



JECRCTM
UNIVERSITY
BUILD YOUR WORLD

Enhance your Career Progression

With Our

MBA

Hospital & Healthcare Management

(for Working Professionals)

Hybrid Mode | Weekend Immersion

Advance your career while seamlessly continuing your job





JECRC
UNIVERSITY

Inaugurated By
Shri Ashok Gehlot
Chief Minister of Rajasthan
4th September 2012
in the presence of
Dr. Malcolm Porter
Former Chancellor, University of Alabama, USA
Shri Vivek Bansal
Secretary, All India Congress Committee
Shri OP Agrawal
Chairman, JECRC UNIVERSITY

About JECRC Foundation

"National Society for Engineering and Research Development (NSERD), a Society registered under the Rajasthan Societies Registration Act," "1958 (Act No. 28 of 1958) established Jaipur Engineering College and Research Centre (JECRC), a self-financing private Engineering College in the Academic Year 2000-2001 with the approval of All India Council For Technical Education, New Delhi and Govt. of Rajasthan. The journey which started 24 years ago, continues today with absolute brilliance and phenomenal achievement across multiple dimensions. NSERD established JECRC University (JU) at Jaipur with the approval of Govt. of Rajasthan as per JECRC University, Jaipur Act, 2012 (Act No. 15 of 2012) passed by the Legislative Assembly of Rajasthan and assented by the Governor of Rajasthan on the 30th day of April, 2012. JECRC Foundation, which is spearheading these two highly sought after Higher Education Institutions has contributed significantly in the field of quality education at affordable cost coupled with a strong research and innovation led with robust work culture. JECRC University and Jaipur Engineering College and Research Centre enjoy the faith and confidence of admission seekers and their parents not only from Rajasthan but from the whole country.

JUEdge:

- Academic integrity and accountability
- Respect and tolerance for the views of every individual
- Attention to issues of national relevance as well as of global concern
- Understanding including knowledge of the human sciences
- An unfettered spirit of exploration, rationality and enterprise
- Strong research orientation and culture based foundation
- Sustainable development and responsible education

24
Years
Journey

25000+
Alumni in
35 Countries

Vibrant
Campus Life
with
16000+
Students

10000+
Campus
Placements in
Last 5 Years



Directorate of Executive Education

The Directorate of Executive Education at JECRC University is established to empower working professionals who are not willing to let go of their jobs and upskill at the same time to become more effective in the workplace. The academic delivery is planned on flexible learning options such as evening and weekend classes, online modules, and immersive workshops.

MBA in Hospital and Healthcare Management

Highlights:

Big Potential as per Industry demands:

- The digital Healthcare market in India is estimated to reach INR 485.43 B by 2024 expanding at a CAGR of 27.41% during the 2019-2024 period. [Source: investindia.gov.in]
- The Telemedicine market is the maximum potential e-Health segment in India, which is expected to touch \$5.4 B by 2025, growing at a CAGR of 31%.
- The National Health Protection Scheme, Ayushman Bharat highlighted that over 100,000 jobs are expected to be created,
- The Indian Medical Tourism market is expected to grow over 100% - from \$3 B to \$8 B.
- The diagnostic industry in India is currently valued at \$4 B. The share of the organized sector is almost 25% in this segment.

Opportunities:

- Backed by a comprehensive two-year study conducted by Pristyn Care India and Indeed, our program aligns with a significant surge in healthcare jobs driven by the expansion of healthcare chains

and hospitals, especially in tier 1 and tier 2 cities, fueled by post-Covid-19 government initiatives.

Accelerated Career Growth:

- Tailored for working professionals, our dynamic two-year program is geared towards providing accelerated career growth opportunities. As the demand for healthcare professionals continues to rise, our MBA equips professionals with the necessary skills to thrive in high-growth areas of the healthcare industry.

