

# SUMANDEEP VIDYAPEETH

(Declared as Deemed to be University under Section 3 of the UGC Act 1956)

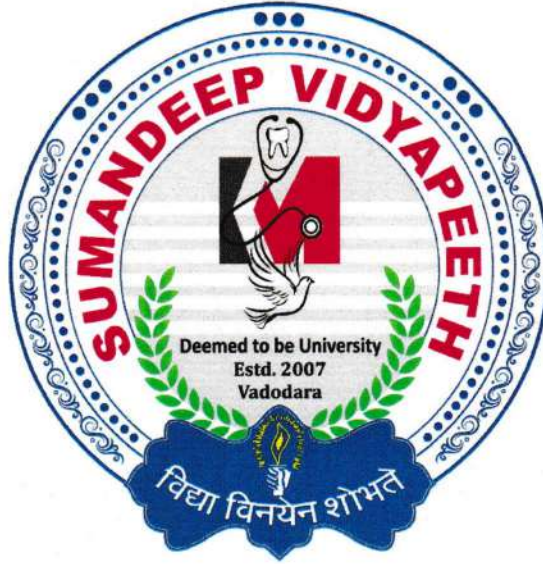
Accredited by NAAC with a CGPA of 3.53 out of four-point scale at 'A' Grade

Category – I deemed to be university under UGC Act - 2018

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## CURRICULUM

# Diploma in HEALTH ADMINISTRATIVE ASSISTANT

Attested CTC

*Charaney*  
15/2/2021

Vice-Chancellor

Sumandeep Vidyapeeth

An Institution Deemed to be University

Vill. Piparia, Taluka: Waghodia.

Dist. Vadodara-391 760. (Gujarat)



*Mandhankar*

*Gohil*



AMENDED UP TO DECEMBER -2020

## INTRODUCTION

### Scope

The quality of paramedical care has improved tremendously in the last few decades due to the advances in technology, thus creating fresh challenges in the field of healthcare. It is now widely recognized that health service delivery is a team effort involving both clinicians and non-clinicians, and is not the sole duty of physicians and nurses. Professionals that can competently handle sophisticated machinery and advanced protocols are now in high demand. In fact, diagnosis is now so dependent on technology, that paramedical and healthcare professionals are vital to successful treatment delivery.

Effective delivery of healthcare services depends largely on the nature of education, training and appropriate orientation towards community health of all categories of health personnel, and their capacity to function as an integrated team, with a range of skills and expertise, play key roles within the National Health Service, working autonomously, in multi-professional teams in various settings. All of them are first-contact practitioners and work across a wide range of locations and sectors within acute, primary and community care.

### Learning goals and objectives for paramedical healthcare professionals

The learning goals and objectives of the undergraduate and graduate education program will be based on the performance expectations. They will be articulated as learning goals (why we teach this) and learning objectives (what the students will learn). Using the framework, students will learn to integrate their knowledge, skills and abilities in a hands-on manner in a professional healthcare setting.

### Program outcomes

After the completion of the program, the Health Administrative Assistant should be able to

- Perform health care office procedures that include scheduling, bookkeeping, billing and payment collection, utilizing a working knowledge of medical terminology, body systems, common medications, electronic health records and insurance.
- Educate, advocate for, and collaborate with patients and the health care team within the scope of practice.
- Compose, edit, proofread, and accurately produce health care and other business documents using appropriate software and equipment within specified timelines.
- Integrate computer and communication technologies, as well as critical thinking skills, to accomplish health care office tasks

### Ethics and accountability

Students will understand core concepts of clinical ethics and law so that they may apply these to their practice as healthcare service providers. Program objectives should enable the students

- Describe and apply the basic concepts of clinical ethics to actual cases and situations

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- Recognize the need to make health care resources available to patients fairly, equitably and without bias, discrimination or undue influence
- Demonstrate an understanding and application of basic legal concepts to the practice □  
Employ professional accountability for the initiation, maintenance and termination of patient-provider relationships
- Demonstrate respect for each patient's individual rights of autonomy, privacy, and confidentiality

### **Commitment to professional excellence**

The student will execute professionalism to reflect in his/her thought and action a range of attributes and characteristics that include technical competence, appearance, image, confidence level, empathy, compassion, understanding, patience, manners, verbal and non-verbal communication, an anti-discriminatory and non-judgmental attitude, and appropriate physical contact to ensure safe, effective and expected delivery of healthcare.

