



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020
MBA – HOSPITAL AND HEALTH MANAGEMENT
II SEMESTER (2022-2024)

MBAI201 FINANCIAL MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI201	CC	Financial Management	60	20	20	-	-	3	-	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; CC- Core Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of this course is to understand the concept of Business Finance. It also aims at learning of financial tools and developing the skills of financial analysis and financial decisions. The emphasis will be on the concepts and application rather than derivations

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 24 Marks and consist of three questions, out of which student will be required to attempt any two questions. Section B will comprise of five questions, out of which student will be required to attempt any three cases / problems worth 36 marks.

Course Outcomes

1. Familiarized with the various sources of finance which a business house can mobilize.
2. Develop the ability to measure the risk and return of the various portfolios.
3. Implement investment decisions, the process and methods of evaluation of various investment proposals.
4. Develop the skills to analyze the impact of various financing alternatives on the wealth maximization/ valuation of the firm.

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Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; CC- Core Course

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COURSE CONTENT

UNIT I: Introduction

1. Introduction to financial management
2. Objectives of financial management – profit maximization and wealth maximization
3. Interface of Financial Management with other functional areas

UNIT II: Capital Structure Decision

1. Short term and long term sources of funds and their characteristics Cost of Capital
2. Computation of cost of Equity, Debt and Preference Capital.
3. Weighted Average Cost of Capital
4. Capital Structure and its Theories.
5. Developing the Concept of Leverage in Finance
6. Computation and Inferences of Degree of Operating Leverage
7. Financial Leverage and Combined Leverage

UNIT III: Investment Decisions

1. Time Value of Money
2. Investment evaluation techniques – Net present value
3. Internal rate of return
4. Payback period
5. Discounted payback period
6. Accounting rate of return

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UNIT IV: Working Capital Management

1. Factors influencing working capital requirements
2. Current asset policy and current asset finance policy
3. Determination of operating cycle and cash cycle
4. Estimation of working capital requirements of a firm

UNIT V: Dividend Decisions

1. Dividend policy – Factors affecting the dividend policy
2. Dividend policies- Stable dividend, Stable payout

Suggested Readings

1. Khan M. Y. and Jain P. K. (2007). *Financial Management*. Tata McGraw Hill, Latest Edition.
2. Pandey I. M. (2009). *Financial Management*. Vikas Publications, Latest Edition.
3. Chandra Prasanna (2011). *Financial Management*. Tata McGraw Hill, Latest Edition.
4. Kapil (2012). *Financial Management*. Pearson Education, Latest Edition.
5. Shrivastav and Mishra (2008). *Financial Management*. Oxford University press, Latest Edition.
6. Brigham and Houston (2009). *Fundamentals of Financial Management*. Cengage Learning, Latest Edition.
7. Vanhorns and Bhandari (2008). *Fundamentals of Financial Management*. Prentice Hall, Latest Edition.
8. Kothari and Dutta (2005). *Contemporary Financial Management*. Macmillan India Ltd, Latest Edition.
9. Stephen A. Ross, Wester Field, Jordan (2008). *Fundamentals of Corporate Finance*. McGraw Hill, Latest Edition.

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MBAI202 RESEARCH METHODOLOGY

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI202	AECC	Research Methodology	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; AECC- Ability Enhancement Compulsory Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objectives

The primary objective of this course is to develop a research orientation among the scholars and to acquaint them with fundamentals of research methods. It will equip the students with the concept and methods of Business Research.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. The course offers a systematic package into the theoretical as well as practical aspects of conducting research.
2. Demonstrate understanding of research methodology.
3. Apply the statistical concepts in business research.
4. Validate statistical statements relating to business research.

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COURSE CONTENT

UNIT I: Business Research

1. An overview: Research process
2. Types of Research - Exploratory Research, Descriptive Research, Causal Research, Analytical Research
3. Problem formulation, Management problem v/s. Research problem
4. Approaches to Research
5. Importance of literature review
6. Business Research Design: Steps involved in a research design

UNIT II: Sampling and Data Collection

1. Sampling and sampling distribution: Meaning, Steps in Sampling process
2. Types of Sampling - Probability and Non probability Sampling Techniques
3. Data collection: Primary and Secondary data – Sources – Advantages/Disadvantages
4. Data collection Methods: Observations, Survey, Interview and Questionnaire design, Qualitative Techniques of data collection.

