

GENERAL MANAGEMENT PROGRAMME FOR HEALTHCARE EXECUTIVES (BATCH 6)

Programme Start Date - 7 August 2023

Application Deadlines:

Early Decision - 23 June 2023

Regular Decision - 14 July 2023



Programme Directors
Professor Haritha Saranga
Professor Ashok Thampy

Programme Duration
August 2023 to April 2024

General Management Programme for Healthcare Executives (BATCH 6)



INDIAN INSTITUTE OF MANAGEMENT BANGALORE

The Indian Institute of Management Bangalore (IIMB) was established in 1973 by the Government of India to build and enhance India's managerial talent and resources. The Institute is located on 100 acres of verdant land in the southern part of Bangalore. Set in all-stone granite buildings with undulating gardens, the campus promotes open discussions among various members of its community.

With a body of faculty chosen from the best universities worldwide, IIMB is fast emerging as a leader in the area of management research, education and consulting. The Institute's proximity to some of the country's leading institutions and corporate houses gives the added advantage of integrating classroom knowledge with professional experience. With world-class expertise built over decades, the faculty can engage with executives in both face-to-face and distributed settings developed to facilitate an interactive, case-driven pedagogy.

PROGRAMME OVERVIEW

The General Management Programme for Healthcare Executives (GMHE) is a part-time certificate programme on management in the healthcare domain, specifically designed for high-performing individuals transitioning to a management role. The programme has been designed and developed by IIMB in close partnership with the healthcare industry. The curriculum consists of five building blocks.

This programme has been conceived with a viewpoint to equip and prepare healthcare professionals to successfully manage healthcare organizations in an era of rapid change.

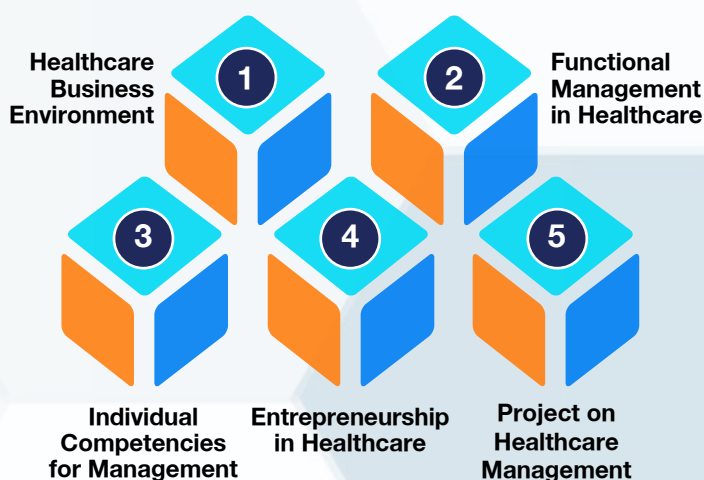
PARTICIPANT PROFILE

- Hospital Administrators, aspirants for managerial roles, Doctors, and Professionals from allied sectors in the healthcare value chain.
- Individuals planning to launch entrepreneurial ventures shall greatly benefit from this programme.
- Mid-career professionals with potential for growth and graduates with a minimum of 5 years' experience



PROGRAMME CONTEXT

The healthcare industry is facing several challenges because of increasing customer expectations, rising costs, changing patient demographics, and the changing regulatory environment. The COVID-19 pandemic has adversely affected life and public health worldwide and has heightened the pressures on the healthcare system in both developed and developing nations. The Indian healthcare system must adapt quickly and respond to the challenges by developing unique solutions that meet the healthcare needs of the Indian public effectively and efficiently. The available resources must be leveraged using the skills and knowledge of medical personnel and high-quality management approaches in healthcare enterprises. Technology innovations, data-driven patient care, telemedicine, artificial intelligence, and new business models will help in responding to the emerging demands in the healthcare domain. The success of the healthcare industry largely depends on the quality of management and the initiatives taken by managers to steer the organizations in a challenging environment.



