



Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

Shri Vaishnav School of Management

Choice Based Credit System (CBCS) in Light of NEP-2020

BBA - Bachelor of Business Administration Healthcare and Hospital Management (HHM) (2025-2028)

BBAHHMSA101 Introduction to Healthcare and Hospital 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*				
BBAHHMS A101	MAJ	Introduction to Healthcare and Hospital Management	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ – Major

*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 objectives of the course are to help students to understand health in general and private hospitals as an institution so that they get an overview and get oriented to the basics of their 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 5 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

- CO1: Understand meaning healthcare concepts and healthcare indicator
- CO2: Knowledge of healthcare system and policies in India
- CO3: Aware about hospital functions and classification
- CO4: Knowledge about hospital services
- CO5: Understand contemporary issue in healthcare

COURSE CONTENTS

UNIT I: Healthcare: Indian Scenario

1. Meaning and concept of health, disease, care, and administration
2. Health Indicators and their importance
3. The structure of healthcare delivery system in India
4. Administration of healthcare: policy and process
5. Medical care including the role of state, local self-governments, NGOs, Private and Corporate Sectors and Community in general

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UNIT II: Hospitals

1. Meaning of a hospital
2. Role of hospital in the health care spectrum
3. Role of hospital in the society
4. Functions of a hospital
5. Classification of hospitals
6. Organizational structure of hospitals

UNIT III: Hospital Services

1. Clinical services
2. Administrative and support services
3. Role and responsibilities of a Hospital Administrator
4. Patient's bill of rights

UNIT IV: Key Concepts in Hospital Administration

1. Hospital Information Systems (HIS): Overview
2. Standard Operating Procedures (SOP), their meaning and significance
3. Administrative process and flow charts
4. Ethical values in hospital administration

UNIT V: Contemporary issues

1. Contemporary issues in healthcare industry, healthcare and hospital management

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SUGGESTED READINGS

- K. Park, ‘Text book of Preventive and Social Medicine’
- B K Mahajan, Text Book of Preventive and Social Medicine
- B M Sakharkar, “Principles of Hospital Administration and Planning”
- Kunders: Hospital Planning and Hospital Management
- Mc. Caullay: Hospital Administration and Planning

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BBAHMSA102 Business Mathematics - 1

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*				
BBAHHMS A102	MAJ	Business Mathematics - 1	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ – Major
***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

To create a better understanding of Mathematical concepts in solving business related problems. The course serves as a good foundation for further study in management, accounting, marketing and finance.

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 5 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

CO1: The student will understand the mathematical concepts and terminology involved in Linear Algebra, Function, Permutation and Combination.

CO2: The course focuses on how to interpret and solve business-related word problems and to develop simple mathematical models from a business perspective.

COURSE CONTENTS

UNIT I: Set theory

1. Introduction, Types of Sets
2. Venn Diagrams
3. Operations on Sets
4. Cartesian Product of two Sets, Applications

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UNIT II: Permutations and Combinations

1. Introduction
2. Important notations meaning
3. Applications

UNIT III: Co-ordinate Geometry

1. Introduction, Cartesian Co-ordinate system, Distance formula
2. Line and slope of a line, Different forms of equations of a line, Applications
3. Arithmetic and Geometric Progression

UNIT IV: Derivative and its applications

1. Introduction, Definition, Derivative of a function of one variable
2. Derivative of standard functions (e.g. x^n , ax , e^x , $\log x$) (without proof)
3. Rules of derivative (Addition, Subtraction, Multiplication, Division, Chain)

UNIT V: Logarithmic differentiation

1. Examples Logarithmic differentiation
2. Marginal Revenue function
3. Marginal Cost function, Profit function
4. Price elasticity of demand and supply

SUGGESTED READINGS

Basics of Mathematics, B. S. Shah Prakashan, 10th Edition

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BBAHHMSA103 Entrepreneurial Skills

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BBAHHMS A103	MAJ	Entrepreneurial Skills	60	20	20	-	-	3	-	-	3

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COURSE OBJECTIVE

This course aims to provide a comprehensive understanding of entrepreneurship, covering the fundamental concepts, essential skill sets, and the institutional support available for entrepreneurs. It seeks to equip students with the knowledge and skills needed to navigate the entrepreneurial landscape, develop effective business plans, and understand the unique challenges faced by different types of entrepreneurs, including women entrepreneurs. Additionally, the course emphasizes the promotion of entrepreneurship and innovation within the Indian context, exploring government initiatives and support systems for startups.

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 5 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

- CO1: Understand the Basics of Entrepreneurship
CO2: Develop Essential Entrepreneurial Skills
CO3: Explore Institutional Support for Entrepreneurship 4. Promote Entrepreneurship and Innovation.

