



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

**Fifth Semester**

Course Code	Course Title	Contact Hrs. / Week			Credit
		L	T	P	
<b>Theory</b>					
	Hospital Service Marketing	3	1	0	4
	Hospital Waste & Disaster Management	3	1	0	4
	Strategic Management	3	1	0	3
	Health Care System & Policies	3	1	0	4
	Research Methodology	3	1	0	3
	Career Advancement Skill & Development	3	1	0	3
<b>Practical</b>					
	Pilot Project	0	0	2	2
<b>Sessional</b>					
	Entrepreneurship Skill Development	0	2	0	2
<b>Total Credits</b>					<b>25</b>



**HOSPITAL SERVICE MARKETING**

**TIUBHM-501**

**L-T-P: 3-1-0**

**Credit:4**

**Module- I**

Service Marketing – Concept – Significance – Salient features – Service Mission Statement – Planning for marketing hospital services – Market Segmentation in hospital services – Service mix – Elements – Their relation to hospital marketing.

**Module- II**

Hospital services – Service product mix – Planning and development of new services – Modification – Diversification and Elimination of services – Branding of hospital services – Their implication on marketing – Packages of services.

**Module- III**

Pricing of Hospital Services – Meaning – Factors influencing pricing – Pricing objectives and methods – Distribution of hospital services – Need – Importance – Types – Medical camps – Suburban centers – Rural centers management – Logistics management – Franchise in hospital services. Promotion and Communication mix for Hospital Services – Promotional strategies – Advertisement and Public relations – Sales Promotion – Personal selling – Medical Tourism.

**Module- IV**

People and process in hospital services – Internal marketing – Processes – Customer relationship marketing – Process – Service quality – Delivery of hospital services – Procedures, tasks, schedules, mechanisms, activities and routines. Physical Evidence in hospital services – Meaning – Need – importance kinds – Brochures – Physical facilities and equipment.

**REFERENCE BOOKS:**

1. Jha S.M. Services Marketing, Himalaya Publishing, Mumbai, 1998.
2. Adrian Payne, The Essence of Services Marketing, PHI, New Delhi, 2000
3. Helen Woodruffe, Services, Marketing, Macmillan, Delhi, 1995



**HOSPITAL WASTE & DISASTER MANAGEMENT**

**TIUBHM-502**

**L-T-P: 3-1-0**

**Credit:4**

**Module- I**

Hospital Hazards: Meaning – Types – Physical – Biological Mechanical-Psychological – Its impact on employees- Preventive measures. Hospital Hazards Management: Meaning – Need – Principles – Purpose.

**Module- II**

Biomedical Waste Management: Meaning – Categories of biomedical wastes – Disposal of biomedical waste products – Incineration and its importance – Indian Medical Association – TNPCB Rules and Schedules – Standards for Waste autoclaving, micro waving and deep burial – Segregation – Packaging – Transportation – Storage

**Module- III**

Human Waste Disposal and Sewage Disposal: Diseases carried from excreta– Sanitation barrier – Methods of excreta disposal – Sewage wastes: Meaning – Composition – Aims of Sewage disposal – Decomposition of organic matter – Modern sewage treatment – Drawbacks of improper disposal of wastes – Solid and liquid.

**Module- IV**

Disaster: Meaning – Types – Manmade – Natural – Need for disaster Management- Management of disaster management – Prevention – Method Precautions – Ambulance management. Role of Hospitals, Community, Voluntary agencies and Government in disaster management.

**Reference Books:**

1. Shahunth and Panekar V. First Aid, Vora Publication
2. First Aid Manual: Accident and Emergency, Vora Medical Publ.
3. Park K. Preventive and Social Medicine
4. Park K. Text Book on Hygiene and Preventive Medicine, Banarsidas Bhanot.



**STRATEGIC MANAGEMENT**

**TIUBHM-503**

**L-T-P: 3-1-0**

**Credit: 3**

**Module- I Introduction to Business Policy & Strategic Management:**

- Definition, Concept, Objective and Significance
- The levels at which strategy operates
- Characteristic of Strategic Management
- An Overview: Strategic Management Process
- Concept of Strategic Decision Making

**Module- II Strategy Formulation:**

- Understanding Strategic Intent: Vision, Mission, Business Definition, Goals and Objectives
- Concepts of Strategic Stretch, Leverage & Fit
- Environment Appraisal: Concept & Environmental Sector; PEST Analysis
- Organizational Appraisal: Concepts & Capability Factors; Porter's Value Chain Model
- Framework for developing Strategic Advantage
- SWOT Analysis as a Tool for assessing Organizational Capabilities and Environment Opportunities
- Type of Strategies: Corporate Level (Concept of Grand Strategies) , Business Level and Functional Level.
- Guidelines for Crafting Successful Business Strategies

**Module- III Strategy Analysis and Choice:**

- Corporate Level Strategy Analysis: BCG Matrix & GE 9 cell Matrix,
- Business Level Strategy Analysis: Life Cycle Analysis, Porter's Five Forces of Industry Analysis
- Concept of Strategic Decision Making.
- Subjective Factors in Strategic Choice and Process of Strategic Choice

**Module- IV Strategy Implementation:**

- Interrelation between Strategy Formulation and Implementation
- Aspects of Strategy Implementation
- An overview of Project, Procedural Implementation, Resource Allocation
- Structural Implementation: An overview of: Structural Consideration, Structure for Strategies.
- Behavioral Implementation: An overview of: Leadership, Corporate Culture, Corporate Politics and Use of Power, Personal Values and Business Ethics.



