

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



It gives me immense pleasure to share that IIM Bodh Gaya is launching a 2-year full-time MBA (Hospital & Healthcare Management) starting from the academic year 2023-24. In line with our vision to create a distinctive niche in the healthcare space, this specialized MBA program will create much-needed professionals for the healthcare industry.

The healthcare industry is on the cusp of exponential growth. Owing to the growing 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 emergence of digital health, the demand for professionally managed quality healthcare service is on the rise. This is evident from the fact that the number of healthcare organizations applying for national and international quality accreditations is on rising trend. All these developments have resulted in the increased demand for professionally trained managers across different verticals of the healthcare industry, including hospitals, health insurance, pharmaceuticals, medical devices, as well as IT and consulting.

IIM Bodh Gaya's MBA (Hospital & Healthcare Management) program caters to the above need. The program is designed in such a manner that it gives a holistic appreciation of the different verticals of the healthcare industry and gives exposure to both private and public health systems. The students enrolled in this program have the option to 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 verticals of the healthcare industry 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.

INDUSTRY ADVISORY BOARD



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



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



RANA DASGUPTA
Chief Executive Officer –
Eastern Region
Apollo Hospitals Group



SATYAJIT NATH
Director, Insurance Business Unit
Cappgemini Technology Services



NEERAJ LAL
Chief Operating Officer
Apollo Hospitals, Gujarat
Region



SAJI DANIEL MATHEW
Country Head & Chief Strategy
Officer, Market Access
Biocon Biologics



