

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Program	MBA	Branch/Spec.	MBA (Healthcare & Hospital Management)						
Semester	I				Version	1.0.0.0			
Effective from Academic Year	2026-27			Effective for the batch Admitted in	July 2026				
Subject code	ICC505PHA		Subject Name	Public Health and Hospital Administration					
Teaching scheme									
(Per week)	Lecture(DT)		Practical(Lab.)		Total	CE	SEE	Total	
	L	TU	P		3				
Credit	3	0	0		0	Theory	50	50	100
Hours	3	0	0		3	Practical			
Objective: To equip MBA (HHM) students with an integrated strategic framework that combines public health systems thinking with advanced hospital administration competencies, enabling them to lead healthcare organizations effectively across clinical, community, financial, and policy environments.									
Course Outcome:									
CO1: Analyze the healthcare ecosystem by integrating public health systems, hospital governance, and strategic management principles.									
CO2: Apply epidemiological tools, quality management frameworks, and operational strategies to improve hospital and population health outcomes.									
CO3: Evaluate healthcare financing, policy, revenue cycle, and economic models to support sustainable health systems and hospital performance.									
CO4: Develop strategic leadership plans incorporating digital transformation, crisis management, and future healthcare trends.									
Theory syllabus									
Unit	Content								Hrs
1	Defining Public Health: Core Functions – Assessment, Policy Development, Assurance. The Modern Healthcare Ecosystem: Payers, Providers, Policy & NGOs. Social Determinants of Health (SDOH) and the Economic Burden of Disease. The Hospital as a Complex Adaptive System. Corporate & Clinical Governance Structures. Public Health Ethics, Medical Ethics & Legal Frameworks. Strategic Planning Process in Healthcare Organizations.								10
2	Epidemiology for Managers: Incidence, Prevalence, Mortality (Conceptual). Public Health Surveillance & Outbreak Investigation Management. Managing Core Clinical Services: OPD, IPD, Emergency & Critical Care. Managing Support Services: Pharmacy, Laboratory, Radiology, Dietetics. Quality Improvement: Lean, Six Sigma, CQI (Conceptual). Patient Safety: RCA, FMEA & Infection Control Programs. Interpreting Health Data & Communicating Risk. Patient Experience (PX) as Strategic Differentiator								10

3	Health Policy-Making Process & Stakeholder Influence. Core Principles of Health Economics & Financing Models (Beveridge, Bismarck, NHI). Healthcare Finance & Hospital Budgeting Process. Revenue Cycle Management (RCM) & Payer Relationship Management. Cost Management, DRGs (Conceptual) & Economic Evaluation (Cost-Benefit, Cost-Effectiveness). Health Technology Assessment (HTA) & Reimbursement Decisions. Strategic Marketing, Brand Building & Service Line Growth. Public & Private Health Insurance Systems	10
4	Leadership & Governance in Hospital and Public Health Organizations. Digital Transformation Roadmap: EMR/EHR, Telehealth, Health Informatics. Healthcare Analytics for Operational & Clinical Decisions. Program Planning Models (Logic Model), SMART Objectives & M&E Frameworks. Crisis Management, Disaster & Pandemic Preparedness. Global Health Challenges: Climate Change, NCDs, AMR & “One Health” Concept. Innovation in Healthcare Delivery Models & Value-Based Care. Sustainability & Green Hospital Initiatives	15
Practical content		
Reference Books		
1.	Turnock, Bernard J. Public Health: What It Is and How It Works. 7th Edition, Jones & Bartlett Learning, 2020.	
2.	Jacobsen, Kathryn H. Introduction to Global Health. 3rd Edition, Jones & Bartlett Learning, 2019.	
3.	Bodenheimer, T., & Grumbach, K. Understanding Health Policy: A Clinical Approach. 8th Edition, McGraw-Hill, 2020.	
4.	Gordis, Leon. Epidemiology. 6th Edition, Elsevier, 2018. (For conceptual reference).	
5.	McKenzie, J. F., Pinger, R. R., & Seabert, D. M. An Introduction to Community & Public Health. 9th Edition, Jones & Bartlett Learning, 2018.	
6.	Shi, Leiyu, and Singh, Douglas A. Delivering Health Care in America: A Systems Approach. 7th Edition, Jones & Bartlett Learning, 2018.	
7.	Heath, C., & Heath, D. Made to Stick: Why Some Ideas Survive and Others Die. Random House, 2007.	
8.	Spatz, M. (Ed.). The Health Care Manager's Guide to Continuous Quality Improvement. 3rd Edition, Health Administration Press, 2020.	
9.	Lewis, Michael. The Premonition: A Pandemic Story. W. W. Norton & Company, 2021.	
10.	Porter, Michael E., and Teisberg, Elizabeth O. Redefining Health Care: Creating Value-Based Competition on Results. Harvard Business Review Press, 2006.	
11.	Edelman, C. L., & Mandle, C. L. Health Promotion Throughout the Life Span. 9th Edition, Mosby, 2018.	