PROGRAMME OBJECTIVES

On completion of the GMHE programme, participants will be able to:

- Understand the nature and dynamics of the healthcare industry
- Absorb knowledge of functional management areas such as entrepreneurship, finance, operations, people management, marketing, operations and strategy
- Develop individual competencies such as communication, data-driven decision-making, leadership, and negotiation
- Explore the healthcare domain as an opportunity for entrepreneurship
- Apply the acquired management knowledge in practice on a capstone project



“ A focus on entrepreneurship distinguishes the GMHE programme from competing offerings in healthcare management.



Medical professionals, to the public eye, deal only with diseases and patients. Interestingly, even the medical educational institutions believe so and the curriculum is set accordingly. But in reality, most doctors have to play the role of entrepreneurs, managers, leaders in order to be successful in their careers. Many are forced to do it and some take it up with passion. That is when the realisation sets in that we are hardly prepared to take up such challenges.

GMHE offered by IIMB aptly fills this gap and helps healthcare professionals mature into confident leaders, with the knowledge to analyse and channelize thoughts on the management aspects of healthcare thereby delivering quality and efficiency. I found this course to be extremely useful as it helped develop focus not just on the economic aspects of healthcare but in a very large way on the processes that help achieve the goal. I would probably rate that as the USP of the course in addition to exemplary faculty, the wonderful ambience of IIMB and the great opportunity it gives to network with a fantastic, vibrant community.

Dr. Gomathy Narasimhan

Sr. Consultant, Liver and Renal Transplant Surgeon
Vice Chair, Medical Advisory Board, Dr. Rela Institute and Medical Centre,
Chrompet, Chennai, India

COURSE CURRICULUM



Healthcare Business Environment

This module provides an in-depth understanding of the healthcare business environment and paves the way for developing appropriate operational and strategic responses grounded in reality.



Functional Management in Healthcare

The functional management module prepares the participants to apply sound management principles in adapting to changes in the environment and managing their organizations successfully. The functional areas covered include accounting, financial performance management, general commercial knowledge, information systems, marketing, operations management, organization structure design, people management, and strategy.



Individual Competencies for Management

This module focuses on some key individual competences required by managers in healthcare organizations for successful performance in their jobs and career. The following topics are covered:

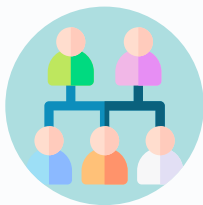
- Data-driven decision making
- Communication for leaders
- Negotiation



Entrepreneurship in Healthcare

Entrepreneurship and start-up ecosystem has become vibrant in recent times and the GMHE programme aims to provide the skills and knowledge for early-stage managers to realise their entrepreneurial ambitions.

- The start-up ecosystem
- Fund raising for an early-stage start-up
- The challenges of early-stage and growth-stage entrepreneurs
- New venture financing
- Leadership in entrepreneurial organizations



Project on Healthcare Management

During the GMHE programme, participants will be required to work on a project either individually or in teams on a chosen topic related to the healthcare management domain. This project allows participants to apply the knowledge acquired in the programme and develop and strengthen their management capabilities in the process



This GMHE programme, has broadened my vision of healthcare industry and has helped me find a logical and methodical balance. This has helped me to relook and reshape my business into corporate style of working. Now, through this programme I am well equipped to take my chain of dental clinics to next level.

This is a tailor made programme which perfectly fits in all fundamental subjects of management required for healthcare executives. The perfect Cohort of participants handpicked by the programme directors is definitely a value addition.

Not just the management skills are curated in this programme, it also gives us an opportunity to develop our leadership skills and networking opportunity by organizing an event like Ayusmat.

I strongly recommend this programme and insist it becomes an integral part of medical education in the years to come. I am a proud GMHEian.

Dr. Lakshmi Roopesh
Managing Director, Dental Den.

PROGRAMME DIRECTORS



Professor Haritha Saranga

Professor-Production & Operations Management

Dr. Haritha Saranga is a Professor in Production & Operations Management Area at Indian Institute of Management Bangalore. Haritha's research interests

include studying quality, productivity and sustainability aspects of firms operating in agricultural, automotive, pharmaceutical and healthcare supply chains in India and abroad. She uses both empirical and analytical methods in her research, including data envelopment analysis, multiple regression, Time series, panel data and optimization. Haritha Saranga is a Fellow of MIRCE Academy, Exeter, UK. She has published several articles in refereed international journals, such as *Production and Operations Management*, *Journal of International Business Studies*, *European Journal of Operational Research*, *MIT Sloan Management Review* and *Journal of Operational Research Society*. She also co-authored a book, titled *Reliability and Six Sigma*, published by Springer and has written many cases and book chapters.



