



SRI RAMACHANDRA

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Category - I Deemed to be University) Porur, Chennai

Sri Ramachandra Faculty of Management Sciences



EXECUTIVE DIPLOMA IN HEALTHCARE MANAGEMENT

In Association with



SRI RAMACHANDRA MEDICAL CENTRE

&



ASSOCIATION OF
HEALTHCARE
PROVIDERS
INDIA

Educating & Advocating for
Well Being of Common Man



RATIONALE FOR THE PROGRAMME

The healthcare industry in India is rapidly growing, with multi-million dollar investments made by various national and international agencies, the pharmaceutical sector, central and state governments, and developmental partners. The hospital industry in India is expected to grow at CAGR of 16-17 percent to reach to a record US\$132 billion by FY 2022 from US\$ 62 billion in FY 2017. The High Level Committee Report on Universal Health Coverage in India, 2011, recommended “strengthening health sector management by supporting postgraduate courses in public health and hospital management for the health professionals and health program management for medical, dental, AYUSH (Ayurveda, Yoga, Unani, Siddha and Homeopathy), nursing, and allied health professionals”.

The growing demand for healthcare programme can also be justified by a fact that the number of hospitals grows rapidly across the country. There are 795 Hospitals (except clinics) in Tamil Nadu alone where 292 Hospitals are found in Chennai. In order to respond to this growth, there is a need to create human resource capacities in the areas of public health management and hospital administration. Though the process of building human resource capacities in healthcare management has already started, there is still scope for a lot of learning and education, in order to achieve the objective of a strong healthcare management workforce. Keeping the demand into consideration, many institutions (about 122 in India and 5 in Tamil Nadu) offer hospital and public health management related courses at different levels. It is, however, observed that there is little opportunity for practising healthcare professionals/hospital administrators to upgrade their knowledge and skill in healthcare management. Hence, this proposal is for introducing Executive Diploma programme in Healthcare Management in cooperation with Association of Healthcare Providers of India (AHPI) & Sri Ramachandra Medical Centre (SRMC) to fulfil the emerging need.

PARTNERING INSTITUTIONS

The Executive Diploma in Healthcare Management is a collaborative programme in association with SRMC and AHPI with the objective of making the deliverables of the programme very intense and practical. The glimpses of partnering institutions are as follows:

Sri Ramachandra Faculty of Management Sciences (SRFoMS) is a unit in Sri Ramachandra Institute of Higher Education and Research (SRIHER), a Deemed to be University (formerly known as Sri Ramachandra University), ranked among the top health sciences universities in India. SRIHER has been accredited (cycle-2) by National Assessment and Accreditation Council (NAAC) with CGPA of 3.62 on a four-point scale at ‘A’ Grade and placed in category-I Universities in India by the UGC and ranked 28 among Universities in NIRF–2020. SRFoMS, established in the year 2001, is one of the leading management hubs in India offering very unique programs in the field of hospital & health systems management.

AHPI works as “not for profit” organization and advocates with the government, regulatory bodies and other stake holders on issues, which have bearing on enabling its members organizations to deliver appropriate healthcare services to community at large. The association functions through an empowered secretariat which facilitates the members organizations in improving their systems, processes and outcomes on continuous basis, in line with the vision, mission and objectives of the association.

SRMC is a quaternary care multi-specialty hospital. The medical Centre was founded as a teaching hospital of Sri Ramachandra Medical College and Research Institute in 1985, with the intention of translating the experience and expertise in medical education into tangible and affordable health care to the community. We are the first and only hospital affiliated to a medical university in India that has the privilege of JCI, NABH, NABL and AABB accreditations. The hospital facility with 800 beds and 200 intensive care units that provides healthcare treatment for over 35,000 inpatients and 2,50,000 outpatients every year.

PROGRAMME PREVIEW

Programme Scheme in nutshell:

Programme Title	Executive Diploma in Healthcare Management
Duration	1 Year (Only Saturdays) – 38 Weeks
Semesters	2
No. of Modules	12 modules (each module carries the credit from 2-3) A Project report of 6 credits
Conduct of Classes	6 Sessions each weekend

Course Pedagogy

- Class room sessions by expert faculty from AHPI, SRMC & FoMS
- Self-Study through pre-supplied course material
- Live projects
- Case studies and Assignments
- Hospital visits
- Project work under the mentorship of senior experts

Course Matrix

Semester I		Semester II	
Course Title	Credits	Course Title	Credits
Introduction to Healthcare Management	2	Marketing of Healthcare Services	3
Human Resource in Healthcare Management	3	Quality & Accreditation in Healthcare	3
Healthcare Communication	3	Public Health Management	3
Hospital Operations Management-Non Clinical Services	3	Financial Management of Healthcare Organizations	3
Hospital Operations Management-Clinical Services	3	Healthcare Technology	3
Regulatory Aspects in Healthcare	3	Healthcare Analytics	2
		Research Project	6

ELIGIBILITY CRITERIA

Any Healthcare Professional with Graduate or Post-Graduate Degree from a recognized university in any discipline and having Minimum experience of 1 year in a Healthcare organization.

SELECTION PROCESS

- Candidates should apply online at <https://Pgd.sriher.com> on or before 24.10.2020
- Application Fee: Rs.1000/- (including GST)
- The selection committee will scrutinize the applications and the short-listed candidates will be issued the provisional admissions. The call letter will have the exact date and timing.

ADMISSION REQUIREMENTS

Candidates, who are provisionally selected, based on the interview must produce the following at the time of paying the fees:

- Degree certificate in Original/Provisional along with an attested Copy
- Mark Sheet in Original along with an Attested Copy
- Two Passport-Sized Colour Photographs
- Candidates awaiting results should produce the Degree Certificate (final/provisional) before 1 December 2020. Failure to do so will result in the removal of the candidate's name from the rolls of the Institute and forfeiture of fees paid.

Fee

Rs. 1, 50,000 (incl. GST); to be paid in two instalments
Last instalment should be paid before the end semester exam of Semester I

RESOURCE AND FACILITIES AVAILABLE FOR THE PROGRAMME

Programme expertise: Teaching faculty of FoMS, AHPI & SRMC
Class Room (Air-conditioned) with AV facility

Central Computing Facility: The computing facility, which the participants can have access to, has 30 computers equipped with software for data analysis, creating presentations, word processing and multimedia activity.

Central Library: The participants will be entitled to the library which has a wide range of intellectual material from archives and books to magazines, newspapers, audio video cassettes and CDs. The participants will also have access to the EBSCO-Health Elite of 450 journals.

REFUNDABLE CAUTION DEPOSIT

Library Deposit Rs. 5,000

The refundable deposit will be payable along with the First semester Fees. The same will be refunded to the student at the end of programme provided no outstanding dues.

IMPORTANT DATES TO REMEMBER

Online application open	: 19 th September 2020
Last date for Applications Submission:	24 th October 2020
Last Date for Payment of Fee	: 28 th October 2020
Class commences	: 31 st October 2020