- Functional /Operational Implementation: An overview of: Functional Strategies. V

**Strategy Module- IV Evaluation and Control:**

- An Overview of Strategic Evaluation and Control
- Strategic Control and Operational Control
- Techniques for Strategic Evaluation and Control
- Role of Organizational Systems in Evaluation
- Mc Kinsey's 7s Framework.

**Module- V Cases in Strategic Management:**

- Minimum five cases encompassing the above topics to be analyzed and discussed in the class. Cases to be incorporated in Question Paper

**Books Recommended**

1. Business Policy & Strategic Management – AzharKazmi
2. Strategic Management, 12th Ed. – Concepts and Cases – Arthur A. Thompson Jr. and A.J.Strickland
3. Management Policy and Strategic Management (Concepts, Skills and Practices) – R.M.Shrivastava
4. Business Policy and Strategic Management – P.Subba Rao
5. Strategic Planning Formulation of Corporate Strategy - Ramaswamy Suggested

**Readings**

6. Strategic Management, A Dynamic Perspective -Concepts and Cases – Mason A. Carpenter, Wm. Gerard Sanders, Prashant Salwan, Published by Dorling Kindersley (India) Pvt Ltd, Licensees of Pearson Education in south Asia
7. Strategic Management and Competitive Advantage-Concepts- Jay B. Barney, William S. Hesterly, Published by PHI Learning Private Limited, New Delhi
8. Globalization, Liberalization and Strategic Management - V. P. Michael
9. Business Policy and Strategic Management – SukulLomash and P.K Mishra, Vikas Publishing House Pvt Ltd, New Delhi
10. Strategic Management – Fred R. David, Published by Prentice Hall International



**HEALTH CARE SYSTEM & POLICIES**

**TIUBHM-504**

**L-T-P: 3-1-0**

**Credit: 4**

**Module- I**

**Health Care:** Concept of health care – Levels: Primary, Secondary, Tertiary– Health for all 2000 A.D. – Healthcare system in India – Structure of Government Machinery – Private, Government, Corporate Hospitals.

**Module- II**

**Health Policy:** Meaning – Need – National health policy – Features – National health programmes in India – Health planning – Planning under Five year plans – Plans outlays.

**Module- III**

Determinants of Health: Life style – Socio – Economic conditions – Heredity – Environment – Health and Family welfare services – Health as a Concurrent Subject – Impact of Changing Governments and International Agencies in Health policy – Demographic structure and health implications.

**Module- IV**

Organizations for Health: Voluntary health agencies in India – Indian Red cross Society – Indian Council for Child Welfare – Tuberculosis Association of India – PAI – Rockefeller Foundation CARE – International organizations – WHO – UNICEF – UNDP.

**Reference Books:**

1. Park, Text Book on Hygiene and Preventive Medicine, Banarsidas, Bhandy.
2. Study Material – Vol III, Health and Family Welfare Management.
3. Park. K. Prevention and Social Medicine.



**RESEARCH METHODOLOGY**

**TIUBHM-505**

**L-T-P: 3-1-0**

**Credit: 3**

**1. Commercial and business research:** aims, objectives, Importance – Research methodology, Research Plan or design-steps to be followed.

**2. Research Process**

a. Collecting data:

b. Secondary data:

Sources of collecting secondary data : Demographic information – money, Banking-company Information - Labour market- Capital Market – Tax Information – information on the Economy, International business – Government Information – Syndicated Commercial and other non –Government sources of Information.

**3. Research Process**

a. Primary Data:

b. Methods of collecting primary data / tools for collecting primary data.

Questionnaire method: Types of Questions, essentials of good questionnaire / guidelines for Questionnaire designing, Scheduling, Sampling, methods, advantages; Interview Method: structured and unstructured; Observation Method; Group discussion Method.

**4: Data processing and analysis:**

Editing, Codification, Classification, Tabulation, Scaling & Measurement; Hypothesis & its testing.

**5: Writing skills for Business Research:**

Project report: selecting and defining Topic, Project – Terms of reference, Subject matter, Style, Structure; Research Paper; Communication research orally – power point presentation. Use of Computers in research: data collection and analysis.