COURSE CONTENTS

UNIT I: Introduction to entrepreneur & Entrepreneurship

1. Meaning, Definition and Types of Entrepreneurs
2. Functions of Entrepreneur Problems faced by Entrepreneur
3. Advantages and Disadvantages of entrepreneurship
4. Difference between Intrapreneur and Entrepreneur

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UNIT II: Skill Sets for Entrepreneur

1. Introduction to Entrepreneurial Skills
2. Essential Skill Sets for Entrepreneurs
3. Forms of Entrepreneurial Skills
4. Procedure to improve entrepreneurial skills

UNIT III: Institutional Programs for Entrepreneurship

1. Entrepreneurship Development Programme, Problems of EDP, Need for EDP
2. National and State Level Institutions for Entrepreneurship
3. Development Programme
4. Business Plan, Meaning, Importance
5. Steps involved in preparing a Business Plan
6. Common pitfalls to be avoided while preparing a Business Plan

UNIT IV: Promoting Entrepreneurship

1. Indian Entrepreneur
2. Promoting Entrepreneurs in India
3. Startup India : Funds for Startup
4. Government Schemes for Startup Funding

UNIT V: Women Entrepreneur

1. Women Entrepreneur Meaning
2. Role played by Women
3. Entrepreneur in the Economic Development
4. Problems faced by Women Entrepreneur
5. Ways to Overcome the Challenges of Women Entrepreneurship

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BBAHHMS A103		Entrepreneurial Skills	60	20	20	-	-	3	-	-	3

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SUGGESTED READINGS

- "Entrepreneurship: Theory, Process, Practice" by Donald F. Kuratko
- "The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses" by Eric Ries
- "Essentials of Entrepreneurship and Small Business Management" by Norman M. Scarborough

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BBA – Bachelor of Business Administration Healthcare and Hospital Management (HHM) (2025-2028)

BBAHHMSA104 Principles of 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*				
BBAHHMS A104	MAJ	Principles of Management	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; MAJ – Major

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COURSE OBJECTIVE

This course is designed to provide the students conceptual study about the key functions of the process of managing organizations. This course presents a thorough and systematic coverage of management theory and practice. It focuses on the basic roles, skills and functions of management, with special attention to managerial responsibility for effective and efficient achievement of goals.

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 5 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

CO1: Understand an overview of management, its scope and different management theories.

CO2: Learn the basics of planning and organizing, types of organization with its key principles and insights about the importance of motivation with its theories and leadership styles.

CO3: Cover the basic concepts of management

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COURSE CONTENTS

UNIT I: Introduction to Management

1. Definitions, Characteristics, Importance, Management Process
2. Functions; Management as an Art, Science, Management and Administration Profession
3. Levels of management and skills required at these levels
4. Universality of Management, Fayol's and Taylor's principles
5. Mintzberg's roles of managers, Managerial skills, Manager vs Entrepreneur

UNIT II: Planning

1. Definitions, Characteristics, Importance, Nature & Purpose,
2. Planning Process, Planning Premises, Elements or Types of Plan
3. Forecasting: Meaning and Process of Forecasting.
4. Decision making: Meaning and Process of Decision Making; Types of decisions

UNIT III: Organizing:

1. Definitions, Organizing Process, Principles/Qualities of Good
2. Organization, Departmentation and its bases, types of organizations
3. Delegation and Decentralization – Concept and Difference
4. Directing: Definition, Directing and Coordination, Importance
5. Brief Idea of Directing Tools

UNIT IV: Motivation:

1. Definition & Importance of motivation, Theories of Motivation
2. Maslow's Theory of need hierarchy - Herzberg's theory
3. Adelfer's ERG Theory, Vroom's Expectancy, McGregor's Theory X and Y, Theory Z,

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4. McClelland's Need Theory

UNIT V: Leadership:

1. Meaning; Traits & Characteristics of Effective Leaders;
2. Theories of leadership, Leadership style, Leadership Continuum,
3. Blake and Mouton's Managerial Grid

SUGGESTED READINGS

- Principles of Management - L. M. Prasad, Sultan Chand & Sons.
- Principles of Management -P. C.Tripathi &P. N.Reddy, TataMcGraw.
- Principles of Management–TRamasamy, Himalaya Publishing House
- Principles of Management: Theory, Practices &Techniques –Nirmal Shah,Deep & Deep Publications Pvt. Ltd. Management Concepts and Strategies - J. S. Chandan, Vikas Publishing House.
- Management Concepts and Practices - Gupta, C.B. Sultan
- Chandand Sons,New Delhi. Principles of Management –R. K. Sharma and S. K. Gupta, Kalyani publications.
- Principles of Management –ChuckWilliams,4LTRPress.

