

SRIHER

InSight

**A Bi-annual Newsletter from
Sri Ramachandra Faculty of Management Sciences**

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SRI RAMACHANDRA

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Category - I Deemed to be University) Porur, Chennai

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Message from the Editor

It was a humble start in 2020. Thanks to the magnanimity of management, contributors and readers, InSight is now stepping into the 4th issue. We are pleased to recall the unconditional support extended by the Vice-Chancellor and Dean of Faculties when this initiative was proposed. The InSight's uninterrupted continuity with each issue packed with lots of activities and achievements, symbolizing the steady growth of SRFMS are the return to the management's trust reposed in us. We are humbled and grateful to Prof. Thanikachalam, Chairman & Director CC, Professor Emeritus whose note of appreciation complimenting the Newsletter's content came to us as a great award which will ever remain unforgettable. We are committed to our readers, largely our stakeholders wanting to see new things and developments in SRFMS vouched through this newsletter.

This issue focuses on SRFMS's FIT India, convocation 2021, collaborations, webinars, ICSSR sponsored seminar, Healthcare Leadership Summit along with some of our regular academic, co-curricular activities and achievements.

Finally, we encourage contributions from our alumni, recruiters, collaborators and other departments at SRIHER to add a new dimension to our InSight which we sure will help become very comprehensive.

We assure that we continue to work to let you find InSight more vibrant in the future endeavour.

Thank you.

-The Editor

Message from the Director

This is the third issue of Insight that coincides with dipping in omicron variant of COVID-19. As we, hopefully, enter the post-COVID phase of our lives, the finance minister presented her fourth consecutive Union Budget on 1st February 2022. She increased healthcare allocation by 16.5 per cent – INR 86,200 cr [FY2022] as compared to INR 73,932 cr [FY2021]. Some of the highlights include:

1. Boosting Medical Education Infrastructure and Developing a Robust Healthcare Workforce:

Human Resource for Health & Medical Education: INR 7,500 cr.

Pradhan Mantri Swasthya Yojan: INR 10,000 cr.

2. Expanding and Bolstering Disease Surveillance System:

One Health Program: INR 670 cr.

National Centre for Disease Control: INR 72 cr.

3. Impetus on Digital Health Ecosystem:

Ayushman Bharat Digital Mission: INR 200 cr.

4. Strengthening Mental Health Institutions:

Budget support establishing 23 tele-health centres of excellence for mental health.

However, the budget missed the expectations of the healthcare industry to optimally allocate resources and fund critical areas of the healthcare system for preparedness against future health emergencies.

-The Director

Appreciation from The Cardiology Magnate



Thanikachalam S Dr <thanikachalam@sriramachandra.edu.in>
to of, SRIHER, DIRECTOR, Dean, Dean, Professor, Registrar, Vice, srihergroup

Aug 19, 2021, 3:07 PM ☆ ↶ ⋮

Prof. Selvam Jesiah, PhD
Professor & Vice Principal
Faculty of Management Sciences
SRIHER
Porur, Chennai-600116

Dear Prof. Selvam Jesiah

Thanks for sharing the departmental news letter. I am thrilled by looking at the newsletter. It is designed with the caption SRFMS – Insight.

From the 1st Page to be last page it is treat to read seamlessly. Here every aspect of management, Students contribution, Online webinars to enrich the students, Alumni webinar series and Alumni contributions, Awards and accolades, Student activities, Student achievements, Faculty paper presentation, Research articles published, Alumni contribution during pandemic time, faculty members being invited as guest speakers and their membership in professional bodies all are to be appreciated.

Congratulations for creating a newsletter studded with plenty of information.

This is a wonderful endeavor....

Thanking you

Yours sincerely

DR. S. THANIKACHALAM

RECENT HAPPENINGS IN HEALTHCARE INDUSTRY

No more annual flu shots? New target for universal influenza vaccine -Scripps Research Institute, December 23, 2021

"Scientists at Scripps Research, University of Chicago and Icahn School of Medicine at Mount Sinai have identified a new Achilles' heel of influenza virus, making progress in the quest for a universal flu vaccine. Antibodies against a long-ignored section of the virus, which the team dubbed the anchor, have the potential to recognize a broad variety of flu strains, even as the virus mutates from year to year. The researchers are planning future studies on how to design a vaccine that most directly targets the HA anchor of different influenza strains."

Formaldehyde in the workplace tied to later brain issues - U.S. News, December 23, 2021

"Long-term workplace exposure to formaldehyde may prompt thinking and memory problems later in life, new research suggests.

Formaldehyde is a gas used in making wood and chemical products and plastics. The study included more than 75,000 people in France, average age 58. Of those, 8% were exposed to formaldehyde through their occupations as nurses, caregivers, medical technicians, workers in the textile, chemistry and metal industries, carpenters and cleaners.

After the researchers adjusted for age, sex, education and other factors, they found that the risk of thinking and memory problems was an average of 17% higher in people who were exposed to formaldehyde on the job than those with no work-related formaldehyde exposure.

Compared to people with no workplace exposure to formaldehyde, those who were exposed to formaldehyde for 22 years or longer had a 21% higher risk of thinking and memory problems, and those with the highest cumulative exposure to formaldehyde had a 19% higher risk."

Covaxin for Children: Study says robust safety, immunogenicity in 2-18-year-old volunteers - PTI, December 30, 2021

"Bharat Biotech had conducted phase II/III, open-label, and multicenter studies to evaluate the safety, reactogenicity, and immunogenicity of Covaxin in healthy children and adolescents in the 2-18 age group, a press release from the vaccine maker said.

In the study, no serious adverse event was reported. A total of 374 subjects reported either mild or moderate severity symptoms, with 78.6 % getting resolved within a day. Pain at the injection site was the most commonly reported adverse event, the release said.

For the trial, 976 subjects were screened for SARS-CoV-2 by RT-PCR and ELISA testing (enzyme-linked immunoassay). Out of these, 525 eligible participants were enrolled."

