



3-Year Bachelor of Hotel Management (BHM) Curriculum and Syllabus

Sixth Semester

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
Theory					
	Medical Statistics and Health Information	3	1	0	3
	Quality Management in Health Care	3	1	0	3
	Sales & Distribution Management	3	1	0	3
	Management Information System	3	1	0	3
	Public Relations Management	3	1	0	3
	Career Advancement & Skill Development-VI	3	1	0	3
Practical					
	Project Works & Viva Voce	0	0	4	4
Sessional					
	Entrepreneurship Skill Development – VI	0	2	0	2
Total Credits					24



MEDICAL STATISTICS AND HEALTH INFORMATION

TIUBHM-601

L-T-P: 3-1-0

Credit:3

Handling & Presenting Numerical Information.

Pie-Diagram, Bar Diagram, Histogram, Frequency Polygon. Scatter Diagram.

Data Collection for Vital Statistics:-

- a) Birth
- b) Deaths
- c) Fetal Deaths

Statistics & Samples:

Measures of Central tendency- mean, median & mode. Measures of Dispersion or variability- range, standard deviation. Decision analysis, Normal distribution, 't' distribution. Sampling variation and Bias, method of sampling, sampling & non sampling errors. Test of significance, Standard errors, Chi-Square test, Correlation & Regression

Probability:

Introduction, Measurement of Probability, Frequency Probability, Laws of probability for independent events, Conditional events, Bayes' Theorem and its application in community screening programme

Health Information:

Data & Information, Health Information System- components, uses, source Basic Descriptive methods, Distribution table, Frequency distribution, Presentation of statistical data, Measure of central tendency and location, Measures of dispersion.

Reference Books

1. A Short Text Book of Medical Statistics-Hill A.B, 10thEd, ELBS
2. Elementary Statistics for Medical Workers, Indervir Singh, Jaypee Brothers
3. Park's textbook of Preventive & Social medicine
4. Statistical Methods in the Biological & Health Science: J.Susan Milton (McGraw- Hill)
5. An Introduction to Biostatistics, a manual for students in health sciences P.S.S. Sunder Rao: J. Richard
6. An introduction to Probability & Statistics, N. G. Das, Vol.1 & II



QUALITY MANAGEMENT IN HEALTH CARE

TIUBHM-602

L-T-P: 3-1-0

Credit:3

Module -I

Fundamentals of Quality Management: Introduction – Objectives - Historical Back Ground – Concept of Quality Care and Quality Management – ISO 9000 Quality Management System - Effects and Benefits of ISO 9000 management System – Present Indian Scenario – Organization of quality Management System – Approaches to measurement of Quality.

Module -II

Techniques of Quality Management: Improving Hospital Performance – Patient Participation – Quality Health Care through Patient Satisfaction – Conceptual model of potential Contribution in quality in the health care system.

Module -III

Organization wide Quality Improvement in Health Care: Introduction – organizing for Quality Assessment – Deming's Contribution and his 14 management guideline – Organization wide Quality Improvement fundamentals – A Quality Improvement model of daily Patient Care – Quality Assurance and Quality improvement.

Module -IV

Assessing Quality Health Care: Some attributes of Quality in Health Care – Some attributes of a Good Patient Practitioners Relationship – The measurement of Quality – Procedure for formulating explicit Criteria and standards – Determinates of Quality – Structure – Process – Outcome.

Module -V

The implementation of Total Quality: Planning Quality – organizing Quality – Evaluating Quality – Transforming organizations to a Total Quality Philosophy and Culture – Outcome Management and Total Quality

Reference Books:

1. Raandi Schmidt J. Trumbo and R. Jonson, Quality in Health Care Sector – ASQC Quality – Press.
2. Quality Improvement in Health Care, 2nd Ed, Nelson Thrones



