

SRIHER

InSight

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

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July 2024



SRI RAMACHANDRA
INSTITUTE OF HIGHER EDUCATION AND RESEARCH

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

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MESSAGE FROM THE EDITOR

Dear Readers,

"Welcome to the June 2024 edition of InSight! This issue signifies an exciting new phase as we explore the latest accomplishments of SRFMS. Our newsletter showcases the innovative work of students and faculty members who are continuously pushing boundaries and reshaping the realms of management, commerce, and healthcare. From pioneering research endeavors to personal stories of resilience and success, each article beckons you to discover the profound impact of their initiatives." In this issue, we have kept our promises as per MOUs signed with ICMAI and XLRI to other programmes for the managerial excellence of healthcare professionals in the field of finance, strategy and technology. I'm eventually excited to disclose the event of AIMS sponsored national level workshop conducted where our faculty members released a book on Data Analysis for Business Research besides many workshops in shaping and enhancing the teaching – learning process. Our top notch contributors, analogous to expertise personalities have penned their intellectual ink pot to each section of this newsletter.

In this issue, you'll discover compelling stories that reflect our commitment to innovation and excellence, be it uncovering new treatments, exploring emerging technologies, or celebrating the successes of our community members. Insight invites you to join us on this journey of discovery and inspiration. Together, we're shaping the future of management, commerce, and healthcare and forging paths toward a healthier world.

Thank you for being part of our vibrant community. Enjoy the read!

- The Editor

SRFMS AWARDS AND ACCOLADES

AHMP, India's leading Healthcare Association organized India's First Ever Healthcare Marketing in association with SRIHER on 21st April 2024 and Sri Ramachandra Faculty of Management Sciences is a proud recipient of the "Best Healthcare Marketing Education Award". 400 Healthcare professionals participated in the summit.



SRFMS is pleased to announce that two faculty members, Dr. S. Nithyapriya, Assistant Professor, and Dr. K.N. Priya, Assistant Professor, have been awarded PhD under the supervision of Dr. A. Bhoomadevi. Dr. S. Nithyapriya successfully defended her thesis on 22nd March 2023, titled "Impact of Patient Safety Culture Factors on Emotional Intelligence and Organizational Factors in Private Multispecialty Hospitals".



Dr. K.N.Priya defended her thesis on 1st June 2024 titled " Impact of HEALTHQUAL on patient loyalty among private insured patients in select hospitals, Chennai.



ARTICLE CORNER

"BUILDING SUSTAINABLE HEALTHCARE LEADERS: INTEGRATING SDGS INTO HEALTHCARE MANAGEMENT CURRICULUM"

- Dr.C.PadmaPrabha
Asst. Prof.

Integrating Sustainable Development Goals (SDGs) into healthcare management curriculum necessitates a pedagogical approach that not only educates future healthcare leaders but also equips them with the tools to address global health challenges sustainably. For instance, aligning learning objectives with specific SDGs, such as incorporating modules on universal health coverage to support SDG 3 (Good Health and Well-being), ensures that students grasp the importance of accessible and affordable healthcare services. Moreover, an interdisciplinary approach encourages collaboration among healthcare management, public health, and environmental studies faculties, as seen in a case study where students analyze the environmental impact of healthcare facilities (SDG 11: Sustainable Cities and Communities) while considering the health implications (SDG 3). Project-based learning initiatives, like developing sustainable healthcare delivery models for underserved communities (SDG 10: Reduced Inequalities), empower students to apply management principles in addressing healthcare disparities. Experiential learning opportunities, such as internships in global health organizations working on disease prevention and control (SDG 3), provide students with practical insights into the complexities of public health challenges. Integrating technology, such as utilizing telemedicine platforms to improve access to healthcare services (SDG 3), enhances students' understanding of innovative solutions to healthcare delivery. By incorporating these pedagogical strategies into healthcare management curriculum, educators can cultivate a new generation of leaders who are not only proficient in managing healthcare systems but also committed to advancing sustainable development in global health.

RECENT ADVANCEMENTS AND TRENDS IN THE MEDICAL FIELD AS OF 2024

-Ms. Manasa Niverda S
(G0222027) MBA 2ndYr

The clinical area remains dynamic in the delivery of care, treatment, and education in the context of clinical areas of specialty. As such the year 2024 has seen first-rate of advancement and new traits that have influenced the manner in which care is delivered, rendered, and received.

Another one of the maximum gigantic developments is the progression of the guide of artificial intelligence (AI) generation in diagnostics and treatment of various clinical problems, inclusive of hepatocellular carcinoma (Mokhria& Singh, 2022). This is due to the reality the style of the sphere by AI potential manifested within increased functionality of data processing and analysis consequently increased accurate and individualised treatment tactics. The integration described by Bajwa et al. , in Cognitive and Behavioural Practice, 2021 can potentially transform the exercise of drugs into a less imprecise, more individualized, exact, and transportable proposition.

Another significant trend in the medical world specifically in pharmacology is the trend towards more individualized and targeted medication. Thus, given the fact that the healthcare sector has advanced in its ability to make genomic sequencing, it is now feasible to deliver personalized treatments that are available to individual patient counterparts, besides their genetic endowment, lifestyle parameter, and a number of impacts influencing the body.

Over the past few years, the use of Wearable Healthcare Devices(WHDs) as a means of maintaining and managing personal health status has changed the perception of personal health monitoring and management. Products including wearables, be it fitness trackers or complex biosensors, have not only brought about convenience in terms of accessing healthcare, but also in how the user, interacts with their vital information. Since physiological and chemometric signs can be recorded, the wearable technology allows one to understand human health instead of addressing it as a sickness, thus making health care more anticipatory rather than being merely responsive.

Furthermore, the COVID-19, has enhanced even more the use of techniques such as telemedicine and home healthcare services through which patients can seek healthcare services from their doctors without physically moving from their homes.

However, as has been stated before, ideas such as tailor made and targeted medicine does indeed appear promising but it has its downside portion to the issues such as violation and abuse of privacy and data protection, distribution of limited resources inappropriately as well as even adding to the diversification of healthcare inequality. AI, along the same vein, Telemedicine and other forms of remote healthcare solutions are prevalent and still, the advancement centralizes cybersecurity has to be a strength and whoever is to be endowed with the new technologies has to be pre-informed of digital expertise.

In conclusion, the medical field has come a long way. It has registered significant advancements as well as trends in 2024 concerning usage of intelligence about medicine, precision as well as personalized medicine and the advancement of telemedicine healthcare system facilities. Such innovations pose the potential to deliver improved and efficient health solutions and care to patients. Careful planning is required as these advancements are welcomed ones however the healthcare providers, policymakers, and the rest of the extensive medical community need to share common goals and methodologies to address risks and challenges efficiently while focusing the benefits on the patient and no one else patient safety is the paramount underscored here.

MoUs AND COLLABORATIONS

MoU with ICA

The Institute of Cost Accountants of India and Sri Ramachandra Institute of Higher Education and Research signed an MOU extension in Chennai on 25th March, 2024. CMA Ashwinkumar G Dalwadi and Dr. Uma Sekar represented the parties. The agreement aims to offer healthcare finance courses and conduct management development programs, workshops, and seminars in healthcare.



MoU with Bentley University, USA

On 11th January 2024, a Memorandum of Understanding (MoU) between SRIHER and Bentley University was signed. The event was graced by Honorable Vice Chancellor – SRIHER, Dr Uma Sekar, Dr. Sanjay Patrevu - Dean of Business, Bentley University, Dr Kartik Raman - Professor and Chair, Department of Finance, Bentley University. It was attended by Eminent Prof Soma Sundaram, Academic Advisor, Prof RoopaNagarajan – Registrar ,Dr Senthil Additional Registrar, Heads and Professors from constituent colleges of SRMC & RI.



