POST GRADUATE DIPLOMA IN HOSPITAL MANAGEMENT

(Approved by AICTE)

Programme Brochure 2012-2014

Administrative Staff
College of India
Let us be together
Let us interact together
And may our minds
Comprehend together

– Rigveda
In recent years, the hospital sector in India has grown rapidly, rivaling the early stages of the IT sector in its significance for the future of India – in terms of its contribution to welfare as it is to the growth of income. The hospital sector of India is also attracting wider attention in the world at-large, attracting patients in search of good quality but affordable care, contributing to its growth.

But hospitals require most demanding management skills, as much as they do trained doctors and para-medical staff. There is a great need to nurture such management talent, if the sector has to realize it full promise. It is in response to this realization that ASCI has launched the Post Graduate Diploma in Hospital Management Programme (that enjoys the approval of the AICTE). It seeks to train future hospital administrators in the required skills – e.g. management of human resources, procurement, finance, supply-chain management - to meet the challenges of the emerging environment and pursue rewarding careers in hospital management. It gives me great pleasure to commend this program to the aspiring hospital administrators.

Dr. Siripurapu K. Rao
M.A., (CANTAB), Ph.D. (CANTAB)

12th January 2012
Administrative Staff College of India (ASCI) is a pioneer in management development education. The College was established in 1956 at the initiative of government leaders and industry captains. ASCI is a self-reliant, autonomous and self-financing institution, and is registered as a society under the Societies Act of 1860. ASCI’s Court of Governors (COG) are very eminent individuals who hold/held high ranking positions in the government, public sector undertakings and private corporations. The College is lead by Mr M Narasimham, Chairman, ASCI COG. He was formerly the Governor of the Reserve Bank of India; Finance Secretary; and Vice-President of the Asian Development Bank. Our Director General, Dr SK Rao is the Chief Executive of the College, and is assisted by the Dean of Management Programmes, and Dean of Research and Management Studies.

The College’s management development training, research and project activities are carried out by a strong team of over 40 faculty members who are assiduously work to produce high quality outputs. Faculty members are broadly dispersed among the following eight Centers of Excellence:

- Center for Management Studies
- Center for Public Policy, Governance & Performance
- Center for Poverty & Rural Development
- Center for Human Development
- Center for Economics and Finance
- Center for Energy, Environment, Urban Governance & Infrastructure Development
- Center for Innovation & Technology
- Center for Healthcare Management

ASCI offers training programmes in core management disciplines such as general management, human resources, finance, marketing, operations and information technology, and sectoral areas such as healthcare, human development, energy, transport, banking, health, gender, and education. This premier institution has thus far provided management education to over 1,05,000 middle and senior level managers and executives some of whom have moved on to lead many governmental bodies, public sector undertakings and private corporations.
ASCI started its consultancy activities in 1965 and has completed more than 700 assignments to date. A few mentions include projects related to urban infrastructure improvements, health management, power sector restructuring, organizational resource management, manpower planning, training needs analysis, and service delivery improvement among others. ASCI’s research division was started in 1973 and more than 300 research projects have been undertaken. ASCI faculty have published over 45 books and 230 research papers in various national and international journals.

ASCI’s main campus is located at Bella Vista, Khairatabad, Hyderabad. The second campus is the picturesque College Park on about 23 acres of land at Road No. 3, Banjara Hills, Hyderabad, where the Centre for Healthcare Management is located. In addition, ASCI has a functional unit at New Delhi, which is located in the Qutub Institutional Area of South Delhi.

Growing at a compounded annual growth rate of 19% during the 1990s, the healthcare industry is valued at over 40 billion US Dollars and is projected to increase to over 80 billion US dollars by the end of 2012. India’s growing population base, higher disposable incomes, consequent increase in domestic consumption, growing urbanization are some of the major drivers of this growth. At the same time, the industry faces severe challenges of mining and funding this growth as well as proving the necessary infrastructure.

The genesis of the Centre for Healthcare Management (CHM) dates back to 1998 when a two-year post-graduate program in Hospital Management was launched at ASCI in association with Hindujas and John Hopkins University, USA. On recognition by the AICTE, this program was subsequently re-christened as Post Graduate Diploma in Hospital Management in 2005. This program is preparing students to shoulder cross-functional responsibilities in hospitals as well as in other areas such as information technology, insurance, pharmaceuticals, biotechnology, and financial services. CHM also intends to emerge as a think-tank of repute in the area of healthcare management.

