



Loyola  
Institute of  
Business  
Administration

EXECUTIVE POST GRADUATE PROGRAM IN

# HEALTHCARE MANAGEMENT

11 MONTHS



Admission Partner

**SHIKSAK**

# CONTENTS

01. About Liba

02. Program Highlights

03. Program Curriculum

04. Program Details



**About**  
**LIBA**

Loyola Institute of Business Administration (LIBA) is a premier 8-school, established in 1979 within the premises of Loyola College, to form competent and committed leaders who are ethical, principle-centered and socially responsible with a global perspective and entrepreneurial spirit. LIBA is managed by Jesuits of the Loyola College Society well-known for their outstanding contribution to higher education. LIBA stands for excellence with ethics which are the hallmarks of Jesuit business education and all its programs and activities embody these two elements. LIBA earnestly strives to inculcate in the students the values of excellence, justice, honesty and service to the society.

The Institution works with an undeterred zeal to offer its students the best education, blending classroom and experiential learning.





**Dr. C. Joe Arun, SJ**  
Director



# PROGRAM HIGHLIGHTS

1	Be eligible for Lifelong Alumni Status and expand your professional network	
2	Become skilled in techniques for effective healthcare management	
3	Receive a Certificate of Completion from one of India's leading B-Schools	
4	Explore emerging trends and best practices to lead the 21st-century healthcare ecosystem	
5	<b>Internship and Placement Assistance</b>	



# PROGRAM CURRICULUM

**Curriculum Duration**  
23 weeks

**Assignments**  
13 weeks

**Buffer weeks**  
2 weeks

**Career weeks**  
3 weeks

**1 Capstone :  
6 Weeks**

**Module Duration/week Learner time : 8-9 hrs**  
(Live sessions + Recorded contents + Practice time)

FUNDAMENTALS OF MANAGEMENT AND  
ORGANISATIONAL BEHAVIOUR

2 WEEKS

## **Module - Introduction to management and its functional areas**

Understand various Management divisions namely Finance, Marketing, Human Resource, Operations, Strategy, etc.

## **Module - Management theories, concepts and frameworks**

Mintzberg's roles of a manager, Managerial grid, Johari window, business process reengineering, Managerial roles for a healthcare manager, Steps involved in planning and organising in a healthcare management scenario, types of management controls required for running a healthcare organisation.

## **Module - Managing Individual, group and organisational behaviour**

Understanding individual behaviour through values, attitudes, emotions, perceptions.  
Understanding team dynamics and improving functionality of teams, understanding organisational behaviour and culture, tackling organisational change.

## Module - The Art of Communication

Meaning and relevance of communication

## Module - Learning to Converse Effectively

Tools, techniques and strategies to converse effectively

## Module - Learning to Write Effectively

Tools, techniques and strategies to write effectively

## Module - Delivering Compelling Presentations

Preparing compelling presentations and learning how to deliver them effectively

## Module - Financial Feasibility of a Hospital Project

Project Conceptualization Coming up with a realistic budget  
Income and expense assumptions and calculations Project Viability  
ROI/ industry specific standards

## Module - Hospital Building Design and Planning

Functional and Space Program  
Developmental control regulations Hospital Design Stakeholders  
Grid Planning Massing  
Zoning and Stacking



## INTERVIEW SKILLS

1 WEEK

### **Module - Resume Crafting and Profile Building**

How to build an effectively resume, how to optimise your LinkedIn Profile for today's job market.

### **Module - Acing the Job Interview Process and Salary Negotiation**

What to do before, during and after an interview, how to handle salary negotiations effectively.

## RESEARCH METHODOLOGY

2 WEEKS

### **Module - Introduction to Research in Healthcare Organisations**

Introduction to healthcare business research: Definition – Structure, process, outcome

### **Module - Research Design - Qualitative and Quantitative Research**

Research Process – Research Design: types – Choosing research methodology based on business problem, – Study design – Sampling method and techniques – Survey design – Data collection - Analysis and reporting of research findings

## E-SKILLS IN HEALTHCARE

2 WEEKS

### **Module - Using technology to improve operational efficiency at a healthcare organizational level and at a health system level**

Improving processes such as admissions, record-keeping and discharges in a hospital through tech interventions, how tech helped improve operational ease in health systems in the US, as well as in rural public health setup.

### **Module - Using technology to improve clinical outcomes at a healthcare organizational level and at a health system level**

Improving clinical outcomes through tech interventions such as telemedicine and AI bots to improve clinical outcomes for patients. Improving clinical outcomes in health systems through public health-based dashboards and in drug discovery.

## OPERATIONS AND MATERIAL MANAGEMENT

2 WEEKS

### Module - Operations Management

Optimizing patient and process flows

Processing time and process flow – Process standardization – Standardization and flexibility -  
Process improvement

### Module - Material Management

Materials Planning – Purchase Committee – Purchasing Cycle – Purchase Requests – Registration of vendors – Vendor Evaluation – Analysis Inventory Control – Stores documentation – Asset Accounting – Stock Verification Hospital Equipment Planning

## PROBLEM SOLVING SKILLS

1 WEEK

### Module - Framing and Analysing the Problem

Identifying and framing business problems through various tools and techniques, analysing the problem from different perspectives.

