

Post Graduate Certificate in  
**Healthcare Management Programme  
(PGCHCMP)**

Programme by IIM Tiruchirappalli



Marketing Partner

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## About IIM Tiruchirappalli



as per NIRF Rankings  
2023



as per Outlook ICARE  
India Rankings 2021



as per India Today MDRA  
Rankings 2020

IIM Tiruchirappalli (IIMT) is one of the fastest-growing second-generation IIMs with a full-fledged state-of-the-art campus spread over 174 acres. Established in 2011, the institute has established its name as one of the premier management institutions with capabilities in creating and disseminating management knowledge. The institute has 44 faculty members with strong academic and industrial experience.

Faculty members are from leading management educational institutions from India, like IIMs and IITs, and foreign universities. The institute, apart from running its flagship Post Graduate Programme in Management, also has doctoral programmes and postgraduate programmes in business management for working managers.

IIM Tiruchirappalli was conferred with the Leadership & Innovation Award: 2020 in the Business School Category by the Higher Education Forum (HEF) at the 11th HEF Annual Convention. The Institute is placed 7th among the top B-Schools in Outlook-ICARE India MBA Rankings 2020.

IIM Tiruchirappalli has been placed at 21st rank by the National Institutional Ranking Framework, Ministry of Human Resource Development, Government of India (2023), in the category of Management Institutions. The eLearning Center of Executive Education and Consultancy (EEC) furthers the mission of IIMT to reach out to aspiring executives keeping in mind their time and location constraints.

The e-learning programmes enable IIMT to foray into the online Executive Education space with a single-minded focus to make quality management education contemporary, conveniently accessible and affordable.



## Director's Message



Indian Institute of Management Tiruchirappalli (IIMT) is the 11th IIM established by the Government of India in 2011 and has completed the 12-years of milestone. Tiruchirappalli is a vibrant city widely known for its art and culture that dates back to thousands of years. Now the city is the hub of educational institutions, scholastic centers, and modern industries. Our Institute is transcending to new heights and stands true to its motto: 'Gyaanam Anantam' which means 'Knowledge is Infinite'. Continuous learning is the foundation for better value creation and IIMT aspires to instill in its

students an unceasing desire to learn. The institute proudly takes on the responsibility of shaping the students into leaders of tomorrow who would be the catalysts of change for the betterment of society. IIMT is functioning from its sprawling state-of-the-art campus spread over 174 acres of land, situated about 11 km from Tiruchirappalli International Airport.

Our mission is to nurture a learning environment that assimilates, disseminates, and creates knowledge of global standards adding value to the society and nation. Starting journey with an intake of 84 students, today we host over 500 students and offer diverse Programmes such as: Post Graduate Programme in Management (PGPM); Post Graduate Programme in Management – Human Resources (PGPM - HRM), Doctoral Programme in Management (DPM), Executive Doctoral Programme in Management (EDPM) and Post Graduate Programme in Business Management (PGPBM) for the working executives. The Executive Education & Consulting under IIM Trichy offers both short duration and long duration programmes, Faculty Development Programmes, and e-Learning Programmes especially designed to enhance the skills and knowledge of the corporate managers. Through a carefully designed curriculum, we shape our students as future leaders with a deeper understanding. We also strive to create dynamic and innovative entrepreneurs who could bring positive changes in Society.

Our strength comes from our faculty members and dedicated staff. Our faculty possess the highest level of innovative and interactive skills. They not only impart knowledge but also instill the core values and ethos of invincible Indian culture. We develop a spirit of enquiry into the minds of our students and for fruitful purposes invite them to challenge the existing paradigms. High-quality research is always an integral part of IIMT culture. Our thoughtfully created Learning Resource Centre helps the faculty and research scholars to ponder over their ideas in an exquisite academic ambience and produce world-class research output. IIM Tiruchirappalli has expanded its horizons by entering into various collaborations with academia and industry. We have signed agreements of academic cooperation with reputed institutions across the world. Through projects like 'Make a Difference', we imbibe social and national commitments in our students.

We take pride in who we are. We do not fixate on past accomplishments and constantly look for innovative ways to establish our vision to be a leading management institution with a significant impact on business and society. We believe that the Institute has the potential to be transformed into one of the best world-class management schools in India. We invite every stakeholder of society to join us in this journey of spreading value-based management education.

**Prof. Pawan Kumar Singh**  
**Director, IIM Tiruchirappalli**

## Know The Facilitators



### **Prof. Satish S. Maheswarappa**

PhD, Marketing Management, IIT Madras

Prof. Satish S. Maheswarappa is a Professor of Marketing at the Indian Institute of Management Tiruchirappalli. He has a doctoral degree in marketing from the Indian Institute of Technology Madras, Post Graduate Diploma in Management (SPA) from the Indian Institute of Management Ahmedabad, and a graduation in Bachelor of Veterinary Sciences from Bangalore Veterinary College. He has around three decades of academic and corporate work experience. Before joining the Indian Institute of Management Tiruchirappalli, he worked at the Indian Institute of Management Lucknow. Before joining academics, he worked for over a decade in the corporate domain of business development and marketing across the Pharmaceutical and IT sectors. The primary interest areas are customer information search, information processing, and decision-making behaviour. He has published his research works in leading academic journals such as the European Journal of Marketing, Journal of Advertisement, Journal of Business Research, Journal of Services Marketing, Marketing Intelligence and Planning, and Asia Pacific Journal of Marketing and Logistics. At IIM Tiruchirappalli, Prof. Satish offers Digital Marketing, Pricing Strategy, and Promotion Strategy courses in the flagship MBA program and Executive programs. He has coordinated and conducted various middle and top-management executive programs for organizations such as Larsen and Toubro, VDart Inc., Hindustan Petroleum Corporation, Chennai Petroleum Corporation, Kauvery Hospitals, etc.



