



# Executive Certificate Programme in **Healthcare Management** using AI Applications

• 10 Months • Classes on Every Sunday • Pay in Easy EMIs



# Who should apply?

- Doctors, nurses, pharmacists
- Administrative officer and staff of diagnostic centers, pathological laboratories
- Hospital Administrators
- Palliative care professionals
- Pharmaceutical Professionals
- Online medical consulting platform providers
- Online pharma platform professionals
- Medical equipment manufacturers
- Program officers from state health societies
- NGOs
- Any other professionals working/interested in the healthcare sector

## ELIGIBILITY

Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognized university or institution in any stream and a desirable work experience of 3 years post-completion of qualifying education. Fresh graduates also be allowed with good academic backgrounds. Entrepreneurs and business owners, meeting the eligibility criteria, are also encouraged to apply. The final selection will be made by IIM Bodh Gaya.

\*Internships and Training Experiences will not be considered in full-time work-experience

## ATTENDANCE CRITERIA

A minimum of 70% attendance is a prerequisite for the successful completion of the programme. Also, attending the campus immersion module is mandatory.

# About the Course

Executive Certificate Programme in Healthcare Management using AI Applications is a 10-month Program offered by the Indian Institute of Management (IIM) Bodh Gaya on an interactive online model with three days of campus immersion. This program is designed for healthcare professionals and executives seeking to advance their careers by integrating cutting-edge artificial intelligence (AI) and data analytics into their management practices. This program combines fundamental business education with specialized knowledge in AI technologies, preparing leaders to conquer the complexities of the modern healthcare landscape and drive innovation in their organizations.

## HEALTHCARE MANAGEMENT

An increasing number of resources, both public and private, are being channelled into healthcare business, a topic that is currently seeing explosive expansion. The country's large population makes it imperative to prudently use and maximize existing resources to provide high-quality medical treatment to the general public. Like every other sector of the business world, competition is heating up in the healthcare market, especially among private hospitals. Modern medical treatments, state-of-the-art diagnostic equipment, advanced surgical techniques, and novel implantation technologies have all contributed to breakthroughs in healthcare in the last decade. Medical transcriptions, remote consultations, telemedicine, and many more healthcare activities can now be digitalized thanks to the information and communication technology (ICT) boom in the healthcare industry. If the healthcare business is to continue to thrive, its current workforce must be educated on the fundamental aspects of management including financial management, human resource management, strategic management, operations management, and marketing management. Apart from these fundamental concepts, healthcare professionals must be adequately trained in digital business management with an emphasis on AI tools.

## COURSE PEDAGOGY

The teaching approach will be highly interactive and integrate technology. Through simulations, workshops, management exercises, and classroom discussions, the curriculum emphasizes experiential learning. A cutting-edge Interactive Learning (IL) platform will deliver D2D sessions to learners' desktops, laptops, tablets, and smartphones.

## ASSESSMENT CRITERIA

Continuous evaluation components include class participation, case discussions, assignments, quizzes, project presentations, and final examinations. Students who successfully clear the same with 60% cumulative score along with the requisite attendance criteria, will be awarded a Certificate from IIM Bodh Gaya as appropriate.

# Program Objectives

- To imbibe basic managerial skills required for all healthcare professionals
- To develop inter-disciplinary competencies required for healthcare management
- To develop critical thinking, spirit of entrepreneurship, and analytical skills of participants to play effective role in managing the healthcare business
- Provide comprehensive knowledge of AI technologies and data analytics tools applicable to healthcare.
- Teach practical skills in leveraging AI to solve complex healthcare challenges and improve patient outcomes.
- Train executives on using AI to optimize healthcare operations, including patient flow, resource management, and logistics.
- Prepare executives to navigate the ethical, legal, and regulatory landscape of AI in healthcare.

# Learning Objectives

- Develop a strong foundation for the management of healthcare organizations
- Develop Analytical skills, Critical thinking, and Professional Expertise
- Develop the necessary IT skills required for managing healthcare
- Understand the basic protocols and practices followed in healthcare business worldwide

# Program Highlights



## Executive Certification From IIM Bodh Gaya

On successful completion of the program, the participants will receive a certificate of completion by Indian Institute of Management Bodh Gaya.



## IIM Bodh Gaya Executive Alumni Status

Executive Alumni Status will be provided to the participants after the successful completion of the program.



## Weekend Online & Interactive Classes

Classes are held on the weekends so that learning and work can go side by side and it's easy for working professionals to attend lectures.



## India's Top Faculty Panel and Industry Experts

Participants get to learn from some of the best IIM faculty members and industry experts who are highly qualified and experienced in the field of Healthcare Management Using AI Applications.



## Course Designed For Healthcare Professionals

The program is designed for healthcare professionals to maximize their practical learning through lectures, case studies, peer discussions, industry lectures, project work, simulations and more.



## Campus Immersion

There will be 3 days of campus immersion at IIM Bodh Gaya. The in-campus modules are subject to the conditions that prevail then. In case the on-campus module is not confirmed due to unavoidable circumstances, the same will be included in the total number of online sessions.



