

PGDM HEALTHCARE MANAGEMENT (HCM)

Two Year AICTE Approved
Super- Specialization Program in Healthcare



K J Somaiya Institute of Management Studies & Research,
Mumbai, India

Program Highlights of PGDM HCM

- Two year full time AICTE approved program in collaboration with Imperial College, Health Partners, London
- Super specialization in Healthcare area
- Good blend of Management and Domain specific subjects
- Academic partnership with K.J. Somaiya Hospital & Research Centre and other international institutions
- High focus on experiential learning
- Good opportunity to do internship abroad with a reputed institutions

Imperial College, London

- It is a public research university, London, UK founded in 1888.
- Imperial college is home to 17,000 students from 125 countries.
- It focuses on the four main disciplines of **science, engineering, medicine and business**
- Has 14 Nobel laureates and 3 Field Medallists as members.

- **Global Ranking:**
- 3rd in Europe and 8th in the world – The Times Higher Education World university Rankings 2018
- 3rd in Europe - Clinical, pre-clinical and health - The Times Higher Education World university Rankings 2018
- 8th in the world – QS World university Rankings 2018

Healthcare Sector

- It includes medical services, manufacture medical equipment or drugs, provide medical insurance, or otherwise facilitate the provision of healthcare to patients.
- It operates at the intersection of Medical Sciences, Social Sciences, Technology, Management Sciences and Legal and Ethical aspects.
- The healthcare industry is one of the largest and fastest-growing industries in the world. – one of the largest sectors both in terms of revenue and employment.
- During 2008-22, the market is expected to record a CAGR of 16.28 per cent.

Healthcare Sector

- Hospitals – Public hospitals, private hospital, private branded chain of hospitals
- Pharmaceutical industry
- Diagnostic services
- Medical devices, equipment and services
- Medical insurance
- Social sector/ development sector working in healthcare
- Public sector/Government sector working in healthcare
- Service providers such as data analytics in healthcare, medical tourism, aggregators, telemedicine, etc.
- Wellness and Fitness sector
- Biotech sector
- Clinical trials/ research

Top Reasons to Work in Healthcare Management

- Healthcare is one of the fastest-growing industries. As countries continue to enjoy greater life expectancies than ever before, there is a constantly increasing need for experts in operational management, to come in and find ways to deliver more efficient and affordable care to a greater number of patients.
- Leaps in digital technology are already affecting healthcare and opening new doors for tech-savvy students with an interest in business and financial operations to come in and find solutions.
- Prospect of making a vital contribution to society and gaining access to a earning potential.
- Good News: the lucrative and often very gratifying field of healthcare management is growing and needs YOU - **NAMO CARE**

Top Reasons to Work in Healthcare Management

New digital trends are transforming the health service.

Digital technology is already reshaping medical services and care to make it more universal, affordable and effective. From storing medical records in the cloud to making mental health services readily accessible round the clock, there are many ways digital trends will transform healthcare.

More room for growth and an incredibly exciting working environment

Trends disrupting in healthcare



TREND 1
SMART TECHNOLOGY



TREND 2
THE INTERNET OF MEDICAL THINGS (IOMT)



TREND 3
TELEHEALTH

Trends disrupting with AI



TREND 1
BIOMETRICS



TREND 2
NATURAL LANGUAGE PROCESSING



TREND 3
MACHINE LEARNING

Entrepreneurial Opportunities In Healthcare

- Sustainable healthcare
- Health analytics & Artificial Intelligence in Healthcare
- Medical waste recycling
- Home healthcare business
- Medical tourism
- Fitness/ wellness
- Alternative medicine
- Health insurance
- Medical coding and transcription

- SIMSR has an active e-cell to mentor and promote business ideas of the students

Specific objectives of the program:

- To enable students with requisite competencies to take the advantages of growing healthcare sector
- To equip students with relevant managerial and technical skills to tackle the challenges faced by healthcare industry
- To update their knowledge about changing business environment in healthcare sector and help them apply different management techniques at the organizational level
- To develop fundamental concepts related to managing finance, human resources, marketing, operations and entrepreneurial opportunities in healthcare sector.

