MAHARASHTRA TECHNICAL EDUCATION SOCIETY'S

School of Management

Tilak Maharashtra Vidyapeeth- Pune
MBA Semester - III

MBA-301 Entrepreneurship Development

1. The Entrepreneurial Development Perspective

- Concepts of Entrepreneurship Development
- Evolution of the concept of Entrepreneur
- Entrepreneur Vs. Intrapreneur, Entrepreneur **Vs.** Entrepreneurship, Entrepreneur Vs. Manager
- Attributes and Characteristics of a successful Entrepreneur
- Role of Entrepreneur in Indian economy and developing economies with reference to Self Employment Development
- Entrepreneurial Culture

2. Creating Entrepreneurial Venture

- Business Planning Process
- Environmental Analysis - Search and Scanning
- Identifying problems and opportunities
- Defining Business Idea
- Basic Government Procedures to be complied with

3. Project Management

- Technical, Financial, Marketing, Personnel and Management Feasibility
- Estimating and Financing funds requirements - Schemes offered by various commercial banks and financial institutions like IDBI, ICCI, SIDBI, SFC's.
- Venture Capital Funding,

4. Entrepreneurship Development and Government

- Role of Central Government and State Government in promoting Entrepreneurship - Introduction to various incentives, subsidies and grants
  Export Oriented Units - Fiscal and Tax concessions available.
- Role of following agencies in the Entrepreneurship Development – District
  Industries Centers (DIC), small Industries Service Institute (SISI) Entrepreneurship Development Institute of India (EDII), National Institute
  of Entrepreneurship and Small Business Development (NIESBUD), National Entrepreneurship Development Board (NEDB).

5. Why do Entrepreneur fails - The four Entrepreneurial Pitfalls (Peter Drucker)

6. Women Entrepreneurs

- Reasons for Low/ No Entrepreneurs
- Role, Problems and Prospects

□ □ □ □ □

Tilak Maharashtra Vidyapeeth - Pune
MBA Semester - III

MBA-302 Management Information System

1. INTRODUCTION TO MANAGEMENT INFORMATION SYSTEMS
1.1 Introduction
1.2 MIS - Some Definitions
1.3 Computers and MIS
1.4 Need for MIS.
1.5 Purpose of MIS
1.6 Objectives of MIS
1.7 Objectives of the study of MIS
1.8 Conceptual Design Models of MIS
1.9 MIS: Its Role in an Organization
1.10 Impact of MIS on the organization

2. INFORMATION TECHNOLOGY
2.1 Introduction
2.2 Understanding the Computer
2.3 History of Computers
2.4 Computer Generations
2.5 Classification of Computers
2.6 Hardware and Software
2.7 A Note on Programming Languages
2.8 Packages
2.9 Database Management Systems
2.10 Desktop Publishing
2.11 Computer System Configurations
2.12 Data Processing
2.13 A Note on Networks
2.14 Digital, Text and Image Processing
2.15 Information Technology Decisions

3. DECISION MAKING CONCEPTS
3.1 Introduction
3.2 Phases in the Decision-making Process
3.3 Types and Systems of Decision Making
3.4 Organizational Decision Making
3.5 Uncertainty Avoidance
3.6 Problem initiated Search
3.7 Methods and Tools of Decision Making
3.8 Decision Tables
3.9 Law of Requisite Variety
3.10 Management of Risk

4. INFORMATION CONCEPTS
- 4.1 Introduction
- 4.2 Definition of Information
- 4.3 Data and Information
- 4.4 Data Processing.
- 4.5 Types of Information
- 4.6 Sources of Information
- 4.7 A Question of Quality
- 4.8 Ensuring the Effectiveness of Information
- 4.9 Information Modeling
- 4.10 The Human Being as an Information Processor
- 4.11 Relevance of Information in MIS

5. SYSTEM CONCEPTS
- 5.1 Introduction
- 5.2 System - Some Definitions
- 5.3 Open and Closed Systems
- 5.4 Deterministic and Probabilistic Systems
- 5.5 Physical and Abstract Systems
- 5.6 Natural and Man-made Systems
- 5.7 Negative Feedback and Entropy
- 5.8 Feedback Control Loop
- 5.9 Relevance of Systems Theory to MIS
- 5.10 Integration of Organization Systems and Information Systems

6. ORGANISATIONS AND ORGANISATIONAL BEHAVIOUR
- 6.1 Introduction
- 6.2 Organizational Structure
- 6.3 Types of Organizations
- 6.4 Decision Making in an Organization
- 6.5 Information Flow in an Organization
- 6.6 Organizational Behavior
- 6.7 A Note on Management Style
- 6.8 Impact on MIS

7. ASSESSING INFORMATION NEEDS OF THE ORGANISATION
- 7.1 Introduction
- 7.2 Purpose of analyzing Information Needs
- 7.3 Methods and tools of assessing Information needs
- 7.4 Determining Information Requirements
- 7.5 Information Needs - Relation to Organization's Goals
- 7.6 Breakup of Information Needs according to Decisions

7.7 Relation between Information Needs and Type of Decision
7.8 Information Models and their Integration with Data Processing