TANUJA MASAND
Group Head, Corporate
Development
Coforge



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

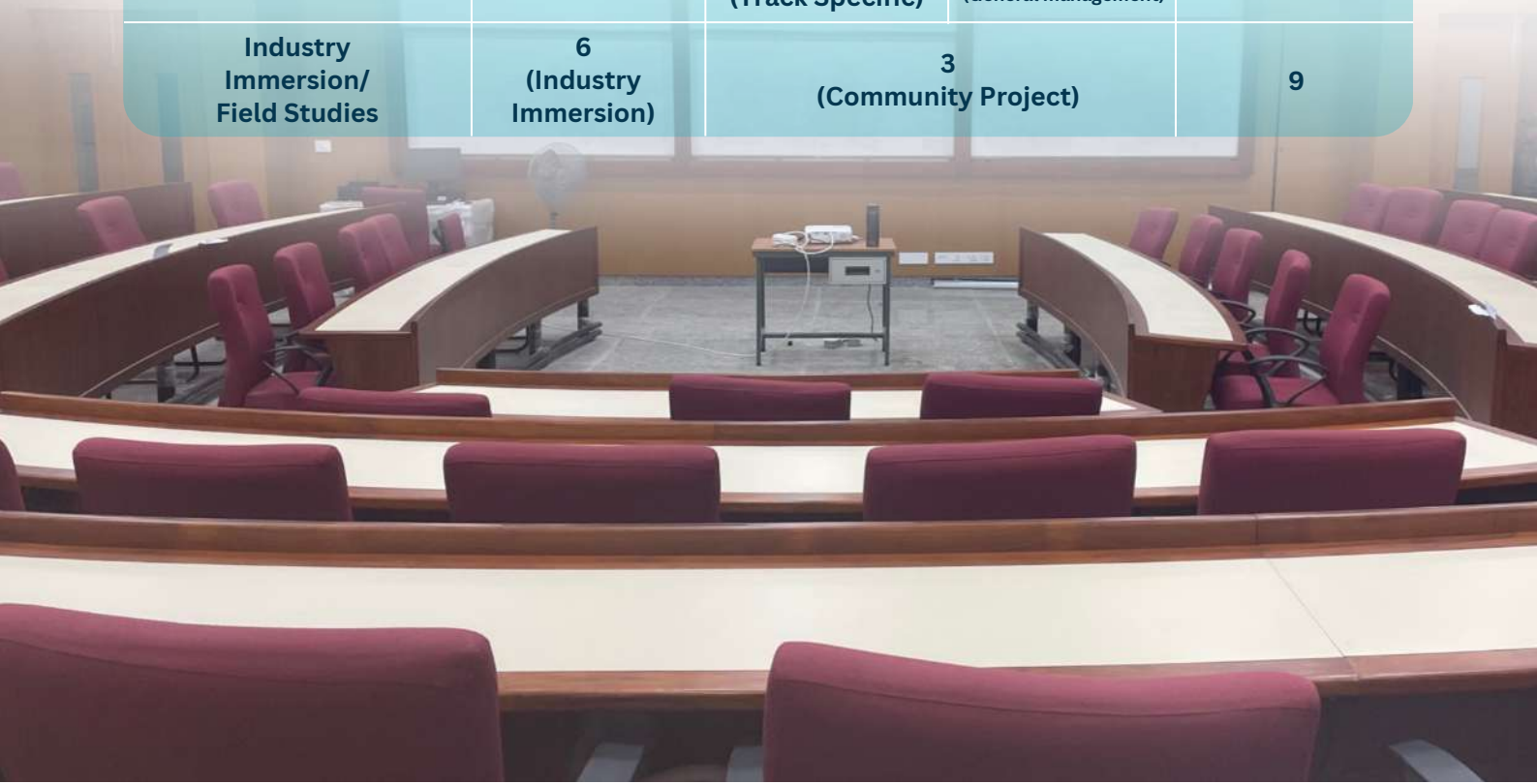
PROGRAM OVERVIEW

The MBA (Hospital & Healthcare Management) is a two-year full-time program spread across six terms. The program consists of a total of 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 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 elective 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 6th 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	57	3		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

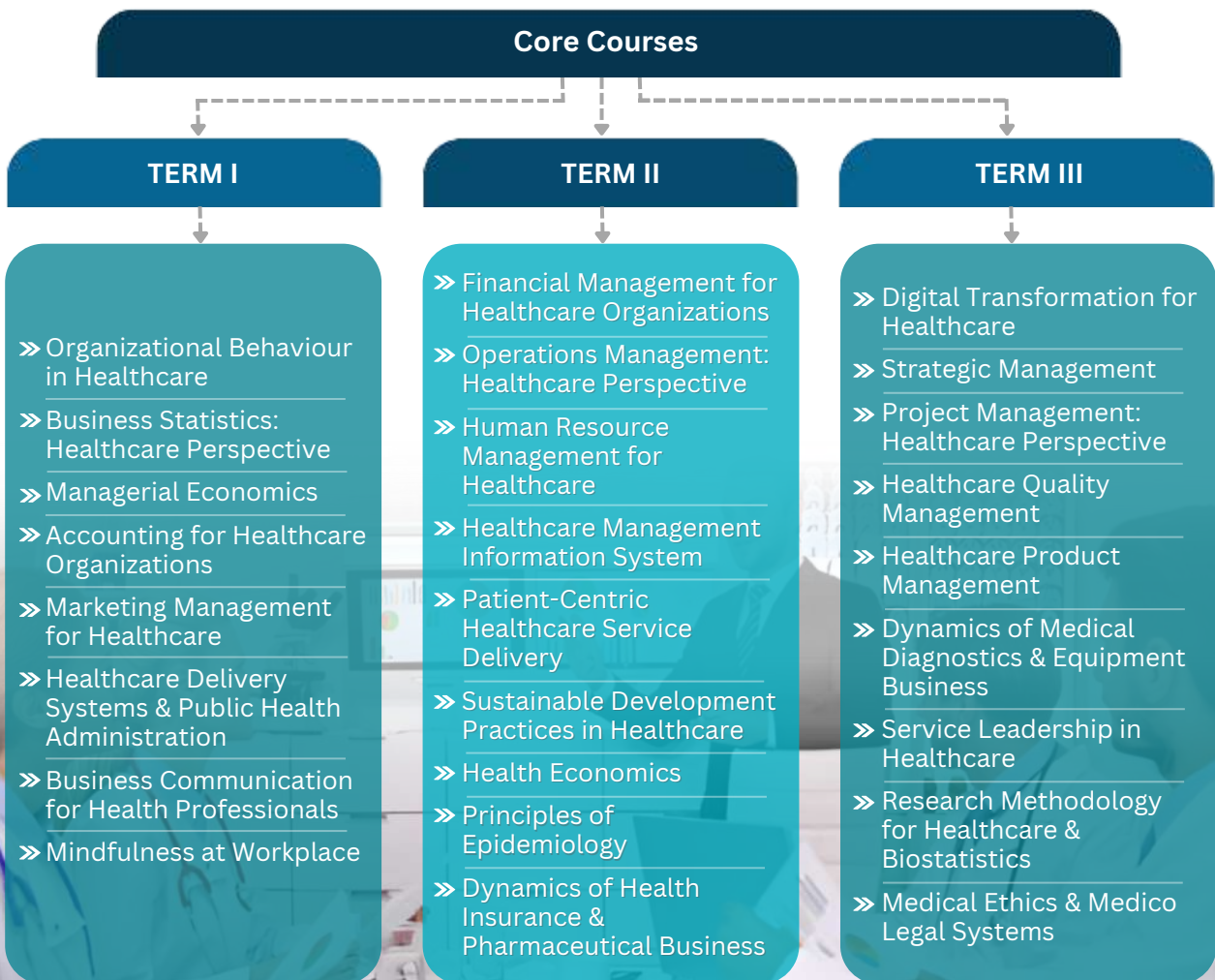
The program provides a holistic appreciation of healthcare and allied industry which covers hospitals, pharmaceuticals, health insurance, medical device & equipment healthcare consulting and digital health.



