

PG Diploma in Public Health Syllabus

First Semester Subjects	Syllabus
1. Fundamentals of Management and Organization Behaviours	<p>Objectives</p> <p>To purpose of the course is to provide fundamental knowledge and exposure to the concepts, theories and practices in the field of management. It aims to understand individual and group behaviour at work place</p> <p>Learning Outcomes</p> <p>By the end of this course:</p> <ul style="list-style-type: none"> • The student demonstrates an understanding of the processes of management. • Identify the basic functions, and management challenges in the emerging perspective. <p>Unit I - Basic of Management: Concept, nature, process and significance of management; Managerial levels, skills, functions and roles; Management Vs. Administration; Contingency Management theories by - F. W. Taylor, Henry Fayol and Elton Mayo; <u>Corporate Social Responsibility of Management.</u></p> <p>Unit II: <u>Managerial Skill and Functions:</u> Level of Management- Functions of Management; Centralization – decentralization; <u>Managerial Planning; Organising</u> and Organization structures - Line & Staff – functions, Leading and Staffing; Controlling – Definition, Nature, Importance, Steps, Techniques; <u>Decision Making and Problem solving.</u></p> <p>Unit III- Introduction to OB: Organisation Behaviour - Definition, Scope, Importance, Concepts of Organisation Behaviour; <u>Values, Attitude and Perception</u>; Motivation- Definition, Theories of motivation, Mc Gregor ,A.H. Maslow, Herzberg; Learning- Meaning & Theories.</p> <p>Unit IV- Conflict Management- Conflict – Definition, traditional Vs Modern view of conflict – Types of conflict - intra personal, interpersonal, organizational;</p> <p>Unit V: Leadership –Definition, Importance, qualities of leaders, types of leaders – autocratic, democratic, free – rein; Personality- Attributes of personality, Type, Ego state, Johari window.</p> <p>Books Recommended</p> <p>Text Books</p> <ol style="list-style-type: none"> 1. Management by Stomen and Jane 2. Organisational behaviour by Stephen Robbins



Annexure -1

	<p>Filed Visit-Presentation/Case study/ Tutorial</p> <p>Suggested Readings</p> <ol style="list-style-type: none"> 1. Principles and Practices of management by Shejwalkar 2. Essential of management by Koontz H and Weitrich 3. Principles and Practices of Management by T. N. Chabra 4. Organisational behaviour by Keith & Davis 5. Organisational behaviour by Fred and Luthans 6. Organisational behaviour by K. Ashwatthapa <p>Web Links</p> <p>https://www.swayamprabha.gov.in/index.php/program/archive/16</p> <p>https://www.swayamprabha.gov.in/index.php/program/archive/5</p> <p>http://cec.nic.in/E-Content/Pages/default.aspx</p>
<p>2. Health informatics , Data Analytics, Medical tourism & Health financing & Insurance</p>	<p>Objective: By the end of the course students will be able to describe basic concepts, principles and role of Health Informatics, Data Analytics, Medical Tourism, Health Financing and Insurance in health care and its application in decision making.</p> <p>Learning Outcome:</p> <ul style="list-style-type: none"> • Define the scope of health information technology, a broad interdisciplinary field while assessing future directions for growth and current job opportunities • Identify how health information technology (HIT) can be implemented and used to create positive change through understanding the current healthcare • Make use of electronic medical records (EMRs) and their requirements of integration and interoperability • Develop quality assessments and implement change through an overview of healthcare delivery, implementation science, and clinical workflow analysis and redesign • Relate to the trend of mobile health technology and its application in telemedicine • Identify the key topics in health information management, including security, privacy, and confidentiality of patient data, as well as mandatory policies regarding data handling and reporting • Understand the basics of Health Financing • Classify and apply three major forms of health insurance in India i.e. Social Health Insurance, Voluntary Health Insurance, and Community Health Insurance. <p>Unit I: Scope and history of health information technology, electronic medical records (EMRs), overview of healthcare delivery, clinical workflow analysis and redesign, security, privacy, and confidentiality of patient data, as well as mandatory policies regarding data handling and reporting</p>



