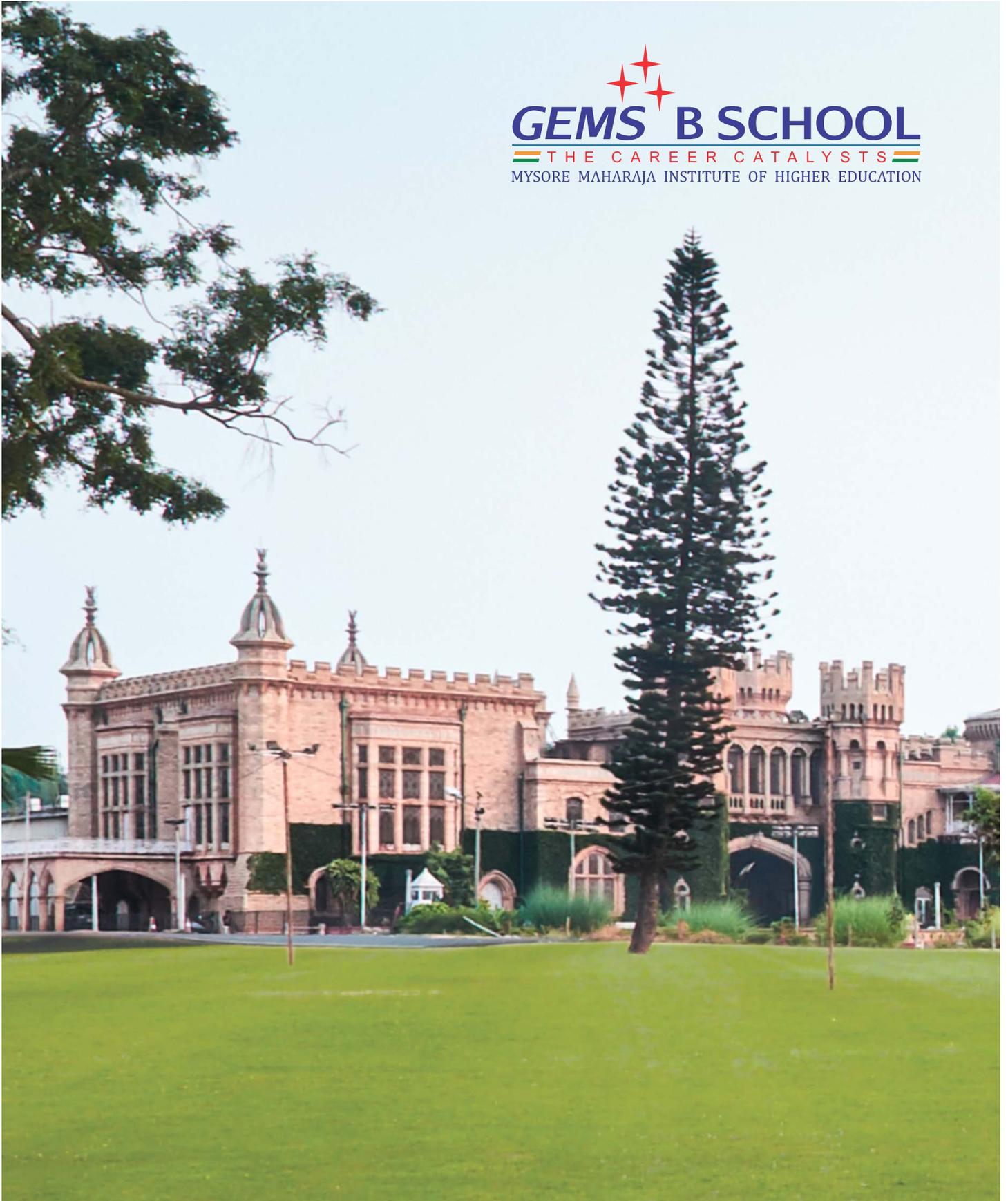


BBA in Health Care Management & Hospital Administration





GEMS B SCHOOL
THE CAREER CATALYSTS
MYSORE MAHARAJA INSTITUTE OF HIGHER EDUCATION



The Royal Cottage, Bangalore Palace, Vasanthanagar,
Bangalore- 560 052. Tel: **080 23560387 / 23560389.**
scalinggreaterheights@gemsbschool.com www.gemsbschool.com