Real-World Application:

- The program goes beyond traditional academic theories, delving into the latest business practices to equip students with practical skills for addressing real-world challenges in healthcare management.

Strategic Industry Alignment:

- Our program is strategically aligned with the evolving needs of the healthcare ecosystem, ensuring that Graduates are not just well-educated but well-prepared for leadership roles in a rapidly changing industry.



PEDAGOGY

The program will be delivered in both synchronous and asynchronous modes for a flexible and engaging learning experience. Through a blend of lectures, case studies, simulations, and insights from executives and industry experts, our multi-disciplinary approach ensures a comprehensive education. Participants will acquire analytical frameworks, concepts, tools, and essential skills to lead organizational learning, drive quality improvement, foster innovation and enhance overall performance.

Curriculum Outline :

Semester I

- Principles and Economics & Markets
- Organizational Behaviour
- Strategic Marketing Decisions
- Business Communication & Skills
- Specialization 1
- Analytical tools for Managers Lab
- Report on Innovation in Work Place 1

Semester II

- Financial Management
- Human Resource Management
- Managerial Accounting
- Quantitative Techniques and Analytics
- Specialization 2
- Advanced Presentation Lab (Canva/Prezi/MS PPT)
- Report on Innovation in Work Place 2

Semester III

- Management Research Methodology
- Specialization 3
- Specialization 4
- Specialization 5
- Specialization 6
- Blogging/Vlogging/ Podcast Lab
- Report on Innovation in Work Place 3

Semester IV

- Strategic Management and Corporate Social Responsibility
- Specialization 7
- Specialization 8
- Specialization 9
- Specialization 10
- Python Lab
- Report on Innovation in Work Place 4



Specializations:

Healthcare:

- Biopharmaceutical Industry for Healthcare Business
- Designing and Managing Effective Healthcare Delivery Systems
- Digital Health
- Health care Laws, Ethics and Medical terminology
- Health Insurance and Managed Care
- Indian Healthcare Systems
- Patient Care management
- People Management in Healthcare Organisations
- Public Health System & outreach Programmes
- Process Excellence in Healthcare Organisation

Hospital Management:

- Clinical Epidemiology
- Hospital Architecture, Planning and Design
- Hospital information systems
- Hospital Planning and Facility Management
- Hospital Preparedness for Disaster Management
- International Health
- Organization and Management of Clinical Services
- Organization and Management of Support Services
- Purchase management & inventory control for hospitals
- Quality Management and Patients' Safety

Eligibility Criteria:

- Graduate from any recognized University with a minimum of 50% marks or equivalent grade AND two Years Work Experience after Graduation in a Registered Firm / Company / Industry / Educational / Government / Autonomous Organizations.

Fees:

- Fees for Batch - 2024 will be **Rs. 60,000 per semester.**
- *Avail Founders' Fee Advantage: benefit from a special fee structure, a testament to our appreciation for your early commitment and belief in the success of this transformative academic journey.*

Selection Procedure :

- Merit list will be generated on the basis of Personal Interview.

The Guides and Mentors

Our distinguished faculty comprises world-class professionals who aren't just teaching theory – they're living it. Currently engaged in innovating, launching, and managing products in the real world, they bring a wealth of practical insights and up-to-the-minute industry expertise directly to your classroom. This is not education in retrospect; this is an education in progress, guided by those at the forefront of innovation and product management.

Join us and elevate your MBA experience with a faculty that doesn't just teach business – they shape it, innovate within it, and lead in it.



N. Raghuraman

A post-graduate from Mumbai University and an IIT (SoM) Bombay alumnus, N. Raghuraman is a seasoned journalist with more than thirty years of experience as an editor of distinction in leading national dailies such as The Indian Express, DNA and Dainik Bhaskar. His immensely popular daily column 'Management Funda' in all editions of Dainik Bhaskar has captured the fancy of a nation given to meretricious ideals. He has written several books published in English, Hindi, Gujarati and Marathi.