Annexure -1

	<p>Unit II: Applied probability and statistics, and their relevance in day-to-day data analysis, data visualization techniques and their applications using real-world data sets, web analytics and metrics; how to procure and process unstructured text; and hidden patterns, data mining techniques over vast amounts of data</p> <p>Unit III: Introduction to healthcare and medical tourism, ethics, challenges, standards & future of medical tourism, important healthcare/medical laws in India medical professional</p> <p>Unit IV: Introduction to Health expenditure and health financing, Introduction to health spending: Global and Indian scenario, Methods of health financing, Stakeholder Analysis</p> <p>Unit V: Social health insurance, Voluntary health insurance, Third party administrators, Community health insurance, Government insurance schemes, Indian healthcare case laws</p> <p>Books Recommended</p> <p>Reference Books</p> <ol style="list-style-type: none"> 1. Better Health Systems for India's Poor: Findings, Analysis, and Options. By David H. Peters, Published by World Bank Publications, 2002, ISBN 0821350293, 9780821350294 2. Economics for Health Sector Analysis: Concepts and Cases By: A. Mead Over, Economic Development Institute (Washington, D.C.) Published by World Bank Publications, 1991 ISBN 0821313355, 9780821313350 3. Arrow, Kenneth J. (1963). "Uncertainty and the Welfare Economics of Medical Care". American Economic Review 53 (5): 941–73. 4. Drummond M and Mooney G. "Essentials of health economics" British Medical Journal (Clinical research ed.), 1982 5. Mahal A, Rao B. HIV/AIDS epidemic in India: An economic perspective. Indian Journal of Medical Research. 2005;121:582-600 6. A Primer of Health Systems Economics. By: V Raman Kutty. Published by: Allied Publishers Ltd 1999 ISBN 81-7023-864-1 <p>Web Links:</p> <ol style="list-style-type: none"> 1. Mills A, Gilson L. "Health economics for developing countries: A survival kit." HEFP working paper 01/88, LSHTM, 1988 http://www.hefp.lshtm.ac.uk/publications/downloads/working_papers/01_88.pdf
3.Research Methodology	<p>Objective</p> <p>The objective of this course is to develop an understanding of research methodology. The focus will be on process and techniques of research.</p> <p>Learning Outcome</p> <ul style="list-style-type: none"> • Demonstrate familiarity with major concepts, theoretical perspectives, empirical findings, and historical trends • Apply basic research methods including research design, data analysis, and interpretation.



Annexure -1

- Development of testable hypotheses, differentiate research design and/or statistics, evaluate aptness of research conclusions, and generalize them appropriately.
- Apply research data to formulate or evaluate new research questions, using reason and persuasion in a logical argument.

Unit I- Introduction to Research: Meaning, Objectives, Understanding the language of research - Concept, Construct, Definition, Variable. Research Process

Unit II- Research Design: Features of a good research design – Exploratory Research Design – concept, types and uses, Descriptive Research Designs - concept, types and uses. Experimental Design: Causal relationships, Concept of Independent & Dependent variables, concomitant variable, extraneous variable, Treatment, Control group.

Unit III - Qualitative and quantitative research: Qualitative research - Quantitative research – Concept of measurement, causality, generalization, replication. hypothesis testing; parametric and non-parametric tests

Unit IV - Measurement: Concept of measurement – Problems in measurement in management research- Validity and Reliability; Levels of measurement - Nominal, Ordinal, Interval, Ratio; Attitude Scaling Techniques, Concept of Scale – Rating Scales viz. Likert Scales, Semantic Differential Scales, Constant Sum Scales, Graphic Rating Scales – Ranking Scales – Paired Comparison & Forced Ranking.

Unit V - Types of Data: Secondary Data - Definition, Sources, Characteristics, Primary Data - Definition, Advantages and disadvantages over secondary data, Observation method, Questionnaire Construction, Personal Interviews, Telephonic Interview, Mail Survey, Email/Internet survey, Interpretation of Data and Report Writing - Layout of a Research Paper

Books Recommended

Text Books

1. Research Methodology - C.R.Kothari

Reference Books

1. Business Research Methods, Thomson Learning , Bombay. By Millian G. Zikmund,
2. Business Research Methods, Tata McGraw Hills, New Delhi. By Donald R-Cooper and Pamels Schindler,
3. Millian J. Geode & Paul K. Hatl, Methods in Research, McGraw Hills, New Delhi.
4. Business Research Methods - Donald Cooper & Pamela Schindler, TMGH, 9th edition.
5. Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.

