



**PRISM** SCHOOL OF BUSINESS  
& ENTREPRENEURSHIP

## HEALTHCARE/HOSPITAL MANAGEMENT

**Prism School of Business & Entrepreneurship (PSBE) in association with leading healthcare specialists conducts 2-year full time Post Graduate Diploma in Management (PGDM) in Healthcare and Hospital management.**

PSBE has realized the need to build an interface between Academia & Industry, and joined hands to produce quality healthcare professionals in the healthcare field. The training methodology will provide integrated inputs which will help to develop high degree of conceptual skills, analytical skills and quality technical knowledge base among aspirants and prepare them for managing the healthcare domains.

### Program Overview

The healthcare industry is continually growing and evolving. Our PGDM in Healthcare Management degree program is designed to provide budding healthcare professionals with specialized business training in healthcare management, health services, clinical information systems management, global healthcare management, and health services administration.

### Program Objective

Until recently doctors without any professional management training were supervising and governing the hospitals. It was increasingly felt that the management of hospitals and other healthcare institutions should be left to the care of professional managers specially trained for the job. The government too is veering round to the view that public hospitals also need to be run professionally and for that reason professional courses in hospital management is getting very popular. However, there is a wide gap between supply and demand for trained healthcare managers/administrators to work for hospitals, pharmaceutical companies, health insurance and third party administrators and other healthcare providing organizations. Hence the essential requirement for an MBA Healthcare Management has been perceived.

- To prepare dynamic, young, creative and highly qualified managers and administrators for efficient management of Hospitals and Healthcare organizations by applying modern management techniques

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**City Office:**  
128, New Civic Centre,  
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- To impart necessary knowledge and skills with practical orientation and help formulate strategies for more efficient management of super-specialty hospitals, specially in highly competitive corporate and private sector
- To provide knowledge, vocabulary and advanced skills, concerning all areas of the healthcare delivery system to make administrators proficient, under any situation and to inculcate creativity in them.
- To impart to students theoretical background of those academic disciplines which are related to the field of management in general and those specific to hospitals and Healthcare organizations
- To develop leadership skills through understanding of organizational and community problems, human psychology and global trends.
- To inculcate a strong desire for learning and an urge for research, in field of management, through involvement in actual operation of Hospital and healthcare administration and in research methodology.

## Program Structure

The course curriculum is spread over six terms, In each of the first three terms, 10 weeks will be dedicated to theory classes and hands on practical training, one week for examinations and one week for evaluation and result preparation. The focus in these first three terms will be on subjects of general management. In the next three terms, the focus will be on specialized subjects related to the healthcare and hospital management sector. The comprehensive program planned for PGDM Healthcare & Hospital Management would strengthen the functional skills and deepen the understanding of multidimensional Healthcare organizations and cover wide range of subjects pertaining to Business Administration & Healthcare

## Term I

Managerial Economics

Business Communication - I

Organisational Behaviour – I

Managerial Accounting – I

Managerial Statistics

Marketing Management - I

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## **Term II**

Business Ethics

Financial Management – I

Business Communication - II

Organisational Behaviour – II

Managerial Accounting – II

Marketing Management - II

## **Term III**

Operation Management

Financial Management – II

Strategic Management

Enterprise Resource Planning (ERP)

Management Information System (MIS)

Human Resource Management

## **Summer Internship**

All the PGDM students will undergo 10 weeks of summer internship with one of the leading hospital / healthcare organization. During the internship, students get an opportunity to see the practical application of the concepts and theories they have learned in first year. Students also work and understand the sectoral knowledge, where they are going to specialize in the next year.

Term IV – Six subjects shall be selected from the specialization

Term V - Six subjects shall be selected from the specialization

Term VI - Six subjects shall be selected from the specialization

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## Second Year Specialization

- Principles of Health Service Management
- Organization and Administration of Clinical and Super Specialty Services
- Healthcare Marketing Management
- Health Economics
- Human Biology
- Introduction to Epidemiology & Biostatistics
- Health Policy and Healthcare Services Delivery
- Hospital Planning
- Materials and Equipment Management
- Hospital Management Information Systems (HMIS)
- Legal Framework in Healthcare
- Quality Assurance for Healthcare / Hospital
- Health Insurance and Managed Care
- NGO Management
- Disaster Management / Infection Control
- Emerging Domains in Healthcare
- Clinical Support & Utility services
- Clinical, Pharmacy
- Healthcare Programs. & Health Policy Administration
- Material Management & Inventory Control Systems
- Medical Tourism
- Essentials of Healthcare Administration
- Planning & Designing of Healthcare Facilities
- Hospital Operation & Equipment Management
- Customer Centric Organization
- HR in Hospitals

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