UNIT III: Measurement and Scaling Techniques

1. Nominal Scale, Ordinal Scale, Interval Scale, Ratio Scale, Criteria for good measurement
2. Attitude measurement – Likert's Scale, Semantic Differential Scale, Thurstone-equal appearing interval scale

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UNIT IV: Statistical Tools for Data Analysis

1. Measures of central tendency - Mean, Median, Mode ,Quartiles, Deciles and Percentiles
2. Measures of Dispersion: Standard Deviation – Variance – Coefficient of Variance, Skewness
3. Correlation - Karl Pearson’s coefficient of Correlation, Rank Correlation
4. Regression: Method of Least Squares
5. Formulation of hypothesis
6. Testing of hypothesis
7. Type I and Type II Errors.
8. Parametric tests: Z-Test, t-test, F-test, Analysis of Variance – One-Way and Two-way
9. Non parametric tests - Chi-Square test

UNIT V: Report writing

1. Reporting Research
2. Types of reports
3. Characteristics of a research report

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***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings

1. Malhotra Naresh K. (2008). *Marketing Research*. Pearson publishers, Latest Edition.
2. Zikmund, Babin, Carr, Griffin (2003). *Business Research Methods*. Cengage Learning, India, Latest Edition.
3. Cooper Donald R and Schindler Pamela S. (2006). *Business Research Methods*. McGraw-Hill Education, Latest Edition.
4. Anderson, Sweeney, William, Cam (2014). *Statistics for Business and Economics*. Cengage Learning, Latest Edition.
5. Krishnaswami O. R., Ranganatham M. (2011). *Methodology of Research in Social Sciences*. Himalaya Publishing House, Latest Edition.
6. Levin and Rubin (2008). *Statistics for Management*. Dorling Kindersley Pvt Ltd, Latest Edition.
7. Sekaran Uma (2003). *Research Methods for Business*. Wiley India, Latest Edition.
8. Gupta S. P. (2014). *Statistical Methods*. Sultan Chand and Sons, Latest Edition.
9. Aczel and Sounderpandian (2008). *Complete Business Statistics*. Tata-McGraw Hill, Latest Edition.
10. Kothari C. R. (2004). *Research Methodology*. VishwaPrakashan, Latest Edition.

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MBAHBM203 HEALTH ADMINISTRATION

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAHBM203	CC	Health Administration	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; CC- Core Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

1. To enable the students to gain understanding of the fundamental aspects of health.
2. To give an understanding to the students about evolution of health.
3. To give an understanding to the students about healthcare, healthcare delivery systems, and hospitals.
4. To enable the students to learn the organization, functions and services being provided at various levels of healthcare organizations.

Course Outcomes

1. Student will understand the basics of health, disease and healthcare related concepts.
2. Student will learn about the current status of hospitals, and the committees formed to provide necessary recommendations for the improvement of healthcare in the country.
3. Student will learn about healthcare policies, programmes and regulations in practice at national and international levels.

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MBAHBM203	CC	Health Administration	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

UNIT I: Basic Concepts related to Health

1. Definition and meaning of Health
2. Concept of Health, Natural History of Disease
3. Holistic approach to Health
4. Dimensions and Determinants of health
5. Concept of Well Being
6. Indicators of Health
7. Concepts of Prevention, Promotion, Curation, Rehabilitation, Palliative Care

UNIT II: National Health Policy

1. Historical development of healthcare system in India
2. Various committees for recommendations on healthcare;
3. Health for all by 2000 AD and Primary Healthcare
4. Role of Health education and communication
5. Overview of health policy

UNIT III: Healthcare delivery system in India and various parts of world

1. Healthcare Delivery System in India–Primary, Secondary and Tertiary Care
2. District Health Organisation
3. Indigenous system and medical care
4. IEC and community participation
5. Health systems in developed and developing countries

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MBAHBM203	CC	Health Administration	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; CC- Core Course

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UNIT IV: National Health Programmes

1. National Health Programmes – NRHM, NUHM, RCH, Ayushman Bharat, Janani Suraksha Yojana Scheme, RNTCP, National AIDS Control Program, National Vector Borne Disease Control Program, Nutritional Programs, ICDS, NTCP, IDSP.

