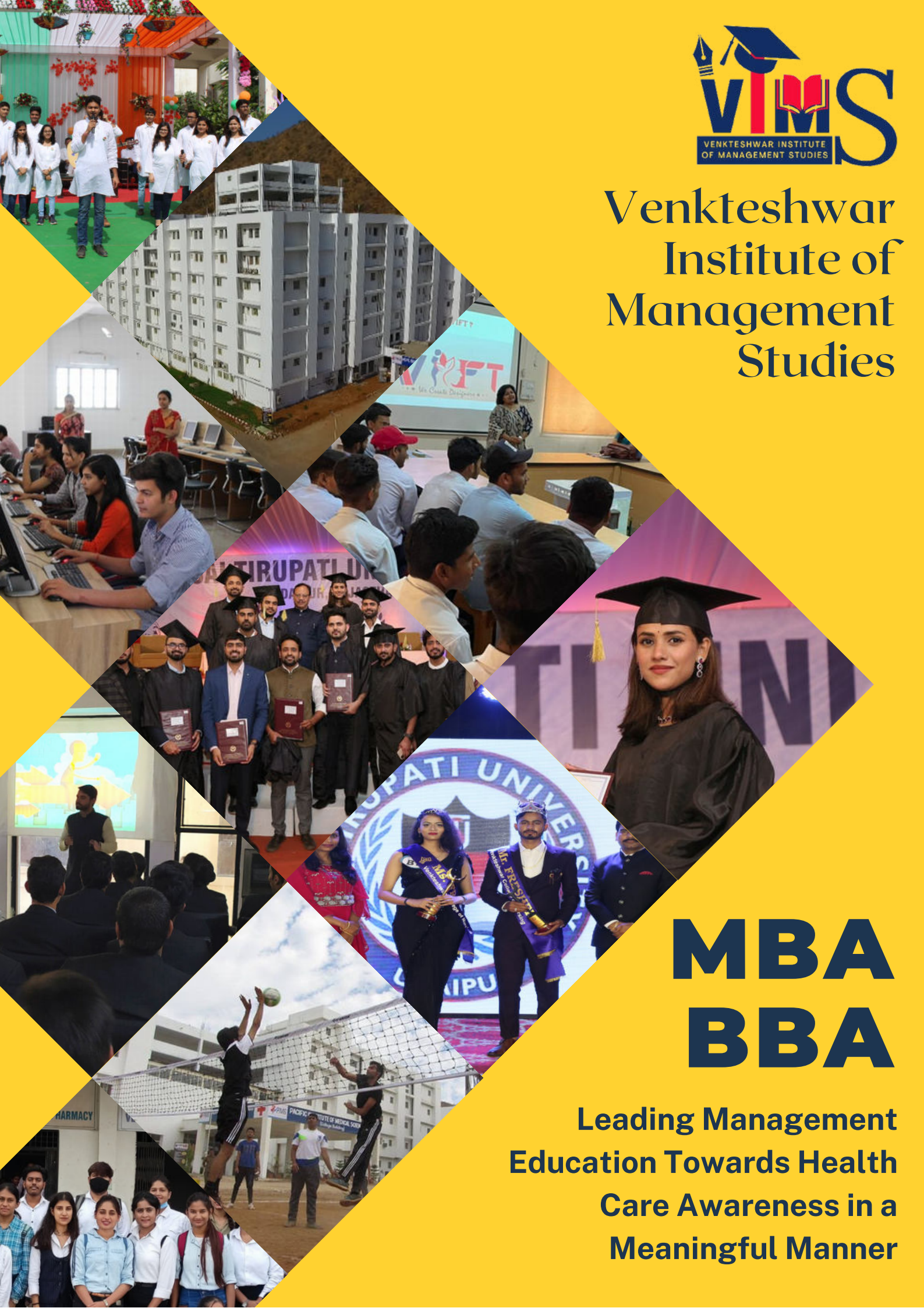




# Venkateshwar Institute of Management Studies

## **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**  
**Chairman**

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**  
**Chairperson**

## 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, 800 bedded hospital, within the same campus.
- This MBA program is design on regular basis as well as executive basis (for those who are working professionals to pursue their degree along with job).
- Join this MBA program to be an entrepreneur/ a leading professional in a medical fraternity.

## 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: 23 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: 15 Years



### **Mr. Devershi Mehta**

*Assistant Professor*  
AD-ADM, MCA (Hons.)  
Total Exp: 11 Years



### **Ms. Zenab Johri**

*Associate Professor*  
MBA, M. Com, ADMAS, MA  
Total Exp: 10 Years

## Career Prospects

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

## 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 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 hospital.

## Course Curriculum

### MBA FIRST SEMESTER

Principles of Management  
Financial Accounting  
Information Technology for Healthcare-I  
Fundamentals of Healthcare Management

### MBA SECOND SEMESTER

Hospital Operation  
Inventory Control and Purchase Management  
Information Technology for Healthcare-II  
Marketing Research and Management  
Soft Skills for Hospitals

### MBA THIRD SEMESTER

Epidemiology Concepts  
Health Insurance and Medical Tourism  
Hospital Information System-I  
Legal Aspects of Hospital Administration

### MBA FINAL SEMESTER

Hospital Information System-II  
HRM for Hospitals  
Pharmaceutical Management  
Anatomy, Physiology and Medical Terminology  
Project Report and Viva-voce





# 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 Program

## About BBA-IB

Bachelor of Business Administration in International Business (BBA-IB) is a three-year degree program that provides theoretical and practical knowledge to an aspirant under the discipline of Commerce and Management. Apart from strengthening the digital era knowledge, the program 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)



### Career Prospects

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

### 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.

## Course Curriculum

### BBA-IB FIRST YEAR

English Communication  
Basic Computer Skills  
Global Business Management  
Corporate Accounting  
Principles of Economics  
Fundamentals of Designing  
Foreign Language- Level 01

### BBA-IB SECOND YEAR

Environmental Studies  
International Human Resource Management  
Banking Law and Practices  
Business Statistics and Research Methodology  
Entrepreneurship Development  
Professional Digital Marketing  
Foreign Language- Level 02

### BBA-IB THIRD YEAR

Fundamentals of E- Commerce  
International Business Laws  
International Trade and Finance  
International Marketing  
Summer Internship Report and Viva Voce  
Foreign Language- Level 03







## 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

### GET IN TOUCH



8005787638, 9588936922



vift@saitirupatiuniversity.ac.in



www.saitirupatiuniversity.ac.in

### OTHER PROGRAMS

MEDICAL

NURSING

RESEARCH

PHARMACY

FASHION

INTERIOR

FINE ARTS

JOURNALISM & MASS COMM

### CONNECT ON



#VIFTUDAIPUR