Professor Ashok Thampy

Professor-Finance & Accounts

Prof. Thampy teaches corporate finance and banking in the MBA and executive education programmes at IIMB. Prior to joining IIMB, he was at the Department of Finance, Bilkent University, Turkey. He has also held visiting

positions at the Department of Economics at Santa Clara University, USA, and the School of Business, Economics and Law, at the University of Gothenburg, Sweden. Professor Thampy's areas of interest are Corporate Finance, Financial Risk Management, Industrial Economics, Banking, and Regulation.



PROGRAMME FACULTY



U Dinesh Kumar

Professor - Decision Sciences
<https://www.iimb.ac.in/user/70/u-dinesh-kumar>



P D Jose

Professor - Strategy
<https://www.iimb.ac.in/user/81/p-d-jose>



Sourav Mukherji

Professor - Organizational Behavior & Human Resources Management
<https://www.iimb.ac.in/user/106/sourav-mukherji>



The health care sector, like all others is passing through an exciting, yet challenging phase. Newer, cutting edge technologies and analytical tools are pushing the boundaries. The challenge of health care managers is to mould this qualitative transition, make it accessible whilst keeping it cost effective. GMHE by IIMB has put this into focus and in its own unique way chartered us into a new dimension of thought process. I would strongly recommend this excellently constructed and executed course to all existing and prospective managers and executives who desire and deserve this much needed clarity as to where this industry is headed.

Dr. DC Mahesh

Lead Anaesthesiologist, Clinical Leader, Quality Coordinator,
Rainbow Children's Hospital, Bannerghatta Road,
Bangalore



I was a Consultant Psychiatrist in Greater Manchester working for the NHS, UK. Clinically, I found myself confident in dealing with any challenge that I was exposed to while practicing in UK as well as when I returned to India to work here. The business side of healthcare, always fascinated me. Especially in the healthcare system of India, where the services are not streamlined and are mainly corporate driven, made it all the more interesting. GMHE of IIMB offered me the solution. Not only did it offer me a broader approach to the business but also exposed me to the basics of finance, strategy, statistics and operations. It gave me a new perspective towards healthcare.



Dr. Daljeet Kaur

Consultant Psychiatrist, Virinchi Hospital, Hyderabad



PROGRAMME FEE

Programme Fee is Rs. 5,90,000 + 18% GST per participant which is payable in three installment as per schedule indicated below.

Instalments	Amount	Due Date
Confirmation Fee	Rs. 90,000 + 18% GST	On acceptance of the offer
1st Instalment	Rs. 2,00,000 + 18% GST	On or before 24 July 2023
2nd Instalment	Rs. 1,50,000 + 18% GST	On or before 10 November 2023
3rd Instalment	Rs. 1,50,000 + 18% GST	On or before 10 February 2024

APPLICATION DEADLINE

Early Decision	23 June 2023
Regular Decision	14 July 2023
Programme Start Date	7 August 2023

SELECTION PROCESS: After the completed applications are received by the EEP Office, a shortlist will be drawn up based on the profile of the participants. Subsequently, the programme office will reach out to the candidates, to ascertain their readiness as well as fit for the programme. Any doubts may be clarified during this call.

PROGRAMME SCHEDULE

In-person and Hybrid Mode (full day : 0900-1715; half day : 1415-1830)				
Start Date	End Date	Day	Duration	Mode of delivery
07-Aug-23	12-Aug-23	Mon-Sat	Full day	In-person
25-Aug-23	26-Aug-23	Fri-Sat	Half-day	Hybrid
08-Sep-23	09-Sep-23	Fri-Sat	Half-day	Hybrid
22-Sep-23	23-Sep-23	Fri-Sat	Half-day	Hybrid
09-Oct-23	14-Oct-23	Mon-Sat	Full day	In-person
03-Nov-23	04-Nov-23	Fri-Sat	Half-day	Hybrid
17-Nov-23	18-Nov-23	Fri-Sat	Half-day	Hybrid
27-Nov-23	02-Dec-23	Mon-Sat	Full day	In-person
08-Dec-23	09-Dec-23	Fri-Sat	Half-day	Hybrid
12-Jan-24	13-Jan-24	Fri-Sat	Half-day	Hybrid
19-Jan-24	20-Jan-24	Fri-Sat	Half-day	Hybrid
19-Feb-24	24-Feb-24	Mon-Sat	Full day	In-person
15-Mar-24	16-Mar-24	Fri-Sat	Half-day	Hybrid
22-Mar-24	23-Mar-24	Fri-Sat	Half-day	Hybrid
15-Apr-24	20-Apr-24	Mon-Sat	Full day	In-person

