DOCTORiALS ACADEMY
Management program

CERTIFICATE PROGRAMME IN

PGDHM POSTGRADUATE IN HEALTHCARE MANAGEMENT

ONE YEAR | ONLINE | DOCTORIALS ACADEMY

Skill India
कौशल भारत - कुशल भारत

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Introduction

The healthcare sector is undergoing a significant transformation driven by rapid technological advancements, evolving patient expectations, and a growing need for efficient management systems. To navigate this dynamic landscape, professionals require a robust understanding of both healthcare operations and strategic management principles. A specialized certificate program in Healthcare Management offers a pathway to develop these critical skills, equipping participants with the knowledge to excel in administrative, strategic, and leadership roles within the healthcare industry.

Program Structure and Learning Approach

This comprehensive 12-Months(2 Semesters) online program is designed to accommodate the schedules of working professionals, providing flexibility through pre-recorded video lectures complemented by live doubt-clearing sessions.

The curriculum is structured around key pillars of healthcare management, including finance, operations, marketing, legal and strategic management.

Participants are expected to dedicate 4-6 hours per week to engage with high-quality learning materials, real-world case studies, and hands-on projects. The program emphasizes a self-paced learning model, allowing individuals to revisit complex concepts and ensure a deep understanding. Regular assignments and interactive discussion boards foster a collaborative learning environment, encouraging peer-to-peer interaction, Placement Assistance and network building opportunities.

Get an overview of how to run a healthcare organisation from a financial, operational, marketing and strategic standpoint in a short duration

Learn about the healthcare system from the perspective of management. Learn top trending topics in healthcare management such as the application of AI in healthcare, quality management, fraud detection and more

Become a lifelong member of the prestigious DOCTORIALS ACADEMY Network

Network with peers and industry professionals to get a better understanding of customer demand

Learn from one of the most reputed business facuties in India,

Gain deep insights on healthcare delivery from the Institute of Healthcare Management.

About the Course

Hospital management is an emerging field with a growing demand for skilled Hospital Managers to ensure efficient and cost-effective healthcare delivery. This specialized program develops a cadre of health professionals proficient in leadership, networking, hospital management, data interpretation, finance, information systems, and communication.

Unique Features of the Course:

- Inter-disciplinary approach

- Competency-driven curriculum

- Strong linkages with hospitals

- Emphasis on problem-solving and evidence-based learning

- Use of innovative pedagogy

- Focus on transformative learning

- Placement Assistance in Reputed Medical Industries

Core Modules and Curriculum Highlights

Accounting and Financial Management in Healthcare:

Participants gain insights into fundamental accounting principles, financial ratios, and cash flow management. This module equips learners with the skills to analyze financial statements, manage budgets, and make data-driven financial decisions crucial for healthcare organizations.

Process Design and Analysis:

This module focuses on optimizing healthcare operations through process improvement techniques. Topics include process capacity, bottleneck management, lean operations, and quality control frameworks such as Six Sigma and ISO 9001. Understanding these concepts is vital for enhancing efficiency and patient care quality.

Healthcare Marketing Strategies:

Participants explore strategic marketing approaches tailored to the management sector. The curriculum covers market segmentation, brand positioning, digital marketing integration, and patient engagement strategies. Practical projects help learners develop comprehensive marketing plans to address real-world challenges.

Strategic Management in Healthcare:

This module delves into strategic planning, competitive analysis, and growth strategies. Participants learn to identify industry trends, assess organizational performance, and design initiatives that drive long-term success. Case studies from leading healthcare organizations illustrate best practices and innovative solutions.

Emerging Trends: R vand Data Analytics in Healthcare:

The program incorporates contemporary topics such as
the application of artificial intelligence (AI) and big data analytics
in healthcare. Learners explore predictive analytics,
fraud detection, and the integration of AI in clinical
decision-making and patient care optimization.

Legal aspects of Hospital Management:

Legal aspects of hospital management encompass regulations
related to patient rights, medical negligence, staff compliance,
and healthcare laws to ensure ethical and lawful operations.
It also involves risk management, legal documentation,
and adherence to accreditation standards.

Programme Highlights

Pre-recorded Videos for Self-paced Learning from Top Faculty

Live Masterclasses computer R language used for data analysis.