### **Eligibility for admission**

- Candidate should have passed 10 + 2 with science(PCB)
- Minimum percentage of marks: 55% aggregate.

### **Duration of the course**

Duration of the course is 2 years

### **Medium of instruction:**

English shall be the medium of instruction for all the subjects of study and for examination of the course.

### **Attendance**

A candidate has to secure minimum 80% attendance in overall with at least-

1. 75% attendance in theoretical
2. 80% in Skills training (practical) for qualifying to appear for the final examination.

No relaxation, whatsoever, will be permissible to this rule under any ground including indisposition etc.

### **Assessment:**

Assessments should be completed by the academic staff, based on the compilation of the student's theoretical & clinical performance throughout the training programme. To achieve this, all assessment forms and feedback should be included and evaluated. Student must attain at least 50% marks in each Theory, Internal assessment and Practical independently / separately for each individual subject

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### COURSE OF INSTRUCTION

Course Name	Course Code	Theory (In hrs.) (Class and lab)	Practical (In hrs.) (Clinical)	Total (in Hours)
<b>First Year - Total Hours 400</b>				
Principles of Management and Organizational Behaviour	DHAA101	60	40	100
Managerial Economics	DHAA102	60	40	100
Corporate Communication	DHAA103	60	40	100
Marketing Management	DHAA104	60	40	100
<b>2<sup>nd</sup> Year - Total Hours 500</b>				
Hospital Architecture Planning & Design	DHAA201	60	40	100
Material Management	DHAA202	60	40	100
Hospital Operation- I (Patient Care)	DHAA203	60	40	100
Hospital Operation – II (Supportive Services)	DHAA204	60	40	100
Bio-Sciences & Epidemiology	DHAA205	60	40	100
<b>3<sup>rd</sup> year-Internship</b>	Total hours-2184			

### SCHEME OF EXAMINATION

First Year				
SUBJECT CODE	SUBJECTS	EXAMINATION PATTERN		
		Internal	Final	TOTAL
DHAA101	Principles of Management and Organizational Behaviour	20	80	100
DHAA102	Managerial Economics	20	80	100
DHAA103	Corporate Communication	20	80	100
DHAA104	Marketing Management	20	80	100
Second Year				
DHAA201	Hospital Architecture Planning & Design	20	80	100
DHAA202	Material Management	20	80	100
DHAA203	Hospital Operation- I (Patient Care)	20	80	100
DHAA204	Hospital Operation – II (Supportive Services)	20	80	100
DHAA205	Bio-Sciences & Epidemiology	20	80	100

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## FIRST YEAR DIPLOMA IN HEALTH ADMINISTRATIVE ASSISTANT

### Principles of Management and Organizational Behavior DHAA101 (60HURS)

#### UNIT I

**Management** : Science, Theory and Practice - The Evolution of Management Thought and the Patterns of Management Analysis - Management and Society : Social Responsibility and Ethics - Global and Comparative Management - The Basis of Global Management – Functions of Management-The Nature and Purpose of Planning - Objectives - Strategies, Policies and Planning Premises - Decision Making – GlobalPlanning.

#### UNIT II

**The Nature of Organizing** - Organizational Structure: Departmentation - Line/Staff Authority and Decentralization - Effective Organizing and Organizational Culture - Global Organizing. Co- ordination functions in Organization - Human Factors and Motivation - Leadership - Committees and group Decision Making - Communication - Global Leading.

#### UNIT III

**The System and Process of Controlling** - Control Techniques and Information Technology Global Controlling and Global Challenges – Direction Function – Significance.

