

AFT
ONLINEA tall, modern glass skyscraper with a grid-like facade of windows, some of which are illuminated from within. The building is the central focus of the background. In the foreground, a man in a light blue shirt and dark trousers is walking from left to right, carrying a brown bag. The ground is a light-colored, paved plaza. The overall scene is a professional, urban setting.

HOSPITAL & HEALTHCARE MANAGEMENT

1 YEAR DIPLOMA

ABOUT

AAFT ONLINE

AAFT Online is an online initiative of India's leading Media Arts Institution - AAFT, that aims to shape global creative talent by establishing the highest educational standards for creative skills. AAFT Online aims to give your innovative streak a professional edge with its 30 years of rich mentoring experience in the field of creative arts education at a university level.

As a leading EdTech platform, AAFT Online is the symbiosis of education and field-based experience, nurturing a need-based training translating into a viable career option. By bringing the best of the industry experts with world class educational standards, AAFT not only promotes job opportunities but also creates empathetic professionals standing in the throes of grand success.

OUR ACHIEVEMENTS



India's First
UGC Approved
Creative Arts
University



Trained
Over **25,000+**
Students

30
YEARS

Over 30 Years
in Education



500+
Faculty &
Mentors



CHAIRMAN'S MESSAGE

We have been persistently on a mission to impart creative excellence to the youth and strengthen the media & arts community globally. We believe AAFT Online can help to bridge the industry-academia gap faced in the media and entertainment industry by reaching to the global network of creative enthusiasts. We have established innovative pedagogy and methodologies to provide cutting-edge learning environment to the students. Our curriculum is curated by industry professionals and academicians to foster training in such a way that our students can efficiently meet the industry requirements and demands, thus, excelling in their chosen vocations.

I would like to encourage students to follow their calling and choose the path of creative arts learning, taking the first-step towards transforming passion into profession. I would also like to extend my gratitude to our promoters and supporters for their persistent trust and enthusiasm which continuously motivates us to serve the education community and set new benchmarks with our contemporary teaching modules.



HOSPITAL & HEALTHCARE MANAGEMENT

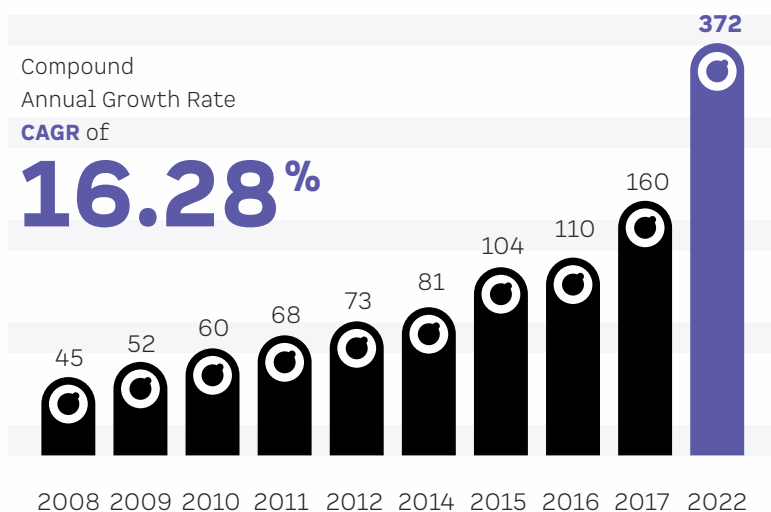
INDUSTRY OUTLOOK

GROWTH TREND OF INDIA'S HEALTHCARE SECTOR (USD Billion)

Compound
Annual Growth Rate

CAGR of

16.28%



Rapid and sustained growth over the last few years has created large employment opportunities in India's health sector. A report by KPMG and FICCI shows that the healthcare sector became the fifth largest employer in 2015, employing 4.7 million people directly. The health sector has directly employed about 7.5 million people by 2022, adding approximately 2.7 million new jobs between 2017-22; over 500,000 new jobs per year.