## Know The Facilitators



### **Prof. Arulanantha Prabu P M**

PhD, Production and Quantitative Methods, IIM Ahmedabad

Arulanantha Prabu P M is an operations management and decision sciences faculty at the Indian Institute of Management Trichy, India. He received his PhD from the Indian Institute of Management Ahmedabad in the Production and Quantitative Methods area. Before joining IIMT, he taught at the Indian Institute of Management Ranchi for two years. His research papers have been published in journals like Naval Research Logistics, European Journal of Operational Research, International Journal of Production Economics, and International Journal of Production Research. He teaches operations management, operations research, and business statistics.



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The Indian health-tech market is expected to grow at a **CAGR of 39% and touch US\$ 50 billion by 2033.**

\*IBEF.org

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**58,000 job opportunities** are expected to be generated in the healthcare sector by the **year 2025**

\*TheHinduBusinessLine

”

“

Data and AI in healthcare have the potential to **add \$25-\$30 billion to India's GDP by 2025**

\*NASSCOM

”

India's healthcare sector is a vibrant tapestry, rich with opportunities spanning providers, payers, and medical technology. In this era of heightened competition, enterprises are actively seeking to uncover the latest trends and dynamics that can propel their success. Notably, the hospital industry is poised for remarkable growth, with predictions indicating a surge to INR 8.6 trillion (US\$ 132.84 billion) by FY22 from INR 4 trillion (US\$ 61.79 billion) in FY17, riding an impressive CAGR of 16-17%.

Within India's shores lies a fertile ground for the medical devices industry, drawing global interest. The nation has seamlessly emerged as a prime destination for cutting-edge diagnostic services, attracting substantial investments in advanced diagnostic facilities that cater to a larger share of the population. Concurrently, the Indian healthcare consumer base is displaying heightened awareness of personal well-being, resulting in increased demand. The convergence of rising income levels, an aging demographic, escalating health consciousness, and a shift towards preventive healthcare is poised to further elevate the demand for healthcare services. This surge is further bolstered by the wider adoption of health insurance, underscoring a trend poised to gain momentum in the next decade.

In its pursuit to establish India as a prominent global healthcare hub, the Government has set forth ambitious objectives. One of these objectives involves augmenting public health spending to 2.5% of the nation's GDP by 2025.

References: Department for Promotion of Industry and Internal Trade (DPIIT), RNCOS Reports, Media Reports, Press Information Bureau (PIB), Union Budget 2023-24

\*IBEF.Org

## Programme Overview

The Post Graduate Certificate in Healthcare Management Programme serves as a strategic tool to empower participants in navigating the complexities of advancing within the organizational hierarchy. Employing a blended learning approach, this interdisciplinary programme seamlessly integrates experiential and interactive learning methodologies.

Tailored with precision, the curriculum targets medical professionals, administrators, and individuals engaged in healthcare and allied sectors. This includes esteemed members of allied healthcare services. The primary objective is to furnish participants with a holistic grasp of healthcare management principles.

Central to its mission, the programme cultivates essential proficiencies encompassing healthcare management protocols, adept human resources strategies, meticulous financial and accounting frameworks, and incisive analytical acumen. These competencies collectively underpin comprehensive and effective healthcare administration across all domains.

Moreover, the programme strives to provide healthcare professionals with essential healthcare management practices, human resource strategies, financial and accounting concepts, and analytical proficiencies that are pertinent across all facets of proficient healthcare administration.



## Programme Highlights



Certificate of Completion  
from IIM Tiruchirappalli

Highly Interactive Online Classes  
(D2D Platform + One Campus module)



3 Days Campus Visit at  
IIM Tiruchirappalli's Sprawling  
State-of-the-art Campus

Application-oriented  
Pedagogy— Case Discussions,  
Simulation, etc.



Holistic Curriculum by  
IIM Tiruchirappalli's Faculty

Peer Learning and  
Networking Opportunities



## Learning Outcomes

- Cultivate an interdisciplinary mindset for effectively managing healthcare systems.
- Attain specialized knowledge in the field of healthcare management.
- Develop skills in managerial leadership and decision-making.
- Explore the realms of innovation and entrepreneurship within the healthcare industry.
- Comprehend the broader macro-level policies on a global and national scale that impact healthcare.
- Analyze and compare diverse frameworks for comprehending healthcare challenges across various geographic locations.



