

# **POSTGRADUATE DIPLOMA IN HOSPITAL MANAGEMENT**

## **NEED FOR THE PROGRAM**

Healthcare management is becoming increasingly privatized in this global environment. There is a greater need for not only skillful doctors but also efficient hospital administrators.

A large number of private hospitals and multi specialty clinics have come up all over the country. 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.

This course provides an overview about Hospital Management and Administration for both medical and non-medical professional.

## **SCOPE OF HEALTHCARE SECTOR**

The scope of health care is enhancing at a hectic pace and the number of institutes providing healthcare is only increasing. There are various healthcare institutes that require Hospital Administrators in India.

The growing need of professionalism would only increase the importance of hospital management courses in India. As along with the government various private hospitals are today competing to provide first class health care services, the demand of professional hospital administrators are rising tremendously.

## **OBJECTIVES**

- To support and assist qualified Administrators to manage health care settings.
- To expose Administrators in healthcare settings for effective modern hospital management

## **COURSE DETAILS**

Affiliation	Periyar University, Salem
Eligibility	Any graduate degree from a recognized University
Duration	1 year
Commencement	Every Year in the month of August

## **COURSE CURRICULUM (NON-SEMESTER PATTERN)**

1. Principles of Management
2. Management of Healthcare Organization
3. Marketing Management & Consumer Behaviour
4. Health Care Laws
5. Human Resource Management for Hospitals
6. Basics of Finance & Accounting
7. Quality System and Hospital Accreditation
8. Hospital Information System
9. Public Health Systems & Health Insurance
10. Project Work

This program in hospital management is designed to facilitate enhanced managerial performance at workplace and would serve as a spring board to join the healthcare sector.

### **For further details, Contact:**

G. Senthilkumar  
Asst. Professor – Management Studies  
The Sankara Nethralaya Academy  
(Unit of Medical Research Foundation)  
Dr. V.G. Appukutty Campus, No.8, GST Road,  
St.Thomas Mount, Chennai - 600 016  
Ph No: 044 – 4908 6005 (8.30am – 4.30pm)  
M: 9791135969  
Email: [senthilg@snmail.org](mailto:senthilg@snmail.org)