



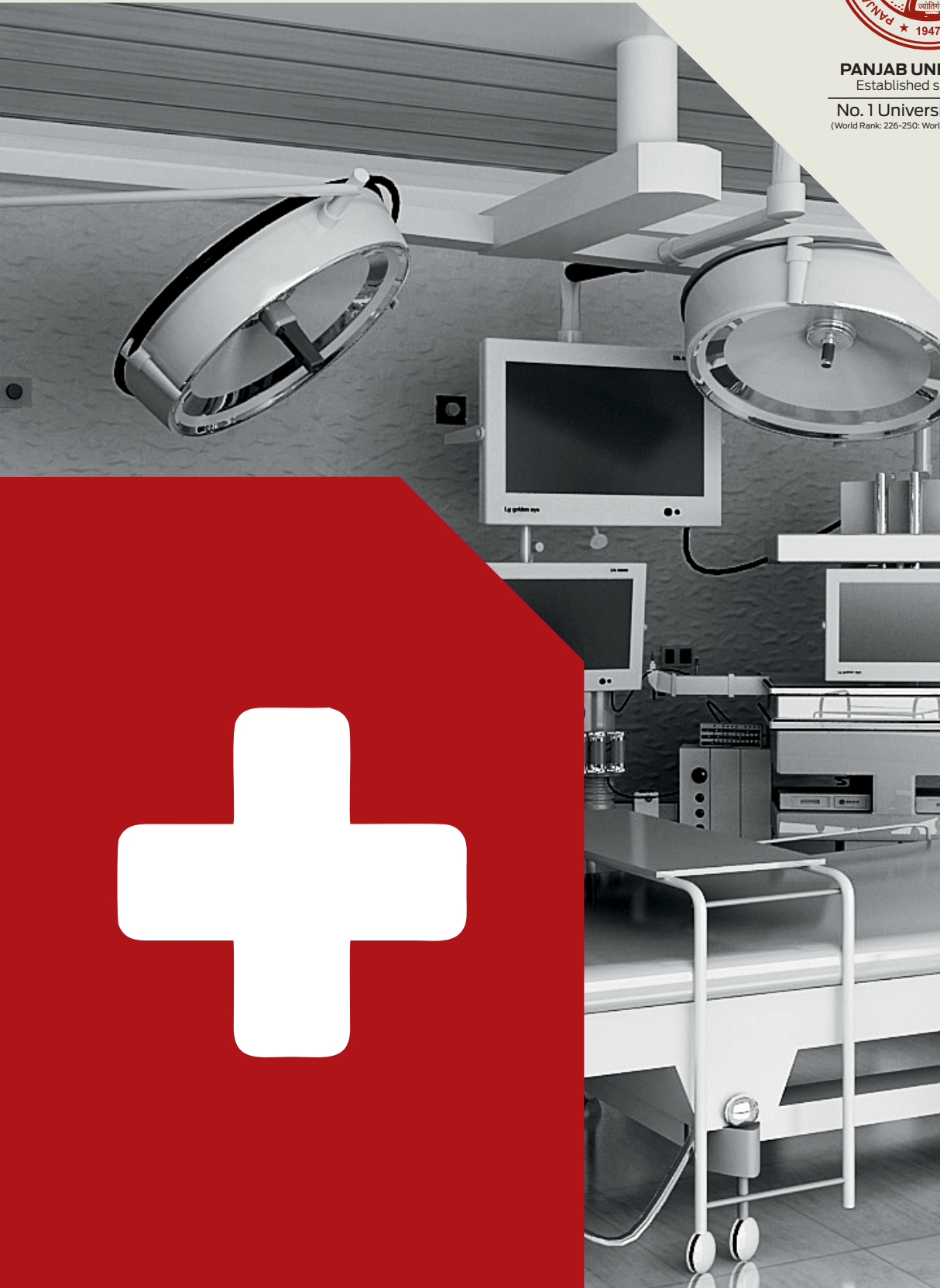
UIAMS

University Institute of Applied
Management Sciences



PANJAB UNIVERSITY
Established since 1882

No. 1 University in India
(World Rank: 226-250: World University Rankings)



