MBA in Hospital Management
Medipulse hospital is a 265 bedded tertiary care healthcare facility, located in Jodhpur, opposite to All India Institute of Medical Sciences (AIIMS).

Medipulse is the first Hospital in western Rajasthan to get Accredited under NABH, The highest accreditation for healthcare facility in India.

Medipulse is equipped with cutting edge technology for diagnostics, medical and surgical treatment modalities like: a complement of 65 Critical Care Beds, 8 Modular Operation Theaters, Cardiac Catheterization Laboratory, Radiology and Imaging solutions, Pathology and Emergency services including trauma.

Medipulse has Centers of Excellence in Cardiology & Cardiac Surgery, Neurology & Neuro Surgery, Orthopedics & Joints, Minimal Access Surgery to name a few and is expanding at very fast pace.

A team of most experienced doctors who have worked around the globe and thus making the dream to provide outstanding Healthcare service come true lead Medipulse.
Poornima University (PU) is a private university in Jaipur, India established by an act of the Rajasthan legislature. Poornima University was established in 2012 with an enrollment of 800 students. In 2016, PU had more than 2700 students from all over the country enrolled in more than 20 courses. Poornima University is recognized by University Grants Commission (UGC) and has been born from a strong parentage. PU has a dynamic process of syllabus and pedagogy development in tune with the growing industry needs and globalization. Holistic development of each student and inculcation of values and ethics is emphasized. The aim is to:

- Infuse a sense of personal pride, honesty and integrity.
- Develop global citizens, who can withstand the trials of time and adversity.
- Create leaders who can make a place for themselves wherever they go.
- Encourage students to partake in social welfare activities and to inculcate responsibility towards society and environment.
Healthcare has become one of India's largest sectors - both in terms of revenue and employment. Healthcare comprises hospitals, medical devices, clinical trials, outsourcing, telemedicine, medical tourism, health insurance and medical equipment which constitutes 65 per cent of the overall market. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well private players.

Health industry is growing at an envious rate at 15% every year. The healthcare industry in India is expected to touch more than INR 16.8 lakh crores by 2020. Existing healthcare organizations are expanding hospitals in new service areas and new organizations are entering the domain.

Source: Pricewaterhouse Coopers LLP (PwC)

The Healthcare Information Technology (IT) market which is valued at US$ 1 billion currently is expected to grow 1.5 times by 2020. India requires 600,000 to 700,000 additional beds over the next five to six years, indicative of an investment opportunity of US$ 25-30 billion. Given this demand for capital, the number of transactions in the healthcare space is expected to witness an increase in near future. The average investment size by private equity funds in healthcare chains has already increased to US$ 20-30 million from US$ 5-15 million.

Source: India in Business (Ministry of External Affairs) indiainbusiness.nic.in

### CAREER OPPORTUNITIES

- Hospitals and healthcare delivery centres
- Healthcare Consultancy Firms
- Public Health System / Government
- Pharmaceutical companies
- Healthcare Insurance Firms
- Clinical Research Laboratories
- Medical devices manufacturing firms
- Medical Tourism Companies
- Diagnostic Laboratory Chains
- Social Enterprises in Health
- Healthcare IT
Fortis Healthcare Limited is a leading integrated healthcare delivery service provider in India. The healthcare verticals of the company primarily comprise hospitals, diagnostics and day care specialty facilities. Currently, the company operates its healthcare delivery services in India, Dubai, Mauritius and Sri Lanka with 45 healthcare facilities (including projects under development), approximately 10,000 potential beds and 314 diagnostic centres.

In a global study of the 30 most technologically advanced hospitals in the world, its flagship, the Fortis Memorial Research Institute’ (FMRI), was ranked No.2, by ‘topmastersinhealthcare.com, and placed ahead of many other outstanding medical institutions in the world.
WHY MBA IN HOSPITAL MANAGEMENT?

This course has been started with a view to develop professionals in the field of Hospital Management through a comprehensive post-graduate degree program. It offers intensive training in the operational and administrative areas of the Hospital to equip them with the management skills like planning, organizing and decision making.

The Post Graduate Degree in Hospital Management will enable a student to acquire conceptual and technical knowledge in management and prepares the student to handle administrative functions in a hospital. This course is aimed at graduates who have the aptitude and looking forward for a career in healthcare & hospital industry. This course trains and enables the students acquire the competencies required to manage hospitals professionally and provide quality healthcare to the patients.

The complete curriculum is a blend of classroom & industry experience with more than 65% of the time devoted for practical exposure in a reputed commercial hospital (In this case, Medipulse Hospital, Jodhpur). The curriculum of this course will cover various departments of a hospital like: Marketing, HR, Finance, Diagnostics, Quality Assurance, NABH, Clinical Operations, Front Office, Billing, TPA, Floor Management, Operation Theaters, Emergency, Hospital Information & Management System, ICU, Bed Management, Pharmacy, Bio-Medical, CSSD, hospital laws, maintenance and hospital linen etc.

