



UIAMS

University Institute of Applied
Management Sciences



PANJAB UNIVERSITY
No. 1 University in India

M.B.A. HOSPITAL MANAGEMENT 2014-16

www.uiams.puchd.ac.in



MBA - HOSPITAL MANAGEMENT



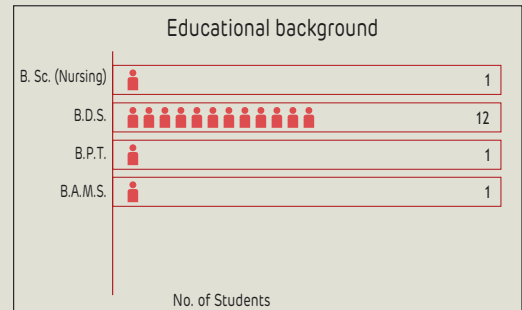
"A Hospital is no place to be sick."

Hospitals serve an important function in India's healthcare system. They provide in-patient and out-patient services and also support the training of health workers and research. Indian hospitals can be broadly classified as public hospitals, private and not-for-profit hospitals. Corporate hospital chains that provide healthcare services in large towns and cities have also been established. The hospital services market represents one of the most lucrative segments of the Indian healthcare industry. The great Indian middle class with their increasing buying power are the real impetus to the burgeoning health market. The current outlook for the hospital services is positive. Technological innovations in service delivery, increased affordability, improved service quality and supportive government policy initiatives are some of the factors that are likely to impact growth of the sector. This is a significant opportunities that exist for service providers. Moreover, the future of healthcare is not restricted to the large domestic market alone. Emerging trend of medical tourism indicates the possibility of Indian healthcare services opening to the whole world.

Our population growth is touching 2% and it is estimated that by 2030 India will surpass China as the most populous country on the planet besides the fact that by 2025 an estimated 189 million people in this country will be more than 60yrs of age needing higher healthcare spends.

The hospital services industry is expected to be worth US\$ 81.2 billion by 2015. The Indian hospital services sector generated revenue of over US\$ 45 billion in 2012. This revenue is expected to increase at a compound annual growth rate (CAGR) of 20 per cent during 2012-2017.

The increase in health expenditure in the 2013-14 Union Budget is 49 per cent over the revised estimates for the financial year 2012-13 and 32 per cent over the Budget estimates for FY13. To tap the growing demand of the Indian health care industry, the course offered will provide help in developing a core understanding of business fundamentals, real-world management techniques, ethics and leadership. It offers numerous career options such as healthcare information technology, state government health projects, WHO, UNICEF, PSU and government hospitals, healthcare quality management and many more.



Eligibility Criterion for admission

- MBBS/ BDS/ BAMS/ BHMS/ BPharmacy/ BSc (Nursing) of Panjab University or a degree of any other University, which has been recognized by the Syndicate as equivalent thereto with not less than 50% marks in the aggregate.
- Master's Degree in any Basic Medical Science Subject (Microbiology, Biochemistry, Biophysics) with 50% marks in the aggregate.

COURSE STRUCTURE



SEMESTER 1

- Principles and Practices of Management
- Managerial Economics
- Accounting for Management
- Business Statistics
- Organizational Behaviour
- Legal and Ethical Aspects of Business
- Workshop on Information Technology and Systems
- Workshop on Soft Skills

SEMESTER 2

- Business Environment
- Financial Management
- Principles of Marketing
- Human Resource Management
- Workshop on Management Information Systems
- Seminar on Research Methodology
- Sectoral 1 - Introduction To Epidemiology And Bio-Statistics
- Sectoral 2 - Community Health And Management Of National Health Programmes
- Summer Training & Viva-Voce
- Comprehensive Viva-Voce

SEMESTER 3

- Project Planning and Analysis
- Sectoral 3 - Hospital Planning And Organisation
- Sectoral 4 - Management Of Clinical And Super Specialty Services In Hospitals
- Sectoral 5 - Management Of Support Services In Hospitals
- Specialization subject – I
- Specialization subject – II
- Specialization subject – III
- Specialization subject – IV

SEMESTER 4

- Strategic Management
- Seminar on Corporate Governance
- Workshop on Developing Entrepreneurial Skills
- Operations Research & Total Quality Management
- Research Project
- Comprehensive Viva-Voce
- Sectoral 6 - Health And Hospital Information Management
- Sectoral 7 - Health Insurance
- Sectoral 8 - Legal Aspects Of Hospital Management
- Specialization subject – I
- Specialization subject – II