NEWSPAPER ARTICLE

Dr. Selvam Jesiah has gathered his thoughts and published an article titled "Open-book exams as an assessment tool in higher education" on 16th March 2024, in 'THE HINDU'

Open-book exams as an assessment tool in higher education

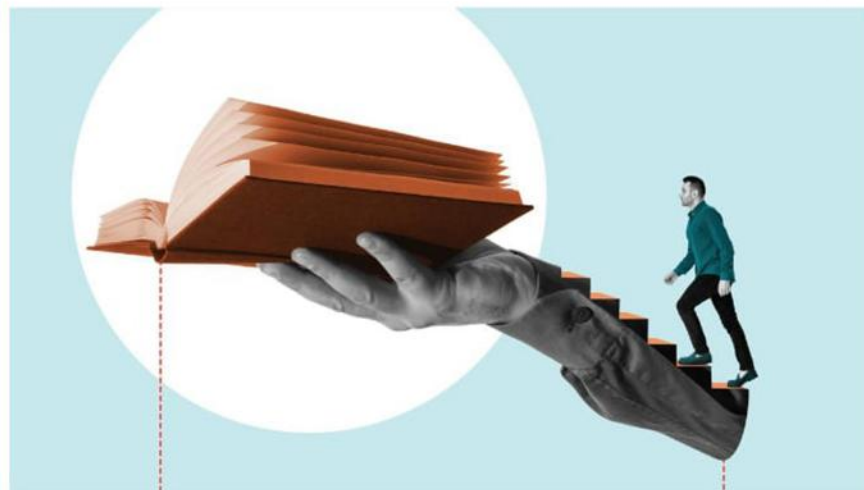
A look at the benefits of and challenges in adopting an open-book exam pattern in institutions of higher education

Published - March 16, 2024 09:51 pm IST

SELVAM JESIAH



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An open-book exam inculcates ownership of learning and eventually promotes students' thinking rather than memorising | Photo Credit: Getty Images/StockPhoto

Post-COVID, new methods of teaching and learning have opened up in India. Online education using appropriate technology has come to stay, though there are operational challenges with regard to mindsets of teachers and students and the preparedness in terms of resources, systems and technology. While changes and reforms being made in the teaching-learning process, efforts are also being made to facilitate learning through designing and implementing suitable assessments.

CONTINUOUS LEARNING BY FACULTY MEMBERS

Dr. Selvam Jesiah took part in a 2.5-day research academy in Kathmandu, Nepal, co-organized by MiHSA (Migration Health for South Asia), the University of Essex, and TISS (Tata Institute of Social Sciences) as an extended activity of the NIHR-funded global health research group, GEMMS.



Dr. S. Dinesh, Associate Professor, and Dr. Balakrishnan. S, Assistant Professor, participated in a one-day "Workshop on Bioethics for Health Sciences" organized by the Department of Health Professions Education, Sri Ramachandra Institute of Higher Education and Research on 8th February 2024.

Dr. S. Srinivasan, Assistant Professor, attended a 15-day industrial training on Customer Relationship Management (CRM) from April 15th to May 2nd, 2024 at Zoho Corporation Private Limited, Chennai. He was honored with "The Best Performer Award". The training provided a real-time, value-added learning experience of the market from lead generation to deal closure. It also opened up various intricacies of marketing practices followed by the corporates recently.



Dr. S. Srinivasan, Assistant Professor, attended the Online Professional Development Programme on "Faculty Entrepreneurs: Unleashing Innovation" from January 29th to February 2nd, 2024, and the Online Professional Development Programme on "Entrepreneurial Marketing" from April 8th to April 13th, 2024, both organized by the National Institute of Technical Teachers Training and Research, Chennai

Dr. K. Rohini Asst. Prof attended 10 days of industrial training on HRM from 1st April to 9th April 2024 at Zoho Corporation Private Limited, Chennai.

Ms. K.N. Priya, Asst Prof, attended the five-day Faculty Development Program on "Unlocking the Power of Data Visualization: A Hands-on Power BI workshop" from March 18th to March 22nd, 2024, organized by Swastik Consulting Services, Bangalore. Additionally, she attended a one-day certificate course on organ donation, "Gift of Life," on March 7th, 2024, organized by Mohan Foundation, Chennai.

Dr. A.S. Poornima, Asst. Prof. Dr. A.Poomagal, Asst. Prof. and Dr. C. Padma Prabha Asst, Prof. attended a one-week FDP on "Effective teaching pedagogy: strategies for engaging and empowering learners "organised by the Department of Humanities and Physical Education, CT University,Ludhiana, Punjab from 11th March - 17th March 2024

Dr. A. Poomagal, Assistant Professor, and Dr. C. Padma Prabha, Asst Prof, attended a 3-day online workshop on "Start Research with Smart Artificial Intelligence (AI) Technology," organized by the Global Institute of Statistical Solutions (GISS) from March 2nd to March 4th, 2024. Additionally, they participated in a seven-day national-level FDP on "Python," organized by Star International Foundation for Research and Education from March 19th to March 25th, 2024.

Dr. Renuka V, Asst Pro, attended a one-day National Level Workshop on "Data Analysis using IBM SPSS" on March 11th, 2024, organized by Sri Ramachandra Faculty of Engineering and Technology (SRET). Additionally, she also attended the Education Research Workshop conducted by the Department of Health Education Professions on May 2nd, 2024.



HAPPENINGS AT SRFMS

Finance for Non Finance

The Management Development Programme (MDP) held on 11th January, 2024, titled "Finance for Non-Finance Professionals & Start-up Financing" The MDP enables non-finance professionals, especially from healthcare background to gain a working knowledge of financial management of hospitals, clinics & healthcare start-ups enabling them to make critical business decisions involving cost savings, fund raising for expansion, investment management and so on. The event aimed to enhance the financial acumen of professionals and shed light on crucial aspects of personal and business finance.



Emotional Resilience Workshop

SRFMS conducted one day workshop on Emotional resilience aligned with (#SDG 3, #SDG4, #SDG 5 and #SDG 16) on 3rd February 2024. A total of 38 participants attended the workshop both internally and externally.



Teaching through Cognitive Psychology

On 17th February 2024, SRFMS conducted a one-day FDP on 'Teaching through Cognitive Psychology (#SDG 4),' led by Dr. S. Jeyachandran, Vice President, Marutham Group, Chennai. This program aimed to enhance teaching methodologies using cognitive psychology principles and involved 21 participants from various institutions.



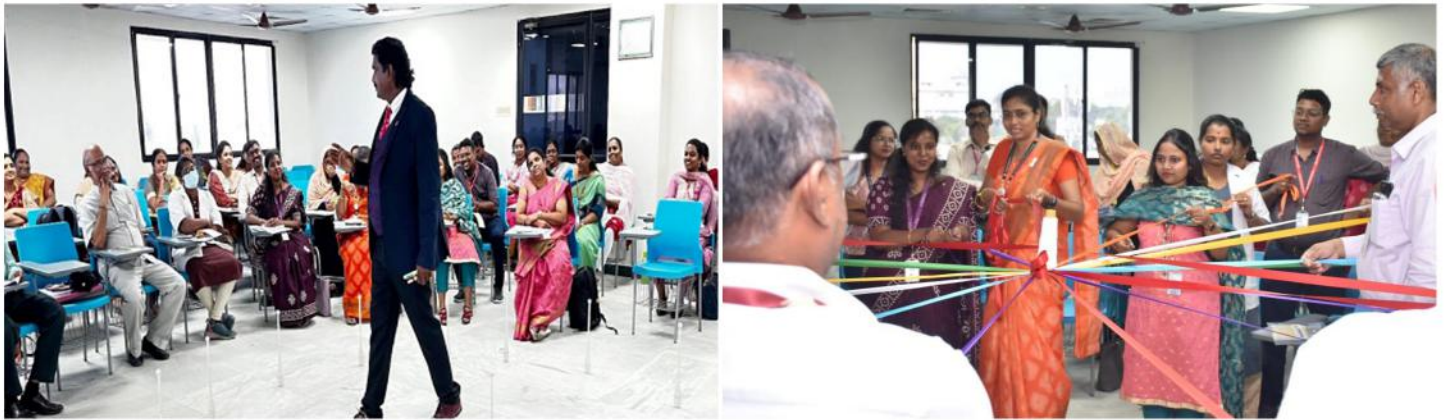
The Entrepreneurship Cell Membership Program

The Entrepreneurship Cell of SRFMS conducted the Entrepreneurship Orientation Program (#SDG 4) tailored for the Faculty of Nursing 21st February 2024. 58 students were benefitted. The Entrepreneurship Cell Membership Program organised specialized orientation sessions for specific faculties as below:

- 28th February, 2024: Faculty of Occupational Therapy with 156 attendees.
- 27th March, 2024: Faculty of Physiotherapy with 46 participants.