The Post Graduate Diploma in Hospital Management (PGDHM) aims to produce high quality managers for India’s growth story in the healthcare sector. PGDHM program is delivered at ASCI’s College Park Campus located in Banjara Hills, Hyderabad. PGDHM is a two-year full time programme with both fully residential and non-residential options. The programme is recognized by the AICTE, and comprises of four semesters; three semesters of classroom teaching and one semester of internship constitute the pedagogy of PGDHM. The curriculum has been designed to deliver the requisite knowledge, build the necessary skills, and develop core competencies to serve as effective administrators and managers in the various domains of the healthcare sector. The programme is rigorous and practice-oriented with a teaching approach that combines classroom lectures, in-class assignments, case studies, team-oriented discussions,
individual and group projects and presentations, and periodic visits to hospitals. The programme includes specially designed modules on healthcare information technology, hospital operations, personality development, and other modules that are crucial to placing our students in the best and elite hospitals, IT firms, consultancy firms, private corporations and public organizations.

Practical training is an ongoing and integral part of the curriculum. Students undertake summer projects and hospital observations during semester breaks. An intensive internship period is also built into the course of study.

The following is a tentative list of the modules that may be offered. However, based on the programme needs, inputs from experts, student expectations, market demand etc, this list is subject to change.

**General Management**
- Management and Organization Theory
- Hospital Planning and Hospital Operations
- Health Laws Ethics and Regulations
- Strategic Management
- Healthcare Entrepreneurship
- Human Resource Management
- Organisation Behaviour
- Human Resource Management in Hospitals

**Finance and Economics**
- Basic Accounting
- Financial Management – I & II
- Health Economics

**Operations**
- Bio-statistics
- Operations Research
- Hospital Operations Management-I
- Hospital Operations Management-II

**Marketing**
- Marketing – I & II
- Marketing of Hospital Services

**Information Systems**
- Information Technology: Basics
- Data Base Management and System Analysis & Design
- Hospital Information Systems
**Patient Care**
- Introduction to Management of Medical & Health Services
- Research Methodology
- Patient Care Services
- Communication Skills for Hospital Managers
- Total Quality Management (TQM)

**Practical Exposure**
- Computer Lab Basics
- Hospital Visits
- Know Your Hospital
- Dissertation
- Internship

Responding to the growing need of managers in the hospitals and the healthcare industry, the ASCI-PGDHM programme is introducing specially designed modules in such areas as Marketing, Finance and Human Resource Management.

**INTERNAL FACULTY**

**S K Rao**, Director General, ASCI
M.A. (Cantab), Ph. D (Economics) (Cantab)

**Raj V Ponnaluri**, Director
B. Tech., P.E., M.S. (Duke University), MBA (Univ. Central Florida)

**Nirmala Apsingikar** B. Sc (Hons.) (IIT Kharagpur); PGDM (IIM Bangalore)

**Ramakrishna K**  M.B.B.S., F.C.G.P, F.C.I, PGDHHM

**Mohan G**  B. Tech (BHU), M.B.A. (XIM, Bhubaneswar)

**Lakshmi B**  Ph.D., MHA (UNSW, Sydney)

**Ashita Allamraju**  M.A., M.Phil (Eco) (Delhi School of Economics)

**B V N Sachendra**  B. Tech., M.B.A. (SV University)

**Subodh Kandamuthan**  Ph.D. (Health Economics) (ISEC, Bangalore)

**Kanupriya Katiyal**  B.E (ECE) Osm Univ, PGDM (Marketing) (GIM)

**Subhashini P**  Ph. D (Psychology) Osmania University

**Shahaida P**  Ph. D (Mrkng), M. Phil (Mngt) MBA (Mrktng)

**Dushyant Mahadik**  B.E (Mech), M.Tech (IIT-B), PGDM (IIM-A)

**Swarnalatha J**  M.A., MBA, M.Phil
VISITING FACULTY

Masood Ahmed  M.Com, M.A. (Eco), M.Sc. (Psy.) M.B.A., M.Phil.  (Mgmt)

K V S S Murthy  M.Sc. (Statistics), PGDCA, M.B.A.  (Operations)

Umanath Aysola  Ph.D., M.Phil., (Hosp. & Health System Mgmt), (BITS,Pilani)

K V Ramesh  L.L.B., C.A., M.Com, PGDPM, M.B.A., M.Phil.  (Mgmt.)

Subhash Reddy Aedla  B.Sc., M.C.A.  Osmania University

Eligibility:

M.Com, M.A. (Eco), M.Sc. (Psy.) M.B.A., M.Phil.  (Mgmt)

ASCI-PGDHM program is a hospital management program with a difference - while hospitals are at the core, it also looks at associated sectors which have a direct interface with the healthcare industry.

ASCI-PGDHM strives to produce not just hospital administrators but leaders who can think critically and generate new business ideas.

The programme offers a unique combination of operational and strategic inputs, coupled with cross-functional perspectives and application-orientated methodologies.

In addition to the core curriculum, workshops of various durations are arranged on topical areas such as healthcare insurance, healthcare retailing, management of clinical research, etc to broaden the perspectives of the students.

