

# MBA HOSPITAL & HEALTHCARE MANAGEMENT



**2-YEAR  
FULL-TIME  
RESIDENTIAL  
PROGRAM**

# MESSAGE FROM THE DIRECTOR

DR. VINITA S. SAHAY

Director,  
Indian Institute of Management  
Bodh Gaya



I am immensely pleased to share that IIM Bodh Gaya offers a 2-year full-time MBA (Hospital & Healthcare Management) program for the 2024-26 batch. In continued efforts, it is the second batch with our vision to build and grow a distinctive niche in the healthcare space. This specialized MBA program aims to develop and sharpen much-needed professionals for the healthcare industry.

The healthcare industry is on the cusp of exponential growth. Owing to the increasing number of hospitals, increased penetration of health insurance fueled by public health insurance schemes like Ayushman Bharat coupled with increased income/health awareness among people and substantial rise in medical tourism, and the emergence of digital health, the demand for professionally managed quality healthcare service is on the rise. It is evident that the number of healthcare organizations applying for national and international quality accreditations is rising. All these developments have increased demand for professionally trained managers across different healthcare industry verticals, including hospitals, health insurance, pharmaceuticals, medical devices, IT, and consulting.

IIM Bodh Gaya's MBA (Hospital & Healthcare Management) program caters to the above needs. The program is designed to give a holistic appreciation of the different verticals of the healthcare industry and gives exposure to both private and public health systems. The students in this program can choose courses from two specialization tracks: "Hospital Management" and "Healthcare Management".

We aim to make this program highly industry-relevant. Thus, we have established an "Industry Advisory Board" represented by senior leaders from different healthcare industry verticals who will co-create with us the design and delivery of the program and make it one of the best healthcare management programs in the country.

I am sure that the MBA (Hospital & Healthcare Management) program will provide you with an enriching learning experience that will boost your career journey.

We look forward to welcoming you to the IIM Bodh Gaya campus.





# MESSAGE FROM THE CHAIRPERSON

**Dr. SWAPNARAG SWAIN**

Chairperson, MBA-Hospital &  
Healthcare Management, Assistant  
Professor, Marketing, IIM Bodhgaya

It gives me immense pleasure to introduce the MBA-Hospital & Healthcare Management at IIM Bodh Gaya. After successfully launching this program for the 2023-25 batch, we are ready to welcome the second batch (2024-26). We have carefully designed and developed this program with close consultation with the top-notch leaders in the healthcare industry with an aim to close the gap between academia and business practices in the industry.

This program is not just about running the hospital operations instead it deals with the business perspective of healthcare firms. Accordingly, the curriculum has been designed in such a manner that the participants will get the required knowledge and skills related to different business functions such as Marketing, Business Development, Product Management, Risk Management, Business Operations, Supply Chain, Project/Program Management, Business Consulting, Digital Transformation, IT & Analytics in healthcare and allied firms.

After completing this MBA (Hospital & Healthcare Management) program. Participants will be well-equipped to take up managerial/leadership roles in the above-mentioned business domains across different verticals of the healthcare industry such as Digital Health, Corporate Hospitals, Health Insurance, Pharmaceuticals, Medical Devices, International Health Organizations, Public Health, IT, and consulting, E-Pharmacy, Online Diagnostics, Wellness Services & Consumer Healthcare Product companies, etc.

The 4 months long summer internship after the first year and the community project in Term V are designed to provide hands-on experience and immersive learning experiences for the participants of this program.

I welcome you to be a part of this exciting journey and wish you good luck in taking your career to the next level!

