GOA INSTITUTE OF MANAGEMENT

Powered by **upGrad**

Executive Post Graduate Program in
Health Care Management

11 Months | Online

INDEX

ABOUT
UPGRAD

- upGrad is India's largest online higher education company with a learner **base of 2 million+ learners across 85+ countries.**

- **Having ranked #1 in LinkedIn's Top Startups in India 2020 and having been** awarded the title of 'Best Tech for Education' by IAMAI in 2019, upGrad was among the Top 50 Fast-growing Companies listed by the Financial Times.

- Online education is a fundamental disruption that will have a far-reaching impact. upGrad was founded taking this into consideration. upGrad is an online education platform to help individuals develop their professional potential in the most engaging learning environment. Since its inception, upGrad has delivered over 20 million hours of learning, delivering programs by collaborating with universities across the world including Liverpool John Moores University, SSBM Geneva, IIM Kozhikode, IIIT Bangalore and Deakin Business School among other marquee universities and institutes.

- Furthermore, our strong placement network, industry mentorship and the credibility of a master's degree will provide you with just the right push to accelerate your career in Healthcare Management.

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Our aim is simple:
We strive to create high-impact, hands-on experiences that prepare students for meaningful and productive careers.

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Ronnie Screwvala
Co-founder and Executive Chairman
upGrad

ABOUT
GOA INSTITUTE OF MANAGEMENT

We believe that learning never stops at GIM. Our motto is to prepare our students to be responsive and responsible leaders, making a di erence in society. Our outdoor learning complements classroom learning in a 50-acre scenic campus at the foothills of the Sahyadri ranges. GIM is an autonomous body approved by the norms of AICTE (All India Council of Technical Education), which o ers two years of full-time residential PGDM programs, i.e., PGDM, PGDM-Healthcare Management (HCM), PGDM-Big Data Analytics (BDA) and PGDM Banking, Insurance, and Financial Services (BIFS), as well as the Fellow Programme in Management (FPM). The PGDM Part-time program for working executives is a non-residential program carried out over weekends for working professionals.

GIM celebrates bonding and connections with over 4,000 of its influential alumni located in more than 15 countries across the globe. GIM has continued to maintain 100% placements for the past many years. We promise to deliver the best knowledge with world-class faculty, industry experts, and veteran academicians. Our faculty sta consists of 70+ full-time, highly qualified, and experienced faculty, many of whom are from the industry sector. Life at GIM is bubbling with energy owing to the sports and cultural activities planned and conducted by the students. Leaders from various walks of life, both nationally and internationally, come to GIM to share their knowledge and motivation with students. Students endure a spirit of competitiveness through a series of competitions of business analysis, current a airs, sports, and cultural events.

ACCREDITATIONS AND APPROVALS

AACSB Business Education Alliance Member

EFMD GLOBAL

SAQS

NBA NATIONAL BOARD OF ACCREDITATION

PRME Principles for Responsible Management Education

POSITIVE IMPACT RATING FOR BUSINESS SCHOOLS

AIC | GOA INSTITUTE OF MANAGEMENT

WHY
HEALTHCARE MANAGEMENT

India's healthcare industry is expected to grow $50 billion in size by 2025. Healthcare has become more focused on innovation and technology in the post-covid era. About 80% of the healthcare ecosystem aims to increase investment in digital healthcare tools in the near future.

Telemedicine is also expected to reach $5.5 billion by 2025. eSanjeevani, a Ministry of Health & Family Welfare conceived technical intervention, has enabled virtual doctor consultations and connected thousands of people living in remote parts of the country with doctors in major cities while sitting in the comfort of their own homes.

The country has become a hub of MedTech innovations and instead of adopting western products, Indian innovators are developing path-breaking MedTech products and solutions. India has reached an inflection point, which is leading to a rapid expansion of the HealthTech/MedTech ecosystem.

India has all the essential ingredients to grow exponentially in this sector, including a large population, a robust pharma and medical supply chain, 750 million plus smartphone users, 3rd largest start-up pool globally with easy access to VC funding and innovative tech entrepreneurs looking to solve global healthcare problems*.

Source: www.livemint.com/news/india/healthcare-in-india-seen-worth-50-billion-by-2025-minister-11662552252396.html

WHO IS THIS PROGRAM FOR?

