



PGDM in HEALTHCARE MANAGEMENT

■ ■ 2025

About ISBR Business School

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. The institute carries a legacy of 34 years in the education sector.

The academic architecture at ISBR is designed to provide students with a unique and holistic learning experience. It combines student ambassadors, club activities, specialized programs, in-depth projects, case studies, research opportunities, and publications to nurture a passion for knowledge and a love of learning. This approach, coupled with excellent placement services and continuous support for individual development, equips ISBR students with a real world learning experience.

A cornerstone of ISBR's success is its faculty members. The institution boasts an esteemed faculty with a rich blend of academic prowess and industry experience and have strong national and international collaborations and industry partnerships which stand as a testament to ISBR's dedication to bridging the gap between academia and the Industry. These alliances serve as a testament to ISBR's determination to bridge the gap between theoretical knowledge and practical application. These partnerships will undoubtedly provide valuable opportunities for students and faculty to engage in cross-cultural learning experiences and gain insights into the dynamic world of entrepreneurship, further enhancing ISBR's standing as a premier educational institution.

ISBR offers world-class infrastructure. Our technology enabled classrooms, well-equipped libraries, modern laboratories, and student friendly campus with nearby hostel facilities, offer every ISBRian a wholesome learning experience. We are at the forefront of fostering entrepreneurship culture in the country with numerous IIC activities. ISBR Business School has a strong alumni network with presence all over India and abroad who frequently engage with us.

ISBR's journey to becoming one of the best management colleges in South India for international programs, as recognized by the Centre for Education Growth and Research (CEGR) in 2023, has been marked by consistent dedication to quality education. ISBR has also received the Award of the Best Industry-Linked Management Institute in India by the All India Council for Technical Education (AICTE) Confederation of Indian Industry (CII) Survey every year since 2016. ISBR has successfully completed the NBA 2nd cycle re-accreditation and achieved Grade 2 level autonomy, signifying our commitment to academic excellence.



Awards & Rankings

- *Platinum Institute (Top 3% of Management Colleges in India) AICTE-CII Survey, consecutively every year from 2016.*
- *Ranked among Top 1% B-School Brands of India - Business Barons.*
- *Accredited by National Board of Accreditation (NBA).*
- *Level 2 Autonomy by AICTE.*
- *Awarded Best Business School of the Year – Public Relations Council of India (PRCI).*
- *Ranked No.1 under New Generation B-Schools of India - DM B-School Survey.*
- *Ranked in India's Best B-School Category for 5 Consecutive Years - Dalal Street Journal.*
- *Ranked 10th Best in Industry Interaction - Silicon India Survey.*
- *Ranked as 12th Best in South India - Bhaskar Lakshya, Dainik Bhaskar Group.*
- *Ranked 6th Best in Placements: Go-Getter B-School Placements Survey.*
- *India's Top 29th Institute - Silicon India Survey.*
- *Voted Grand Jury Award in the Categories of (a) Quality of Campus Life and (b) Student Diversity by Education World India Private Higher Education Awards 2019-20.*
- *Awarded Business Excellence - Bharti Group.*
- *Awarded Exemplary Placement Award - Discovery Education.*
- *Awarded National Championship for Entrepreneur Activities - National Entrepreneur Network (NEN).*
- *Awarded Centurion Award - Centum Learning Centre.*
- *Awarded Management College of the year in Global Exposure - Higher Education Reviewer.*

Message from THE PRESIDENT

Dr. Manish Kothari
President, ISBR Business School



Welcome to ISBR, where the pursuit of excellence in business education transcends conventional boundaries. Established in 1990 under the esteemed Bangalore Educational Trust (BET), ISBR stands at the forefront of management education, continuously shaping the next generation of business leaders. With a legacy of profound expertise and a global perspective, ISBR seamlessly integrates academic rigor with industry insights, attracting ambitious managers from across the nation and internationally.

At ISBR, we foster an intellectually stimulating environment where students engage with a vibrant community of scholars and industry experts. Our mission extends beyond traditional learning; we aim to ignite a lifelong passion for leadership and innovation. Our distinguished faculty, with their extensive industry experience and academic acumen, deliver a transformative educational journey. By embedding cutting-edge ideas and real-world applications into the curriculum, we equip students to adeptly navigate the complexities of contemporary business landscapes.

We believe that true management excellence is anchored in profound expertise, strategic foresight, and the agility to thrive in dynamic global markets. For those who aspire to transcend conventional success and achieve a superior standard of accomplishment, ISBR provides an unparalleled platform. Our programs are meticulously designed for individuals who are resolute in their potential and dedicated to making a significant impact in the business arena. Welcome to ISBR, where cutting-edge education converges with tangible success. This is your gateway to an extraordinary journey in business education—shaping the leaders of tomorrow's challenges.