ARTICLE CORNER

TRUE LEADERS CREATE LEADERS NOT FOLLOWERS

– Dr. Subashree A

Assistant Professor, SRFMS

“Follow the leader.” is an often repeated saying in management practice. This saying assumes the existence of a leader and followers who follow the leader. This thought is inconsistent with modern day management thought where leaders lead not by command but by collaboration. A leader is one who nurtures, nourishes and builds leadership qualities. The larger objective of a leader is to lead an organization not lead a group of followers. A leader is an asset to the organization while followers are liabilities.

In a hierarchical set up of the past where there were leaders and followers and organizations and businesses were less complex and less dynamic, such a belief was possible and convenient. In such an environment aligning the organization around the vision of an individual, his beliefs and philosophy was probably acceptable. The one person or leader did all the thinking and the rest just followed. And this enabled all resources to be deployed in the same direction at the same speed and momentum and could be controlled by a single hand. In such a scenario where there is a leader and a group of followers, the organization's ability to adapt and progress is limited to the capacity of a single individual.

So an organization filled with followers creates greater responsibility on the leader to manage his followers than manage the organization and thus reduces his capacity to lead. In the modern day business scenario, businesses are moving at an unprecedented pace in technology, customer needs, suppliers, competitors, government, legislation and the economic environment. The world today instead of being divided by geography is a global village that works in collaboration and is connected with technology where everything is changing at the speed of light, a single leader or even a small leadership team cannot lead an effective organization.

But, where leaders have the responsibility of creating more leaders and pursuing leadership values, it increases the ability of each person to change and which in turn increases the organization's ability to change and adapt. It is often said that the sum is always greater than the whole. Leaders who create more leaders transform their organization like a train being pulled by several powerful engines and thus perform more efficiently. And that makes organizations and its people to become stronger and super-efficient. Therefore today's business needs only leaders. Followers in modern day business are extinct.

HIGH SPEED DATA OR OUR EARTH? YOU CHOOSE!

-Dr. JULLIYAN DILLEBAN. A. and Ms. ROCHANA BKN.

MBA II Year

5G is meant to deliver higher multi-Gbps peak data speed and massive network capacity and it is driving global growth. The latest cellular technology 5G, will employ millimeter waves for the first time in addition to the microwaves that have been in use for older cellular technologies. Given limited reach, 5G will require cell antennas every 100 to 200 meters, exposing many people to millimeter-wave radiation.

The causes of 5G radiation have adverse effects. Short-term exposure can have physiological effects on the peripheral nervous system, the immune system, and the cardiovascular system. Research suggests that long-term exposure may pose health risks to the skin like Melanoma, the eyes, and the testes. Damage goes well beyond the human race, as there is growing evidence of its harmful effects to both plant and animal life too.

5G communication technology has been mainly discussed in the context of high-tech benefits it will bring, or business rivalries it will generate. It also leads to serious adverse environmental and health issues. Due to electromagnetic smog, honeybees are often unable to return to their hives, the resulting massive loss of workers then leads to a colony collapse, which is why electromagnetic radiation has been suggested as one potential cause of colony collapse disorder (CCD). Although they're little, wild bees are an important keystone species, and many other species depend on them for survival. "A world without bees could struggle to sustain the global human population of 7 billion". Radiation impacts on wild birds documented nest abandonment, plumage deterioration, and death. Lab studies of chick embryos documented heart attacks and death. Reduce EMFs to protect Animals, Plants, and Humans!

DATA ANALYTICS TO ACCELERATE BIOTECHNOLOGY INNOVATION

-Mr. AANANDHAN. N. M

BBA III year

As our understanding of genetics and disease continues to evolve, the life sciences industry relies on data analytics more than ever before. Data can be used to improve the drug development and manufacturing processes by identifying patterns in clinical trial study results.

Medical professionals are leveraging machine learning algorithms to analyse why certain drugs are effective, which can help inform future development efforts. Data analytics also holds promise for predictive medicine, using AI to analyse tests and medical records and track the effects of different therapies on groups of patients over time.

Researchers have trained machines to recognize distinct patterns that indicate how a person will metabolize drugs, enabling them to more accurately predict how effective medication will be. Using AI to determine if someone will respond positively to a given treatment is particularly useful in oncology and neurology, where researchers can help doctors select treatments specific to patient needs. Challenges still exist in making AI practical for many companies, but making progress during 2022 is possible with the right partners and regulatory expertise.

OUR STUDENTS AS GRADUATES

SRIHER, Chennai held its 33rd Convocation on 10th December 2021 and the Graduation Day on 13th December, 2021. The Convocation was inaugurated by Thiru.V.R.Venkataachalam, Chancellor, SRIHER, Chennai. 48 Students from Batch (2019-2021) were conferred Masters in Business Administration, Ms. Martina Maicy received Murali Manohar Joshi Gold Medal and 22 students from Batch (2018-2021) were conferred Bachelors in Business Administration. Dr. B. Venkatraman, Director, Indira Gandhi Centre for Atomic Research and General Services Organisation, Department of Atomic Energy, Government of India, Kalpakkam, the Chief Guest of the Convocation conferred the degrees.



ORIENTATION TO THE NEW BATCH

The new batch of MBA received a five-day orientation programme from 18th October to 17th November, 2021. The students were oriented towards the academic requirements, extra-curricular and co-curricular activities designed in the programme. Speakers from industry, in-house speakers and faculty members from SRFMS enlightened the students about the requirements to successfully complete the programme. Students were prepared to equip themselves to meet the industry standards. Refresher programme and hospital visits were organized as a part of the orientation programme.