Web Links

1. <https://www.swayamprabha.gov.in/index.php/program/archive/16>



हरियाणा विश्वकर्मा कौशल विश्वविद्यालय
HARYANA VISHWAKARMA SKILL UNIVERSITY

Annexure -1

	2. https://www.swayamprabha.gov.in/index.php/program/archive/5
4. Quality assurance in Healthcare	<p>Objective: The objective of this course is to develop knowledge and skills among students about key concepts related to quality assurance in health care and critically appraise the issues related to Quality, Equity and Access to Healthcare in public health programs.</p> <p>Learning Outcome: At the end of the module the participants will be able to:</p> <ol style="list-style-type: none">1. Recognize the inter-relationship between quality, equity and access to healthcare2. Define quality of service and institute mechanisms to ensure it in the program context3. Make use of basic principles of quality assurance in health care4. Interpret the essentials of quality norms / SOPS that have to be followed as different levels of health care institutions of public health5. To explain equity in health care and identify the use of different indices of equity <p>Unit I: Introduction of Quality Assurance, Principles of Quality assurance, Dimensions of Quality, Overview of Quality Access and Equity/Approach</p> <p>Unit II: Tools of Quality, HEALTH INEQUALITIES IN INDIA: CHALLENGES FOR POLICY -Inter state variations-Urban rural differentials</p> <p>Unit III: QA triangle & Quality circle, standards of quality, Socio-cultural and gender issues in ensuring equity for health care.</p> <p>Unit IV: Qty improvement Prog (NABH, NABL & JCI), Operational guidelines on quality assurance by NHM for programs Kayakalp etc.</p> <p>Unit V: Quality assurances in public sector hospital; accreditation of Sub centres, PHCs, CHS, DH experiences of World Bank.</p> <p>Books Recommended</p> <p>Reference Books/ chapters:</p> <ol style="list-style-type: none">1. Brown, Lori DiPrete et al., Quality Assurance Methodology Refinement Series: Quality Assurance of Health Care in Developing Countries, Quality Assurance Project2. Gupta, J. P and Sood A.K, "Chapter 2.10: Quality of Care" in Contemporary Public Health: Policy, Planning, Management, Apothecaries Foundation: New Delhi, 2005: 2.57-2.613. Gupta, J. P and Sood A.K, "Chapter 9.5: Management Science Methods", in Contemporary Public Health: Policy, Planning, Management, Apothecaries Foundation: New Delhi, 2005: 9.49-9.804. Kaluzny, Arnold D., "Applying Total Quality Management concepts to Public Health Organizations", Public Health Reports, May-June, Vol. 107, No. 2: pp 257-64.5. Kurtz, Richard S., "Quality Assurance and Quality Improvement" in Rober Wallace (ed.) Public Health and Preventive Medicine, McGraw Hill Medical: New York, 2008: 1277- 12806. Deaton, Angus S., Health, Inequality, and Economic Development(June 2001). NBER Working Paper No. W8318. Available at SSRN: http://ssrn.com/abstract=272680



