



**APOLLO INSTITUTE OF HEALTH CARE MANAGEMENT**  
**M.B.A (HOSPITAL & HEALTH CARE MANAGEMENT)**  
**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 course**

The main objective of this course 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**

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.

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

The Master's Degree in Business Administration in Hospital & Health Care Management i.e. MBA(HHCM) is a two years, four semesters **program**. It is offered by Dr. BRAOU in collaboration with **AIHCM** of AHERF, at Apollo Health City, Jubilee hills, Hyderabad.

### **6. Eligibility**

The aspirants of Master's Degree in Hospital & Health Care Management should possess a Bachelor's Degree (in 10+2+3 form) in any discipline (Except Fine Arts and Oriental Languages) from a recognized university with a minimum of 50% marks, relaxable by 5% in case of reserved category candidates.

### **7. Admission**

Candidates have to apply for admission 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) Business Knowledge. The rules of reservations are applicable as per the university. The B.C. reservations are only to Telangana State and Andhra Pradesh candidates only.

**8. Intake** Intake is limited to 60 seats in all, of which 20% are Management Quota

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

**10. College Code** Dr. BRAOU code of our program centre is 981.

**11. Course Delivery** The course is delivered through class room lectures, case studies, field visits, project work, audio-visual presentations, group discussions, seminars and on the job training.

**12. Course Duration** It is a two years, four semesters **Master's Programme**.

### **13. Course fees**

**The fee for convener quota** seats is as follows **First Year** Fees Rs.70,000/- payable by DD at Dr. BRAOU. Rs.5,000/-Special fees and Rs.5,000/- caution deposit for Library & Lab payable to the college. **In case of Management Quota** students Rs. 2,20,000 by DD payable to university and Rs. 5,000 + 5,000 to college.

**Second Year** every student has to pay Rs.50, 000/- Tuition fees on or before 15<sup>th</sup> August.

Further, at the end of every semester, examination fees Rs. 800 or as notified by Dr. BRAOU has to be paid. The student is also advised to have at least one dress with Blazer, for formal occasions which may cost around Rs. 3,000/- and Rs. 1000/- for Health Insurance and Personal Accident Insurance for two years.

### **15. 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.

In 2016-17, most of the students who required placement have been placed. The prominent organizations who hired our students include, Deloitte, Apollo Clinics, Reliance General Insurance, Napier Healthcare, Primera, United Health Group, Access Healthcare, Healix Hospitals, Viranchi Hospitals, Century Hospitals, etc.

### **16. 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/Admit Card of 2017.



For further enquires contact the Director  
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