

FAQs for Executive Program in Healthcare Management

1. Name of the Program Executive Program in Healthcare Management

2. Who should undergo this program?

The Executive Program in Healthcare Management is intended for the managers responsible for controlling and overseeing the departments / organization by developing goals, strategic plans, company policies, and make decisions for the organisation's future. The program is structured to enable the working professionals in the field to enhance the managerial skills demanded by their role in their organisations and aid in the progression from mid-level management to the senior-level.

3. What is the eligibility to apply for this program?

Professionals working in any healthcare organisation, like Doctors, Nurses, Paramedics, Physiotherapists, Biomedical engineers and other related domains, Hospital Administrators, HR Managers, Marketing Managers and Quality Managers, and other professionals associated with healthcare sector in differing ways, with a minimum of three years experience can participate in this program.

4. What will be covered in the program?

The Executive Program is designed to cover the topics ranging from the providing domain knowledge of the healthcare system through the competencies, knowledge, skills and attitudes to manage the healthcare organisations to develop the business acumen, emerge as healthcare leader and stimulate entrepreneurial instincts. This is an indicative list of the wide range of content that would be imparted along with hands- on training sessions.

Foundational Courses:

- Personal Effectiveness
- Management of Organisations
- People Management
- Accounting Principles in Healthcare Organisations (HCO) Management
- Financial Management
- Marketing of Healthcare Services

Industry Specific Knowledge:

- Indian Healthcare Sector and its major players
- Planning and Designing of the Healthcare Establishment
- Process Streamlining
- Healthcare Regulatory Environment
- Quality Management Systems and Accreditation of HCOs
- Interdisciplinary approach to HCO Management

Advanced Courses:

- Business Analytics
- Strategic Thinking and Leadership
- Global Healthcare Scenario – in general and Post COVID-19
- Emerging Trends in Healthcare
- Design Thinking
- AI & ML
- Developing Entrepreneurial Mindset
- Mergers and Acquisitions

Application of Learnings:

Departmental Studies and Major Projects

5. Application Process visit: www.isbr.in to apply online to fill the application format

a) Short listing Process

The applications will go through the process of screening for the eligibility of the candidates. The shortlisted candidates will be invited to appear before the selection committee for the personal interview.

b) Selection Process

The candidates are expected to make a short oral presentation with or without ppt. They will face the interview panel as a part of the selection process.

6. Program Duration The program duration will extend over 11 months. The commencement date will be in September 2021.

7. Uniqueness of the program

- Compact duration, convenient classroom session days
- Program content and structure designed by prominent professionals
- Practice-guided and practice-relevant participatory inputs
- Unique composition of pedagogy tools
- Live case analyses, healthcare institution visits and experience sharing
- Outstanding teaching faculty invited from diverse fields
- Healthcare institution participation in program delivery
- Leadership and team building workshop
- Conference presentation opportunity
- Close interaction, mentoring and guidance

8. Program outcome

- The participants will have acquired adequate knowledge of the current healthcare system and healthcare sector dynamics.
- Acquiring knowledge of management principles and practices relevant to healthcare institution.

- Equipping them for harnessing effective administrative skills-set and helping prepare to apply these skills in practical situations confronting them on daily basis.
- The participants will be able to demonstrate their competency with data capturing and interpretation to make judicious decisions in normal and exceptional situations.
- The participants will acquire the analytical skills to scan the environment so as to develop response mechanisms for coping with challenging situations.
- They will be able to hone their soft-skills, team-working and leadership acumen.
- The participants will embrace innovations in healthcare sector, and emerge as progressive leaders in developing innovative and sustainable healthcare organizations by introducing and be adaptive to the organisational changes and thus achieving individual and organisation excellence.

9. Program delivery The program delivery will be anchored by renowned professionals from various domains of healthcare management space with outstanding academic background and relevant rich experience, the facilitating faculty will impart distinctive input with eminent practice relevance. The scope of providing international exposure as an additional component is being evaluated.

Classroom Sessions: Across the 11 months, classrooms sessions would be conducted at regular intervals. Each session would be for 10 days of field/in-campus learning.

Online Sessions: The participants will make the best of this program by the use of technological platform for interactive learning's.