Message from THE DEAN

Dr. R. Narasimhan
Dean, ISBR Business School



At ISBR Business School, our mission is to sculpt a sustainable future by transforming our graduates into managers with contemporary abilities. Our curriculum is meticulously crafted to deliver an immersive and transformative educational journey. Through a blend of interactive lectures, strategic discussions, comprehensive case studies, and dynamic role-playing exercises, students acquire practical insights and develop advanced critical thinking skills.

Our program, spanning six trimesters, seamlessly integrates experiential learning with rigorous skill-building initiatives. Students benefit from a spectrum of extracurricular engagements, including intra-campus competitions, mentorship opportunities, and immersive programs. These experiences are further enriched by online and blended certification courses from renowned institutions, bolstering their professional credentials.

We emphasize the cultivation of socially responsible leadership through grassroots Rural Immersion Programs and impactful Social Initiatives. Our multi-tiered mentorship ecosystem, which includes faculty, alumni, and industry experts, is designed to guide each student through their professional trajectory. Moreover, industry interactions such as C-Talks, Professors of Practice, and hands-on projects with leading firms ensure our graduates are industry-ready.

Situated in Bengaluru's prestigious Electronic City, ISBR Business School leverages its proximity to major corporate hubs. Our unique offerings include Harvard case studies and simulations, the 'Ambassador' Lecture Series featuring international diplomats, and active membership in TiE, which strengthens our industry affiliations.

I wish you experience the dynamic and multifaceted learning ecosystem at ISBR Business School, where academic excellence seamlessly integrates with immersive campus engagements, strategic peer interactions, high-profile national events, and vibrant cultural celebrations. At ISBR, you'll forge enduring connections, foster valuable networks, and create lasting memories. Apply now to join the Class of 2025 and elevate your business education to unprecedented heights.

HEALTHCARE SECTOR

Known for its complexity, the structure and performance of the Healthcare Sector is determined by multiple factors like epidemiological changes, medical advancements, technological progress, public policies, and government initiatives. Allied players, including pharmaceutical companies and insurance providers, further influence this dynamic environment.

Managers must rapidly acquire the necessary skills and knowledge to respond effectively to these changes, ensuring their organizations' success. This includes understanding demographic trends, socio-political factors, legal frameworks, technological developments, and healthcare industry structures. Competence in governance, resource management, and crisis leadership is essential, along with professional transparency and accountability. Healthcare management programs aim to equip both aspiring and existing managers with the expertise needed to navigate these challenges and drive organizational growth, enabling them to become effective leaders and problem-solvers in an evolving healthcare landscape.

About the Program

Realising the need for quality oriented, industry focused management programs in the Healthcare sector to address the needs and aspirations of both the healthcare managers and the expectations of the sector, ISBR Business School is offering PGDM in Healthcare Management Program that best suit the requirements of the Management Professionals.

Eligibility

To be eligible for admission a candidate shall have obtained:

- Bachelor degree in any stream from a university recognised in India. The bachelor degree can be MBBS, BDS, B.Sc. Nursing (Basic or Post basic) B. Pharma, B.Sc. in Allied Health Sciences; bachelor degree in Arts, Commerce, Law, or Management. The duration of the degree should be for a minimum of three years and a full time course.
- A minimum aggregate of 50% marks in the qualifying examination.

Program Duration

The duration of the program shall be for a period of two years, consisting of six trimesters.

Mode of Delivery of the Program

- The program delivery will be anchored by renowned academicians and professionals from various domains of healthcare management space with outstanding academic background and relevant rich experience, the facilitating faculty will impart distinctive input with eminent practice relevance.
- Project: Candidates will also undertake a departmental studies as a part of their summer internship activity (8 weeks) that orients them to conduct situational analysis.
- Putting Principles into Practice: As a mandate of this program, the candidates will design and carry out a project towards the end of second year. Through this work, the candidates will showcase their learnings through the application of the concepts by carrying out a dissertation for 12 weeks at their workplace. The reports of the projects will be evaluated for the award of degree.

Program Outcomes

The specific outcomes envisaged for the PGDM in Healthcare Management program are as follows:

- ☑ Ability to apply knowledge of management theories and practices to solve business problems.
- ☑ Ability to understand, analyze, and communicate global, economic, legal, and ethical aspects of business.
- ☑ Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
- ☑ Ability to apply analytical and critical thinking for data-based decision-making.
- ☑ Ability to develop value-based leadership ability.
- ☑ Ability to develop and sharpen the decision-making skills to resolve business problems.
- ☑ Ability to inculcate and foster creativity and innovation in a business environment.