- **Bangalore** • **Mysore** • **Pondicherry** • **Tirupati** • **Vizag** •

AWARD

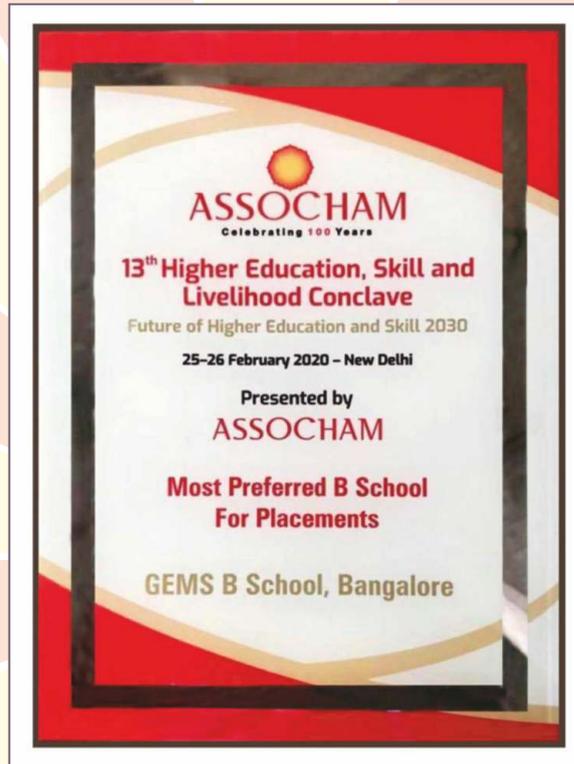
GEMS B SCHOOL-Bangalore, in Feb 2019, received the prestigious **ASSOCHAM award** for 'The most preferred B School of the year in South India' from Sri. Suresh Prabhu, Central Minister for Industry and Commerce and Civil Aviation and in the presence of Sri. Pranab Mukherjee, former president of India, in New Delhi.



AWARD

GEMS B SCHOOL received the prestigious **ASSOCHAM** award for 'The most preferred B School for Placements' Nationally, at the **ASSOCHAM** 13th Higher Education, Skill and Livelihood Conclave conducted on 25th and 26th Feb-2020 in New Delhi.

The award was received from one of India's tallest Business Leaders, Dr. Niranjan Hiranandani, The Founder and Managing Director of Hiranandani Group.



AWARD

GEMS B SCHOOL was recognised as
'The Most Innovative Business School in South India'
at the **Times Business Awards 2020**,
organised virtually by Times of India
on 5th October 2020.



About GEMS B SCHOOL

Conceived by experienced academicians
and inspired by accomplished professionals.

VISION

Creating leaders and not just managers.

MISSION

Igniting Excellence in young minds.

VALUES

Effective, Ethical, Enterprising, Transparent,
Student friendly and Market centric.



Ranked by
Silicon India - 2017
in the 17th Position
Nationally and 7th
position in South India



Ranked by
Higher Education
Review - 2016 in the
25th position Nationally



Awarded
**'Management College
of the Year - 2015'**
by Higher Education Review



Ranked in the
21st position by
India Business Journal
in its 2015 B School
Ranking Survey



Awarded as the
**"Fastest growing
B-School in India"**
by Business & Economy



Offers programs in
synergy with the industry
with over 400 companies
across industries



Offers industry Specific Certification
programs in areas of Information Security,
Business Analytics, Digital Marketing,
Financial Analytics, Human Resources
Management, Airport Operations,
Logistics & Supply Chain etc.

DEGREE AWARDING UNIVERSITIES



AMERICAN HERITAGE
UNIVERSITY
OF SOUTHERN CALIFORNIA



**University of
Sunderland**

Dear friend,

Igniting Excellence

Welcome to GEMS, the B-School with a difference. We are sure you want to know what the difference is? Right from the ambience, curriculum, methodology, faculty and the conditioning, everything is going to be unconventional and different, all with a specific purpose.