Estimated
Revenue Opportunity for India
from Healthcare Sector by 2030

\$774 Bn

India has the potential to generate a staggering \$774 billion revenue in the healthcare sector by 2030, suggests a new report by business-standard.com.

WHY

STUDY ONLINE

- Career advancement and hobbies
- Added Flexibility and Self-Paced Learning
- Lower costs and debts
- Better Time Management
- Demonstrated Self-Motivation
- Improved Virtual Communication and Collaboration
- A Broader, Global Perspective
- Refined Critical-thinking Skills
- More choice of course topics
- More Comfortable Learning Environment
- Access outstanding teaching
- Study from anywhere in the world
- Make global connections



Courses are **specially curated by Academicians and Industry Experts**

Opportunity to **interact and network** with enthusiasts from all across the globe

Courses are for all-whether you are a student or a working professional

All our classes are backed by **Virtual Faculty Support**

Focused approach for skill building and **practical exposure** through assignments and projects

Dedicated Placement Support

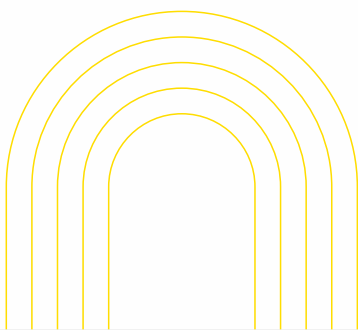
Up-to-date content with the latest trends and developments of the industry

Learn **real world application** through practitioners

Add a specialization in your Resume on completion of the course

Access to **AAFT Alumni Association**

one-to-one mentor sessions throughout the course





COURSE

OVERVIEW

The online program aims to help healthcare professionals and aspiring students to build scientific understanding, skills and capabilities required to establish and pilot the routine hospital & healthcare services that are necessary to achieve excellence in delivery of standard healthcare. You will be able to apply the core management principles in evolving hospital & healthcare settings, develop business acumen and understand contemporary management practices, formulate context appropriate action plans for identified challenges in hospital & healthcare industry. Program offers a unique combination of industry relevant pedagogy, online courseware, live classes, talks by experienced doctors and hospital & healthcare administrators, workshops and engaging capstone projects. This learning journey will not only make you a sought-after professional in the hospital & healthcare management industry, but it will also ensure a life with dignity and job security.

Employability:

- ▣ Healthcare Centres
- ▣ Hospitals and Nursing Homes
- ▣ Private Clinics / Practices
- ▣ Public Health Projects (National/International)
- ▣ Research and Academics
- ▣ Pharmaceutical and Health Industry/Corporate
- ▣ NGOs/Trusts working in Healthcare
- ▣ Entrepreneurs and Business Leaders

COURSE HIGHLIGHTS



Recorded Video
Lectures &
eWorkbooks



Self-paced
Learning



AAFT Alumni
Status



Live Webinars and
Doubt-clearing support



Digital Verified
Certification



Career Mapping &
Career Counseling



Soft Skills
& Personality
Development



Resume Building &
Review Sessions



LMS access for
6 months upon
completion of
the course



WHAT YOU WILL LEARN

Principles of Management

Concepts of Healthcare

Managerial Approach

Hospital Operations Management

Pearls of Business

Hospital Administration

Hospital Planning



CURRICULUM

OVERVIEW

MODULE 01 Foundation module

Medical terminology
Basics of human body
Hospitals and its evolution

MODULE 02 Principles of Management

Introduction to Hospital Management
Planning and Organizing

MODULE 03 Concepts of Community healthcare

Healthcare system of India
Concept of public Health

MODULE 04 Managing an organization

Motivation, Leadership & Communication
Managerial skills

MODULE 05 Healthcare Operations Management

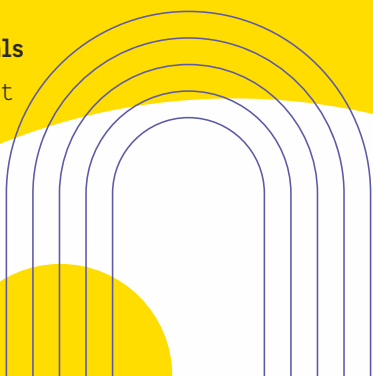
Operations management
Applications of Operations Management
Logistics