The Art of Gamification in the Classroom

SRFMS organized a Workshop titled 'The Art of Gamification in the Classroom' aligned with #SDG 4 on 13th March 2024. Dr.Karupasamy Ramanathan, Dean of Hindustan Institute of Technology & Science acted as a trainer and conducted an invaluable and constructive workshop for the teachers and professors. A total of 65 participants benefited internally and externally.



CEO Talk Series - 3

On March 14th, 2024, SRFMS hosted the CEO Talk Series -3 (#SDG4) themed 'Start Up Success' featuring Mr. Santhosh Muruganantham, Co-Founder and Managing Director of Kolapasi. His insights aligned with #SDG 4 and provided valuable advice to beneficiaries. A total of 58 students benefitted.



Expert Talk on Data Analysis

Mr. S. Sudeesh, Associate Fellow in Data Science at Verizon, delivered an expert talk on Data Science at SRFMS on 17th April, 2024, benefiting 52 MBA students.



International Yoga Day

The world record challenge as part of the International Day of Yoga took place on June 12, 2024. In preparation for the event, a practice session was organized for students and faculty members to perform the Bujangasan pose for two minutes. SRFMS conducted a practice session on May 2, 2024, between 3 PM and 4 PM with 45 MBA and BBA students. The session was led by Dr. Manimegalai, Assistant Professor, Faculty of Allied Health Sciences, SRIHER (DU).



Safety Training

SRFMS conducted Safety Training on 14th March, 2024, led by Mr. Kumar, Head of Safety at SRIHER, aimed at MBA and BBA students as part of Patient Safety Awareness week, emphasizing workplace safety awareness.



Financial skill development series

The financial skill development webinar from May 17th to May 31st, 2024, was organized by SRFMS. The series, which saw the participation of Grade 11 and 12 commerce students from various schools, featured sessions led by Dr. Rajalakshmi Vel, Dr. A.S. Poornima, Dr. S. Dinesh, Dr. C. Padma Prabha, Dr. S. Balakrishnan, Dr. A. Poomagal, and Dr. S. Nithyapriya. The students found the sessions insightful and beneficial for their financial literacy and skills development.



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FACULTY OF MANAGEMENT SCIENCES

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(2024 Passing Out Batch Students)

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WORKSHOP SERIES**

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- ✓ **DAY 2 :** Investment basics: Matching investment avenues to individuals
- ✓ **DAY 3 :** Stock market fundamentals
- ✓ **DAY 4 :** Analysis of stocks through Simulation
- ✓ **DAY 5 :** All about Taxes

**FROM
MAY 17th
ONWARDS**

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Student Development Activity

SRFMS organized a student development activity for students on 9th May 2024. Dr.Sabarisan Rangabashyam, Medical director of Bewell Hospital addressed the advancements in technology and patient care. 51 students benefitted out the session and enhanced their knowledge and acumen on real-world patient experience.



Seminar on Rising Leaders

SRFMS conducted a seminar on Rising Leaders: "The Role of Youth in Volunteering" on 5th June 2024. The seminar discussed the speaker's motivation and journey in creating a platform to promote young talents. Ms. Hasini, grade XI, commerce student and TEDeX speaker addressed the students at SRFMS. A total of 92 students were benefitted.



The Entrepreneurial Club Activity

The Entrepreneurial Club of SRFMS organized a vibrant and engaging event on the 13th June, 2024. The day was marked by a series of exciting activities, including a Business Plan competition, a stall exhibition, and a guest speaker session. The event aimed to foster entrepreneurial spirit among MBA and BBA student. The highlight of the event was the B-Plan competition, which saw enthusiastic participation from both MBA and BBA. The competition provided a platform for students to showcase their innovative business ideas. Ms. Priyadharsini of I Yr. MBA won the 1st prize in the B-Plan competition.



Mastering Entrepreneurship from idea to success

The guest talk on “Mastering Entrepreneurship from idea to success” was organized at SRFMS on 19th June 2024. Mr.Sathish raj, Founder & CEO, E-crusaders addressed the students and delivered an inspired talk on Entrepreneurship. A total of 140 students have attended the session.



National Level workshop on Data Analysis for business research

SRFMS organised AIMS-Sponsored Two Day National Level Workshop on Data Analysis for Business Research on 28th and 29th June, 2024. This workshop was a key event in the field of data analysis for business research. It featured a series of sessions conducted by esteemed experts. Dr. SelvamJesiah, Principal of SRFMS, led the session on setting research objectives. Dr. S. Dinesh, Associate Professor, introduced SPSS, pilot studies, and testing research methods. Dr. A. S. Poornima, Assistant Professor, covered multivariate data analysis, while Dr. C. Ganesh Kumar, Associate Professor, IIFT, New Delhi, discussed data analysis using Python. Dr. R. Kasilingam, Professor and Head of the Department of Management, Pondicherry University, Puducherry, oriented on SPSS AMOS, SEM, and CFA. Dr. S. Arun Kumar, Dean of VIT School of Business, VIT AP University, Andhra Pradesh, provided insights on publishing papers in highly indexed journals. Lastly, Dr. P. Mathivanan, Associate Professor, NSB Academy, Bangalore, presented on citation and reference management. This workshop is designed to serve as a foundational event for professionals and researchers focusing on data analysis in the business research domain.

SRFMS is delighted to announce that the book titled "Data Analysis for Business Research: A Practical Guide with SPSS," authored by Dr.S.Dinesh and Dr. A. S. Poornima from the Faculty of Management Sciences, released the book and it is available for sale online. This book was released by the Hon'ble Vice Chancellor and Professor of Eminence during the inaugural ceremony of the workshop. A total of 48 academicians and research scholars from various states participated in the workshop.



LEARNINGS OUTSIDE THE CLASSROOM - INDUSTRIAL VISIT

SRFMS often embrace the learning outside the classroom confinement. I Yr B.Com students underwent an Industrial visit at Lotte Choco Pie manufacturing Unit at Thirumazhisai on 18th January 2024. A total of 20 students along with a faculty member benefited out of this visit.



Students of II Yr BBA went for an industrial visit to Kauvery Hospital, Alwarpet Chennai on 21st March 2024. Clinical and Non clinical Heads interacted with the Students. 30 students underwent practical training like basic life support (BLS) and also visited the central sterile supply department (CSSD).



On 25th March 2024, III yr BBA students visited MAJ Hospital in Cochin. They visited various departments in the hospital, including emergency care, outpatient services, and specialized units. The hospital staff provided detailed explanations of administrative processes and patient management systems. This visit enhanced understanding of healthcare management and the critical role of effective administration in delivering quality care at hospitals.



On 28th March 2024, III Yr BBA students visited Kannan Devan Tea Factory in Munnar. They were oriented on the entire tea production process, from plucking leaves to processing and packaging. The tour included demonstrations of withering, rolling, fermenting, drying, and sorting. This visit offered them practical insights into the tea industry and the importance of quality management in production.

