



Bharatiya Vidya
Bhavan's

**Harilal Bhagwati Institute
of Communication and Management,**
Lady Vidyagauri Marg, Nr. Rifle Club, Khanpur, Ahmedabad 380001



Six Months Certificate Course in **Hospital Management**

Course Approved and Powered by
Ahmedabad Hospitals and Nursing Homes Association
(AHNA)

Bharatiya Vidya Bhavan was established in 1938 in Mumbai by Kulpati Shree Dr. Kanhaiyalal Munshiji with the blessings of Gandhiji. It promotes '*Bharatiya Sanskriti*' in the education and professional training systems through its 150+ colleges, schools, cultural centers, and other institutions across India and foreign countries.

Bhavan's Harilal Bhagwati Institute of Communication and Management (Bhavan's HBICM) was established in Ahmedabad in 1967 and it offers many University and Government recognized, part-time, Post-Graduate, Certificate courses in Communication and Management areas.

In addition to HBICM, other Bhavans Institutes in **Ahmedabad** include Sheth R A College of Arts and Commerce, R A College of Science, Center for Arts and Cultural Academy, and Gandhi Institute of Computer Education and Information Technology.

Application Process, Fees, Commencement and Batch Size:

- Form collection, submission and registration at Bhavan's HBICM Office, Khanpur, Ahmedabad.
- Rs 25,000. Initial discount 20% until the commencement date.
- Proposed date of commencement – December, 2021.
- Minimum Batch size – 15 students.

General Description and Intent of the Course¹:

- One of the fastest growing industry in India, healthcare, got a massive boost due to the Covid pandemic. It made everyone wake up to the importance of this sector and the essential aspect of having very well trained and competent professionals to run it.
- The hospital industry in India, accounts for 80% of the total healthcare market. It is expected to reach \$ 132 bn by 2023 from \$ 61.8 bn in 2017; growing at a CAGR of 16-17%. The other constituents such as the medical tourism industry, the diagnostics industry in India (valued at \$ 4bn – with 15% in labs and 10% in radiology) as well as the primary care industry (valued at \$13 bn) are thriving and growing at a high rate.
- These are being supported by the advancement of technology like AI, IoT, Mobile and Wearable Devices, Robotics, which is aiding the growth and healthcare delivery to a great extent. Recently, the Government of India has invested in a big way in this sector by bringing in path-breaking healthcare schemes such as MAA Amrutam, Ayushman Bharat, National Ayush Mission, Rashtriya Arogya Nidhi, National Health Policy 2017, National Health Portal of India, etc.
- Many foreign organisations, investment companies and others are investing in the healthcare sector in India which permits up to 100% FDI in both brownfield as well as Greenfield projects. All this indicates that there is already a great demand for healthcare professionals, especially hospital administrators.
- This course is pitched at this sweet spot to help train and create healthcare management professionals to cater to this need.

Learning Objectives of the Course:

- Train medical and non-medical graduates in the specialty of Hospital Administration to meet the growing demand of Hospital Administrators/Managers at the middle and senior level of management.
- To enable them take up higher studies or specialisations in the field of operational administration duties at hospitals in due course of time.

Pedagogy:

- Lectures, Workshops and Presentations, Projects, hospital visits, and internships.

Medium of Instruction:

English. (Use of Hindi / Gujarati as and if needed)

¹ As per the report available at <https://www.investindia.gov.in > sector > healthcare>

Pre-requisites and Eligibility Criteria

- Minimum Graduation (Final Year UG students from any field are eligible to apply)
- Work experience in the healthcare sector, OR, an interview /test would be necessary, for non-graduates.
- Good oral and written communication skills
- A mindset and attitude of empathy and concern for people is necessary.

Academic Year and Duration

- One Academic Year –(including exams and internship)
- 6 hours of contact time every week. 3 hours x 2 days a week.
- Proposed time: Thursday – 6 pm to 9 pm; Sunday – 9 am to 12 noon.
- Additional workshops and events
- A total of almost 150 Contact hours and Teaching

Academic Evaluation Criteria

- Attendance (minimum 65% attendance is compulsory)
- Two internal exams of 50 marks in each paper
- Viva Voce of 100 marks
- Study Paper/Internship Report Submission of 100 marks
- Project Presentations of 100 marks
- Hospital Visit Reports of 100 marks
- Final exam of 100 marks
- The minimum standard of passing will be 40% marks in each paper.