GEMS is a voyage. Our goal is to build you like a ship, majestically and meticulously, to enable you to sail steadily on the choppy seas of business. Whether you are going to choose the passage of corporate executive, business professional or entrepreneur, our aim is to reinforce you in such a way, you are able to cruise with equanimity without ever compromising on business ethics. Every minute you spend here is going to equip and enlighten you, empower and energise you so that you can weather any storm. Set sail, we have many nautical miles to conquer and coasts to anchor.

Dr. M.I.M.Nehruii MSc, MBA, PhD.
Dean
GEMS B SCHOOL



BBA in Health Care Management & Hospital Administration



World over there is a growing demand for qualified and skilled health care professionals. Professional health care executives are playing key roles in leading corporate hospitals.

While Doctors are busy handling clinical issues, business functions of a hospital cannot wait. Hence, vital administrative functions of an hospital like accounts, HR, Quality, Logistics and Supply Chain, PR, Marketing, Waste Management etc., are increasingly being managed by professional health care executives. While doctors are busy treating the sick, health care professionals are busy preventing the hospital from becoming sick.

The Health Care industry in India is poised to grow exponentially because of emerging 2tier and 3tier cities, rising disposable incomes, addition of new hospitals, deeper penetration of super specialty health care, greater coverage of insurance facilities, increasing medical tourism etc. This growth has triggered the demand for qualified manpower offering enhanced career opportunities for professionally qualified health care executives.

This is a 3 year BBA degree in Healthcare and Hospital Management. The moment a student joins GEMS B SCHOOL, he or she will be put on an intensive learning module for 3 years. During these 3 years, apart from the learning the prescribed BBA syllabus in Healthcare and Hospital Management, the student will work on 4 Internship projects in four different reputed corporate hospitals to become Industry Ready. At the end of these 3 years the student will be awarded a Dual BBA Degree, one from an International University and the other from a UGC recognised Indian University, along with 4 Internship certificates from reputed corporate hospitals and a Job placement in a leading Hospital. The student will be exposed to latest management, leadership and business skills.

The student can avail the assistance of the GEMS B SCHOOL placement cells located all over India for his / her further placements in India and abroad. GEMS B SCHOOL has a dedicated, separate overseas placement cell specially to assist students who are aspiring to work abroad.

Hostel accommodation is provided for Boys and Girls during all the years of study and work at an extra cost. Hostel stay is optional.

After the student's admission the college will

provide the student with the necessary documents to be produced to the bank for the processing of education loan.

To join this course, the student has to clear our online entrance test @ www.gemsadmissiontest.com. Then the student has to come to our campus, obtain an application & Go through a personal interview. After the successful completion of the interview, fill up of the application form, submit photocopies of all the required documents, pay the first installment fees and get the admission.

This is a Globally recognised, no-nonsense, hardcore, frills-free learning programme conceived with the only intention of conditioning youngsters for a rewarding career and a meaningful life. Special inputs will be provided in personality development, English communication skills, relationship management, Team building, decision making, leadership etc. Special inputs will also be provided in fundamental computing skills. One foreign language will also be taught as part of the curriculum.

Each student will get a Laptop / Tablet. The student will also be taken on a 2 day outbound workshop.



BBA in Health Care Management & Hospital Administration

Dual Degree Program

SEMESTER –I

1 English- I
2 Communicative English I
3 Environmental Studies
4 Indian Business Environment
5 Principles of Economics
6 Financial Accounting -I

SEMESTER –II

1 English- II
2 Communicative English II
3 Constitution of India
4 Managerial Economics
5 Business Mathematics
6 Financial Accounting -II

SEMESTER –III

1 English- III
2 Communicative English III
3 Computer Applications
4 Cost Accounting
5 Principle and Practice of Management
6 Financial Accounting -III

SEMESTER –IV

1 English- IV
2 Communicative English IV
3 Management Accounting
4 Marketing Management
5 Financial Management
6 Human Resource Management