Annexure -1

	<p>7. Dilip, T. R. "Extent of Inequity in Access to Health Care Services in India", in Gangolli, Duggal, Shukla (eds.) Review of Healthcare In India, Centre for Enquiry into Health and Allied Themes, pp. 247-268, 2005</p> <p>Web Links</p> <ol style="list-style-type: none"> 1. Quality Assurance Project, "Methods & Tools for QA in Healthcare", http://www.qaproject.org/methods 2. Schuftan, Claudio, "Poverty and Inequity in the Era of Globalization: Our Need to Change and to Re-conceptualize", International Journal for Equity in Health 2003, 2/4:1-7 (http://www.equityhealthj.com/content/2/1/4)
<p>5. Communication and Health Promotions</p>	<p>Objective: The course aims at developing student's knowledge & skills to explain essential concepts, principles and models related to health promotion and communication and demonstrate skills for examining, planning and designing health communication programme related to public health.</p> <p>Learning Outcome: Upon completion of this course, participants will be able to-</p> <ol style="list-style-type: none"> 1. Explain the components of health promotion emblem 2. Identify social determinants impacting health promotion 3. Describe the theories of behaviour change and their use in health promotion programmes 4. Demonstrate use of health promotion and communication models 5. Design health communication strategy in different settings 6. Illustrate use of media advocacy <p>Unit I: FUNDAMENTALS OF HEALTH COMMUNICATION Communication: Process, Types, Barriers to effective communication; Health communication and health promotion: Functions of Health Communication, Ottawa Charter including setting based approach, understanding health behaviour; Social and cultural factors affecting the health of populations: Socio-economic and demographic factors</p> <p>Unit II: THEORIES, MODELS, AND APPROACHES TO HEALTH COMMUNICATION Individual, interpersonal and community behaviour, Communication Theories; Social Marketing, Community engagement and Participatory Models, Behaviour change communication.</p> <p>Unit III: STRATEGIES FOR EFFECTIVE HEALTH COMMUNICATION Steps in Planning, Strategy Development and Implementation; Mass communication strategies for health promotion, Entertainment Education & Infotainment; Resource for IEC (Information, education, communication)</p> <p>UNIT IV: COMMON PRACTICES IN COMMUNICATION Developing messages; Effectively communication to the masses; Targeted and target-free communication approaches; Examples and practices in communication</p> <p>Unit V: ICT IN HEALTH COMMUNICATION Use of ICT and E-health platforms; Rationale and use of ICT platforms, Discussion of ongoing efforts, understanding implementation strategies, Group exercise using case studies from India and other countries</p> <p>Books Recommended</p>



Annexure -1

	<p>Text Books</p> <p>Reference Books</p> <ol style="list-style-type: none"> Sullivan, Tara M, Strachan Molly, Timmons Barbara K; Guide to Monitoring and Evaluating Health Information and Products. USAID, November 2007 @ http://www.comminit.com/en/node/267608/36 Haider, Muhiuddin (Ed). 2005. Global Public Health Communication: Challenges, Perspectives and Strategies. Jones and Bartlett Publishers Mays, Nicholas and Catherine Pope, Qualitative research in health care: Assessing quality in quantitative research. British Medical Journal, 2000; 320; 50-52. McBride, Rob & John Schostak Qualitative research versus quantitative research (http://www.enquirylearning.net/ELU/Issues/Research/Res1Ch2.html) Measuring Social Capital, Veronica Nyan Jones, World Bank. 2004. <p>Web Links:</p> <ol style="list-style-type: none"> Making Health Communication Programs Work, U.S. Department of Health and Human Services, National Institutes of Health, National Cancer Institute @http://www.nci.nih.gov/pinkbook Theory at a Glance, A guide for Health Promotion Practice @http://www.comminit.com/en/node/180930 Guidelines for effective use of data from HIV surveillance systems, UNAIDS/WHO, 2004 @http://www.who.int/hiv/strategic/surveillance/hivpubsurveillance/en/index.html Johns Hopkins Bloomberg School of Public Health @ http://www.jhsph.edu/ Boston University School of Public Health @ http://sph.bu.edu/ London School of Hygiene and Tropical Medicine @ http://www.lshtm.ac.uk/ TUFTS University @ http://www.tufts.edu
<p>6.Public Health, Epidemiology, NHM, National Health programme</p>	<p>Objective: The course will build ability to link ‘basic epidemiology skills’ with a ‘plan’ for addressing a public health problem through a population focus. Student would be able to explain essential concepts, theories and models related to national health programmes (viz. RNTCP, NACP, NVDCP, etc.). In addition, students would comprehend evidences, guidelines/policies and frameworks related to national health programmes.</p> <p>Learning Outcome: Upon completion of this course, participants will be able to:</p> <ol style="list-style-type: none"> Summarize the basic concepts, terminologies and approaches in epidemiology Describe epidemiological study designs Choose an appropriate design to answer questions of public health practice Apply basic epidemiological skills to solve a public health problem Utilize basic epidemiological concepts to critique published public health research <p>Unit I: 1. Introduction to epidemiology</p> <ol style="list-style-type: none"> Definitions, Basic concepts and overview of terms in use

Annexure -1

2. Natural history of a disease
 - a. Steps in natural history of a disease
 - b. Application of natural history in disease control
 - c. Levels of prevention for specific diseases
 - d. Modes of intervention in public health
3. Overview of descriptive epidemiology
 - a. Time place and person
 - b. Descriptive designs
4. Measurement of disease frequency