# INDUSTRY ADVISORY BOARD



**DR. SATHYA SRIRAM**  
Chief Executive Officer – Preventive  
Health  
Apollo Hospitals Enterprise Ltd.



**ASHISH BANSAL**  
Senior Partner  
KPMG India



**ROHIT GULATI**  
Director, Marketing – India &  
South Asia  
Johnson & Johnson Vision



**SATYAJIT NATH**  
Senior Director,  
Insurance Business Unit  
Capgemini Technology Services



**SAJI DANIEL MATHEW**  
Vice President, Institutional  
Business, Agappe Diagnostics



**NEERAJ LAL**  
Chief Operating Officer  
Apollo Hospitals, Gujarat Region



**COL. HEMRAJ SINGH  
PARMAR**  
Co-founder, AyushPay &  
Group CEO



**TANUJA MASAND**  
Group Head, Corporate  
Development  
Coforge



**VIVEK JHA**  
Head – Strategy & Operations  
Global Drug Development, India  
Novartis



**RANA DASGUPTA**  
Chief Executive Officer – Eastern  
Region  
Apollo Hospitals Group

# CANDID VOICES FROM THE INDUSTRY

“

*I feel it's an innovative and much-needed program which is targeted to equip budding healthcare managers or rather leaders with not only domain specialization but the real-time experience.*

”



**Tanuja Masand,**  
Group Head, CDO,  
Coforge

“

*I think it is a step in the right direction and it has come none too soon. This course will help bridge the prevailing talent gap in the healthcare industry especially, management professionals.*

”



**Col. Hemraj Singh Parmar**  
Co-Founder,  
AyushPay and Group CEO

“

*Currently India is supplying medicines to more than 150 countries and this canvas is broadening. This wave of globalization entails for a skilled workforce with various roles in which graduates from this course can fit in*

”



**Saji Daniel Mathew**  
Vice President,  
Institutional Business,  
Agappe Daagnostics

“

*The course module is fantastic! Good amount of subjects are taking care of the organization of clinical services, management services and the marketing domain relating to it. This course is very comprehensive.*

”



**Neeraj Lal**  
CEO-Gujarat Region,  
Apollo Hospitals

“

*As we gain experience, people try to gain focus on one domain, one area and build expertise on it. The way I look at this healthcare program is basically giving you that opportunity in advance.*

”



**Satyajit Nath**  
Senior director,  
Capgemini



# PROGRAM OVERVIEW

The MBA (Hospital & Healthcare Management) is a two-year full-time program spread across six terms. The program consists of a total of a minimum 108 credits. In the first year, students will undergo the majority of the core courses. In the second year, students can choose courses from any of the two specialization tracks: “**Hospital Management**” and “**Healthcare Management**”. The “Hospital Management” track covers courses related to the management/administration of various functions in hospitals and allied areas. The “Healthcare Management” track covers courses related to public health, health insurance, and pharmaceuticals. In addition, students will choose general electives courses from different management domains such as HR, Marketing, IT, Finance, Operations & General Management. At the end of the first year, students will undergo an **industry immersion for an extended duration of 4 months**. Students will be involved in the community project in the 5th term, during which they will conduct a field study to understand various public health issues and the effectiveness of public health schemes run by the government.



## CREDIT STRUCTURE: SUMMARY (Total Credits 108 minimum)

	Year I (Credits)	Year II (Credits)		Total Credits
Core Courses	60	0		60
Elective Courses	0	21 (Track Specific)	18-24 (General management)	39-45
Industry Immersion/ Field Studies	6 (Industry Immersion)	3 (Community Project)		9



# PROGRAM HIGHLIGHTS

## TWO TRACKS OF SPECIALIZATION

Students have the option to choose courses from two tracks of specialization "Hospital Management" and "Healthcare Management".

## EXTENDED INDUSTRY IMMERSION

At the end of year-I students will go for an extended industry immersion (4 months duration) for hands on experience.

## COMMUNITY PROJECT

Students will interact with people of semiurban/rural areas to understand public health related issues and effectiveness of various public health schemes run by the government.

## COURSE DELIVERY BY INDUSTRY LEADERS

Significant number of courses will be delivered by senior leaders from the healthcare industry.

