

BBA – HOSPITAL MANAGEMENT



THE SANKARA NETHRALAYA ACADEMY

(Unit of Medical Research Foundation)

No.8, Dr.V.G.Appukutty campus, GST Road,
St. Thomas Mount, Chennai – 600 016



In Collaboration with



HINDUSTAN
INSTITUTE OF TECHNOLOGY & SCIENCE
(DEEMED TO BE UNIVERSITY)

Industry at a Glance

- ❖ Currently **20%** Indians are insured and this number is continuously rising #COVID19.
- ❖ Allocation of **Rs 2,83,846** lakh crore for the healthcare and wellness sector - **Union Budget 2021**.
- ❖ The Health Sector is growing at a CAGR of **22.9%** and is expected to reach **\$372 Bn** by **2022**.
- ❖ The Healthcare Sector is the **4th** largest employer in India and is expected to generate **40 Mn** jobs by **2030**.
- ❖ Launch of Aatmanirbhar Swastha Bharat Yojana with an outlay of **Rs 64,180** crore, for developing primary, secondary, and tertiary healthcare.
- ❖ **100%** FDI is permitted for hospitals in India under the Automatic Route.
- ❖ India's Medical Tourism Industry is expected to reach **\$9 Bn**, and account for **20%** of the global market share.
- ❖ Life Expectancy will be **70** years by **2024**, leading to an increase in the demand for Healthcare Services.
- ❖ Establishment of **17,000** rural and **11,000** urban health and wellness centers in the country.

Introduction

TSNA is a unit of Medical Research Foundation established in the year 2010 with the blessings of His Holiness Jagadguru Sri Jayendra Saraswathi Swamigal of Kanchi Kamakoti Peetam. This exemplary institute founded by Dr. S. S. Badrinath, Chairman - Emeritus, Sankara Nethralaya, focuses on "Excellence through Knowledge. We strive to uphold the philosophy of inclusive services to the community by making the quality of education affordable for the weaker segments of the society. We also extend hostel and mess facilities, either subsidized or total free, for the needy girl students. The Sankara Nethralaya Academy signed a MoU with the Hindustan Institute of Technology and Science to offer Hospital Management Program. Sankara Nethralaya will give healthcare knowledge support to the students. The two collaborating institutions would pool in the expertise and experience in their respective areas to enhance the quality of the management programs being offered and make it more beneficial to the students.

Hindustan Institute of Technology & Science (Deemed to be University)

Hindustan Group of Institutions, started in the year 1985, was conferred the "University Status" by University Grants Commission (UGC), Government of India, Under Section 3 of UGC Act 1956 from the academic year 2008-09 and under the name HITS (Hindustan Institute of Technology and Science). The student community comprises of students from all over India and Overseas. Over 950 students have been placed in leading companies in India and abroad in the last 3 years. The institution has collaborative partnerships with leading universities in abroad. The University has also received numerous accolades and awards over the years.

Objectives of the Program

- ❖ To develop young managers for managing healthcare organization
- ❖ To provide intensive and practical knowledge of Hospital and Healthcare Management
- ❖ To make young dynamic people to face managerial actions in hospital set-up

Course Details

Eligibility	Completed 12 th Std from a recognized board (Any Group with preferably with Commerce /Accountancy /Economics)
Duration	3 years Fulltime (Semester Pattern)
Commencement	Every year in the month of August
Mode of Selection	Personal Interview
Tuition Fee	INR 23,000/- per Semester
Application Procedure	Application form can be availed in person (or) downloaded from our website. Duly completed form is to be submitted along with requisite processing fee Rs. 1000/- by cash /DD in favour of "MEDICAL RESEARCH FOUNDATION" payable at Chennai.

The Faculty

The Institute also endeavors to bring eminent doctors as adjunct Faculty from various multispeciality Hospitals and industrial Executives and visiting Faculty from IIT-Madras, IIM, ICMR and Madras School of Economics, etc., to share their rich experience with our budding Hospital Administrators.