#### UNIT IV

**OrganizationalBehavior**: History - evaluation, Challenges & opportunities, contributing disciplines, management functions and relevance to OrganizationBehavior. Organizational Behavior responses to Global and Cultural diversity.

Personality - Determinants, structure, behavior, assessment, psycho-analytical social learning, job-fit, trait theories.

Emotions and Emotional Intelligence as a managerial tool. Attitudes - relationship with behavior, sources, types, consistency, work attitudes, values - importance, sources, types, ethics and types of management ethics. Perception - Process, Selection, Organization Errors, Managerial implications of perception. Learning - classical, operant and social cognitive approaches. Implications of learning on managerial performance.

#### UNIT V

**Stress** - Nature, sources, Effects, influence of personality, managing stress- Conflict - Management, Levels, Sources, bases, conflict resolution strategies, negotiation. Foundations of group behavior: team decision making. Issues in Managing teams.

Organizational change - Managing planned change. Resistance to change - Approaches to managing organizational change - Organizational Development - values - interventions, change management- Organizational culture - Dynamics, role and types of culture and corporate culture.

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**Managerial Economics-DHAA102****(60 HOURS)****UNIT I**

Managerial Economics - meaning, nature and scope - Managerial Economics and business decision making - Role of Managerial Economist - Fundamental concepts of Managerial Economics- Demand Analysis - meaning, determinants and types of demand - Elasticity of demand.

**UNIT II**

Supply meaning and determinants - production decisions - production functions - Isoquants, Expansion path - Cobb-Douglas function.  
Cost concepts - cost - output relationship - Economies and diseconomies of scale - cost functions.

**UNIT III**

Market structure - characteristics - Pricing and output decisions - methods of pricing - differential pricing - Government intervention and pricing.

**UNIT IV**

Profit - Meaning and nature - Profit policies - Profit planning and forecasting - Cost volume profit analysis - Investment analysis.

**UNIT V**

National Income - Business cycle - inflation and deflation - balance of payments - Monetary and Fiscal Policies

**Marketing Management-DHAA104****(60HOURS)****UNIT I**

Marketing Concepts and Tasks, Defining and delivering customer value and satisfaction - Value chain - Delivery network, Marketing environment, Adapting marketing to new liberalized economy - Digitalization, Customization, Changing marketing practices, e-business - setting up websites; Marketing Information System, Strategic marketing planning and organization.

**UNIT II**

Buyer Behavior, Market Segmentation and Targeting, Positioning and differentiation strategies, Product life cycle strategies, New product development, Product Mix and Product line decisions, Branding and Packaging, Price setting - objectives, factors and methods, Price adapting policies, Initiating and responding to price changes.

**UNIT III**

Marketing channel system - Functions and flows; Channel design, Channel management - Selection, Training, Motivation and evaluation of channel members; Channel dynamics - VMS, HMS, MMS; Market logistics decisions

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#### **UNIT IV**

Integrated marketing communication process and Mix; Advertising, Sales promotion and Public relation decisions. Direct marketing - Growth, Benefits and Channels; Telemarketing; Salesforce objectives, structure, size and compensation.

#### **UNIT V**

Identifying and analyzing competitors, Designing competitive strategies for leaders, challengers, followers and niches: Customer Relationship marketing - Customer database, Data warehousing and mining. Attracting and retaining customers, Customers in India, Controlling of marketing efforts.

Global Target market selection, standardization Vs adaptation, Product, Pricing, Distribution and Promotional Policy.

### **CORPORATE COMMUNICATION-DHAA103**

**(60 HOURS)**

#### **Unit 1:**

Communication basics – Business Communication – components – Types – formal communication network – Work team communication – variables – goal – conflict resolution – non – verbal communication – Cross cultural communication – Business meetings – Business Etiquette.

#### **Unit 2:**

Understanding Corporate Communication – Employee Communication – Managing Government Relations – Writing for Media and Media Relations

#### **Unit 3:**

Corporate Communication in Brand Promotion – Financial Communication – Crises Communication.

