



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE



Professional Certificate in **Hospital Management**

| Program Overview

The Professional Certificate in Hospital Management is a **10 course program** designed to **enhance the business management capabilities** of working professionals in the healthcare sector, especially in small, medium, and large hospitals. Hospital employees deal with several operation intensive tasks and changing work schedules or shifts, especially in the context of the pandemic. Owing to these factors, it is a challenging task for the management to bring all employees together in a classroom setting for the purpose of training and skill development. This certificate will be delivered through the **IIMBx online learning** platform - <https://www.iimbx.edu.in/> which will ensure that employees can access course content anywhere and anytime. The main aim of this program is to **equip and enhance the career prospects** of employees with 4-5 years of experience in the healthcare domain through foundational management courses in the fields of finance, strategy, operations, human resource management, statistics, economics, and public health.

| Target Audience

A background in healthcare and inclination to management studies makes you well-suited to pursue the certificate in Hospital Management, provided you are a graduate / diploma holder (10+2+3) in any discipline from a recognised university with a minimum 4 years of work experience in hospital settings. Postgraduates and Doctors (Bachelors + Masters) work experience of more than 2 years can also enroll for the program.

| Program Highlights

Receive a certificate from one of the leading business school of India, which is among top 3 global Bschoools for provision of MOOCs (Ranked #2 in Indian Rankings 2020, EQUIS accreditation)

› Cutting-edge and industry relevant curriculum

› Learn from world-class faculty of IIM Bangalore

› Engaging pedagogy with emphasis on learning experience

› Well-crafted workshops around relevant themes and expert talks from industry leaders to shape and broaden perspectives

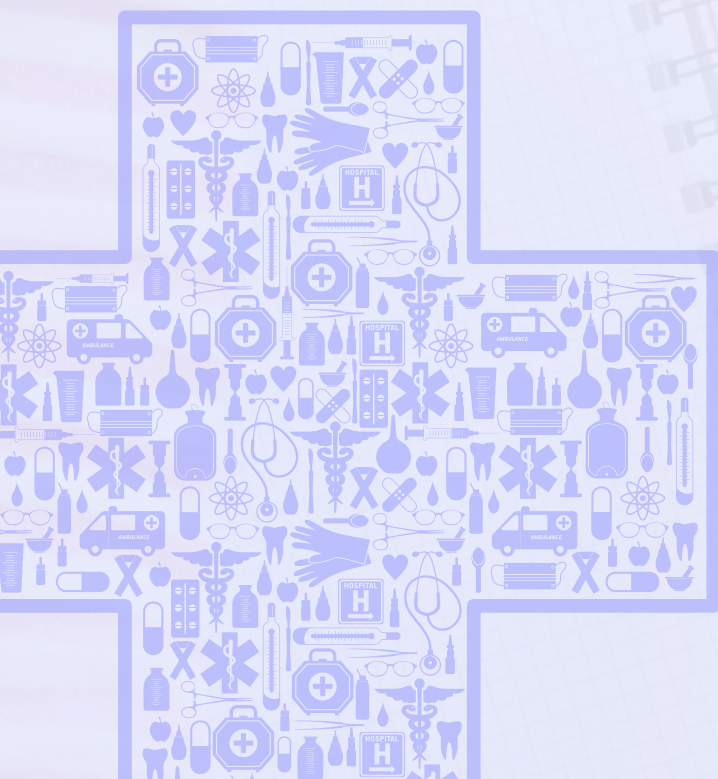
Program Structure and Syllabus

The Certificate in Hospital Management is an online learning program that covers all management functions with an emphasis on hospitals and the healthcare sector. The certificate will consist of **Massive Open Online Courses (MOOCs) by IIMB faculty** and live lectures interspersed on specific themes and topics. This program features engaging pedagogy and cutting-edge curriculum that weaves healthcare topics into every business course, taught by IIMBs' renowned faculty, known for their academic prestige.

The main objective of the program is to provide an introduction to different areas of management such as human resources, organization design, economics, statistics, strategy and innovation to mid-career hospital employees for upskilling and career growth. **Upon completion of the certificate program, the learner will receive 28 credits.** Each MOOC course will be for 2-3 credits and additional credits will be awarded for lectures and a capstone project

The digital courses are organized into learning modules and consist of video lectures, video cases, podcasts, animations, and other pre-recorded content. Learners progress within each course at their own pace but must complete all the assessments by assigned target dates. **Talks from industry experts and hands-on workshops** being the distinctive feature of this program, participants build skills in strategic thinking, teamwork, and effective communication while tackling healthcare management challenges.

All courses are taught from the **perspectives of executives who manage hospital systems** across the country, both rural and urban settings. The courses can be taken on the IIMBx platform and completed fully online; along with live webinars and lecture sessions.



Program Outline



PROGRAM
ORIENTATION



HM 1
OPERATIONS
MANAGEMENT



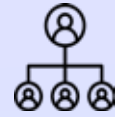
HM 2
HEALTHCARE
COMMUNICATION



HM 3
FINANCIAL ACCOUNTING
AND ANALYSIS



HM 4
MARKETING
MANAGEMENT



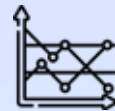
HM 5
MANAGING PEOPLE
FOR IMPACT



HM 6
ORGANIZATION
DESIGN



HM 7
STATISTICS FOR
HM



HM 8
LEGAL AND REGULATORY
FRAMEWORK



HM 9
STRATEGIC
MANAGEMENT



HM 10
MANAGING INNOVATION
IN HEALTHCARE



CAPSTONE &
PRESENTATION

Learning Outcomes

This program aims to equip healthcare professionals with perspectives, knowledge, skills and abilities required to design and lead hospital services that help achieve the highest possible level of healthcare for people. With an engaging pedagogy, digital courseware, live-webinars, expert talk, simulations and industry relevant capstone projects, taking a part in this learning journey will make you a sought-after professional in the hospital management industry.

On successful completion of this program, you will be able to:

Build perspectives, competence, and skills associated with being an effective manager

Apply the core management principles in evolving hospital settings

Develop business acumen and understand contemporary management practices

Formulate context appropriate action plans for identified challenges in hospital

Program Delivery

The program is delivered mainly via online courses. Each course comprises prerecorded videos and reading materials, if any which will be published each week. These courses are between six weeks long, depending on the learning objectives and coverage



PRE - RECORDED
VIDEO



GRADED AND UNGRADED
ASSESSMENTS



LECTURES READINGS
AND TEXT COMPONENTS



DISCUSSION
FORUMS



CHARTS AND
INFOGRAPHICS



WORKSHOPS
AND SIMULATIONS

Course Hours Breakup (For Each Course)

Each course will have 5-8 modules
and the course will be 2-3 credits each.

Video length	18 - 24 Hours
Readings	8 - 10 Hours
Assignments	8 - 10 Hours
Group Discussion	8 - 10 Hours
Total Learning Hours	44 - 54 Hours

The overall number of learner effort hours to earn 2 credits is 44-54
The overall number of learner effort hours to earn 1 credit is 23-30

**Video duration and learner efforts are assumed to be 1:2, i.e., for every one hour of video content 2 hours of effort is required from a learner. The total video duration in this case is 10-12 hours .*

Program Fee

Certificate in Hospital Management – INR 90,000 + GST