MODULE 06 Accounts and finance

Basic Accounting

MODULE 07 Marketing for hospitals

Marketing Management
New age marketing



CURRICULUM OVERVIEW

MODULE 08 Human Resource

Human Resource Management

MODULE 09 Health Insurance

Third Party Assistance

Insurance sector in India

MODULE 10 Medico-legal aspects and compliances

Medico-legal and Statutory Frameworks in India

MODULE 11 Hospital planning, conception and supportive services

Hospital planning and conception - 1

Hospital planning and conception - 2

MODULE 12 Quality assurance and patient safety

Introduction to Quality & Safety in Healthcare

MODULE 13 Communication and public relations

Internal communication—new skills, new roles

MODULE 14 Marketing and Supply chain management

Marketing Insights and Customer Assessment

Purchase and logistics

MODULE 15 Clinical nutrition

Nutrition and healthcare

KEY PROJECTS

Prepare a blueprint for establishment of a new hospital

Prepare strategy for successful accreditation of NABH in a multispecialty hospital built in a Tier I city

Make set of administrative guidelines for all the departments of a newly started hospital

Prepare the Request For Proposal (RFP) for obtaining technical and financial bids for purchasing a MRI

Prepare the Diversity and Inclusion policies for a multispecialty hospital in Tier II city

Prepare an operational management plan for the radiology department in order to reduce the Turn Around Time

Conduct a feasibility study and planning for starting a new cancer hospital in the city of Bhopal

Design a JD and Performance Appraisal Form for all the cadres of a Multispecialty Hospital

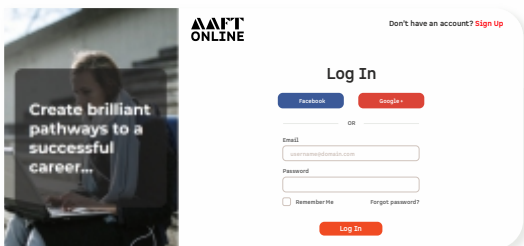
HOW YOU WILL LEARN

Seamless & Easy Platform

Our Online platform is easy to use and you can start learning at the click of a few buttons.

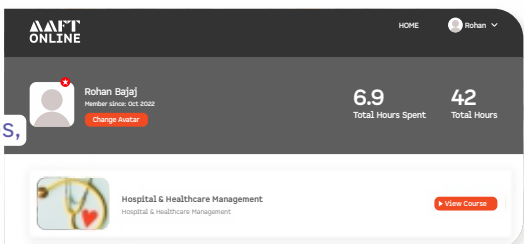
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Login with your credentials



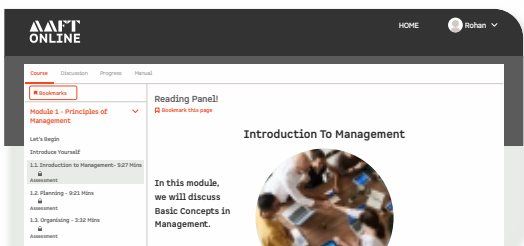
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Start Learning with help of videos, live sessions & doubt clearing support