Live Masterclasses on Fraud Detection, Hospital Management and Analytics

Cutting-edge Curriculum Covering 5 Pillars of Healthcare Management

12+ Real World Case Studies of Top Healthcare Brands

Hands-on Projects on Healthcare Marketing and Strategic Management

Live Online Interactive Doubt-Clearing Sessions

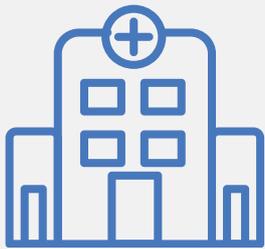20+ Assignments* and 10+ Discussion Boards

Be A Part of the Prestigious Doctorials Academy

Live Masterclasses

R Language in Healthcare

Learn how to utilise R-Lanuguage for diagnostics, predictive analytics in disease management, addressing ethical and regulatory hurdles, personalised medicine, healthcare robotics, drug discovery and mental health support. Also, learn about R-Lanuguage's healthcare applications, and the use of R-Lanuguage models in the healthcare sector.

Quality Management and Hospital Management

Explore NABH Accreditation, lean management challenges and opportunities, Total Quality Management, CQI initiatives, patient-centered care, quality metrics, Six Sigma, ISO 90001 frameworks, IT's role in hospital management, HRM, financial management, patient satisfaction, supply chain management in Indian hospitals, emergency prepared, disaster management, and ethics/compliance.

Healthcare Information Systems and Healthcare Analytics

Explore big data analytics, predictive analytics, data-driven decision-making, healthcare fraud detection, key healthcare information systems in India, EHR challenges and implementation, interoperability, mHealth (mobile health) apps, telemedicine, and cybersecurity hurdles.

Advantages:

- Recognized by MSU, Government of India
- Standardized, comprehensive curriculum
- Experienced faculty
- Reasonable cost
- Assured Quality
- Specific focus on hospital management
- Full-time regular course

Scope of the Program:

- Management and Leadership roles in governmant and private hospitals, nursing homes
- Roles in district, rural hospitals, and public health setups
- Growing demand for hospital managers, especially in public health
- Skill development aligned with the New Education Policy 2020

Objectives:

- Identify short and long-term health goals
- Develop hospital program management plans
- Apply core management principles in human resources
- Implement budgeting and economic evaluation
- Ensure quality assurance and continuous improvement
- Utilize managerial information systems effectively
- Evaluate existing information and identify operational gaps
- Support evidence-based policy-making

Eligibility Criteria

Essential:

- Bachelor's degree from a recognized university
- Medical degrees (Allopathic, Ayurvedic, Homeopathy, Dentistry, etc.)
- Nursing qualifications (B.Sc Nursing, Post B.Sc Nursing, GNM with experience)
- Paramedical and allied health courses with relevant experience

Desirable:

- Work experience in hospitals, public health Sectors, or healthcare-related fields

Duration and Medium of Instruction

The course spans one year, divided into two semesters from June to May. The medium of instruction is English.

Real-World Applications and Case Studies

The curriculum is enriched with over 12 real-world case studies from top healthcare brands, providing practical insights into successful business models and management practices. These case studies cover diverse topics, including hospital management, strategic growth, process excellence, and the use of technology in healthcare delivery.

Hands-on projects further enhance learning by allowing participants to apply theoretical knowledge to real-life scenarios. Projects focus on healthcare marketing strategies, operational efficiency improvements, and strategic management frameworks tailored to the unique challenges of the healthcare industry.

Career Prospects and Professional Growth

Graduates of this program are well-positioned to pursue a wide range of leadership and management roles within the healthcare sector.

Potential career paths include:

- Healthcare Project Manager
- Clinical Operations Manager
- Healthcare Strategy Analyst
- Patient Services Manager
- Process Excellence Manager
- Healthcare Administrator

The program not only enhances technical competencies but also fosters critical thinking, problem-solving, and leadership skills essential for driving organizational success in the healthcare industry.

Conclusion

In an era marked by rapid healthcare evolution, specialized management education is key to unlocking new career opportunities and making meaningful contributions to the sector. This certificate program in Healthcare Management offers a holistic learning experience, combining academic rigor with practical insights to prepare professionals for the complexities of modern healthcare environments. By equipping participants with cutting-edge knowledge and strategic acumen,the program empowers them to lead transformative initiatives and improve healthcare delivery systems globally.