SRFMS organized a four-day orientation programme for BBA from 8th October, 2021 to 13th October, 2021. The students were oriented towards the academic requirements and other exercises such as NSS, outreach activities, Hands-on-postings, student development activities, cultural events, student research activities, and mentoring by faculty members. The inaugural address was delivered by the Director, Dr. K.C. John, and Dr. Selvam Jesiah, Principal, introduced the faculty members. He also explained, "Why BBA?" followed by the introduction of the students. Students were introduced to the LMS (Learning Management System) and CBCS (Choice Based Credit System). The other programmes of the orientation involved talks on hospital administration as a career, universal human values, English language induction, interaction with alumni, and enhancing competency and employability skills. Mr. Ganesh Subramaniam, Associate Vice President, TCS - spoke to the students about hospital and quality needs. The orientation programme concluded with a valediction.

ICSSR sponsored TWO DAY NATIONAL SEMINAR on HEALTHCARE SYSTEM AND HEALTHCARE DELIVERY IN INDIA: CHALLENGES AND OPPORTUNITIES

The two day National Seminar started with the welcome address by Dr. K. C. John, Director, SRFMS, Dr. A. Bhoomadevi, Organizing Secretary, introduced the seminar. Dr. P. V. Vijayaraghavan, Vice-Chancellor, SRIHER presented the inaugural address and Dr. Mahesh Vakamudi, Dean of Faculties, SRIHER delivered the special address. Dr. Shakti Kumar Gupta explicated the participants of national Seminar with the chief guest address focusing on Management of change, technology, human expertise, expectation, consistency, ethics, knowledge, equipment and emerging issues. Dr. Keerthi Bhushan Pradhan enlightened the audience on “Indian Healthcare Industry landscape”. The Indian healthcare industry is growing at a CAGR of about 17.69%. The shift is from communicable to lifestyle diseases, marked by expansion to Tier 2 to Tier 3 cities. Dr Vijay Bangale detailed the expected growth of the Healthcare sector in the new normal, indicated 2.5% GDP additionally by 2025 is good news to the industry. Dr. Prakash started the session with the challenges faced by India in developing drugs/vaccination for various diseases over the years.

Dr. Samuel N J David, Associate General Superintendent, Senior Manager, Head of Department of Hospital Management Studies, Staff Training and Development at Christian Medical College, Vellore, delivered the valedictory address. The CMC Model, SWOT analysis, HR & Staffing, Bed Management, Covid-Pulse, Second Wave and Thinking map of the strategic Management process in health care organization were discussed by the guest speaker. Dr. Kalpana Balakrishnan, Dean Research, SRIHER (DU) released the conference proceedings.

Dr. A. Bhoomadevi, Associate Professor, SRFMS, and the Organizing Secretary, announced the best paper. Dr.G.Jabarethina, Assistant Professor, SRFMS, proposed the vote of thanks.



HEALTHCARE LEADERSHIP SUMMIT 2.0

The Second Global Healthcare leadership summit held at SRIHER on 10th November, 2021, discussed various challenges, the healthcare leadership faced this new normal and how innovations and digital intervention were shaping the healthcare segment.

Dr.P.V.Vijayaraghavan, Vice Chancellor, SRIHER delivered the inaugural address while Dr. Mahesh Vakamudi, Dean of Faculties, delivered the special address. Dr K C John, Director, SRFMS, spoke about the second global healthcare leadership summit. Dr. Selvam Jesiah, Principal, SRFMS, welcomed the gathering. Dr Poornima A S, Organizing Secretary of the second global healthcare leadership summit 2021, SRFMS proposed the vote of thanks.

Dr Jebamalai Vinanchiarachi, former Principal Advisor to the Director General, UNIDO, Vienna mentioned the challenges posed by the outbreak of pandemic and the necessity to force healthcare workers to digitise and digitalise. The inaugural session was followed by a panel discussion on “Innovation in Healthcare Delivery”. Dr Prabhu Vinayagam, CEO, Mandalay Group of Hospitals, Myanmar, who covered the challenges faced by Myanmar for vaccination drive against the COVID 19 pandemic, Dr Iraivan Thiyagarajah, CEO, Melsa Health, who shared the Srilankan experience in Vaccination, and Dr Nadarajah Varatharajah, MD Internal medicine, Western Virginia University, who stated the American experience in vaccination were the panelists.

Following “Innovation in healthcare delivery” a team of high powered panelists discussed on “Smart Diagnostics”. Dr Nilesh Shah, Chief of Science and Innovation, Metropolis, threw light on the innovations taking place in laboratory technology. Dr Harsh Mahajan, CEO, Mahajan Imaging and President, Nathealth enunciated the increased need of healthcare professionals adopting to data and the need of emergence of Integrated diagnostics. Dr Nandakumar Jairam said that the creation of a national digital health mission has enabled everyone to own their medical records. Mr Kousttav Chatterjee, Industry Principal, Frost and Sullivan observed that India lacks access to digital health platform that delivers non face to face digital monitoring of health at scale. Mr Ashish Ambasta, MD and Life Sciences Industry lead, observed that COVID 19 has led to digitalization and consumerisation of healthcare. Mr Sowmyanarayan Srinivasan, Head, Innovation and Strategic Partnerships, articulated the various types of digital health solutions such as engagement applications, connected devices, Analytics, Interoperability and platforms.

CHANGE IS ON THE WAY

Various factors are changing the healthcare landscape...

Factor	Percentage	Description	Source
Aging population	56%	The population of people over 60 is expected to grow by 56% between 2015 and 2030 ¹	¹ UN World Population Aging 2019
Chronic diseases	57%	By 2020, the WHO projects that 57% of the global population are suffering from at least one chronic disease ¹	¹ WHO global burden of disease, injury and risk factors survey, 2019
Healthcare cost pressure	57%	The percentage of biopharma organizations using value-based drug contracts increased from 25% in 2017 to 57% in 2019 ¹	¹ McKinsey Digital Health Technology Index 2020
Adoption of AI	69%	69% of healthcare organizations are piloting or adopting artificial intelligence ¹	¹ McKinsey Digital Health Technology Index 2020

GoToWebinar
The Second Healthcare leadership summit...
Webinar ID: 414-572-051
This session is being recorded.