Dr. Mala Airun, Director Medical Operations, Fortis Healthcare and Former Clinical Director - Narayana Multispeciality Hospital Jaipur.

Highly seasoned Healthcare Leader with an impressive track record spanning over 37 years in the Hospital and Healthcare industry. Proven expertise in Clinical Operations Management, Strategic Planning, and Medical Administration. An alumnus of SMS Medical College with a Post Graduate Diploma in Hospital Management from Symbiosis Pune. She has worked in various Healthcare Institutes besides a few NGOs for Birth Spacing, Adolescent Health, HIV/AIDS awareness etc.



Dr. Nihar Bhatia, DGM Operations, CK Birla Hospitals.

Masters of Hospital Management (MHA), Ph.D in "Service Quality and Patient Satisfaction in Hospitals". NABH assessor for accreditation of Hospitals. Awarded "Best Quality Manager" by Six Sigma Healthcare Excellence awards. Having more than 20 years of experience in Hospital and Healthcare in functional areas of Hospital Operations, Service Excellence, Patient Experience, Risk Management, Analytics, Process improvement, Training and development, Accreditations.



Prof. (Dr.) Renu Pareek, Ph.D., MBA (Marketing), MBA (IT), PGDMM.

Dean, Jaipur School of Business. More than 22 years of experience in higher education,
Research Area: Marketing Management, Brand Building, Service Marketing, Consumer Behavior, and Total Quality Management. **Research Papers Published:** 36, Seminar/Conference: 17, FDP/MOOC: 14, Consultancies: 03, Book Written: 01, Patent & Copyright: 4, MDP: 15, **PhD Guided/Supervision:** 14, Project Guided: 200, Executive Committee Member: NHRDN, ISTD.



Prof. (Dr.) N.D. Mathur, Ph.D., M.Phil. (Economics), M.A. (Eco.), M.Com (Eco. Admin.),

Dean, Jaipur School of Economics. More than 45 years of teaching experience in Economics in higher education. Renowned soft skills trainer and consultant, Member of the Public Expenditure Committee of the Government of Rajasthan, and the NAAC.

Research Area: Public Policy Management, Economics, Humanities, Social Sciences, Books - 10, Reference books: 17, Research Paper: 70, Seminar/Conference: 100, FDP/MOOC: 75, **PhD Guided/Supervision:** 36.



Prof. (Dr.) Sandeep Naga, Ph.D., MBA, PGDGC, PGDEMA, PGDPPIM, BE (Mechanical) - MNIT, Jaipur. More than 32 years of Administrative experience in Research and Development, Project Management, Marketing, Market Research, Supply Chain Management, Long-term planning in the CK Birla Group of Companies.

Research Area: New Product Development, Strategic Management, SCM, P&O, Mktg. Management, TQM, and PM. **Research Papers Published:** 3, MDP: 50, Ph.D. Awarded/Supervision: 5. **Technical Training (Abroad):** 1. NTN Corporation, Japan, 2. IZUMI, Japan, 3. Meccanica Nova S.p.A., Italy



Prof. (Dr.) Ruchi Goyal, Ph.D., MHRM, M.A. (Economics),

More than 21 years of experience in management education.

Research Area: Business Economics, Human Resource Management, Business Environment, Organizational Behavior, Publication:

Research Papers Published: 47, Books Authored: 5, Awards 3, MOOC Courses 5, Project funding was received for 2 projects. Project Guided: 250,

Presented in Conferences: 13, **Ph.D. Awarded/Supervision:** 13.