Learning Journey

Orientation Week
The first week is orientation week. During this week, you will be introduced to the other participants in the class from across the world, and you will learn how to use the learning management system and other learning tools provided.

Weekly Goals
As you begin the programme, meet your learning goals set for the week.
The goals will include completing the assignments, which have weekly deadlines.

Self-paced, Flexible Online Learning
Learn online via pre-recorded videos from renowned Doctorials faculty in a high-impact three-month journey with a learning commitment of 4-6 hours/ week. Faculty will be part of the sessions.

Debrief Sessions
The programme features weekly live online sessions with programme leaders who are available to help you clarify your doubts to the content. Assignments are graded either by programme leaders grading team.

Timely Follow-up and Learning Support
The Emeritus Programme Support team will enable learners facing a challenge to submit their assignments on time via regular telephonic or email communication.

Programme Faculty

Dr.Saravanan

Professor
CHRIST (Deemed to be University), Bangalore
Farook Institute of Management Studies, Kerala, India
Jawaharlal College of Engineering and Technology, Kerala, India

Evaluated student performance through comprehensive assessments, identifying areas of improvement and providing targeted feedback. Identified student research opportunities, assisting with data collection and project conclusions. Instructed and evaluated students in the classroom using innovative teaching and learning strategies. Contributed to campus activities to promote a positive university image. Provided one-on-one mentoring and support to struggling students to improve academic achievement. Served as Research Cell Coordinator, overseeing academic research initiatives. Planned and delivered lectures, assigned coursework, and provided academic guidance. Administered and graded tests while providing support for students needing additional assistance. Conducted and published research in academic journals. Organized a National Seminar on "Contemporary Developments in Management."
Built strong rapport with students through discussions and academic advisement.

Dr.Namrata Nanda

Deputy Manager – Research Foundation & Mentor , Bhubaneswar
Green Revolution for All-Round Competency Enhancement (GRACE)
Accendere Knowledge Management Services, CL Educate Ltd.,
Bengaluru

Founder and leader of a self-owned trust organization dedicated to research, innovation, and competency enhancement. Mentored and facilitated research initiatives for institutions and students. Collaborated with various academic institutions for quality research and publications. Key Academic Collaborations: Krupanidhi Group of Institutions, Bengaluru – Served as Adjunct Professor and research mentor. IFIM Business School (now Jagdish Sheth School of Management), Bengaluru – Contributed to research enhancement programs. ICBM School of Business Excellence, Hyderabad – Provided research guidance and mentorship. HR & GA Department Takahata Precision India Pvt. Ltd. (Japanese MNC) Handled key HR & General Administration responsibilities. Internships & Training Manufacturing Intern – Asia Motor Works Ltd. (AMW) Production Intern – National Aluminium Company Ltd. (NALCO) HR Intern – Hindustan Coca-Cola Beverages Pvt. Ltd.

Programme Faculty

Dr.Siddharth

Assistant Professor &
Area Chair – Marketing at Birla Global University,
Bhubaneswar.

Academic Credentials: Ph.D. in Marketing, UGC NET qualified in Management, M.Tech in Electronics & Electrical Communication, MBA in Marketing, and B.E in Electronics & Telecommunication. Research & Publications: Extensive research in marketing analytics, consumer behavior, and digital marketing, with multiple publications in Scopus-indexed journals. Doctoral Supervision: Supervises Ph.D. scholars in marketing and management across various institutions. Industry & Academic Experience: Over 15 years of experience, including roles in teaching, research, banking, and consultancy. Conference & Workshop Contributions: Active participant and presenter at international conferences, FDPs, and research colloquiums.Leadership & Mentorship: Engaged in course development, student mentorship, and faculty development programs.Patent & Innovations: Published an Indian patent on blockchain security techniques.

