

## **Skill Development Programme: ‘Assistant Hospital Administrator’**

### **1. Preamble:**

The present programme is basically designed to promote skills required for development of Hospital Administration and promotion of Hospital administration as a career option amongst potential students in urban and rural areas. The programme is focused at–

- Giving a proper understanding about the Hospital administration to urban and rural students
- Training the youths hospital administration sector in a systematic manner.

This programme shall help the youths to learn the nature of hospital administration.

### **2. Nomenclature:**

The programme is titled as professional skills for Assistant Hospital Administrators

### **3. Focus of the Programme:**

The programme is focused at advancing and inculcating skills required for promoting role of administrators in hospitals through systematic canvassing, counseling and right guidance to potential customers . It will also help the learners to know various principles of administration in hospitals.

### **4. Job Profile:**

The incumbent trainee is expected to learn various facets of Hospital administration and various activities. The trainee will also have to understand the salient features of hospital management.

The programme shall basically focus on following aspects:

- a. To provide an understanding regarding operations of hospitals.
- b. To help the learners to know various activities that take place in hospital.
- c. To detail out the methods and principles of each departments.

- d. To develop a right attitude towards managing various activities in Hospitals.

### **5. Minimum Qualifications:**

The programme shall require the incumbent trainee is expected to have minimum qualification of H. S. S. C. in any branch or discipline.

### **6. Intake:**

The minimum intake per batch is 20 subject to a maximum of 40 learners per batch at a time.

### **7. Duration of Programme:**

The programme shall be of 60 hours duration distributed in different learning activities like:

1. Lectures
2. Demonstrations
3. Hands on experience
4. Customer interface etc.

### **8. Interface:**

The trainee shall have to undergo a learning and skill development exercise of 60 hours duration which will be divided into different sessions and training activities. The training activities and learning sessions shall mainly focus on developing skill sets required to become a professional administrators in Hospitals.

The programme interface shall focus at following aspects:

- a. A trainee/ learner will have to work with one or two Hospitals for gaining professional and practical exposure as well as for developing skill sets.
- b. The trainee shall have to attend conceptual lectures and basic foundation programme to know about principles of tourism and its products. This session shall be organized in a specified academic institution.

The distribution of interface is as follows–

Learning exercise, demonstrations and hands on experience	60%
Job related project	20%
Assignment	10%
Concept building	10%

#### **9. Composition of learning activities and interactive sessions:**

In order to develop appropriate skills set, every trainee will have to undergo practical training and hand on experience sessions under able guidance of Hospital Authorities/ Doctors. He/ she shall also have to attend conceptual and academic sessions to know the fundamentals and basic principles about tourism systems. For the purpose of interface, the resource persons shall provide skill inputs in following proportion.

Hospital Authorities and Doctors for providing hands on experience	60%
Faculty members and academicians	40%

#### **10. Proposed Skill Bank to be developed:**

The proposed Skill Bank for Business Development Executives in tourism Sector shall focus on development of following skills:

- a. Communication skills
- b. Canvassing skills
- c. Effective presentation and counseling skills
- d. Effective Sales skills
- e. Customer relationship development skills
- f. Conflict resolution and convincing skills

#### **11. The Course Structure is divided in following components:**

- a. Core components:** This shall include understanding of administration of Hospitals and principles of CRM.
  
- b. Allied components:** This shall mainly focus on developing counseling skills, enhancing canvassing ability, sales skills, effective presentation and communication skills.

## 12.The distribution of conceptual/ practical lessons is as follows:

Unit No.	Title	Conceptual Focus	Learning Hours (Conceptual)	Practical Focus	Learning Hours (Practical)
1	Functions of Management Administration	To give an understanding about the concept of management and administration.	2	Creating an understanding about management and administration. Understanding the basic difference.  <b>Method:</b> Demonstration, Case Study	2
		To give an understanding about the concept of Organizational Behavior and other factors.	2	Concept to Reality – Organization Behaviour  <b>Method:</b> Video Lectures on Organizational Behavior by Experts or Guest Lecture	3
2	Basic's in Hospital Administration.	To give an understanding of Basic's of Accounting and Financial Management in Healthcare Sector	2	Understand the basic of accounting and financial management practices.  <b>Method:</b> Visit various Hospital and study their methods of accounting, billing and financial management.	5
		To give an understanding of Health Economics and Business Economics	2	Understand the business model of Hospitals.  <b>Method:</b> Interface with Hospital Authorities.	5
3	Industrial Relations and Materials Management	Importance of Industrial relations in Hospitals.	2	Role of Industrial relations in hospital administration.   <b>Method:</b> Interface with Hospital authorities.	5

		Understanding the importance of Material's management in Hospitals Concept of Stock Taking... etc	2	Importance of materials management in Hospitals.  <b>Method:</b> Hands on Experience with materials manager in Hospital to understand methods of stocking, checking, ordering, billing.. etc	5
4	Developing Effective Talk	Understanding doctors / patients / authorities requirements.	2	Developing persuasion skills, effective presentation skills, selecting suitable body language, identifying appropriate non- verbal communication skills, listening skills <b>Method:</b> Role Play, demonstration, mock interviews, body language skills	5
5	Effective interpersonal skills	Group Discussion– Personal conversation– involving patients / doctors / authorities and identifying their requirements– offering solutions.	3	Developing appropriate communication skills, assessing requirements, counseling for query redressal  <b>Method:</b> Role Play, demonstration, mock interviews	5
6	Hospital Planning & Administration of various services and Ethics	To understand various planning activities in Hospitals- Bed Management, Administration of various clinical and non-clinical services in Hospitals.  Ethics and Goods practices in Hospitals.	3	Developing various administration skills and ethics in hospital administration.  <b>Method:</b> Interface with Hospital administration	5
<b>Total number of Lectures</b>			<b>20</b>		<b>40</b>

### **13. Evaluation:**

The programme will be evaluated by using both- skill based and concept bases techniques.

### **14. Certification:**

After successful completion of the conceptual and practical interface, the participating candidates will be awarded a certificate of completion by programme conducting agency.

### **15. References:**

1. Principles of management – Koontz & O'Donnel
2. Business Administration – Mritunjoy Banerjee
3. The management Process- R.S.Davar
4. Hospital Administration and Management- Gupta Das
5. Hospital and Nursing Home Planning, Organisations and Management- Tabish.
6. Quality Management in Hospitals- Joshi S.K