Pedagogy

- ❖ Case Study discussions
- ❖ Book reviews
- ❖ Role play & Management games
- ❖ News discussion session
- ❖ "Expert speak" sessions
- ❖ Video discussion
- ❖ Guest speakers
- ❖ Industry institution interactions
- ❖ Conferences/ Seminars/ Workshops



Highlights of the Program

- ❖ Excellent learning environment
- ❖ World class teaching
- ❖ Experienced and dedicated Faculty expertise
- ❖ Industry oriented syllabus
- ❖ Innovative pedagogy
- ❖ Two months Hospital projects
- ❖ Mentoring system
- ❖ Hospital & Industrial visits
- ❖ Intensive Hands-on Learning
- ❖ State-of-the-art computer laboratory
- ❖ Well stacked department library
- ❖ Excellent placements



Course Structure



First Year

Semester - I		Semester - II	
S.No.	Name of the Course	S.No.	Name of the Course
1.	Language: Tamil – I / French - I	1.	Language: Tamil – II / French - II
2.	English – I	2.	English -II
3.	Financial Accounting – I	3.	Financial Accounting – II
4.	Business Communication	4.	Principles of Management
5.	Principles of Micro Economics	5.	Principles of Macro Economics
6.	Enrichment Course - I*	6.	Enrichment Course - II*

Second Year

Semester - III		Semester - IV	
S.No.	Name of the Course	S.No.	Name of the Course
1.	Cost & Management Accounting	1.	Basics of Healthcare Management
2.	Business Law	2.	Essential of Medical Terminology
3.	Business Statistics	3.	Basics of Community Medicine and Epidemiology
4.	Enterprise Systems	4.	Hospital Management Information System
5.	Business Mathematics	5.	Human Behavior at work
6.	Enrichment Course - III*	6.	Hospital Hands on Learning

Third Year

Semester - V		Semester – VI	
S.No.	Name of the Course	S.No.	Name of the Course
1.	Principles of Hospital Administration	1.	Marketing of Hospital Services
2.	Hospital Planning, Design and Management	2.	Healthcare Technology
3.	Service Quality Management	3.	Legal Framework for Hospitals
4.	Hospital Records Management	4.	Customer Relationship Management
5.	Hospital Dietary Services Management	5.	Extension Activities
6.	Human Resource Management	6.	Project Work
7.	Value Education		



Student Testimonials



Ms. P. Jayashree

(2016- 19) Batch

Ph: 9092514350

gangabaipremkumar@gmail.com

Hi everyone!! I have completed both my BBA & MBA in Hospital & Healthcare Management from TSNA. It was such a great pleasure to be a part of this wonderful institution. While joining my UG, I was not that much confident whether I could able to shine in the chosen field. But later my learning experience turned into a fantastic one, lot of concepts was taught to us in an understandable manner, at the same time we had lot of opportunities to explore the industrial area too. All my Faculties encouraged & guided us throughout the journey. I am always grateful to my institution for who I am today.



Ms. M. Ishwrya

(2017- 20) Batch

Ph: 7806909711

murali.ishwrya2@gmail.com

I am an Alumnus of BBA-Hospital Management. To begin with, the three years of the journey were blessed, fruitful and amazing. The teachers are highly- equipped and friendly so that they can be approached anytime for doubts in subjects. Further, the exposure here made me strong, equipped and groomed personnel because of the networking, communication and teamwork to conduct and participate in various events, seminars and conferences, this highlights to network with legendary healthcare gurus. Also, I strongly believe that this kind of support given by TSNA sets its benchmark compared to other colleges. I feel proud to say that I'm part of the Nethralayan Family.



Mr. R. Ajeeth

(2018- 21) Batch

Ph: 7010201868

ajeethraja07@gmail.com

I am really happy with my choice of pursuing BBA Hospital and Healthcare management at TSNA. Facilities are ensured with quality and there are well furnished classrooms and a library. The hygiene is maintained at its best in the mess and canteen. Faculty members at TSNA are extremely qualified to teach the subjects. Their knowledge of the domain and industrial trends make it very beneficial for the budding managers to grow. On job training, Hands-on Learning program, camp facilities, National and International level event organizing facilities, Many certificates courses in the field of healthcare domains, Placement are made, and Master's degrees are available.