PROGRAM STRUCTURE

Year I

Core Courses



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

Core Course

Entrepreneurship & New Venture Planning for Healthcare

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

Hospital Management

Specialization Tracks

Healthcare Management

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

Tentative List of General Pool of Electives

Human Resource Management

- » Compensation and Performance Management
- » Negotiation & Conflict Management
- » Organizational Development & Change Management
- » People Analytics for Healthcare

Marketing

- » Branding of Healthcare Products & Services
- » Sales & Business Development for Healthcare
- » Digital Marketing Strategies for Healthcare
- » Distribution Management: Healthcare Perspective
- » B2B Marketing for healthcare
- » Integrated Marketing Communication for Healthcare

Finance

- » Healthcare Service Costing

Information Technology

- » AI in healthcare
- » IoT for Healthcare
- » Block Chain for Healthcare
- » Big Data in Healthcare
- » AR/VR in healthcare
- » Bigdata in health care
- » Programming for Healthcare Managers

Operations Management

- » Lean Healthcare Management

General Management

- » Creativity & Innovation Management
- » Stakeholder Management

Community Project (Term-VI)

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)?

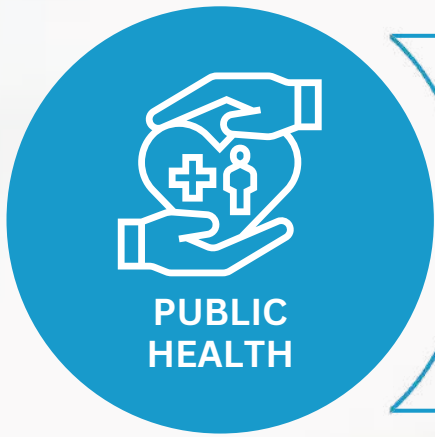
CAREER OPPORTUNITIES

Participants of the Hospital & Healthcare Management program will be in demand by the following segments of the healthcare industry at various levels of management: (This is just an indicative list)

- Large corporate hospitals (Eg: Apollo hospitals, Max healthcare, Fortis)
- National & international health organizations (Eg: WHO, Unicef, Worldbank)
- Consulting firms (Eg: KPMG, PWC, Deloitte)
- Health Insurance Companies/TPAs (Eg: Max Bupa, HDFC Ergo, ICICI Lombard)
- Medical devices companies (Eg: Siemens, GE, Phillips)
- Online diagnostic services (Eg: Dr. Lal Pathlab, Thyrocare, Tata 1Mg)
- Pharmaceuticals (Eg: Novartis, Cipla, Dr. Reddy's, Sun Pharma, Biocon)
- Online pharmacy & wellness companies (Eg: Netmeds, PharmEasy, Healthkart)
- IT & ITES with a focus on digital health (Eg: Wipro, TCS, Infosys, Coforge)
- Consumer healthcare product companies (Eg: Pfizer, Johnson & Johnson, GSK)
- Public health system (Eg: District/State/National health)