MOUs SIGNED

Sri Ramachandra Faculty of Management Sciences signed an MoU with Kanchi Kamakoti Child Trust Hospital (KKCTH), Nungambakkam. The MoU aims to establish professional ties to meet the consultation needs of KKCTH, support the students of SRFMS through internships and live project experiences. The MoU is likely to increase the student exposure to practical healthcare management and grow the research output of SRFMS. Our Honorable Vice-Chancellor felicitated the signatory.



Sri Ramachandra Faculty of Management Sciences, SRIHER (DU) signed an Memorandum of Understanding (MoU) on 26th July, 2021 with Vasantha Subramanian Hospitals India Private Limited (VS Hospitals), Chennai. Our Honorable Vice-Chancellor, Dr. P.V. Vijayaraghavan and Group Chief Operating Officer of VS Hospitals, Dr. R. Senthil Kumar exchanged the MoU.



MOUs SIGNED

SRFMS signed an MoU on 25th August 2021 with Dr. Mehta's Multispeciality Hospital India Pvt. Ltd, Chennai to support the students through internships and live projects. MoU was exchanged between Dr. P. V. Vijayaraghavan Vice - Chancellor, SRIHER and Dr. H. Sumayya Fathima, Medical Superintendent and Quality Coordinator - Central Campus, Dr. Mehta's Multispeciality Hospital India Pvt. Ltd. Dr. Renuka Vidyasankar, Deputy Head – Quality, Dr. Mehta's Multispeciality Hospital India Pvt. Ltd, Alumna (Batch 2011 – 2013), Dr. K. C. John, Director, SRFMS, Dr. Selvam Jesiah, Principal, SRFMS, Ms. K. N. Priya, Assistant Professor, SRFMS were present along with them.



SRFMS signed an MoU on 25th August 2021 with Phoenix Medical system to work on a collaborative Research Project on Health Technology Assessment (HTA). The MoU was exchanged between Dr. P. V. Vijayaraghavan, Vice - Chancellor, SRIHER and Mr. Sashi Kumar, MD, Phoenix Medical system in the presence of - Dr. K. C. John, Director, SRFMS, Dr. Selvam Jesiah, Principal, SRFMS, Dr. A. Subashree, Assistant Professor, SRFMS.



E-CEO : E-Reflections from the CEOs

SRFMS organized a webinar on 28th October, 2021 on the topic E-CEO : E-Reflections from the CEOs. Dr. Sameer Mehta, Director, Mehta Hospitals, Chennai, Dr. Karan Thakur, Vice-president, Operations, Apollo Indraprastha, New Delhi, Dr. K. Ravi Shankar, Ramana Eye Hospital, Chennai, Mr. Narayanan Muthuswamy, COO, HCL Technologies, Dr. Soumya Swaminathan, Chief scientist, WHO, Mr. Naveen Kumar IAS, Andhra Pradesh, Mr. Pravin Shekar, CEO, Krea Analytics, Chennai, Dr. Rao Kollusu, MD, Be A Pal, USA were the speakers of the day.



WEBINARS ORGANIZED

SRFMS organized a webinar on the topic, "Is fluency in English an overestimated Determinant of Smartness?" on 1st July, 2021. Ms. Joann Isley and Ms. Danna, non-native speakers from America, shared their experiences on English Language Communication with the students. Dr. Allan Gitobu briefed the participants about the adaptive disruption in pursuit of fluency, secret of smartness, and the language barriers. The webinar was structured with more facts and real-life experiences. The speaker explained to the participant on why fluency in English is overrated but also made the participants clear that the way the word is pronounced has nothing to do with our talents. Around 263 participants from various cities participated in the webinar.



WEBINARS ORGANIZED

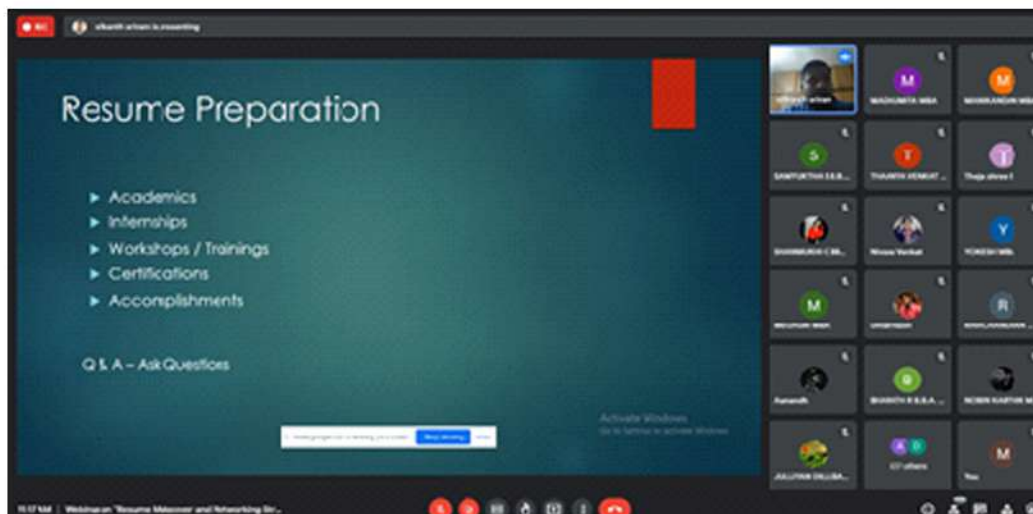
SRFMS organized a webinar on the Topic “Emotional Re-Engineering: Bring awareness to your Emotions, Actions and Intentions during this Pandemic” on 2nd July, 2021. The speaker of the webinar was Mr. Ganesh Kumar.S, Emotional Alchemist, Founder of -EQ Universe Learning Solutions Pvt. Ltd., Author, EI Trainer and Coach, Master Practitioner in NLP (Neuro Linguistic Programming). 488 participants across the globe participated and benefited.