FUNCTIONAL SPECIALIZATION GROUPS



MARKETING

SEMESTER III

1. Market Research & Consumer Behaviour For Health Services
2. Advertising & Sales Management Of Health Services
3. International Marketing Of Health Services
4. Internet Marketing Of Health Services

SEMESTER IV

1. Industrial & Rural Marketing Of Health Services
2. Integrated Marketing Communications Of Health Services

FINANCE

SEMESTER III

1. Investment Analysis For Health Care Industry
2. Strategic Cost Management
3. Financial Engineering
4. Mergers, Acquisitions & Corporate Restructuring In Health Care Industry

SEMESTER IV

1. International Financial Management
2. Management of Financial Services

HUMAN RESOURCE MANAGEMENT

SEMESTER III

1. International Human Resource Management
2. Organizational Development & Its Applicability In Health Care Industry
3. Labour Laws
4. Performance Management

SEMESTER IV

1. Industrial Relations & Labour Welfare
2. Training & Development In Health Care Industry

OPERATIONS MANAGEMENT

SEMESTER III

1. Supply Chain Management In Hospitals
2. Business Process Re-engineering & Its Applications In Health Care Industry
3. Advanced Production Management
4. Management Of Technology & Innovation In Health Care Industry

SEMESTER IV

1. Enterprise Resource Planning In Health Services.
2. Productivity Management of Health Services.

STUDENT PROFILE



Abhinav Dhiman

B.D.S.
OPERATIONS

MAX SUPERSPECIALITY HOSPITAL
Management of Biomedical Waste.



Aman Chauhan

B.D.S.
OPERATIONS

MAX SUPERSPECIALITY HOSPITAL
Architecture of MAX Hospital
& Patient Satisfaction



Amanpreet Kaur

B.Sc. (Nursing)
OPERATIONS

FORTIS HOSPITAL
Reducing waiting time in OPD



Bippan Deep Kaur

B.D.S.
MARKETING

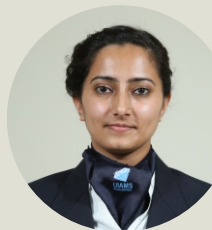
MAX SUPERSPECIALITY HOSPITAL
A study on DVT Prophylaxis



Ekta Khanna

B.D.S.
OPERATIONS

MAX SUPERSPECIALITY HOSPITAL
Increase and decrease of Total
Leucocytes count in Infection



Isha Dutt Sharma

B.D.S.
OPERATIONS

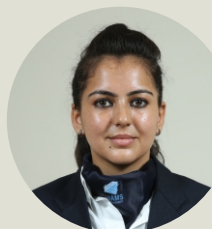
I.G.M.C. Hospital, Shimla
Management of investigations



Ishita

B.D.S.
OPERATIONS

FORTIS HOSPITAL
Improvement in gross margin of
a 344 bedded hospital leading to
operational efficiency and thus
increasing ebitda



Kalpana Sharma

B.D.S.
HUMAN RESOURCE

FORTIS HOSPITAL
Training Need Identification

MBA - HOSPITAL MANAGEMENT



Priyanka Sabherwal

B.D.S.
OPERATIONS

G.M.C.H . 32
Hospital overcrowding and
reservation of patient attendant
to stay at proper earmarked places



Rashmi Nasra

B.P.T.
OPERATIONS

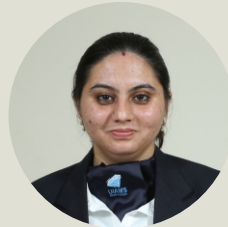
MAX SUPERSPECIALITY HOSPITAL
Infection Control Bundles
Work Exp. : - 6 years in Punjab
Govt Health Centres/Private
Hospitals.



Savinder Pal Kaur

B.A.M.S.
Operations

DR. HARVANSI SINGH JUDGE
INSTITUTE OF DENTAL SCIENCES
& HOSPITAL
Biomedical Waste Management:
A Study of Knowledge, Attitude and
Practice Among Health Care Workers



Shweta Raghuvanshi

B.D.S.
OPERATIONS

G.M.C.H. 32
Knowledge and awareness
about breastfeeding in
primi mothers



Shivani Koul

B.D.S.
OPERATIONS

MAX SUPERSPECIALITY HOSPITAL
Infection control on hand hygiene



Vidhi Bhugra

B.D.S.
OPERATIONS

MAX HOSPITAL
ER managment



Yamini Thakur

B.D.S.
OPERATIONS

I.G.M.C. Hospital Shimla
Gap analysis of emergency OPD



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Contact:

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