



भारतीय प्रबंध संस्थान कोषिकोड

Indian Institute of Management Kozhikode

Globalizing Indian Thought

SENIOR MANAGEMENT PROGRAMME IN HEALTHCARE MANAGEMENT

12 Months | Live Online Sessions | In Campus Immersion



Overview

As the healthcare sector has come into global scrutiny post COVID and is rapidly growing, the industry has proved to have enormous potential. Navigating the complex healthcare ecosystem requires balancing financial responsibilities and resource requirements as well as mainstreaming a global perspective on healthcare delivery and services. Leaders must stay on top of trends, disruptions, market forces, and competitive strategies to manage healthcare systems, people, and organisations.

The IIM Kozhikode Senior Management programme in Healthcare Management is a strategically-designed programme for experienced professionals who want grounding in **management and leadership** to drive growth and transformation while developing a **comprehensive understanding of contemporary healthcare management business practices**.

Utilising IIM Kozhikode's interactive curriculum and case-based teaching method, this programme will offer you a deep dive into the dynamic healthcare ecosystem with a focus on strategic leadership to drive your organisation's culture of innovation. You will gain the vision and judgement to enhance your strategic decision-making capabilities to enrich the value-chain, enable transformation and smoothly lead change management.

Starts On

June 30, 2022*

Duration

12 Months

Format

Live Online Session +
Campus Immersion

Programme Fee

INR 3,00,000 + GST

**Begins with an introduction
to the platform
(technical orientation)*



22%

India's healthcare industry is growing at a CAGR of 22% and is expected to reach \$372 billion in 2022.

(Economic Times, 2021)



2.7 million

India's healthcare sector has the potential to generate 2.7 million additional jobs by 2022.

(Economic Times, 2021)



3%

The Government of India aims to increase healthcare spending to 3% of the Gross Domestic Product (GDP) by 2022.

IBEF, 2021

Who is this programme for?

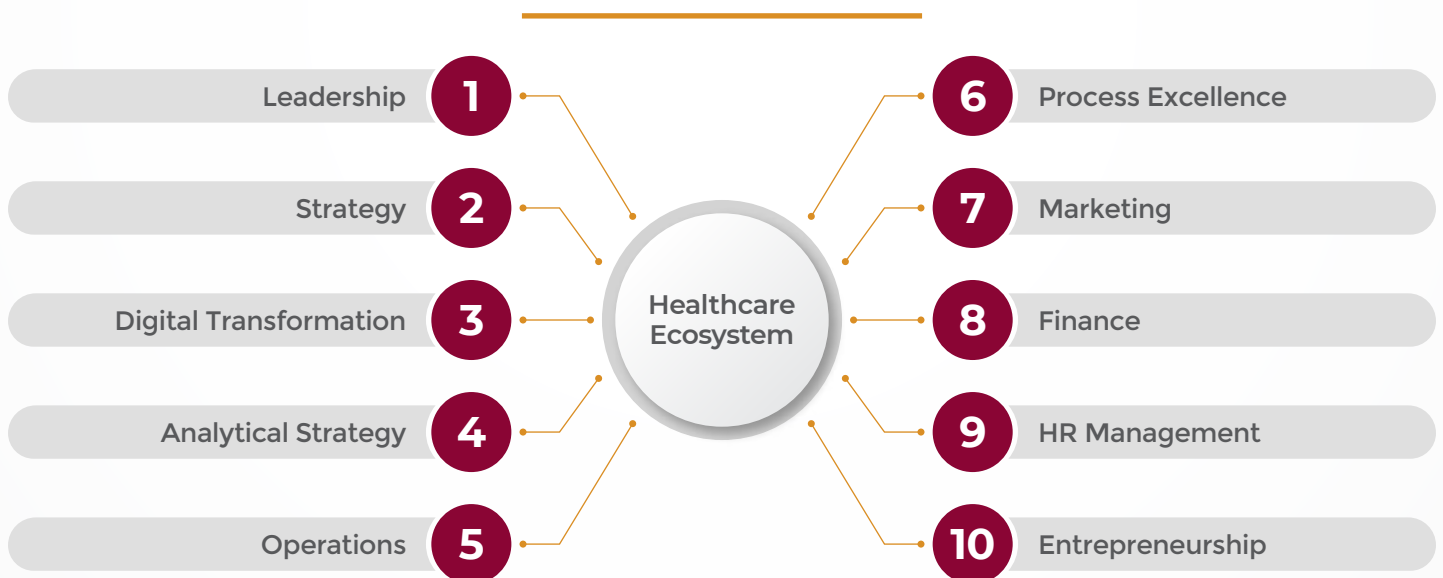
The programme will benefit Senior Executives, heads and leaders in healthcare sector and allied industries aspiring on enhancing critical thinking and analytical skillset to lead strategic growth and operational excellence in their organisations.

