



MAHARASHTRA TECHNICAL EDUCATION SOCIETY'S

School of Management

Tilak Maharashtra Vidyapeeth -Pune

MBA

Syllabus- IVth Semester

MBA 401 : Corporate Policies and Strategic Management

1. INTRODUCTION TO BUSINESS POLICY

- 1.1 Business Policy
- 1.2 Introduction of related terms
- 1.3 Three levels of operations of strategy
- 1.4 Characteristics of decisions at three levels
- 1.5 Different types of planning
- 1.6 Strategic decision making
- 1.7 Strategic Management
- 1.8 Strategic framework of an organization

2. CONCEPTUAL INTRODUCTION TO ORGANIZATION MISSION, PURPOSE AND OBJECTIVES

- 2.1 Mission and Purpose
- 2.2 Business Definition Dimensions
- 2.3 Company Objectives and Goals

3. ENVIRONMENTAL APPRAISAL

- 3.1 Introduction
- 3.2 Characteristics of environment
- 3.3 Impact of environmental changes
- 3.4 Major Environmental components
- 3.5 Environmental Scanning
- 3.6 Techniques used for Environment Appraisal

4. ORGANIZATIONAL APPRAISAL

- 4.1 Introduction
- 4.2 Areas for internal analysis
- 4.3 Analyzing department / functional areas
- 4.4 Analyzing management areas.
- 4.5 Methods used for organizational appraisal
- 4.6 Organizational appraisal structuring
- 4.7 SWOT Analysis
- 4.8 Key internal factors for evaluation of potential strengths



5. STRATEGIC ALTERNATIVES

- ## 6. STRATEGIC CHOICE

- ## 7. RATIONALISING THE STRATEGY

- ## 8. STRUCTURAL IMPLEMENTATION

- ## 9. FUNCTIONAL IMPLEMENTATION

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10. BEHAVIOURAL IMPLEMENTATION

- 10.1 Introduction
- 10.2 Leadership and Implementation of strategies
- 10.3 Leadership strategy and skills
- 10.4 Political aspects Power and strategy
- 10.5 Personal Values, Ethics and Strategies
- 10.6 Social Responsibility

11. STRATEGIC EVALUATION CONTROL

- 11.1 Introduction
- 11.2 Strategic control
- 11.3 Operational Control
- 11.4 Evaluation Techniques for strategic control
- 11.5 Evaluation Techniques for operational control

12. NEW BUSINESS MODELS AND STRATEGIES FOR THE INTERNET ECONOMY

- 12.1 Introduction
- 12.2 Strategy-Shaping Characteristics of E-Commerce Environment
- 12.3 E-Commerce Business Models and Strategies
- 12.4 Internet Strategies For Traditional Businesses
- 12.5 Key .Success Factors In E-Commerce



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MBA 402 : Current Trends in Management



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Tilak Maharashtra Vidyapeeth -Pune

MBA Syllabus- 4th Semester

MBA 403: Business Environment

1. Nature and Scope of Business Environment

- Introduction
- Meanings and Definitions
- Nature of Business Environment
- Scope of Business Environment

2. Economic Environment of Business.

- Introduction
- State of the Economy
- Trends in National Income
- Composition of National Income

3. Socio-cultural Environment

- Social Responsibility of Business
- Business Ethics
- Corporate Governance
- Consumer Protection in India

4. Political Environment

- Introduction
- The External Politico-legal System
- Indian Political Environment
- Business and its Responsibility to Government

5. Technological Environment

Introduction
The Gamut of Technological Environment
Incentives For Promotion of Technological R&D
Major Problems Facing Technology Environment
A World of Opportunity Still Exists

6. Foreign Trade Environment

- Introduction
- Exports and Imports
- National Foreign Trade Policy : 2004-07



7. Monetary Environment,

Introduction

Nature of Monetary policy

Role of Reserve Bank of India

The Budget & Fiscal Policy

Capital market in India

Securities Exchange Board Of India (SEBI)

Reforms In Taxation

Future Trends in Monetary Environment

8. Industrial Environment.

- Introduction
- New Industrial Policy
- The Public Sector in India
- Small Scale Sector
- Post-1991 Scenario

9. Agricultural Environment

- Introduction
- Agricultural Situation Today
- Background of Agriculture In India
- The Green Revolution
- Role of Agriculture
- Agricultural Exports
- Prospects and Trends