8. MIS DESIGN, DEVELOPMENT AND IMPLEMENTATION
8.1 Introduction
8.2 Prototyping and CASE Tools
8.3 MIS Structure
8.4 Hardware & Software
8.5 Data Processing and Information Processing Systems
8.6 Systems Analysis and Design

9. MIS DESIGN II
9.1 MIS Plan and its Implementation
9.2 MIS Design Criteria
9.3 Implementation of MIS
9.4 Reviews and Evaluation of MIS
9.5 Introduction to RDBMS
9.6 Objectives of DBMS
9.7 Introduction to DSS

10. APPLICATIONS OF MIS
10.1 Introduction
10.2 Application of MIS in Manufacturing
10.3 Application of MIS in the Service Industry
10.4 MIS Applications in Hotels
10.5 MIS in Hospitals
10.6 Conclusion

Tilak Maharashtra Vidyapeeth -Pune
MBA Syllabus- 3rd Semester
MBA-303 Medical Ethics and Professional Negligence.

1. Principles of Medical Ethics

1.1 CharakSamhita

1.2 Oath of Hippocrates

1.3 Geneva Declaration

2. General Rights and Privileges of Physicians

2.1 Medical Registration by MCI

3. Duties and Responsibilities of Physicians

3.1 To Patients

3.2 To Medical profession and Doctors

4. Professional Misconduct

5. Doctor-patient Relationship

6. Professional Negligence

6.1 Concept 0f Medical Negligence

6.2 Test of Negligence

6.3 Burden of Proof

6.4 Doctrine of "Res-IPSA-Loquiturs

6.5 VICARIOUS/CONTRIBUTIORY Negligence

7. Types of Professional Negligence

7.1 Civil

7.2 Criminal

7.3 Law of Tort

7.4 Respondea –Superior

7.5 Application of Consumer Protection Act 1986 & Criminal Law

7.6 Compensation

8. Care of Terminally ill patients

8.1 Hospice

9. Euthanasia

9.1 Active and Passive Methods

9.2 Present Status

10. Right to Life

10.1 Provisions of PNDT Act

10.2 Female Feticide

10.3 Role of Physicians

11. **SURROGACY**

11.1 Techniques of Assisted Reproductive Technique

12. Legal Status in our Country

13. Role of Physician/Hospital

14. Legal Rights of HIV Patients

14.1 Role of Physician & Hospital

15. **Preventive measures to avoid Litigation**

16. Defense against Claims for Medical Negligence

Tilak Maharashtra Vidyapeeth -Pune
MBA
Syllabus- 3rd Semester

MBA 304 : Laws Applicable to Hospitals

4.1. The Bombay Shop & Establishment Act 1948.

4.2. Hospitals & nursing home act
- Bombay Nursing Home Act 1949
-Delhi Nursing Home Registration Act 1933
-Karnataka Private Nursing Homes (Regulation) Legislation 1998.

4.3. Bombay Public Trust act 1950.

4.4 Indian Contract Act.

4.5 Industrial Dispute Act 1946.

4.6. Trade Union Act 1926.

4.7. The Payment of Wages Act 1936.

4.8. The Payment of Gratuity Act 1972.

4.9. Employee's Provident Fund Act 1952.

4.10 The Maternity Benefit Act 1961.

4.11. Drug control Act.1959.

4.12. The dangerous Drug Act 1930.

4.13. The drug Cosmetic Act 1946.

4.14. Model Departmental Procedure code – Domestic enquiry.

4.15. Bio-medical Waste- Management & handling rules
- Environment Protection Act 1986.

Tilak Maharashtra Vidyapeeth -Pune
MBA
Syllabus- 3rd Semester

MBA 305: Hospital Administration

1. Hospital Administrator

1.1 Organisation Chart

1.2 Scope of work

1.3 Duties and Responsibilities

2. Role of Management Committees

Public Management of Health related schemes

4.1 CGHS

4.2 ECHS

4.3 ESI

4.4 Health waste Management

5. Hospital Waste Management

6. Disaster Management

6.1 Mass Casualties

6.2 Mob Violence

6.3 Bomb / Terrorist attack

7. Hospital Hazards & Their Management

7.1 Fire

7.2 Hospital Infection

8. Hospital Union

8.1 Union Contract

8.2 Renewal

8.3 Charter of Demands

8.4 Collective Bargaining

8.5 Strikes in Hospitals

9. Hospital Security

9.1 staff

9.2 Patients

9.3 New born Babies

9.4 Females

9.5 Store/Installations

10. Disciplinary Action

10.1 Investigation

10.2 Showcase Notice

10.3 Law of Nature justice

10.4 Disciplinary action

11. Sexual Harassment of women employees

11.1 Procedure

12. Preparation of Standard operative procedures

12.1 SOPs for Hospital

Tilak Maharashtra Vidyapeeth -Pune
MBA Syllabus- 3rd Semester

MBA-308-A Marketing of Hospital Services.

1. Customer Satisfaction and marketing mix.
2. Marketing Research
3. Analysis of the Environment
4. Product\Service
5. Segmentation
6. Differentiation and Positioning of Hospital Services.
7. Pricing\Offer of a package.
8. Promotion of Hospital Services.
9. Ethical Issues in Marketing of Hospital Care.