

കരിയർ ഉറ്പുക്കരാം ഹോസ്പിറ്റൽ അഡ്മിനിസ്ട്രേഷൻലുടെ

HOSPITAL ADMINISTRATION

APPLY NOW



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THIRUVANANTHAPURAM | KOCHI



KERALA INSTITUTE OF
DIGITAL EDUCATION

The Pathway to Innovation



Career Opportunities

After completing the course, you can work in hospitals, clinics, health consultancies, NGOs, insurance companies, and pharmaceutical firms.

Top Job Roles

- Hospital Administrator / Manager
- Operations Manager – Healthcare
- Medical Superintendent Assistant
- Healthcare Quality Manager (NABH / JCI)
- HR Executive – Healthcare
- Marketing & PR Executive – Hospitals
- Health Information Manager
- Patient Relations Executive
- Front Office Supervisor / Admission Coordinator
- Healthcare Project Coordinator
- Healthcare Data Analyst
- Public Health Program Officer
- Pharma & Healthcare Consultant

Course Duration

4 Months Training + 2 Months Internship
(Live hospital exposure, case studies &
project-based learning)

Comprehensive Syllabus Overview

Fundamentals of Hospitals

- Evolution of healthcare systems in India & globally
- Classification & types of hospitals (public, private, specialty, teaching)
- Role & structure of hospital administration
- Legal & ethical issues in healthcare
- Health policies & public health programs

Hospital Administration & Management

- Principles of healthcare management
- Organizational structure & hospital hierarchy
- Leadership, governance, and decision-making
- Strategic planning & hospital policy development
- Managing change & crisis situations

Human Resource & Healthcare Marketing

- HR policies, manpower planning & recruitment
- Staff training, appraisal & retention strategies
- Labor laws in healthcare
- Branding hospitals for trust & visibility
- Digital healthcare marketing & patient engagement
- Community outreach programs

Drugs & Pharmaceutical Management

- Hospital pharmacy operations
- Procurement, storage, and inventory of medicines
- Drug regulations (FDA, Schedule H, etc.)
- Rational drug use & formulary systems
- Coordination with clinical & administrative units

Quality Management in Hospitals

- Concepts of quality in healthcare
- NABH, JCI, and ISO Accreditation processes
- Standard Operating Procedures (SOPs)
- Patient safety, infection control & clinical audits
- Risk management and grievance handling
- Continuous quality improvement (CQI) tools

Material & Resource Management

- Hospital equipment management & maintenance
- Supply chain & logistics in healthcare
- Biomedical waste segregation & disposal
- Sustainability in hospital operations
- Green hospital initiatives

Operations & Financial Management

- Hospital budgeting & cost control
- Health insurance & TPA management
- Operations workflow optimization
- Billing & revenue cycle management
- Emergency & critical care operations
- IT systems in hospital administration (HIS, EMR, etc.)

Supportive & Allied Departments

- Laboratory management systems
- Radiology & imaging services
- Nursing administration
- Dietary & nutrition services
- Housekeeping, laundry, and facility management
- Security & patient transportation services

General Medical & Administrative Terms

- Common medical abbreviations
- Basic clinical terminology for administrators
- Communication & documentation in healthcare

Internship (2 Months)

- Objective: To bridge classroom learning with real hospital operations.
- Key Highlights: Hands-on training in hospital departments — HR, Marketing, Finance, Operations, Quality
- Real-time exposure to hospital workflows & patient management
- Supervision by healthcare professionals
- Opportunity for placement assistance based on performance
- Outcome: Internship Certificate

Employment Sectors

- Multi-specialty & Corporate Hospitals (Apollo, Fortis, Aster, etc.)
- Diagnostic Centers & Laboratories
- Health Insurance & TPA Companies
- Pharmaceutical & Biotech Firms
- Public Health Organizations (WHO, UNICEF, Red Cross)
- Government Health Departments
- Hospital Consultancy Firms

Who Can Apply

- Graduates from any discipline (preferably Life Sciences, Management, or Commerce)
- Working healthcare professionals seeking managerial growth
- Freshers aiming to enter the hospital and healthcare industry

CERTIFICATIONS



K-IDE



STED COUNCIL



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THANK YOU !

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