Prof.(Dr.) Nupur C Sharma, Ph.D., Fellow in ODD, MMS. 18 years of blended experience in Academics (Management and Engineering institutes) and Core HR function across a diverse set of Industries. **Research Area:** Human Resources, Organisation Behaviour, Retention Strategies, Career Stages of Employees, Employee Consultancy: 3, MDP: 5



Dr. Ritu Dixit, HOD, Ph.D., MBA, PGDBM. More than 15 years of experience in management education. **Research Area:** Human Resource Management, Talent Acquisition, Talent Retention, Employee Engagement, Job Satisfaction, E-HRM Practices . **Research Papers Published:** 16, FDP/ MOOC: 10, Consultancies: 02, Book Written: 02, MDP: 7. **Ph.D. Awarded/Supervision:** 4



Dr. Jyoti Jain, Associate Professor, Ph.D., MBA (Marketing and HR). More than 17 years of experience in higher education, **Research Area:** Marketing Management, Human Resource Management, Brand Building, Service Marketing, Consumer Behaviour, Advertising, and Organisation Behaviour. **Research Papers Published:** 30, **Ph.D. Awarded/Supervision:** 9



Dr. Manish Sharma, Assistant Professor, Ph.D., MBA, M.Com, M.A. (Economics). More than 13 years of experience in management education. **Research Area:** Securities Analysis and Portfolio Management, Hedging and Risk Management, Financial Derivatives, and Financial Management. **Research Paper Published:** 2, **Ph.D. Awarded/Supervision:** 2



Dr. Usha Chouhan, Assistant Professor, Ph.D., MHRM, M.com, B.Sc. More than 10 years of experience in management education. **Research Area** Human Resource Management, Marketing Management, Digital Marketing, Labour Laws, Industrial Relations, Corporate Governance and Social Responsibility. **Research Papers Published:** 13. **Ph.D. Awarded/Supervision:** 2



Dr. Joochi Chaturvedi, Assistant Professor, Ph.D., MS (Quality Management) - BITS-Pilani, B.E. (Mech.). More than 15 years of experience in Industry, Education, and Research. **Research Area:** Quality Management, Human Resource Management, Business Excellence, Environmental Management, Production and Operations Management. **Research Papers Published-52.**



Dr. Arun Gautam, Assistant Professor, Ph.D., MBA. More than 10 years of experience in management education, **Research Area:** Goods and Services Tax, Direct Tax, Finance, Accounting (IFRS), Financial Inclusion, Corporate Performance Measurement Auditing. **Research Papers Published:** 66, **Ph.D. Awarded/Supervision:** 3

Global Corporate Connections

"JECRC University apprehended the changing technology dynamics in the industry, which is" "influenced by different factors like need of solutions for unsolved technical problems, changing characteristics of the social environment etc."

In accordance with this trailing thought and in order to empower the students with the "latest & prevailing technological skills, we have collaborated with industry leaders like Google Cloud, Microsoft, Amazon Web Services, Hewlett Packard Enterprise, Adobe, Tech Mahindra, TCS, IBM, Cisco, Salesforce, Automation Anywhere, UiPath, Alibaba, EC Council, DXC" "Technology, International Skill Development Corporation (ISDC), Xebia, Samatrix, ICT Academy," "Bajaj Finserv, ASSOCHAM, Manipal Hospital, Narayana Hrudayalaya Hospital, and NASSCOM etc. Through these alliances, we could not only get the industry experts on board, which is otherwise difficult to deploy for the education ecosystems, but also attained augmented innovation through knowledge exchange."

"So far, 150+ faculty members have benefitted through Sessions which have been conducted by personnel of the aforesaid 32 globally leading Corporates in the last 2 years and have attained enhanced knowledge of the contemporary technologies like Cloud, Data Science, Machine Learning, Robotics Process Automation, Cyber Security to name a few. JECRC University is proud of the fact that with these distinguished Corporate Connections, we could create a path breaking change in the lives and upcoming careers of more than 4000+ students."





Application Process:

- Please visit <https://jecrcuniversity.edu.in/program/directorate-of-executive-education/>
- Before filling the online form, please read all the instructions carefully.
- Online Registration Fee is Rs. 1,000/- . Registration fee is non-refundable

JECRC University

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