Practicing professionals, experts in their field looking to advance their knowledge in analytical strategies and management techniques to contribute to strategic business decisions will benefit from this programme.

Additionally, the senior consultants and healthcare entrepreneurs looking to create productive and disruptive business models and enhance the workflow by gaining market insights and dynamic perspective of healthcare landscapes will find this programme useful.

Coordinating and effectively leading non-clinical activities within ever-changing healthcare networks and systems requires an understanding of rapidly advancing medical technology, evolving healthcare regulations, and strategic comprehension of financial and resource planning.

Professionals pursuing this programme will graduate with the evidence-based management skills necessary to address challenges unique to the healthcare environment, running the gamut from foundational baseline business skills and transferable technical skills to highly specialized distinguishing skills.



Programme Highlights



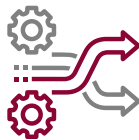
Receive Certificate of Completion from one of India's leading B-Schools (NIRF, 2022)



Blended learning program that includes 3 Days immersion at IIM Kozhikode Campus



Learn via real-world business applications, industry case studies and tools to become industry ready



Learn how to leverage technologies to drive business transformation



150+ hours of learning by distinguished IIM Kozhikode faculty and renowned industry experts



Acquire a global perspective on the evolving healthcare industry



Explore real-life healthcare delivery situations while developing a strategic mindset



Be eligible for lifelong Executive Alumni Status and grow your professional network

Note: Programme teaching and immersion hours might change due to unavoidable circumstances, and revised details will be provided closer to programme start date.

Programme Director's Message

This programme has been exclusively designed for those, who would like to deepen their leadership capabilities with the management essentials that help in exploiting the internal capabilities of the business functions of the healthcare organisation and broaden their horizons to make effective decision with an appreciation of the external healthcare business environment and dynamics. This programme would prepare the managers for future by helping them deep-dive on the role of technology, data and innovative practices apart from touching upon topics on legal aspects, medical devices and disruptive business models. The key differentiator of this programme is the capstone project, which would help the participants to get hands-on experience to identify a business challenge, analyse it and work out feasible solutions in a real-world context of the healthcare industry.

Programme Directors



Prof. G. Anand

Professor

Quantitative Methods and Operations Management Area

Professor G. Anand has over 18 years of experience. He teaches courses such as Operations Management, Quality Management, Service Operations Management, Lean Six Sigma, etc.

He was recently awarded the 'Outstanding Professor in Lean Six Sigma' by the Industrial Engineering and Operations Management (IEOM) Society, USA. Professor G. Anand's research interests include operational excellence through Lean Thinking, Six Sigma, Total Productive Maintenance, humanitarian supply chain, applications of Multi Criteria Decision Making (MCDM) models, among others. He guided a doctoral student for his PhD thesis on "Leanness assessment in healthcare industries". Prof Anand finished his PhD in Lean Manufacturing and ME from BITS Pilani, Rajasthan.

He has published more than 60 papers in high-impact peer-reviewed journals in diverse domains of Operations, Quality and Supply chain Management and has been involved in providing training to many national and multi-national companies

Before joining IIM Kozhikode, Prof Anand worked as an Industrial Engineer with TVS Electronics Limited where he played a crucial role in establishing the production line for a new product - an integrated point-of-sale terminal.



Prof. Shovan Chowdhury

Professor

Quantitative Methods and Operations Management Area

Professor Shovan Chowdhury has over twenty years of experience in teaching, research and consulting. He received his PhD and MSc in Statistics from the University of Calcutta. Prof Shovan, recipient of Emerald Literati Awards 2019, has published several research articles in leading international peer-reviewed journals, including Statistics and Probability Letters, Operations Research Letters, International Journal of Production Research, International Statistical Review, and Quality and Reliability Engineering International. His research interests include Reliability and Survival Analysis, Quality Management and Control, Statistical Methods, and Applications of Data Analytics in healthcare and other fields.

Professor Chowdhury is the co-author of the books titled 'Applied Statistics in Business and Economics' and 'Forecasting and Predictive Analytics' by a leading international publisher. He is a life member of International Indian Statistical Association and member of American Statistical Association and INFORMS. He has worked as consultant with software firms, and healthcare organisations. He has been involved in providing training in a number of open management development programs offered by IIMK.

Note: Programme Directors might change due to unavoidable circumstances, and revised details will be provided closer to programme start date.



