



PGDM PHARMA MANAGEMENT **HOSPITAL ADMINISTRATION**

Cross-Functional Partnerships are the Keys to Success

Business School Ranking

The Most happening Business school in Hyderabad

A+++ Category Business School

27th Ranking Business School in India

3rd Largest Business School in South India



WELCOME TO VISHWA VISHWANI THAT WILL CHANGE YOUR LIFE

Vishwa Vishwani Institute of Systems & Management, Hyderabad offers a rich global business education experience in a state of the art environment.

Our Distinguished Faculty, drawn from Industry and other Institutions of Excellence help the students to understand the real world challenges in an academically collaborative environment. This global perspective, combined with individual attention and expert coaching, builds strong relationships and toughens up our students for the realities of the modern business world.

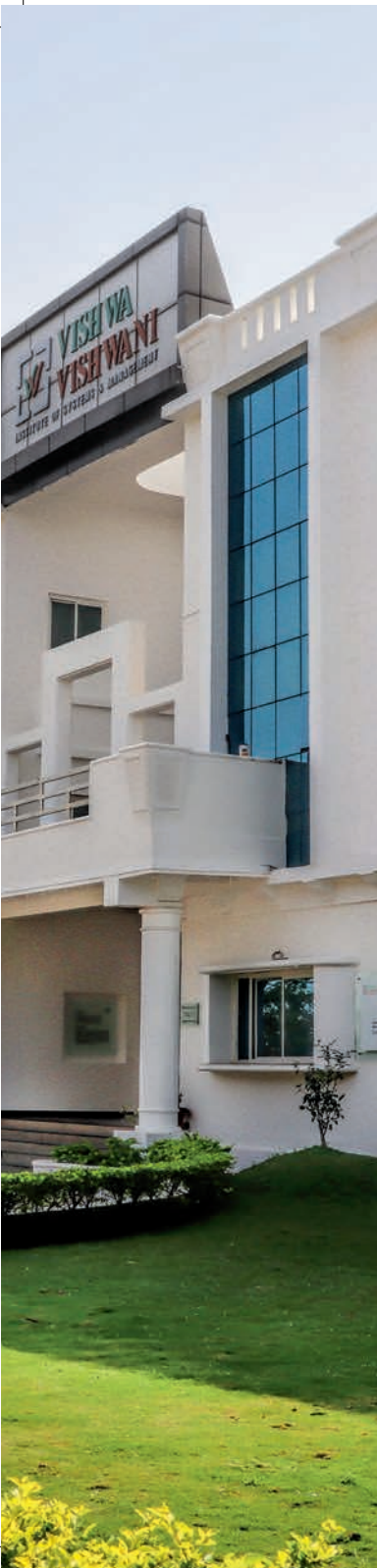
Explore for yourself what the impact of personal attention and a cuttingedge curriculum can mean for your career and professional success.

We look forward to meeting you.

AICTE - New Delhi

As per the AICTE Act [52] of 1987 and the Regulations laid down there under, approval is mandatory for any institution offering Technical Education Programmes in Engineering & Technology, Management, Computer Applications, Architecture & Town Planning, Pharmacy, Hotel Management & Catering Technology, Applied Arts and Craft, in India.

Vishwa Vishwani Institute of Systems & Management, Hyderabad is approved by All India Council for Technical Education-New Delhi, Ministry of Education, Government of India.



EXCEPTIONAL PROGRAMS FOCUSED ON YOUR CAREER GOALS

The Career Accelerator

The B School Two-Year Full-Time PGDM

The world of business in two unforgettable years.

Vishwa Vishwani Institute of Systems & Management's B School Two-Year PGDM Program is truly the hallmark option for full-time students who are looking to propel their careers with a fully immersive experience. A summer internship, an array of concentrations, and opportunities to study abroad provide the practical experience and business skills every professional needs.