Unit II: Person-time exposure

- a. Cumulative Incidence, Incidence density
 - b. Point prevalence, Period prevalence
 - c. Rate and proportion
5. Major quantitative measures used in epidemiology

1) Unit III: Systems approach

- a) Aims, goals, targets and objectives
- b) Input, process, output, outcome and impact

2) Health Care Delivery System in India

- a) Organization of Health Services in Rural & Urban areas
- b) Role of Private Sector and Civil Society
- c) AYUSH
- d) Informal Providers

Unit IV: Definition of public health/ associated terms, Health system in India and other allied sectors, Burden of Disease, Understanding how to measure health and burden of disease, framework to explain public health approaches: Determinants of health, Health Promotion

Unit V: Health Care Delivery System in India, Organization of services, Role of various sectors: Public and private; modern and traditional, Role of Civil Society, National Health Programmes, Evaluation of a health programme, NHM

Books Recommended

Text Books

Reference Books:

1. Koivusalo, Meri and Eeva Ollila (1997) Making a Healthy World: Agencies, Actors and Policies in International Health. Zed Books, London.
2. Michael H. Merson, Robert E. Black and Anne J. Mills International Public Health: Diseases, Programs, Systems and Policies, 2nd edition.



Annexure -1

	<p>3. J. Kishore (2005), 'Health Legislations' in National Health Programmes of India, Century Publications, New Delhi.</p> <p>4. Jugal Kishore. National Health Programmes: National Policies & Legislation related to Health. 4th Edition, 2002</p> <p>Web Links: www.nhm.gov.in www.mohfw.gov.in www.naco.gov.in www.rntcp.gov.in www.nhsrsc.gov.in</p>
<p>7. Health care systems and Urban health</p>	<p>Objective: The course will build capacities of students to explain basic concepts, importance and scope of healthcare systems, theories and models related to healthcare systems and Urban Health. In addition, the student would be able to identify policy framework and guidelines related to Urban Health.</p> <p>Learning Outcome: At the end of the module, the participants will be able to:</p> <ol style="list-style-type: none"> 1. Identify the strengths and weaknesses of the system 2. Identify areas of deficiency between the needs of the population and the service provision 3. Identify the different components of health system and appreciate their role in health care delivery 4. Define the nature of health problems in urban situation in the country 5. Define the need for health sector reforms and appreciate the context in which reforms were introduced 6. Define the different components of health sector reforms with a critical appraisal of them 7. Define the meaning of healthcare systems both in scope and typology 8. Examine the urban health care delivery system from an administrative perspective 9. Address specific problem areas in urban health <p>Unit I: Introduction to Health Systems and the building blocks of a Health System, Overview of urbanization and development challenges in India. Urban health problems, indicators, prevention, socio-economic disparities and interventions.</p> <p>Unit II: Understanding the individual components: Part 1 Human Resources in Health, Understanding the individual components: Part 2 Service Delivery: Health care at low cost</p> <p>Unit III: Introduction to Health Sector Reforms, Health problems in special groups – Urban Migrants, Urban poverty and magnitude of under nutrition, Health indicators in urban India, Urbanization and chronic diseases</p> <p>Unit IV: First Referral Units, Existing urban health programs and policies in India. Government Health care delivery structure in urban areas</p> <p>Unit V: Review National urban renewal mission, 12th five year plan and challenges in addressing urban health issues in India Class presentations</p> <p>Books Recommended Text Books</p>



