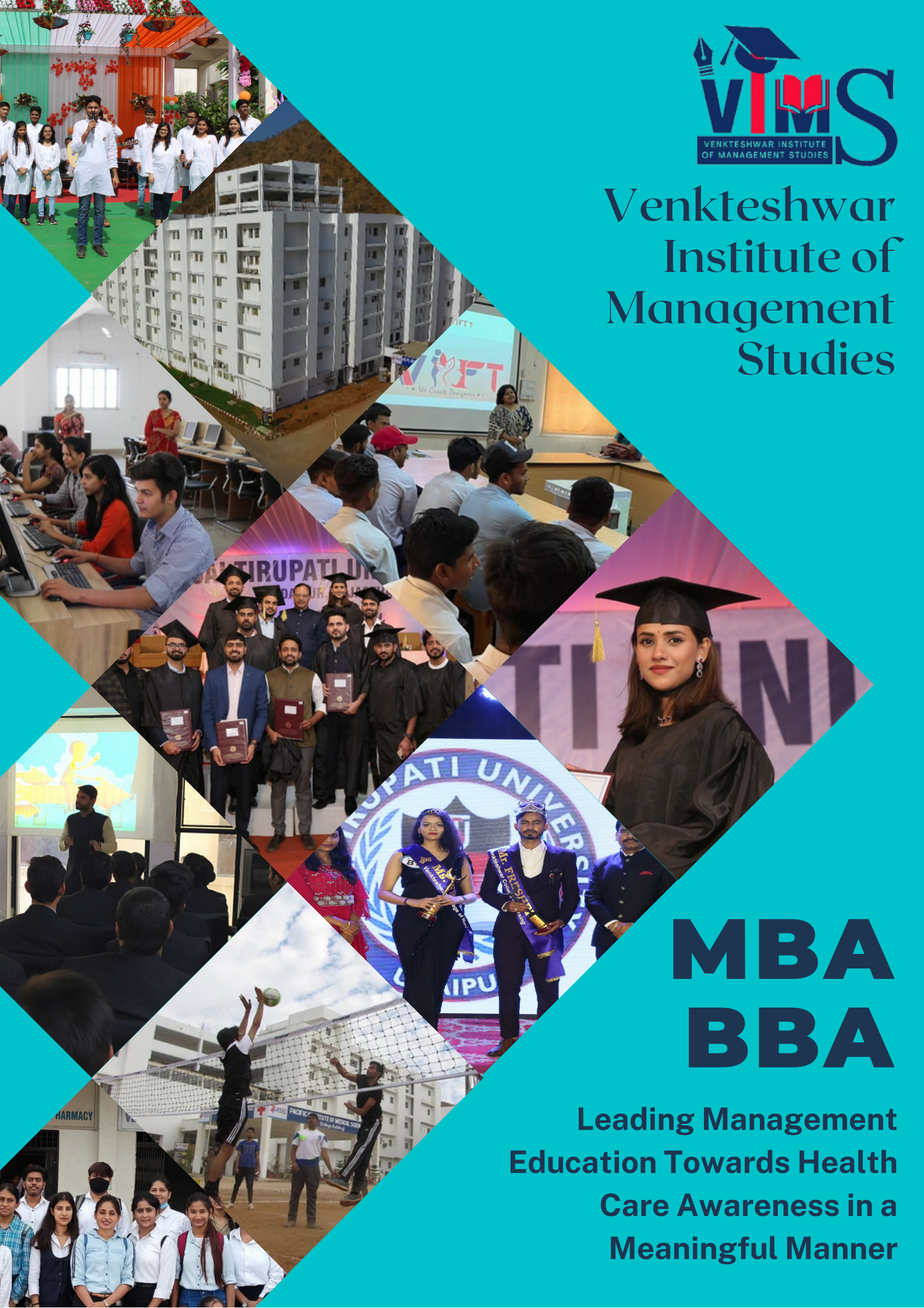




# Venkteshwar Institute of Management Studies



# MBA BBA

Leading Management  
Education Towards Health  
Care Awareness in a  
Meaningful Manner



# MBA in Hospital Administration and Healthcare Management

A professional two years program designed to grant Master's degree in Business Administration with Specialization in Hospital Administration and Healthcare Management.



**Mr. Ashish Agarwal**  
Chairperson

The broad objective of the program is to build knowledge and skills to facilitate high performance as effective professionals in health and hospital systems, both in the public and private sectors. The syllabus and course content are designed keeping in mind the current requirements of the healthcare industry. This program is so designed that along with class room teaching, it provides practical training simultaneously in all the fields associated with hospitals and an in depth knowledge about all varied management fields as well as wide vision regarding health care system and policies. Basically, it's a learn-work-learn procedure.



**Ms. Sheetal Agarwal**  
CEO

## Mission

Enhancement of administrative competency to face challenges of the health industry.

## About the Program

- The degree will be from UGC recognized Sai Tirupati University, Udaipur.
- Provides complete practical exposure through practical training in Pacific Institute of Medical Sciences, an 800 bedded hospital, within the same campus.
- At the end of 2 years, get a full time dual MBA in Healthcare and Hospital Management with 2 years work experience.
- Join this MBA program and get a Job placement in a leading Hospital.

## Relevance of the Course

- Doctors, Dentists, and other Medical Professionals, who are involved in the management and administration of the hospital and related services.
- All Medical professionals who are running/planning to run, their own hospitals and want to enhance their management skills to deliver superior service.
- Para-Medical professionals working/planning to work in the healthcare industry and looking to upgrade their skills and accelerate their career growth.
- Non-medical professionals working/planning to work in the healthcare industry in support and administrative functions to accelerate their career growth.