Dr.Sumukh

Amazon | Recruitment Manager
Talent Acquisition Partner
(Cloudtail) | Recruitment Program Manager
Ansrsource | Senior Talent Acquisition Specialist

Leading recruitment strategies for Amazon Pay, Customer Experience, and Corporate Development. Designed an automated bulk hiring process, saving 1400+ interview hours in six months. Driving diversity hiring, talent acquisition automation, and process optimization. Managing recruitment teams and overseeing hiring plans, budgets, and analytics. Led high-volume non-tech hiring across 34 cities and 12 virtual offices. Spearheaded recruitment for new business launches (Kisan, Transport, Academy, Affiliate Marketing). Managed a team of six recruiters, agencies, and RPOs, optimizing hiring strategies. Led leadership hiring for e-commerce and vendor management roles. Built scalable sourcing strategies and talent pipelines for critical roles. Implemented automation and standardization in recruitment processes. Managed end-to-end recruitment, sourcing, and hiring strategies. Established metrics for sourcing efficiency and candidate experience.

Semester 01

Principles and Practices of Management
Develops leadership and decision-making skills.
Enhances organizational efficiency and strategic planning abilities.

Organizational Behaviour & Human Resource Management
Improves employee management, motivation, and teamwork.
Helps in creating a positive organizational culture and effective HR strategies.

Research Methodology
Enables systematic problem-solving and evidence-based decision-making.
Enhances critical thinking and analytical skills for academic and professional research.

Introduction to Statistics
Helps in data interpretation and informed decision-making.
Provides tools to analyze trends, risks, and performance in various fields.

Basic Health Sciences
Builds a strong foundation in healthcare knowledge and medical sciences.
Aids in understanding disease prevention, diagnosis, and treatment.

General Epidemiology
Helps in identifying, preventing, and controlling diseases in populations.
Supports public health policies and outbreak management.

Basics of Accounting
Develops financial literacy and business management skills.
Helps in budgeting, financial planning, and economic decision-making.

Basics of Health Economics & Marketing Management
Improves understanding of healthcare costs, policies, and economic impacts.
Enhances skills in healthcare marketing and service promotion for better outreach.

Semester 02

Equipment & Material Management
Ensures efficient procurement, maintenance, and utilization of hospital equipment and supplies.
Reduces costs, prevents shortages, and improves healthcare service quality.

Hospital Management Information System
Enhances data management, record-keeping, and decision-making in hospitals.
Improves patient care, reduces errors, and streamlines hospital operations.

Management of Patient Care and Support Services
Ensures high-quality patient care, safety, and satisfaction.
Enhances hospital efficiency by optimizing support services like nursing, housekeeping, and food services.

Legal Aspects of Hospital Management
Provides knowledge of medical laws, ethics, and patient rights.
Helps in legal compliance, risk management, and avoiding legal disputes in healthcare.

Management of Utility Services
Ensures efficient management of hospital utilities like water, electricity, and waste disposal.
Reduces operational costs and ensures a safe and sustainable hospital environment.

Health Communication
Improves the ability to convey health information effectively to patients and communities.
Enhances public Health awareness, Patient Education, and Healthcare promotion.

Computer and Statistical Packages
Enables Data analysis, Research, and Healthcare Management using software like SPSS, Excel, and SAS.
Helps in making evidence-based decisions and improving hospital operations.

Programme Details

ELIGIBILITY	Open Enrolments
DURATION	1 Year, 4-6 Hours/Week
PROGRAMME START DATE	2025
PROGRAMME FEE*	Call for Scholarship

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Our Website

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📍 **Salarpuria Symbiosis, Ground floor Bannerghatta Road Arekere Village, Begur Hobli, Bengaluru, Karnataka 560076**

Certificate

- Upon successfully completing the programme with a minimum 70% score in all required assignments, you will be awarded a Certificate in Healthcare Management from Doctorials Academy.

- This One Year certificate programme will offer you a comprehensive understanding of healthcare budgets and expenses, strategic positioning, outreach, and communication designed to attract healthcare consumers.
  You will learn about the day-to-day practices of a healthcare facility that impact the client experience and organisational goals through Real-life examples across multiple domains

- Certificates will also be avalible in digi lock.

Doctorials Academy

Executive Network

PGDHM

You (learn) Best When we are Together

Post Graduate Diploma in Hospital Management

Post Graduation in Hospital Management (PGHM) equips you with expertise in healthcare administration, operations, quality management, and leadership. It opens doors to diverse roles like hospital administrator, healthcare consultant, and operations manager, while preparing you for leadership positions aligned with global healthcare standards. PGHM also fosters strong industry networks and Mangment skills. It's the perfect blend of knowledge and leadership to fast-track your healthcare career.

Learning with Industry Leading in Skills

Medhavi
skills university