

**SEMESTER IV**  
**PCBAP20 - INTERNATIONAL BUSINESS AND ETHICS**

Year/Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
II/IV	PCBAP20	International Business and Ethics	Theory	Core	6	3	100

**COURSE LEARNING OBJECTIVES**

1. To Develop Knowledge on Business Strategies and Culture in International Aspect and Familiarise the Learners with the International Trade and Business.
2. To acquire Skills on Foreign Direct Investments to implement in International Business.
3. To comprehend ethics in the work place.
4. To assist the students to know about emotional intelligence, IQ, Coping strategies, conflict resolution, effective communication.

**COURSE OUTCOMES**

The learners will be able to

**CO1:** Understand the emergence and needs of Globalization in Business and acquire the concepts of International Business theories and Strategies.

**CO2:** Study the requisites of FDI & Global Monetary System.

**CO3:** Understand the Culture Differences in Business.

**CO4:** Acquire the knowledge on Ethics in the workplace.

**CO5:** Analyze the Ethical issues and challenges.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	M	H
CO2	H	M	H	M	M	M
CO3	M	M	H	M	H	M
CO4	M	H	M	H	H	H
CO5	M	H	M	H	M	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	M	L	M	H
CO2	H	M	H	L	M	H
CO3	H	L	M	L	H	H
CO4	H	M	M	M	M	H
CO5	H	L	L	L	L	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit I: Introduction and Trade Theory (15 hours)**

- 1.1 Evolution of International Business, Nature of International Business (K1, K2, K3)
- 1.2 Emergence of Globalization, Managing Across Cultures - Strategies for Going International (K1, K2, K3)
- 1.3 International trade theory, Benefits of Foreign Trade, New Trade Theory (K1, K2, K3)
- 1.4 Globalization- Drivers & Restrainers of International Globalization (K1, K2, K3)
- 1.5 International Business, Types (K1, K2, K3)
- 1.6 Comparison between International and Domestic Business (K1, K2, K3)

**Unit II: Foreign Direct Investment (15 hours)**

- 2.1 Nature , Need , Theories of FDI (K1,K2, K3,K4)
- 2.2 Factors Influencing FDI. (K1, K2, K3, K4)
- 2.3 The Global Monetary System (K1,K2,K3,K4)
- 2.4 Foreign Exchange Market (K1,K2,K3,K4)
- 2.5 Functions of Foreign Exchange Market(K1,K2,K3,K4)
- 2.6 Major International Financial Markets. (K1,K2,K3,K4)

**Unit III: Differences in Culture (15 hours)**

- 3.1 Need , Cultural Predispositions (K1,K2,K3,K4)
- 3.2 Cultural Models (K1,K2,K3,K4)
- 3.3 Communicating Across Cultures (K1,K2,K3,K4)
- 3.4 Barriers to Effective Cross(K1,K2,K3,K4)
- 3.5 Cultural Communication (K1,K2,K3,K4)
- 3.6 Human Resource Practices in the National Context(K1,K2,K3,K4)

**Unit IV: Ethics in Workplace (15 hours)**

- 4.1 Business Ethics , Importance , Levels (K1,K2,K3,K4)
- 4.2 Myths , Law versus ethics , Legal versus moral business (K1,K2,K3,K4)
- 4.3 Rights and duties of employees (K1,K2,K3,K4)
- 4.4 Personnel policies , Trade unions (K1,K2,K3,K4)
- 4.5 Workplace ethics ,Health and Safety (K1,K2,K3,K4)
- 4.6 Conflict Discrimination , Sexual Harassment. (K1,K2,K3,K4)

**Unit V: Ethical Challenges (15 hours)**

- 5.1 Environmental Challenges (K1,K2,K3,K4)
- 5.2 Role of Government (K1,K2,K3,K4)
- 5.3 Challenges of cyber Act (K1,K2,K3,K4)
- 5.4 Challenges of Violence (K1,K2,K3,K4)
- 5.5 Business and Terrorism (K1,K2,K3,K4)
- 5.6 Multinational Challenges of Gender rights and Human rights. (K1,K2,K3,K4)

