LEARN
LEARN WHILE YOU EARN

MBA
Management By Application

GEMS B SCHOOL
THE CAREER CATALYSTS
MYSORE MAHARAJA INSTITUTE OF HIGHER EDUCATION

MBA in
Health Care Management & Hospital Administration

www.gemsbschool.com

GEMS B SCHOOL

THE CAREER CATALYSTS

MYSORE MAHARAJA INSTITUTE OF HIGHER EDUCATION

The Royal Cottage, Bangalore Palace, Vasanthanagar,
Bangalore- 560 052. **Tel: 080 23560387 / 23560389.**
scalinggreaterheights@gemsbschool.com www.gemsbschool.com

• **Bangalore** • **Mysore** • **Pondicherry** • **Coimbatore** • **Vizag** •

About
GEMS B School

Conceived by experienced academicians and inspired by accomplished professionals.

Vision

Creating leaders and not just managers.

Mission

Igniting Excellence in young minds.

Values

Effective, Ethical, Enterprising, Transparent, Student friendly and Market centric.

Awarded 'Management College of the year - 2015' by Higher Education Review

Ranked in the 21st position by India Business Journal in its 2015 B School Ranking Survey

Ranked by Higher Education Review - 2016 in the 25th position Natioally

Awarded as the "Fastest Growing B School in India" by Business & Economy

Offers programs in synergy with the Industry with over 400 companies across industries

Offers industry Specific Certification Programs in areas of Information Security, Business Analytics, Digital Marketing, Financial Analytics, Human Resources Management, Airport Operations, Logistics & Supply Chain etc.

GEMS B SCHOOL-Bangalore has been Ranked No. 4 with A+++ Grade in India, No. 7 in Academic Excellence, No. 5 in Placements, No. 7 in infrastructure and No. 7 in Alumni Network in India, in Silicon India's 'What If Not IIMs' B School Survey 2023.

AWARD

GEMS B SCHOOL-Bangalore, in Feb 2019, received
the prestigious **ASSOCHAM award**
for '**The most preferred B School of the year in South India'**
from Sri. Suresh Prabhu, Central Minister for Industry and Commerce and
Civil Aviation and in the presence of Sri. Pranab Mukherjee,
former president of India, in New Delhi.

AWARD

GEMS B SCHOOL received the prestigious **ASSOCHAM award** for ‘**The most preferred B School for Placements’** Nationally, at the **ASSOCHAM** 13th Higher Education, Skill and Livelihood Conclave conducted on 25th and 26th Feb-2020 in New Delhi. The award was received from one of India’s tallest Business Leaders, Dr. Niranjan Hiranandani, The Founder and Managing Director of Hiranandani Group.

AWARD

GEMS B SCHOOL was recognised as
'**The Most Innovative Business School in South India**'
at the **Times Business Awards 2020**,
organised virtually by Times of India
on 5th October 2020.

AWARD

GEMS B SCHOOL was recognised as the '**B School of the year**' at the **ASSOCHAM 15th International Education Leadership & Skill Development Summit** held on the 13th of May 2022 in New Delhi.
This Coveted 'B-School of the year' award of ASSOCHAM was received by us from the Honourable Minister of State for Defence and Tourism, Govt. of India, Shri. Ajay Bhatt.

AWARD

GEMS B SCHOOL takes great pride in being recognised as one of the **Best Education Brands in India 2023** by The Economic Times. We were felicitated by the Honourable Education Minister of the Government of Nagaland, Shri. Temjen Imna Along at **The Economic Times Best Education Brands 2023** Event organised at the Hyatt Regency, New Delhi, on 29th June 2023. Coming from India’s No. 1 Business & Financial Newspaper, TV Channel and Website, this recognition is absolutely special and motivating. We were also thrilled to find out that we were recognised among highly prestigious Institutions such as IIM – Indore, BITS – Pilani etc.