Field visits and Projects: As a part of this program, the participants will gain the exposure to a range of healthcare organisations. This will aid the participants to compare and contrast the characteristics of these HCOs. Participants will also undertake departmental studies that orient them to conduct situational analysis.

Self-study mode: The participants are required to dedicate 2-3 hours a day on self-study preparing them for the classroom discussions and activities.

Putting Principles into Practice: The participants will showcase their learning's through the application of the concepts by carrying out a major project at their workplace.

10. Pedagogy

The program is planned to be executed through a judicious combination of pedagogical tools and approaches including interactive sessions, case analyses, management games, simulation exercises, out-bound workshops, application oriented project work, healthcare - institution- site-based learning, collaborative presentation and the like. Technology will be selectively harnessed as an enabler for self-directed exposure and self-paced learning. Faculty facilitation will be available between scheduled classroom sessions for individual guidance.

11. Attendance: Participants are expected to attend the sessions regularly. A minimum attendance of 80% for each subject is required. Class attendance will be maintained for each session. Absence without prior permission will be viewed seriously.

12. In-campus Learning Sessions Around 50 days of contact sessions would be held including the exposure to various healthcare organisations.

13. Will I be provided accommodation during in-campus sessions?

Institution will provide assistance for providing the accommodation during the contact sessions

14. Program Endorsement: The Executive Program is endorsed by

a. Macula Healthcare Pvt. Ltd. Bengaluru

b.

15. What are the projects I need to take up?

As a mandate of this program, the participants are expected to complete two projects.

- a) A short duration departmental study in the organization and department identified by ISBR. A brief report in the recommended format shall be submitted and presented by the participants.
- b) One Major Project – A detailed study will be designed and executed by the participants under the guidance of the institute mentor in the healthcare organisation of their choice. The participants will submit the study proposal for approval before the conducting of the study. The report on the findings of the study will be evaluated for the award of certificate.

16. What is the mode of program delivery? A hybrid model is adopted for the conducting of the sessions. Technology will be selectively harnessed as an enabler for self-directed exposure and self-paced learning. The program will be conducted both – virtual and in-campus.

17. How will the on campus sessions be conducted? The program involves four in-campus classroom faculty-participants interactive learning sessions. Each session will be for 10 days that will be spread across the entire duration of eleven-months of the program.

18. Program Fee and Fee Payment Schedule*

The program fee for Indian Nationals is Rs. 5.9L including all the taxes.

For International Participants, the fee is USD12,000/- (all taxes included)

Payment details for Executive Program it is Rs5.9L for Indian nationals.

Rs 50,000/- (non refundable, with in 48 hours upon announcement of the results)

Rs 3,00,000/- (1st Installment 15th July 2021)

Rs 2,40,000/- (2nd Installment 15th December 2021)

19. Payment mode

a. Online: https://isbr.in/pay_fees_online_student.php

b. NEFT/RTGS/Netbanking:

Bank Details for RTGS/NEFT Transfer Bank Name:	ICICI BANK
Account Name:	ISBR Business School Bank
Branch:	Electronics City
Account No.:	193701000106
IFSC Code:	ICIC0000360
Branch Code:	0360
SWIFT CODE:	ICICINBBNRI
MICR Code:	560229063
Account Type:	Savings

20. How to apply? The programme aspirants are required to fill and submit the online application form on the weblink www.isbr.in

21. What is the batch strength? The intake per batch is 30. The program is open for both Indian and international participants.

22. How many rounds of admissions happen in a year? Only once. The batch starts from September 2021.

23. Award of Degree / Certificate

The degree will be awarded to participants upon successful completion of the program requirements.

24. About the institute

ISBR Business School, one of the top business schools in India takes pride in creating an atmosphere wherein both students and faculty can pursue boundless knowledge; a single roof where theory and practice go hand in hand and lead to a better understanding of oneself and the world. Education at ISBR prepares you to think boldly and act confidently in any business environment. At ISBR the focus goes beyond education. ISBR aims to prepare students for life - transforming them into Leaders.

25. Website www.isbr.in

26. Contact details:

ISBR Business School

107, Near INFOSYS, Behind BSNL Telephone Exchange, Electronic City - Phase I,
Bangalore - 560 100

Phone: 080-4081 9500

For More details on the program, please contact:

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