PROGRAM DETAILS

No.	Feature	Description
1	Program Name	Postgraduate Diploma in Management (PGDM) in Healthcare Management
2	Approval	All India Council for Technical Education (AICTE)
3	Program Duration	Two Years
4	Number of Terms	Six Trimesters
5	Duration of a Term	13 Weeks
6	Total Credits	upto 120
7	Program Start	June/July 2025
8	Placement Services	Internship and Assistance in Placements

PROGRAM STRUCTURE

I TRIMESTER	II TRIMESTER
Economic Analysis for Business Decisions	Organizational Behaviour
Decision Science	Managerial Skills
Marketing Innovation	Spreadsheet Modelling using Excel
Financial Accounting	Managerial Economics
Innovation and Entrepreneurship	Managerial Finance
Skill Based Courses	Skill Based Courses
III TRIMESTER	IV TRIMESTER
Operations and Project Management	Management of Hospital Services
Human Capital Management	Medical Laws and Ethics
Business Research Methods	Quality and Patient Safety
Indian Business Environment (Legal, Economy & Policy)	Health Economics
Indian Ethos and Human Values	Skill Based Courses
Skill Based Courses	
V TRIMESTER	VI TRIMESTER
Hospital Planning	Dissertation
Health Informatics	
Public Health Management	
Health Insurance	
Healthcare Consulting	
Skill Based Courses	

- Note:*
- This is an information handout and is subject to change by the institution.
 - E & OE.

ALUMNI FEEDBACK



Batch 2020-22

Ms. Karnati Demonika Anand

Senior Business Analyst
Thryve Digital Health LLP, Hyderabad

Pursuing Post Graduation in Management at ISBR was the best decision I made that added much value to my professional journey. ISBR is one of the best business schools where I got the knowledge which is out of books from my professors who have supported me very well. The batch composition, learnings from peers and professors and rich curriculum helped me emerge as a better professional. I thank everyone in my two years journey during the course.

Mr. Narasimhulu Salivendara

Lab Incharge
Vital Care, Maldives

My journey at ISBR has been the realization of a dream to attain a good career in healthcare management. The transformation I underwent during his time at ISBR, both personally and professionally, was remarkable. The experience of learning from dedicated professors and engaging in assignments, especially the project work, left a profound impact on me.

I would happily document that my journey at ISBR enhanced planning skills, improved managerial capabilities, enhanced a deep understanding of teamwork and team spirit, refined communication skills, and reflected on my strengths and weaknesses. Beyond all these, I was privileged to be trained by dedicated and enthusiastic faculty. I extend my gratitude to the ISBR management for providing me with the opportunity to pursue my dream.



Batch 2021-23



Batch 2021-23

Ms. Anandita Raju

Executive - Quality and Accreditation
Care Hospital, Hyderabad

My journey was not without its challenges, as the COVID-19 pandemic brought about unexpected obstacles. Nevertheless, what unfolded at ISBR was a tapestry of treasured moments and invaluable experiences. I discovered that ISBR was more than a mere school; it was a platform that offered me a plethora of opportunities to explore, excel, persist, and lead. It was a place where academic and personal growth went hand in hand, and it was the diverse cohort of students that made it truly exceptional.

ISBR empowered me to delve into my own creativity, share unique perspectives, and take intellectual risks. It was a place where innovation thrived, and intellectual curiosity was nurtured. My life at ISBR was a testament to the power of a nurturing educational environment, where diversity, innovation, and supportive faculty came together to help realize the full potential.

Ms. Gobika K

Operations Executive (Formerly)
IOM BIOWORKS Bangalore



Batch 2021-23

As a part of my course work the assignments and presentations helped me gain a wealth of wisdom. An internship at Kauvery Hospital added the icing on the cake, and I loved every bit of it. In year two, I effortlessly connected class lessons to my learnings during internship, attended seminars, and learned from the best professors.

ISBR taught me the valuable lesson that life is a team sport, emphasizing the importance of teamwork. I discovered my inner warrior and found that writing research papers became my secret superpower. Leadership, combined with empathy, was my go-to approach. I held the golden rule that safety and quality always come first for providing top-notch patient care.



Batch 2021-23

Ms. Sanchita Bose

Quality Executive
Apollo Hospital, Ahmedabad

My days at ISBR Business School are a remarkable testament to the power of determination, personal growth, and academic excellence. As a postgraduate in Healthcare Management, my learning and personal development have taken me to prestigious institutions like Apollo Hospitals, where I currently apply my skills and knowledge.