DEGREE AWARDING UNIVERSITIES

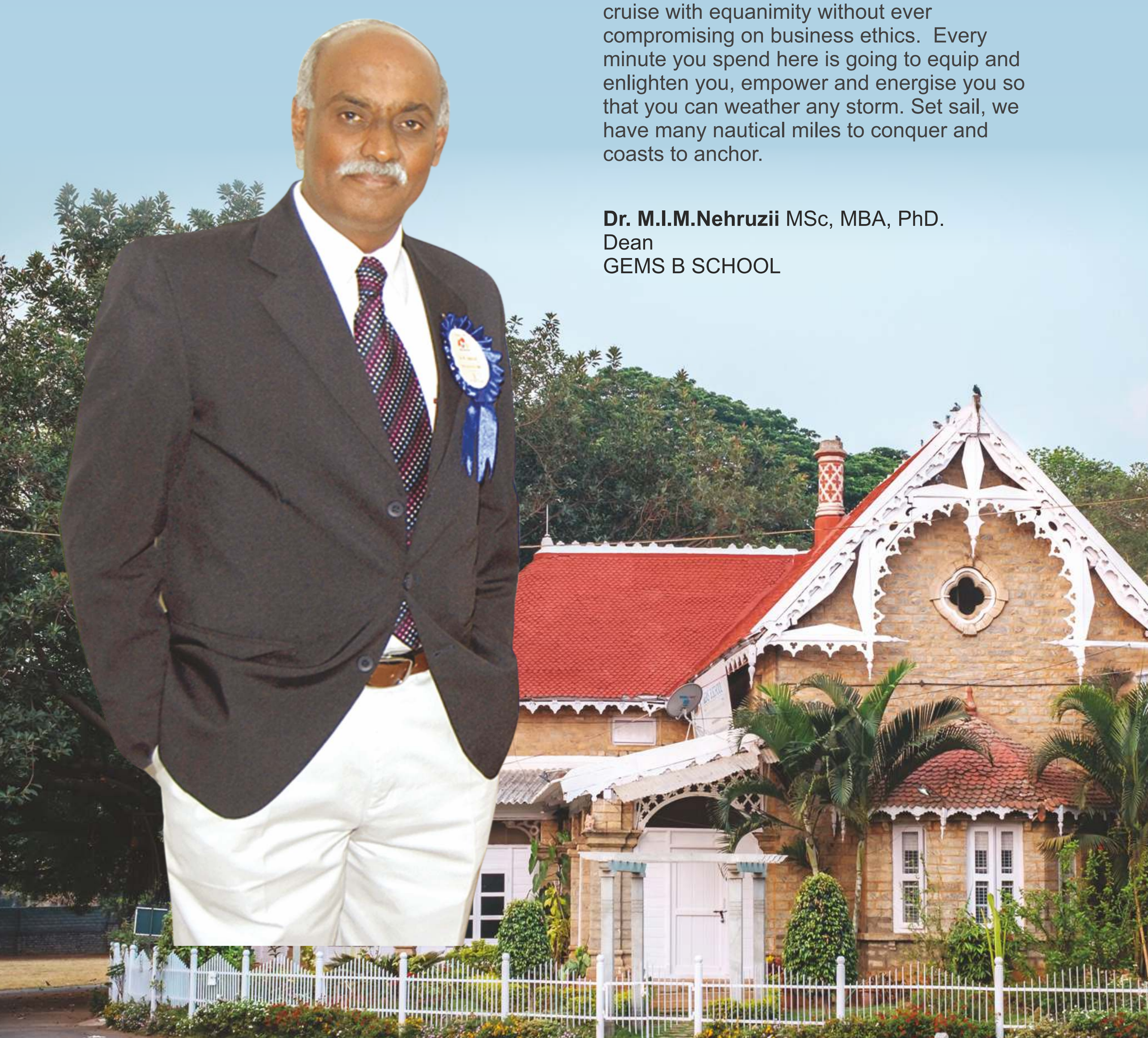
Dear friend,

Igniting Excellence

Welcome to GEMS, the B-School with a difference. We are sure you want to know what the difference is? Right from the ambience, curriculum, methodology, faculty and the conditioning, everything is going to be unconventional and different, all with a specific purpose.

GEMS is a voyage. Our goal is to build you like a ship, majestically and meticulously, to enable you to sail steadily on the choppy seas of business. Whether you are going to choose the passage of corporate executive, business professional or entrepreneur, our aim is to reinforce you in such a way, you are able to cruise with equanimity without ever compromising on business ethics. Every minute you spend here is going to equip and enlighten you, empower and energise you so that you can weather any storm. Set sail, we have many nautical miles to conquer and coasts to anchor.