**Note:** Case Studies for all Units(K5.K6)

**Text Books:**

1. Francis Cherunilam., International Business: Text and Cases, 5<sup>th</sup> Edition, PHI Learning,2010.
2. K.Aswathappa, International Business, 6<sup>th</sup> Edition, McGraw Hill Education,2015

**Reference Books:**

1. Hill, C.W.L. and Jain, A.K., International Business: Competing in the Global Marketplace, 6th Edition, Tata McGraw-Hill Education,2008.
2. Ball, D., Geringer, M., Minor, M. and McNett, J., International Business: The Challenge of Global Competition, 11<sup>th</sup> Edition, Tata-McGraw-Hill Education,2009.

**Websites**

1. [www.globethics.net](http://www.globethics.net),
2. [www.mhhe.com/aswathappaib6e](http://www.mhhe.com/aswathappaib6e)

## SEMESTER – IV

### PEHCC20- ELECTIVE V C - HOSPITAL QUALITY MANAGEMENT AND LEGAL ASPECTS

Year/ Sem	Course Code	Title of the Course	Course Type	Course Category	H/W	Credits	Marks
II / IV	PEHCC20	Hospital Quality Management and Legal Aspects	Theory	Core Elective	6	3	100

#### OBJECTIVES

1. To understand the structure and overall functioning of various healthcare systems
2. To identify, differentiate and analyze the functions of clinical and non-clinical departments in the hospital
3. To recognize, interrelate, differentiate, evaluate quality standards for hospital and design the an appropriate quality system to comply with standards
4. To plan and develop effective systems for legal compliance in hospital
5. To develop, organize and implement various clinical and non-clinical services in the hospital

#### COURSE OUTCOMES

The learners will be able to

**CO1:** Understand and distinguish the role of management and healthcare indicators in the hospital

**CO2:** Understand, recognize and interrelate the functions of various clinical services in the hospital

**CO3:** Recognize and interrelate the functions of various non-clinical services in the hospital

**CO4:** Gain knowledge various aspects of quality in the hospital from the viewpoint of accreditation and certification

**CO5:** Understand the various legal requirements for hospitals and design effective methods to ensure legal compliance in the hospital.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	M
CO2	H	M	H	M	H	M
CO3	H	H	H	H	H	H
CO4	M	H	M	H	M	H
CO5	M	M	M	H	H	H

CO	PSO					
	1	2	3	4	5	6
CO1	H	L	H	L	M	L
CO2	H	H	L	L	M	L
CO3	H	H	L	L	M	L
CO4	M	H	M	M	L	L
CO5	H	M	M	H	M	H

**H-HIGH(3), M-MODERATE(2), L-LOW(1)**

**Unit 1: Quality Management & Safety****(15 hours)**

- 1.1 Principles of Quality Management (K1,K2,K3,K4)
- 1.2 Structure, Process and Outcome - Quality / Customer Service (K1,K2,K3,K4)
- 1.3 Quality Foundation, Tools and Techniques - Flow Chart Cause -Effect Diagram - Pareto Diagram  
Statistical Process Control - Healthcare Quality (K1,K2,K3,K4)
- 1.4 Business Process Reengineering & other relevant tools and techniques, Safety (K1,K2,K3,K4)
- 1.5 International Patient Safety Goals (IPSG) – Occupational Health (K1,K2,K3,K4)
- 1.6 Disaster management – Facility safety: Security - Fire hazards – Engineering Hazards – Radiological hazards. (K1,K2,K3,K4)