### Module - Analysing and Implementing the Solution

Analysing the available solutions and evaluating the ways in which the solutions can impact the problem, implementing the solutions effectively.

## HR MANAGEMENT IN HEALTHCARE

2 WEEKS

### Module - HR Planning and Development

Significance – Importance of HR Planning – Factors influencing HR Planning Process –  
Job Analysis – Recruitment – Selection



## Module - Training and Development

Methods of Training – Executive Development – Performance Appraisal – Techniques, Traditional Vs. Modern Methods

## Module - Wage and Salary Administration

Compensation and Benefits – Wage Concepts – Principles of Wage Administration – Wage Fixation – Employee incentives and Benefits – ESOPs – Role of Monetary and Non-monetary Benefits

## Module - Labour Laws and Acts Applicable to Hospitals

The Industrial Dispute Act 1947 - Industrial Employment (Standing Orders) Act 1946 - The Trade Unions Act 1926 - Contract Labour Act Employee's Provident funds Act 1952, and payment of Gratuity Act 1972 - Payment of Wages Act 1936 - Minimum Wages Act, 1948 - E.S.I. Act 1948 - Workmen Compensation Act. 1923.

## FINANCIAL MANAGEMENT

2 WEEKS

## Module - Introduction to Finance and Accounting

Overview of financial statements, learning how to read financial statements (Balance sheet and Income statement), identifying sources of cash inflows and outflows in cash-flow statements, Analysing financial statements using financial ratios.

## Module - Working Capital Management

Meaning and relevance of working capital, working capital cycle managing working capital.

## Module - Budgeting and Evaluating Capital Investments

Need and relevance of budgeting, types of budgets, how to build a budget, time value of money, project evaluation techniques (PBP, NPV)





## Module - Quality Management in Healthcare

Meaning and relevance of quality, types of quality indicators, meaning of benchmarking, tools and techniques to achieve continuous quality improvement.

## Module - Accreditation in Healthcare

Understanding NABH and JCI standards and go through the processes needed to choose the accreditation that is right for your organisation.

## Module - Legal Regulations for a standalone diagnostic centre

The Clinical Establishment Act, 2010  
Atomic Energy Regulatory Board Requirements for Imaging  
The Pre-conception and Pre-natal Diagnostic Techniques Act, 1994  
Fire NOC and Biomedical Waste Management Rules, 2016

## Module - Legal Regulations for a 300-bedded tertiary-care hospital

The Medical Termination of Pregnancy Act, 1971  
The Transplantation of Human Organs and Tissues Act, 1994  
The Mental Healthcare Act, 2017  
Atomic Energy Regulatory Board Requirements for Radiotherapy  
The Registration of Birth and Deaths Act, 1969  
The Drugs and Cosmetics Act, 1940 (Amended in 1995)  
Notifiable Diseases

## Module - Medico-legal cases and medical negligence

Medico-legal cases  
Medical negligence  
Medical negligence- troubleshooting, prevention and protocol

## Module - Ethical Aspects of Healthcare

Consent  
Confidentiality  
Medical ethics

HEALTHCARE MARKETING

2 WEEKS

## Module - Patient-centric approach to marketing

Relevance of patient-centric approach to healthcare marketing in today's day and age, Patient journey map and design thinking as a way of identifying avenues for marketing interventions.

## Module - Creating a marketing plan

Tools, techniques and methodologies to differentiate your organization/brand based on the patient-centric approach to healthcare marketing, segmentation, targeting and positioning, marketing mix.

Disclaimer: Program curriculum is subject to change basis inputs from the institute and experts. Please refer to the website for update details, or speak to our Admission Counsellors.



# PROGRAM DETAILS & ADMISSION PROCESS

## DURATION

11 Months

## PROGRAM START DATE

Please refer to the website for program start dates.

## PROGRAM FEE

1.1 Lacs

## ELIGIBILITY

- Candidates with less than 3 years of work experience will need to be graduated from a recognised university with at least 50% in their graduation.
- Candidates with 3+ years of work experience will need to be graduated from a recognised university without any limitation on the passing percentage.

## SELECTION PROCESS



### STEP-1

#### Complete your Application

Complete your application and submit the required details. The Admissions Committee will then review your application - which include your work experience & educational background



### STEP-2

#### Get Shortlisted & Receive your Offer Letter

Upon qualifying, an Offer Letter will be sent to you confirming your admission to the Executive Post-Graduate Programme in Healthcare Management



### STEP-3

#### Block your seat and begin your Prep Course

Block your seat with an initial payment to enrol into the programme. Begin your Healthcare Management journey

FOR FURTHER DETAILS, CONTACT

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