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BBA - Bachelor of Business Administration Healthcare and Hospital Management (HHM) (2025-2028)

BBAHHMSA105 Financial Accounting

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BBAHHMS A105	MAJ	Financial Accounting	60	20	20	-	-	3	-	-	3

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COURSE OBJECTIVE

The present course includes introduction to the subject of Financial Accounting, basic concepts underlying the accounting practices and its techniques with special reference to Sole-Proprietorship. It provides basic aspects of accounting of sole proprietorship. It also touches upon the various aspects of accounting related to Non-trading Concerns. It also provides basic information of Small scale business like partnership firm, consignment account and joint ventures.

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 5 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

- CO1: Have a thorough understanding of the basic concept of accounting, rules of debit credit, basic idea of revenue income and expenses & capital income and expenses.
- CO2: Develop understanding towards recording transaction and book keeping.
- CO3: Develop keen understanding of Final Accounts of Sole Proprietor and Non Trading Organization.
- CO4: Students are also familiar with book keeping methods of partnership firm, consignment account and joint venture

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COURSE CONTENTS

Unit I: Basic Fundamentals of Accountancy:

1. Meaning, Characteristics and advantages of Accounts, Methods of keeping Books of Accounts,
2. Types of Accounts, Rules of Debit and Credit, Types of Transactions, Meaning and difference between Capital and Revenue Incomes and Expenses Identification of Capital and Revenue
3. Expenses and Incomes, Difference between Reserves and Provisions.

UNIT II: Final Accounts Of Sole Proprietary Concern:

1. Preparation of Trading Account, Profit & Loss Account and Balance Sheet

UNIT III: Accounting For Non Trading Concerns:

1. Meaning of Non Trading Concern, Annual Financial Statements of Non Trading Concerns
2. (NTC), Difference between Trading Concern & Non Trading Concern, Identification of Capital
3. and Revenue Items for non trading organizations, Receipts and Payments Account, Income and
4. Expenditure Account, Balance Sheet,

UNIT IV: Consignment(Theory)

1. Consignment and sales, Accounting in the books of Consignor, Commission
2. PARTNERSHIP FIRM (Theory)
3. Meaning, Dissolution(Settlement of Accounts)

UNIT V: Joint Venture (Examples)

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1. Introduction, Difference between Joint Venture & partnership , Difference between Joint Venture and
2. Consignment, Examples.

SUGGESTED READINGS

- Accounting for Managers – J. Made Gowda – Himalaya Publishing House
- Introduction to Accountancy – T. S. Grewal & S. C. Gupta – S. Chand – 8th Edition
- Modern Accountancy - Hanif Mukerji – TMH
- Financial Accounting by Dr. Kaustubh Sontake – 1st Edition – Himalaya Publishing House.
- Financial Accounting by Rajasekaran Lalitha R.; Pearson Education Asia
- Kakani Ramkumar.; Ramachandran Neelakantan.; TMH

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Choice Based Credit System (CBCS) in Light of NEP-2020

BBA – Bachelor of Business Administration Healthcare and Hospital Management (HHM) (2025-2028)

BBAHHMSA106 Indic Knowledge System (IKS) - 1

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*				
BBAHHMS A106	MAJ	Indic Knowledge System (IKS) - 1	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; MAJ – Major

*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

This course is designed to understand and enhance the holistic understanding of Indian Knowledge System. This course provides the basic understanding of the rich Indian knowledge system and its traditions. The course will introduce to the various ancient Indian Schools and its relevance in contemporary period with the great achievements of IKS to the world. It helps in understanding and analyzing the Ancient Indian knowledge system.

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 5 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

- CO1: Learn about the process of ancient Indian traditions
- CO2: Understand the contribution of Indian minds in various fields
- CO3: Link ancient wisdom in the current context
- CO4: Learn about the leading Indian inventors and thinkers in various disciplines
- CO5: Develop a positive attitude towards Indian traditions and practices
- CO6 Increase subject-awareness and self-esteem
- CO7: Develop a comprehensive understanding of how all knowledge is ultimately intertwined

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BBAHHMS A106	MAJ	Indic Knowledge System (IKS) - 1	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; MAJ – Major

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COURSE CONTENTS

Unit I: Introduction to IKS

1. Introduction to IKS & Its importance
2. Importance of IKS, Various IKS Systems
3. Shashtra - Foundational Literature of Bharatvarsha
4. What is Shashtra? Importance of Shashtra
5. Classification of Shashtra - Vaidic & Avaidic (with examples of imp. Literature)
6. Base of IKS proliferation
7. Bhartiya Education System and its philosophy
8. History of BES from Ancient to Modern
9. Domains of Education: Gurukul, Pathshala, Vidyalaya, Vishwavidyalaya