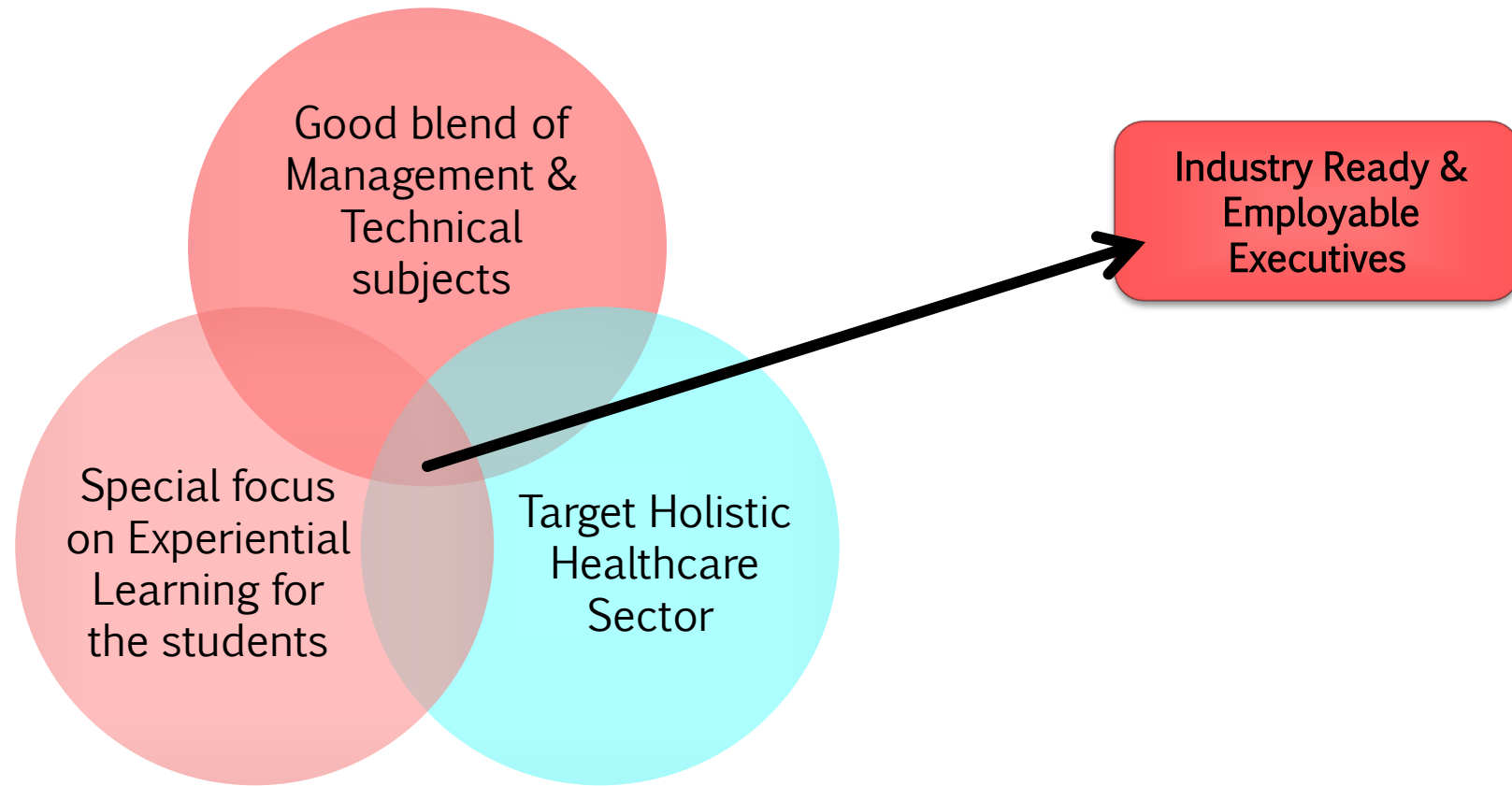
Unique Advantage for K.J. SIMSR

- The institute's geographical presence in Mumbai – presence of all the sectors covered under healthcare industry.
- Collaboration with Imperial College, UK
- Academic partnership with K. J. Somaiya Hospital & Research Centre and other renowned institutions.
- High focus on experiential learning
- Very good opportunity for international immersion program.
- Excellent Profile of Board of Studies

Board of Studies

- 1. Provost - Prof (Dr) V N Rajasekharan Pillai
- 2. Dr Monica Khanna - Director - K J SIMSR
- 3. Dr Pramod Prabhakaran - International Business Development and Partnerships - Imperial College Health Partners, London, UK
- 4. . Dr Alex Lewis - Medical Director at Central & North West NHS Foundation Trust, UK
- 5. Dr Srijith Nalinakshan - CEO - K J Somaiya Hospital and Research Centre
- 6. Jamshed Patrawala - Senior Director, Johnson & Johnson Medical Asia Pacific, Alumnus
- 7. Dr Kapil Raina - Director, Worldwide Commercial Lead (Head and Neck Cancer & Glioblastoma) at Bristol-Myers Squibb, USA (our alumnus from PGDM)
- 8. Dr Srirang Joshi - Counsellor at K J SIMSR
- 9. Mr Chinmay Gheewala - CoFounder - Healthcare Organisation - Alumnus
- 10. Sachin Parekh - Healthcare Professional - Alumnus
- 11. Dr Prema Basargekar - Programme Coordinator PGDM Healthcare
- 12. Dr Poonam Chauhan - Programme Co- coordinator - PGDM healthcare