**Unit 2: Accreditation and Certification****(15 hours)**

- 2.1 ISO Certification - ISQua (K1,K2,K3,K4)
- 2.2 Accreditation – NABH - QCI - NABL – JCI (K1,K2,K3,K4)
- 2.3 Accreditation process – NABH Chapters (K1,K2,K3,K4)
- 2.4 Key Performance Indicators - Gap audit – Clinical audit (K1,K2,K3,K4)
- 2.5 Management audit – Audit process - Levels of accreditation (K1,K2,K3,K4)
- 2.6 Tools and methods used for quality assessment and sustainment for accreditation (K1,K2,K3,K4)

**Unit 3: Healthcare Laws****(15 hours)**

- 3.1 Clinical Establishments Act - Consumer Protection Act (K1,K2,K3,K4)
- 3.2 Medical Termination of Pregnancy Act- Prenatal Preconception Diagnostic Techniques Act (K1,K2,K3,K4)
- 3.3 Human Organ Transplantation Act – Pharmacy Act – Drugs and Cosmetics Act (K1,K2,K3,K4)
- 3.4 Biomedical Waste Management Handling Rules (K1,K2,K3,K4)
- 3.5 Registration of Births and Deaths Act (K1,K2,K3,K4)
- 3.6 Licenses/certificates to be maintained: lifts, boilers, pharmacies, biomedical waste disposal, blood bank, radiation related services, generator fuel etc. (K1,K2,K3,K4)

**Unit 4: Legal Aspects of Healthcare****(15 hours)**

- 4.1 Rights and responsibilities of patients (K1,K2,K3,K4)
- 4.2 Doctor patient contract - Law of torts(K1,K2,K3,K4)
- 4.3 Informed Consent – Confidentiality (K1,K2,K3,K4)
- 4.4 Medical Malpractice & Negligence (K1,K2,K3,K4)
- 4.5 Doctrines of jurisprudence in medical profession – Types of offences – Charge Sheet (K1,K2,K3,K4)
- 4.6 Evidence – Witness (K1,K2,K3,K4)

## Unit 5: Ethical Aspects of Healthcare

(15 hours)

- 5.1 Healthcare Ethics – Principles of Ethics (K1,K2,K3,K4)
- 5.2 Code of Conduct (K1,K2,K3,K4)
- 5.3 Irrational Drug Therapy (K1,K2,K3,K4)
- 5.4 Reproductive Medicine – Euthanasia (K1,K2,K3,K4)
- 5.5 Organ donation and transplantation – Alternative medicine (K1,K2,K3,K4)
- 5.6 Human experimentation - Technology (K1,K2,K3,K4)

**Note:** Case studies for all Units. (K5.K6)

### Text Books

1. Joseph, Juran's Quality Handbook: The Complete Guide to Performance Excellence, 7<sup>th</sup> Edition, 2016
2. Nash D.B., Joshi M.S., Ransom E.R. and Ransom S.B (eds). The Healthcare Quality Book. Health Administration Press. 2017

### Reference Books

1. National Accreditation Board for Hospitals and Healthcare Providers, NABH Accreditation Standards for Hospitals (5e), 2020
2. Francis C.M, Medical Ethics, Jaypee Publishers, 2007

### Websites

1. [www.ahaindia.org](http://www.ahaindia.org)
2. [apps.who.int](http://apps.who.int)

## INDEPENDENT ELECTIVES

### INDEPENDENT ELECTIVE PAPER - 1

#### PIBAA20 - MANAGEMENT CONCEPTS IN THIRUKKURAL

Year/ Sem	Course Code	Title of the Course	Course type	Course Category	H/W	Credits	Marks
I / I	PIBAA20	Management Concepts in Thirukkural	Theory	Independent Elective	-	2	100

#### OBJECTIVES

1. To Furnish and Prepare the Learners to expose the students of Management Studies to learn Business Ethics from related Thirukkural Verses
2. To Familiarize the Learners with the Essentials of Goal Setting and Investment Decision through Thirukkural
3. To Imbibe the Wards on Executing Decision Making Process and Leadership
4. To inhibit knowledge on Social Responsibility and Stress Management
5. To Generate Awareness on Personnel Selection and their welfares

#### COURSE OUTCOMES

The learners will be able to

CO1: Acquire Knowledge on Verses of Thirukkural in Business Ethics

CO2: Understand the formation and need for Decision Making Process and Leadership

CO3: Study the requisites of Goal Setting and Capital Investment Decision

CO4: Understand the Concepts and Scope of Social Responsibility and Stress Management

CO5: Acquire knowledge on Personnel Selection and Welfare.