## Case Based Sessions

Real life case-based study pedagogy to enhance implementation of theoretical concepts to real life problems.



## Peer learning and networking opportunities

Students can connect with their fellow batch mates, interact and engage in peer discussions.

# Program Outline

## Module 1: Basics of Management in Healthcare

- Introduction to Healthcare Management
- Healthcare Policy in India and Healthcare Economics
- Financial Management in the Healthcare business
- Insurance in healthcare
- Management of human resources in healthcare
- Nonverbal Cues and Empathetic Listening
- Marketing in the healthcare business
- Healthcare Business Branding
- Legal aspects of healthcare business

## Module 2: Healthcare Operations Management

- Role of operations management in healthcare
- Supply Chain Management in Healthcare
- Inventory Management in Healthcare
- Quality Management in Healthcare
- Healthcare accreditations
- Lean Management and Six Sigma in Healthcare
- Competency and capacity building in healthcare
- Healthcare project management
- Facilities management in healthcare
- Healthcare 4.0

## Module 3: Strategic Healthcare Management

- Strategic management in healthcare
- Innovation, creativity, and entrepreneurship in the healthcare business
- Healthcare Strategy for Bottom of the Pyramid

## Module 4: Digital Transformation for Healthcare

- Overview of the information systems
- Digital transformation at different areas of healthcare
- Scaling and growth with the help of digital transformation

# Program Outline

## Module 5: Statistics for healthcare managers using R or Python

- Learning from data/Descriptive Statistics
- Sampling error
- Hypothesis testing
- ANOVA
- Different approaches to t-tests
- Linear and non-linear models

## Module 6: Electronic medical records and emerging technologies

- Overview of EMR
- Role of emerging technologies in EMR

## Module 7: Storytelling in healthcare

- Data pre-processing and data visualization using healthcare data

## Module 8: Introduction to Artificial Intelligence

- A 360-degree overview of artificial intelligence and its framework

## Module 9: AI for healthcare

- AI for medical diagnosis
- AI for healthcare service
- Telemedicine and AI
- Robotic Process Automation

## Module 10: Machine learning with healthcare applications

- Supervised and unsupervised machine learning
- Fundamentals of Deep learning
- Case studies on the implementation of predictive models in hospitals and diagnosis.

## Module 11: Natural Language Processing (NLP) in healthcare

- Applications of NLP for processing clinical notes and patient records.
- Enhancing patient care through automated medical transcription and sentiment analysis.
- EHR and NLP

# Program Outline

## Module 12: Cybersecurity in healthcare

- An overview of cyber threats in the healthcare sector
- Latest developments in the domain of cybersecurity
- Case-based discussion

## Module 13: Data management in healthcare

- Data management
- Data governance
- Data ethics

## Module 14: Regulations in AI

- AI biases and healthcare
- AI regulations

## Module 15: Campus Immersion of 3 days

## Module 16: Capstone project

## Module 17: Project Work

# Knowledge Capital Of IIM Bodh Gaya



Dr. Ajith Tom James is an Assistant Professor in Operations Management and Quantitative Techniques at the Indian Institute of Management Bodh Gaya. Dr. Ajith pursued his research at ITMMEC, IIT Delhi in the area of reliability and maintenance of automobile systems and received a doctoral degree in the year 2017. He has one year of industrial experience and 22 years of teaching experience in both engineering and management institutions. His broad research areas include operations management, industrial engineering, reliability, maintainability and safety of systems, etc.

**Dr. Ajith Tom James**  
Program Director

## Teaching Interests:

- Operations Management
- Project Management
- Quality Management



Dr. Manali Chatterjee is an assistant professor at Indian Institute of Management Bodh Gaya, in the area of Information Technology Systems and Analytics. She has completed her PhD from Indian Institute of Technology, Kharagpur. Before joining IIM Bodh Gaya, she worked at Amrita Vishwa Vidyapeetham and the Jagdish Sheth School of Management in Bengaluru. Her research interests focus on statistical modelling, information systems, and technology management. She is also actively engaged in conducting MDP sessions on big data, AI in business solutions, and digital transformation.

**Dr. Manali Chatterjee**  
Program Director

# Knowledge Capital Of IIM Bodh Gaya



**Vishal Ashok  
Wankhede**

Program Director

Prof. Dr. Vishal Ashok Wankhede is an Assistant Professor in the Department of Operations Management and Quantitative Techniques at the Indian Institute of Management, Bodhgaya, since July 2023. With over four years of academic experience, he has served as an Assistant Professor in the Department of Mechanical Engineering at the School of Technology, PDEU Gandhinagar from March 2022 to June 2023, and in the Department of Industrial Engineering at Pandit Deendayal Energy University, Gandhinagar from July 2016 to June 2019. He completed his Ph.D. in Industry 4.0 from the Department of Production Engineering, National Institute of Technology (NIT), Tiruchirappalli in July 2022. He has also received “Budding Researcher Award” on Institute Day 2022 of NIT Tiruchirappalli for the outstanding research performance during Ph.D. (July 2019 - March 2022). He was also awarded with academic proficiency prize for securing Top Rank in M.Tech by NIT, Trichy. With over 40 peer-reviewed articles published in reputed journals, conference proceedings, and book chapters, he is an active member of various professional bodies, including the Institution of Engineers (India), the Indian Society for Technical Education, the American Society of Mechanical Engineers, and the Indian Institution of Industrial Engineering. His research interests include Industry 4.0, Smart Manufacturing, Additive Manufacturing, Circular Economy, and Sustainable Manufacturing.