## Eligibility Criteria

- Students with a Graduation in any stream can apply.
- Students awaiting their final year results can also apply.



# Faculty of Venkateshwar Institute of Management Studies



**Prof. Piyush Javeria**  
*Pro President, STU*  
 MS (Software Engg.), B. Tech,  
 Professional Membership  
 MIE, MIIE, LM-CSI, MIEEE, ACM  
 Total Exp: 15 Years



**Dr. Rimjhim Gupta**  
*Director, VIMS*  
 Ph. D, MBA, M.Com, LLB  
 PGDIB, DST, ICWAI (Inter)  
 Total Exp: 20 Years



**Dr. Vijaylaxmi**  
*Academic Head*  
 Ph. D, MBA, M.Com (FM &  
 ABST), M. Phil, NET-SRF  
 Total Exp: 20 Years



**Dr. Narendra S. Goyal**  
*Leading Corporate Trainer*  
 Ph. D, MBA, M.Com,  
 DBA, DCA  
 Total Exp: 14 Years

## Course Content

Operations Management  
 Healthcare Planning  
 Epidemiology Concepts  
 Quality Management and Insurances  
 Customer-Centric Organization  
 Healthcare Analytics  
 Branding in Healthcare

International Health  
 Healthcare Informatics  
 Anatomy, Physiology and Medical Terminology  
 Legal Aspects of Healthcare  
 HR in Hospitals  
 Revenue Cycle Management in Healthcare  
 Healthcare Information System

## Career Prospects

<b>Healthcare Managers</b>	<b>Hospital Administrator</b>	<b>Medical Facility Officer</b>
<b>Hospital Consultant</b>	<b>Medical Director</b>	<b>Healthcare Managers</b>
<b>Health Information Manager</b>	<b>HR Recruiter</b>	<b>Medical and Health Service Manager</b>

## Summer Training

Each student is required to work with a hospital, on a project, for a period of eight weeks at the end of the first year. The objective is to allow students an intense day-to-day interaction with respective hospital. This will provide students an exposure to the working of an organization in real time. It also helps students to develop managerial skills, competencies and facilitate an informed career choice by the students. Performance of the students during summer training is assessed by way of report from the respective hospital.

# BBA IN INTERNATIONAL BUSINESS

A professional three years under graduation program designed to grant Bachelor's degree in Business Administration with Specialization in International Business.



## Features

One Free Foreign Excursion Tour  
One Foreign Language Proficiency  
International Exposure  
International Placements

Local Industrial Visits  
Digital Marketing Training  
Entrepreneurship Development  
Soft Skills Training Programme

## About BBA-IB

Bachelor of Business Administration in International Business (BBA-IB) is a three-year degree programme that provides theoretical and practical knowledge to an aspirant under the discipline of Commerce and Management.

Apart from strengthening the digital era knowledge, the programme also enhances the business and managerial skills which are the most important requirements of a business management graduate. BBA-IB graduates can easily find great opportunities and become a part of accounting, finance, economics, marketing, IT, operation, supply chain, human resource and other areas of business.



# BACHELOR OF BUSINESS ADMINISTRATION (BBA-IB)



## Course Content

<ul style="list-style-type: none"> <li>Global Business Management</li> <li>Corporate Accounting</li> <li>Computer Skills</li> <li>Basics of Design</li> <li>International Economics</li> <li>Business Ethics</li> <li>Foreign Language</li> </ul>	<ul style="list-style-type: none"> <li>Professional Digital Marketing</li> <li>International Human Resource Management</li> <li>Environmental Studies</li> <li>E-Commerce and International Trade</li> <li>International Financial Management</li> <li>International Laws</li> <li>International Marketing</li> </ul>
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## Career Prospects

<b>Digital Marketer</b>	<b>Administrator</b>	<b>Brand/ Product Manager</b>
<b>Export Import Manager</b>	<b>Global Logistic Manager</b>	<b>Business Consultant</b>
<b>Finance Expert</b>	<b>Human Resource Manager</b>	<b>IT Expert</b>

## Summer Training

Each student is required to work with an industry, on a project, for a period of six to eight weeks at the end of the second year. The objective is to allow students an intense day-to-day interaction with respective Industry/institution. This will provide students an exposure to the working of an origination in real time. It also helps students to develop managerial skills, competencies and facilitate an informed career choice by the students. Performance of the students during summer training is assessed by way of report from the respective industry.



## SAI TIRUPATI UNIVERSITY

Sai Tirupati University is located in the city known as - "Venice of East", Udaipur. It is established by Rajasthan state legislative assembly and as per sec 2 (f) of UGC Act 1956 and promoted by Global Health Research and Management Institute, Udaipur. Established in the back drop of scenic & beautiful Aravali Hills with constituent units including Pacific Institute of Medical Sciences, Venkateshwar College of Nursing, Venkateshwar Institute of Pharmacy, Venkateshwar Institute of Fashion Technology & Mass Communication and Venkateshwar Institute of Management Studies.

### CITY OFFICE

VENKATESHWAR INSTITUTE OF FASHION TECHNOLOGY AND MASS COMMUNICATION  
A 5, 4th Floor, Near UIT Building, UIT Circle,  
Saheli Marg, Udaipur (Raj.) 313001

### CAMPUS

SAI TIRUPATI UNIVERSITY  
Ambua Road, Village Umarda, Girwa, Udaipur  
(Raj.) 313015, 0294-3510000

### GET IN TOUCH



8005787638, 9588936922



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www.saitirupatiuniversity.ac.in

### OTHER PROGRAMS

MEDICAL

NURSING

RESEARCH

PHARMACY

FASHION

INTERIOR

FINE ARTS

JOURNALISM & MASS COMM

### CONNECT ON



#VIFTUDAIPUR