SRFMS organized an orientation session for the Summer Internship Project. Mr. Arjun an IIT Alumni and the founder of IPPY WELLBEING gave a talk on how to explore summer internship projects in the allied areas of healthcare management on Monday 2nd August, 2021.

SRFMS organized a pre-Summer Internship Project (SIP) webinar on "Opportunities for doing Healthcare Research in VS Hospitals" on 5th August, 2021. Dr. R. Senthil Kumar, Group COO, VS Hospitals was invited as resource person.

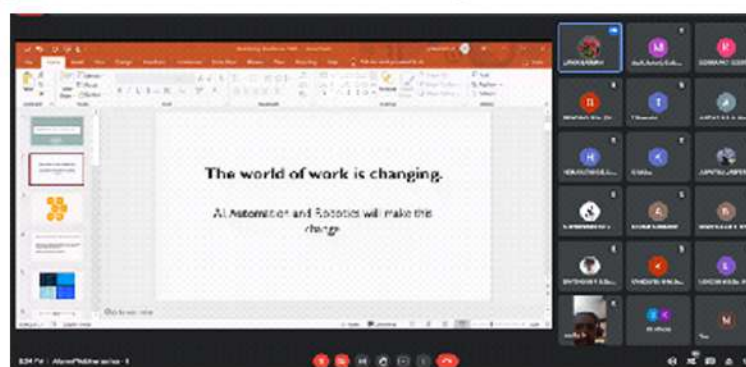
SRFMS organized a webinar on the topic, “Resume Makeover and Networking Strategies” on 24th August, 2021, 11.00 AM by Mr. Srikanth. R.S, Tag specialist, L & D specialist, and career mentor. The students gained insights about Resume Preparation with focus on Academics, Internships, Workshops/Trainings, Certifications, and Accomplishments. The speaker helped the students to know how to explore ‘Network Connections’ through Family, Alumni, LinkedIn, and how to approach the organizations with emails and messages. Also, the students were guided on ‘Interview Preparation’ and how to break down interview rounds through mock interviews, confidence, clarity, and presence of mind.



WEBINARS ORGANIZED

SRFMS organized a summer internship talk by Mr. Palaniappan Narayanan, Founder CEO of Mocero Health IT Pvt. Ltd., Research Park, IITM. The speaker addressed the students regarding the internship opportunities in the area of digital health and digital marketing on 31st August, 2021. On the same day, another talk by Dr. Anandh Manoharan, Clinical Director, KKCTH was also organized. The speaker addressed the students regarding the internship opportunities in the area of marketing, strategy building for non-profit organizations.

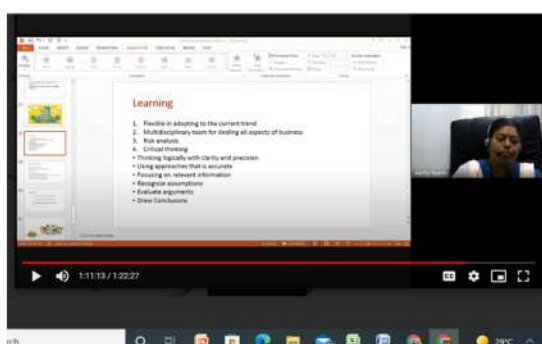
SRFMS organised an alumni talk on 29th September, 2021 on the topic “Redefining Healthcare Skills”, Ms. Lipika Sarmah (2010-2012 batch), addressed the healthcare skills requirements and gaps in the health care industry for budding healthcare professionals.



SRFMS organized an online guest talk by Dr. E. Bhaskaran, Joint Director (Engg), Department of Industries & Commerce, Government of Tamilnadu, Chennai, TANSIDCO on “Financial Opportunities/ Schemes for Budding Entrepreneurs” on 27th November, 2021. The speaker explained the ten steps to become an entrepreneur and the various funding schemes offered by the government. Around 210 participants attended the event and aspiring entrepreneurs had fruitful discussions with the speaker.



Entrepreneurship development cell of SRFMS organized a motivational session by successful entrepreneur - Ms. Aarthi Rajesh on 09th December, 2021. Ms. Aarthi Rajesh, is a budding entrepreneur and founder of Aadhira Associates shared her experiences, discussed her marketing strategies, dealing with customer complaints and achieving customer satisfaction. She also discussed how she dealt with her tough hardships, how she came across it and became a successful entrepreneur.



EVENTS CONDUCTED

SRFMS organized a live Yoga Session on the theme, “Energizing your mind and body with yoga during pandemic” on 3rd August, 2021 at SRIHER TURF Ground. The yoga session was conducted by Dr. M. Manimekalai Narayanan, Assistant professor in Yoga, Faculty of Allied Health Sciences, SRIHER. The event started with a warm up session followed by practice of different types of asanas namely Utkasana, Tadasana, Shashankasana and Savasana.



SRFMS in coordination with Mohan Foundation organised a Seminar on Organ Donation on 16th December, 2021 at Central library auditorium. Dr. K C John, Director, SRFMS addressed the audience and enunciated the importance of creating awareness about organ donation in a country like India. Dr. Selvam Jesiah, Principal, SRFMS, felicitated the guest speakers. Around 120 students pursuing their BBA and MBA in Hospital and Health systems Management attended the seminar. Dr. Hemal Kanvinde - QA Officer, Ms. Ishwarya Thyagarajan - Research Associate, and Ms. Sherlyn Fernandes - Program Officer represented MOHAN Foundation. Following this, the procedure to pledge organs and importance of family consent were explained to the audience. Twelve attendees pledged their organs and donor cards were distributed to them.



LEARNING OUTSIDE THE CLASSROOM

III Year BBA Students of SRFMS visited Christian Medical College Hospital, Vellore on 20th December, 2021 along with the faculty. The visit helped them to understand the day to day operations of various departments in CMC Hospital.