Learning Outcomes



GAIN Functional and Strategic Perspective for effective healthcare management



UNDERSTAND contemporary business practices to enhance problem-solving & critical-thinking abilities



CREATE effective strategies and tap digitalization to drive business transformation



ACQUIRE healthcare management decision making capabilities in the age of disruption



ENHANCE value-based leadership and strategic abilities to embrace opportunities



DEVELOP negotiations and crisis management skills to navigate complexities of VUCA-D world

Programme Modules

MODULE 1: MANAGEMENT ESSENTIALS

- Marketing Services
- Strategic Financial Management
- Operations, Supply Chain and Inventory
- Leveraging & Managing Human Capital
- Quality Management & Process Excellence

MODULE 2: HEALTHCARE BUSINESS ENVIRONMENT & DYNAMICS

- Healthcare Industry, Public Policies and PPP model in India
- International Healthcare Dynamics and Systems
- Outlook of the post COVID-19 Era and Leveraging Disruptions
- Business Model Innovation & Entrepreneurship
- Pharmaceuticals Sector & Medical Devices Industry
- Regulatory Issues & Legal Aspects

MODULE 3: TECHNOLOGY, DATA & INNOVATION

- AI in Healthcare
- Digitization and Telemedicine
- Predictive Analytics in healthcare
- Data-Driven Decision Making (Analytical approach using R, Excel)

MODULE 4: LEADERSHIP FOR EFFECTIVE MANAGEMENT

- Strategic Management and Strategic Thinking
- Value-based leadership & Change Management
- Crisis Management & Communication; Negotiations

Note: Modules/ topics are indicative only, and the suggested time and sequence may be dropped/ modified/ adapted to fit the total programme hours.

Capstone Project

Capstone project is a group task and to be presented before the program directors at the end of the program. . A fundamental part of the learning journey, the capstone project would involve identifying a business case from the healthcare industry and analyse it qualitatively and/ or quantitatively. This hands-on experience will help participants learn how to identify a business challenge, analyse it, and work out feasible solutions in a real-world context of the healthcare industry. Towards the end of the programme, the groups have to present their project before the programme directors.

Tentative Real-world Case Studies*



Klassen, R., Leitch, K. and Hora, M. (2008),
"Paediatric Orthopaedic Clinic at the Children's Hospital of Western Ontario",
Harvard Business Publishing



Bohmer, R. (2010),
"Virginia Mason Medical Center (Abridged)",
Harvard Business Publishing



Landel, R.D., San, D.C. and Altschuler, D. (2002),
"Six Sigma at Academic Medical Hospital (A)",
Darden Business Publishing



Loveman, G.W. and O'Connell, J. (1995),
"Apollo Hospitals of India (A)",
Harvard Business Publishing



Kasturi Rangan, V. (1993),
"Aravind Eye Hospital, Madurai, India: In Service for Sight",
Harvard Business Publishing

Note: Given above is a tentative list of real-world case studies. These are subject to change due to unavoidable circumstances, and revised details will be provided closer to programme start date.

Certificate

Participants will be awarded a completion certificate from IIM Kozhikode on successfully completing all evaluation components and maintaining a minimum attendance of 75%. Participants who are unable to clear all evaluation components, but have a minimum attendance of 75% shall be awarded a participation certificate. Those who fail to clear the evaluation components and do not maintain the minimum attendance requirements, no certificate would be awarded, even if full fees have been paid by the participant.



Note: All certificate images are for illustrative purposes only and may be subject to change at the discretion of IIM Kozhikode.

Eligibility

Graduates (10+2+3) or Diploma Holders (only 10+2+3) from a recognised university in any discipline with a minimum of 8 years of work experience (after graduation) as on June 30, 2022. Selection through SOP (by Professors); SOP submission shall be compulsory.

Evaluation

There will be periodic evaluations built-in throughout the programme at regular intervals. These may be in the form of a quiz, assignment, project, case studies or other objective/subjective assessments. A minimum of 75% attendance is a prerequisite for the successful completion of this programme. The participants will have to secure the minimum pass marks in the respective evaluation components.

Programme Details

Programme Fee INR 3,00,000 + GST

Academic Orientation July 16, 2022

Instalment Schedule

Particulars	Remarks	Amount
Booking Amount	Within 7 days post selection	INR 30,000 + GST
Instalment 1	July 6,2022	INR 60,000 + GST
Instalment 2	Oct 10, 2022	INR 1,20,000 + GST
Instalment 3	Jan 10, 2023	INR 60,000 + GST
Instalment 4	Apr 10, 2023	INR 30,000 + GST

Round-wise Application Dates

Particulars	Application Fee	Dates
Round 1	INR 1,500 + GST	May 23,2022
Round 2	INR 2,000 + GST	June 07,2022

Note: Limited Seats per batch. Admissions are on a first-come, first-serve basis. There might not be subsequent rounds if seats are filled in the initial rounds.