Teaching – Learning Model



Learning Goal of the Program

- Management knowledge
- Research and analytical aptitude
- In-depth exposure to overall health environment
- Communication skills
- Team orientation
- Global awareness
- Ethical responsibility

Course List - Trimester I

	Trimester I	
	Courses	Marks
	Courses (Management)	
1	Business Communication & Report Writing	100
2	Statistical Analysis	100
3	Fundamentals of Health Economics	100
4	IT in Management	100
5	Fundamentals of Finance	100
6	Fundamentals of Marketing	100
7	Organizational Behaviour	100
	Courses (Technical)	
8	Epidemiology	100
	Total	800

Course List - Trimester II

Trimester II		
Sr. No.	Courses	Marks
	Courses (Management)	
1	Research Methodology	100
2	Healthcare Services Management	100
3	Macroeconomic Aspects of Health Sector	100
4	Supply Chain Management	100
5	HRM	100
6	Cost & Managerial Accounting	100
	Courses (Technical)	
7	Pharma and Biotech Management	100
8	Hospital Administration	100
	Total	800

Course List - Trimester III

Trimester III		
Sr No.	Courses	Marks
	Courses (Management)	
1	Healthcare in Rural Markets	100
2	Financial Management	100
3	Quality Management in Healthcare	100
4	Medico-Legal Environment in Healthcare	100
5	Facility Management	100
6	IT Application in Healthcare	100
7	Healthcare Marketing (Pharma, Hospitals, Medical Devices, Wellness)	100
	Courses (Technical)	
8	Patient Care and Behaviour	100
	Total	800

Course List - Trimester IV

Trimester IV		
Sr No.	Courses	Marks
	Courses (Management)	
1	Retail Management in Healthcare	100
2	Business Development in HealthCare	50
3	Leadership Lab	50
4	Strategic Brand Management	100
5	Entrepreneurship Management	100
6	Demographic Analysis & Policy for Healthcare	50
	Courses (Technical)	
7	Health Insurance & Financing	100
8	International Business and Marketing (Medical Tourism)	100
9	Counselling	50
10	Intellectual Property Right (IPR)	50
11	Workshop Any 1* (List Attached on last page)	50
12	Summer Internship Project	100
	Total	800 +100 (W) = 900

Course List - Trimester V

Trimester V		
Sr No.	Courses	Marks
	Courses (Management)	
1	Integrated Marketing Communications (IMC)	50
2	Data Analytics for Healthcare	100
3	Competitive Strategic Management	100
4	Market Research	50
5	Digital Marketing	100
6	Taxation	50
	Courses (Technical)	
8	Environmental Health and Safety Management	50
9	Emerging Technologies in Healthcare	50
10	Workshop Any 1* (List Attached on last page)	50
	Total	500 +100 (W) = 600

Course List - Trimester VI

Trimester VI		
Sr No.	Courses	Marks
	Courses (Management)	
1	Performance Mgt Systems & Compensation	100
2	Sustainable Healthcare (WHO)	50
3	Customer Relationship Management	100
4	Ethics in Healthcare Management	50
5	NGO Management	50
6	Master Thesis	100
	Courses (Technical)	
7	Biomedical Waste Management	50
8	Risk & Disaster Management	100
9	Alternative Medicines	50
10	Workshop Any 1* (List Attached on last page)	50
	Total	600 +100 (W) = 700

Workshops for Trimester IV, V & VI

Sr No	Workshops for Trimester IV, V & VI	Marks
1	Pathology	50
2	Medical Devices	50
3	Preventive Health	50
4	Wellness	50
5	Grooming/Personality Development	50
6	Clinician & Super Speciality Mgt	50
7	Naturopathy	50
8	Nutrition & Diet Therapy	50
9	Physiotherapy	50
10	Ergonomics	50
11	Maternal & Child Health care	50
12	Healthcare in Emerging Markets	50

Learning Methodology

- Emphasis on achieving learning outcomes.
- Use of diverse tools such as case studies, role play, film analysis, guest lecture, simulation, etc.
- Emphasis on peer learning and interactive teaching – learning.
- Institute has subscribed Harvard case studies and online research data base to encourage research.
- Industry internship is compulsory.
- Master's thesis in the second year to encourage research.

Placement opportunities at the Institute

- More than 99 % of the students get placed.
- Highest package in the year 2017-18 was Rs. 30 lac.
- Average salary was R. 9.87 lac.
- Total 175 companies visited the campus.
- 37 new recruiters visited the campus in 2017-18.

Emphasis on Experiential Learning



Emphasis on Experiential Learning



Thank You

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