Beyond the academic sphere, I was able to forge valuable friendships and gain insights from the esteemed educators at ISBR, enriching my overall experience. I believe that ISBR has been an integral part of my personal and professional development that has better equipped me to make a meaningful contribution to the healthcare industry with a sense of confidence and determination.

Ms. Archee Dadhich

My experience at ISBR has been enriching, marked by a balance of academic challenges and opportunities for personal growth. The PGDM program's interdisciplinary approach allowed me to see healthcare management from multiple angles, deepening my practical understanding. My internships at Eternal Heart Hospital, Apex Hospital, and a live project at Prameya Health Centre, provided the opportunities in gaining valuable hands-on experience in the healthcare field.



Batch 2022-24

OUR RECRUITERS



FACULTY PROFILES

The faculty in ISBR come with diverse educational background and experience. The school also has industry leaders to teach and mentor the students. Scholars with strong research leaning and who have proven record of academic achievement and success are on board as permanent faculty. The faculty pool includes researchers from some of the premier international universities. A few select faculty are listed below:



Dr Veena R
Director - Healthcare Programs

Dr Veena R possesses about two decades of experience both in industry and academics. Over these years, she has assumed the roles of a hospital administrator, public health researcher, healthcare quality consultant, management trainer and faculty for postgraduate management teaching, member of Board of Studies and Faculty Recruitment and examiner. She led the workshops for the development of Healthcare Management curriculum at the Post-graduation level and introduction of the program at the present institution.



Dr. G. V. Nagaraj
Former Director, H& FW Services, GoK.

Dr. G. V. Nagaraj served the Karnataka State Government for 33 years in various capacities starting from the post of Medical officer in rural area through Deputy Director, Joint Director, Additional Director, Project Director and finally as Director of Health and RCH Services. Also served as Director of State Training Institute. He has worked as Chief consultant for World Bank projects. His teaching assignments were with Siddhartha Medical College, Tumkur, MVJ Medical College, Hoskote, Rajiv Gandhi University for Health Sciences, Padmashree School of public health, Bangalore.



Dr. Kanagaraj Kandasamy
Associate Professor

Dr. Kanagaraj Kandasamy is a dedicated educator and researcher with 18 years of professional experience, including 11 years in teaching and research. His expertise spans across teaching, research, and academic administration, where he has consistently demonstrated a commitment to academic excellence. Dr. Kanagaraj's core competencies include Teaching and Research, Human Capital Management, and Healthcare IT. He is particularly passionate about preparing students with future-ready skills by incorporating real-world industry practices into academic curricula. Holding a Ph.D. in Business Administration and Management from SPIHER, along with advanced degrees in IT, HR, and Physics, he brings a multidisciplinary approach to his work. Through events like the Adwitya International Conference Series, he has successfully fostered industry-academia networking, enriching students' knowledge, career prospects, and bridging the gap between theory and practice.





Dr. A Narasima Venkatesh

Professor & Head – Human Resource and General Management

Dr. A Narasima Venkatesh has over 23 years of experience including in industry. He is a Ph.D. (Business Administration), MSW, M.Phil. (Management), M.H.R.M., M.B.A., and B.Com. He is regularly listed in the top 10% of authors from worldwide in ELSEVIER Social Science Research Network (SSRN). His Overall Author Rank is 13,950 out of 1,355,712 authors from worldwide in ELSEVIER-SSRN as on 1st August 2023. His author rank is 2915 out of SSRN Top 12,000 business authors from Worldwide ELSEVIER-SSRN as on 1st July 2023. He has Google Scholar Citations -187, h-index-8, i10-index-7 along with publications of research papers (39-including ABDC - 'C', Scopus, IEEE, SPRINGER), Patents (18) and Books (6).



Dr. Preshth Bhardwaj

Professor & Head – Centre of Customer Analytics

Dr. Preshth Bhardwaj brings with him an impressive background in academia, having held esteemed positions at several premier institutions across India. He has worked with renowned institutions such as the Xavier Institute of Management Bhubaneswar (XIMB), Indian Institute of Management Rohtak (IIM Rohtak), Institute of Management Technology Nagpur (IMT Nagpur), and Institute of Management at Nirma University. Additionally, he served as an Academic Associate at the prestigious Indian Institute of Management Ahmedabad (IIM Ahmedabad). With over twenty-two years of dedicated teaching, training, and research experience, Dr. Bhardwaj has built a strong foundation of knowledge and expertise in the field of management education.