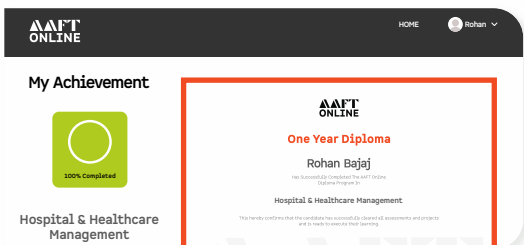
3

Access to Program Material



4

Get Certified upon completion of program



THE INSTRUCTORS



Dr. Kirti Singh



Program Leader
Hospital & Healthcare
Management

Dr. Kirti Singh is a highly accomplished Dental Surgeon with a diverse professional background. She has not only excelled in her clinical practice but has also made significant contributions in administrative roles within various hospitals. Her impressive journey includes serving as the Unit Head for Patient Experience at Fortis CDOC, New Delhi, and as an Executive in Emerging Business (digital) at Fortis Escorts. Dr. Singh has also demonstrated her managerial skills as an Assistant Manager in Patient Care with Think Big e-ventures Pvt Ltd and as a Product Associate, Content Compiler, and Yoga Expert for Proactive For Her, where she worked on various women's health issues. Additionally, her commitment to healthcare extends beyond dentistry, as seen in her working experience at Swasti, where she focused on SDG mapping and training of the MEAL team. Dr. Singh's career commenced as a Dental Consultant at INHS Nivarin, Odisha, followed by clinical experience and management roles in private dental setups, including Omega Dental Clinic and Smile Pro Dental Center. She completed her rotatory internship at Santosh Dental College and Hospital, showcasing her dedication to dental care and healthcare administration throughout her journey.

WHO SHOULD ENROLL

Freshers from any Stream

Healthcare Enthusiasts

Aspiring professionals

Healthcare professionals

Mid-level managers

Public Health Professionals

Entrepreneurs



CAREER OPPORTUNITIES

Medical Director

Medical College Dean or
Superintendent

Hospital Administrator

CEO in Hospitals,
Pharmaceuticals & other
healthcare organizations.