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Syllabus- IVth Semester

MBA 404 : Role of Stake holders in Healthcare

1. Insurance

- 1.1 Functions of Insurance
- 1.2 Insurance Legislation
- 1.3 Insurance cover for Doctors & Medical Practitioners
- 1.4 Mediclaim Insurance
- 1.5 Claim Procedure
- 1.6 Role of TPAs & Management problems

2. Pharma Industry

- 2.1 Indian Pharmaceutical Industry
- 2.2 Research & Development:
 - 1. New Products
 - 2. Products Patent
- 2.3 Clinical Research
- 2.4 Good Clinical Practice
- 2.5 Regulation of Clinical Research
- 2.6 Management of Clinical Trials

3. Information Technology

- 1.1 Introduction
- 1.2 Components of the system
- 1.3 Application of IT in Hospital Management
- 1.4 Advantage of IT in Hospital Management
- 1.5 Future Trends :
 - 1. Computer Aided Diagnosis
 - 2. Expert System



4. Tourism

4.1 Development of tourism in India

4.2 Impact on Healthcare Industry

4.3 Health Tourism

4.3.1 Meaning

4.3.2 Scope

4.3.3 Basic Requirement

4.4 Future of Health Tourism.

4. Quality Council of India (QCI)

4.1 Role of QCI

4.2 Need to develop standards

4.3 Hospital & ISO 9002 Certification

4.4 Role of National Accreditation Board for Hospitals (NABH)

4.5 Procedure to obtain Accreditation

4.6 Benefits to Hospitals



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MBA 405 : Occupation and Environmental Health

1. History and Evolution of occupational health
2. Occupational diseases and prevention
3. Effect of heat and prevention
4. Effect of noise and prevention
5. Effect of Radiation and prevention
6. Effect of lighting and prevention
7. Ventilation
8. Air pollution
9. Ergonomics
10. Accidents and their prevention
11. Pneumoconiosis
12. Indian Factories
13. Employees state insurance scheme & act
14. Medical examinations in industry
15. Disposal of industrial wastes



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MBA 406 : Management of Hospital Services

1. Clinical Laboratories

- 1.1 Haematology
- 1.2 Biochemistry
- 1.3 Histopathology

2. Imaging Services

- 2.1 USG
- 2.2 Color Doppler
- 2.3 Radio Diagnosis
- 2.4 CT Scan
- 2.5 MRI

3. Blood Bank

4. Physical Medicine & Rehabilitation

- 4.1 Physiotherapy

5. Radiation Oncology Department

- 5.1 Brachytherapy
- 5.2 Cobalt
- 5.3 Chemotherapy

6. Special Care Department

- 6.1 Renal Dialysis
- 6.2 Cardiac Catheterization
- 6.3 Pulmonary Medicine

7. Nursing Services

- 7.1 Ward Management



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8. House Keeping Services

9. Central sterile Supply Department

10. Linen & Laundry

11. Dietary Services

11.1 Hospital Diets

11.2 Therapeutic Diets

12. Medical Records Department

12.1 Hospital Statistics



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MBA
Syllabus- IVth Semester
MBA 407: Medical Jurisprudence

1. Introduction to legal Procedures

- 1.1 Court
- 1.2 Affidavit
- 1.3 Evidence
- 1.4 Offence
- 1.5 Summon
- 1.6 Warrant
- 1.7 Bail
- 1.8 Arrest

2. Criminal Courts and their Powers

- 1.1 Introduction to
- 1.2 IPC
- 1.3 Evidence Act
- 1.4 Civil Procedures

3. Indian Constitution

- 3.1 Preamble
- 3.2 Fundamental Rights
- 3.3 Human Rights

4. Inquest

- 4.1 Police Inquest
- 4.2 Magistrate Inquest

5. Medico Legal Aspects of Injuries

- 5.1 Types
- 5.2 Medical Examination
- 5.3 Injury Report
- 5.4 Traffic Accidents



5.4.1 Medico Legal Responsibility of Hospital

6. Thermal Injuries

6.1 Dowry deaths due to Burn

7. Food Poisoning

8. Deaths

8.1 Unnatural Deaths

8.2 Investigation

8.3 Issue of Death Certificate

9. Post Mortem Exam

9.1 Submission of Report

10. Sexual Offences

10.1 Types

10.2 Medico legal exam

10.3 Consent

10.4 Medical Reports

11. Forensic Science Laboratories

11.1 Role in Detection

12. Collection of Biological Fluids, Organs, Materials

12.1 Preservation

12.2 Handling

12.3 Transportation



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Syllabus- IVth Semester

MBA 408-A: Insurance

Or

MBA 408-A: Medical Tourism