1 FRESHERS

2 MEDICAL PROFESSIONALS

3 EARLY-CAREER PROFESSIONALS

4 ENTREPRENEURS

PROGRAM
HIGHLIGHTS

Learn from the best faculty of GIM

Receive a professional certificate of completion from one of the top B-schools of the country

Learn from sessions by top industry experts

Get a head start in one of the fastest-growing industries

Learn about the emerging trends and best practices of the industry

Get an opportunity to visit the GIM campus with the immersion program

300+ Hours of learning

40+ Hours of virtual synchronous sessions

11 Months program

1 Capstone project

3 Day Immersion program (optional)
Attend the immersion program in the lovely campus of Goa Institute of Management and meet the faculty and your peers.

PROGRAM
CURRICULUM

Week	Course	Module
Week 0	**Program Introduction**	Welcome Webinar
Week 1 - 3	**Fundamentals of Management and Organisational Behaviour**	Introduction to Management
		People Management
		Course Project
Week 4 - 6	**Hospital Planning and Services**	Financial Feasibility of a Hospital Project
		Hospital Building Design and Planning
		Course Project
Week 7 - 8	**Business Communication**	Business Communication
		Course Project
Week 9 - 11	**Benchmarking in Healthcare**	Understanding Quality Management
		Standards in Accreditation and Accreditation Process
		Course Project
Week 12		Break Week

Week 13 - 15	**Financial Management**	Interpreting Financial Ratios and Working Capital
		Budgeting and Evaluating Capital Investments
		Course Project
Week 16 - 18	**E-Skills in Healthcare**	Improving Operational E ciency
		Improving Clinical Outcomes
		Course Project
Week 19 - 21	**Human Resource Management in Healthcare**	Managing Employee Lifecycle
		Functions of HR in Organisational Management
		Course Project
Week 22	**Problem Solving Skills**	Problem Solving Skills
Week 23 - 26	**Ethical and Legal Aspects of Healthcare**	Course Project
		Legal Regulations for Healthcare Organisations
		Medico-Legal and Ethical Aspects of Healthcare Organisations
		Course Project
Week 27		Break Week
Week 28 - 30	**Material Management in Healthcare**	Ordering and Receiving Materials in Healthcare Organisations
		Storing and Issuing Materials in Healthcare Organisations
		Course Project

Week 31 - 32	**Interview Skills**	Interview Skills
		Course Project
Week 33 - 35	**Healthcare Marketing**	Approaches to Healthcare Marketing
		Planning a Healthcare Marketing Approach
		Course Project
Week 36 - 38	**Research Methodologies in Healthcare**	Qualitative Research Methodologies
		Quantitative Research Methodologies
		Course Project
Week 39 - 42	**Capstone Project**	Capstone Week 1
		Capstone Week 2
		Capstone Week 3
		Capstone Week 4

CAREER
IMPACT

Career Counselling

- Craft personalised career paths with industry experts to chart out the best opportunities based on your interests
- Receive continuous check-ins to ensure sustained e orts to achieve your desired outcomes

Resume and Profile Building

- Understand the resume expectations of the industry from experts
- Evaluate your resume from the perspective of a prospective employer
- Determine areas that might require additional emphasis
- Get the best resume tips and strategies to land your dream job

Interview Preparation

- Customised interview preparation sessions focused on the roles you aspire
- Detailed review of the interview processes

ELIGIBILITY CRITERIA AND
APPLICATION PROCESS

APPLY

Who can apply?

- Professionals/Freshers holding any bachelor's degree can apply

Application process

Step 1:
Submit Application

Step 2:
Offer Roll Out

Step 3:
Pay the Block Amount

PROGRAM
DETAILS

Program Start Date
Please refer to the website

Program Duration & Format
11 Months | Online

Time Commitment
8-10 hours/week

Program Fees

₹ 1,15,000 incl Taxes without Immersion

₹ 1,55,000 incl Taxes with 3 days of Immersion at the campus of Goa Institute of Management

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No-Cost EMI available

₹ 10,000 as down payment has to be paid before the program begins.

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 upgrad.com

For further details, contact

 admissions@upgrad.com   **1800 210 2020**

We are available 24*7

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