Consultant in WHO or
similar public health
organizations/ NGOs

Managerial Positions in
MNCs

Hospital Finance Manager

NABH Consultant

TPA & Insurance
Consultant

Clinical Manager

Floor Manager

Operations Manager

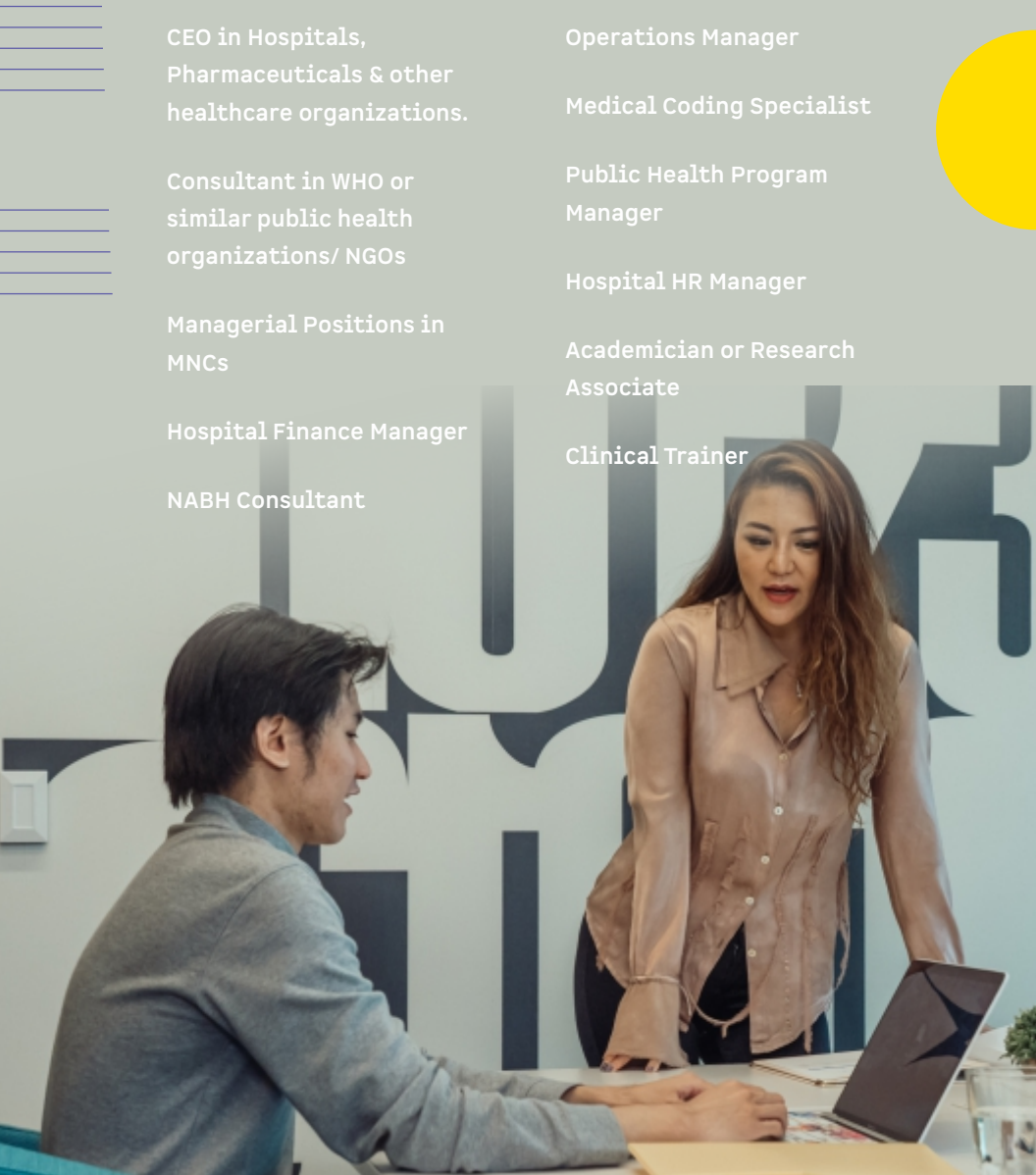
Medical Coding Specialist

Public Health Program
Manager

Hospital HR Manager

Academician or Research
Associate

Clinical Trainer



PLACEMENT PARTNERS



AFT ONLINE IN THE MEDIA



<https://timesofindia.indiatimes.com/blogs/voices/edtech-trends-to-keep-an-eye-on-in-2022/>



<https://www.forbesindia.com/article/budget-2022/budget-2022-education-gets-a-digital-push/73339/1>

THE FINANCIAL EXPRESS



<https://www.financialexpress.com/education-2/aft-group-launches-its-start-up-venture-aft-online-/2591229/lite/>

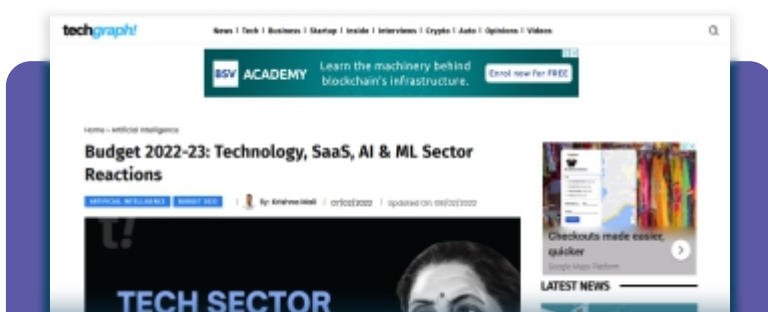
AFT ONLINE IN THE MEDIA

Higher[®] Education Digest



<https://www.highereducationdigest.com/check-out-these-amazing-tech-careers-in-visual-design/>

techgraph!



<https://techgraph.co/budget/budget-2022-23-technology-saas-ai-ml-sector-reactions/>

CEO Insights



<https://www.ceoinsightsindia.com/startups/how-the-evolution-of-edtech-is-driving-the-job-market-across-domains-nwid-9141.html>

CERTIFICATE OF COMPLETION

**AAFT
ONLINE**

1 Year Diploma

Neha Garg

Has Successfully Completed The AAFT Online
Diploma Course In

Hospital & Healthcare Management

This hereby confirms that the candidate has successfully cleared all assessments and projects
and is ready to execute their learning.

PROF. ALBEENA ABBAS
Academics Director, AAFT Online



Dr. SANDEEP MARWAH
Chairman, AAFT Online

ADMISSION

DETAILS

DIPLOMA IN HOSPITAL & HEALTHCARE MANAGEMENT

ELIGIBILITY

Every Candidate with 12th grade from a recognised board is eligible for the program.

SELECTION PROCESS

STEP 1: Fill up the Application Form

STEP 2: Admissions Team would review your application

STEP 3: Interview round with Director Admissions

Financial Aid

Avail Education Loans at 0% interest rate from our corporate financial partners.

