

No.

Certificate Course offered by Sahyadri Health Care and Diagnostic Centre

on

Healthcare Management to BBA/B.Com/BCA/M.Com Students – AY – 2019-20

The healthcare industry has shifted from volume-based care to value-based care: More than ever, healthcare organizations have to prioritize patient engagement and health outcomes. Patients have become more involved with their own health. Providers must adjust how they engage their target audience to remain relevant and ensure success — in short: They must adapt and lead in a patient-centric approach. According to the Bureau of Labor Statistics, the demand for medical and health services managers is expected to grow by 18% through 2028, a rate much faster than average across all occupations. The Certificate in Healthcare Management was designed to equip students who want to pursue their career in health care industry. This course provides them with inputs about relevant concepts like management of health care institutions, employment of required human capital, leadership and conflict resolution techniques and providing patient centric health care services.

Objectives:

1. The certificate program is intended to provide students with a broad perspective of the topics related to management with emphasis on health care delivery.
2. To keep the students abreast of the latest trends in health care management with topics designed to address contemporary issues in a Health Care Organization.
3. To acquire and practice leadership and managerial skills that will positively affect performance as a healthcare manager.
4. To Evaluate and interpret major themes, issues and trends in global healthcare.

K. S. Sathya

Principal

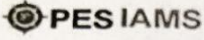
PES Institute of Advanced Management Studies

NH 206, Sagar Road

SHIVAMOGGA-577 204

For SAHYADRI HEALTHCARE & DIAGNOSTICS PVT LTD

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ಹಿಇಎಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
(ಉಪೇಖ್ಯ ವಿಶ್ವವಿದ್ಯಾಲಯದ ಸಂಯೋಜನೆಗೊಳಪಟ್ಟಿದೆ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮಾರ್ಗದರ್ಶನದಡಿ)
ಎನ್ ಹೆಚ್ 206, ಸಾಗರ ರಸ್ತೆ, ಶಿವಮೊಗ್ಗ - 577 204 (ಕರ್ನಾಟಕ)

PES Institute of Advanced Management Studies

(Affiliated to Kuvempu University, Recognized by Govt. of Karnataka)

N H-206, Sagar Road, Shivamogga - 577 204 (Karnataka)

Syllabus

Unit - 1	Introduction to Healthcare Management: (6 Hours) Introduction to management, Concept of healthcare management, Understand the specific nature and characteristics of healthcare services and hospital administration Principles of healthcare management, the healthcare industry: A Managerial model
Unit - 2	Management in Industry and Healthcare (6Hours) The functions of Management, expectations from the manager, Values and ethics in management, Machiavelli and healthcare management, Consumer Wants, Patient Needs, The New Economics of Healthcare, Healthcare Management within a Business Framework
Unit - 3	Structure and Staffing of Healthcare organization (6 Hours) Healthcare Organizational Structures, Typical Hospital Structure, Ways to improve Hospital Structure and Patient Care, Administration Services— Informational Services Therapeutic Services and Support Services
Unit - 4	Leadership & Conflict Resolution in Health Care Institutions (6 Hours) Meaning of Interpersonal Conflict, Reasons for conflict, Levels of conflict, Impact of interpersonal conflict in health care setting on patient care, Strategies to resolve interpersonal conflict, role of leaders in conflict management, Need for a strategic approach to conflict management.
Unit - 5	The Past, Present and Future of Healthcare Quality (6 Hours) Paths to quality health care standards, The Regulatory Route, The Learning Science Route, Management Science route. Quality assurance in health care industry, Global dimension

K. Sankar

Principal

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