

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

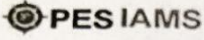
NH 206, Sagar Road

SHIVAMOGGA-577 204

For SAHYADRI HEALTHCARE & DIAGNOSTICS PVT LTD

*[Signature]*  
AUTHORISED SIGNATORY





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ಕಿಇಎಸ್ 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	<b>Introduction to Healthcare Management: ( 6 Hours)</b> 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	<b>Management in Industry and Healthcare ( 6Hours)</b> 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	<b>Structure and Staffing of Healthcare organization ( 6 Hours)</b> 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	<b>Leadership &amp; Conflict Resolution in Health Care Institutions ( 6 Hours)</b> 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	<b>The Past, Present and Future of Healthcare Quality ( 6 Hours)</b> 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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### Course Timetable – 2019-20

Date	TIME	CONTENT OF THE COURSE
05-01-2020	10.00AM - 1.00 PM	Introduction to management, Concept of healthcare management, Understand the specific nature and characteristics of healthcare services and hospital administration
	2.00 PM - 5.00 PM	Principles of healthcare management, The healthcare industry: A Managerial model
12-01-2020	10.00 AM - 1.00 PM	The functions of Management, expectations from the manager, Values and ethics in management, Machiavelli and healthcare management
	2.00 PM - 5.00 PM	Consumer Wants, Patient Needs, The New Economics of Healthcare, Healthcare Management within a Business Framework
19-01-2020	10.00 AM - 1.00 PM	Structure and Staffing of Healthcare organization – Healthcare, Organizational Structures, typical Hospital Structure, ways to improve Hospital Structure and Patient Care,
	2.00 PM - 5.00 PM	Administration Services—Informational Services, Therapeutic Services and Support Services
02-02-2020	10.00 AM - 1.00 PM	Leadership & Conflict Resolution in Health Care Institutions - Meaning of Interpersonal Conflict, Reasons for conflict, Levels of conflict, Impact of interpersonal conflict in health care setting on patient care,
	2.00 PM - 5.00 PM	Strategies to resolve interpersonal conflict, role of leaders in conflict management, Need for a strategic approach to conflict management.
09-02-2020	10.00 AM - 1.00 PM	The Past, Present and Future of Healthcare Quality - Paths to quality health care standards, The Regulatory Route, The Learning Science Route, Management Science route.
	2.00 PM - 5.00 PM	Quality assurance in health care industry, Global dimension

  
Principal

Principal





ಪಿಸಿಎಂಎಸ್ ಅಭಿವೃದ್ಧಿಯನ್ನು ಉತ್ತರಿಸುತ್ತಿರುವ ಮುನ್ನೋಟದ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್

(ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಅಧಿಕೃತ ಅಂಗವಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತಿದೆ)

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Phone : 8147053085

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Website : [pestrust.edu.in/pesiams](http://pestrust.edu.in/pesiams)

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

**List of Students (III BCA) Participated in Health Care Management Certificate Program AY 2019-20**

Sl. No.	Name
1	ABDUL KAREEM
2	ABU SALITH C
3	ADITHYA H R
4	AISHWARYA K A
5	ANANYA S K
6	ANISH S T
7	ANISHASHARAN
8	ANNAPOORNA N
9	ANURAG R
10	ANUSHA K
11	ANUSHREE S
12	ARPITHA S
13	BHOOMIKA C
14	BINDU E
15	BINDU K.G
16	GOWTHAM K.M
17	HARIS P C
18	HARSHA U SHET
19	HARSHITHA S R
20	INA GONSALVES
21	JEEVITHA K.U
22	JYOTHI N.G
23	KAVANA J S
24	KAVERI M
25	KAVYA R
26	KIRANKUMAR KALLANGOWDA PATIL

  
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27	KRUTHIK J S
28	KUSUMA R
29	MADAN B.M
30	MADHUSHREE B M
31	NAYANA N.M
32	NAYANA N S
33	NAYANA V
34	NIKHIL S
35	NIKITHA
36	NIKITHA M SHET
37	NIKITHASHREE S
38	NISHA FARHEEN
39	NISHANTH B M
40	PAVITHRA P
41	POOJA N
42	PRAJWAL C
43	PREETHAM N
44	PREETHU M
45	PRIYANKA R
46	PRIYANKA S M
47	REVATHI P K
48	ROOPASHREE GUJJAR V
49	ROSHAN REJI K
50	RUSHIKA R
51	SADHANA K.M
52	SAGAR C GOLASANGI
53	SAHANA M NAYAK
54	SAHANA S
55	SAHANALOKESH H.L
56	SANJANA KADAM
57	SANJANA R NAVLE

  
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58	SANJAY NUCCHIN N B
59	SHAHARIKA A S
60	SHAILA KOTI V.N
61	SNEHA S M
62	SPANDANA R

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PESIAMS

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Sahyadri Healthcare and Diagnostics Private Limited, Bangalore

## CERTIFICATE

This is to certify that Mr./Ms. KAVYA R. of TIL BCA has successfully completed the 30 Hours of Certification Course on HEALTH CARE MANAGEMENT held during 05-01-2020 to 09-02-2020 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with Sahyadri Healthcare and Diagnostics Private Limited, Bangalore.

  
Principal

  
Principal  
PES Institute of Advanced Management Studies  
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Manager





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&

Sahyadri Healthcare and Diagnostics Private Limited, Bangalore

## CERTIFICATE

This is to certify that Mr./Ms. SPANDANA R. of THE BCA has successfully completed the 30 Hours of Certification Course on HEALTH CARE MANAGEMENT held during 05-01-2020 to 09-02-2020 conducted by PES Institute of Advanced Management Studies, Shivamogga in association with Sahyadri Healthcare and Diagnostics Private Limited, Bangalore.

*K. S. Sathya*  
Principal

*XSL*  
Principal  
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*[Signature]*  
Manager