

FROM THE MANAGING DIRECTOR

With the anticipated growth of the healthcare sector, huge demand is created for healthcare professionals including the healthcare managers too. The healthcare sector is the 5th largest employer and is expected to provide 7.5 million opportunities by 2022 from 35.9 lakhs in 2013.

In an effort to meet up the expectations and support the industry to bridge the existing gap of quantity and quality professionals, ISBR offers Management Programs in Healthcare for the fresh graduates aspiring for a career in healthcare management and for the working professionals who are desirous of honing their skills for the managerial positions in their organisations. ISBR is dedicated in developing credible healthcare management professionals for all levels of management who best suit the industry requirements and possess the competencies that nurture their organisations and progress towards great contributions.



Manish Kothari
Managing Director
ISBR Group

FROM THE MANAGING DIRECTOR

ISBR Business School is one of the top business schools in India with International Education Standards. ISBR, under the aegis of Bangalore Education Trust was established in the year 1990. Over three decades, the Bangalore Educational Trust has established itself as one of the most successful and credible educational bodies of its kind in the nation. Since its inception, ISBR is committed to excellence in Academics. At ISBR the focus goes beyond education; aims to prepare students for life - transforming them into Leaders.

The success of ISBR as an acknowledged institution for quality learning is an outcome of the various facets that give ISBR its characteristic value - the faculty, enterprising students, infrastructure facilities and industry partnerships. The institute has collaborated with reputed universities in Europe and the US for exchange and research programs.

AICTE-CII recognized ISBR as the 'Platinum category Institute' for five consecutive years and also awarded as Best Business School for Industry Institute interaction in the year 2020.

Keeping up with the tradition and beliefs of the institute, I am glad to inform that ISBR launches the Healthcare Programs in its pursuit to translate the academic teachings into industry-oriented practices. I am sure this move go a long way in meeting growing demand for Healthcare management professionals.



Dr. Lakshman Kumar Yadavalli
Director
ISBR Business School

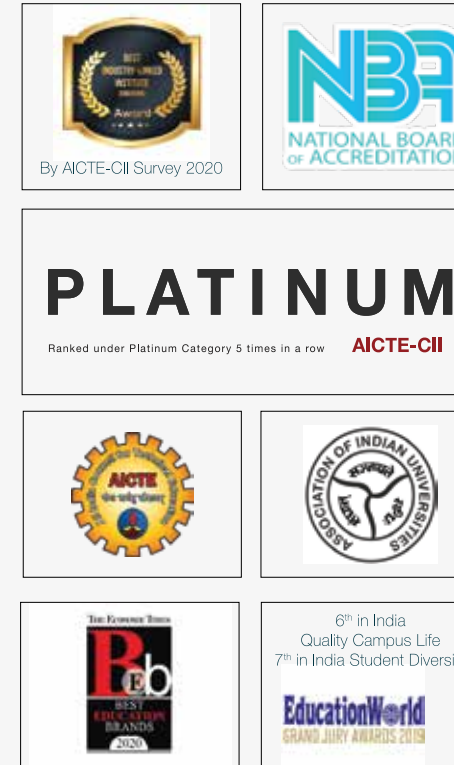
ABOUT ISBR

REAL WORLD REAL LEARNING

ISBR is an institute with International Education Standards with its first campus set up under the aegis of Bangalore Education Trust established in the year 1990.

It is an Institute with the primary motive to "train young men and women able and eager to create and put into action their ideas, methods and concepts". The incubators of ISBR had a dream... the dream of a gateway that provides global outlook...an infrastructure that beckons them to explore & learn...a cradle that nurtures high ethical and human values.

One of the
top B-Schools
in India



International School of
Business & Research
Bangalore

HEALTHCARE MANAGEMENT

The fast growing Indian healthcare sector is experiencing challenges posed due to the pandemic. Even though the system showcased its responsive flexibility to cope with the situation, it is an indisputable fact that the current requirement is to strengthen and establish a resilient healthcare sector. This calls for the existing and future healthcare managers to acquire and upgrade the quintessential knowledge, ability and skills to be effective and efficient healthcare managers that the industry is greatly looking for. Keeping in mind the need for the healthcare managers to equip and continuously upgrade themselves, ISBR is launching Healthcare Management Programs to cater to the needs of the aspiring healthcare managers and meet the expectations of the industry.



9844 00 4333
9379 26 6660

ADDRESS

No.107, Near Infosys Drive, Electronics City Phase-1,
Bengaluru, Karnataka 560100.
P: 080 4081 9500 |

admission.pgdm@isbr.in

KEY FEATURES

- Program endorsed by **FAME** - Fortis Academy of Medical Education
- Program content and structure designed by prominent professionals
- Outstanding teaching faculty invited from diverse fields - industry and academia
- Practice-guided and practice-relevant participatory inputs
- Unique composition of pedagogy tools
- Healthcare institution participation in program delivery
- Conference presentation opportunity
- Close interaction, mentoring and guidance.

