

**BHARATI VIDYAPEETH**  
**(DEEMED TO BE UNIVERSITY), PUNE, INDIA**  
**PhD Entrance Test – 2023**  
**SECTION-II: Hospital Administration- 50 Marks**

**1. Organizational Behaviour & Management Principles:**

Concept of Organization Behavior, Foundations and Determinants of Individual And Organizational Behaviour. Motivation & Motivation Theories, Group Dynamics, Leadership in the Hospital, Conflict Management & Negotiation, Change Management, Concept of Management & Management Theories, Overview of Functions of Management, Overview of Planning Process, Organizing & Staffing Control, Concept of control, Types of Control, Importance of control.

**2. Human Resource Management:**

Evolution of HRM, functions and objectives, difference between HRM and Personnel Management. Human Resource Development in India, role of HR managers, manpower planning. Job Evaluation, Job Analysis, Job Enrichment, Performance Appraisal, Training & Development, Promotion, transfer and separation, Healthcare Professionals and HRM, Recruitment, Selection, and Retention, Compensation Management.

**3. Hospital Information System:**

Introduction to Computers and Information Technology, Computer Communication and Internet, Management Information System, Project Life Cycle, SDLC, Approaches to HIS, System Study, Decision Support System, Recent trend in Hospital Information Technology.

**4. Marketing Management:**

Marketing of Hospital Services, Price Strategies, Marketing Channels, Ethics in Marketing, Public Relations, Consumer behavior.

**5. Business Communication :**

Types of Communication: Oral Communication & Written Communication, Barriers of Communication Doctor-Staff communication, Doctor-Patient Communication, Staff- Patient Communication, Staff• relative communication, breaking bad news.

**6. Management Accounting, Finance & Economics:**

Basic Components of Accounting Systems, Accounting for Health Care, Elements of Costs, Business Finance, finance management in healthcare sector, Healthcare Economics, Economics of medical tourism and health insurance, FOi in healthcare, Medical care Systems Worldwide & Recent trends in Healthcare economy. Comparison between developed and developing country.

**7. Hospital Organization & Business Plan:**

History, Functions, Role of hospital in health care delivery system in India, issues & trends. Peculiarities of health care organizations, Factors influencing care, Role and functions of hospital administrators in various settings, Healthcare Organization Structures • Operative & Business Planning, Hospital Utilization Statistics, Operational efficiency & performance Analysis of organization structure, role analysis, role clarity, system of accountability, Organizational dynamics. Operational and management control in health care.

**8. Epidemiology & Public Health :**

Concept of Health and Disease, Health Programmes in India, Health Education, Health planning, Management methods and techniques, National health policy.

**9. Research Methodology & Biostatistics :**

Steps of Research, Research Design, Data Collection & Analysis, Presentation, Research Project Report writing, Use of softwares, Biostatistics.

**10. Clinical Services Management & Hospital Support Services:**

Outpatient Department, Emergency Department, Operation Theatre Complex, In patient Department, Critical Care Units, Multidisciplinary intensive care units, Super Specialty Services,

Ambulatory surgery services, Geriatric care, Pediatric care, Wellness centres, Radiology services, Medical Records Department, Blood Bank, Central Sterile Supply Department, Medical Waste Management, Housekeeping Services, Dietary Services, Hospital Stores, Laboratory, Emergency Preparedness & Disaster Management.

**11. Disaster Management :**

Disaster Management Cycle, NOMA guide for hospital safety, CBRN Management.

**12. Hospital Architecture & Designing:**

Hospital Planning, Architectural Planning, Recent Trends-Green Buildings, LEED certification, NBC regulations, Planning of 30, 100, 250 bedded hospital (general/specialty) Planning of 500, 750 and above bedded hospital (teaching/super-specialty/non-teaching specialty hospitals), Project cost and total budget.

**13. Infection Control & Biosafety :**

Nosocomial Infections Prevention & Control, Occupational Safety and Measures to be taken, Bio Medical Waste Management, Waste Minimization methods & economics, Legal Aspects of Healthcare Waste, Biosafety and laboratory biosecurity in India

**14. Project Management in Healthcare :**

Project Life cycle, Project Management Roles, Project Integration Management. Project Quality Management Processes, Hospital Project management, Carbon foot print, LEEDS.

**15. Healthcare Ethics, Industrial relation & Labour Laws :**

Medical Ethics, Medico Legal systems in India, Administrative Councils of Medical Profession in India, Laws Concerning Healthcare its Business Aspects and Labour Laws applicable to healthcare set ups, Industrial Relations.

**16. Operations Management & Research :**

Operation Research & Management in Hospital, Recent trends in Process Technology & Information Technology Linear Programming Techniques, Decision Theory.

**17. Quality Management & Accreditation:**

Evolution of Quality Assurance in Healthcare, Quality Control and Quality Assurance, Dimensions of Quality of care, Processes, Standard, Protocol, Guidelines, Criteria, Performance Indicators, Quality improvement tools, POCA Cycle, Cost of Quality, Quality Management System & TQM. Quality Assurance at the Macro Health Scenario, NASH standards, JCI, ISO, Six Sigma & Lean, Healthcare Quality Organization worldwide

**18. Health Insurance Management :**

Principles of general insurance, Insurance Ombudsman, Intermediaries in health insurance, Evolution of TPA industry in India, Working and role of TPA, Managed health care, Regulations relating to the intermediaries, Other intermediaries, Health Insurance Frauds, Health Insurance Products, Operational Aspects in claim settlement.

**19. Clinical Research Management:**

Drug Discovery and Pre-Clinical Research, The Clinical Research process & regulatory aspects, Good Clinical Practice (GCP), Principles of Data Management, Investigator Site Perspective, Sponsor's Perspective, Case Report Form, Data Transmission and Generation of the Clinical Study Report, Quality Control, Monitoring Obligations and Methods.

**20. Medical Tourism Management :**

Medical Tourism Concepts & Strategy, Compare Medical Tourism in various countries, Tourism Destinations, Travel Retailing and Logistics, Managing the Hospitality of the clients, Overseas sourcing of Patients & regulatory formalities, Hospital Liabilities Vis-a-vis patients, Social Concerns. Organ donation and transplants for foreign nationals, Sops for case of death of a foreign national.

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