# Sample Certificate

		IIMBG-ECPHCM/001
	भारतीय प्रबंध संस्थान बोधगया Indian Institute of Management Bodh Gaya	Executive Education Programmes
This is to certify that <Participant Name> has successfully completed		
<b>Executive Certificate Programme in Healthcare Management using AI Applications</b> Conducted between xx/xx/ 2024 to xx/xx/2025		
Chairperson, Executive Education Programme	Programme Director	Director IIM Bodh Gaya

## Certification criteria:

- Participants who successfully meet the evaluation criteria and satisfy the requisite attendance criteria will be awarded a 'Certificate of Completion'. Participants who are unable to clear the evaluation criteria but have the requisite attendance will be awarded a 'Certificate of Participation. Successful participants will also be accorded IIM Bodh Gaya Executive Alumni status.

## Program Fee:

**For Indian Residents** **1,50,000+GST**

For International Participants \$2,800

**Executive Alumni Status (Optional)** **5,000 + GST\***

Note:- This fee is not for the physical card itself, but for inclusion in our extensive alumni network and association with IIMBG.

**\*Application Fee of 2000/- INR to be paid at the time of registration**

Note:- Application fee is non-refundable even if the application is rejected or enrollment is cancelled.

## Installment Schedule:

1st	INR 30,000 + GST* / \$600	Payment Deadline -	Immediate payment
2nd	INR 30,000 + GST* / \$500	Payment Deadline -	20th August 2024
3rd	INR 30,000 + GST* / \$600	Payment Deadline -	20th September 2024
4th	INR 30,000 + GST* / \$500	Payment Deadline -	20th November 2024
5th	INR 30,000 + GST* / \$600	Payment Deadline -	20th January 2025

\* Loan option with interest available in 6, 9 & 12 EMIs

\* EMI dates may vary on a case to case basis

\* 1% + GST\* processing fees will be charged by loan partner in 6/9/12 months EMI.

## Note:

An additional charge of INR 17,000 + GST is payable towards boarding charges (including single sharing accommodation and meals) OR INR 15,500 + GST (including double sharing accommodation and meals) at IIM Bodh Gaya for the on-campus immersion session. (This is exclusive of travel tickets for participants and inclusive of food and accommodation.)



### COURSE DELIVERY

Duration: 10 months blended

Delivery mode: Nulearn Plug n Learn

Frequency: Once in a week



### COURSE SCHEDULE

Every Sunday: 4 PM- 7:15 PM IST (Including 15 minutes break)

Course Commencement Date: 6th October 2024



### PAYMENT MODE

Online payment or DD in favor of "Human Racers Advisory Private Limited" payable at "New Delhi".



### HOW TO APPLY

To apply, working professionals can register at <https://www.nulearn.in> or call at +91-7669629222 (Toll Free).



## About IIM Bodh Gaya

Since their establishment post-independence in 1947, the Indian Institutes of Management (IIMs) have set the benchmark for management education in India. Renowned as the most prestigious and elite business schools in the country, IIMs prioritize practical experience and critical thinking over rote learning and traditional academic routines.

IIM Bodh Gaya, building on the esteemed IIM legacy, cultivates a curriculum and culture dedicated to developing socially responsible managers and emotionally intelligent leaders. The institute offers a dynamic curriculum designed in collaboration with academic and industry experts, providing participants with the opportunity to master new skills and explore diverse perspectives. Beyond conventional classroom learning, IIM Bodh Gaya emphasizes practical experiences, including case studies, sessions with industry experts, and live projects.

The institute's commitment to impactful research is reflected in the accomplishments of its faculty, who have published in reputable ABDC and Scopus-listed journals. Despite its relatively recent inception, IIM Bodh Gaya has quickly established a strong presence in the corporate world, with its graduates making significant contributions to leading business organisations across the country.

# About Nulearn

Nulearn is one of India's leading Ed-Tech organizations providing courses in collaboration with IIMs and top B-Schools. Set up in 2017, we have made it our goal to cover all major domains and industries when it comes to our courses. With a commitment to excellence, integrity & consistency, we ensure that you get a learning experience that's superior to the alternatives available in the market.

For years, we have helped working professionals upskill with high quality executive programs, diplomas and MBAs so that they can elevate their career prospects without feeling out of place in this rapidly evolving business landscape. With our industry leading Learning Management System (LMS), we ensure that you get a seamless learning experience that's not just beneficial but essential in order to stay relevant. **We are currently providing courses in collaboration with the following IIMs and B-Schools -**



*In 2023, **Business Today** Magazine ranked **NULEARN** as one of the top EdTech Organisations in India which provide Management Courses in collaboration with IIMs and B-Schools.*

\*Source : Business Today Magazine  
9th July edition





## **NULEARN**

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