Annexure -1

	<p>Reference Books:</p> <ol style="list-style-type: none"> 1. Agarwal, Siddharth and Sangar, Kirt, Need for Dedicated Focus on Urban Health within National Rural Health Mission, Indian Journal of Public Health, Vol. 39/3(Sept 2005) 2. Akhtar, R., (ed.) Urban Health in the Third World. APH Publishing Corporation New Delhi, 2002. 3. Asthana, Sheena (1995). Variations in Poverty and Health between slum settlements: Contradictory findings from Visakhapatnam, India. Social Science & Medicine, 40(2), 177-188. 4. Awasthi, Shally and Agarwal, Siddharth; Determinates of childhood Mortality and Morbidity in Urban Slums in India. Indian Padiatrics. Vol.48. No. 12. Dec. 2003 5. Bose, Ashish, India's Urban Population, 1991 Census Data, States, Districts, Cities and Towns, Wheeler Publishing, New Delhi, 1994 6. Koivusalo, Meri and Eeva Ollila (1997) Making a Healthy World: Agencies, Actors and Policies in International Health. Zed Books, London. 7. Michael H. Merson, Robert E. Black and Anne J. Mills International Public Health: Diseases, Programs, Systems and Policies, 2nd edition. 8. J. Kishore (2005), 'Health Legislations' in National Health Programmes of India, Century Publications, New Delhi. 9. Jugal Kishore. National Health Programmes: National Policies & Legislation related to Health. 4th Edition, 2002 <p>Web Links: www.nhm.gov.in www.mohfw.gov.in</p>
Second Semester Subject	Syllabus
<p>1. Supply Chain Management (Computory Subject)</p>	<p>Objective</p> <p>The course introduces students to the concepts and processes of supply chain management, framework for structuring supply chain drivers; network designs, demand forecasting, inventory planning, sourcing decisions and IT enablement of supply chain.</p> <p>Learning Outcome</p> <ul style="list-style-type: none"> • Enumerate supply chain and explain how supply chain should be managed • Identify and summarize the key concepts. • Outline the critical role of relationship management for supply chain performance. • Develops analytical support for supply chain management and handle master data records for supply chain management



Annexure -1

	<p>Unit I Introduction: Development of SCM concepts and Definitions – key decision areas – strategic; Supply Chain Management and Key components, External Drivers of Change, future trends in supply chain management, increasing supply chain responsiveness.</p> <p>Unit II - Logistics - Dimensions of Logistics – The Macro perspective and the macro dimension – Logistic system analysis, logistical operation in supply chain management, Logistic design and operational planning, network integration, managing operation across the supply chain.</p> <p>Unit III Sourcing strategy: Manufacturing management – make or buy decision – capacity management – Materials Management – choice of sources – procurement planning.</p> <p>Unit IV Distribution strategy: Choice of Market – network design – warehouse designed operation and distribution planning – transportation – packaging, Demand forecasting – inventory planning – planning of stocking facilities – warehouse location allocation.</p> <p>Unit V – Cold Chain System: Manufacturer to beneficiaries, reverse cold chain, VLMS, e-VIN – inventory norms; Distribution: Channels of Distribution – Customer Service Strategy: Identification of Service needs, cost of services</p> <p>Books Recommended</p> <p>Reference Books</p> <ol style="list-style-type: none"> 1. Purchasing and Supply Chain Management. Thomson Asia. By Monczka R, Trent R & Handfield R. 2002. 2. Purchasing and Supply Chain Management Analysis, Planning and Practice. Vikas Publ. House. Van Weele AJ. 2000. 3. Designing and Managing the Supply Chain, Concepts, Strategies and Case Studies, 3rd Edition, Irwin/McGraw Hill. By Simchi-Levi, David, Kamisnsky, Philip, and Simchi-Levi, Edith (2008): 4. Essentials of supply chain management (2005), Jaico Publishing House by Dr. R.P. Mohanty and Dr. S. G. Deshmukh: 5. Supply Chain management (2008), Pearson Prentice Hall, ISBN: 978-0-13-608040-4. By Chopra, Sunil, P. Meindl, 4th edition: <p>Web Links</p> <ol style="list-style-type: none"> 1. https://www.swayamprabha.gov.in/index.php/program/archive/16 2. https://www.swayamprabha.gov.in/index.php/program/archive/5 3. https://schools.aglasem.com/15181 4. https://www.swayamprabha.gov.in/index.php/program/archive/16 5. https://www.swayamprabha.gov.in/index.php/program/archive/5 <p>4. Supply Chain Management: Concepts and Cases. Prentice Hall of India. By Altekar RV. 2006.</p>
<p>2. Pro ject Manageme</p>	<p>Project Management</p> <p>Objectives</p>