Backed by a strong **INDUSTRY ADVISORY BOARD** represented by senior professionals from different verticals of healthcare.

## HOLISTIC APPRECIATION OF HEALTHCARE INDUSTRY

The program offers a comprehensive understanding of the healthcare and allied industries, including hospitals, pharmaceuticals, health insurance, medical devices, healthcare consulting, and digital health.

# PROGRAM STRUCTURE

Year

## Core Courses

### TERM I

- » Organizational Behaviour in Healthcare
- » Business Statistics: Healthcare Perspective
- » Managerial Economics
- » Accounting for Healthcare Organizations
- » Marketing Management for Healthcare
- » Healthcare Delivery Systems & Public Health Administration
- » Business Communication for Health Professionals
- » Medical Ethics & Medico Legal Systems

### TERM II

- » Financial Management for Healthcare Organizations
- » Operations Management: Healthcare Perspective
- » Human Resource Management for Healthcare
- » Healthcare Management Information System
- » Patient-Centric Healthcare Service Delivery
- » Sustainable Development Practices in Healthcare
- » Health Economics
- » Principles of Epidemiology & Biostatistics
- » Mindfulness at Workplace
- » Healthcare Quality Management

### TERM III

- » Digital Transformation for Healthcare
- » Strategic Management
- » Project Management: Healthcare Perspective
- » Healthcare Product Management
- » Dynamics of Medical Diagnostics & Equipment Business
- » Service Leadership in Healthcare
- » Research Methodology for Healthcare
- » Dynamics of Health Insurance & Pharmaceutical Business
- » Entrepreneurship & New Venture Planning for Healthcare

## Industry Immersion (4 Months)

Participants will be engaged in an organization operating in healthcare space or having healthcare focus (e.g. hospital/ pharmaceutical/medical equipment/health insurance/ IT/Consulting etc.). They will work on a project assigned by the respective organization. They need to develop a detailed project report and presentation for the same.

## Year II

- |  |                                      |
|--|--------------------------------------|
| » Hospital Planning & Design                   | » Accreditations for Health Services |
| » Administration of Hospital Clinical Services | » Electronic Medical Records         |
| » Administration of Hospital Support Services  | » Hospital Waste Management          |
| » Patient Care & Patient Safety                | » Materials & Equipment Management   |

### Hospital Management

### Specialization Tracks

### Healthcare Management

- |   |  |
|---|--|
| » Program Planning, Implementation, Monitoring & Evaluation | » Accreditations for Health Services             |
| » Public Health Disaster & Risk Management                  | » Health Insurance & Managed Care                |
| » Communication for Public Health & International Health    | » Healthcare Supply Chain & Logistics Management |
| » Pharmaceutical Compliance and Regulatory Affairs          | » Managing Pharmaceutical Stores & Distribution  |
| » Healthcare Financing                                      | » Medical Tourism                                |
| Economics of Aging  | » International Health                           |
|   | Health Analytics                                 |

\*Students are free to select courses from any of the available tracks, while duly considering the cumulative credit requirements.



## Tentative List of General Pool of Electives

Human Resource Management	<ul style="list-style-type: none"><li>» Compensation and Performance Management</li><li>» Negotiation &amp; Conflict Management</li><li>» Organizational Development &amp; Change Management</li><li>» People Analytics for Healthcare</li></ul>
Marketing	<ul style="list-style-type: none"><li>» Branding of Healthcare Products &amp; Services</li><li>» Sales &amp; Business Development for Healthcare</li><li>» Digital Marketing Strategies for Healthcare Distribution</li><li>» Management: Healthcare Perspective B2B Marketing for Healthcare</li><li>» Integrated Marketing Communication for Healthcare</li></ul>
Finance	<ul style="list-style-type: none"><li>» Healthcare Service Costing</li></ul>
Information Technology	<ul style="list-style-type: none"><li>» AI in healthcare</li><li>» IoT for Healthcare</li><li>» Block Chain for Healthcare</li><li>» Big Data in Healthcare</li><li>» AR/VR in healthcare</li><li>» Data in health care</li><li>» Programming for Healthcare Managers</li></ul>
Operations Management	<ul style="list-style-type: none"><li>» Lean Healthcare Management</li></ul>
General Management	<ul style="list-style-type: none"><li>» Creativity &amp; Innovation Management</li><li>» Stakeholder Management</li></ul>

