

A yellow circle containing the text "AFT ONLINE" in white. The "AFT" part is stylized with three triangles of increasing size.

AFT
ONLINE

A stylized logo consisting of a large yellow 'H' and a large yellow 'M' that overlap.

HOSPITAL MANAGEMENT

1 YEAR DIPLOMA



TO CENT

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 MANAGEMENT

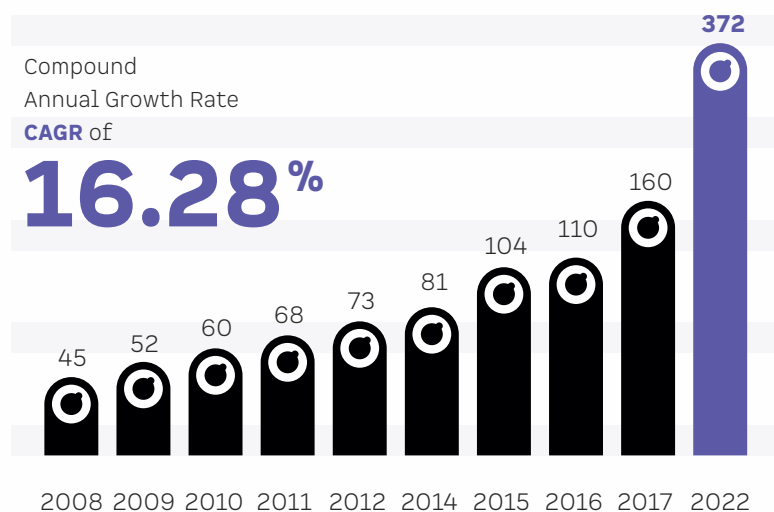
INDUSTRY OUTLOOK

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

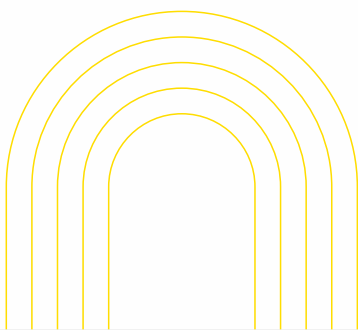
Up-to-date content with the latest trends and developments of the industry

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 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 settings, develop business acumen and understand contemporary management practices, formulate context appropriate action plans for identified challenges in hospital industry. Program offers a unique combination of industry relevant pedagogy, online courseware, live classes, talks by experienced doctors and hospital administrators, workshops and engaging capstone projects. This learning journey will not only make you a sought-after professional in the hospital 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



AFT Alumni
Status



Live Webinars and
Doubt-clearing support



Digital Verified
Certification



Career Mapping &
Career Counseling



Soft Skills
& Personality
Development



Resume Building &
Review Sessions



Course validity
for 12 months post
purchase



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 Principles of Management

Introduction to Management
Planning
Organising
Delegation & Decentralization
Coordination & Control

MODULE 02 Concepts of Healthcare

Introduction to Healthcare
Medical Terminology
Impact of Public Health
Introduction to Health Communication
Advanced Health Communication

MODULE 03 Managerial Approach

Managerial Communication
Managing Strategy
Innovation in Healthcare

MODULE 04 Hospital Operations Management

Fundamentals of Operations Management
Applications of Operations Management
Efficiency and Quality Principles
Supply Chain Management



CURRICULUM

OVERVIEW

MODULE 05 **Pearls of Business**

Introduction to Managerial Accounting
Financial Analysis
Marketing Management
Digital Marketing
Human Resource Management
Inventory Control and Purchase Management
(ICPM) in Healthcare

MODULE 06 **Hospital Administration**

NABH and Clinical Audit
Maintenance of a Hospital
TPA and Insurance Policies
Legal and Statutory Frameworks in India

MODULE 07 **Hospital Planning**

Conception of Idea
Conception to Commissioning
Commissioning - On Site
Basic Services First
Supportive Services
Building the Core
Specialty Development
Diagnostics
Imaging Services
Accessory Services

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

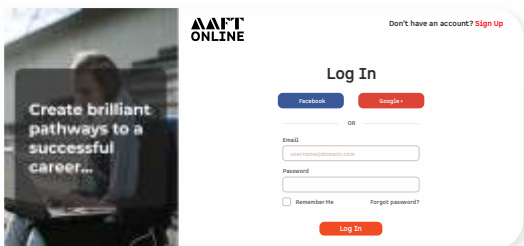
HOW YOU WILL LEARN

Seamless & Easy Platform

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

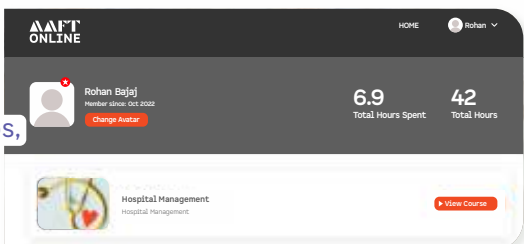
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Login with your credentials