POPULAR JOB ROLES IN HOSPITAL & HEALTHCARE MANAGEMENT





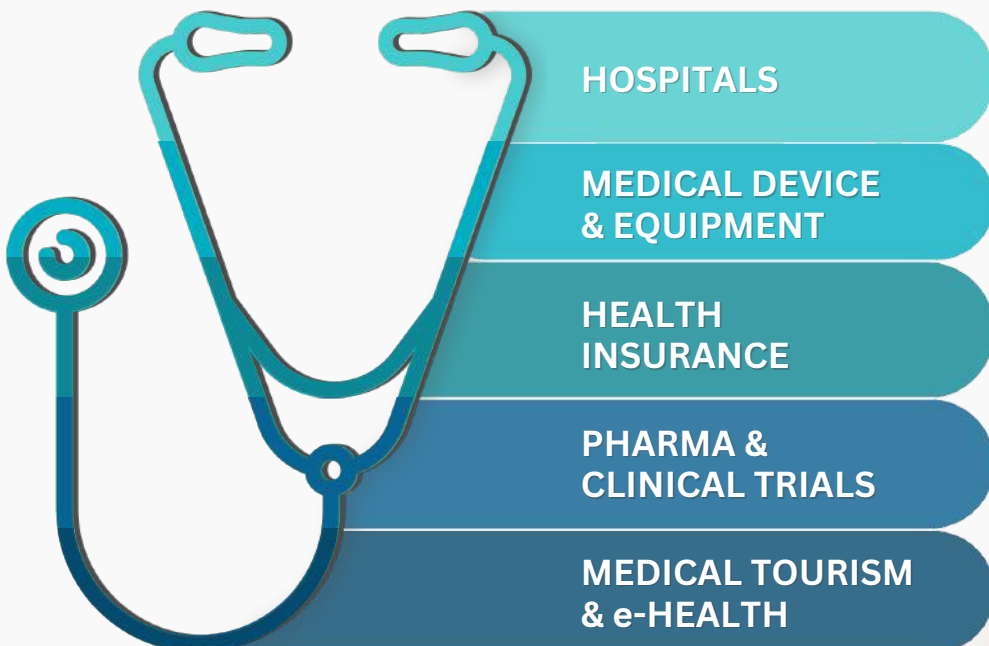
- Program Manager
- Health Communication Specialist
- Healthcare Risk Manager
- Public Health Consultant
- District/State/National Level Health Manager
- Research Manager

- 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



INDIAN HEALTHCARE INDUSTRY: Growth Facts & Opportunities

Healthcare is one of the fastest growing and largest service sectors in the Indian economy in terms of both revenue and employment (*Source: Niti Aayog, 2021*).

Indian healthcare market is growing @ CAGR of 22% (*Source: IBEF, August 2022*) and is expected to touch US\$ 774 billion by 2030 (*Source: Business Standard, February 2022*).

India's Health Insurance market is pegged at US\$ 122.11 billion in 2022 and is expected to reach US\$ 198.45 billion by 2027, @ CAGR of 10.2% (*Source: Research and Markets, March 2022*).

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*).

The e-Health market size is estimated to reach US\$ 10.6 billion by 2025 (*Source: IBEF, August 2022*).

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.

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

Gol 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 facility to the citizens of 156 countries to promote medical tourism (*Source: Ministry of Tourism, Gol*).

World Bank approved US\$ 1 billion loan for Pradhan Mantri Ayushman Bharat Health Infrastructure Mission (*Source: World Bank, June 2022*).

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 improved 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 & machine learning, robotic surgery, IoT and blockchain.

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

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 2022, PI score and Profile.



PROPOSED FEE STRUCTURE

Course Fee-16.28 Lacs
(Including Hostel)



Caution Deposit - 25K



Mess Fee as per
actuals



- * Total seats - 60 inclusive of seats reserved for female candidates.
- * Reservation policy as per GOI will be applicable.




भारतीय प्रबंध संस्थान बोधगया
Indian Institute of Management
Bodh Gaya

#TheEnlighteningIIM 

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ADMISSION RELATED QUERIES

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(Time: 5:00pm - 8:00pm)