## Programme Content

### Healthcare Ecosystem

- Orientation
- Introduction to Management
- Healthcare Landscape - Stakeholders, Public Policy, Regulatory and Legal Issues
- Economic Aspect of Healthcare
- Foundational Statistics for Healthcare

### Functional

- Marketing in Healthcare
- Operational Aspects of Healthcare
- Accounts and Finance in Healthcare
- Managing People in Healthcare
- Strategy in Healthcare
- IS in Healthcare

### Advanced

- Entrepreneurship in Healthcare
- Digital Services Marketing in Healthcare
- AI and Analytics in Healthcare



**171 Learning Hours**



**114 Sessions**

## Programme Details

<b>Duration</b>	<ul style="list-style-type: none"><li>1 Year   52 Weeks of Classes   171 Hours of Engagement including One Campus Visit</li></ul>
<b>Delivery</b>	<ul style="list-style-type: none"><li>Direct-to-Device (D2D) mode</li></ul>
<b>Session Timings</b>	<ul style="list-style-type: none"><li>Sunday, 10:00 am to 1:15 pm</li></ul>
<b>Application Closure Date</b>	<ul style="list-style-type: none"><li>29<sup>th</sup> February 2024</li></ul>
<b>Commencement Date</b>	<ul style="list-style-type: none"><li>10<sup>th</sup> March 2024</li></ul>

## Eligibility Criteria

- ▶ Bachelor's Degree, with at least 50% marks or equivalent CGPA [45% in case of the candidates belonging to SC/ST/PWD].
- ▶ Professionals and entrepreneurs associated with healthcare and allied healthcare sectors having 2+ years of domain experience (on or before the commencement date) and aspiring to move into management roles.
- ▶ Applicants should be working professionals/entrepreneurs.



# Who Should Attend?

- Individuals who have a background or interest in healthcare and aspire to take on managerial or administrative roles within the industry. They may include doctors, resident doctors, Doctor of Pharmacy, para-medical professionals working in the medical field, and other healthcare professionals seeking to enhance their knowledge and skills in healthcare management.
- Professionals in the healthcare and allied industries are keen to enhance strategic leadership and analytical skills to uncover global healthcare opportunities.
- Consultants and healthcare entrepreneurs aspiring to create and drive disruptive business models and optimize for growth.
- Professionals looking to shift their careers into the healthcare domain.

## Pedagogy

The programme utilizes a blended learning approach, combining in-class and online components. The in-person segment incorporates diverse teaching methods like lectures, case discussions, simulations, role-playing, group projects, and hands-on exercises. The online component delivered through state-of-the-art interactive mode will facilitate learning through synchronous mode using multimedia components involving case discussion, audio and video engaging components.

## Certification

- “Post Graduate Certificate in Healthcare Management Programme - IIM Tiruchirappalli” for those participants who successfully completed the prescribed course of study and fulfill all other academic requirements.



## Fee Details

### Fee Structure

Application Fee	INR 2,000/- + GST
<b>Total Programme Fee</b> (exclusive of Application Fee)	<b>INR 2,16,000/- + GST</b>

### Instalment Pattern

Instalment 1	INR 90,000/- + GST <small>Before Term 1</small>
Instalment 2	INR 63,000/- + GST <small>Before Term 2</small>
Instalment 3	INR 63,000/- + GST <small>Before Term 3</small>

Easy EMI Options Available



**Profile Building**

Rigorously building the candidate's profiles and resume scrutinizing with their LinkedIn profiles. Jaro Education enables personalised feedback to boost overall virtual presence.

**Resume Review**

Moving forward with carefully curated resumes reviews that ensures you are interview-ready for the workplace of tomorrow.

**Career Enhancement Sessions**

Bridging connectivity to link the best talent with organizations through eminent sessions from top-class industry speakers.



**Note:**

IIM Tiruchirappalli or Jaro Education do not guarantee or promise you a job or advancement in your existing position. Career Services is simply provided as a service to help you manage your career in a proactive manner. Jaro Education provides the career services described here. IIM Tiruchirappalli is not involved in any way with the career services described above and offers no commitments.

## About Jaro Education

**“INDIA'S MOST TRUSTED ONLINE HIGHER EDUCATION COMPANY”**

**1000+**

Corporate Associations

**3,00,000+**

Careers Transformed

**2009**

Enhancing Career Since



2022  
EdTech Leadership Award



2022  
National Best Employer Accolade



2019  
Economic Times Award



2018  
ABP Education Award



2017  
Modi Award

Jaro Education has been India's most trusted online higher education company and a pioneer in the executive education space since July 2009. The company aims to nurture entrepreneurs and working professionals from entry-level to C-Suite levels in every field and industry by providing executive education programmes that meet their needs.

IIM Tiruchirappalli has empanelled Jaro Education for promotion and admission support to its highly-recognized Post Graduate Certificate in Healthcare Management Programme.

## Get in Touch



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And Consulting Office**



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**Jaro Education's Admission  
Representative**



**Mr. Karthikeyyan**



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## Jaro Education's Presence

Ahmedabad | Bangalore | Chennai | Delhi/NCR | Lucknow  
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