MBA - HOSPITAL MANAGEMENT



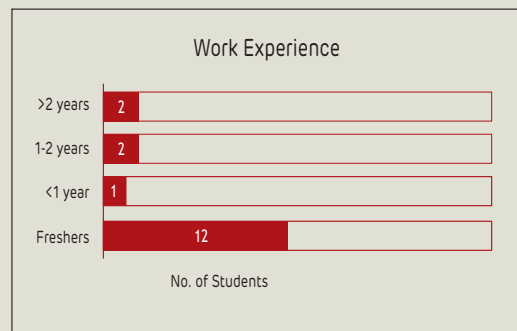
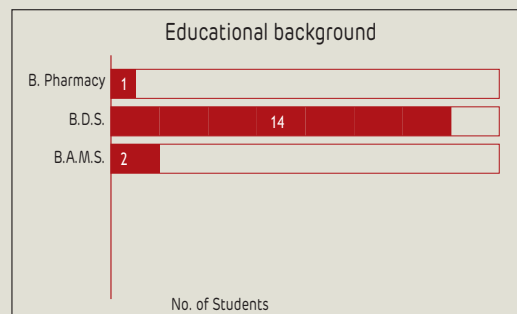
"A Hospital is no place to be sick."

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 I

- 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 II

- 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 III

- 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 IV

- 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.

mba - hospital management



Ankita Dadwal

B.PHARMACY

Specialization: Human Resources

FORTIS HOSPITAL
Work Stress of Employees in Fortis
Work Exp.: 10 months -
Medical Research Executive



Ankurit Kaur

BAMS

Specialization: Human Resources

GMCH-32, CHANDIGARH.
Assessment of Existing Knowledge,
Attitude and Practices Regarding
Biomedical Waste Management
Among The Healthcare Workers
in Emergency Areas of GMCH-32



Canny

B.D.S

Specialization: Operations

GMCH-32, CHANDIGARH.
To assess the knowledge & attitude
on prevention of Mother-To-Child
Transmission of HIV/AIDS among
pregnant women attending OPD of OBG
Deptt. in a multispeciality hospital.



Divya Khandelwal

BAMS

Specialization: Operations

DR. H S J I D S & HOSPITAL
A Study of Supply Chain
Management Practices In A
Speciality Dental Institute.



Esha Gupta

BDS

Functional Specialization
Operations

ALCHEMIST HOSPITAL, PANCHKULA
Study of Quality Indicators In
Emergency



Gagandeep Kaur Mavi

B.D.S

Specialization: Operations

MAX SUPER SPECIALITY
HOSPITAL
Preparation and Assessment of
Max Super Speciality Hospital
for NBE Accreditation
Work Exp.: 1 year-Associate
Dentist



Husandeep Kaur Brar

B.D.S

Specialization: Operations

STATE AIDS CONTROL SOCIETY, CHD
Assessment of Knowledge about
Infection, Transmission & Prevention of
HIV/Aids among the residents of
Dainik Bhaskar Colony



Japneet Sachdeva

B.D.S

Specialization: Operations

MAX SUPER SPECIALITY
HOSPITAL
Max Way of Patient Satisfaction
and Patient Assessment in IPD



Jatinder Kaur

B.D.S

Specialization: Operations

STATE AIDS CONTROL SOCIETY,
CHANDIGARH
Assessment Of HIV/AIDS awareness
levels among the low socio-economic
class and general public.



Mithila Gupta

B.D.S

Specialization: Marketing

GMCH-32, CHANDIGARH.
To Study The Implication of
Tobacco Control Program At
Gmch-32



Preetkiran Kaur

B.D.S

Specialization: Operations

DR. H S J I D S & HOSPITAL
Evaluation of Patient,
Expectations and Satisfaction
Levels At Dr. H S J I D S & Hospital
Work Exp. : 2 years, 8 months
as Dental surgeon



Ramandeep Kular

B.D.S

Specialization: Operations

MAX SUPER SPECIALITY
HOSPITAL MOHALI
Improvement In Discharge
Summaries
Work Exp.: 4 years - Dentist



Richa Dewan

BDS

Specialization: Operations

FORTIS HOSPITAL
Identification & Prevention of
Medication error related to
prescription.



Rishu Arora

B.D.S

Specialization: Operations

ACE HEART AND VASCULAR
INSTITUTE, MOHALI
Bio-medical Waste
Management



Rowina Hans

B.D.S

Specialization: Operations

MEDANTA - THE MEDICITY
Corporate Social Responsibility:
Benefits In Disguise



Samarpan Kaur Bhullar

B.D.S

Specialization: Operations

STATE AIDS CONTROL SOCIETY,
CHD.
To study the level of awareness of
the residents of Indra colony
Manimajra about the AIDS and STD

mba - hospital management



Vipul Sharma

B.D.S

Specialization: Human Resources

GMCH-32, CHANDIGARH.

Assessment of Existing Knowledge,
Attitude and Practices Regarding
Hospital Acquired Infection Among

Staff Workers In Emergency Areas In GMCH-32

Work Exp.: 18 months- Dentist / Coding Executive

Contact:

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Management Sciences



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