



Dr. B. R. AMBEDKAR OPEN UNIVERSITY

Jubilee Hills, Hyderabad – 500 033

offers

M.B.A (HOSPITAL AND HEALTH CARE MANAGEMENT) PROGRAM

in collaboration with

**APOLLO INSTITUTE OF HEALTH CARE MANAGEMENT (AIHCM),
INSTITUTE OF MANAGEMENT, KIMS INSTITUTE OF MANAGEMENT**

and

DEPT. OF HOSPITAL MANAGEMENT, DAR-US-SALAM EDUCATIONAL TRUST (DET)

INFORMATION BROCHURE

(Academic Year 2022-23)

1. INTRODUCTION

Health care is one of the fastest growing and largest service sectors in India. Existing health care organizations are expanding by opening hospitals in new service areas and new organizations are entering with state of art equipment, latest technology and marketing strategies. Consequently, competition in the health care sector is on the rise. Hitherto, available options were limited to health care consumers. But they have now more and better options. Added to this, increased incomes and awareness levels are driving the consumers to seek quality health care. The providers in turn need to be more innovative in their approach and offer quality services at competitive prices. They are therefore increasingly confronted with the challenges to ensure cost effective quality care at affordable prices. Besides, India is also eyeing for global health care market to emerge as one of the possible destinations for international patients. All this necessitates a specially trained cadre of professional management graduates in health care. MBA (Hospital & Health Care Management) is one of such programs designed and offered by the Department of Business Management of Dr. B. R. Ambedkar Open University to reduce the gap between the demand and supply of the human resource requirements of health care organizations at least to some extent.

2. OBJECTIVES AND OUTCOMES OF THE PROGRAM

The rationale behind offering MBA (HHCM) Program is to train the students as hospital and health care administrators with required theoretical and practical inputs. Other objectives of the Program are to:

- a) Enable the students to learn nuances of Hospital and Health Care Management from their individual and collective learning experiences;
- b) Develop the ability of the students to think analytically and train them to face the challenges in the real situations;
- c) Develop the capabilities / understanding and creative thinking levels of the students by involving them in various practical-oriented activities like hospital visits, internship, project work, etc.; and
- d) Develop and groom the students as health care management professionals with required knowledge, skills and expertise suited to various organizations in health care sector.

Program Outcomes: On successfully completing the Program the students should be able to:

- Acquire an understanding of the concepts, theories, processes, functions, laws, tools and techniques and practices relating to the administration of the health care organizations and to health care delivery systems.
- Demonstrate leadership, communication and relationship management skills for managing a health care organization.
- Apply the principles, methods, tools/ techniques relating various disciplines including finance, accounting, marketing, economics, management, information technology, quantitative methods, operations research, strategic management, etc., for successful administration of health care organizations.
- Apply management principles and processes for making judicious/rational managerial decisions.

3. ABOUT Dr. BRAOU

Dr. B. R. Ambedkar Open University (Dr. BRAOU), first of its kind in India, initially known as Andhra Pradesh Open University, was set up on 26th August 1982 through an Act of the Andhra Pradesh State Legislature (APOU Act 1982). Subsequently, the University was renamed as Dr. B.R. Ambedkar Open University, on 26th October 1991. The University offers various programmes starting from Certificate to Research level. All the programs offered by the university are recognized by the Distance Education Bureau (DEB) of UGC, New Delhi.

4. ABOUT THE AIHCM, KES AND DET

Apollo Institute of Health Care Management (AIHCM) was established in 2008. It is sponsored by Apollo Hospitals Educational & Research Foundation (AHERF). The Institute is dedicated to developing and nurturing health care management professionals through quality education, training, research and institutional networking. Located within the sprawling campus of Apollo Health City, Asia's First Health City, in Hyderabad, the Institute shares a symbiotic existence with reputed Health Care Institutions in the campus.

