

Post Graduate Certificate in Healthcare Management (PGCHM)

Program Curriculum

Total Credit Points: 40

SEMESTER I	SEMESTER II
Management Principles and Organizational Behaviour	Medico Legal Services
Fundamentals of Healthcare Administration	Healthcare Analytics
Entrepreneurship in Healthcare Sector	Telemedicine & Healthcare Tourism
Health Economics	Project
Marketing of Healthcare Services	

SEMESTER I

1. Management Principles and Organizational Behavior

1. What is Management and its Principles
2. Planning and Organizing
3. Staffing and Directing
4. Motivating
5. Controlling
6. Understanding Organisational Behaviour
7. Work Motivation Theories
8. Work and Conditions of Work
9. Conflict Management
10. Group Dynamics and Stress Management

2. Fundamentals of Healthcare Administration

1. Overview of Good administration
2. Maintenance function of the organisation
3. Human Resource system
4. Financial management
5. Support service utilities
6. Workplace safety policy in healthcare administration
7. Institutional food services
8. Crisis management
9. Quality management "Audit and inspection"
10. Strategic planning
11. Maintaining the moral and social order of healthcare organizations

3. Entrepreneurship in Healthcare Sector

1. Introduction of Entrepreneurship
2. Micro-level Topics in Healthcare Entrepreneurship
3. Entrepreneurship in Healthcare: Past Contributions and Future Opportunities
4. Value through Hybrid organising in health care sector.
5. The Role of Incubators and Accelerators in Healthcare Innovation
6. Case Studies in Healthcare entrepreneurship

7. Entrepreneurial Challenges & Opportunities in Healthcare
8. The Antecedents of Healthcare Social Entrepreneurship

4. Health Economics

1. Introduction of Economics
2. Overview of Health Industry
3. Need and demand of healthcare services
4. Economic efficiency, Cost efficiency and Revenue Cycle in Health Care
5. Microeconomic Tools for Health Economics
6. Health Insurance and Risk Management
7. Organization and funding of healthcare services
8. Government role and Intervention in healthcare sector
9. Health Economics of Beds
10. Statistical tools of healthcare Economics

5. Marketing of Healthcare Services

1. Marketing of Healthcare product and services
2. Healthcare Marketing mix
3. Health Product Management
4. Health Production Management
5. Health Sales and Distribution Management
6. Brand Management and Rural Marketing
7. OTC Marketing
8. Ayurveda and Herbal Market in India
9. Online market for healthcare products and services
10. Reasons of Market Failure in Healthcare sector
11. Supply chain management and Information system in healthcare.

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SEMESTER II

1. Medico Legal Services

1. Introduction to government laws: COPRA 2019 and amendments
2. Requirement of Legal Reporting
3. Medical records their legal importance and digitization
4. Doctor Patient relationship legal importance.
5. Patient rights and responsibility
6. Medical staff rights and responsibility
7. Medical malpractice.
8. Medical negligence.
9. Intentional and quasi-intentional Tort
10. Tort reform and risk reduction (Insurance)
11. Medical lawsuit and Trial process

2. Healthcare Analytics

1. Introduction to Healthcare management
2. Introduction to data analytics
3. Introduction to Health care analytics
4. Healthcare Data Acquisition and Management
5. Applied Healthcare Statistics
6. Data mining and Forecasting in Healthcare
7. Quantitative Methods and Decision Analysis

3. Telemedicine & Healthcare Tourism

1. Introduction of telecare basics
2. Telemedicine
3. Challenges and opportunities in Telehealth
4. IT in Hospitals (Hospital Management Information System) and Telehealth.
5. Medical Tourism and its types. Facilitation by Travel Agencies.
6. Steps of Medical Tourism (including process flow charts and work flow diagrams)
7. International Accreditation e.g., JCI, ACHSI, AC, CBAHI etc.
8. SWOT analysis of Medical Tourism in India
9. Laws applicable to Medical Tourism in India and Internationally

Project- Students are required to submit a project in Sem II.