Annexure -1

<p>nt (Elective Subject)**</p>	<p>To know the importance of project management how to approach successfully; To understand the project management design, development, and deployment.</p> <p>Learning Outcome</p> <ul style="list-style-type: none"> • To identify the key performance metrics for success of project. • Ability to analyze common issues that arise in project management. • Apply tools and techniques of project management. • Organize the project through effective planning & controlling. <p>Unit I – Introduction to Project management: The Project Life Cycle, Objective of Project Management, Project Characteristics, Classification of Projects, Project Management Processes.</p> <p>Unit II - Project Planning and Execution: Feasibility Study, Project Identification Process, SOPs, Project Initiation, Project Planning, Need of Project Planning, Project Planning Process, Project Break-even point.</p> <p>Unit III - Project Execution & Termination: Project Execution, Project Close-out, steps for Closing the Project, Project Termination, Project Follow-up.</p> <p>Unit IV – Project Evaluation & Control: Project Performance Measurement, Project Performance Evaluation, Benefits and Challenges of Performance Measurement and Evaluation, Controlling the Projects, Work Breakdown Structure.</p> <p>Unit V - Project Network and Benefit Analysis: Development of Project Network, PERT, CPM Model, Project Management Information System, Social Cost Benefit Analysis, Steps for Project Success, Case Studies in Project Management.</p> <p>Books Recommended</p> <p>Text Books</p> <ol style="list-style-type: none"> 1. Projects, 7th edition, Tata Mc Graw Hill by P. Chandra 2. Textbook of Project Management. MacMillan. Ramamoorthy VE. 2005. 3. Arora M., Natarajan K. and Gordan E., Entrepreneurship Development, 1st ed; Himalaya Publishing House Pvt Ltd, 2009. 4. Project Management, Tata Mc Graw Hill by S. Chaudhary: 5. Project Management, Vikas publishing house. By Bhavesh M Patel, 2000. 6. Project Management, Himalaya publishing house. By Ramaraju Thirumalai, 2002. 7. Project Management, 2nd edition, Pearson Education by Jeffery K. Pinto 2012. 8. Project Management. New Age. By Gopal Krishan P & Nagarajan K. 2005.
<p>3. Entreprenuership Development (Elective Subject)**</p>	<p>Objective</p> <p>The learner to the fields of entrepreneurship development. Focus will be to train the students to develop new projects by personal creativity and encourage them to take</p>



Annexure -1

initiative for starting their own ventures. They also understand the role and importance of entrepreneurship for economic development.

Learning Outcome

- To identify and develop Business Plans to start their own ventures.
- To analyse the business environment in order to identify business opportunities.
- To understand the stages of the entrepreneurial process and the resources needed for the successful development of entrepreneurial ventures.
- To understand the importance of marketing and management in businesses venture.

Unit I – Entrepreneurship: Concept, knowledge and skills requirement, evolution of Entrepreneurship; Factors influencing entrepreneurship; characteristics of entrepreneur, Entrepreneur vs. entrepreneurship, Types of Entrepreneurs, Pre-requisites of Entrepreneur, emergence of entrepreneurship.

Unit II – Starting a Venture: role of entrepreneurship in economic development; entrepreneurship process; generating business idea – sources of new ideas, methods of generating ideas, creative problem solving, opportunity recognition; environmental scanning, competitor and industry analysis;

Unit III –Feasibility study: Preparation of Feasibility Reports: Selection of factory location, market feasibility, technical/operational feasibility, financial feasibility: drawing business plan; preparing project report.

Unit IV – Functional plans: marketing plan – marketing research for the new venture, steps in preparing marketing plan, contingency planning; organizational plan – form of ownership, designing organization structure, job design, manpower planning.

Unit V – Entrepreneurship Development: Government support to new Enterprises; Role of Government and Promotional agencies in Entrepreneurship Development; Entrepreneurship Development Programmes in India

Books Recommended

Text Books

1. Hisrich, Robert D., Michael Peters and Dean Shepherd, Entrepreneurship, Tata McGraw Hill, New Delhi
2. Barringer, Brace R., and R. Duane Ireland, Entrepreneurship, Pearson Prentice Hall, New Jersey (USA)
3. Drucker, Peter. Innovation and Entrepreneurship, Heinemann, London.
4. Clifton, Davis S and Fyfe, David E. Project Feasibility Analysis, John Wiley, New York.
5. Lall, Madhurima, and Shikha Sahai, Entrepreneurship, Excel Books, New Delhi
6. Charantimath, Poornima, Entrepreneurship Development and Small Business Enterprises, Pearson Education, New Delhi.