Pedagogy

Interactive sessions
Case analyses
Management games
Simulation exercises
Out-bound workshops
Application oriented project work
Healthcare - institution- site-based learning

Course Delivery

Classroom Sessions
Online Sessions
Field Visits and Departmental Studies
Self-study mode
Putting Principles into Practice – Major Projects



Dr. Vikram Kashyap
Neurosurgeon & Hospital Quality Auditor

The program remains grounded in our basic ethos of producing highly competent healthcare managers who will be capable of rising up to the challenges of the coming decade. A judicious combination of didactic teaching, innovative pedagogy and involved observership will train our program participants to become confident hospital executives, healthcare entrepreneurs and clinical managers. We encourage applications from the aspirants desirous of a career in Healthcare Management.



Fehmida Visnegarwala
MD, MPH (JHU)
Consultant Syncremedies Pvt. Ltd.

I congratulate the team at ISBR on their timely and much needed courses on Healthcare Management as both a Full time PGDM and Executive programs. Considering the COVID-19 Pandemic and increasing reliance on healthcare, these are the needs of the hour in the industry today.

“

FROM THE MANAGING DIRECTOR

Known as a complex system, the healthcare sector requires its workforce with managerial abilities to develop strategies and services to be able to cope up with the demand of the sector to ensure effective and efficient sustainable systems / organisations that impart quality healthcare services in this dynamic environment, more so to recuperate from the impact of the pandemic. With the motto to impart quality education and transform students into future leaders, the healthcare management curriculum is

well crafted through a rigorous process to address the industry requirements of knowledge-skill-ability combine among the participants. The program delivery will be anchored by renowned professionals from various domains of healthcare management space with outstanding academic background and relevant rich experience. The institute's association with reputed healthcare organisations provides an excellent exposure to the practical aspects of management and augment the learning process by providing the platform to interact with the industry leaders. The



Dr. Veena G
Director-Healthcare Programs

PGDM IN HEALTHCARE MANAGEMENT

Program approved by AICTE, Ministry of Education, Government of India
Endorsed by Fortis

Participants

Bachelor degree in any stream - MBBS, BDS, B. Sc. Nursing (Basic or Post basic)
B. Pharm, B.Sc. in Allied Health Sciences; bachelor degree in Arts, Commerce, Law, or Management.

Duration : 2 yrs

Eligibility : Minimum of 50% aggregate of marks in bachelor degree.

Batch Strength : 60

Curriculum

Introductory Courses (non-credit courses)

Personality development
Soft Skills
Computer Skills
Orientation to healthcare organisations, structure, terminologies and processes

Hospital Management Courses

Aspects of a healthcare organisation related to planning, organising and managing of services and various processes and functions

Additional Courses

Health insurance and managed care in India
Medical tourism,
Recent trends in healthcare
Global Health
Entrepreneurship in Healthcare
Sector in India

Basic Management Courses

Techniques in managing an organisation
Understanding and managing people and their behaviour,
Knowledge of marketing, accountancy, health economics and financial management

Advanced Management Courses

Techniques in managing an organisation
Understanding and managing people and their behaviour,
Knowledge of marketing, accountancy, health economics and financial management

Research Orientation Courses

Conducting management research in healthcare
Summer internship
Dissertation

EXECUTIVE PROGRAM IN HEALTHCARE MANAGEMENT

Endorsed by Fortis

Participants

Working professionals like Doctors, Nurses, Paramedics, Physiotherapists, Biomedical engineers and other related domains, Hospital Administrators, HR Managers, Marketing Managers and Quality Managers, and other healthcare professionals.

Duration : 11 Months

Eligibility : Minimum of three years' experience.

Batch Strength : 30

Curriculum

Foundational Courses

Personal Effectiveness
Management of Organisations
People Management
Accounting Principles in Healthcare
Organisations (HCO) Management
Financial Management
Marketing of Healthcare Services

Advanced Courses

Business Analytics
Strategic Thinking and Leadership
Global Healthcare Scenario – in general and Post COVID-19
Emerging Trends in Healthcare
Design Thinking
Developing Entrepreneurial Mind set
Mergers and Acquisitions

Industry Specific Knowledge

Indian Healthcare Sector & its players
Planning & Designing of the HCO
Process Streamlining
Healthcare Regulatory Environment
Accreditation of HCOs
Interdisciplinary approach to HCO Management

Application of Learnings

Departmental Studies