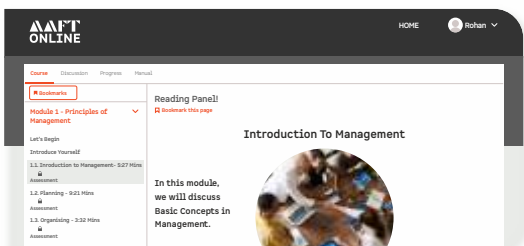
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Start Learning with help of videos, live sessions & doubt clearing support



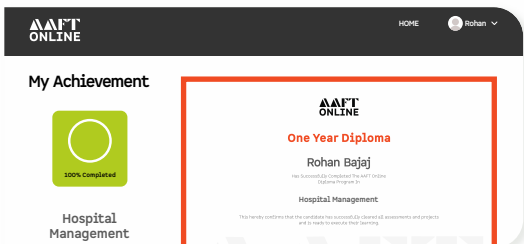
3

Access to Program Material



4

Get Certified upon completion of program





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

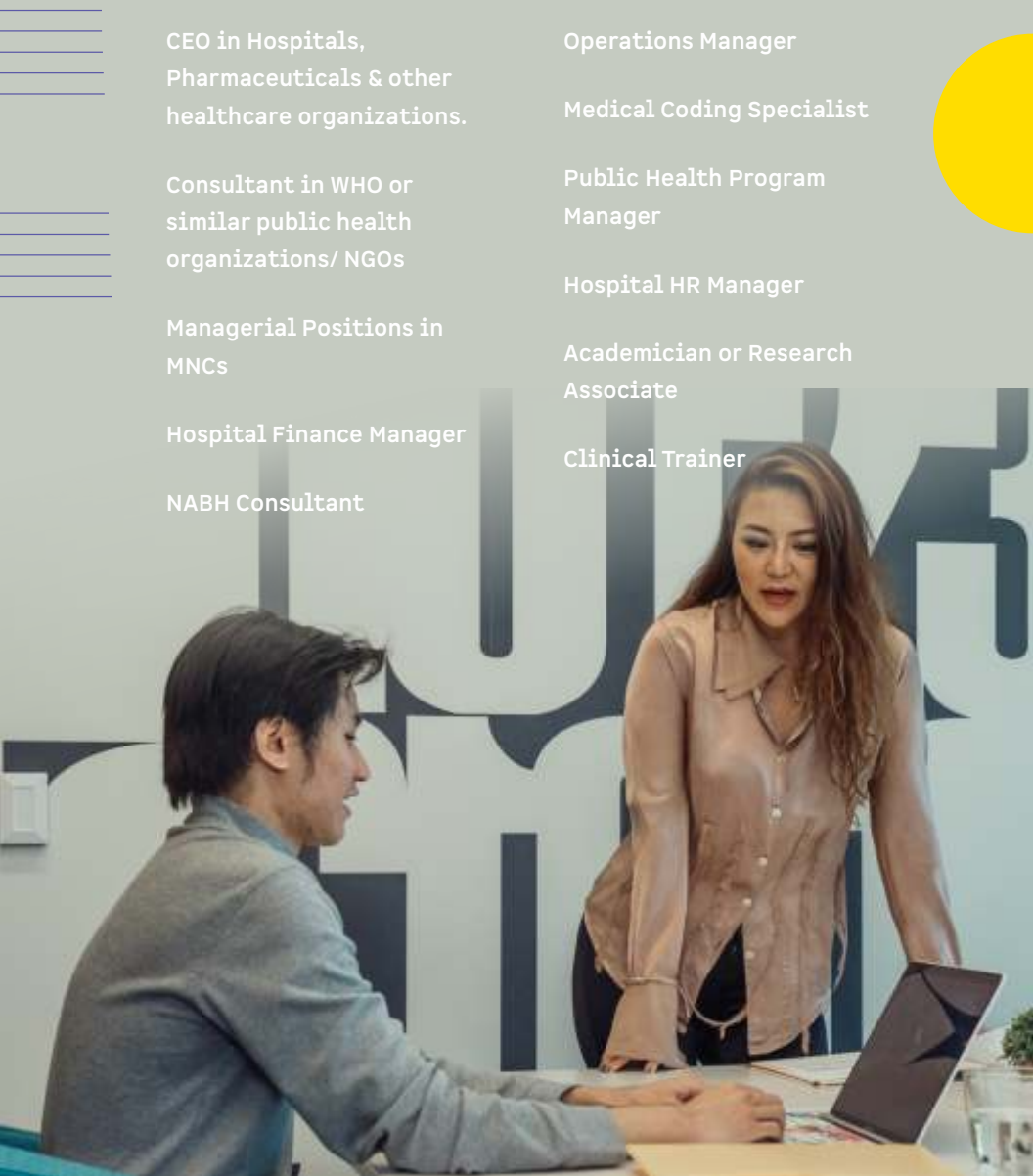
Medical Coding Specialist

Public Health Program
Manager

Hospital HR Manager

Academician or Research
Associate

Clinical Trainer



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 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 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.