KES, a society incorporated under the provisions of the Societies Registration Act 1860, inter alia, to carry on the business to own, establish, acquire, run, operate, manage, maintain, develop, promote, administer, advertise, either on its own or through franchisee fully equipped schools, colleges, educational institutes, universities including deemed or autonomous universities, coaching classes, e-learning, training centers to promote and disseminate knowledge, create awareness and provide a common forum of interaction amongst academicians, professionals and government agencies and to carry on courses in the branches of medicine, nursing para-medical, engineering commerce, industrial, commercial, arts courses, management, law, banking, insurance, finance, hospitality, tourism and any other faculty of education and to run Management and Computer training institutions, services including coaching and preparation for all kinds of professional courses, conducting and training for development of management and interpersonal skills, personality development programs, development of soft skills, establishing and management of educational institutions and conduct courses on all disciplines including technical, management in India or elsewhere. KIMS Institute of Management offers MBA (HHCM) Program at KIMS Hospital headquarters located in Secunderabad.

The Dar-Us-Salam Educational Trust (DET) was established in 1974 with its headquarters in Hyderabad. The Trust is a policy making body established and developed several educational institutions and hospitals to promote education, training and employment for youth from Muslim minority community. The trust acts as a council for the development of all its institutions assisted by the heads of the heads of the institutions. The trust is energetic and eager to engage more creative minds in the quest of knowledge for the improvement of society both materially, humanistically and to choose focus in the fields of Medicine, Para-Medical, Hospital Management, Engineering & Technology, Business Management, Pharmacy and Architecture disciplines to enhance quality in present economic scenario. MBA (HHCM) Program will be offered through the Department of Hospital Management, enriched with experienced and qualified faculty, functioning in Owaisi Hospital Campus.

5. ABOUT THE MBA (HHCM) PROGRAM

Masters of Business Administration (Hospital & Health Care Management) [MBA (HHCM)] is a two years, four semesters Program offered by Dr. BRAOU in collaboration with AHERF, KES and DET. BRAOU has been offering the Program, since 2008, in collaboration with AIHCM only, whereas from the academic year 2019-20 onwards the Program is offered in collaboration with AIHCM, Hyderabad and KIMS, Secunderabad, and from the academic year 2022-23 onwards the Program is offered in collaboration with AIHCM, KES and DET. The addresses and contact details of these three institutions are:

- a) The Director, Apollo Institute of Health Care Management (AIHCM), Apollo Health City Campus, Jubilee Hills, Hyderabad – 500096 (Ph. Nos. 040 – 23556850 / 23543269 / + 91 9441885258).
- b) The Principal, Institute of Management, KIMS Educational Society, Minister Rd, Begumpet, Secunderabad – 500003 (Ph. Nos. 040 – 44885703 / 5704 / + 91 99493 62459).
- c) The Principal, Department of Hospital Management, Dar-Us-Salam Educational Trust, Deccan College of Medical Sciences, P.O. Kanchanbagh, DMRL 'X' Road, Santhosh Nagar, Hyderabad – 500058 (Ph. Nos. 040-24802632/ +91 9704009232).

6. PROGRAM STRUCTURE

MBA (HHCM) is a two-year program, divided into four semesters. In addition to the theory-based courses, to achieve the objectives of the Program, practical-oriented courses, hospitals visits, project work, internship, etc., are given special focus and are included in the Program structure.

Based on the performance, Grade Points will be awarded to the students who clear all the required courses to get the Degree from the University. Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) will be calculated as per the procedure laid down by the University.

Note: Please click **here** to know the detailed Program Structure, number of credits assigned to each course, etc.

7. EXAMINATION PATTERN

Students shall clear both the Mid-Semester and Semester-End Examinations in each course and shall secure the required number of marks (separately for both Mid-Semester and Semester-End examinations) to clear that course. The weightage assigned to the Mid-Semester and Semester-End Examinations is 30% and 70% respectively. Maximum and minimum marks for each course, duration of the examination, etc., vary as per the number of credits assigned to the courses. Model examination question paper (for Semester-End Examinations) is provided at the end of the course material of each course.

8. ELIGIBILITY FOR ADMISSION

The aspirants of Masters Degree in Hospital & Health Care Management should possess a Bachelor's Degree in any discipline (except Fine Arts and Oriental Languages) from a recognized university with a minimum of 50% marks in case of general category candidates and 45% in case of reserved category candidates.