The MBA in Hospital Management is becoming a popular healthcare track for future leaders who want to enter a growing Indian healthcare industry that is worth around US$ 100 Billion. Here are just some of the many benefits of attaining an MBA in Hospital Management:

- Indian healthcare market, which is worth around ₹6,40,000 crores, will likely grow at a CAGR of 23 per cent to ₹17,92,000 crores by 2020
- As healthcare management is becoming increasingly privatised there is a greater need for not only skillful doctors but also efficient hospital administrators.
- With increasing emphasis on quality of health care and patient satisfaction there is a tremendous need for persons with a professional qualification in Hospital Management.
- Career Opportunities in both public and private health related sectors. Opportunity to work in hospitals, clinics, old age homes, medical colleges and state health department.
- MBA in Hospital management provides analytical skills, human-resource tools, a solid grasp of financial principles, and the savvy to recognize strategic opportunities.
CAREER TREND IN HEALTHCARE & HOSPITAL INDUSTRY

Indicative Salaries for Administration Services - Medical Facilities across Medical / Healthcare / Hospitals Industry

<table>
<thead>
<tr>
<th>Top Companies</th>
<th>Avg Exp</th>
<th>Avg Sal</th>
<th>In lacs</th>
<th>1</th>
<th>4</th>
<th>7</th>
<th>10</th>
<th>13</th>
<th>16</th>
<th>19</th>
<th>22</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fortis Healthcare</td>
<td>6.8</td>
<td>₹ 4.8</td>
<td></td>
<td>2.5</td>
<td>4.8</td>
<td>18.8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apollo Hospitals Enterprises</td>
<td>7.2</td>
<td>₹ 3.8</td>
<td>1.8</td>
<td></td>
<td>3.8</td>
<td>22.3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Max Healthcare</td>
<td>3.7</td>
<td>₹ 4.0</td>
<td>3.1</td>
<td>4.0</td>
<td>8.6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MEDANTA MEDICITY</td>
<td>2.6</td>
<td>₹ 5.8</td>
<td>4.8</td>
<td>5.8</td>
<td>6.4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Max Hospital</td>
<td>6.0</td>
<td>₹ 4.7</td>
<td>3.6</td>
<td>4.7</td>
<td>6.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Global Hospitals</td>
<td>2.0</td>
<td>₹ 3.5</td>
<td>2.6</td>
<td>3.5</td>
<td>4.6</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Source: Naukri Career Navigator
SALIENT FEATURES OF MBA (HM) AT POORNIMA UNIVERSITY

- Strong Hospital – University interface & Flexible pedagogy;
- Hospital based curriculum;
- Mentoring by hospital experts;
- Hands on learning experience;
- Associate Hospital – Medipulse, Jodhpur;
- Supported by Fortis Hospital, Jaipur;
- Classroom to OTJ ratio is 30:70;
- Personality grooming through participation in various industry oriented conferences, seminars & workshops;
- Reasonable fee.

ELIGIBILITY

ANY GRADUATE

BA | B.Com | BBA | B.Sc | MBBS | BPT | B.Pharm | BE | B.Tech | BDS
ADMISSION

FEE STRUCTURE

<table>
<thead>
<tr>
<th>Service</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBA (HM) Annual Course Fee</td>
<td>₹ 1,50,000*</td>
</tr>
<tr>
<td>Registration Fee</td>
<td>₹ 1200/-</td>
</tr>
<tr>
<td>Caution Money (Refundable)</td>
<td>₹ 5000/-</td>
</tr>
<tr>
<td>Annual Activity Fee</td>
<td>₹ 3500/-</td>
</tr>
<tr>
<td>Uniform Fee</td>
<td>₹ 3000/-</td>
</tr>
<tr>
<td>Enrolment Fee</td>
<td>₹ 700/-</td>
</tr>
<tr>
<td>Sem. Exam Fee</td>
<td>₹ 1350</td>
</tr>
<tr>
<td><strong>HOSTEL FEE</strong> (If applicable)</td>
<td></td>
</tr>
<tr>
<td>Double Seated with A/C</td>
<td>₹ 1,30,000/-</td>
</tr>
<tr>
<td>Double Seated with Air Cooling</td>
<td>₹ 87,000/-</td>
</tr>
<tr>
<td>Double Seated without Air Cooling</td>
<td>₹ 79,000/-</td>
</tr>
<tr>
<td>One time Caution Money (Refundable)</td>
<td>₹ 7,500/-</td>
</tr>
</tbody>
</table>

*Boarding and Lodging Charges during internships are not included.

