M.B.A.
HOSPITAL
MANAGEMENT

UIAMS
University Institute of Applied Management Sciences

2015-17

www.uiams.puchd.ac.in
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.
"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.

According the Ministry of Planning, Development and Management, the Healthcare and Education areas have higher budgets than those recorded this year. In the case of Healthcare, the 2017 Annual Budget Bill (PLOA) just delivered to Congress foresees expenditures of R$ 110.2 billion - an amount 7.20% higher than that of 2016 and 6.06% higher than the minimum amount the government is required by law to allocate to the area.

Healthcare industry is growing at a tremendous pace owing to its strengthening coverage, services and increasing expenditure by public as well private players. Per capita healthcare expenditure is estimated at a CAGR of 5 per cent during FY 2008–15 to US$ 68.6 billion by 2015.

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### Educational background

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<td>3</td>
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<td>B. Pharma</td>
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### Work Experience

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<td>Freshers</td>
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STUDENT PROFILE

ADITI SONI
B.D.S
Human Resource
Summer Training (Company/Project)
PGIMER, Chandigarh
Job satisfaction and quality of Work Life among receptionist and staff Members of medical record department at PGIMER, Chandigarh

ALISHA SHARMA
B.D.S
Operations
Summer Training (Company/Project)
NHM, Chandigarh
Intensified Diarrhoea Control Fortnight in Chandigarh (U.T.)
Work Exp.: 20 Months in LOHIA MISSION CHARITABLE HOSPITAL

GURPREET KAUR
B.Sc. (Nursing)
Operations
Summer Training (Company/Project)
SGRD Institute of Medical Sciences and Research, Amritsar
Basic Safety Measures in Radiology
Work Exp.: 6.5 Yrs in (i) CI International College of Nursing, Tarn Taran
(ii) SGRD Nursing College, Amritsar

HITESH SHARMA
B.Pharmacy
Operations
Summer Training (Company/Project)
FORTIS HOSPITAL, Mohali
To reduce the waiting time in endocrinology department at Fortis Hospital, Mohali

KAMINI SHARMA
B.Pharmacy
Operations
Summer Training (Company/Project)
PGIMER, Chandigarh
A surveillance on needle stick injury amongst the staff nurses in a 300 bedded advanced paediatric centre at PGIMER

KULWARndeep
B.A.M.S
Operations
Summer Training (Company/Project)
PGIMER, Chandigarh
A study to evaluate the vaccination status of sanitation workers handling biomedical waste at PGIMER, Chandigarh
Work Exp.: 20 Months

NITI BHUGRA
B.D.S
Operations
Summer Training (Company/Project)
FORTIS HOSPITAL, Mohali
To implement the effective communication among doctors in a tertiary care hospital: ISBAR Handover Tool

PRERNA KALIA
B.Sc. (Nursing)
Operations
Summer Training (Company/Project)
PGIMER, Chandigarh
To study and observe geriatric friendly services in hospital and to determine the response and satisfaction of patients towards it in PGIMER, Chandigarh
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Training-cum-Placement Officer
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