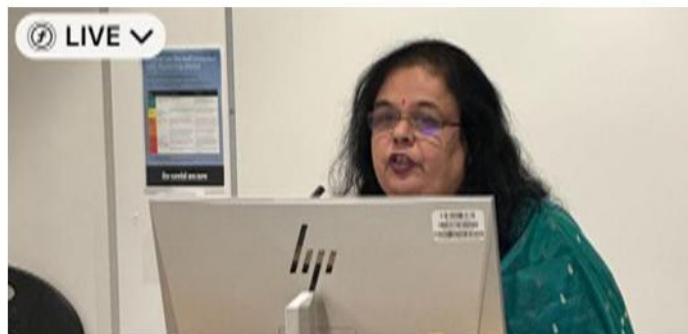


KNOWLEDGE SHARED OUTSIDE SRFMS

Dr. G. Jabarethina, Assoc. Prof. presented a poster titled "Strategic Competency Framework for Digital India Healthcare - ICSSR Research Program" on National Science Day, 2024 celebration on 26th February, 2024 at SRIHER.



Dr. Poornima A S, Asst. Prof., presented a paper on "Fostering global wellness: Harnessing the power of social media to propel Medical tourism" at the 11th European Conference of Social Media 'held at University of Brighton, United Kingdom on 30th May 2024.



Dr. Srinivasan Asst. Prof. presented a research article titled "Early detection of Health Problems through Artificial Intelligence: Empowering Users" at the National Conference on Unveiling the Transformative Potential of Generative AI in Business organised by the Department of Information Systems Management, Ramakrishna Mission Vivekananda College (Evening), Mylapore Chennai on 15 March 2024.

Dr. Srinivasan Asst. Prof. Jointly presented papers with the following students in various International Conferences

Name of the Student	Title of the Paper	Organised by	Date
Dr.PrasannaVenkatesh.E (MBA 2022-24)	"Radiology based AI System: Addressing the gap between service providers and AI Integrators" The paper received the Best Paper award with a cash prize of Rs.5,000/-	International Conference on Global Business Transformation: Now, Next and Beyond jointly organised by University of Wollongong, Dubai and Symbiosis Institute of Business Management, Hyderabad	30-31 January 2024
Sr.Merline Asha (MBA 2022-24)	"Exploring Influential Factors Impacting Insurance Discharge Delays"	International Conference on Business Innovation Excellence for Strategic Transformation" organised by the University of Technology and Applied Sciences, Shinas, Oman in association with Mohammed Sathak College of Arts and Science, Chennai	28th February 2024

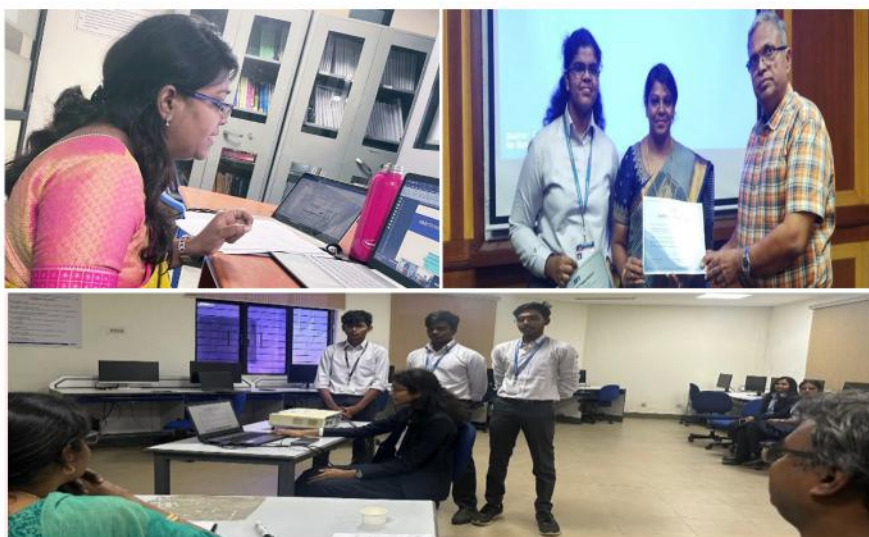
Name of the Student	Title of the Paper	Organised by	Date
Ms. Varsha Nair (MBA 2022-24)	"Uncovering The Core Issues: A Root Cause Analysis of Facilities Management"	International Conference on Business Innovation Excellence for Strategic Transformation" organ- ised by the University of Technology and Applied Sciences, Shinas, Oman in association with Moham- med Sathak College of Arts and Science, Chennai	28th February 2024

Dr.A. Poomagal, Asst. Prof. Presented a paper titled "Revolutionizing the customer experience in Indian Postal Service", at an International Conference -ICISD 2024, organised by VIT AP University, Amaravathi on 5th and 6th of April 2024.

Dr.A. Poomagal, Dr.C.Padma Prabha, Dr.A.S.Poornima, Asst. Prof. and Dr.S.Dinesh Assoc Prof. Presented a paper titled "Technological Innovations in Logistics: A Comprehensive Analysis of the Impact of B-Accuracy Software on Export Documentation Efficiency and Client Satisfaction in the Indian Business Landscape" at an International conference organised by SIT -ICGCCT'24 on 6th and 7th March 2024.

Dr. A. Poomagal Asst. Prof. authored various research papers co-authored by the following students and presented at International Conferences organised by Premier Institutions

Name of the Student	Title of the Paper	Name of the Conference and Organiser	Date of the Conference
Ms. Jesimma Mohan, of I yr B.Com	'Chauffers in Promoting Robust Entrepreneurial Landscape in India: Tamil Nadu in Spotlight'	2nd International Confer- ence on Emerging Trends in Business and Manage- ment organised by SSN School of Management	22nd & 23rd March 2024
Mr.P.Raja Soundaran, Mr.S.Jayachandran & Mr.S.Surya, of IYr B.Com	'Dossier Approach: Revolutionising the consumer experience: Big Basket's impact on modern retail dynamics'	2nd International Confer- ence on Emerging Trends in Business and Manage- ment organised by SSN School of Management	22nd & 23rd March 2024
Ms.Nisha and Ms.Veda Smriti, of IYr. B.B. A	"Harmonizing Sustainability and Entrepreneurship: The Phool paradigm in Start-Up ecosystem,"	National Conference on Best Practices in Business Management - NCBP- BM'24, Xavier Institute of Management and Entrepreneurship	26th March 2024



Dr. C. Padma Prabha Asst. Prof. Presented a paper at a National conference -NCBPBM'24 titled "The Indian SDG Advantage: Integrating Sustainability into Business Practices for Success" organised by XIME on 26th March 2024

Dr. C. Padma Prabha Asst. Prof. Presented a paper titled "Integrating ESG (Environmental, Social, and Governance) Criteria into Stock Market Investment Strategies: Assessing Impacts on Financial Performance and SDG Alignment in India, at an International conference organized by VIT Amaravathi -ICISD 2024 on 5th and 6th April 2024

Dr. C. Padma Prabha Asst. Prof. Presented a paper titled "Sustainability in Finance: "An In-depth Analysis through a Systematic Review of Green Computing Practices and Strategies" at an International conference organized by SIT -ICGCCT'24 on 6th & 7th March 2024

RESEARCH ARTICLES PUBLISHED

Dr. Rajalakshmi Vel, Asst. Prof. published a research article titled "An Empirical Study of Health Insurance Literacy and Willingness to Pay" is published in BIMA Quest (Indexed in UGC CARE List & EBSCO) from the PG Dissertation work of Ms. Cindhiya (MBA 2021-2023)

Dr. A.S. Poornima, Asst. Prof. (March 2024): Sudhakar, B., Srikant, P. A., Prasad, M. L., Latha, S. B., Kumar, G. R., Sarika, S., & Shaker Reddy, P. C. (2024) published an article titled "Brain Tumor Image Prediction from MR Images Using CNN Based Deep Learning Networks" in Journal of Information Technology Management, 16(1), 44-60 which is a Scopus-indexed Journal with Impact Factor 1.6

Dr. A.S. Poornima, Asst. Prof. March 2024, Srikant P (2024) published an article titled "Impact of Indian Healthcare Financing System on Health Outcome of its Population Measured by Life Expectancy at Birth" in Empirical Economics Letters, 23 (Special Issue 1) with ISSN 1681 8997 which is indexed in ABDC.