## Community Project (Term-V)

Students will visit the nearby semi-urban/rural areas to understand various health related problems faced by the community. They will interact with people to understand how various public health schemes are reaching them, how they are getting benefited by such schemes and what the loopholes are. At the end, students have to submit a project work based on the observations and interactions.



# WHY TO JOIN THE MBA-HOSPITAL & HEALTHCARE MANAGEMENT?

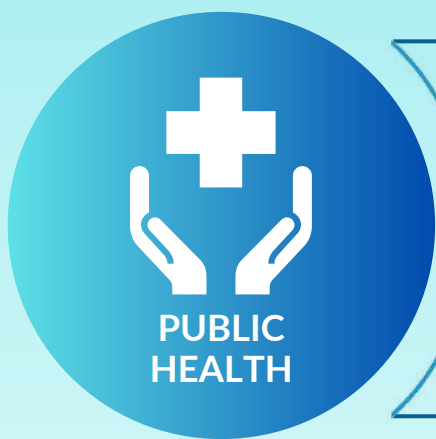
## CAREER OPPORTUNITIES

Hospital and healthcare Management program students will be sought after by following healthcare industry segments at various management levels. (This is just an indicative list)



## POPULAR JOB ROLES IN HOSPITAL & HEALTHCARE MANAGEMENT





- Program Manager
- Health Communication Specialist
- Healthcare Risk Manager
- Public Health Consultant
- District/State/National Level Health Manager
- Research Manager

- Management Consultant
- Product Manager
- Business/Data Analyst
- Market Research Analyst
- Business Development/Marketing Manager
- Subject Matter Expert
- Pharma Quality Manager



## INDIAN HEALTHCARE INDUSTRY: OVERVIEW, GROWTH AND OPPORTUNITIES

**HEALTHCARE  
INDUSTRY**



DIGITAL HEALTH

HOSPITALS

HEALTH INSURANCE

PHARMA & CLINICAL TRIALS

MEDICAL DEVICE & EQUIPMENT



# INDIAN HEALTHCARE INDUSTRY: Growth Facts & Opportunities

• Healthcare is one of the fastest-growing and most extensive service sectors in the Indian economy in terms of both revenue and employment  
(Source: Niti Aayog, 2022).

• The Indian health sector contributed to 10.6% of total employment across various industries during the significant COVID surge in 2021-2022  
(Source: IBEF, Sept 2022).

• Indian healthcare Industry is growing at a CAGR of 16%, and the total public and private spending on healthcare is 4% of the GDP (Source: IBEF, Aug 2023)

• India's insurance industry is rapidly growing, with an expected market size of \$280 billion by 2025, a compound annual growth rate (CAGR) of 12%-15%.  
(Source: ITA, Apr 2023)

• India Medical Tourism market is estimated to touch US\$ 35.12 billion in 2027 from US\$ 5.63 billion in 2021 (Source: Businesswire, November 2022).

• India's digital health market is projected to grow from \$3.83 Bn in 2022 to \$18.34 Bn by 2030, registering a CAGR of 21.6% during the forecast period of 2022-30 (Source: Insights10, May 2023)

• India needs to add 1 lakh more hospital beds in the next 25 years  
(Source: KPMG).

• Rs. 86,200.65 crore (US\$ 11.28 billion) is allocated to the Ministry of Health and Family Welfare (MoHFW) in the Union Budget 2022-23.