AWARD OF CERTIFICATE

A part-time certificate of completion will be awarded by IIMB to the participants within 90 days from the last day of the programme on meeting the programme requirements and its successful completion.



ALUMNI

On successful completion of the programme, the participants are eligible to be admitted to IIMB EEP Alumni association.



The Indian Institute of Management Bangalore (IIMB) is a leading graduate school of management in Asia. Under the IIM Act of 2017, IIMB is an Institute of National Importance.

Established in 1973, IIMB today offers a range of post-graduate and doctoral level courses as well as executive education programmes. With a faculty body from some of the best universities worldwide, IIMB has emerged as a leader in the area of management research, education and consulting. IIMB's distinctive feature is its strong focus on leadership and entrepreneurial skills that are necessary to succeed in today's dynamic business environment.

IIMB has around 100 full time faculty members, more than 1200 students across various long duration programmes and nearly 6000 annual Executive Education participants.

Post Graduate and Doctoral programmes offered by IIMB

- Post Graduate and Doctoral Programmes offered by IIMB
- Doctor of Philosophy (Ph.D.), 5 years, Full-time
- Master of Business Administration (MBA), 2 years, Full-time
- Master of Business Administration (MBA), 1 year, Full-time
- Master of Business Administration (MBA), 2 years, Weekend
- Master of Business Administration (Business Analytics), (MBA(BA)), 2 years, Full-time

Certificate Programmes

- Faculty Development Programmes for teachers in universities and colleges
- Mahatma Gandhi National Fellowship
- N. S. Ramaswamy Pre-doctoral Fellowship

All our degree Programmes are highly placed in Global Rankings

IIMB has been offering Massive Open Online Courses (MOOCs) on the edX platform since 2015 to create a positive social impact using educational technology.

IIMB has obtained the European Quality Improvement System (EQUIS) accreditation awarded by the European Foundation for Management Development (EFMD). IIMB has been ranked No. 2 in the India Rankings 2022 in the Management Education category under the National Institutional Ranking Framework (NIRF) by the MHRD.

Executive Education Programmes

The Executive Education engages with the industry through its various Custom and Open enrollment programmes with a view to impart the knowledge and skills necessary to succeed in today's environment. IIMB's Executive Education ranks among the Top 50 Global schools as per Financial Times Executive Education Ranking 2023.

Centres of Excellence at IIMB

- Centre for Capital Markets and Risk Management
- Centre for Corporate Governance and Citizenship
- Centre for Management Communication
- Centre for Public Policy
- Centre for Software & Information Technology Management
- Centre for Teaching and Learning
- India-Japan Study Centre
- Israel Centre
- NSRCEL
- Supply Chain Management Centre



Registration

The organizations interested in nominating their employees and individuals interested in the programme may apply online.

For any queries, write to:

Mohsina Jabeen

Executive Education Programmes

Indian Institute of Management Bangalore

Bannerghatta Road, Bengaluru 560 076

Phone: +91-80-2699 3563, +91-78999 91516

Fax: +91-80-2658 4004

Email: mohsina.eep@iimb.ac.in

Web: www.iimb.ac.in/eep/product/213/General-Management-Programme-for-Healthcare-Executives



- Facebook: <https://rb.gy/lqztu>
- YouTube: <https://rb.gy/4ugtq>
- LinkedIn: <https://rb.gy/et97x>
- Twitter: <https://rb.gy/zh4st>
- Instagram: <https://rb.gy/ucurb>
- Blog: <https://blog.iimb.ac.in/>



INDIAN INSTITUTE OF MANAGEMENT BANGALORE
Bannerghatta Road, Bengaluru 560 076