UNIT V: International Health

1. Population demography & its medical significance
2. International Health Agencies-
 - a. World Health Organization.
 - b. World Bank.
 - c. United Nations Children's Fund.
 - d. United Nations Population Fund
 - e. United States Agency for International Development.
 - f. Centers for Disease Control and Prevention (CDC).
 - g. Population Services International.
3. National and International Health Regulations

Suggested Readings:

1. Park K. (2019). Text Book of Preventive and Social Medicine, Banarsidas Bhanot Publishers.
2. Mahajan B.K., Gupta M.C. (2005). Text Book of Preventive and Social Medicine, Jaypee Brothers Medical Publishers (P) Ltd.

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MBAI206 MANAGING HUMAN RESOURCES

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
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MBAI206	CC	Managing Human Resources	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; CC- Core Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Objective

The objective of the course is to guide students about various elements of Human Resource Management and make them understand the importance of employee engagement and career management.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. To explain the planning and process of HRM
2. To understand the process Performance Management
3. To enlighten them with the importance of Employee Engagement and Career Development

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MBAI206	CC	Managing Human Resources	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; CC- Core Course

***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

COURSE CONTENT

UNIT I: Introduction to Human Resource Management

1. Introduction, Meaning and Significance of HRM
2. Evolution of HRM in India, ASTD Model
3. Line and Staff Aspects of HRM
4. Recent Trends Shaping HRM
5. Strategic HRM

UNIT II: Job Analysis, Acquisition and Talent Management Process

1. Human Resource Planning
2. Job Analysis and Job Design
3. Recruitment and its sources, Selection Process
4. Employee Testing and Selection
5. Talent Management : Concept and Process

UNIT III: Training and Development of Human Resource

1. Training: Concept, Methods
2. Process: Need Assessment, Designing training programme, Implementing Training programme, Evaluating training programme
3. Training & Development and Competitive Advantage

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UNIT IV: Strategic Pay Plans and Performance Management

1. Factors Affecting Compensation
2. Job Evaluation: Definition, Methods
3. Performance appraisal : Need, Techniques and Errors
4. Personnel Research : Concept, Need, Types, Approaches

UNIT V: Managing Employee Engagement, Careers and Labour Laws

1. Employee Engagement: Concept, Factors Affecting Employee Engagement
2. Employee Life Cycle of Career Management: Making Promotion Decisions, Managing Transfers, Managing Retirements
3. Managing Dismissals
4. Industrial Relation: Definition, Scope, Determinants of Industrial Relations: Socio-Economic, Technical and Political in changing Environment.
5. Labour Laws: The Payment of Wages Act, 1936, The Minimum Wages Act, 1948, The Provident Fund Act, 1952, The Payment of Bonus Act, 1965, The Equal Remuneration Act, 1976

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			THEORY			PRACTICAL			L		T	P
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*					
MBAI206	CC	Managing Human Resources	60	20	20	-	-	3	-	-	3	

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; CC- Core Course
***Teacher Assessment** shall be based on following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Suggested Readings

- Dessler Gary (2016). *Human Resource Management*. Pearsons Education Delhi, Latest Edition.
- Aswathappa K (2017). *Human Resource Management*. McGraw Hill Publishing Company, Singapore, Latest Edition.
- Armstrong Michael (2008). *Handbook of Human Resource Management*. Practice. Kogan Page, London, Latest Edition.
- Storey John (2004). *Managing Human Resources: Preparing for the 21st Century*. Beacon Booms, New Delhi, Latest Edition.
- Rao, P. S. (2000). *Essentials of Human Resource Management and Industrial Relations: Text, Cases and Games*. Mumbai, Himalaya Publishing House
- <http://assignmentpapers.blogspot.in/2011/08/personnel-research.html> (Retrieved on April 1, 2018)

