

## **ABOUT M.B.A. (HEALTH CARE MANAGEMENT)**

### **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 customers to seek quality health care. The providers, in turn, tend 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 a share in global health care market to emerge as one of possible destinations for international patients. Towards this purpose some of the pioneering hospitals are strengthening their infrastructure and quality standards with a view to getting accredited to national and international agencies. All this necessitates a specially trained cadre of professional management graduates in health care delivery.

### **2. ABOUT THE PROGRAMME:**

Until recently, doctors without any professional training were managing the hospitals. This was not only difficult but had to be at the cost of patient care. Hence, it has now come to be accepted that the management of hospitals is better left to the care of professionals specially trained for the job. The government is also veering round to the view that public hospitals need to be run professionally. With a view to strengthen technical and managerial support system, National Rural Health Mission (NHRM) also envisages recruitment of health care professionals.

The few institutions that are presently offering the Health Care Management course in the country are unable to meet the growing need for health care professionals. There is evidently a wide gap between demand and supply of health care professionals in the country. Hence, there is a strongly felt need for offering proposed course in M.B.A. (Health Care Management) as it seeks to bridge the gap and make available-trained health care managers/ administrators to work in hospitals, pharmaceutical companies, health insurance and third party administrators (TPAs) and other health care organizations. The demand is envisaged to further increase in the years to come with more and more hospitals expected to come up in semi-urban and rural areas.

### **3. OBJECTIVE:**

The main objective of this course is to train young graduates as hospital and health care administrators with necessary theoretical and practical inputs equipping them with problem solving capabilities to be able to handle challenging assignments. Hence, **Dr. B. R. Ambedkar Open University (BRAOU)**, the first university of its kind in the country established by AP State Legislative Act in 1995, has launched M.B.A (Health Care Management) in collaboration with **Apollo Hospitals Educational & Research Foundation (AHERF)**. The course will be offered at the Apollo Health City Campus, the largest health care provider in Asia, having access to its resource inputs.

**Eligibility:** Any Graduate - Medical /Non Medical, other than oriental languages and fine arts from a recognized University with 50% marks, relaxable by 5% in respect of SC/ST candidates.

**Duration:** Course Duration is of two years, spread over four semesters of theory & practicals and internship in a hospital and other health care institutions any where in India.

**Admission Procedure:** Intake is limited to 60 seats. Admissions are through an entrance examination. Aspirants have to appear for a written test, followed by group discussion and personal interview conducted by the BRAOU. The rules of reservation as applicable to University. The candidates from other states are eligible to apply. 20% of the seats are reserved for sponsored and NRI candidates.

**Course Fee:** Total fee payable for the two-year programme is Rs.1.25 Lakh and Caution Deposit (refundable) Rs. 5,000. At the time of admission Rs. 80,000 need to be paid; balance Rs 50,000 at the beginning of the second year.

**Venue of Test:** Apollo Health City, Jubilee Hills, Hyderabad

**How to Apply:** Application forms can be obtained from the Director or downloaded from [www.braou.ac.in](http://www.braou.ac.in) Or [www.apollohealthcity.com/new\\_mba\\_.html](http://www.apollohealthcity.com/new_mba_.html). Filled-in applications forms enclosing a DD for Rs. 500/- drawn in favor of AHERF, be posted to “ The Director, MBA (Health Care Management), AHERF, Apollo Health City, Jubilee Hills, Hyderabad- 500 033.)

The test is of 1 ½ hours duration and is evaluated for 100 marks consisting of five sections, as under:

Section A	Test of Reasoning	20
Section B	Numerical Ability	20
Section C	English Comprehension & Usage	20
Section D	Health & Hospital Knowledge	20
Section E	Business Knowledge & Current Affairs	<u>20</u>
Total marks		<u>100</u>

**Certificates:** Certificates to be submitted at the time of admission along with two sets of photocopies and necessary fees.

1. T.C. (Transfer Certificate i.e. college leaving certificate) from the college where the candidate studied last.
2. Memorandum of Marks of the qualifying exam.
3. Provisional certificate or original degree certificate of the qualifying exam.
4. Latest caste certificate where applicable.
5. Migration certificate in case of candidates from other than Dr. B.R. Ambedkar Open University.
6. Hall Ticket/Admit card of 2009.

**Admission Schedule 2009-10:**

Commencement of Sale of Applications	: 06-05-2009
Last date for Sale & Submission of Applications	: 08-06-2009
Entrance Test	: 22-06-2009
Group Discussion & Personal Interview	: 23-06-2009

**Registrar  
BRAOU.**