

HOSPITAL MANAGEMENT



UIAMS

University Institute of Applied
Management Sciences



Hospital Management is a new concept in the management stream. Gone are the days when a senior doctor was generally responsible for the role of a hospital manager. But in today's era of specialization, the term hospital has undergone sea changes and many categories related to medical sciences and hospitals have been revamped completely. Now we have ordinary hospitals, speciality hospitals, corporate hospitals and even super speciality hospitals depending upon the kinds of services they render to the public and the number of people they cater to, on an average.

The MBA program in Hospital Management at the UIAMS provides a well structured curriculum with multi domain specialisation in the sectoral as well as the functional areas like Finance, HR, Marketing and Operations. The course emphasizes the students to focus on the quality of health care and patient satisfaction. The students are enriched with the ability to handle public and pressure, ability of handling deadlines, brilliant communication skills and leadership skills.

The Hospital Management program includes theoretical and practical approaches, in a way to incorporate best practices at the national as well as international level. The faculty members embark the students with skills and expertise in order to mould them into hospital and health care managers. In a nutshell, the course encourages the students to evolve into a unique mass of expert administrators and practitioners.

MBA - HOSPITAL MANAGEMENT

EDUCATIONAL BACKGROUND

B.H.M.S.

NO. OF STUDENTS : 1



B. SC, NURSING

NO. OF STUDENTS : 1

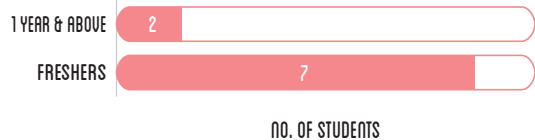


BACHELOR OF DENTAL SURGERY

NO. OF STUDENTS : 7



WORK EXPERIENCE



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 there to 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 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 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 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 3

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 4

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

FINANCE

SEMESTER 3

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

SEMESTER 4

1. International Financial Management
2. Management of Financial Services

HUMAN RESOURCE

SEMESTER 3

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

SEMESTER 4

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

OPERATIONS MANAGEMENT

SEMESTER 3

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 4

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



STUDENT PROFILE



ANJALI

BACHELOR OF SCIENCE (NURSING)

SPECIALIZATION- Operations Management

SUMMER INTERNSHIP PROJECT-
Assessment of knowledge and practices of health care workers towards infection control protocols in GMSH.

COMPANY- GMSH Sector 16



ANMOL HIRA

BACHELOR OF DENTAL SURGERY

SPECIALIZATION- Operations Management

SUMMER INTERNSHIP PROJECT-
A study to assess the cost of commercially available sterile water versus water being autoclaved in cssd used in ventilators

COMPANY- PGIMER



NIVEDITA SINGH

BACHELOR OF DENTAL SURGERY

SPECIALIZATION- Operations Management

SUMMER INTERNSHIP PROJECT-
To study sterilization efficacy in central sterile supply Department at a Tertiary Care Hospital

COMPANY- PGIMER



PALLAVI SHARMA

BACHELOR OF DENTAL SURGERY

SPECIALIZATION- Operations Management

SUMMER INTERNSHIP PROJECT-
Analysis of Perceived Stress Among Doctors In Government Multispecialty Hospital.

COMPANY- GMSH Sector 16

WORK EXP.-
2 yrs. in a Charitable Hospital
as a volunteer Dentist



PINAZ PATHAN

BACHELOR OF DENTAL SURGERY

SPECIALIZATION- Operations Management

SUMMER INTERNSHIP PROJECT-
Awareness of Bio-medical Waste Management in GMSH-16

COMPANY- GMSH Sector 16

WORK EXP.-
1 yr. & 4 months as a Dentist



REEDIMA KUKREJA

BACHELOR OF DENTAL SURGERY

SPECIALIZATION- Operations Management

SUMMER INTERNSHIP PROJECT-
Patient Satisfaction Regarding The OPD Services Provided In Government Multi-specialty Hospital

COMPANY- GMSH Sector 16



STUDENT PROFILE



SARBPREET SINGH
BHMS

SPECIALIZATION- Operations Management

SUMMER INTERNSHIP PROJECT-
Biomedical Waste Management

COMPANY- ACE Heart and Vascular Institute



SHIVANGINI SINGH
BACHELOR OF DENTAL SURGERY

SPECIALIZATION- Operations Management

SUMMER INTERNSHIP PROJECT-
Assessment of knowledge and perception
of the voluntary blood donors in volunteers
reporting to Blood Bank of GMSH Sector 16

COMPANY- GMSH Sector 16



YASHPREET KAUR
BACHELOR OF DENTAL SURGERY

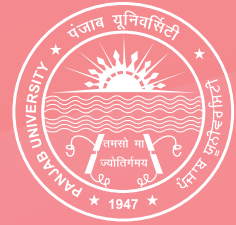
SPECIALIZATION- Operations Management

SUMMER INTERNSHIP PROJECT-
Study on Implementation of Surgical Safety Checklist

COMPANY- Max Super Speciality Hospital



HOSPITAL MANAGEMENT



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UIAMS

University Institute of Applied
Management Sciences