



SRI RAMACHANDRA

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Category - I Deemed to be University) Porur, Chennai

**FACULTY OF MANAGEMENT SCIENCES
BBA (HOSPITAL & HEALTH SYSTEMS MANAGEMENT)
PROGRAMME CREDIT MATRIX**

Programme Educational Objectives

Program Educational Objectives

BBAPEO 1: To apply concepts of management principles, financial aspects, quality standards, statistical implications, human resource management, marketing management and healthcare laws to hospital and health systems management.

BBAPEO 2: To design and develop interdisciplinary and innovative practices.

BBAPEO 3: To inculcate effective communication skills, analytical and critical thinking abilities, leadership qualities, entrepreneurial skills for a successful career in any industry and Research and Development organisations.

Programme Outcomes

At the end of the programme, the students will be able to:

PO1: Adopt the principles and practices of management in business.

PO2: Apply analytical and critical thinking abilities for problem solving and information based decision making.

PO3: Lead themselves and others in achievement of project and organizational goals.

PO4: Conform business affairs with respect to economic, societal, environmental, legal and ethical issues.

PO5: Communicate across teams effectively.

PO6: Engage in independent entrepreneurial and life-long learning.

Course matrix

Semester	Courses	Credits
1	Principles of Management	4
	Basics of Hospital Administration	4
	Health Economics	4
	Basics of Medical Sciences	4
	English (AE)	2
	Environmental Science (AE)	2
2	Organization & Management of Hospital Services – I	4
	Financial Accounting in Healthcare	4
	Organisational Behaviour	4
	Marketing Management	4
	English for Clinical Communication (AE)	2
	Hospital Hands on Posting	4
3	Fundamentals of Financial Management	4
	Basic Statistics and Operations Research	4
	Organization and Management of Hospital Services-II	4
	Discipline Specific Elective (To be chosen by student / Dept)	3
	Generic Elective Open / NPTEL	3
	Communication and Soft Skills	2
4	Quality Assurance in Hospitals	4
	Hospital Infrastructure Management	4
	Fundamentals of Business Analytics	4
	Disaster Management	4
	Legal Framework for Hospital Management	4
	Discipline Specific Elective (To be chosen by student/ Dept)	3
5	Skill Enhancement Course / NPTEL	2
	Human Resource Management	4
	Basics of Research Methodology in Management	4
	Hospital Information System	4
	Materials Management for Hospitals	4
	Summer Training	7
6	Services Marketing	4
	Managerial Effectiveness	4
	Project work	12

Semester	Core Courses (Cr)	Discipline Specific Elective Courses (Cr)	Ability Enhancement Elective (Cr)	Generic Elective (Cr)	Skills Enhancement Elective (Cr)	Practical (Cr)	Total Credits /Semester
1	4 (16)		2 (4)				20 Credits
2	4 (16)		1 (2)			1 (4)	22 Credits
3	3 (12)	1 (3)	1 (2)	1(3)			20 Credits
4	5 (20)	1 (3)			1 (2)		25 Credits
5	4 (16)					1 (7)	23 Credits
6	2 (8)					1 (12)	20 Credits
Total	22 (88)	2 (6)	4 (8)	1 (3)	1 (2)	3 (23)	130 Credits

Graduate attributes

Graduate Attributes of Faculty of Management

i. Academic and Cognitive

Academic excellence, Discipline, Creativity, Critical Thinking, Positive Attitude, Decision Making

ii. Social attributes

Communication and Team Orientation

iii. Values

Ethics, Leadership, Commitment and focus

iv. Academic Excellence

Strong foundation in the concepts is required for any graduate and it will demonstrate the ability to perform and exhibit superior performance. Faculty of Management

v. Discipline

Every human is required to be regulated in accordance with the particular system of governance. Whatever the field our graduates enter into, discipline is the foremost priority.

vi. Creativity

We are living in an era, where the work force is being replaced by Robots everywhere. Now, if we desire not to be replaced, a management graduate should be highly creative and out of box thinker.

vii. Critical Thinking

Our graduates should have strong analytical skills and he/she must think critically to evaluate the factual evidence and draw conclusions.

viii. Positive Attitude

Positive Attitude will make a person optimistic and helps to avoid negative thoughts. Developing this attitude within our graduates will help them to see the brighter side of their career and life.

ix. Decision Making

Effective and timely decisions will have a great impact on the growth of any organization. A Management graduate should not decide based on herd instinct, rather analyse the situation and take timely decisions.

x. Communication

To be effective in their chosen field, one has to have great communication skills and Healthcare is not an exception. Being an Administrator one should equip themselves in oral and written communication skills.

xi. Team Orientation

No one is going to work in isolation; organization expects more of teamwork and outcomes from the team. Hence, graduates should prepare themselves to work in a group and contribute towards the success.

xii. Ethics

Ethics is doing right even when nobody is watching us. Both personal and professional ethics is expected from the management graduates.

xiii. Leadership

Leadership, a skill to lead or guide is required from any successful leader and graduates who aspire to become great leader should focus on this skill.