• The government of India plans to introduce a credit incentive scheme worth Rs. 500 billion (US\$ 6.8 billion) to improve healthcare infrastructure.  
(Source: Union Budget 2022-23).

• Govt has set a target to have 2 hospital beds per 1000 people by 2025 as against 1.4 beds per 1000 people at present  
(Source: The Economic Times, February 2018).

• Extending e-medical visa facilities to the citizens of 156 countries to promote medical tourism  
(Source: Ministry of Tourism, Govt).

• World Bank approved a US\$ 500M billion loan for Pradhan Mantri Ayushman Bharat Health Infrastructure Mission  
(Source: The Indian Express, March 2023).

• World Bank approved another US\$ 500M billion loan, prioritizing health service delivery in seven states, including Andhra Pradesh, Kerala, Meghalaya, Odisha, Punjab, Tamil Nadu, and Uttar Pradesh.  
(Source: The Indian Express, March 2023).

## POLICY & GOVERNMENT SUPPORT

# NOTABLE TRENDS IN THE INDIAN HEALTHCARE INDUSTRY

• Shift from communicable diseases to lifestyle diseases.

• Increased focus on value-based patient-centric care to improve patient outcomes.

• Shift from reactive care to proactive care.

• Increasing penetration of health insurance.

• Emergence of telemedicine, remote care, and digital health.

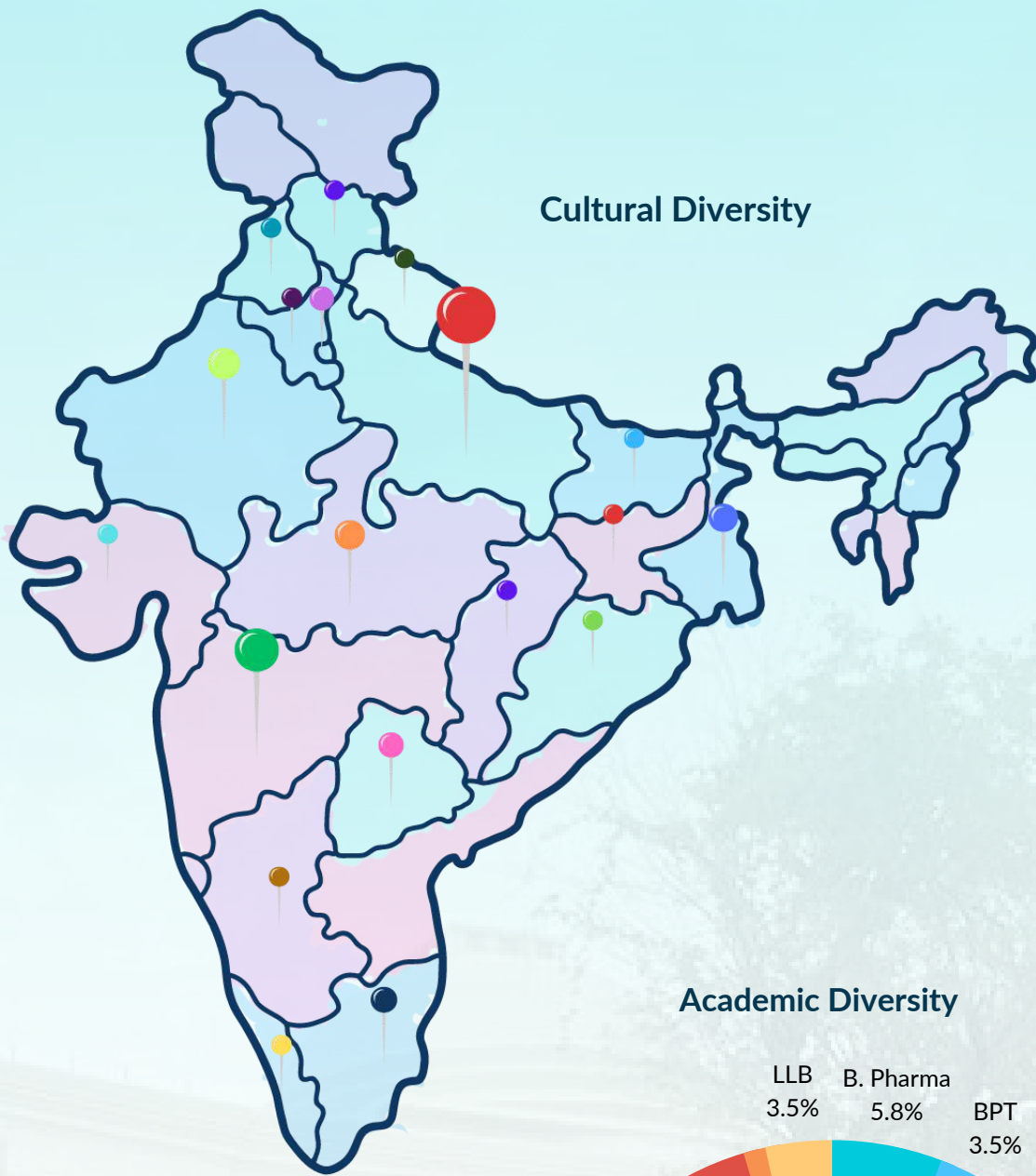
• Rising adoption of artificial intelligence and machine learning, robotic surgery, IoT, and blockchain.