#### **Unit 4:**

Report writing: Characterizing & business reports – Types and forms & reports – Project proposals – collection of data – tables constitution – charts – writing the report – documenting the sources – proofreading.

#### **Unit 5:**

Business Presentation: Written and oral presentation – work – team presentation – Delivering the business presentation visual aids – slides – electronic presentation – hand-outs – delivering the presentation – career planning – preparing Resume – job applications – preparation for a job interview – employment interviews – follow-up.

### **Operations Management**

**UNIT I :** Operations Management – Meaning – Importance – historical contributions – Evolution of OM - Operation strategy and competitiveness - Functions of OM – types of production systems

**UNIT II:** Product design and process selection – Evaluation and Selection of appropriate Production and Operations technology. Product Design and process

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selection.

**Types of layout** – analysis and selection of layout – Product and / or Process layout, Cellular, Lean and Agile manufacturing systems – Computer Integrated Manufacturing Systems - Assembly line balancing.

**UNIT III:** Production planning and control – meaning – functions – aggregate planning – master production schedule (MPS) – Material requirement planning (MRP) – BOM – Capacity requirement planning (CRP) – Techniques – problems in MRP and CRP – an introduction to

MRP II and ERP – Business Process Re-engineering - Total Productive Maintenance (TPM)

**UNIT IV :** Materials management – functions – material planning and budgeting – Value Analysis - purchase functions and procedure - inventory control – types of inventory – safety stock – order point – service level – inventory control systems – perpetual – periodic – JIT – KANBAN.

**UNIT V :** Total Quality Management Concept - Statistical Quality Control for Acceptance Sampling and Process Control – Concepts of O.C.C. Curve – Use of the O.C. Curve – Concept of Type I and Type II error – Quality movement – Quality circles — ISO Quality Certifications and types – Quality assurance – Six Sigma concept.

*Each student shall undergo training in Skill Simulation Laboratory for learning certain basic clinical skills like IV/IM injection, setting IV line, Cardio-pulmonary resuscitation (CPR), and Life support skills in the beginning of second year, for duration of continuous four days. (Board of Studies letter No.:FPMS/SV/BOS-MIN/0006/2016-17, dated 19/04/2017, and vide notification of Board of Management resolution Ref.:No. SVDU/R/2017-18/5056, dated 09/01/2018).*

## **SECOND YEAR DIPLOMA IN HEALTH ADMINISTRATIVE ASSISTANT**

**Hospital Architecture Planning Design -DHAA201**

**(60 HOURS)**

### **UNIT I**

Concept of hospitals – planning and design of hospital (building and physical layout) – Space required for separate function – different types of hospitals – problems and constraints in different type of hospitals – history of hospital development- Department and organization structure of different types of hospital.

#### Departmentation in Hospital

Organization – structure – Vertical & Horizontal – Clinical & Non clinical – supportive & service departments

### **UNIT II**

Concept of project management – concept of project – categories of projects – projects life cycle phase – project management concepts – tools and techniques for project

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management.

### UNIT III

Project formulation – stages – bottlenecks – feasibility report – financing arrangements – finalization of projects – implementation of schedule.

### UNIT IV

Organizing human resources and contracting – project manager – project manager's authority – The project manager – roles and responsibilities of project manager project organization – accountability in project execution – contracts and tendering, selection of contractors – team building

### UNITV

Organizing system and procedures – working of system – design of system – project work system design – work break down structure – project execution plan – project procedure manual project control system – planning scheduling and monitoring – monitoring contracts and project diary.

Project implementation stages direction – communication in a projects – coordination guidelines for effective implementation reporting in project management – project evaluation and its objectives types and methods.

## Material Management-DHAA202

( 60HOURS)

### UNIT I

Importance of material management -, need of integrated concept – definition and scope – advantages in integrated material management concept. Organization – based on commodities – based on function – interdepartmental relationship – material planning and budgeting – concept of logistics management

### UNIT II

Purchase management – negotiation – purchase system – Material requisition – Purchase order – limited tender – open tender – comparative statement – follow-up purchase orders- purchase of capital items – payback period approach – return on investment approach – Internal Rate of return – Discounted cash flow method.

