GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT (GITAM)

(Deemed to be University)

VISAKHAPATNAM * HYDERABAD * BENGALURU

Accredited by NAAC with A^{++} Grade

GITAM School of Business

CURRICULUM AND SYLLABUS

2 Year Postgraduate Programme

PMGMT04: Master of Business Administration

(Health Care and Hospital Management)

w.e.f. 2024-25 Admitted Batch

(Updated on July 2024)

R24PG: Academic Regulations

Version 1.0

Applicable for the Postgraduate Programmes in the School of Business

w.e.f. 2024-25 Admitted Batch

https://www.gitam.edu/academics/academic-regulations

GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT

Vision

GITAM will be an exceptional knowledge-driven institution advancing on a culture of honesty and compassion to make a difference to the world.

Mission

- Build a dynamic application-oriented education ecosystem immersed in holistic development.

- Nurture valuable futures with global perspectives for our students by helping them find their ikigai.

- Drive impactful integrated research programmes to generate new knowledge, guided by integrity, collaboration, and entrepreneurial spirit.

- Permeate a culture of kindness within GITAM, fostering passionate contributors.

Quality Policy

To achieve global standards and excellence in teaching, research, and consultancy by creating an environment in which the faculty and students share a passion for creating, sharing and applying knowledge to continuously improve the quality of education.

GITAM SCHOOL OF BUSINESS

Vision

To be a world class business school through transformative education, research   innovation, and entrepreneurship.

Mission

1. To achieve excellence in academic program design and academic delivery.

2. To pursue research that adds value to scholarship and improves business practice.

3. To undertake entrepreneurial and social initiatives to address social, economic, and environmental challenges to create societal impact and sustainability.

4. Build professional competencies needed to succeed in business, management and administration.

UMGMT04: Master of Business Administration
(Health Care and Hospital Management)
(w.e.f.2024-25 Admitted Batch)

Programme Educational Objectives (PEOs)

PEO 1:   Provide a perspective of global businesses, economies, and markets.

PEO 2:   Instill a strong sense of business ethics and social responsibility.

PEO 3:   Facilitate an ecosystem to strengthen business acumen.

PEO 4:   Expose to emerging technologies for business transformation.

PEO 5:   Foster an entrepreneurial mindset for exploiting business opportunities.

PEO Articulation

	PEO1	PEO2	PEO3	PEO4	PEO5	PEO6
M1						
M2						
M3						
M4						

3 - High Correlation, 2 - Medium Correlation, 1 - Low Correlation

UMGMT04: Master of Business Administration
(Health Care and Hospital Management)

Programme Outcomes (POs) and Programme Specific Outcomes (PSOs)

At the end of the Programme the students would be able to demonstrate:

PO1:   Apply knowledge of business and management theories for business growth.

PO2:   Exhibit the understanding of responsible business.

PO3:   Develop value-based leadership competence

PO4:   Lead oneself and others to achieve organizational goals in a team environment

PO5:   Evaluate opportunities and risks for businesses operating in wider ecosystem

PSO1:

PSO2:

Employability and Transferable Skills

TES1   Communicate effectively using a range of media

TES2   Apply teamwork and leadership skills

TES3   Find, evaluate, synthesis and use information

TES4   Analyze real world situations critically

TES5   Reflect on their professional development

TES6   Demonstrate professional and ethical awareness

TES7   Exhibit strategic thinking and decision-making capabilities

TES8   Apply multi- disciplinary approach to the context

Curriculum Structure
(Flexible Credit System)

Minimum Credit Requirements to Award Degree Under Each Category

S.No.	Course Category	2 Year Postgraduate	
		Credits	**(%)**
1	Programme Core Courses (PC)	77	71
2	Programme Elective Courses (PE)	18	17
3	Experience Based Courses	13	12
	Total	**108**	**100**

Programme Core Courses

The minimum number of Credits to be earned is 77.

Course code	Level	Course Title	L	T	P	S	J	C
24OPSC6001	600	Quantitative Techniques	20	10	0	0	0	3
24BECO6021	600	Business Economics	20	0	0	0	0	2
24ODHR6001	600	Organisational Behaviour	30	0	0	0	0	3
24ACFN6001	600	Financial Reporting and Analysis	30	0	0	0	0	3
24MKTG6001	600	Marketing Management – I	20	0	0	0	0	2
24ODHR6011	600	Business Communication	0	0	20	0	0	1
24MKTG6011	600	Marketing Management – II	20	0	0	0	0	2
24STGM6011	600	Healthcare Ecosystem & Services in India	20	0	0	0	0	2
24ODHR6021	600	Human Resource Management	30	0	0	0	0	3
24ACFN6011	600	Management Accounting and Control	30	0	0	0	0	3
24OPSC6011	600	Operations Management	30	0	0	0	0	3
24INFS6001	600	Spreadsheet Modelling	0	0	20	0	0	1
24ACFN6021	600	Corporate Finance – I	20	0	0	0	0	2
24OPSC6051	600	Sustainable Supply Chain Management	20	0	0	0	0	2
24STGM6021	600	Hospital Planning and Engineering	30	0	0	0	0	3
24INFS6011	600	Business Analytics	20	0	0	0	0	2
24STGM6001	600	Critical Writing	0	0	20	0	0	1
24INFS6021	600	Data Visualization for DM	30	0	0	0	0	3
24STGM6031	600	Health Policy and Law	30	0	0	0	0	3
24STGM6041	600	Hospital Administration for Managers	30	0	0	0	0	3
24STGM6051	600	Quality & Safety Management	30	0	0	0	0	3
24ACFN6031	600	Corporate Finance – II	20	0	0	0	0	2
24ODHR6031	600	Effective Leadership	0	0	20	0	0	1
24STGM7001	700	Strategic Management	30	0	0	0	0	3
24STGM7041	700	Ethics in Healthcare	30	0	0	0	0	3
24STGM7051	700	Health Economics and Insurance	30	0	0	0	0	3
24STGM7061	700	Healthcare Asset Management	30	0	0	0	0	3
24STGM7071	700	Healthcare Informatics	30	0	0	0	0	3
24INFS7001	700	Digital Transformation	30	0	0	0	0	3
24STGM7081	700	Healthcare Analytics	30	0	0	0	0	3
24STGM7091	700	Digital Health Ecosystems	30	0	0	0	0	3
Experience Based Courses								
24XXXXXXXX	600	Immersion (Basket)	0	0	0	80	0	4
24XXXXXXXX	700	Independent Study (Basket)	0	0	0	180	0	9
Immersion Courses* [Any one for 4 credits]								
24ITIM6555	600	International Immersion	0	0	0	80	0	4
24IDIM6666	600	Industry Immersion	0	0	0	80	0	4
24SOIM6777	600	Social Immersion	0	0	0	80	0	4

