

MBA Healthcare Management



**Post Graduate
Degree**

**2 Years
6 Trimesters
12 Weeks Each**

**Internship in
Healthcare
Institutions
in Trimester 6**

Gain the Skills to Manage, Lead & Excel in
Healthcare Informatics, Healthcare Analytics,
Healthcare Service Delivery, Public Health,
Medical Tourism Initiatives, Health Insurance & lots more

BIG POTENTIAL

- The Healthcare Industry consists of hospitals, policy research, healthcare informatics, healthcare analytics, healthcare service delivery, tele-medicine, medical tourism, health insurance, health-tech startups and medical equipment manufacturers.
- The Indian Healthcare market is expected to reach \$372 Bn by 2022 at a CAGR of 39%
- The digital healthcare market in India is estimated to reach INR 485.43 Bn by 2024, expanding at a CAGR of 27.41% during the 2019-2024 period
- The Telemedicine market is the maximum potential e-Health segment in India, which is expected to touch \$5.4 Bn by 2025, growing at a CAGR of 31%
- The National Health Protection Scheme, Ayushman Bharat highlighted that over 100,000 jobs are expected to be created.
- The Indian Medical Tourism market is expected to grow over 100% - from \$3 bn to \$7-8 bn.
- The diagnostics industry in India is currently valued at \$4 bn. The share of the organized sector is almost 25% in this segment (15% in labs and 10% in radiology).

HUGE DEMAND

It's imperative to develop a trained workforce with specialized management capacity and a strategic mind-set to improve the customer value proposition, manage finance, and make effective decisions from the provider and patient perspective.

PROGRAM OBJECTIVES

- Develop business leaders having capability to design and manage an effective healthcare delivery system
- Provide framework and fundamentals in healthcare entrepreneurship
- Create and manage a patient-centric organization
- Equip participants with relevant skills and knowledge to help them overcome leadership and management issues in health care organizations
- Handling health care organizations' financing and financial decisions in the changing health care landscape
- Managing challenges of health care costs, quality, and access
- Business applications of cutting edge technology and analytical tools for building and managing future ready health systems

KEY BUILDING BLOCKS

- Strategic Orientation
(Integration and Synthesis Capabilities)
- Functional Knowledge and Decision Tools
(Business Acumen)
- People Orientation (soft skills)
- Technology centric analytical mindset
(data analytics and technology tools for decision making)
- Public Health Policy awareness
- Skills to build customer centric & accountable healthcare systems



PEDAGOGY

The course will be taught through a multi-disciplinary approach with a combination of lectures, case studies, simulation, and interactions by executives and industry experts delivered in synchronous and asynchronous mode. Participants will learn analytical frameworks, concepts, tools, and skills necessary for leading and managing organizational learning, quality improvement, innovation, and overall performance in healthcare organizations.

Trimester 1

- Orientation
- Introduction to Indian and Global Health Care Systems
- Statistical Reasoning In Healthcare and Public Health
- Fundamentals of Financial / Management Accounting
- Health Economics Fundamentals
- Healthcare Operations Management
- Legal and Ethical Issues in Health Services Management

Trimester 3

- Public Health and Policy Issues
- Human Resources in Health Organizations
- Hospital Administration Fundamentals
- Introduction to Healthcare Quality and Patient Safety: A Management Perspective
- Business Analytics for Decision making
- Strategy formulation and Execution

Trimester 4

- Healthcare Analytics
- Research Methods in Healthcare
- Technology and Healthcare delivery / New Business Models
- Venturing in Healthcare Business
- Project Management
- Process Excellence in Healthcare Organisations
- Healthcare consulting Practicum (Seminar based Course)

Trimester 6

12-16 week Internship health care centric institutions. & Dissertation

YEAR 1

Trimester 2

- Leading People and Organisations in Service Business
- Applied Methods for Optimizing Performance in Health Care Organizations
- Financial Management Fundamentals
- Marketing Fundamentals for Healthcare Services
- Technology application in Healthcare Organisations / Healthcare Informatics
- Operations Management for Healthcare systems

4-6 weeks Research Intensive Course of Independent study during summer term (3 credit equivalent)

YEAR 2

Trimester 5

- Capstone Simulation
- Applied and behavioural economics for healthcare
- Digital Technologies and Health management systems
- Governance and sustainability issues in health care
- Medical tourism
- Healthcare Entrepreneurship and Emerging Models
- Health Insurance
- Healthcare systems supply chain management
- Healthcare Service Excellence

HEALTHCARE PROFESSIONAL

ELIGIBILITY

- i. Candidates holding a Medical degree - MBBS / BDS / BPT / BHMS / BAMS / BUMS / BYNS or a degree in Pharmacy, Medical Technology, Biotechnology, Bio-Medical, Food Nutrition and Dietetics, Pharmaceutical Chemistry and Technology, Pharmaceutical and Fine Chemicals Technology, Microbiology, Bioengineering with at least 50% aggregate marks. Candidates who have appeared for their final year degree examination can also apply & graduation (Qualifying) examination should have been conducted before the course commencement date.
- ii. Doctors, Dentists, and other Medical professionals who have worked in Public / Private / Non-profit hospitals who are involved in the management and administration of the healthcare services
- iii. Medical professionals who are running their own businesses and want to enhance their management skills so as to deliver superior service and improve the top line and the bottom line
- iv. Para-Medical professionals who have worked in the healthcare industry and looking to upgrade their skills and thereby accelerate their career growth
- v. Non-medical graduates who have worked in the healthcare industry and looking to upgrade their skills and thereby, accelerate their career growth can also apply. A minimum of 2 years of healthcare sector experience is required for these candidates

APPLICATION & SELECTION PROCESS

- Online registration at nmims.edu
- Before filling the online form, please read all the instructions carefully mentioned in the Instruction Sheet and also refer the Important Dates.
- Online Registration Fee is Rs. 2,500/- (This is one-time non-refundable fee, no fees will be charged for Personal Interview)
- Registration Fee is non-refundable.
- **Selection Procedure:**
Merit list will be generated on the basis of Group Discussion & Personal Interview
Fees: The Fees will be informed during the admission process

Admissions Open | Apply Now

NMIMS TEAM

NMIMS Deemed-To-Be-University is renowned for its innovation, infrastructure, pedagogy, affiliations, industry tie-ups. It's one of India's top private University and the School of Business Management is one of India's top B-Schools.

MBA in Healthcare Management brings together the core thinkers & decision makers of NMIMS University, Academicians, Top Management Professionals of Pharma Companies, Leaders from Healthcare Associations, Experts in leading Hospitals, International Professors and Research Scholars.



**SCHOOL OF
BUSINESS MANAGEMENT**



For Details & Registration:

WEB: www.sbm.nmims.edu/mba-hcm

CALL: Toll Free - 1800 102 5138 - Monday to Saturday (except public holidays)

EMAIL: mbahcm@nmims.edu