



Savitribai Phule Pune University

School of Open Learning

(Distance Education Program)

Master of Business Administration

(M.B.A.-Distance)

Essentials of Pharma and Healthcare Administration

SEM-III, OHC MN-34

- 1. Overview of Pharma and Healthcare Sector:** Overview of the history of evolution of Pharma Sector in India (from the days of Vedas preparing medicines at home to the current industrial production day), Major forces that impact the development of the sector. The critical elements of political environment constitution provisions affecting business in India.
- 2. Impacts and opportunities from globalization:** Multinational Corporation, foreign collaboration and Indian business, non-resident Indian and corporate sector, World Bank, IMF policies and India, trade barriers, foreign trade policies, the technological environment in India, policy for research and development, technology and economic development, appropriate technology and problems of technology transfer.
- 3. CRM for governance and accountability of healthcare administration:** Role and Significance of Customer Relationship Management (CRM) in Pharma and Healthcare industry; CRM Concept; CRM as a strategic marketing tool, CRM significance to the stakeholders, Strategic CRM, and Models of CRM. Maintaining customer database, Customer Portfolio Management-Concept and basic disciplines, Market segmentation-sales forecasting and CPM, CPM in B2B, seven core customers' management strategies & e-CRM.
- 4. Planning and Management of Health Care administration:** An introduction to strategy and planning in a mixed economy in healthcare sector; Planning and partnership in and between organizations: myth and reality; Regulating and governing the mixed economy; Evidence based approaches to healthcare management; Funding and payment systems in healthcare: commissioning models in health care systems. To understand all aspects of planning and commissioning of different types of pharmaceutical companies, hospitals and project management, pharma and healthcare stakeholders, Middlemen in pharma industry, etc.
- 5. Legal and ethical aspects of healthcare sector:** Legal guidelines/regulations guiding Pharma sector in India, policy for R&D,

Technology Transfer etc. Rules and regulations of national health policy. Medico- Legal Problems in relation to health administration Law of Contracts. Social responsibility and managerial ethics, improving ethical behavior and ethical leadership, Ethical decision making and decision-making process, Corporate social responsibility, Corporate Governance.



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Healthcare Management
SEM-III, THM MN-35

- 1. Unit I: Healthcare Organisation:** Introduction & Concept of Organisation, Meaning & Characteristics of Organisation, Nature of Organisation, Process of Organisation, Objective of Organisation, Principles of Organisation, Hospital Organisation, Grouping Healthcare in structure, Hospital Operational Management, Responsibilities of Hospital Operational Manager
- 2. Unit II: Hospital Management:** Foundation of Hospital Management, Evolution of Hospital Management, Changing Roles of Hospitals, Functions of Hospital, Hospital as System, Primary Health Care- its functions, Community Health Centre- its functions, THC, National Health Policy
- 3. Unit III: Hospital Planning:** Introduction to Hospital Planning, Driving New Hospital Planning, Key Hospital Design Goals, Types of Hospital Space, steps in Hospital Planning, Factors Influencing Hospital, Geographical Environmental & Miscellaneous Factors, Feasibility Report, Architecture Brief, Hospital operational planning, Green Hospital
- 4. Unit IV: Hospital Services:** Management of Hospital Services, Introduction, Hospital Services-Perception-Expectation-Satisfaction, Quality of Hospital Services, Patients Perception Vs Patients Satisfaction, Quality of Hospital Services, Factors affecting Patients Perceived Quality of Care, Management of Hospital Services, Facilities & Utility Services, HR in Hospitals, Education & training
- 5. Unit V: Management of Behaviour in Hospitals:** Organisation Behaviour, Shifting Paradigm of OB, OB & Management, Scope of OB, Nature of Managerial Work, Management Process, Managerial Role & network, Managerial Skills & Competencies, Ethics & OB, Development of OB theories, Healthcare Organisation, OB in Healthcare, Managing Disruptive Behaviour in Healthcare Sector- Action taken



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HRM in Pharma & Healthcare Management

SEM-IV, OHM MN-44

- 1. Professional Staff & Workforce Planning:** Careers & Roles in Pharma and Healthcare, diverse occupations that constitute a pharma and healthcare organization, examine types of physicians, critical care nurses and nurse aides, healthcare provider staff, allied health professionals and healthcare support staff. Determining the numbers, types, and kinds of staff needed for the organization, Healthcare Professionals/Credentialing, Workforce Planning.
- 2. Job Analysis & Design for HRM in pharma and Healthcare:** job analysis and job design in pharma and healthcare, importance of conducting a job analysis- determine the knowledge, skills, and competencies needed by the individual positions, understanding the essential competencies needed to successful human resource management of the workforce in pharma and healthcare Industry.
- 3. Recruiting & selection of HR in pharma and Healthcare:** Recruitment and selection in healthcare, internal and external recruitment, steps in selection process, importance of workforce diversity in pharma and healthcare management.
- 4. HRM & Employee Benefit Plans in Pharma and healthcare industry:** employee compensation such as salary, health insurance, employee provident fund, gratuity, group insurance, retirement benefit, Monetary and non- monetary benefits to employees.
- 5. Impact of Current Healthcare Trends on HRM:** Impact on HRM due to change in trends i.e. telehealth, big data in healthcare, globalization of healthcare, digital twins in healthcare, Patient Data & Information Governance.
- 6. Legal & Ethical Issues for Pharma & Healthcare HRM:** Digital Information Security in Healthcare Act (DISHA), fraud in healthcare, employment discrimination, medical negligence, ethical issues in HR, patient protection measures and autonomy in biomedical research ethics.



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Legal Aspects of Healthcare
SEM-IV, OHM MN-45

- 1. Conceptualizing Health:** Defining Health; Understanding Right to health
- 2. Indian Constitution and Health:** Right to Life as fundamental Right; Directive Principles of Health Policy
- 3. Liability for Professional negligence:** Tort; Standard of care and reasonable care; Contractual liability; Criminal Liability; Consumer Protection Act, 1986; Code of Medical Ethics
- 4. Special Critical Problem:** HIV/AIDS; Medical Termination of Pregnancy Act; Prevention of Prenatal Diagnosis Act; Trafficking of Human Organs Act, 1994
- 5. International Instruments for improving health:** Role of WHO; Helsinki Declaration; ALMATA Declaration; Health Scenario under TRIPS