Marks Distribution Weightage

- Final Exam – 60%
- Project/Internship (Comprising of Hospital Visit Reports, Project Presentation, Study Paper/Internship) – 20%
- Internal Marks (comprising of attendance, viva voce internal exams) – 20%

Internship/Study Paper:

- On successful passing of examinations, those not working in any hospital will have to complete a Hospital Internship for a period of not less than 60 days, as part of the course. Certificate will be awarded to such students, only after the completion of this internship and a receipt of the Internship Completion Certificate from the concerned Hospital.
- Those already working in the Healthcare Sector/Hospitals will have to undertake and submit a Study Paper.

Other:

- A project submission from any of the following: Hospital Management, Hospital Operations, Data Management and IT, Quality Improvement and Safety, Healthcare Delivery, Medico-Legal aspects and Medical Technology.
- Hospital visits – to government run, private and corporate hospitals
- A One-day workshop on Patient Safety and Healthcare Delivery Quality to be arranged.

Marks Range

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|---------------------------|-------|
| • Excellent – A+ | ≥80% |
| • Distinction – A | 70-79 |
| • First Class – B+ | 60-69 |
| • Higher Second Class – B | 55-60 |
| • Second Class – B- | 50-54 |
| • Pass Class – C | 40-49 |
| • Fail – D | <40 |

Certification

- Bharatiya Vidya Bhavan's Harilal Bhagwati Institute of Communication and Management, Ahmedabad will award the Certificate.
- The certificate will be also validated by partnering institutions and organisations.

Course Structure:

Paper I - Introduction: Healthcare and hospital sector overview, healthcare delivery providers, introduction to medical terminologies, healthcare delivery providers, anatomy and physiology (organs & systems,) insurance market, Medical Tourism.

(18 Contact Hours)

Paper II – General Management: Understanding management in general and applying it specifically for hospitals. Basic concepts of management, tasks, jobs and work systems, organisation structure, employee motivation and performance management, Organisational Behaviour, Decision Making, Overview of the HR and Admin departments, manpower planning, career planning, Learning and Development, employee communication and discipline management.

(21 Contact Hours)

Paper III - Management and Financials: Learning how to manage your finances is very crucial for planning a budget and managing it as well as in maintaining record of expenses and income. Accounting transactions, financial statements analysis, budgeting, cost management, taxation, overview of hospital departments, utilities, Electronic Patient Records, health informatics, patient CRM.

(19 Contact Hours)

Paper IV – Healthcare Delivery: Healthcare delivery processes and how they are run on day to day basis. Patient management, in-house services operations and protocols, disaster/crisis management, in-patient care for sickness and treatment, health and wellness, delivery model, quality in healthcare delivery, quality improvement measures.

(14 Contact Hours)

Paper V - Patient Care and Safety – Monitoring and Improvement: Understanding, learning and ensuring the No1 objective of every hospital and the bedrock of patient's trust. History, understanding definitions, HRO, applying systems lens to healthcare, patient safety culture, patient experience, event reporting and second victims, strengthening safety culture through team work.

(9 Contact Hours)

Paper VI – Marketing and Communication: It's the first skill that you will need even to get a job! Learn the art and science of speaking, conversing and informing patients, colleagues, seniors and the whole world. In a globalized world, you have to be audible and visible for the world to consider you. Learn how to market your services. Managing a service industry, healthcare marketplace, marketing a healthcare business, Social Media Marketing, communication skills.

(26 Contact Hours)

Paper VII – Medico Legal Aspects: When people trust you with their lives and health, you don't have to worry just about legal responsibilities, but even ethical ones. Laws related to hospital and medical services, rights and responsibilities, organisational and procedural laws, negligence, errors and commission, preventive steps, illustrative cases of medical negligence in India, ethics, moral duty and responsibilities in healthcare management, legal requirements, government schemes.

(23 Contact Hours)

Paper VIII – Supply Chain Management

An Introduction to Concepts in Supply Chain Management, Supplier Relationship Management (SRM, Customer Relationship Management, Designing a Supply Chain Distribution Network, Role of Network Design in a Supply Chain, Network Design in an Uncertain Environment, Inventory Management, Forecasting Demand, Aggregate Planning and Managing Predictable Variability, Managing Inventory, Optimal Level of Product Availability, Sourcing & Transportation, Chain Management, E-Business and the Supply Chain, Role of IT in SCM, Information Technology & Information Systems in Supply Chain Management, E-Business and the Supply Chain.

(12 Contact Hours)

Paper IX – Computer and Internet Literacy

Basic digital literacy

(12 Hours)

There will be practicals and internship for those who do not have experience in working in the hospital sector.