Dr. M.I.M.Nehruzii MSc, MBA, PhD.
Dean
GEMS B SCHOOL



MBA in Health Care Management & Hospital Administration

Health is the most important sector in the economy of a Nation. Health care is the world's largest industry growing at a steady pace of more than 20%. Health care world over, has witnessed phenomenal growth despite recession and economic downturns. Reports suggest that health care is going to be one of the major sectors that will fuel economic growth across the globe. Not surprisingly, health is considered to be wealth for individuals as well as nations.

A Nation's health is judged by the health of its citizens. A country whose public health systems are not good is burdened with disease-afflicted, non-productive people who indirectly are a burden on its economy. Progress in the health care sector mirrors a country's growth and any country should ideally strive to achieve world class, state-of-the-art health care in an ethical environment. Efficient, Effective, Economic health care combined with concern, courtesy and compassion should be the vision of any progressive economy.

Health care as a service rendered to high ethical and professional standards enhances the image of a country domestically as well as internationally and Health care professionals who work in such environment excel in their performance and earn the admiration of the community.

Health Care in India

Health care in India is currently worth 65 billion US Dollars; projected to cross 100 billion US Dollars. This implies that there is tremendous scope for growth in the health care industry both in terms of Quantity and Quality.

By 2030 India will have 68 cities with a million-plus population and as much as 590 million Indians will live in cities. This is going to be a challenge as well as an opportunity to the Indian health care providers who are well known across the globe for their enterprise.

Growing population, increasing spending power, cheaper treatment costs when compared to the west, increased health insurance awareness and penetration, enterprising healthcare service providers offering novel services, increasing medical tourism due to treatment efficiency and cost advantage, encouragement from the government in terms of tax holidays, increasing international collaboration, growing foreign-direct-investment, all these factors are going to boost the growth of the health care industry.

There is a huge demand-supply gap in the health care industry in India and due to this demand-supply mismatch, there is enormous potential for growth in India. As per a WHO study, India presently has a bed deficit of approximately 30 lakh beds and the only solution to this is organised private health sector. 74%of the total spending on health care in India is from the private sector, thus the private sector hospitals have a major stake in the health care industry.

Bright Future

India is witnessing a large number of mergers and acquisitions in the health care sector, especially in areas like cardiology, neurology, joint replacement etc. The penetration of Health Insurance in India is only 2% and this figure is expected to rise to 20% in the next five years triggering the growth of the health care industry.

As per industry sources, almost 5 million foreigners have availed treatment in Indian hospitals. With health care costs almost one tenth that of western countries the medical tourism industry is expected to grow steadily.

Medical Entrepreneurs are increasingly getting attracted to 2 tier and 3 tier cities to set up new hospitals because of tax sops, rising disposable incomes and increasing penetration of insurance.

The latest trend is Mega hospitals with 1500/2000 beds, Health cities where there is treatment available for every conceivable ailment and Med-tech parks on the lines of IT parks. Dr. Naresh Trehan, the well known heart surgeon has already set up a Medi-city in Gurgaon on the outskirts of Delhi. This is the future trend of Health care in India.

Also to encourage medical tourism, the government is providing a variety of sops including lower import duties and higher depreciation rates on medical equipment, as well as easy visas for foreigners who seek medical care in India.

The future of Health care looks bright with the addition of many new hospital beds, deeper penetration of super specialty health care, greater coverage of insurance facilities, and increasing medical tourism.

The health care industry is poised to grow, offering enhanced career opportunities, especially for professionally qualified health care managers. The future looks challenging as well as rewarding.

Career Opportunities

Health Care sector is one of the largest employment generating sectors both in India and abroad.

Dr. Pratap Reddy the founder of Apollo Hospitals has said that the biggest challenge for him and Apollo is filling the void in human resources.

The fast-expanding domestic health care industry is the third largest employer but it is severely short of qualified, skilled manpower. According to the Ministry of Health, there is a shortage of 2 million health care professionals in the country.

There is a huge demand for skilled, qualified and trained health care administrators. Considering that one skilled administrator is required for every 50 employees, there will be a requirement of at least 50,000 health care administrators.

New retail clinics (Apollo, Vasan Eye Care, Thyrocare etc.) single specialty hospitals (Dental Care, Child birth, Skin care) and Secondary and tertiary care centers' have boosted the demand for Health care Managers.