STUDENTS' ACHIEVEMENTS

1) Ms. R. B. Akshaya, III BBA, SRFMS received the “Founder Chancellor Thiru N.P.V. Ramasamy Udayar Cash Award” during the Founder’s Day celebration held on 20th September, 2021 for having secured the highest marks in the first year university examination for the year 2019 in the University.



2) Ms. P. Hinduja, III BBA, SRFMS received a cash award for Rs. 10000 during the Founder’s Day celebration held on 20th September, 2021 in appreciation for her achievements in sports.



3) Ms. E. Sarath Chandrika, III BBA of 2018-2021 batch, SRFMS received a cash prize of Rs. 5000 and a medal on Founder’s Day for Best NSS Volunteer award on 20th September, 2021.



STUDENTS' ACHIEVEMENTS

4) Mr. R. Mayilvaganan, III BBA, SRFMS received an award from the National IMA president and State IMA president for Covid Hospital Administration and Service during Covid pandemic on 12th September 2021.



5) Mr. R. Mayilvaganan, III BBA, received an award for Best Junior Administrator from Junior Chamber International (NGO) State Vice president on 24th September, 2021.



6) Ms. P. Hinduja, III BBA has won the Gold medal in the female Kata senior women weight category in the Champion of Champions Karate Championship, 2021 organized by Bharat Karate Academy, held at Janak Puri, New Delhi on 2nd and 3rd of October, 2021.



STUDENTS' ACHIEVEMENTS

7) Ms. P. Hinduja, III BBA has won the Silver medal by winning 2nd prize in the Kumite 61kg senior women weight category in the Champion of Champions Karate Championship, 2021 organized by Bharat Karate Academy, held at Janak Puri, New Delhi on 2nd and 3rd of October, 2021.



8) Ms. Abitha and Ms. Neeja from III year BBA, have won special prize in the cooking contest conducted by Curi Hospital, Chennai on 22nd October, 2021.



9) Ms. Nagalakshmi, BBA III year participated in the longest Indian Classical Solo Dance Marathon Relay of 42 Hours with 1200 participants organized by Raaba Media's Eventsz India [Affiliated to Peace and People Welfare Trust 1048/ 2009] at Sri Krish International School, Kovur and Chennai from 23rd August to 27th August 2019 and received her World Guinness records certificate for the same during November, 2021.



10) Ms. Anjana Sundar and Ms. Madhumita Muralidharan of II MBA have secured 10th rank in Case-A-Thon: International Case Study Challenge organized by Think Five Analytics Inc. on 06th December, 2021.



ALUMNI ACHIEVEMENTS

Dr. Devakumaar (2009-2011 batch) received the Dr. A. P. J. Abdul Kalam Memorial Award – 2020 on the World Physiotherapy Day (Physio Arise -2021), organised by Tamilnadu Physiotherapy Doctors Association on 12th September, 2021



Mr. Hari Balaji (2010-2012 batch) received the distinguished alumni award on Founder's Day held on 20th September, 2021.



FOOTPRINTS ON INSTITUTIONAL SOCIAL RESPONSIBILITY (ISR)

The Greater Chennai Corporation and Urbaser Sumeet together worked on a big beach clean-up on 12th December, 2021 for the maintenance of city beaches and to raise awareness about garbage disposal procedures. About 50 students from BBA along with faculty members Dr. A. Bhooma Devi and Ms. S. Nithya Priya volunteered for the clean-up activity. Avoiding the use of plastics and instead switching to biodegradable bags and cloth bags was the main message for the beach clean-up drive.



PAPER PRESENTATIONS

Dr Poornima A S, Assistant Professor, presented a paper in the 23rd Strategic Management Forum of Indian Institute of Management (IIM) Nagpur on the topic "Engaging consumers globally on Social media- A cross cultural study" on 29th December, 2021.

Ms. K. N. Priya, Assistant Professor and Dr.A.Bhooma Devi, Associate Professor presented research paper on the topic " Private Health Insurance Patients' satisfaction towards service Quality in Multispecialty Hospitals, Chennai" at the "6th Interdisciplinary Conference of Management Researchers" conducted by Faculty of Management Studies, Sabargamuwa University of Sri Lanka in association with Emerald Publishing on 16th and 17th December, 2021.

Ms. S. Nithya Priya, Assistant Professor and Dr.A.Bhooma Devi, Associate Professor presented a research paper on the topic " A study on patient satisfaction and quality management of healthcare service in a multispecialty hospital" at the "08th PAN IIM World Management Conference" organized by Indian Institute of Management Kozhikode, Kerala, India.

RESEARCH ARTICLES PUBLISHED

A. Bhooma Devi, M Ganesh,N Panchanatham (2021), Significance of physical comfort and emotional support on confidence and trust in healthcare professionals, International Journal of Public sector Performance Management 8 (4), 422-231.

A. Bhooma Devi, S.Nithya Priya (2021), Process Enhancement In Emergency Department – A Lean Approach In A Multi-Specialty Hospital, Chennai, Vidyabharati International Interdisciplinary Research Journal, Special Issue, ISSN NO. 2319 – 4979.

Poojitha M, Dr.A.Bhooma Devi (2021), Assessing the attitude of the physicians towards e-prescribing in Chennai, Geintec-Gestao Magazine Innovation and Technologies Volume 11 (4), pg 4489-4497.

Meera Aishwarya S, Syed Mohammed Ali M and S.Nithya Priya (2021), Workforce Engagement using Green Ocean Strategy among nurses in a Tertiary Care Hospital, Vidyabharati International Interdisciplinary Research Journal, Special Issue, ISSN NO. 2319 – 4979.

