

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



## DR. B. R. AMBEDKAR OPEN UNIVERSITY

Jubilee Hills, Hyderabad – 500 033

offers

### MBA (Hospital and Health Care Management)

in collaboration with

APOLLO INSTITUTE OF HEALTH CARE MANAGEMENT (AIHCM)

and

KRISHNA INSTITUTE OF MEDICAL SCIENCES (KIMS)

## INFORMATION BROCHURE

### **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.

### **2. Objective of the Programme**

The main objective of this Programme is to train young graduates as hospital and health care administrators with necessary theoretical and practical inputs.

### **3. About Dr. BRAOU**

Dr. B. R. Ambedkar Open University (Dr. BRAOU), initially known as Andhra Pradesh Open University, was set up on 26<sup>th</sup> 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 26<sup>th</sup> October 1991. This University, the first of its kind in India, is the ninth (9<sup>th</sup>) largest university in the world in terms of number of students, the first being IGNOU (EENADU 21-06-2010). All the programs offered by the university are recognized by the Distance Education Bureau (DEB) of UGC, New Delhi.

### **4. About the AIHCM & KIMS**

Apollo Institute of Health Care Management (AIHCM) is 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.

Krishna Institute of Medical Sciences Ltd. (KIMS), is established in 2003, with its head quarters at Secunderabad, Telangana, India. The Institute is one of the largest corporate hospitals group in South India with over 3000 beds spread across various locations in the States of Telangana and Andhra Pradesh. The Institute has an intense academic atmosphere in conducting several teaching programmes leading to Degrees and Fellowships affiliated to reputed Universities.

### **5. About the MBA (HHCM)**

The Masters Degree in Business Administration in Hospital & Health Care Management i.e., MBA (HHCM) is a two years, four semesters Programme. BRAOU has been offering the Programme, since 2008, in collaboration with AIHCM and from the academic year 2019-20 onwards the Programme is also offered in collaboration with Krishna Institute of Medical Sciences (KIMS), Secunderabad. The Programme Structure may be accessed through the separate link provided.

## 6. Eligibility

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.

## 7. Admission

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 & 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.

## 8. Intake

Intake is restricted to 156 seats only, of which, 36 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	KIMS	60	18	78

## 9. Medium

The medium of instruction for the study and for examinations shall be **English** only.

## 10. Course Delivery

The course is delivered through class room lectures, case studies, field visits, project work, audio-visual presentations, group discussions, seminars and internship. **Contact-cum-Counselling Classes** will be organized continuously for about 15 days in every semester, and **attendance to which is mandatory**.

## 11. Programme Duration

The duration of this Masters Programme is two years, with two semesters in each academic year.

## 12. Programme 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 programme 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 Programme 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.

## 13. Career Opportunities

Health care is one of the fastest growing sectors in India. There are enormous career opportunities in this sector. The MBA programme 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.

## 14. Certificates

The following certificates are to be submitted at the time of admission along with two sets of photocopies and necessary fees and 5 Passport size photographs:

1. S.S.C / 10<sup>th</sup> 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 Caste Certificate if the seat is under reservation category such as ST, SC, BC.
7. Hall Ticket of Entrance Test, 2021.

**For further details, contact:**

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