UNIT II: Contribution of IKS to the World

1. Mathematics & Astronomy:
 - Number System
 - Algebra & Arithmetic
 - Geometry
 - Trigonometry
2. Planetary System
 - Speed of Light
 - Eclipse

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BBAHHMS A106	MAJ	Indic Knowledge System (IKS) - 1	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical: C - Credit; MAJ – Major

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

UNIT III: Contribution of IKS to the World

- Life sciences
 - Physics
 - Chemistry
 - Botany
- Metal Technology
 - Mining Techniques
 - Types of Metals
 - Tools & Techniques for Metal Smelting with examples

UNIT IV: Town planning & Temple Architecture

- Indigenous tools & technologies for town planning &
- Temple Architecture
- Science of Architecture
- Lothal, Mohan Jo Daro, Dholavira
- Angkorvat, Lepakshi Temple, Jagannath Puri Temple,
- Thanjavur Temple, Modhera and Konark Sun Temple, Hampi Temple Etc.

UNIT V: Ayurveda

- Introduction of Ayurveda- Definition, Branches of Ayurveda, Books and Pioneers
- Concept of Tri Dosh and importance of its Balance in the body
- Indic Medical Science Achievement: Tools & Technology o Art & Traditions
- History and Origin
- Skill Enhancement with 64 Kala
- Science behind our traditions and rituals

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BBAHHMS A106	MAJ	Indic Knowledge System (IKS) - 1	60	20	20	-	-	3	-	-	3

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SUGGESTED READINGS

- Introduction to Indian Knowledge System- Concept and Application by B. Mahadevan, Vinayak Rajat Bhat, Nagendra Pavan R.N.
- R.M. Pujari, Pradeep Kolhe, N. R. Kumar, 'Pride of India: A Glimpse into India's Scientific Heritage', Samskrita Bharati Publication.
- 'Indian Contribution to science', compiled by Vijnana Bharati.
- 'Knowledge traditions and practices of India', Kapil Kapoor, Michel Danino, CBSE, India.

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Choice Based Credit System (CBCS) in Light of NEP-2020

BBA – Bachelor of Business Administration Healthcare and Hospital Management (HHM) (2025-2028)

BBAHHMSA107 Basics of Business Communication

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*				
BBAHHMS A107	MAJ	Basics of Business Communication	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ – Major
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COURSE OBJECTIVE

Enables the learner to communicate effectively and appropriately. To enhance vocabulary and improve language skills. Empowers the students to acquire and implement communication skills in social critical situations. Allow students to learn and understand the grammar and its usage. To make students learn about the basics of sound mechanism and pronunciation. To make students acquainted to present themselves on stage with confidence by managing fear.

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 5 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

- CO1: Developed their ability to communicate well in English with apt usage of grammar.
- CO2: Enhanced comprehensibility and fluency in reading understanding the language.
- CO3: Gained accuracy and precision in communication in variety of social contexts.
- CO4: Got trained to participate effectively in critical conversations and to demonstrate their ability to prepare, organize and deliver their work to the public.
- CO5: Imbibe ethical, moral, national and cultural values through the study of literature.

COURSE CONTENTS

UNIT I: Usage of Grammar:

1. Articles- Definition, Scope, Importance and Limitations
2. Parts of Speech: Understanding and Usage
3. Tenses

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BBAHHMS A107	MAJ	Basics of Business Communication	60	20	20	-	-	3	-	-	3

Legends: L - Lecture; T - Tutorial/Teacher Guided Student Activity; P – Practical; C - Credit; MAJ – Major

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

UNIT II: Reading and Writing Skills

1. Reading Comprehension: Strategies for understanding and analysing texts
2. Summarizing Techniques: How to effectively summarize a text
3. Introduction to Creative Writing: Basics of writing short stories or essays

UNIT III: Study Skills:

1. Literary Text: (Selected Stories from the Text)

UNIT IV: Study Skills:re

1. Gems of Wisdom: An Anthology of Short Stories *
- *Selected Stories from Gems of Wisdom: An Anthology of Short stories**
- The Lady or The Tiger- Frank R Stockton
- The Gift of the Magi – O Henry
- Black Boy – Richard Wright
- The Model Millionaire – Oscar Wilde
- The Ant and The Grasshopper- W S Maugham

UNIT V: Listening and Speaking skills:

1. Introduction to Organs of Speech
2. Introduction to Listening Skills (Types & Techniques)

SUGGESTED READINGS

- Text: Gems of Wisdom: An Anthology of Short Stories, Macmillan.
- Enrich your English- by CIEFL (Academic skills book)
- English Grammar and Composition by Wren and Martin
- Arvind Nair- English in Practice I- Publisher: Cambridge
- A Course in Phonetics and Spoken English by J. Sethi and P.V. Dhamija

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