



# TAKE YOUR HEALTHCARE EXPERTISE TO THE NEXT LEVEL

Curriculum designed for the  
Industry, by the Industry

**MBA in  
Healthcare Management**

A 2 years 'Super  
Specialized' MBA Program



**APPLY NOW**

**“It doesn't take an instant more, or cost a penny more, to be empathetic than it does to be indifferent.”**

**– by Brian Lee**

## **WHY MBA IN HEALTHCARE MANAGEMENT?**

**Things don't come with a statutory warning, and however well-equipped we are, we aren't really prepared without proper and managed planning.**

**“ In the effervescing Corona times, Healthcare Management has become a critical cog with respect to hospitals, pharmaceuticals, public health, biomedical, and healthcare financing ”**

**- Dr. Saroj Mahapatra, Director, KSOM**

**It is one of the recent and upcoming preferred management programs that is offered as a specialized MBA course.**

### **1. A Niche Profile**

The specialization in Healthcare Management offers you with domain knowledge in the healthcare sector and also equips you with general management skills. Healthcare domain knowledge helps in developing a niche profile which leads to less competition compared to a general PGDM/MBA.



## 2. A Recession Proof Sector

The continuous research due to lack of access to quality healthcare makes Healthcare Management a recession-proof sector for many more decades offering high career opportunities to the professionals with specialized MBA Healthcare & Hospital Management.



## 4. Partner Hospital in KIMS (Kalinga Institute of Medical Sciences)

The program would primarily focus on giving the best education in the concerned arena with wide exposure to real practitioners like doctors and health professionals to all the students. With KIMS being part of the same University there will be plenty of opportunities to practice various modules with live projects and immersive on-the-job internships. This will help students to be efficiently prepared for the best possible professionals in the health sector.

## 5. Lucrative Jobs & Career Options

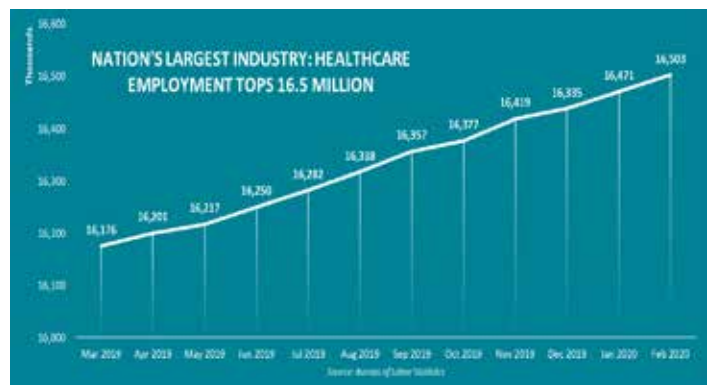
MBA in Healthcare Management eventually gives one the prospects of getting career options ranging from Hospital Administrator, Healthcare Information Manager, Medical Practice Manager, Oncology Coordinator, Claims Manager to being the Hospital CEO or CFO. With an average MBA Healthcare Management salary ranging from INR 6 to 14 LPA, the top firms recruiting these graduates include Apollo Life, Cadila Healthcare, Cipla, Wipro GE HealthCare, etc.

## 3. The Best Alternative

Moreover, students who had an aspiration to pursue their career as health professional and were unable to establish themselves as Doctors can get their next best alternative by pursuing this course.

“ With the more prominent admittance to wellbeing data through different medical care locales and applications, this new biological system has offered to ascend to the particular MBA Healthcare Management Course ”

- Dr. Shikta Singh, Program Chairperson Healthcare Management



“If we do not lay out ourselves in the service of mankind whom should we serve?”

- John Adams

# COURSE MODULE

MBA Healthcare Management Syllabus is covered in 4 semesters. The first-year syllabus is common to all the streams, with specializations being formally divided and focused upon in the final year with a 5 months internship in the 3rd semester in renowned hospitals like KIMS, AMRI, Apollo, Care, Kalinga, Utkal Hospital, etc.

The table below lists the subjects taught in the MBA in Healthcare Management syllabus.

| SEMESTER-I  | SEMESTER-II  | SEMESTER-III  |
|---|--|---|
| <ul style="list-style-type: none"><li>Financial Reporting and Analysis</li><li>Human Resource Management</li><li>OB: Individual / Group Dynamics &amp; Organization Theory</li><li>Legal and Ethical Aspects of Business</li><li>Managerial Computing and Softwares</li><li>Economic Environment of Business</li><li>Information Technology for Health Managers</li><li>Business Etiquette and Grooming</li><li>Hospital Administration</li><li>Principles of Epidemiology and Public Health System</li></ul> | <ul style="list-style-type: none"><li>Transforming Business through Information Technology</li><li>Science and Art of Marketing</li><li>Business Operation and Value Chain</li><li>Logistics, Supply Chain and E-Commerce</li><li>Statistics and Business Research</li><li>Strategic Management</li><li>Supply Chain Management in Health Care</li><li>Health Economics</li><li>Leadership in Healthcare</li><li>Legal Aspects in Healthcare</li><li>Basics of Clinical Research</li></ul> | <b>ELECTIVE CORE COURSES</b> <ul style="list-style-type: none"><li>Machine Learning and Artificial Learning In Healthcare</li><li>Total Quality Management in Healthcare</li><li>Health Informatics</li><li>Disaster Management and Mitigation Resources</li></ul> <hr/> <ul style="list-style-type: none"><li>Pharmaceutical – A Perspective</li><li>Pharmaceutical Marketing</li><li>Pharma Logistics Management</li></ul> <hr/> <ul style="list-style-type: none"><li>Health Insurance and Policy</li><li>Micro Insurance</li><li>PPP Model</li></ul> <hr/> <ul style="list-style-type: none"><li>Managing Hospital Services</li><li>Hospital Planning</li><li>Hospital Marketing</li></ul> <hr/> <ul style="list-style-type: none"><li>Healthcare Information system</li><li>Technology Management in Healthcare</li><li>Electronic Medical Records</li><li>Telemedicine's and Telehealthcare App</li></ul> |
| <b>SEMESTER-IV</b>  | <b>10-20 WEEKS OF IMMERSION INTERNSHIP</b>   |   |

## Candidate Eligibility:

60% career with graduation in Medical Sciences, Pharma, Biotechnology. MBBS can apply too. Apply through your CAT/MAT/XAT/CMAT/KIITEE Management/KIITEE score.

Prior work experience will carry additional weightage in selection. Total Seats - 30

# KSOM FACULTY



**Prof. Shikta Singh**  
Program Chairperson  
PhD Economics



**Prof. Ashutosh Kar**  
B.E. Electrical (NIT Rourkela)  
PGDBM (IIM Ahmedabad)



**Prof. Bhuwandeep**  
B.Tech (Hons) IIT Kharagpur  
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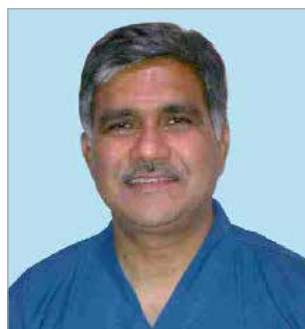
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Deemed to be University U/S 3 of the UGC Act, 1956

**SCHOOL OF MANAGEMENT**

**For Admission, Please Contact:**

**7608008731 / 7894460016**

**APPLY NOW**