Being located at Hyderabad, ASCI provides the students excellent opportunities to take up live projects. Comfortable on-campus hostel facilities, located at Banjara Hills, Hyderabad provide the perfect environment for a fun-filled and learning environment.

The high quality and highly competent faculty of PGHDM programme provide industry-oriented inputs.

Some of the institutions that are represented by ASCI alumni include [Hospitals]: Aditya Birla, Apollo, Arvind Eye, Bombay, Care, Fernandez, Max Super-specialty, Kamineni, Manipal, Medica Synergie, Mediciti, Narayana Hrudyalaya, Fortis, KIMS, Sahara, Seven Hills, Sterling, Vikram, Wockhardt; Suburban Diagnostics; [Healthcare]: Asclepius, HOSMAC, ICICI Lombard, Infosys, iSoft, Vaatsalya


Eligibility:

Graduates in a discipline related to healthcare management, preferably medicine, sciences, technology or IT, with a minimum of 50% marks at the aggregate.

Candidates are required to qualify in the CAT/CMAT/MAT. Selection shall
be based on a combination of factors including academic credentials, CAT/CMAT/MAT scores, group discussion and personal interview, and a demonstrated interest in the healthcare sector.

Last Date for Application: Application forms will be available on the ASCI website from 3rd week of January 2012 - which may be downloaded, duly filled and sent to the Centre for Healthcare Management, ASCI along with a demand draft of Rs.1,000/- (drawn in favor of Administrative Staff College of India) by April 30, 2012 at the address below.

Alternatively, candidates may get in touch with the office of the Centre for Healthcare Management, ASCI for the application form.

Group Discussion/ Personal Interview: Candidates shortlisted will be called for group-discussion and personal interview in May 2012 at either Delhi, Kolkata or Hyderabad.

Students who have passed the examination with 50% (aggregate) will be promoted to the next semester. Project reports submitted at the end of the Internship will be evaluated by a panel of experts. The number of backlogs if any, of semesters I and II taken together, shall not exceed 25% of the total number of papers/subjects prescribed for semesters I & II.

The break-up of internal and external marks for grading shall be at the discretion of the College and is subject to change. A minimum of 75% attendance in each subject is mandatory.

After successful completion of the program, students will receive a PG Diploma in Hospital Management from ASCI.

ASCI provides an environment where students can interact with faculty and individuals from diverse backgrounds. ASCI conducts over 200 management development programmes each year for a wide range of professionals. The main campus, Bella Vista provides the calm and peaceful atmosphere essential for study and introspection. ASCI library is acknowledged as one of best with the finest collection of over one lakh volumes and 500 journals and periodicals.

ASCI’s College Park Campus is located on a scenic location at Banjara Hills. The campus provides residential accommodation and excellent dining facilities during the duration of stay at ASCI. The campus is also equipped with a computer centre, wi-fi, a good library, recreational facilities and an indoor gym for use by students.

Graduates with a degree in hospital management have continued to be in great demand in the employment arena. Students can expect to find healthcare management job opportunities at the entry-level, or, depending on their experience and initiative, qualify for mid-career jobs as well. ASCI PGDHM alumni have found success in settling into satisfying careers at various healthcare organisations around the country.
Programme Fees
(All amounts are non-refundable)

Tuition and academic activities : Rs. 4,90,000/-
Accommodation : Rs. 1,00,000/-
Catering and food provision : Rs. 1,00,000/-

* Excludes ‘License Fee’ payable to hospitals for internship / residency training

With Confirmation of enrollment, an amount of Rs. 80,000/- is to be paid by DD. The Balance to be remitted in two installments: the first installment of Rs. 2,95,000/- to be paid by July 1, 2012 and the second installment of Rs. 2,95,000/- by July 1, 2013.

The above fee includes tuition, course material, accommodation, and local transport for hospital visits, meals, library facilities, computer lab facilities, and recreational facilities. Each student will also be provided a laptop. The fee mentioned above does not include license fee to be paid to hospitals where students intend to pursue internship.

The Institute reserves the right to alter/modify / cancel &/ add any matter or rule at any time during the period of study.

For more information about the program, please visit

http://www.asci.org.in/pgd_hospital.aspx

Contact

Raj V. Ponnaluri
Director, Centre for Healthcare Management
ASCI - PGDHM Program
Centre for Healthcare Management,
College Park Campus, Road No. 3, Banjara Hills, Hyderabad-500 034.
Phone: 040-6672-0700/12/13, Fax: 040-66720725
email: rvp@asci.org.in;
Leadership through Learning

Administrative Staff College of India
Centre for Healthcare Management,
College Park Campus, Road No. 3,
Banjara Hills, Hyderabad-500034.
Phone: 040-6672-0700/12/13, Fax: 040-66720725,
email: pgdhem@asci.org.in
http://www.asci.org.in/pgdiploma.asp.