Dr. A. Poomagal, Asst Prof published an article on "Upshots of sustainable HRM practices in building employee fulfillment fostering towards Intrapreneurship" in Atlantis Press, Springer Nature, Vol.277, ISSN:2352-5428

FACULTY MEMBERS AS INVITED SPEAKERS

Dr. G. Jabarethina, Assoc. Prof. was Invited as a resource person to deliver a special lecture for B.Com (Hons) on the topic "Data Analysis and Interpretation" on 28th February 2024, at Ethiraj College for Women, Chennai

Dr. G. Jabarethina, Assoc. Prof. at SRFMS served as a resource person at Ethiraj College for Women, Chennai on 25th March 2024 and spoke on the topic "Research Design"

Dr. Rajalakshmi Vel, Asst. Prof. served as the Chairperson for the Technical Session of the National Conference "Unveiling the Transformative Potential of Generative AI in Business" organised by the Department of Information Systems Management Ramakrishna Mission Vivekananda (Evening) College on 15th March 2024

Dr. Rajalakshmi Vel, Asst. Prof, SRFMS was invited as the resource person for the "Employability Enhancement Workshop" organised by Department of Computer Science Engineering, Saveetha School of Engineering on 21st March 2024



Dr. A. Poomagal, Asst. Prof. acted as a resource person in a skill enhancement webinar series - 7 titled "Self-Pitch" organised by Placement Cell at Central University of Tamilnadu, Thiruvavur on 19th January 2024

Dr. A. Poomagal, Asst. Prof. acted as a resource person in a workshop on "Strategies for Self-Building" at Tamilnadu Dr. J. Jayalalitha Fisheries University, Fisheries Business School, Diva Campus, ECR, Chennai on 29th February 2024

Dr. A. Poomagal, Asst. Prof. acted as a resource person in the three-skill development program "Elevate your professional acumen cultivating irresistible employability skills" at Sri Venkateswara College of Engineering & Technology, Chittoor, on 18th March 2024

Dr. A. Poomagal, Asst. Prof. invited as chief guest in "Graduation Day" celebrated at Billabong High International School, Puducherry on 6th April 2024



AWARDS / HONOURS

Dr. SelvamJesiahhas beennominated as a Board of Studies (Hospital Administration) member at Mahatma Gandhi Medical College and Research Institute, Puducherry.

Dr. SelvamJesiah and Dr. C. Padma Prabha Asst. Prof. acted as a member of the Advisory Board for Business Alchemy: A Case Study expedition organised by Bharath University, SRFMS, SA Engineering College, and Loyola College held on 9th February 2024.

Dr. C. Padma Prabha Asst. Prof. appointed as a Member of the Panel of experts for the international conference on leadership and digital transformation, held on 4th March2024

Dr. Poomagal, Asst Prof is a recipient of the "SIGARAM THOTTA MAGALIR AWARD TOP 10 WOMEN in Puducherry" on the account of International Women's Day 2024 on 2nd March, from Hon'ble Member of Parliament Mr.V.Vaithilingam.



STUDENTS' ACHIEVEMENTS

- VethaUdayakumar, S Pavithra, Harish RaghavRavinthiran, and Karthi C, from B.Com 1st year, participated and won first place in a Case Study event conducted by Bharath Institute of Higher Education and Research on 9th January 2024.
- Shakthi B, from BBA 2nd year, participated and won 1st place in the event - Sell it Crazy conducted by SRM University, Ramapuram on 16th February 2024.
- Anisha, from BBA 2nd year, participated and won 2nd place in the event - Sell it Crazy conducted by SRM University, Ramapuramon 16th February 2024.
- Shakthi B and Madhumitha R, from BBA 2nd year, participated and won 2nd place in the Business Quiz event conducted by SRM University, Ramapuram on 22ndFebruary 2024.
- Shakthi B and Madhumitha R, from BBA 2nd year, participated and won 2nd place in the event Business Quiz conducted by ASAN Memorial College on 27th February 2024.
- Shakthi B and Madhumitha R, from BBA 2nd year, participated and won 2nd place in the Business Quiz event conducted by Sri Sai Ram Institute of Technology on 5thApril 2024.

➤ Samiksha S M, from BBA 3rd Year, participated and won 2nd place in the Ink Slinger event conducted by Ethiraj College for Women on 8th January 2024.

➤ SRFMS is delighted to announce the remarkable achievements of our students. Ms. Rajalakshmi from the I Yr MBA program secured the first prize in the esteemed Business Standard BSmart Case Study contest for January 2024, showcasing her exceptional talent. Additionally, Dr. Alugolu Swathi Bhargavi, also from the I Yr MBA, attained the Third Prize in the Business Standard BSmart Case Study contest for February 2024, reaffirming the consistent excellence of our students in national-level competitions.



Furthermore, a team comprising I Yr. B.Com students Ms. S. Pavithra, Ms. U. Veda, Karthi, and Harish Raghav, along with I Yr. MBA student Dr. Dharshini V, Dr. A. SwathiBhargavi, Ms. Sherin Amalaclinched the first prize in the Business Alchemy: A Case Study Expedition event organized by Bharath University, SRFMS, SA Engineering College, and Loyola College, held on February 9, 2024. This victory underscores the collaborative spirit and academic prowess of our students.



On 2nd April and 24th April 2024, SRFMS coordinated with Logistics Skill Council and COLTE, Teynampet for a logistics literacy program in. The program aimed to equip students with essential skills in supply chain management (SCM) and logistics. The first batch, comprising 43 students from the II Yr of BBA and the IYr of B.Com, received orientation on general logistics concepts, while the second batch of 53 students from the IIYr of MBA received specialized training in healthcare logistics. The program provided practical insights and industry exposure to students pursuing careers in these domains.

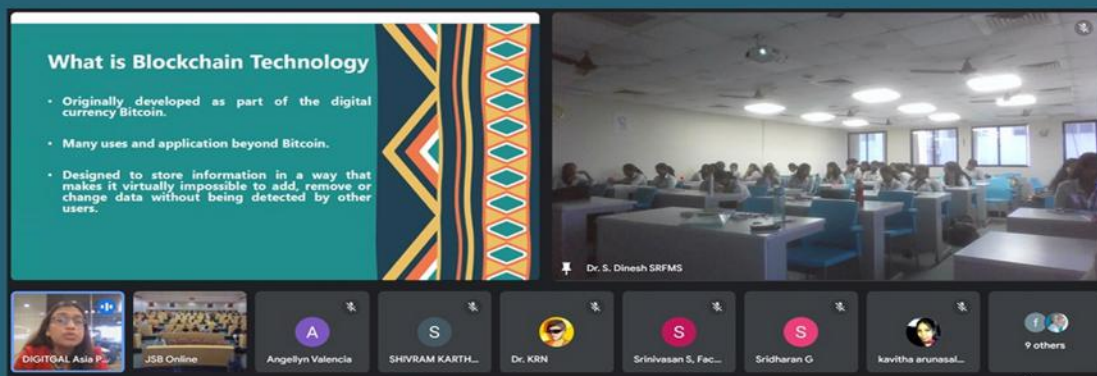


STUDENTS' PARTICIPATION

On 7th January 2024, I Yr. MBA students participated in the Tamilnadu Global Investors Meet organised by Guidance TN, part of Entrepreneurial display of various products and services from globe.