9. ADMISSION PROCESS

Candidates have to apply for admission through 'online' on the University Website and appear for an Entrance Test, followed by Group Discussion & Personal Interview. The selection is based on the marks secured in Entrance Test, GD & PI, conducted by Dr. BRAOU. Qualifying mark in the entrance examination is 25% for General and B.C. candidates. The entrance test paper is set for 100 marks, consisting of questions under sections (A) Test of Reasoning, (B) Numerical Ability, (C) English Comprehension and Usage, (D) Health and Hospital Knowledge, (E) Current Affairs. The Rule of Reservation (RoR) as per the norms of the State Government will be adhered to. The B.C. reservations are applicable to Telangana State and Andhra Pradesh candidates only.

Note: Please click [here](#) to see the Model Question Paper for Entrance Test.

10. INTAKE

Intake is restricted to 234 seats only, of which, 54 seats are earmarked for 'Sponsored Category'. The centre-wise seats allotment is done, as below:

Centre Code	Name of the Centre	General Quota	Sponsored Quota	Total Seats
981	AIHCM	60	18	78
982	KES	60	18	78
983	DET	60	18	78

12. COURSE DELIVERY / PEDAGOGY

The course is delivered through class room lectures, case studies, field visits, project work, guest lectures with working professionals and also with alumni, audio-visual presentations, group discussions, seminars and internship. Contact-cum-Counselling Classes will be organized continuously for about 15 days in every semester, at the respective Program Centres and a minimum of 75% attendance to these classes is mandatory.

13. DURATION OF THE PROGRAM AND MEDIUM OF INSTRUCTION

The duration of this Masters Program is two years, with two semesters in each academic year. However, the student will be permitted to complete the program within a maximum period of four academic years (from the year of taking admission). The medium of instruction for the study and for examinations shall be **English** only.

14. PROGRAM FEES

1. **Convener Quota:** Tuition Fee is Rs. 1,40,000/- **payable in two equal installments** (Rs.70,000/- each) in first and second year of the program to Dr. BRAOU, Hyderabad.
2. **Sponsored Quota:** Tuition Fee of Rs. 1,80,000/- **payable in single installment** to Dr. BRAOU, Hyderabad.
3. In addition to the above tuition fee, all the students should pay a sum of Rs. 10,000/- (i.e., Rs. 5,000/- Special Fees and Rs. 5,000/- Caution Deposit for Library & Lab) at the time of admission to the respective Program Centre, which is non-refundable.
4. Examination Fee has to be paid at the end of every semester as per the norms of the University.

15. CAREER OPPORTUNITIES

Health care is one of the fastest growing sectors in India. There are enormous career opportunities in this sector. The MBA (HHCM) program aims at preparing young and bright graduates for challenging careers in health care organizations like corporate hospitals, insurance companies, NGOs, Health Care Information Technology and public health organizations. Most of the students who are awarded with the degree are placed in prominent and reputed health care organizations.

16. ADMISSION COUNSELLING

Admission counselling will be held at the University headquarters to admit the candidates qualified in Entrance Test, Group Discussion and Personal Interview into the Program. The following certificates are to be submitted at the time of admission counselling along with two sets of photocopies and necessary fees and 5 Passport size photographs:

1. S.S.C / 10th Class Certificate for name and age proof;
2. Migration Certificate in case of candidates from other than Dr. BRAOU;
3. T.C. (Transfer Certificate i.e. college leaving certificate) from the college where the candidate studied last;
4. Memoranda of Marks of the qualifying examination;
5. Provisional Certificate or Original Degree Certificate of the qualifying examination;
6. Latest Social Category Certificate, if the seat is under reservation category such as ST, SC, BC;
7. Hall Ticket of Entrance Test, 2022.

For further details, please contact:

1. BRAOU: 040 – 23680441 / 23680241 / 23680246
2. AIHCM: 040 – 23556850 / 23543269 / + 91 9441885258
3. KIMS: 040 – 44885703 / 5704 / + 91 99493 62459
4. DET: 040-24802632/ +91 9704009232