SCHOLARSHIP

<table>
<thead>
<tr>
<th>Graduation percentage</th>
<th>Scholarship in Tuition Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>88 &amp; above</td>
<td>100%</td>
</tr>
<tr>
<td>81≤88%</td>
<td>80%</td>
</tr>
<tr>
<td>74≤81%</td>
<td>60%</td>
</tr>
<tr>
<td>67≤74%</td>
<td>40%</td>
</tr>
<tr>
<td>60≤67%</td>
<td>20%</td>
</tr>
</tbody>
</table>

Approval & Continuation of Scholarship as per University norms

REFUND RULES

All admissions are subject to fulfillment of eligibility criteria. If it is found at any stage that the candidate has submitted wrong information/certificate or concealed some information his/her admission will be cancelled without any notice and the fee will be refunded as per below norms.

**COURSE FEE**
- Development fee as prescribed in prospectus is Non-Refundable under any circumstances for all courses
- Fee will be refunded within 15 working days in case a student withdraws the admission before the commencement of classes and within 30 working days in case the student withdraws after commencement of classes
- If a student withdraws admission after commencement of classes but before last date of admission the fee will be refunded after deduction of Development fee
- If a student withdraws admission after last date of admission, no fee will be refunded
- Caution money is refundable subject to submission of annual course fee and no dues certificate
- If a student withdraws in subsequent semester, no fee will be refunded
- The above refund rules will also be applicable to a student who is expelled from the university on disciplinary grounds

**HOSTEL FEE**
- No deduction will be made if the student withdraws/leave the hostel before the commencement of classes
- If a student withdraws within 15 days after commencement of classes, the hostel fee will be refunded after deduction of hostel charges @Rs. 300/- per day
- Hostel fee will not be refunded if a student withdraws after 15 days of commencement of classes
CURRICULUM

FIRST SEMESTER

- Principles of Management
- Business Communication
- Organization Behaviour
- Health Policy and Health Care Delivery System
- Hospital Administration
- Accounting for Hospital Managers
- Hospital Management Information System

SECOND SEMESTER

- Marketing Management for Hospitals
- Human Resource Management
- Health Economics and Financing healthcare
- Hospital Financial Management
- Hospital Planning & Management of Quality
- Research Methodology

THIRD SEMESTER

(Six courses have to be selected out of the following:)

Compulsory Courses:
- Organization & Management of Clinical Services
- Hospital Support Services
- Legal & Ethical issues of Hospital Management
- Material and Equipment Management

Electives (Any four):
- Hospital Logistics & Supply Chain Management
- Health Insurance and Managed Care
- OT & Ward Management
- Medical Technology Management
- Hospital Records Management
- Disaster Management
- Hospital Data Management and Analysis

FOURTH SEMESTER

(Dissertation based)

<table>
<thead>
<tr>
<th>Operation Theater</th>
<th>NABH</th>
<th>QAC</th>
<th>Finance &amp; Accounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICU Management</td>
<td>Clinical Operations</td>
<td>Hospital Linen</td>
<td>HR</td>
</tr>
<tr>
<td>Pharmacy</td>
<td>TPA</td>
<td>Canteen</td>
<td>Marketing</td>
</tr>
<tr>
<td>Emergency</td>
<td>General Purchase</td>
<td>HIMS</td>
<td>Estate Management</td>
</tr>
<tr>
<td>Diagnostic</td>
<td>Front Desk &amp; Billing</td>
<td>Floor Management</td>
<td>Bed Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bio Medical</td>
<td>CSSD</td>
</tr>
</tbody>
</table>
"Very beautiful facility, Heartily Congratulations - with Best Wishes"
Ashok Gehlot
Former Chief Minister (Raj.)

"Nice to see that such facilities have developed in Western Rajasthan - All the Best to Medipulse Hospital."
Gopal Sharma
PRO-NW Railway, Jodhpur

"My best wishes for a very noble initiative for humanity - All the very best to you."
Rajeev Sharma
DRM, Jodhpur

"It is a great moment for the mankind where we believe that we have left no stone unturned to reach the highest standards of Healthcare at the most affordable cost and have made accessibility to all the sections of the society...."
Dr. S.L. Agarwal
Chairman, Medipulse, Jodhpur

"Congratulations for kick starting MBA in hospital management. Healthcare management courses are surely one of those faculties, wherein more and more students shall opt for career growth. It is one of the most promising & sunrise sector. I am honored to be part of PU- MBA in hospital management."
Prateem Tamboli
Zonal Director, Fortis Hospitals Limited
Admission Helpline 8875666617-18  Visit us www.poornima.edu.in

IS-2027-31, Ramchandrapura, P.O. Vidhani Vatika, Sitapura Ext., Jaipur - 303905 (Raj.)
Telephone : +91-141-6500250 • E-mail : info@poornima.edu.in •