



Management Institute of Durgapur

Why Study BBA(HM)?

Studying BBA in Hospital Management offers unique advantages and diverse opportunities in the healthcare industry

- 1. Blend of Business and Healthcare: BBA in Hospital Management integrates principles of business administration with the complexities of healthcare management. It equips students with a comprehensive understanding of healthcare operations, healthcare policies, patient care, and financial management within medical institutions.*
- 2. Industry-Relevant Curriculum: The curriculum of BBA in Hospital Management is designed to address the specific needs and challenges of the healthcare sector. Students learn about healthcare administration, healthcare laws and regulations, medical ethics, quality management, and healthcare information systems.*
- 3. Career Advancement: Graduates of BBA in Hospital Management are well-positioned to pursue diverse career paths*

within the healthcare industry. The Programme provides them with the skills and knowledge required to take on managerial and leadership roles in hospitals, clinics, healthcare consulting firms, insurance companies, pharmaceutical companies, and healthcare technology firms.

4. Hands-On Experience: BBA in Hospital Management programmes often include internships, practicums, and industry projects that provide students with hands-on experience in real-world healthcare settings. This practical exposure enhances their understanding of healthcare operations and prepares them for the challenges of the industry.

5. Opportunities for Personal Growth: Studying BBA in Hospital Management allows students to make a positive impact on patient care and healthcare delivery systems. It offers opportunities for personal growth and fulfillment by contributing to the well-being of individuals and communities.

Opportunities for BBA (Hospital Management) Graduates

Hospital Administration:

BBA in Hospital Management graduates can pursue careers as hospital administrators, overseeing the day-to-day operations of

healthcare facilities, managing budgets, implementing quality improvement initiatives, and ensuring compliance with healthcare regulations.

Healthcare Management:

Graduates can work in healthcare management roles in various settings, including hospitals, nursing homes, rehabilitation centers, and outpatient clinics. They may manage departments such as finance, human resources, marketing, and patient services.

Healthcare Consulting:

BBA in Hospital Management graduates can work for healthcare consulting firms, advising hospitals and healthcare organizations on strategic planning, process improvement, healthcare technology implementation, and regulatory compliance.

Healthcare Information Systems:

With the increasing reliance on technology in healthcare, graduates can pursue careers in healthcare information systems management, implementing and managing electronic health

records (EHR), health information exchanges (HIE), and healthcare analytics platforms.

Healthcare Finance and Insurance:

Graduates can work in healthcare finance roles, managing billing, reimbursement, and financial analysis for healthcare organizations. They can also work for insurance companies, managing healthcare insurance plans and claims processing.

Public Health Administration:

BBA in Hospital Management graduates can work in public health agencies, government health departments, and nonprofit organizations, managing public health Programmes, conducting health education campaigns, and advocating for healthcare policies.

"Overall, BBA in Hospital Management offers a rewarding career path for individuals passionate about healthcare and interested in making a meaningful impact on the delivery of healthcare services"

BBA(HM)

Bachelor of Business Administration in Hospital Management

Designed for aspiring healthcare professionals, our BBA in Hospital Management programme focuses on healthcare administration, patient care, and healthcare operations.

Success Rate: Alumni of our BBA in Hospital Management programme hold key positions in renowned healthcare institutions globally.

Features

Tailored programme focusing on healthcare administration, patient care, healthcare operations, and healthcare policies.

Practical training in hospital management practices, healthcare ethics, and regulatory compliance.

Exposure to real-world healthcare scenarios through internships, clinical rotations, and industry projects.

Emphasis on interpersonal skills, communication, and leadership in healthcare settings.

