Pro-Certificate in Healthcare Management

Summary:

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<tr>
<th>Eligibility:</th>
<th>Any Graduate from Recognized University</th>
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<td>Duration:</td>
<td>6 Months</td>
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| Batches:           | January 2023 Batch - Last date of registration: 30th June, 2023  
                     | July 2023 Batch - Last date of registration: 31st December, 2023 |
| Program Structure:| • Business Policies and Strategic Management  
                     | • Hospital Planning and Management  
                     | • Hospital Service Quality Management  
                     | • Strategic Hospital Management  
                     | • Occupational Stress Management |
| Program Fees:      | Rs. 50,000/-                           |

Course Layout:

- Business Policies and Strategic Management

Chapter 1: Fundamentals of Strategic Management
Structure: Introduction - Definition, Meaning and Scope of Strategy - Definition, Meaning and Scope of Business Policy - Evolution of Strategic Management - Mintzerb's 5 Ps of strategy - Summary - Key Words - Self Assessment Questions

Chapter 2: Strategy Formulation and Strategic Intent
Structure: Introduction - Steps in Strategy Formulation - Vision statement - Mission Statement - Objectives, Goals and Targets - Classification of Objectives - Top Down and Bottom Up Approaches - Summary - Key Words - Self Assessment Questions

Chapter 3: Environment Analysis
Structure: Introduction - Firm Environment Fit - Environment Analysis - Micro Environment Analysis - Macro Environment Analysis - Political Environment -
Economical Environment - Social Environment - Technological Environment - Ecological Environment - Legal Environment - Summary - Key Words - Self Assessment Questions

**Chapter 4: Types of Strategies**

**Chapter 5: Functional Strategies**

**Chapter 6: Strategic Information Technology Management Strategy Implementation**

**Chapter 7: Strategy Evaluation and Control**
Structure: Introduction - Operational control - Strategic control - Effective evaluation system - Summary - Key Words - Self Assessment Questions

➢ **Hospital Planning and Management**

**Chapter 1: The Foundation of Hospital Management**
Structure: Meaning of Hospital - Hospital and hospital management - Evolution of hospitals - History of Hospitals in India - Changing concept of hospital - Hospital Viewed as System - Community health: - PHC, CHC & Tertiary Health care - National Health Policy 2017 - Role of hospital administrator - Functions of hospital management - Hospital services - Summary - Self-Assessment Questions

**Chapter 2: Hospital Planning Objective**
Structure: Introduction to hospital planning - Ten Ideas Driving New Hospital Planning (Concept) - Key Hospital Design Goals - Types of Hospital Space - Steps in Hospital Planning - Need for Hospital - Feasibility Report - Architecture’s Brief - Request for proposal - Appointment of consultant - Role of Project Management Team - Budgeting - Construction and Installation Stage - Equipment Planning - Services Planning - Manpower Planning - Hospital Operational Planning Policy - Green Hospital - Summary - Self-Assessment Questions

**Chapter 3: Health Organization and Departmentation**
Chapter 4: Management of Behavior in Hospitals

Chapter 5: Management of Hospital Services
Structure: Introduction - Hospital Services – Perception - The Nature of Patients Perception on Quality of Hospital Services - Five Surprising Factors that Affect Patients’ Perceived Quality of Care - Management of Hospital Services - The various Areas of effective Hospital Management. - Staff management - Essential services and facilities management - Utilities - Facility and utility maintenance services - Human resource issues - Education & Training Department - Medical Clinical Research - Summary - Self-Assessment Questions

Hospital Service Quality Management

Chapter 1: Total Quality Management in Hospitals
Structure: Introduction - Quality-the-Perception - Total Quality Management - TQM in Hospitals - Quality Circle - Framework Requirements for Quality Health Services - Developing a vision for health service delivery - Summary - Self-Assessment Questions

Chapter 2: Management of Hospital Materials and Stores
Structure: Introduction - Materials Management-The Perception - Assessment of Existing Equipment - How to create inventory - Summary - Self-Assessment Questions

Chapter 3: Management of Hospital Records
Chapter 4: Management of Control in Hospital


Chapter 5: Strategic Management of Hospitals


Strategic Hospital Management

Chapter 1: Management of Human Resources in Hospital

Structure: - Introduction - Perception of Human and Humane - Leadership - Categories of Personnel needed for hospitals - Dimensions of human resource management - Basic principles governing recruitment - Developing human personnel: Education and Training - Employee development programme (EDP) - Human capital formulation and productivity acceleration - Compensation and Motivation - Wage and salary administration-wage administration - An ideal appraisal plans - Health Manpower planning in India - Summary - Self-Assessment questions

Chapter 2: Management of Finance in Hospitals


Chapter 3: Marketing Hospital Services


Chapter 4: Rural Healthcare Management

Chapter 5: Strategic Management of Hospitals

Occupational Stress Management

Chapter 1: Stress and Its Remedies

Chapter 2: Stress Management: Winning Over Stress and Strategies

Chapter 3: Analysis of Stress Management among Professionals in the Nigerian Construction Industry

Chapter 4: Work Stress Among the Employees in Information Technology (IT) Sectors in Chennai City

Chapter 5: Work-Life and relationships: A conceptual study
Structure: Introduction - Impact of weak relationship on work life or job - Direction for rebuilding the relationship - Summary - Self-Assessment Questions - References

Chapter 6: Organizational Stress: A silent killer on the PROWL
Chapter 7: Stress Management in Information Technology Sector
Structure: Introduction - Work and stress - Feelings - Organizational factors causing stress - Individual factors - Remedies to avoid stress - Stimulating innovation - Summary - Self-Assessment Questions - References

Chapter 8: Organizational Role Stress Among Teachers (A Comparative Study of Technical and Non-Technical Teachers)
Structure: Hypothesis - Research Methodology - ORS Scale (Organizational Role Stress Scale) - Role Space - Self-Role Distance - Role set conflicts - Delimitation’s of the Study - Suggestions - Summary - Self-Assessment Questions - and References

Chapter 9: Stress at Workplace- A Review Article

Chapter 10: Techno stress of Library Professionals- The Path for Recovery
Structure: Introduction - Techno stress-A Modern Disease - Research Paper-Components of Techno stress of Library Professionals - Survey Results - Summary - Self-Assessment Questions -

Chapter 11: Stress in Software Industry and Its Remedies

Chapter 12: Teacher Stress in The Field of Education and Wellness Programme
Structure: Introduction - Causes of Teacher Stress - Effects of Teacher Stress - Managing Stress - Teacher Wellness Programme - Summary - Self-Assessment Questions

Chapter 13: Stress Avoidance Strategies from Shri mad Bhagwad Gita
Structure: Introduction - Stress avoidance strategies from Shrimad Bhagwad Gita - Summary - Self-Assessment Questions

Chapter 14: Destressing Through Music Therapy
Structure: Meaning and scope of Music Therapy - The mind-body balance is restored thereafter - Music as a stress buster - Pick a raga - Summary - Self-assessment questions

Chapter 15: Occupational Stress in The Present Social Environment and Its Management Techniques

Assessments:

Students need to complete 2 MCQ type Assignments per subject through the LMS. Passing Criteria – 40%
On successful completion of assignments, students will be awarded with e-certificate. Hard copies will not be dispatched.