• Focus on asset-light, cost-efficient specialty healthcare models.

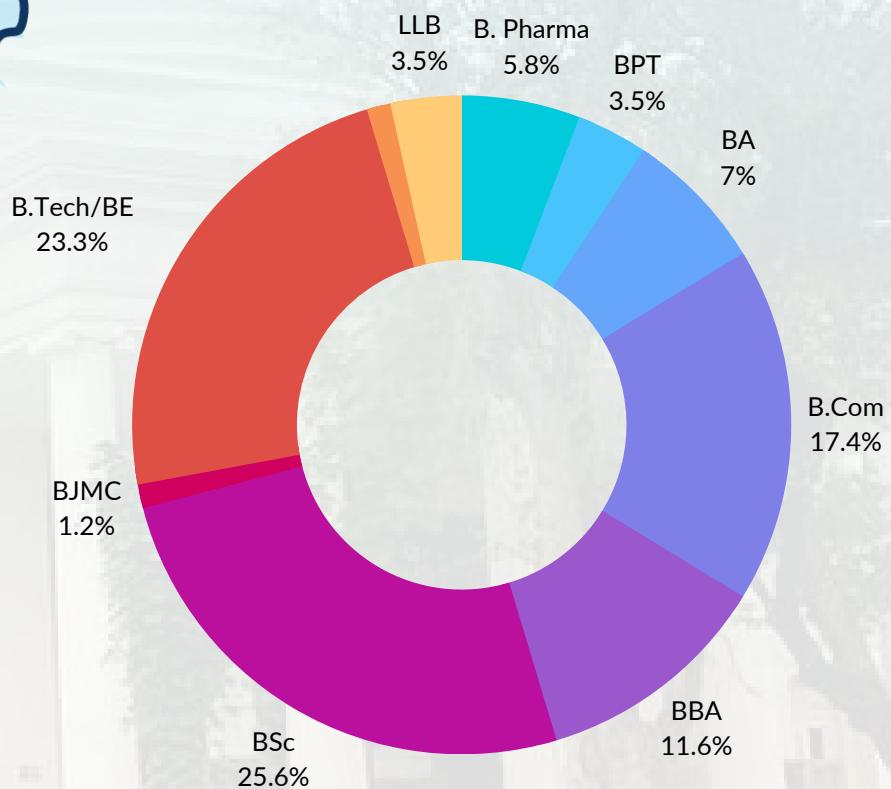
• Growing Acceptance of Telemedicine

• SaaS adoption rate in the healthcare industry is growing at a rate of 20% per year

