

IIM, AIIMS join hands to launch Executive Certificate Programme in Hospital Mgmt

- 6-month programme consisting of 150 hours of online lectures and two campus immersion capsules

■ **Staff Reporter**
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IIM and AIIMS Raipur have joined forces to introduce an exceptional Executive Certificate Programme in Hospital Management, aimed at equipping healthcare professionals with essential managerial skills.

This collaborative initiative between the prestigious IIM and the renowned AIIMS in Raipur offers a comprehensive six-month programme consisting of 150 hours of online lectures and two campus immersion capsules.

With a strong focus on flexibility and accessibility, the programme is tailored for working professionals, allowing them to balance their careers and educational pursuits. Lectures will be conducted online on weekends, specifically on Saturdays and Sundays, ensuring minimal disruption to the daily routine of participants.

This unique programme brings together the expertise of IIM Raipur in management education and AIIMS Raipur's domain knowledge in healthcare, offering participants a holistic understanding of the intricacies involved in hospital management. By combin-

ing the strengths of these esteemed institutions, the programme aims to bridge the gap between medical expertise and managerial acumen.

The Executive Certificate Programme in Hospital Management covers a wide range of topics including healthcare operations management, healthcare finance, strategic planning, quality management, healthcare marketing and human resource management.

The curriculum is designed to enhance participant's understanding of complexities of healthcare management and equip them with the skills necessary to navigate the rapidly evolving healthcare landscape. In a commendable move, the institutes have announced a special fee relaxation exclusively for government medical officers, further encouraging their participation in the programme.

The 20 per cent fee reduction is a testament to the recognition of the vital role played by government medical officers in the healthcare sector and their need for comprehensive management training. The programme has generated significant interest among healthcare professionals across the country. Registrations are currently open with the last date for registration set for July 5. Prospective participants are encouraged to take advantage of this opportunity to gain valuable insights into hospital management and propel their careers forward.