SALES & DISTRIBUTION MANAGEMENT

TIUBHM-603

L-T-P: 3-1-0

Credit:3

- 1.Introduction to Sales Management:** Evolution of sales department, Nature & scope of personal selling & sales management, Roles and functions of a sales manager.
- 2. Personal Selling:** Types of selling situations, Buyer-seller dyad, Theories of selling, Personal selling process (pre-approach, approach, presentation, handling objections, closing a sale, (follow-up)
- 3.Planning and Organizing Sales Force Efforts:** Strategic planning and sales organization, Sales department relations, Distribution network relations, Sales forecasting, Sales budget, Sales objectives, Sales territories and quotas
- 4.Sales Force Management:** Different personnel functions of a sales manager, Quantitative and qualitative requirements of sales force planning – determination of sales force size, job analysis for type of sales people required
- 5.Recruitment and Selection:** Sources of recruitment, Selection process, Methods of selection
- 6.Training and Development:** Need and purpose of training, Types of training, Designing a training programme - ACMEE model
- 7.Directing the Sales Force:** Supervision, Territory management, Determination of quota/target, Determination of compensation of sales force, Leading and Motivating
- 8.Marketing Channels:** Structure, Functions and advantages, Types of channel intermediaries – wholesalers, distributors, stockists, sales agents, brokers, franchisers, C&F agents, and retailers
- 9.Channel Design and management:** Channel objectives & constraints, Identification, evaluation and selection of channel alternatives, Channel management and control – recruiting and selecting channel members, motivating, evaluating channel arrangements
- 10.Physical Distribution & Logistics:** Goals, function, processing, warehousing, inventory & Transportation

Reference Books:

1. Johnson, Kurtz & Scheuing: Sales Management Concept, Practices & Cases; McGraw Hill.
2. Lancaster, David & Jobber, Geoff: Selling & Sales Management; Macmillan (India).
3. Levy, M. & Weitz, B.A.- Retailing Management - McGrawHill
4. Panda, Sahadev: Sales & Distribution Management; OUP
5. Pradhan, S : Retailing management, TMH
6. Shapiro, R.L., Stanton, W.J. & Rich, G.A.: Management of Sales Force; TMH



MANAGEMENT INFORMATION SYSTEM

TIUBHM-604

L-T-P: 3-1-0

Credit:3

1. **Introduction:** Concept, evolution and meaning of MIS; Information system for competitive advantage; Systems approach to problem solving; Challenges in the development of MIS, MIS function in an organization.

2. **Information and Managerial Effectiveness :** Information as a corporate resource, pervasiveness of information, types of information – operational, tactical and strategic; Levels of management and information needs of management; Process of generation of information; Quality of information; information systems for finance, marketing, manufacturing, research and development and human resource areas.

3. **Information Systems :** Information systems and their role in business systems, changing role of information systems, users of information systems; Types of information systems – transaction processing systems, MIS decision support systems, executive support system; Enterprise Resource Planning (ERP) system, geographical information system, business expert system, etc; Procurement options and outsourcing information system services.

4. **Relation databases;** Data Base Management Systems (DBMS) and their components; Concept of entity and relationships; Data dictionary, SQL and other related concepts in DBMS; Normalisation process.

5. **Implementation, Evaluation and Maintenance of System:** Methods and steps in implementation of system; Approaches and process of evaluating MIS.

6. **Security Issues Relating to Information Systems:** Threats to information systems; Vulnerability, risk and control measures.

Suggested Readings

1. Arora & Bhatia: Management Information Systems, Excel Books
2. O'Brien James : Management Information Systems, Tata-McGraw Hill
3. Kumar, Muneesh : Business Information Systems, Vikas Publishing House
4. Rajaraman, V : Analysis and Design of Information Systems for Modern Management, Prentice Hall



PUBLIC RELATIONSMANAGEMENT

TIUBHM-605

L-T-P: 3-1-0

Credit:3

Module- I

- PR- Definition, PR & Advertising, PR & Propaganda
- History of PR:
 - PR- as a management function
 - PR- principles, planning, implementation
- PRO- qualities of PRO, Functions

Module- II

- PR in Hospitals:
 - Organization
 - Role
 - Implementation Mechanism
- Importance of PR in Hospital Environment Management:
 - Media
 - Government
 - Patients & Their Relations
 - Employee Relations

Module- III

- PR in Crisis Management, Event Management in Hospitals
- PR Counselling, PR- Agencies

Module- IV

- Ethics in PR, PR Laws
- Emerging Trends in PR

Reference Books:

1. S. Ganesh, Introduction to Public Relations, Indian Publishers Distributors, Delhi, 1999.
2. K.R. Balan, Lectures on Applied Public Relations, Sultan Chand & Sons, New Delhi, 1985.
3. D.S. Metha, Hand Book of Public Relations in India.