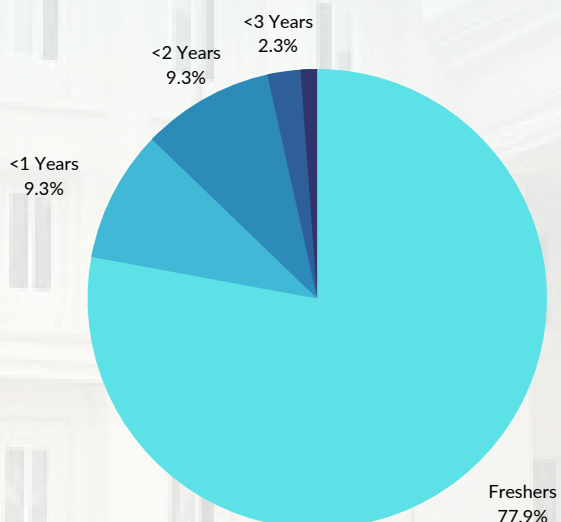
# BATCH DEMOGRAPHICS (2023-25)



## Academic Diversity



## Work Experience



# STUDENT TESTIMONIALS

*As a physiotherapist, my passion lies in enhancing the well-being and quality of life of patients. However, I realized that my impact could extend beyond the treatment room and into the larger healthcare system which led me to the MBA-HHM program at IIM Bodhgaya. Here I am gaining a comprehensive understanding of the intricate workings of hospitals, healthcare policies, and management strategies. The course curriculum provides insights about the modules on healthcare operations, administration, and leadership, expanding my horizons, and helping me connect the dots between the care I provide and the broader organizational context.*



**Sonia Tidke**  
(M.P.T, Cardio-Pulmonary  
Physiotherapy.)



**Roshan Singh**  
(B.Tech, ECE)

*As someone with an Engineering background, I found the course quite comprehensive. In day-to-day class sessions, where the faculty is proficient in using real-world examples and case studies, team approach through group projects allows us to apply theoretical knowledge to practical scenarios, enhancing our problem-solving skills. We also have regular talk sessions from industry experts that enrich us with "how it will be after an MBA" experiences.*

*I still vividly recall day one as I stepped into the college with excitement and nervousness towards joining the MBA in Hospital and Healthcare Management program. The pedagogy is largely narration-based, with intense case study discussions and various creative activities keeping me consistently engaged. The cohort of the batch is so diverse and hence I often get to learn different perspectives about a single point of discussion which helps expand my thinking horizon.*



**Monica Sivaprakash**  
(B.Tech,Biotech)



**Sayan Debnath**  
(BSc. Microbiology)

*Studying MBA in Hospital and Healthcare Management from IIM Bodh Gaya has greatly enhanced my understanding of both business and healthcare domains. The program, I feel, gives comprehensive insights into healthcare operations, strategic management, and regulatory aspects. Through case studies and industry interactions, I am gaining practical knowledge in optimizing healthcare services and managing resources effectively.*



# ADMISSION & FEES

## ADMISSION PROCESS

01

CAT Examination

02

Shortlisting candidates for the Personal Interview (PI) process.

03

Preparing the Final Merit List based on performance in CAT 2023, PI score and Profile.



## FEE STRUCTURE

\*Course Fee-16.28 Lacs (Including Hostel)

\*Caution Deposit - 25K

\*Mess Fee as per actuals



\*Disclaimer: This fee structure is for 2023-24 and is subject to change.

Total seats - 90 inclusive of seats reserved for female candidates.

Reservation policy as per GOI will be applicable.

\*  
\*

# CONTACT US

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## ADMISSION RELATED QUERIES



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Whatsapp: [0631-2200239](https://wa.me/9106312200239)

## PROGRAM RELATED QUERIES



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8919275028, 7018742755

(Time: 6:00 pm - 9:00 pm)

