

SEMESTER-II

GANPAT UNIVERSITY									
FACULTY OF MANAGEMENT STUDIES									
Program		MBA		Branch/Spec.		MBA (Healthcare & Hospital Management)			
Semester		II				Version		1.0.0.0	
Effective from Academic Year				2025-26		Effective for the batch Admitted in			June 2025
Subject code		IIA01AHA		Subject Name		Certificate Course on Hospital Administration			
Teaching scheme									
(Per week)	Lecture(DT)		Practical(Lab.)		Total				
	L	TU	P	TW					
Credit	4	0	0		4				
Hours	4	0	0		4				
Objective:									
To equip MBA (HHM) students with an advanced strategic framework to lead modern hospitals, enabling them to integrate clinical excellence with sound business management to drive quality, efficiency, and sustainable growth.									
Course Outcome:									
CO 1: The students will be able to analyze the complex healthcare ecosystem and the strategic role of a hospital administrator in navigating governance, accreditation, and ethical challenges.									
CO 2: The students will be able to formulate strategies for achieving clinical and operational excellence by managing core hospital services and implementing robust quality and patient safety programs.									
CO 3: The students will be able to evaluate the key financial and business development functions of a hospital, including revenue cycle management, strategic marketing, and human capital planning.									
CO 4: The students will be able to develop a strategic roadmap for a hospital's future, integrating digital transformation, robust governance, and effective risk and crisis management.									
Theory syllabus									
Unit	Content								Hrs
1	Foundations of Strategic Hospital Management, The Modern Healthcare Ecosystem: Payers, Providers, Policy, The Hospital as a Complex Adaptive System, The Evolving Role of the Hospital Administrator/CEO, Corporate & Clinical Governance Structures, Strategic Planning Process in Healthcare, Hospital Accreditation: The Business Case for JCI & NABH, Medical Ethics & The Administrator's Role.								12
2	Clinical Operations and Quality Excellence, Managing Core Clinical Services: - Outpatient, Inpatient, Emergency & Critical Care Management, Managing Key Support Services: - Pharmacy, Laboratory, Radiology & Dietetics Management, Driving Quality Improvement: Lean, Six Sigma & CQI (Conceptual), Patient Safety Management: Root Cause Analysis (RCA) & FMEA, The Patient Experience (PX) as a Strategic Differentiator, Infection Control (HIC) Programs and their Financial Impact, Credentialing & Privileging of Medical Staff.								12
3	Financial Management and Business Development, Healthcare Finance & Hospital Budgeting Process, Revenue Cycle Management (RCM): From Patient Entry to Final Payment, Cost Management &								12

	Control: Cost Centers, DRGs (Conceptual), Strategic Marketing & Brand Building for Hospitals, Business Development: Service Line Growth & Physician Relations, Human Capital Management: Recruitment, Retention, Engagement, Supply Chain & Materials Management: Optimizing Procurement, Health Insurance, TPA & Payer Relationship Management.	
4	Strategic Leadership and Digital Transformation, Leadership Styles for the Healthcare Environment, Digital Transformation Roadmap for a Hospital, Health Informatics & EMR/EHR: A Manager's Perspective, Telehealth & Virtual Care: Strategy, Models & Reimbursement, Healthcare Analytics: Using Data for Operational & Clinical Decisions, Managing Technology Adoption & Change Management, Innovation in Healthcare Delivery Models, The Role of the Chief Strategy Officer (CSO).	12
5	Governance, Legal Frameworks, and Future Trends, The Role of the Board of Directors in Strategy & Oversight, Medico-Legal Issues: Informed Consent, Negligence, Confidentiality, Enterprise Risk Management (ERM) in a Hospital Setting, Crisis Management & Disaster/Pandemic Preparedness, The Future of Hospitals: Value-Based Care, Hospital-at-Home, Sustainability in Healthcare: "Green Hospital" Initiatives, Leadership Development & Succession Planning.	12
Practical content		
Reference Books		
1.	Kovner, Anthony R., and McAlearney, Ann S. (Eds.). Kovner's Health Care Delivery in the United States. 12th Edition, Springer Publishing, 2020.	
2.	Christensen, Clayton M., et al. The Innovator's Prescription: A Disruptive Solution for Health Care. McGraw-Hill, 2008.	
3.	Gawande, Atul. The Checklist Manifesto: How to Get Things Right. Metropolitan Books, 2009.	
4.	Porter, Michael E., and Teisberg, Elizabeth O. Redefining Health Care: Creating Value-Based Competition on Results. Harvard Business Review Press, 2006.	
5.	Wachter, Robert M. The Digital Doctor: Hope, Hype, and Harm at the Dawn of Medicine's Computer Age. McGraw-Hill, 2015.	
6.	Toussaint, John S., and Berry, Leonard L. Management on the Mend: The Healthcare Executive Guide to System Transformation. McGraw-Hill, 2013.	
7.	Lencioni, Patrick M. The Five Dysfunctions of a Team: A Leadership Fable. Jossey-Bass, 2002.	
8.	Gapenski, Louis C., and Reiter, Kristin L. Healthcare Finance: An Introduction to Accounting and Financial Management. 7th Edition, Health Administration Press, 2020.	
9.	Griffith, John R., and White, Kenneth R. The Well-Managed Healthcare Organization. 9th Edition, Health Administration Press, 2019.	
10.	Institute of Medicine (IOM). To Err Is Human: Building a Safer Health System. National Academies Press, 2000.	
11.	Sinek, Simon. Start with Why: How Great Leaders Inspire Everyone to Take Action. Portfolio, 2009.	