Programme Schedule

Platform Classes on Weekends + Course-end Campus Immersion at IIMK
(subject to COVID-19 protocols permitting it)

Live Online Sessions

3 Hours/ week
Saturday, 6:45 PM to 9:45 PM

Attendance

Minimum 75%

Programme Application Link

- Click [here](#) to apply to the programme.
- Finance options available. [Click here](#) to learn more.
- For more information, please email at iimk.execed@emeritus.org

Note:

- The actual programme schedule will be announced closer to the programme start.
- Some sessions with faculty and/or industry experts could be rescheduled at a different time, in case of exceptional circumstances

Application Process

Complete the application and include a brief statement of purpose (Compulsory). The latter informs our admissions counsellors why you're interested and qualified for the Programme.

1. Submit your application



2. Pay Application Fees

Pay the application fees as per your applicable round.



3. Application Review

A panel of programme directors will review your application and statement of purpose to determine whether you get shortlisted and qualify for acceptance.



4. Admission

An offer of admission will be made to qualified candidates in a few days. You must accept this offer by paying the booking amount within a week from the date of receiving the offer letter.



Application Requirements

Applying to the programme? We suggest you keep the following 3 documents ready.

1. Your Photo ID Proof:

You can submit a scanned copy of ANY ONE of PAN Card or the first two pages of your Passport.

2. Your Graduation/Degree:

You can submit a scanned copy of ANY ONE of: Degree certificate, provisional Degree certificate, marks transcript or score transcript.

3. Your Work Experience Certificate:

- You can submit scanned copy(ies) of document(s) which demonstrate that you have the minimum work experience required by the programme.
- You can confirm the minimum work experience requirement of a programme under the heading '**Eligibility**' in the brochure or the programme website.
- Examples of documents you can submit are joining letter, relieving letter, Bonafide work experience letter from your HR, salary slips etc.
 - These documents must be issued by your company.
 - Please ensure that the document(s) you submit contain a **date of joining** and a **date of leaving** or a **statement** about the **number of years** you have worked at the company.

System Requirements

This programme includes live online classes. To attend a live online class you will need to have a PC/Laptop/Mac with



Speakers and microphone: built-in or a USB plug-in or wireless Bluetooth



Webcam: built-in or USB plug-in



Processor: with Dual Core 2Ghz or higher (i3/ i5/ i7 or AMD equivalent)



RAM: 4 GB or higher



OS: Either MacOS 10.7 or higher OR Windows 8 or higher



An internet connection: Minimum bandwidth of 3.0 Mbps (up/ down)



Browser: IE 11+, Edge 12+, Firefox 27+, Chrome 30+



Zoom software client installed on your PC/ Laptop/ Mac

We use the Zoom software application to conduct live online classes. Zoom works on a variety of PCs/ Laptops/ Mac systems and also on phones and tablets.

You can join your live online class from a phone or tablet if it supports the Zoom client.

We recommend that you attend classes from a PCs/ Laptops/ Mac.



About IIM Kozhikode

IIM Kozhikode ranks 15th in Asia Pacific and #101+ globally in the QS World University Global Executive MBA Rankings 2020. Since its inception, IIM Kozhikode has successfully carved its niche in the area of management education, through a judicious blend of academics and real-world practice. The Institute continually adapts to the rapid influx of changes in the Indian business landscape by providing cutting-edge Management Development Programmes with innovative pedagogy and content to impart industry-relevant knowledge and skills to its executive education participants. Last year, IIM Kozhikode trained more than 3,400 executives through a wide gamut of programmes uniquely crafted for agile minds interested in thought-provoking questions and learning centred on business transformation and growth.

About Emeritus

IIM Kozhikode is collaborating with online education provider Emeritus to offer a portfolio of high-impact online programmes. Working with Emeritus gives IIM Kozhikode the advantage of broadening its access beyond their on-campus offerings in a collaborative and engaging format that stays true to the quality of IIM Kozhikode. Emeritus' approach to learning is built on a cohort-based design to maximise peer-to-peer sharing and includes video lectures with world-class faculty and hands-on project-based learning. More than 250,000 students from over 160 countries have benefitted professionally from Emeritus' courses.

Apply for the programme here

APPLY NOW

For registration and any other information please get in touch with at iimk.execed@emeritus.org

[WhatsApp an advisor on +91 7208889990*](https://www.whatsapp.com/message/7208889990)

**Note: This number does not accept any calls. Please message your queries.*

In collaboration with



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