



SRINIVAS UNIVERSITY

Srinivas Nagar, Mukka– 574 146, Mangalore, Phone: 0824-2477456
(Private University Established by Karnataka Govt. ACT No.42 of 2013, Recognized by UGC,
New Delhi & Member of Association of Indian Universities, New Delhi)
Web: www.srinivasuniversity.edu.in, Email: admission@srinivasuniversity.edu.in

Administrative Office: GHS Road, Mangalore-01, Phone 0824-2425966

COLLEGE OF MANAGEMENT & COMMERCE

MBA Programme – Hospital and Health Care Management

Duration: Two year, 4 Semester Programme,

Eligibility: Any Bachelor degree of UGC recognized University with 50 % Marks
Admission needs valid score in SUAT/KMAT/KEA-PGCET

**The classes will be held at College of Management & Commerce, City
Campus, Pandeshwar, Mangalore– 575 001. Phone: 0824-2441022**

This College was previously named as Srinivas Institute of Management Studies (SIMS),
Pandeshwar, Mangalore since 1999 recognized by AICTE, New Delhi and Accredited with 'A'
Grade by NAAC.

**SIMS is Ranked #1 among Top International Business Schools other than USA and Ranked #3
among Top World Business Schools including USA in the Total number of research publications
during last one year by Elsevier's Social Science Research Network (SSRN), USA.**

ABOUT MBA PROGRAMME:

The present era of globalization and liberalization witnessed a revolutionary change in the domestic as well as in the global economic scenario. Indian economy is increasingly becoming market oriented economy in which private sector is going to play a prominent role. It is predicted that there is expanding job opportunity in the private sector. This calls for a different breed of professionals with sound knowledge of business, industry and economy. One of the principal objectives of **MBA in Hospital and Health Care Management** is aimed at strengthening the functional skills of students in the core healthcare sector. Its primary objective is to instill an advanced understanding of multi-dimensional healthcare organizations, and operations of business administration and healthcare management.

OBJECTIVES:

The objective of the MBA programme is to transform students into leaders ready to tackle the ever increasing challenges of domestic / global business environment. This is accomplished through the following learning goals and objectives:

- Integrative experience and experiential learning.
- Innovative thinking skills to enable strategic decision-making and problem solving.
- Effective oral presentation & written communication skills.
- Team participation and leadership building.
- Functional business knowledge of marketing, operations, information technology finance, accounting, statistics and quantitative analysis
- Building the confidence of executives to make optimum, sound decisions by foreseeing the future and to lead the organization as sustainable winner.

UNIQUE FEATURES:

- ❖ Semester Scheme in MBA offered

- ❖ Student involvement in Minor /Industry projects during M.B.A programme. Updated industry oriented syllabus
- ❖ Innovations in examination system with 50% weightage to continuous evaluation and 50% weightage to semester end exam.
- ❖ Dynamic, qualified and friendly teaching faculty with average experience of more than 15 years.
- ❖ Support for Education Loan Facility from Leading Banks. Hostels & Transportation Facility.
- ❖ MOU with industries to get students trained in latest Management techniques through certificate programs / workshops.
- ❖ Guest lecture series from Management professionals and additional certificate programmes in each semester.
- ❖ Course scheduled to complete on due time with Provisional Degree Certificate by 30th April.
- ❖ Participation/publication opportunity in two national conferences in Management/IT /Social Sciences area organized by the institution and further publication opportunity in International journals.
- ❖ Opportunity to continue further studies leading to M.Phil./Ph.D.
- ❖ Study books /Materials prepared and supplied according to the Syllabus.
- ❖ Campus Placement Support with National & Multi-National Companies through dedicated Placement Office/Student Counselor.
- ❖ Certificate courses on Spreadsheet Modeling, Graphics, Statistical data Analysis software , Online investment /Trading/Ad Design/Business Analytics.
- ❖ Congenial learning environment and encouragement for student research & publications.
- ❖ Foreign Trip to U.K./France/Malaysia/Singapore/Dubai with International Certification Programme (optional).
- ❖ Earn while Learn Opportunity in Retail/BPO/Software companies during evening time.
- ❖ Scholarships based on merit for low income categories.
- ❖ Individually Monitored Practical Internship and Project Assignments.

MBA Semester Program

I Semester		II Semester	
Sl. No	Subjects	Sl. No	Subjects
1	Economic Analysis for Business Decisions	1	Marketing Management
2	Business Statistics and Analytics	2	Production & Supply Chain Management
3	Introduction to Hospital Planning and Administration	3	Quality Management and Accreditation in Healthcare Organisations
4	Organizational behavior and Managerial Communication	4	Operations Research
5	Financial Reporting and Cost Control	5	Human Resource Management and Audit
6	Business Law	6	Business Research Methods
7	Case Development on health care Industry	7	Project on Health care company with Publication
8	Certificate Program in Spread Sheet Software	8	Professional Communication
Work shop on Ideal Business Model & Characteristics		Work shop on ABCD Analysis Framework	
		Practice based experimental learning II	

III Semester		IV Semester	
Sl. No	Subjects	Sl. No	Subjects
1	Management Information System and analytics		Internship in Health Care Sector / Hospital, Dissertation and Viva-voce
2	Entrepreneurship and new venture creation		
3	Accounting for decision making		
4	Legal and Ethical Issues in Health Care		
5	Hospital services Management		
6	Financing and Insurance of Health Services		
7	Certificate Program in Statistical Analysis		
8	Industry Internship and Viva voce		
9	Workshop on Project Planning & Management		
10	Practice based experimental Learning III		

Students of MBA Programme of Srinivas University are required to publish two Case Studies/Research papers in International Journals with faculty support and publish their project Dissertation in World E-Book Library. This is intended to enhance considerable weightage for their CV to obtain challenging jobs.

CAREER OPPORTUNITIES:

MBA in Hospital and Health Care Management graduates have a variety of career options. They may choose to become any one of the following according to interest and aptitude.

- Health Care Manager
- Hospital Administrator
- Pharmaceutical Project Manager
- Health Care Finance Manager
- Human Resource manager
- Medical and Health Services Manager
- Business Manager
- Hospital Administrator
- Health Service Manager
- Health Care Marketing Executive
- Health Care Finance Manager



INNOVATOR

JOIN ABOVE INNOVATIVE MBA Hospital and Health Care Management PROGRAMME WITH INDUSTRY RELEVANT SYLLABUS TO RE-DEFINE YOUR CAREER ALTITUDE!!!

COLLEGE OF MANAGEMENT & COMMERCE

CREATING INNOVATORS



SRINIVAS UNIVERSITY

Educating the Next Generation

For Further Information call: 0824-2441022

www.srinivasuniversity.edu.in