CONFERENCE PROCEEDINGS

Dr.Bhooma Devi, Machine Vision and Augmented Intelligence – theory and application, SpringerLink

RECOGNITION AS INVITED SPEAKERS

Dr. K. C. John, Director, SRFMS was part of unveiling discussion on the theme of the book “Half a Century Still at the Crease” as a panelist along with Mr. S Sandilya, Chairman, Eicher Group and Chairman of Mastek Ltd and Ms. Charulata Ravi Kumar, Managing Director, Accenture. The event was organized by Madras Management Association on 25th November, 2021, at MMA Management Centre, Chennai. Around 25 students from SRFMS participated in the event and faculty members and other students joined online for the same.



Dr. G. Jabarethina, Assistant Professor delivered a guest lecture on the topic “Application of statistical tools” on 15th November, 2021 for II year Commerce (Hons.) students of Ethiraj College for Women.

Dr. Poornima A S, Assistant Professor was invited as a keynote speaker in the Capability enhancement programme organised jointly by Guru Nanak College and Institute of Cost and works accountants of India. She addressed on the topic "Risk management essentials" as a part of the session, “Risk Based Internal Auditing – Way forward for Excellence”, on 15th July, 2021.

Dr. A. Subashree, Assistant Professor was a panelist for panel discussion on “Managing self in challenging times ideas from Bhagavad Gita” on the Digital Launch of Book titled, “Wisdom Stimulus Revisited: Application of Bhagavad Gita in Self-Management” on World Gita Day, 14th December, 2021.

Ms. K. N. Priya, Assistant Professor was a guest speaker for an online seminar on Content beyond the syllabus for the courses Hospital Management and Hospital planning and Management organized by SSN College of Engineering, Kalavakkam, Chennai on 11th December, 2021.

FDP & MDP PARTICIPATION

Dr. A.Bhoomadevi, Associate Professor is a certified Key Performance Indicators Professional (CKPIP), certified by Udemy on 20th October, 2021.

Dr. A. Bhoomadevi, Associate Professor completed “How to create a Balanced Scorecard From Scratch Using Excel”, certified by Udemy on 18th October, 2021.

Dr. A. Bhoomadevi, Associate Professor completed AICTE Training and Learning (ATAL) Academy Online Advanced FDP on “Applications of Blockchain Technology and AI in Services Sector” from 15th November, 2021 to 19th November, 2021 at Acharya Bangalore B School.

Dr. A. Bhoomadevi, Associate Professor completed AICTE Training and Learning (ATAL) Academy Online Elementary FDP on “Design Thinking: A Patient Centric Approach in Healthcare Industry” from 13th December, 2021 to 17th December, 2021 at NIET, Pharmacy Institute.

Dr. G. Jabarethina, Assistant Professor completed One-day online workshop on “How to Conduct the student induction (SIP) program, on 20th September, 2021 organized by All India Council for Technical Education (AICTE).

Dr. G. Jabarethina, Assistant Professor completed AICTE Training and Learning (ATAL) Academy Online Elementary FDP on “Strategic Performance Management” from 21st September, 2021 to 25th September, 2021 at Xavier Institute of Social Service.

Dr. G. Jabarethina, Assistant Professor, completed Coursera course “Organizational Behavior: How to Manage People”, from IESE Business School on 14th November, 2021.

Ms.K.Rohini, Assistant Professor participated in a four day online Management Development Programme on “Behavioural Management Workshop”, organized by Silicon City College of Management and Commerce, Bangalore from 14th July to 17th July 2021.

Ms. K. N. Priya attended online Management Development Programme on “Healthcare Operations Management – Techniques and application”, organized by IIHMR University, Jaipur on 26th July to 30th July, 2021.

Ms. K. N. Priya attended Online Training on “Business Analytics with Healthcare”, organized by MSME Technology Development Centre, Agra from 14th August to 22nd August, 2021.

ABOUT SRFMS

Sri Ramachandra Faculty of Management Sciences (SRFMS) is a unit in Sri Ramachandra Institute of Higher Education and Research (SRIHER), a Deemed to be University (formerly known as Sri Ramachandra University), ranked among the top health sciences universities in India. SRIHER has been accredited (cycle-3) by National Assessment and Accreditation Council (NAAC) with A++ Grade and placed in category-I Universities in India by the UGC and ranked 47 among Universities in NIRF-2021. SRFMS, established in the year 2001, is one of the leading management hubs in India offering very unique programs in the field of Hospital & Health Systems Management.

SRFMS offers a Two-year Full Time MBA (Hospital and Health Systems Management) programme approved by AICTE, New Delhi in December, 2001 and a three-year B.B.A. programme in Hospital and Health Systems Management, under Choice Based Credit System, with a wide range of electives to suit industry requirement. It also offers full time and part-time Ph.D programmes. Teaching and learning process is characterized by strong practical exposure thanks to summer internship, hands-on posting and project work. Two hospitals, SRMC & University Hospital within the campus are a great advantage providing hands-on training to students. Visiting faculty members from IIMs and IITs add a great value to the academic standing of SRFMS.

SRFMS has been rated as one of the best management schools in the State by Business Standard B-School Survey, since 2018. It has continuously been placed under “Platinum Category” by AICTE-CII Industry-Institute Survey since 2019. It forges partnership with outstanding academic institutions and healthcare organizations like ICAI, XLRI, Qur Health, Mellon Ai to learn and acquire knowledge and practices for the benefit of students and fosters collaborative research and training for mutual benefit. The faculty has now stepped up to offer executive education introducing a One-year Executive Diploma in Healthcare Management for working healthcare professionals.

Vision:

To make the Sri Ramachandra Faculty of Management Sciences, a potential, global centre of excellence in education, healthcare and research.

Mission:

To educate and develop individuals to be professionally ethical and socially responsible

To provide a culture of care and empathy committed to innovation and adoption of new and cost-effective technology.

To undertake quality research, consultancy and training programs

To collaborate with stakeholders for support and participation in its program in education, service, outreach and research.

To strive for the promotion of health and wholeness in individuals and the community at large, with special concern for the differently-abled and underprivileged

Programme Educational Objectives (PEOs) of MBA

PEO 1 Graduates will be exemplary leaders and problem solvers continuing to excel in the career of hospital management.

