



C. U. SHAH UNIVERSITY
Wadhwan City

FACULTY OF: - MANAGEMENT STUDIES

DEPARTMENT OF: - Post Graduate Diploma in Hospital Management & Administration

SEMESTER: - II

CODE: - 5MS02MFM1

NAME: – Marketing and Finance Management

Teaching & Evaluation Scheme

Subject Code	Name of the Subject	Teaching Scheme (Hours)				Credits	Evaluation Scheme							
		Th	Tu	Pr	Total		Theory				Practical (Marks)			Total
							Sessional Exam		University Exam		Internal		Univer sity	
							Marks	Hrs	Marks	Hrs	Pr/ Viva	TW	Pr	
5MS02MFM1	Marketing and Finance Management	3	0	0	3	3	30	1	70	3	---	---	---	100

- **Objective:** To help learner understands the Behavioral Dynamics of Patients; Internal & External forces that affect the Marketing of Services; the conceptual frame work of financial management and its applications in health care sector.
- **Prerequisite:** Basic Understanding of Concepts of Management and Organizational Dynamics. Basic knowledge of simple and compound interest; its uses and its application.

Course outline

Sr. No.	Course Contents	Number of Hours
	Marketing Management	
1	Marketing Concepts.	3
2	Customer Satisfaction.	2
3	Marketing research, Marketing Planning, Strategies, Profiles.	3
4	Control and Growth in Marketing.	1
5	Market Analysis, Segmentation, Targets, Product Mix, Pricing Mix.	3

6	Marketing of hospital and Healthcare Services, Marketing of Health, Social Marketing	3
	Finance Management	
1	Basic Accounting Concepts	3
2	Meaning, Importance, Functions of finance Management	1
3	Working Capital Management and Capital Budgeting	2
4	Basic Cost Concepts	2
5	Various Types of Budgets	2
6	Ratio Analysis	2
7	Overview of Auditing	1
8	Admissions and Billing Procedures	2
	Total Hours	30

Learning Outcomes

At the end of this course students will be able to:

- Understand the Marketing Environment, Segmentation, Targeting, Positioning, and related Strategies.
- Understand the basics of Accounting, Finance, Costing and Auditing.
- Develop basic Skills to deal with the Marketing Strategies and its Implications.
- Understand financial statements, find ratios and prepare Budgets.

Teaching & Learning Methodology

- Lectures
- Role play
- Case Studies
- Class Participation

Books Recommended

1. **'Marketing Management: Analysis, Planning, Implementations and Control'**, Philip Kotler, Pearson Education, New Delhi, Latest Edition.
2. **'How to Market your Hospital?'**, G.D.Kunders, Prism Books Pvt Ltd, Bangalore
3. **'Financial Management'**, I M Pandey, Vikas Publication.
4. **'Financial Management, Theory & practice'**, Prasanna Chandra, TMH.
5. **'Financial Management'**, R P Rustogi, Taxmann.
6. **'Financial Management'**, G. Sudarsana Reddy, HPH

E-Resources

1. http://www.vutube.edu.pk/index.php?option=com_hwdvideoshare&Itemid=0&task=search
2. http://www.mindtools.com/public_search.php?format2=builtin-long&sort2=score&method2=and&words=marketing+management
3. http://education-portal.com/articles/List_of_Free_Online_Financial_Management_Courses.html
4. <http://www.openlearningworld.com/innerpages/Finance%20for%20managers.html>