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Choice Based Credit System (CBCS) in Light of NEP-2020
MBA – HOSPITAL AND HEALTH MANAGEMENT
II SEMESTER (2022-2024)

MBAI401C STRATEGIC MANAGEMENT

COURSE CODE	CATEGORY	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			PRACTICAL		L	T	P	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
MBAI401C	CC	Strategic Management	60	20	20	-	-	3	-	-	3

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Course Objectives

The objective of teaching this course is to enable students to integrate knowledge of various functional areas and other aspects of management, required for perceiving opportunities and threats for an organization in the long run and second generation planning and implementation of suitable contingency strategies for seizing / facing these opportunities & threats.

Examination Scheme

The internal assessment of the students' performance will be done out of 40 Marks. The semester Examination will be worth 60 Marks. The question paper and semester exam will consist of two sections A and B. Section A will carry 36 Marks and consist of five questions, out of which student will be required to attempt any three questions. Section B will comprise of one or more cases / problems worth 24 marks.

Course Outcomes

1. Students will develop understanding of project planning and ability to monitor and control projects and risk involved. In addition, they become familiar with tools and techniques used in managing projects.

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UNIT I: Introduction

1. Meaning, Need and Process of Strategic Management
2. Business Policy, Corporate Planning and Strategic Management
3. Single and Multiple SBU organizations
4. Strategic Decision-Making Processes – Rational–Analytical
5. Intuitive-Emotional, Political – Behavioral; Universality of Strategic Management
6. Strategists at Corporate Level and at SBU Level
7. Interpersonal, Informational and Decision Roles of a Manager

UNIT II: Mission, Business Definition and Objectives

1. Need, Formulation and changes
2. Hierarchy of objectives, Specificity of Mission and Objectives
3. SWOT Analysis, General, Industry and International Environmental Factors
4. Analysis of Environment, Diagnosis of Environment – factors influencing it
5. Environmental Threat and Opportunity Profile (ETOP)
6. Internal Strengths and Weaknesses
7. Factors affecting; Techniques of Internal Analysis; Diagnosis of Strengths and Weaknesses; Strategic Advantage Profile (SAP)

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UNIT III: Strategy Alternatives, Grand Strategies and their sub strategies

1. Stability, Expansion, Retrenchment and Combination
2. Internal and External Alternatives
3. Related and Unrelated Alternatives
4. Horizontal and Vertical Alternatives
5. Active and Passive Alternatives
6. International Strategy Variations

UNIT IV: Strategic Choice and Analysis

1. Managerial Choice Factors, Choice Processes – Strategic Gap Analysis
2. ETOP-SAP Matching, BCG Product – Portfolio Matrix
3. G.E. Nine Cell Planning Grid; Contingency Strategies
4. Prescriptions for choice of Business Strategy; Choosing International Strategies

UNIT V: Strategy Implementation, Concept, Barriers, Implementation Process

1. Project & Procedural Implementation
2. Resource Allocation; Structural Implementation
3. Plan and Policy Implementation; Leadership Implementation
4. Behavioral Implementation, Implementing Strategy in International Setting

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II SEMESTER (2022-2024)

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Suggested Readings

1. Kazmi, Ajhar (2009). *Strategic Management and Business Policy*. New Delhi: Tata McGraw Hill.
2. Lomash, Sukul & Mishra P.K. (2003). *Business Policy & Strategic Management*. New Delhi: Vikas Publication.
3. Trehan, Alpana (2010). *Strategic Management*. Dreamtech: Wiley.
4. Nag, A. (2011). *Strategic Management. Analysis. Implementation. Control*. Delhi: Vikas Publication.
5. Parthasarthy, Raghavan (2008). *Fundamentals of Strategic Management*. India: Wiley.
6. Pankaj, Ghemawat (2006). *Strategy and the Business Landscape*. Pearson.
7. Haberberg, Adrian & Rieple Alison (2010). *Strategic Management*. New York: Oxford Press.
8. Tushman (2010.) *Managing Strategic Innovation & Change*. New York : Oxford Press

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