PEO 2 Graduates will have key management competencies required to act with creative, innovative, and entrepreneurial potentials.

PEO 3 Graduates will accomplish practical acquaintance to conceptual and practical knowledge in hospital management while upholding ethical practices.

PEO 4 Graduates will excel in a competitive environment through extraordinary communication and teamwork

PEO 5 Graduates will have a leading role in corporates and life-long learning to contribute to the society.

Programme Outcomes (POs) of MBA

The following are the Program Outcomes of the MBA programme

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Develop Value based Leadership.

PO4: Understand, analyze and communicate global, economic, legal, societal, environmental and ethical aspects of business.

PO5: Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Communicate effectively and use information and knowledge effectively.

PO7: Inculcate entrepreneurship ability.

PO8: Recognize the need for and have the preparation and ability to engage in independent and life-long learning.

Programme Specific Outcomes (PSOs)

PSO1: Acquire knowledge, skills and positive attitude to work individually or as team to contribute effectively and achieve the goals of hospitals and its allied organizations in a dynamic environment.

PSO2: Demonstrate problem solving skills and decision-making abilities across all functional areas of management in hospitals and its allied organizations.

PEOs and POs of BBA

Programme Educational Objectives (PEOs)	Programme Outcomes (POs)
BBAPEO 1: Graduates will possess the competent skills required for applying the concepts of management principles, financial aspects, quality standards, statistical implications, human resource management, marketing management and healthcare laws to hospital and health systems management.	PO1: Enhancing the competencies required to adopt the principles and practices of management in business.
BBAPEO 2: Graduates will demonstrate strong analytical acumen that can aid in the design and development of interdisciplinary and innovative practices.	PO2: Develop the ability to apply analytical and critical thinking abilities for problem solving and information based decision making.
BBAPEO 3: Graduate will exhibit effective communication skills, analytical and critical thinking abilities, leadership qualities, entrepreneurial skills for a successful career in any industry.	PO3: Enhancing leadership skills to lead themselves and others in achievement of project and organizational goals.
	PO4: Inculcate the knowledge on the need to conform business affairs with respect to economic, societal, environmental, legal and ethical issues.
	PO5: Acquire effective team communication.
	PO6: Recognition of the need to engage in independent entrepreneurial and life-long learning.

Admission Open for Academic Year 2022-2023

MBA

2-year
Full Time
AICTE Approved

Hospital and Health Systems
Management

Elective Streams:

- Healthcare Quality
- Healthcare Finance
- Healthcare HR

Eligibility

- Any Degree with minimum 50% (45% for SC/ST) from a recognized University
- Good score in MAT / CMAT/XAT/CAT or any other nationally recognized Management Admission tests
- Good score in SRIHER MAT (will be conducted as per university schedule)

BBA

3-year
Full Time

Hospital and Health Systems
Management

Eligibility

- Candidate should have secured at least 50% pass in the HSC/CBSE/ISC or equivalent examination.

Certificate course in Healthcare Finance

In collaboration with
**The Institute of Cost
Accountant of India (ICAI)**

Eligibility

- Any degree with a minimum of 50 percent marks
- UG /PG students pursuing their final semester

Differentiating factors

- Exposes students to real-life situations in SRIHER and in nearby hospitals and with service providers of healthcare.
- Case study method of instruction to meet international standards
- Develops analytical abilities and research skills.
- Students also gain hands-on training through "postings" on a rotation basis in various departments of the multi-specialty hospital on campus known as Sri Ramachandra Medical Centre.

WHY MBA & BBA AT SRIHER

- Excellent learning environment
- ICT enabled learning
- World-class teaching by experienced and dedicated faculty
- Eminent visiting faculty from IIM's, IIT's and from the industry
- Industry-oriented moving curriculum
- Innovative pedagogy
- Intensive hands-on posting
- Group discussion areas
- Digital classrooms
- State-of-the-art computer laboratory
- Well-stocked central and the faculty libraries
- Modern sports facilities and cafeteria
- Separate in-campus hostels for men and women
- Excellent placements records



Guest Lecture



Library



University Hall



Computer Lab



Study Zone



Garden Restaurant



Swimming pool at the
Sports Centre



Gym



Sports zone



Students



Hostel



Rowing zone

CAREER OPPORTUNITIES

Students can opt for working in areas such as finance, human resources, patient care, IT systems or supply chain management. More specifically, students will have opportunity to work as:

- Hospital Administrators
- Healthcare Consultants (NABH, Quality consultants, Digital Marketing)
- Business Analyst in IT/ Healthcare Analytics
- Health Insurance Executives
- Pharma companies

LOCATION

- The Sri Ramachandra Faculty of Management Sciences has several locational advantages.
- It is close to the Chennai airport and has proximity to railway stations and bus terminals.
- Chennai is a leading industrial city of India as well as a home to large number of health care providers and medical schools.



Chennai Airport



Marina Beach

RECRUITERS



For admissions - contact:

The Registrar

Sri Ramachandra Institute of Higher Education and Research (SRIHER)
(Deemed to be University)

Porur, Chennai – 600 116

Tel: +91-44-24765512 Extn: 293 / 208 / 192

Email: dracademic@sriramachandra.edu.in / admissionsfom@gmail.com



If undelivered, please return to:

Sri Ramachandra Faculty of Management Sciences,
Sri Ramachandra Institute of Higher Education and Research, Porur,
Chennai – 600 116



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<https://www.facebook.com/SRIHER.Official/>
https://twitter.com/SRIHER_Official
<https://www.instagram.com/sriher.official/>
<https://www.linkedin.com/school/sriher-official/>

Signup on the Website or App and stay connected with Sri Ramachandra University Alumni Network. Download the app from from this link - <http://l.wkrt.in/sruaa>

Mail your comments and feedback to: insightsriher@sriramachandra.edu.in