

B) Introduction to Protozoan parasites. *Entamoeba histolytica*, *Plasmodium vivax*, *Trichomonas vaginalis*, Food and water borne diseases.

Unit - V:

Introduction to Epidemiology

Basic concepts and methods of epidemiology, health for all and primary health care – clinical trials, immunization and isolation system, emergency epidemic management system.

Suggested Readings:

1. Biological Sciences - D.J. Taylor N.P.O Green G.W.Stout
2. Campbell, N.A. and Reece, J.B.(2008) Biology 8thEdn. Pearson Benjamin Cummings, San Francisco.
3. Principles of Internal Medicine - Harrisons Volume
4. Human Physiology by Stuart I Fox, 9thEdn. McGraw Hill,2006.
5. Text book of Medical Physiology by Guyton and Hall, 11th Edition, W.B.Saunders and Co., 2006.

Or

BBAHM- GE-1C: Social and Preventive medicine

Credits 06

BBAHM- GE1CT: Social and Preventive medicine

Course Contents:

Unit-I: Concepts of Health and Disease:

Definition of health, determinants of health. Agent, host and environmental factors in health and disease. Multifactorial etiology of disease.

Unit-II: Epidemiology: **a. Principle of Epidemiology and Epidemiological methods:** Terms used in describing disease transmission and control. Morbidity and mortality indicators. Measurements of epidemiological indicators, Epidemiology study designs. Concept of association, causation and bias. Screening for diseases. **b. Epidemiology of communicable diseases:** Extent of problem, Diagnosis- clinical and lab, Treatment and control, Health Programmes. Respiratory infections: measles, rubella, mumps, influenza, diphtheria, whooping cough, tuberculosis. Intestinal infections: Poliomyelitis, viral hepatitis, cholera, typhoid, food poisoning, acute diarrheal diseases. Arthropod-borne infections: dengue, malaria, filariasis, leismaniasis. Zoonosis : rabies, Surface infections: leprosy, HIV/AIDS **c. Epidemiology of Chronic non-communicable disease and conditions:** Coronary heart disease, cancer, diabetes, hypertension, blindness.

Unit-III: Health & Nutrition and Reproductive & Child Health: **a. Health & Nutrition:** Concept of Balanced diet - nutritional requirement. Nutrition related disorders- Protein energy Malnutrition, Vitamin A deficiency, Iron deficiency anemia, Iodine deficiency disorders. **b. Reproductive and Child Health:** Child Health, Maternal Health, Immunization, Population Control Measures.

Unit-IV: Environment and Health, Occupational Health:

a. Environment and Health

Water pollution: Indicators of water pollution, Prevention and Control. Air pollution: Indicators of air pollution, Prevention and Control.

b. Occupational Health: Basic Concepts (Silicosis and Byssinosis)

Unit-V: Health Care system in India: Health planning, National Health Policy, Primary Health Care, Health Care delivery system in India.

Suggested Readings:

Park's Textbook of Preventive and social Medicine by K. Park. 15th Edition M/s Banarsi Das Bhanot Publishers, 1997.

Vidyasagar University

AECC – Ability Enhancement Compulsory Course

English Communication

English Communication Credits: 2

1. Communication Skills

- a) Theory and Types of Communication
 - b) Verbal and Non-verbal Communication
 - c) Barriers and Strategies
 - d) Workplace Communication
 - e) Telephone Communication

2. Speaking Skills:

- a) Inter-personal Communication
 - b) Group Discussion
 - c) Interview

3. Reading Skills:

- a) Close Reading
 - b) Comprehension
 - c) Summary
 - d) Paraphrasing
 - e) Interpreting Graphs and Charts

4. Writing Skills:

- a) Report Writing
 - b) Making notes
 - c) Letter writing
 - d) Business Communication

Prescribed Text:

Connect: Course in Communicative English, Debashis Bandyopadhyay & Malathi Krishnan Cambridge University Press, New Delhi, 2018

AECC (Elective) - MIL (Bengali)

AECC (Elective) - MIL (Bengali): বাংলা ভাষা-প্রসঙ্গ, অনুবাদ ও কথন-দক্ষতা

Credit 02

Course Contents:

বিভাগ-ক

বাংলা ভাষা-প্রসঙ্গ

১. ভাষাপরিকল্পনা
২. ধর্ম, পেশা, লিঙ্গ ভিত্তিক বাংলা সমাজভাষা
৩. বর্তমান আদর্শ কথ্য-বাংলার প্রকৃতি

বিভাগ-খ

অনুবাদ

১. অনুবাদ (বাংলা থেকে ইংরেজি ও ইংরেজি থেকে বাংলা)

বিভাগ-গ

কথন-দক্ষতা

২. সাক্ষাৎকার (Interview)
৩. বক্তৃতা (public speech) দক্ষতা

Suggested Readings:

১. Sociolinguistics Pattern – William Lebov
২. Sociolinguistic – R.H. Hudson
৩. ভাষা ও সমাজ – মৃণাল নাথ
৪. সমাজভাষাবিজ্ঞান – রাজীব হৃষ্মায়ুন
৫. Theories of Translation – J. Williams

AECC (Electives) - MIL (Hindi)

AECC (Elective) - MIL (Hindi): हिंदी संप्रेषण

Credits 02

हिंदी संप्रेषण (Communicative Hindi)

Course Contents :

1. भूमिका : संप्रेषण का सिद्धांत, संप्रेषण के प्रकार
2. संप्रेषण की भाषा : मौखिक और लिखित
3. वाचिक क्षमता : एकालाप, संवाद, समूह-संवाद, प्रभावी संप्रेषण, साक्षात्कार, जन-संवाद
4. वाचन : अनुच्छेन, सार-संक्षेपण, विश्लेषण एवं व्याख्या, अनुवाद (हिंदी से अंग्रेजी और अंग्रेजी से हिंदी)
5. लेखन : डाक्यूमेंटिंग, रिपोर्ट लेखन, नोट्स लेखन, पत्र-लेखन, सूचना लेखन।
