**About Department**

**Guru Nanak Institute Of Technology**

***BBA (Hospital Management)***

***‘leading light for bright future’***

**Executive Summary:-**

Hospital Management is a new concept in management stream. Gone are the days when a senior doctor was generally responsible for the role of a hospital manager. For the smooth functioning of a hospital, qualified professionals are required. As a consequence, several courses and training programs have been developed to churn out professional hospital mangers. A Hospital administrator is overall in charge of administrative affairs of the hospital. He takes over the charge of various aspects of health administration and hospital administration with respect to patients and healthcare.

**Course Objective:**

The importance of health care can never shrink and the number of institutes providing health care is only increasing. There are more than two and half lakhs health care institutes that require quality hospital administrators and managers in India

The growing need of high professionalism would only increase the importance of hospital management courses in India. Along with the government, various private hospitals are today competing with each other to provide first class health care services to the masses across the country. In this respect, the demand of professional hospital administrators is rising tremendously.

**Introduction to the course**

“Hospital management provides management skills for the delivery of health care services”.

Hospital management is known as management or administration of hospitals. Hospital Management provides the direct connection between health care services and those supplying the services they require .Hospital Management Career involves ensuring effective use of physical & financial resources of the hospital. It also helps to create an organizational climate which is beneficial to the growth & development of the persons. Hospital Managers & Administrators have become essential to manage hospitals & medical facilities. They are responsible for education, overall patient care, research & community health care related to the organization. Medical& Non-Medical background students can pursue a career in Hospital Management/Administration.

**Course Prospects:-**

Hospital Managers and Administrators are the key drivers for the success of any healthcare institution. Few years ago, business oriented hospital managers would focus mainly on acquiring state of the art technology and engaging skilled medical consultants with limited concentration on service delivery model of patient care and designing unique care processes. The patient care and quality was entirely dependent on the medical consultants as the hospital managers did not have sound knowledge about the healthcare system.

Most hospitals with state of the art technology face financial challenges owing to ever burgeoning cost of healthcare delivery. There is a continuous increase in the expenses of a hospital with respect to cost of new medical equipment, materials, maintenance, procurement cost, salary towards staff, etc. With a rise in the number of healthcare providers, growing competition and focus on patient-centricity, hospitals are adopting new patient care service models. It is rightly said that “Some of the most important innovations are not technologic — they are in the way we organize care delivery.” Hospital managers play a crucial role in streamlining various processes and making it a financially viable healthcare facility.

***Eligiblility and criteria:-***

* **Course level : Graduation**
* **Duration : 3 years**
* **Eligibility : 10+2(Any Stream Can Apply)**
* **Type : Degree**

***Subjects Offered :-***

* Principles Of Management and Organizational Behavior
* Basic Communication
* Medical Terminology
* Hospital and Health System
* Hospital Operations Management
* Medical Records Management
* Marketing Management
* Health Economics
* Environment and Ecology
* Health Insurance
* Human Resource Management
* Public Relations

**Internships/Project work :**

|  |
| --- |
| **Training Programme:** |
| 1 | Minor Project | 3rd Semester |
| 2 | Summer Training Evaluation | 5th Semester |
| 3 | Major Project on Specialized Area | 6th Semester |
|  |  |  |