### UNIT III

Import purchase procedure – capital equipment letter of credit – Bill of lading – import substitution – public buying rate and running contracts – service contracts. Buyer seller relation and ethics.

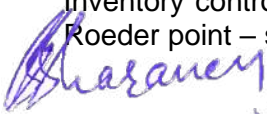
### UNIT IV

Stores management – store keeping – objectives – functions – locations and layout- Store keeper

– Duties – responsibilities – stores system and procedures – goods received notes – goods receipt voucher – bin card – stores issue voucher – discrepancy report – stores accounting and stock verification – LIFO – FIFO average price method.

Inventory control – replenishment of stock – tools –ABC, VED and FSH Analysis – EOQ – Roeder point – safety stock – lead time analysis.

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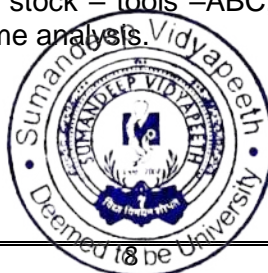
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## UNIT V

Computers in materials management application – inventory control system – Material Resource planning system – list MIS reports in material management.

### Hospital Operation- I (Patient Care) - DHAA203

(60 HOURS)

#### UNIT I

Meaning and scope of patient care services – significance of patient care – role of administration in patient care – classification of Hospital.

#### UNIT II

Front office services – outpatient services – inpatient services – Accident and Emergency services – Billing services

#### UNIT III

Lab services – Radiology and Imaging services – Rehabilitation services – Blood bank services – Telemedicine

#### UNIT IV

Operation theatre – Intensive care units – Hospital acquired infections – Sterilization – Nursing services – Ward Management

#### UNIT V

Concept of quality – Quality control – Quality assurance – ISO 9000 standards – TQM – Accreditation – NABL – JCAHQ – Quality manual – Medical tourism.

### Hospital Operation – II (Supportive Services)-DHAA204

(60 HOURS)

Nutrition and dietary services – pharmacy services – Medical records services

#### UNIT II

Facilities Engineering – Maintenance of Civil Assets- Electrical supply and water supply – Medical gas pipeline – plumbing and sanitation – Air conditioning system – Hot water and steam supply – Communication system – Biomedical engineering department in modern hospital.

#### UNIT III

Laundry services – Housekeeping services – Energy conservation methods- Cost containment measures in a hospital

#### UNIT IV

Transportation services – Mortuary services – Hospital security services

#### UNIT V

Disaster management – Fire Hazards – Engineering Hazards – Radiology hazards

### Bio-Sciences & Epidemiology-DHAA205

60 HOURS

#### UNIT I

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#### Introduction to Biomolecules

- Classification, Function and properties of Carbohydrates, Lipids, Proteins and Nuclei

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- acid.
- Enzymes – properties of enzymes – enzyme reaction – factors affecting enzyme reactions
  - Enzymes cofactors inhibitions.

## **UNIT II**

### **Introduction to Human Body**

- Structure and Functions of Eyes, Ear, Heart, Lungs, Kidney, Brain, Reproductive organs.

## **UNIT III**

### **Microbiology & Parasitology**

- Basic Microbiology, Culture media, Aseptic technique and methods, Staining (simple, Gram staining)
- Introduction to Protozoan parasites. Ent amoeba histolytic, Plasmodium Viv ax, Trichomonas Vaginitis, Food and water borne disease (Salmoneellosis, Cholera)

## **UNIT IV**

### **Introduction to Epidemiology**

- Basic concepts and methods of epidemiology, health for all and primary health care – clinical trials, immunization and isolation system, emergency epidemic management system.

## **UNIT V**

- National health programmers related to communicable diseases- Tuberculosis, AIDS, STD, Leprosy, and Malaria.
- National health programmers related to Non-communicable diseases – Cancer, Diabetes
- Alcoholism & Rehabilitation, Reproductive and child health programmers.

## **UNIT VI- professional ethics and Medical ethics**

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