On 3rd April 2024, students from SRFMS actively participated in an enlightening International webinar hosted by the Asia Pacific University, Malaysia. The webinar, focused on the future of financial technology for businesses, provided invaluable insights into crucial aspects of financial technology. The webinar comprised three informative sessions, each led by distinguished experts from Asia Pacific University, Malaysia. The first session, titled "Block chain Technology and The Future of Finance," was expertly conducted by Dr. MeeraEswaran, a distinguished Senior Lecturer. This session delved into the transformative potential of block chain technology in shaping the future of finance.



32 students of Our 2nd Yr. B.B.A and 1st Yr. MBA actively attended National Conclave on Quality Management & NABH Accreditation Hosted by Association of Surgeons of India ASI Tamilnadu Chapter in Association with Nursing home board, AHPI and CAH at Chepauk on 16th June 2024.



PLACEMENTS ACCOMPLISHED

The placement cell at SRFMS ensures excellent career opportunities for its students, with many securing positions in top companies. Notable recruiters include Agile Health, ICICI Lombard, Rela Hospital, My Lab Connect, Rinex Technologies, Dr. Agarwal Eye hospital, and Acme Consulting. These companies offered roles across various sectors such as healthcare, insurance, marketing, and consulting. The highest salary package recorded was ₹5.95 lakhs per annum, reflecting the faculty's commitment to quality education and professional development.



ALUMNI IN FOCUS

Our alumni have consistently demonstrated excellence and leadership in various fields, earning accolades and recognition for their contributions. This chapter highlights the recent achievements of our distinguished alumni, showcasing their dedication, innovation, and impact in their respective domains. Below is a summary of their outstanding accomplishments:

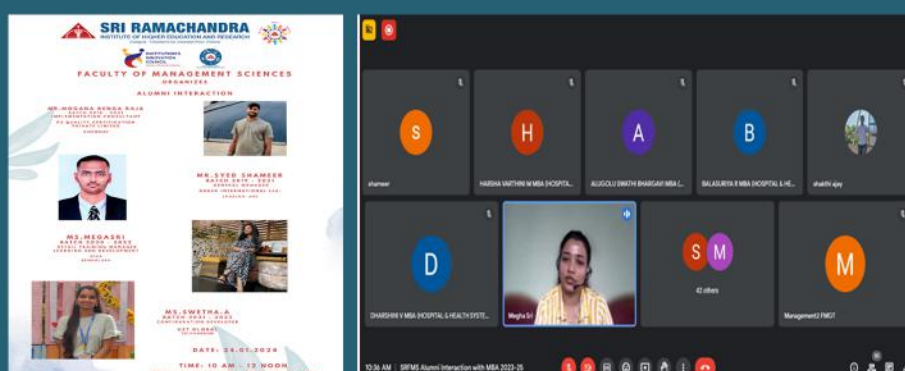
Name	MBA Batch	Award / Recognition	Date	Presented by	Location
Ms. Vardhini Karthik	2009 - 2010	Best Start-up for the Yr 2023 (Healthcare)	January 27, 2024	Star Icon Achievers Award 2023	
Ms. Shally A.	2016 - 2018	Championship Award for Service Excellence	February 5, 2024	Mr. Narotham Reddy, Group Head -Purchase and Procurement, Apollo Hospitals	Chennai
Ms. Sofia Roseline A.	2018 - 2020	Best Trainer - Executive Operations	February 16, 2024	Kauvery Hospital	Chennai
Mrs. Harini Pradeep	2011 - 2013	Real Diamond of Hyderabad (Diversity Category)	March 8, 2024	Continental Hospitals	Hyderabad

Name	MBA Batch	Award / Recognition	Date	Presented by	Location
Dr. Aishwarya A.	2020 - 2022	Bravo Award	March 22, 2024	Tech Mahindra	
Mr. Syed Inzimamullah	2021 - 2023	Business Network International Award (Best Presentation on Small Hospital's Business)	March 28, 2024		Chennai
Dr. GnanaSangeeth Raj E	2020 - 2022	Shining Star Recognition	April 5, 2024	UST Healthproof	Chennai
Ms. HarithaBaskar	2020 - 2022	Shining Star Recognition	April 5, 2024	UST Healthproof	Chennai
Ms. Swedha Kumar	2021 - 2023	Shining Star Recognition	April 5, 2024	UST Healthproof	Chennai

These achievements reflect the commitment and hard work of our alumni, who continue to make significant contributions to their industries and communities. We are proud to celebrate their success and look forward to their future accomplishments.



Mr.Mogana Renga Raja (BBA 2016 - 2019) MBA 2019 - 2021), Mr.SyedShameer (MBA 2019 - 2021), Ms.Megasri (MBA 2020 - 2022) and Ms.Swetha.A (MBA 2021 - 2023) interacted and shared their experience with first year MBA students on 24th January 2024 between 10 AM – and 12 noon. 55 students benefitted out of this session.



Mr.Ali Mohammed Yunus (MBA 2008-2010) currently working as Manager, Stanford Healthcare USA, addressed and shared his experience with our MBA and BBA students on 26th February 2024 between 10.30 - 11.30 AM. He recalled how placement helped him to get into healthcare IT sector. He motivated our students and skills required for healthcare IT sector were also shared by him. 85 students and three faculty members were benefitted out of this session.



CELEBRATIONS IN SRFMS

At SRFMS, Pongal celebrations are a vibrant and joyous affair, reflecting the rich cultural heritage of Tamil Nadu. The festivities begin with traditional decorations, including colorful kolam (rangoli) designs that adorn the campus. Students and faculty come together to prepare and enjoy the delicious Pongal dish, made from freshly harvested rice, symbolizing prosperity and gratitude. The event is marked by cultural performances, including folk dances, music, and skits that highlight the significance of the harvest festival. Traditional games and activities added to the festive spirit, fostering a sense of community and camaraderie among everyone. The Pongal celebrations at SRFMS not only honoured agricultural traditions but also strengthened the bonds within the institution, creating lasting memories for all participants.



SCHOLARS' ENGAGEMENTS



Ms. ZerinZiaudeen, Research Scholar attended “NVIVO for Qualitative Data Analysis FDP” on 24th Feb 2024 conducted by MEASI Institute of Management and she attended “Start research with smart artificial intelligence technology” from 2nd to 4th March 2024 organised by Global Institute of statistical solution and she also attended “Basic statistical analysis and its interpretation using SPSS” from 23rd to 25th March 2024, conducted by Institute of Statistics and Analytical Research. She also presented on Science day 26th February to 1st March 2024 at SRIHER

CERTIFICATE CORNER



QUIZ CORNER

1. How does natural language processing (NLP) benefit customer service management?
 - A) Identifying fraudulent transactions
 - B) Automating invoice processing
 - C) Analyzing customer sentiment
 - D) Predicting sales trends

2. In BI terminology, what does OLAP stand for?
 - A) Online Analytical Processing
 - B) Operational Link Analysis Platform
 - C) Optimal Logistic Action Plan
 - D) Overarching Logistic Algorithm Platform

3. Which AI technique is best suited for anomaly detection in cybersecurity applications?
 - A) Convolutional Neural Networks (CNNs)
 - B) Long Short-Term Memory (LSTM) networks
 - C) Generative Adversarial Networks (GANs)
 - D) Isolation Forests

4. What is the primary advantage of using Bayesian networks in decision support systems?
 - A) Scalability to large datasets
 - B) Ability to handle uncertainty and probabilistic reasoning
 - C) High interpretability of model outcomes
 - D) Quick deployment and low computational cost

5. Which BI tool is commonly used for real-time analytics and visualization of big data streams?
 - A) Tableau
 - B) Power BI
 - C) Apache Kafka
 - D) Google Data Studio

Answers:

1. C) Analyzing customer sentiment
2. A) Online Analytical Processing
3. D) Isolation Forests
4. B) Ability to handle uncertainty and probabilistic reasoning
5. C) Tableau

About SRFMS

Sri Ramachandra Faculty of Management Sciences (SRFMS), a unit in Sri Ramachandra Institute of Higher Education and Research (SRIHER), a Deemed to be University (formerly known as Sri Ramachandra University), is one of the leading management hubs in India offering very unique programs at PG levels in field of Hospital & Health Systems Management besides BBA (Minors: Hospital and Healthcare Management, Digital Marketing, International Business), B.Com (Hons.) and B.Com (Twinning) in Collaboration with Bentley University, USA. The Faculty has been rated as one of the best management schools in the State by Business Standard B-School Survey. 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 curriculum is designed with the needs of industry in mind and is constantly revised to reflect emerging developments in the area of healthcare.

