

# The Indian School of Business (ISB)

## Advanced Management Programme for Healthcare (AMPH)

Programme Curriculum:

### **Learn to apply healthcare management fundamentals to business strategy to drive business value**

- Strategic Thinking in Healthcare Organisations
- Financial Statement Analysis of Healthcare Organisations
- Financial Management of Healthcare Organisations
- Cost Accounting of Healthcare Services
- Process Excellence in Healthcare Organisations
- Marketing Management of Healthcare Services
- Digital Marketing for Healthcare
- Healthcare Information Technology
- Legal Aspects of Healthcare Organisations

### **Understand concepts core to healthcare to design better healthcare business models**

- Indian Healthcare Systems
- Economics of Health Markets
- Designing and Managing Effective Healthcare Delivery Systems
- Designing a Patient-Centric Organisation
- Biopharmaceutical Industry for Healthcare Business
- MedTech for Healthcare
- Business Model Innovation
- Entrepreneurship

### **Sharpen your leadership skills for effective management of organisations**

- Leading Organisations Effectively
- Responsible Leadership
- People Management in Healthcare Organisations

### **Action Learning Project**

The Action Learning Project (ALP) is an important pedagogical tool that is designed to give participants a chance to deploy their classroom learning in solving an ongoing business

challenge. It is a group exercise guided by a faculty mentor. Participants typically choose a live project from the organisation where they are currently employed.

Select areas and topics of action learning project from the previous batches

Business Plan Development

Extra perinatal care during the process - Birth of an infant & re-birth of the mother

Heart Failure Unit- A comprehensive care model

Digital health

Implementation and utilisation of wireless sensors and IoT to automate patient vigilance and to determine its impact on patient safety and hospital operations

HealthTech

Implementation and utilization of wireless sensors and IoT to automate patient vigilance and to determine its impact on patient safety and hospital operations

AI enabled evidence-based therapeutic interventions for treatment of Diabetes

Operational efficiency

Improving the TAT for lab results through Lean Six Sigma

Analysis of price capping on cardiac stents and its effect in corporate setup

Marketing Strategy

Patient acquisition through social media

Marketing and business development of Global Teleclinics

### **Healthcare Innovation & Industry Trek**

While case study discussions in class brings healthcare innovation to classroom, the Healthcare Innovation and Technology Trek will take classroom to the centres of healthcare innovation.

This faculty-led experiential learning module will provide an opportunity to deep-dive into healthcare businesses that are embracing innovation at its core. Participants will visit facilities and meet leaders from healthcare startups, R&D and innovation centres, and organisations implementing innovative healthcare models to understand emerging technologies and witness the designing of future-ready solutions.

### **Programme Calendar**

The programme is scheduled to commence in August 2024. The four residencies will be run

across both campuses of the School. The residency dates are as follows –

RESIDENCY	DATE	LOCATION
Kick-off Call	August 16, 2024	Online
Quantitative Technique for Decision Making	Weekends in the evenings post briefing	Online
Orientation*	September 20, 2024	Mohali
Residency 1	September 21-29, 2024	Mohali
Residency 2	February 02-11, 2025	Hyderabad
Residency 3	April 18-27, 2025	Mohali
Residency 4	July 18-25, 2025	Mohali
Healthcare Innovation and Technology Trek	Two Days	TBD

\*Part of Residency 1

Note: While every effort will be made not to change the dates of the residencies, ISB reserves the right to modify the schedule in case of extraneous reasons.