Hospital administration and management is getting more and more professional and being increasingly out sourced. More hospitals are becoming quality conscious and are hiring health care professionals for quality gap analysis and streamlining of operations.

The Government's latest health insurance plan designed for the poor, spearheaded by the Labour Ministry, is also providing a fillip to the health care industry.

The Rashtriya Swasthya Bima Yojana program which relies on cashless smart cards has already enrolled 110 million Indians; this is expected to give a huge boost to the health care industry. As per the MOFOI employment trends survey, the health care industry has witnessed the most post-recession recruitment with an addition of 2,95,500 jobs.

While most public and private sector industries in India have been downsizing operations, Indian health care industry has been adding manpower. Hospitals and diagnostic centers in India have attracted FDI (Foreign Direct Investment) to the tune 1.4 Billion US $ which in turn is going to trigger manpower requirement in the health sector.

Public Private Partnership [PPP] in the health care industry is necessitating the need for qualified health care professionals. The wide choice of Hospitals which patients have before them today is creating huge pressure on existing hospitals to revamp, reorganize, modernise and become efficient. This trend creates an urgent need for qualified and skilled health care managers.

To free up a doctor's time, important administrative and business functions of hospitals like HR, Finance, accounting, Marketing, PR, Operations, House Keeping, Security, Logistics and Supply Chain Management, IT management, Quality Management etc., are increasingly being handled by domain experts who are health care managers.

Doctors need more time to focus on the patient and the only way they can get that extra time is by delegating administrative and management responsibilities to professional health care managers.

MBA in Health Care Management and Hospital Administration

This is an Earn – Learn – Earn / Work – Study – Work Program. Join the Industry Synergised MBA in Healthcare & Hospital Management and get a Job placement in a reputed Hospital immediately. Work from Monday to Friday. Study on Saturdays and Sundays. At the end of 2 years get an MBA degree and a PGP certification with 2 years work experience. Job placement will be related to Healthcare & Hospital Management in a reputed Hospital to enable 5 days practical exposure and 2 days classroom exposure (70% practical learning and 30% theoretical learning). Job placement will be full time and a full time salary will be paid.

The student will be awarded an MBA degree and a PGP certification in this program. The MBA degree will be awarded by a UGC recognised and NAAC 'A' grade accredited Indian University and the PGP certification by GEMS B SCHOOL. On the strength of these qualifications students can apply for employment in the Private sector, Public sector and Overseas as well.

Fees is payable in 8 easy instalments. Hostel accommodation available in the campus. Students will be taken on an outbound workshop as a part of the course curriculum.

Bank loan can be availed by the student from the bank where the student's parents are banking or one of our education loan partners. After the student's admission, the college will provide the student with the necessary documents to be produced to the bank for the processing of education loan.

Fees can be paid in easy instalments every three months over a period of two years. Students who have completed or appeared for their Degree exams in any discipline can apply. The fees for this programme is designed to suit the purse of all sections of society.

Unlike the usual MBA programmes this is a physically and mentally challenging program which requires the student's endurance. This is an international post-graduate degree and not a diploma or executive MBA.

This is a Globally focused no-nonsense, hardcore, frills-free learning Programme conceived with the only intention of conditioning youngsters for challenging careers. Special inputs will be provided in personality development, English communication skills, Relationship management, Team building, Decision making, Leadership etc.

International Progression (optional)GEMS B SCHOOL's strategic partnerships with reputed International Universities enables students enrolling for the Industry Synergised MBA program for a course progression into an MBA program at one of these International Universities.

GEMS B SCHOOL currently has International Pathway agreements with University of Sunderland – UK, Roosevelt University – USA and La Trobe University – Australia.

Students can complete the first year of their MBA at GEMS B SCHOOL and progress to one of these Universities for the final year to get an MBA from that respective University.

The International progression is only for students who are interested in this option and is not mandatory for all. Students enrolling for the Industry synergised MBA have time upto one year to decide whether they would like to choose this option or not.