USPs:

- A leading and highly ranked management hub in the State offering very unique programs in the field of Hospital & Health Systems Management. The elective streams such as Healthcare Quality, Healthcare Human Resource & Healthcare Finance are the first of its kind in India.
- Rigorous teaching and learning environment with industry-oriented curriculum delivered by the eminent visiting faculty from IIMs, IITs and healthcare industry. Hands on Posting, SIP and Projects of 24 credits provide lots of practical exposure to students while learning.
- The admission to MBA is made through the nationally administered tests such as CAT, MAT, XAT, CMAT, TANSET, SRFMSMAT along with group discussions and personal interview.
- Recognised as Championship Scheme Centre by the Ministry of MSME coupled with the collaboration with many leading healthcare organizations and educational institutions such as SRMC, ACME, NEN, BENTLEY University, USA, ICAI, XLRI.
- The placement record of the Faculty has been consistently good, right from its inception with very strong corporate and alumni network.

Programs Offered

MBA (Hospital and Health Systems Management)

MBA in Hospital and Health Systems Management, which is approved by the AICTE, New Delhi, is a unique and highly career-centric program offered with three different elective streams: Healthcare Quality, Healthcare Finance and Healthcare Human Resource. The differentiating factors in this program include exposing students to real-life situations in hospitals and health-care providers. Teaching and learning process is characterised by strong practical exposure thanks to summer internship, and project work. The program uses the case method of instruction, meets international standards, and enables the cultivation of multi-disciplinary skills on the part of students. Two hospitals, Sri Ramachandra Medical Centre & Sri Ramachandra 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 its academic standing. The admission to this programme for any eligible graduate is made through the nationally administered tests such as CAT, MAT, XAT, CMAT, TANSET, SRFMSTEST along with group discussions and personal interview. The placement record of the Faculty has been consistently good, right from its inception.

BBA

SRFMS offers a Three Year Full Time BBA with three minors in Hospital and Healthcare Management, International Business and Digital Marketing under NEP framework for aspiring students who have passed the Higher Secondary or an equivalent examination from a recognized Board. This programme is a successful venture at UG level owing to the deep-drive learning assisted by case discussions, role play, book review, video discussions, hands on posting, internship and project. The graduates enjoy a considerable number of placements from leading hospitals.

A Three-year B.Com & B.Com (Hons)

SRFMS also offers a three year B.Com & a four year B.Com(Hons) in order to produce talented finance and accounting professionals. The curriculum of these programs is in sync with the industry requirements, and designed and developed in collaboration with ICMA. B.Com (Hons)-Twinning Arrangement with Bentley University, USA is a foreign collaborative program where the students pursue the first three years at SRIHER and the final year at Bentley. Bentley being a topper in career and placement in the USA, lucrative jobs with attractive package are guaranteed to the graduates.

Executive Diploma in Healthcare Management

A One-year Executive Diploma in Healthcare Management is being offered for working healthcare professionals. The curriculum was designed in collaboration with AHPI (Association of Health Providers of India) & SRMC. Any Healthcare Professional with Graduate or Post-Graduate Degree from a recognized university in any discipline and having Minimum experience of 1 year in a Healthcare organization can seek admission into this programme.

Certificate Program in Healthcare Finance

A 50 hour short term program in collaboration with Institute of Cost Accountants of India stuffed with modules in training healthcare professionals on healthcare costing.



SRI RAMACHANDRA

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

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

Sri Ramachandra Faculty of Management Sciences

In Collaboration with



The Institute of Cost Accountants of India
(Statutory body under an Act of Parliament)

ADMISSION OPEN FOR
THE SECOND BATCH
IN BLENDED MODE

CERTIFICATE COURSE IN HEALTHCARE FINANCE

Objectives

To enable Finance Professionals, Healthcare Administrators, Medical Practitioners and Consultants appreciate and understand:

- > Role of Finance & Accounting in a Hospital
- > Importance of Budgeting, Internal Control in Finance
- > Compliance & Statutory Requirements related to Finance
- > Importance of MIS Reporting
- > Marching Towards Quality Initiatives

Target Audience

- > Hospital Administrators
- > Medical Practitioners and Consultants
- > CMA members & students
- > Finance Professionals (CA, CS, CFA, MBAs)
- > Students pursuing UG/PG aspiring to enter into Healthcare Finance

Methodology

- > Class room lectures (blended) followed by simple exercises to understand the application of the concepts.

Duration of the Course

- > 50 Hours

Mode of Delivery

- > Classroom Lectures/Online

Eligibility

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

4 modules

Module 1: Introduction to Healthcare and Hospital management
Module 2: Role and functions of Finance department
Module 3: Management and Internal control in Finance Function
Module 4: Budgeting and reporting in Healthcare

Rs 7500/-+ applicable GST of 18%=Rs 8850/- for course registration
Rs 1000/-+applicable GST of 18 % = Rs 1180/- for examination



Google form link: <https://mba.sriher.com/>

Contact us

Email id: s.poornima@sriramachandra.edu.in
principal.management@sriramachandra.edu.in
Phone no : 97910 43382
Website: www.srfms.sriramachandra.edu.in



Rationale for the programme

The healthcare industry in India is rapidly growing, with multi-million dollar investments made by various national and international agencies, the pharmaceutical sector, central and state governments, and developmental partners. The hospital industry in India is expected to grow at CAGR of 16-17 percent to reach to a record US\$132 billion by FY 2022 from US\$ 62 billion in FY 2017. The High Level Committee Report on Universal Health Coverage in India, 2011, recommended "strengthening health sector management by supporting post-graduate courses in public health and hospital management for the health professionals and health program management for medical, dental, AYUSH (Ayurveda, Yoga, Unani, Siddha and Homeopathy), nursing, and allied health professionals".

The growing demand for healthcare programme can also be justified by a fact that the number of hospitals grows rapidly across the country. There are 795 Hospitals (except clinics) in Tamil Nadu alone where 292 Hospitals are found in Chennai. In order to respond to this growth, there is a need to create human resource capacities in the areas of public health management and hospital administration. Though the process of building human resource capacities in healthcare management has already started, there is still scope for a lot of learning and education, in order to achieve the objective of a strong healthcare management workforce. Keeping the demand into consideration, many institutions (about 122 in India and 5 in Tamil Nadu) offer hospital and public health management related courses at different levels. It is, however, observed that there is little opportunity for practising healthcare professionals/hospital administrators to upgrade their knowledge and skill in healthcare management. Hence, this proposal is for introducing Executive Diploma programme in Healthcare Management in cooperation with Association of Healthcare Providers of India (AHPI) & Sri Ramachandra Medical Centre (SRMC) to fulfil the emerging need.

Partnering Institutions

The Executive Diploma in Healthcare Management is a collaborative programme in association with SRMC and AHPI with the objective of making the deliverables of the programme very intense and practical. The glimpses of partnering institutions are as follows:

Sri Ramachandra Faculty of Management Sciences (SRFoMS) 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-2) by National Assessment and Accreditation Council (NAAC) with CGPA of 3.62 on a four-point scale at 'A' Grade and placed in category-I Universities in India by the UGC and ranked 28 among Universities in NIRF-2020. SRFoMS, 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.