Ms. Roopinder Kaur

(2018-21) Batch

Ph: 9031689874

kaurroopinder08@gmail.com

Hi, This is Roopinder Kaur 2021 pass out from The Sankara Nethralaya Academy. It was really a good experience associating with the college fraternity for 3 years. Experienced Faculty and good education imparted in those three years has helped me develop intellectually and practically. Lots of thanks to all who came across these 3 years.

Career Options & Job Prospects



- ❖ Hospital & Healthcare
- ❖ Lifestyle Clinics
- ❖ E- Health Ventures / NGOs
- ❖ Telemedicine
- ❖ Medical Equipment & Devices
- ❖ Outpatient Care Centers
- ❖ Medical & Diagnostics
- ❖ Insurance
- ❖ Hospitals Tourism

Career Opportunities



Based on the acquired skills and knowledge through successful completion of BBA- Hospital Management Course, one has abundant career opportunities, a few have been mentioned below:

- ❖ Healthcare Manager
- ❖ Hospital Administrator
- ❖ Health Service Manager
- ❖ Health Care Analyst
- ❖ Medical Transcriptionist
- ❖ Associate-Health Care Manager
- ❖ Project Manager
- ❖ Expert Scientific Writing
- ❖ Healthcare Products Manager
- ❖ Vertical Manager - Healthcare
- ❖ Business Development Manager
- ❖ Pharmaceutical Project Manager
- ❖ Office Administrator
- ❖ Healthcare Quality Manager
- ❖ Medical Representative
- ❖ Delivery Manager – Healthcare Payer
- ❖ Operations (BPO)
- ❖ T&Q Manager Health and Logistics
- ❖ Manager Healthcare – Implementation
- ❖ Faculty
- ❖ Medical Auditors/ Medical Record Summarizer & Reviewer

Entrepreneurship Opportunities

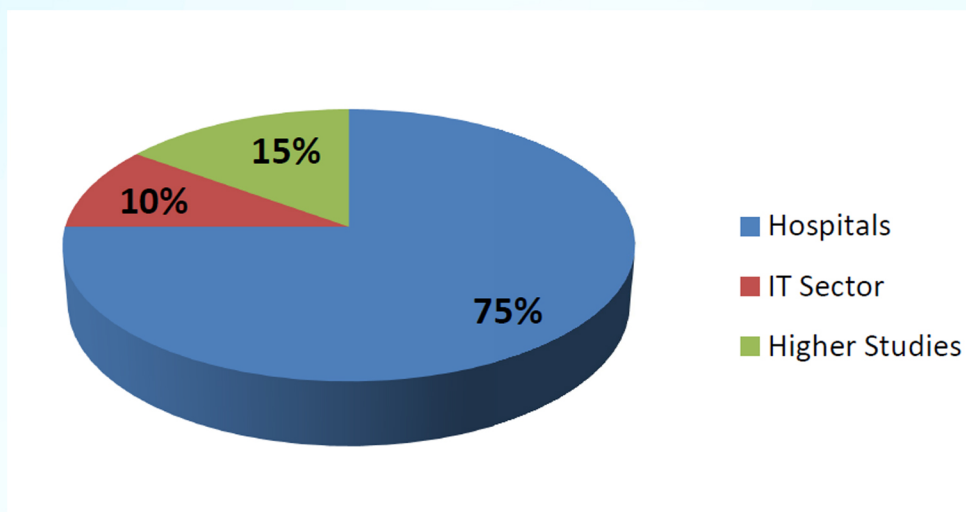


- ❖ Geriatric Care Centre
- ❖ Tele-medicine Software
- ❖ Necessity Supply Services
- ❖ Housekeeping Services
- ❖ Insurance Advisors
- ❖ Medical Tourism
- ❖ Data Analysis
- ❖ Palliative Care Centre
- ❖ Spa & Wellness Centre

Placement Details

Graduated students are well placed in

- ❖ Sankara Nethralaya
- ❖ Sri Ramachandra Hospital
- ❖ Fortis Malar Hospital
- ❖ Apollo Hospital
- ❖ Billroth Hospital
- ❖ Vijaya Hospital
- ❖ SIMS Hospital (SRM group)
- ❖ CAHO, Noida
- ❖ Dr. Rela Hospitals
- ❖ Dr. Mohan Diabetics
- ❖ HCL
- ❖ i-Bhar Technologies



Contact Details

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