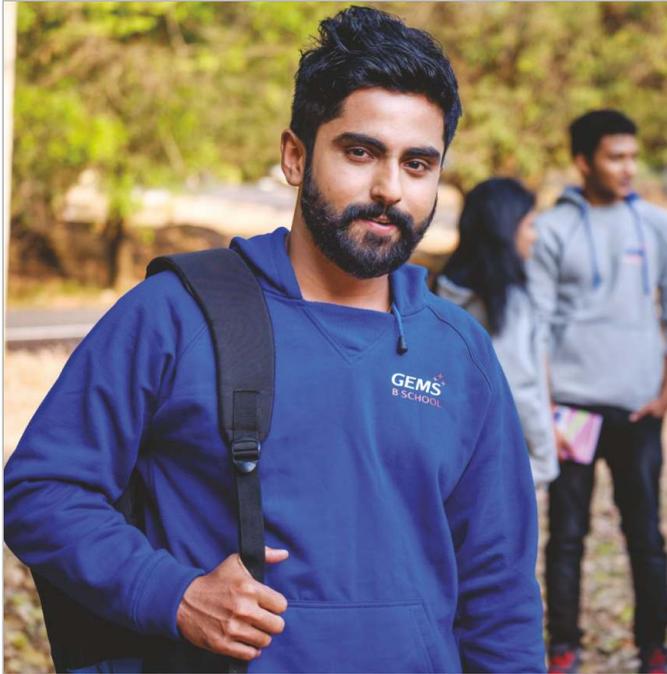
SEMESTER –V

1 Small Business Management & Entrepreneurship
2 Income Tax
3 Business Statistics-I
4 Commercial Law
5 Advertising and Sales Management
6 Working Capital Management
7 Hospital Services
8 Basics of Patient Care & Healthcare Assistance
9 Health Related Laws & Ethics

SEMESTER –VI

1 Business Statistics-II
2 International Business
3 Company Law
4 Law and Practice of Banking
5 Marketing Strategies
6 Foundations of Individual Behaviour
7 Hospital Information System
8 Hospital Planning Design & Maintenance
9 Bachelors's Project Dissertation

Salient Benefits



- ◆ Wi-Fi Campus
- ◆ Faculty from industry
- ◆ Digital Library with Unlimited Access
- ◆ Team Building
- ◆ Most economical
- ◆ Outbound Workshops
- ◆ Creativity
- ◆ Industrial visits
- ◆ Highly flexible
- ◆ Seminars
- ◆ Entrepreneurship
- ◆ Classes during Weekends
- ◆ Student friendly experimental learning
- ◆ Personality enrichment
- ◆ Aptitude test skills
- ◆ Industry Relevant Curriculum
- ◆ Excellent Environment

Value Addition

- ◆ 2 day compulsory Outbound Workshop
- ◆ Regular discussion forums with senior executives from the Industry to enhance better corporate adaptability.
- ◆ People skills like Communication, Leadership, Relationship management, team building, Entrepreneurship, working in virtual teams, etc.
- ◆ Industry skills like Spoken English, Personality Enrichment, Aptitude test skills, Interview skills, GD skills, Tele / Video conference skills, etc.
- ◆ One optional foreign language.



Fee Structure

The total fee structure of this course, approximately is **Rs. 3,20,000/-** payable in 6 instalments. Each instalment payable once every 6 months

Installment	GEMS B SCHOOL (Payable to GEMS B SCHOOL)	AHUSC (Payable directly to AHUSC)
1	INR 80,000/-	USD 135
2	INR 40,000/-	USD 105
3	INR 40,000/-	USD 90
4	INR 40,000/-	USD 90
5	INR 40,000/-	USD 90
6	INR 40,000/-	USD 90



Admission Procedure

Students can apply for this course by taking the Gems Admission Test (GAT) on www.gemsadmissiontest.com

Eligibility

10+2 from any state board
Students awaiting their 10+2 results can also apply

Duration

3 Years

Classes

Weekdays



A FEW COMPANIES OUR STUDENTS WORK WITH



ALL LOGOS / TRADEMARKS USED ARE EXCLUSIVE PROPERTIES OF THE RESPECTIVE CORPORATIONS / COMPANIES

Contact us



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Tel: 080 23560387 / 23560389