MBA in Health Care Management & Hospital Administration Curriculum

Curriculum, Specialisations and Fee Structure

SEMESTER –I

1	Management Concepts & Theories
2	Organizational Behaviour
3	Business Environment
4	Managerial Communication
5	Managerial Accounting
6	Managerial Economics
7	Statistics for Management

SEMESTER –II

1	Marketing Management
2	Human Resource Management
3	Corporate Finance
4	Quantitative Methods
5	Legal aspects of Business
6	Operations Management
7	Management Information Systems

SEMESTER –III

1	Fundamentals of Hospital Administration
2	Hospital Services: Patient Care System-I
3	Health Insurance & Risk Management
4	Entrepreneurship
5	Project Management
6	Project Work Diary
7	Summer Internship Report

SEMESTER –IV

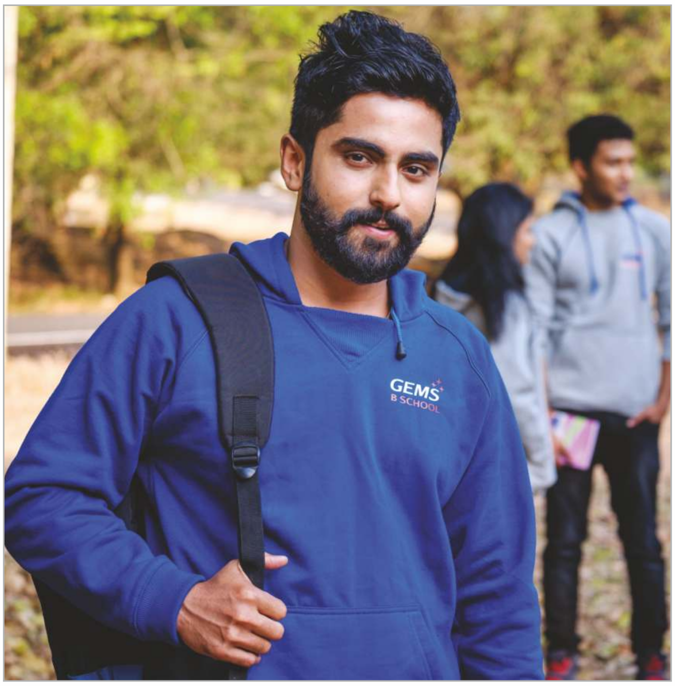
1	Hospital Services: Patient Care System-II
2	MIS Hospital Information System
3	Medical Ethics and Law
4	Hospital Material Management
5	Strategic Management
6	Master's Project Dissertation /Project Report
7	Project Viva-voce

Fee Structure

The total fee structure of this course is **Rs. 6,40,000/-** payable in 8 instalments once every 3 months.

Installment	Amount
1	Rs. 1,50,000/-
2	Rs. 1,50,000/-
3	Rs. 90,000/-
4	Rs. 90,000/-
5	Rs. 40,000/-
6	Rs. 40,000/-
7	Rs. 40,000/-
8	Rs. 40,000/-

Salient Benefits



- Faculty from industry
- Digital library with unlimited access
- Team building
- Most economical
- Creativity
- Highly flexible
- Seminars
- Entrepreneurship
- Classes during weekends
- Student friendly experimental learning
- Personality enrichment
- Aptitude test skills
- Industry Relevant Curriculum
- Excellent Environment

Value Addition

- Compulsory Outbound Workshop
- Regular discussion forums with senior executives from the Industry to enhance better co rporate adaptability.
- People skills like Communication, Leadership, Relationship management, team building, Entrepreneurs hip, working in virtual teams, etc.
- Industry skills like Spoken English, Personality Enrichment, Aptitude test skills, Interview skills, GD skills, Tele / Video conference skills, etc.

Admission Procedure

Eligibility

Students with Graduation in any stream can apply. Students awaiting their final year results can also apply.

Students will have to clear the GEMS online admission test @ www.gemsadmissiontest.com.

Duration

2 Years

Classes

Weekends

A FEW COMPANIES OUR STUDENTS WORK WITH

Apollo HOSPITALS
TOUCHING LIVES

HCG
adding life to years

SPARSH HOSPITAL
THE TOUCH OF LIFE

Narayana Hrudayalaya Hospitals
Caring with Compassion

Rainbow Children's Hospital

milann
Delivering happiness

COLUMBIA ASIA

Bangalore Baptist Hospital
Quality with Compassion since 1973

cloudnine

Contact us

GEMS B SCHOOL
THE CAREER CATALYSTS
MYSORE MAHARAJA INSTITUTE OF HIGHER EDUCATION

The Royal Cottage, Bangalore Palace, Vasanthanagar, Bangalore - 560 052.
Tel: 080 23560387 / 23560389