Independent Study Courses $ [Any one for 9 credits]									
24SINT7555	700	Summer Internship	0	0	0	180	0	9
24FDLB7666	700	Founders Lab	0	0	0	180	0	9

Non Credit Mandatory Courses

24STGM6061	600	Campus to Corporate	0	0	20	0	0	0

Programme Electives
The total credits required is 18.

Course Code	Level	Course Title	L	T	P	S	J	C
24STGM7101	700	Hospital Management Systems / EMR	30	0	0	0	0	3
24STGM7111	700	Bio-Medical Waste Management	30	0	0	0	0	3
24STGM7121	700	Lab and Diagnostics Management	30	0	0	0	0	3
24STGM7131	700	Value Chain Management	30	0	0	0	0	3
24STGM7141	700	Risk and Disaster Management	30	0	0	0	0	3
24STGM7151	700	Digital Therapeutics	30	0	0	0	0	3
24STGM7161	700	Medical Device Management	30	0	0	0	0	3
24STGM7171	700	Pharmacy Management	30	0	0	0	0	3
24STGM7181	700	Emergency Response & Services	30	0	0	0	0	3
24ENTP7031	700	Design Thinking for Business Innovation	30	0	0	0	0	3
24STGM7191	700	Medical Tourism	30	0	0	0	0	3
24STGM7201	700	Community Healthcare Management	30	0	0	0	0	3
24STGM7211	700	Patient Care Planning and Management	30	0	0	0	0	3
24STGM7221	700	Medical Audit and Quality Assurance Management	30	0	0	0	0	3
Total Credits								**108**

*   Will be offered in Term 3

\$ Will be offered in between Term 4 and Term 5

\#   Will be offered during Term 5 to Term 8.

Course Articulation Matrix

Course Code	Course Title	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2
24OPSC6001	Quantitative Techniques							
24BECO6021	Business Economics							
24ODHR6001	Organisational Behaviour							
24ACFN6001	Financial Reporting and Analysis							
24MKTG6001	Marketing Management – I							
24ODHR6011	Business Communication							
24MKTG6011	Marketing Management – II							
24STGM6011	Healthcare Ecosystem & Services in							
24ODHR6021	Human Resource Management							
24ACFN6011	Management Accounting and Control							
24OPSC6011	Operations Management							
24INFS6001	Spreadsheet Modelling							
24ACFN6021	Corporate Finance – I							
24OPSC6051	Sustainable Supply Chain Management							
24STGM6021	Hospital Planning and Engineering							
24INFS6011	Business Analytics							
24STGM6001	Critical Writing							
24INFS6021	Data Visualization for DM							
24STGM6031	Health Policy and Law							
24STGM6041	Hospital Administration for Managers							
24STGM6051	Quality & Safety Management							
24ACFN6031	Corporate Finance – II							
24ODHR6031	Effective Leadership							
24STGM7001	Strategic Management							
24STGM7041	Ethics in Healthcare							
24STGM7051	Health Economics and Insurance							
24STGM7061	Healthcare Asset Management							
24STGM7071	Healthcare Informatics							
24INFS7001	Digital Transformation							
24STGM7081	Healthcare Analytics							
24STGM7091	Digital Health Ecosystems							
24ITIM6555	International Immersion							
24IDIM6666	Industry Immersion							
24SOIM6777	Social Immersion							
24SINT7555	Summer Internship							
24FDLB7666	Founders Lab							
24STGM6061	Campus to Corporate							
24STGM7101	Hospital Management Systems / EMR							
24STGM7111	Bio-Medical Waste Management							
24STGM7121	Lab and Diagnostics Management							
24STGM7131	Value Chain Management							
24STGM7141	Risk and Disaster Management							

24STGM7151	Digital Therapeutics							
24STGM7161	Medical Device Management							
24STGM7171	Pharmacy Management							
24STGM7181	Emergency Response & Services							
24ENTP7031	Design Thinking for Business							
24STGM7191	Medical Tourism							
24STGM7201	Community Healthcare Management							
24STGM7211	Patient Care Planning and							
24STGM7221	Medical Audit and Quality Assurance							

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