Dr. Richa Bhalla

Associate Professor

Dr. Richa Bhalla is an Associate Professor of Entrepreneurship and Leadership at the ISBR Institute of Management, Bangalore. She holds a bachelor's degree in civil engineering from Bangalore University, a PGDBM from Birla Institute of Management, and a Ph.D. in General Management from Babasaheb Bhimrao Ambedkar University. Her academic background spans both technical and managerial disciplines, providing a strong foundation for her career in academia and industry.



Dr. Naveen Pol

Associate Professor and Head – Operations & Analytics

Dr. Naveen Pol has 14 years of experience wherein worked for industry in FMCG and Telecom sector. He has done his Ph.D from Kousali Institute of Management Studies, Karnataka University. Received fellowship from Indian Council of Social Science Research (ICSSR), Ministry of Human Resource Development (MHRD) while pursuing full time research work at Karnataka University. Published 19 research papers of which latest are with category C and B from ABDC list of Journals. He teaches Business analytics, Marketing Analytics, and Statistics for Management.



Dr. Veena Shenoy

Associate Professor & Head - Impact goals (SDGs)

Dr. Veena Shenoy is the founder and CEO of Inclusive, a social start-up with a global mission of creating a barrier-free sustainable inclusive environment for persons with disabilities and senior citizens. She is an Associate Professor and head for Impact goals (SDGs) at ISBR Business School, Bangalore. She represents WICCI, Women Indian Chamber of Commerce and Industry, as a State President for the Karnataka Sustainable Development Goals Council, and G100 as State Chair for the Diversity and Inclusion Wing.



Dr. Padma Mahadevan

Associate Professor

Dr. Padma Mahadevan is a distinguished educator with nearly two decades of experience in teaching at postgraduate levels within esteemed management institutions and autonomous universities. She holds a Master of Arts in Economics from the University of Madras, followed by a Postgraduate Diploma in Economics from the Madras School of Economics. Further enhancing her expertise, she earned an MBA with dual specializations in Human Resources and Marketing. Throughout her academic journey, she has been recognized for excellence, being a University Rank Holder at the postgraduate level and consistently receiving proficiency awards across various disciplines.



Dr. Balachandar S

Associate Professor

Dr. Balachandar S is widely recognized as a passionate and dedicated human resource developer with a distinguished track record in facilitating knowledge transfer and fostering team development. With a strong commitment to nurturing talent, he has taken numerous initiatives throughout his career to lead and mentor individuals in their professional growth. Armed with a Ph.D. in Human Resource Management (HRM), Dr. Balachandar brings over 35 years of rich experience, spanning both industry and academia. His expertise lies primarily in Human Resource Development (HRD) and mentoring, where he is deeply committed to providing learners and professionals with the optimal resources and insights to excel in their fields. Dr. Balachandar's scholarly contributions are equally noteworthy. He has published numerous papers in Scopus-indexed journals and has presented his research at international conferences, earning recognition from researchers and peers alike.



Dr. Shabista Bhooshan

Associate Professor

Dr. Shabista Bhooshan is a seasoned academician with a blend of experience from the corporate world too. A Doctorate in Management she is productively engaged in academia in the field of HR, General Management, Branding, Event Management, Marketing, PR, and Consumer Behaviour. She is presently working as Associate Professor and NAAC incharge at ISBR College. Her areas of interest include internal branding, consumer neuroscience, neuromarketing, consumer economics, integrated marketing communication, organizational behavior, and creativity and innovations.

REAL WORLD. REAL LEARNING.



AMPHITHEATRE
AMPHITHEATRE
AMPHITHEATRE

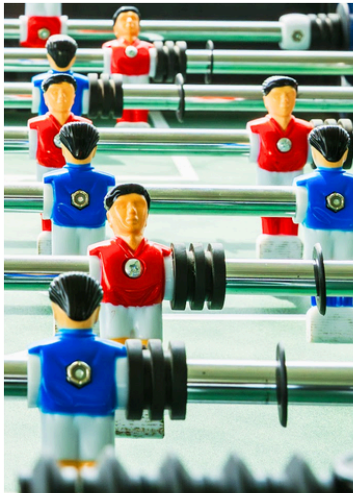


CAFETERIA
CAFETERIA
CAFETERIA

CLASSROOMS
CLASSROOMS
CLASSROOMS



PLAY ARENA
PLAY ARENA
PLAY ARENA





BUSINESS SCHOOL
REAL WORLD. REAL LEARNING



080-40819500



www.isbr.in



info@isbr.in



International School of Business & Research

*No. 107, Electronic City – Phase I, Near Infosys, Behind BSNL
Telephone Exchange, Bangalore – 560 100*