AHPI works as "not for profit" organization and advocates with the government, regulatory bodies and other stake holders on issues, which have bearing on enabling its members organizations to deliver appropriate healthcare services to community at large. The association functions through an empowered secretariat which facilitates the members organizations in improving their systems, processes and outcomes on continuous basis, in line with the vision, mission and objectives of the association.

SRMC is a quaternary care multi-specialty hospital. The medical Centre was founded as a teaching hospital of Sri Ramachandra Medical College and Research Institute in 1985, with the intention of translating the experience and expertise in medical education into tangible and affordable health care to the community. We are the first and only hospital affiliated to a medical university in India that has the privilege of JCI, NABH, NABL and AABH accreditations. The hospital facility with 800 beds and 200 intensive care units that provides healthcare treatment for over 35,000 inpatients and 2,50,000 outpatients every year.

Programme Scheme in nutshell:

Programme Title	Executive Diploma in Healthcare Management
Duration	1 Year (Only Saturdays) – 38 Weeks
Semesters	2
No. of Modules	12 modules (each module carries the credit from 2-3) A Project report of 6 credits (90 hrs)
Conduct of Classes	6 Classes each weekend

Course Pedagogy

- Class room sessions by expert faculty from AHPI, SRMAC & FoM
- Self-Study through pre-supplied course material
- Live projects
- Case studies and Assignments
- Hospital visits
- Project work under the mentorship of senior experts.

Programme Scheme in nutshell:

Semester I		Semester II	
Course Title	Credits	Course Title	Credits
Introduction to Healthcare Management	2	Marketing of Healthcare Services	3
Human Resource in Healthcare Management	3	Quality & Accreditation in Healthcare	3
Healthcare Communication	3	Public Health Management	3
Hospital Operations Management- Non Clinical Services	3	Financial Management of Healthcare Organizations	3
Hospital Operations Management- Clinical Services	3	Healthcare Technology	3
Regulatory Aspects in Healthcare	3	Healthcare Analytics	2
		Research Project	6



Offers

EXECUTIVE DIPLOMA IN HEALTHCARE MANAGEMENT



in Association with



Eligibility Criteria

Any Healthcare Professional with Graduate or Post-Graduate Degree from a recognized university in any discipline and having Minimum experience of 1 year in a Healthcare organization.

Selection Process

- Candidates should apply online at <https://admissions.sriramachandra.edu.in>
- Application Fee: Rs.1000/- (including GST)
- The selection committee will scrutinize the applications and the short-listed candidates will be issued the provisional admissions. The call letter will have the exact date and timing.

Admission Requirements

Candidates, who are provisionally selected, based on the interview must produce the following at the time of paying the fees:

- Degree certificate in Original/Provisional along with an attested Copy
- Mark Sheet in Original along with an Attested Copy
- Two Passport-Sized Colour Photographs
- Candidates awaiting results should produce the Degree Certificate (final/provisional). Failure to do so will result in the removal of the candidate's name from the rolls of the Institute and forfeiture of fees paid.

Resource and Facilities Available for the Programme

Programme expertise: Teaching faculty of FoM, AHPI & SRMC Class Room (Air-conditioned) with AV facility

Central Computing Facility: The computing facility, which the participants can have access to, has 30 computers equipped with software for data analysis, creating presentations, word processing and multimedia activity.

Central Library: The participants will be entitled to the library which has a wide range of intellectual material from archives and books to magazines, newspapers, audio video cassettes and CDs. The participants will also have access to the EBSCO-Health Elite of 450 journals.

Refundable Caution Deposit

Library Deposit Rs. 5,000

The refundable deposit will be payable along with the First semester Fees. The same will be refunded to the student at the end of programme provided no outstanding dues.

Rights Reserved

SRIHER reserves the right to change and requirements for admission or graduation, course content fee structure and regulations affecting students or to make any other suitable amendments, should these be deemed necessary in the interest of students, institute or the profession.

Admission Open

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 / ATMA or any other nationally recognized Management Admission tests
- Good score in SRFMS MAT (will be conducted as per university schedule)

Career/Higher Education 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
- Executives in Pharmaceutical Industry



Computer Lab

BBA
With Minors in

- **Hospital and Healthcare Management**
- **International Business**
- **Digital Marketing**

Eligibility

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

Scope

A Bachelor in Business Administration (BBA) provides a comprehensive understanding of business principles, management practices, and organizational dynamics. Graduates gain skills in strategic decision-making, leadership, and effective communication. BBA opens avenue to diverse career paths, including roles in Finance, Healthcare, Digital marketing, International Human Resource Management, and Entrepreneurship. It lays a solid foundation for pursuing advanced business degrees or entering the workforce with well-rounded business acumen.



Sports

Distinctive Selling Propositions (DSP's)

- Hands on postings (In-house Hospitals)
- Practical Learning
- Global Perspective
- Digital Marketing Expertise
- Healthcare Leadership
- Networking Opportunities
- Comprehensive Business Education
- Learning through real-life experiences
- Research Opportunities

Why MBA/BBA @ 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 discussions
- 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 placement records



Guest Lecture



B.Com Honours

AT SRIHER

DURATION

4 years with an option to exit at the end of three years, in which case a 3-Year B.Com degree shall be conferred provided fulfilling all the eligibility for the award of degree.

ELIGIBILITY

55% marks in the Commerce / Accounting stream or 60% marks in Mathematics / Business Mathematics / Statistics in Higher Secondary Course / CBSE / ISC.

SHORTLISTING CRITERIA

- ♦ Merit ranking in H.Sc examination

USP's

- ♦ Curriculum based on Industry requirements
- ♦ Practitioner-teacher model
- ♦ Intense in terms of practicum
- ♦ Blended learning-online classes and use of LMS
- ♦ Job centric

CAREER PROSPECTS

- ♦ Financial Planning & Consulting
- ♦ Gateway to CA/CS/CFA/CMA/CPA
- ♦ Taxation Associate
- ♦ Banking Operations
- ♦ Financial Analyst

B.Com Honours

TWINNING WITH BENTLEY

DURATION

8 semesters: 6 Semesters at SRIHER and 7th and 8th Semesters at Bentley, USA.

ELIGIBILITY

55% marks in the Commerce / Accounting stream or 60% marks in Mathematics / Business Mathematics / Statistics in Higher Secondary Course / CBSE / ISC.

SHORTLISTING CRITERIA

- ♦ Merit ranking in H.Sc examination.

USP's

BENTLEY ADVANTAGE:

- ♦ Placement Opportunity at USA
- ♦ Free Entry without any stringent admission procedures such as SAT, IELTS & TOEFL
- ♦ ON Campus housing
- ♦ Specialisation in Three streams such as Corporate Finance, Capital markets and Personal Financial Planning
- ♦ After completion of B.Com (Hons) Leading to 1 Year MS - Finance or MS - Financial Analytics at Bentley

CAREER PROSPECTS

B.Com (Hons) Bentley graduates can have placements in USA and will be coordinated by the Bentley Placement Office.



**SRI RAMACHANDRA INSTITUTE OF
HIGHER EDUCATION AND RESEARCH**



BENTLEY UNIVERSITY



For Admissions – Contact:

Mobile: 77089 65721 / 79898 68889

Email: principal.management@sriramachandra.edu.in

Website: www.srfms.sriramachandra.edu.in



CAREER PROSPECTS

- Hospital Administrator Marketing
- Media Communication
- Logistics
- Social Media Marketing
- Business Development
- Event Management
- Consultancy
- International Business
- HR

LOCATION

- 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



For further details, Contact:

The Deputy Registrar

Sri Ramachandra Institute of Higher Education and Research (SRIHER)

(Deemed to be University)

Porur, Chennai – 600 116

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Fax: +91 – 44 – 2476 7008

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RECRUITERS