CO	PO					
	1	2	3	4	5	6
CO1	H	M	M	H	H	M
CO2	M	M	M	M	H	M
CO3	H	M	H	H	M	M
CO4	H	H	H	M	M	H
CO5	H	H	H	H	H	M

CO	PSO					
	1	2	3	4	5	6
CO1	H	M	H	M	H	H
CO2	H	H	M	H	H	H
CO3	H	H	H	M	H	H
CO4	H	H	H	H	H	H
CO5	H	H	H	M	H	H

H- HIGH(3), M-MODERATE(2), L-LOW(1)

## **Unit I - Business Ethics in Thirukkural**

- 1.1 Business Ethics – Definition (K1, K2)
- 1.2 Concept (K1, K2)
- 1.3 Principles (K1, K2, K3)
- 1.4 Ethical Challenges for Business (K1, K2, K3)
- 1.5 Adapting to Changing Environment in Verse 474, 426 and verse 140 (K1, K2, K3)
- 1.6 Learning the Intricacies of Different Tasks in Verse 462 and 677 (K1, K2, K3, K4)

## **Unit II - Decision Making and Leadership in Thirukkural**

- 2.1 Decision Making (K1, K2)
- 2.2 Principles in Decision Making – Verse 948, 472, 467, 663 (K1, K2)
- 2.3 Techniques for Improving Decision Making (K1, K2, K3)
- 2.4 Leadership in Verse 436, 770, and 994. (K1, K2, K3)
- 2.5 Features (K1, K2, K3)
- 2.6 Theories (K1, K2, K3, K4)

## **Unit III - Goal Setting and Investment Decision in Thirukkural**

- 3.1 Goal Setting, Definition (K1, K2)
- 3.2 Guidelines (K1, K2)
- 3.3 Benefits (K1, K2)
- 3.4 Planning Verse 468 (K1, K2, K3)
- 3.5 Types of Plans (K1, K2, K3)
- 3.6 Capital Investment Decision Verse 471, 461 and 478 (K1, K2, K3, K4)

## **Unit IV - Social Responsibility and Stress Management in Thirukkural**

- 4.1 Social Responsibility of Business (K1, K2)
- 4.2 Types (K1, K2)
- 4.3 Examples of Corporate Social Responsibility (K1, K2, K3)
- 4.4 Stress Management (K1, K2, K3)
- 4.5 Ways to Reduce Stress (K1, K2, K3)
- 4.6 Stress Management according to Thiruvalluvar (K1, K2, K3, K4)

## **Unit V - Staffing in Thirukkural**

- 5.1 Selection and Employment Verse 515 (K1, K2)
- 5.2 Importance & Methods of Selection (K1, K2, K3)
- 5.3 Personnel Welfare in Verse 520 (K1, K2, K3)
- 5.4 Staffing in Verse 517 (K1, K2)
- 5.5 Nature of Staffing (K1, K2)
- 5.6 Importance of Staffing (K1, K2, K3)



**Note:** Case Studies for all Units. (K5.K6)

**Text Books:**

1. K.Nagarajan - Management Thoughts in Thirukkural,, ANMOL Publications PVT Ltd 4374/4B Ansari Road, New Delhi 110 002, 2011.

**Reference Books:**

1. SM.Veerappan and T.Srinivasan - Management MANTRAS from Thirukkural — Vikash Publishing House Pvt Ltd, Jangpura – NewDelhi 110 014,2002

**Websites**

1. [www.coursera.org](http://www.coursera.org)