Annexure -1

	<p>7. Forbat John, “Entrepreneurship” 1st Edition, New Age International, 2008.</p> <p>8. Havinal, Veerbhadrappa, “Management and Entrepreneurship”, 1st Edition, New Age International Publishers, 2008.</p> <p>9. Pareek, Udai and Venkateswara Rao, T. “Developing Entrepreneurship – A Handbook on Learning Systems” Learning Systems, Delhi.</p> <p>10. Prahlad, CK., Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits, 1st Edition; Dorling Kindersley Ltd, 2006.</p> <p>Entrepreneurship Web Links</p> <ul style="list-style-type: none"> • https://www.tutorialspoint.com/entrepreneurship_development/entrepreneurship_development_tutorial.pdf • https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qvvt=entrepreneurship+development+videos&view=detail&mid=2F136B2E6941D1F8DB4E2F136B2E6941D1F8DB4E&&FORM=VRDGAR • https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qvvt=entrepreneurship+development+videos&view=detail&mid=01D578B93003F888E6DF01D578B93003F888E6DF&&FORM=VRDGAR • https://www.bing.com/videos/search?q=entrepreneurship+development+videos&qvvt=entrepreneurship+development+videos&view=detail&mid=2E714CA0963D221569E52E714CA0963D221569E5&&FORM=VRDGAR • https://www.swayamprabha.gov.in/index.php/program/archive/16 • https://www.swayamprabha.gov.in/index.php/program/archive/5
<p>4. Financial Management in Public Health (Elective Subject)**</p>	<p>Objective</p> <p>This course is intended to provide fundamental Financial management skills required for successful leadership for community health and non-profit organizations, with emphasis on community health and non-profit business concepts</p> <p>Learning Outcome</p> <ol style="list-style-type: none"> 1. Understand the fundamentals of financial management 2. Construct different types of budgets and study budget processes 3. Develop a business plan 4. Understand how financial reports are used for management decision making 5. Understand the working capital management 6. Describe the relationship between patient, provider, and payer in terms of financial management issues.



Annexure -1

Unit I – Introduction: Financial Management: meaning, objectives and scope of financial management in public health; types of financial decisions in public health, Time Value Analysis; Financial Statement & Ratios (Balance Sheet, P/L account etc.)

Unit II – Financial Budgeting: Meaning: definition and scope of budget and budgetary control. Types of budgets - financial budget, flexible budget and capital budget; Costing & Budgeting techniques in public health, risk analysis in capital budgeting.

Unit III – Investment Decisions: Investment decisions importance, difficulties, determining cash flows; Sources of long term and short term finance; role of ethics in financial management.

Unit IV – Capital Structure Decisions: optimum capital structure; theories of capital structure; factors determining capital structure.

Unit V – Working Capital: meaning, need, determinants; estimation of working capital need; management of cash, inventory and receivables; Health care's Future - Future trends and health care reform.

Books Recommended

Reference Books

1. Financial Management: By Khan, M.Y. & Jain, P.K., McGraw Hill.
2. Financial Management: By Pandey I. M., Vikas Publishing. 5. Van Horne, James C., Financial Management and Policy , Prentice Hall of India.
3. Fundamentals of Accounting & Financial Analysis: By Anil Chowdhry (Pearson Education)
4. Financial Accounting For Management: By Amrish Gupta (Pearson Education)
5. Financial Accounting For Management: By Dr. S. N. Maheshwari (Vikas Publishing House)
6. Corporate Finance - Theory and Practice: By Damodaran, A, John Wiley & Sons.
7. Financial Decision Making: By Hampton, John. Englewood Cliffs, Prentice Hall Inc.
8. Financial Management and Policy: By Van Horne, James C., Prentice Hall of India
9. E-Book: <http://www.textbooksonline.tn.nic.in/Books/11/Std11-Acct-EM.pdf>
10. E-Book: <http://www.targetpublications.org/download/11-commerce/std-11-book-keeping-and-accountancy.pdf>

** Subjects in Sr. No – 2,3 & 4 are elective subject and student has to opt for any one of given three subjects.