Core Concentrations

- ◆ Marketing Management
- ◆ Operations Management
- ◆ Human Resource Management
- ◆ Financial Management

The Career Developer

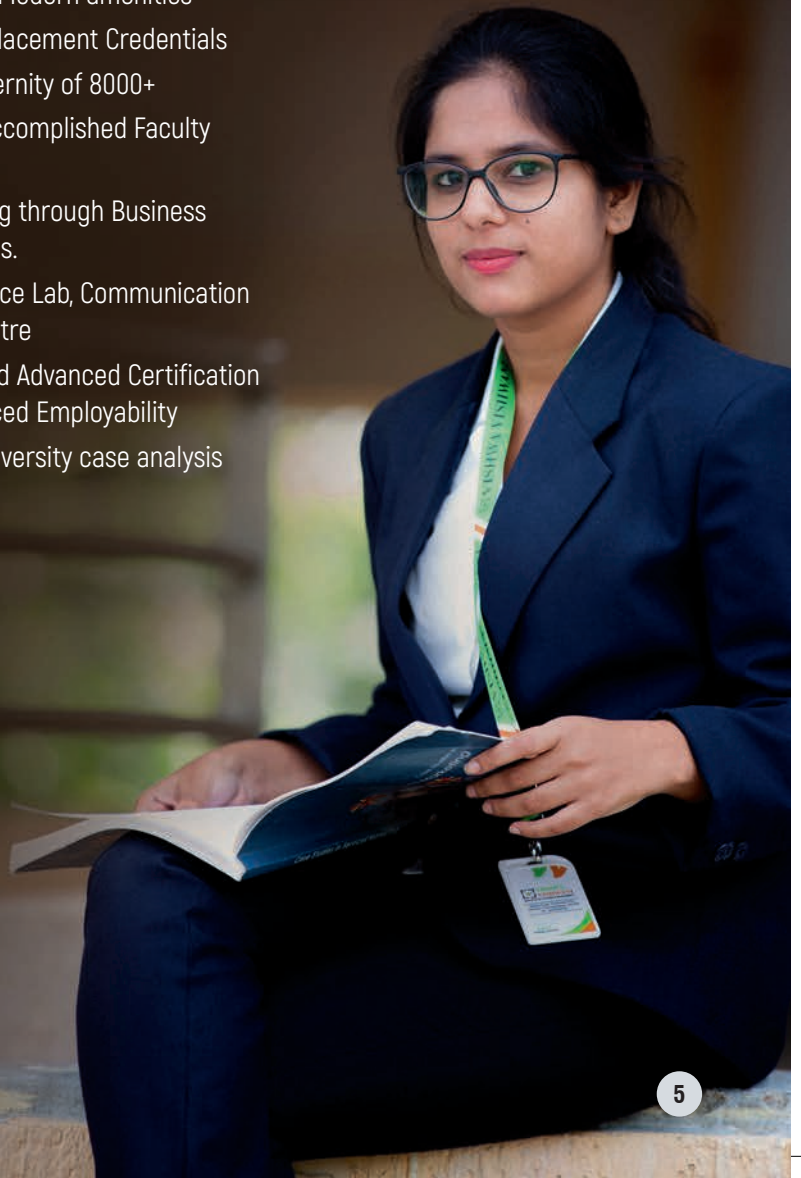
Sectorial Concentrations

Vishwa Vishwani offers sectorial concentrations along with the core concentrations as options in the two-year PGDM program in the following areas.

- ◆ Business Analytics
- ◆ Pharma Management
- ◆ Agribusiness Management
- ◆ Hospital Administration
- ◆ Banking & Insurance

PROGRAM KEY HIGHLIGHTS

- ◆ An Institute with Enviably Industry Networking
- ◆ Pan India Student Profile with students from 18 states
- ◆ Sprawling 15 Acre Lush Green Campus
- ◆ Wi-Fi Campus with Modern amenities
- ◆ The Best Campus Placement Credentials
- ◆ Strong Alumni Fraternity of 8000+
- ◆ Experienced and Accomplished Faculty Resource
- ◆ Experiential learning through Business Simulation exercises.
- ◆ Analytics Lab, Finance Lab, Communication Lab, Incubation Centre
- ◆ Industry Recognised Advanced Certification Courses for Enhanced Employability
- ◆ IIM-A & Harvard University case analysis



PGDM IN PHARMA MANAGEMENT

in collaboration with MEDICOVER Hospitals



The PGDM in Pharma Management is a Two Year Full Time Course Approved by All India Council for Technical Education, Ministry of Education, Govt. of India.

Advantages of pursuing Pharma Management

- ◆ There are lots of value additions, in the PGDM Pharma
- ◆ It helps you to be eligible for multiple career options
- ◆ It helps you to develop your Managerial Skills
- ◆ It helps you to improve your personality
- ◆ It equips you with Entrepreneurship Skills, which will be of immense help if you start your own business venture in future

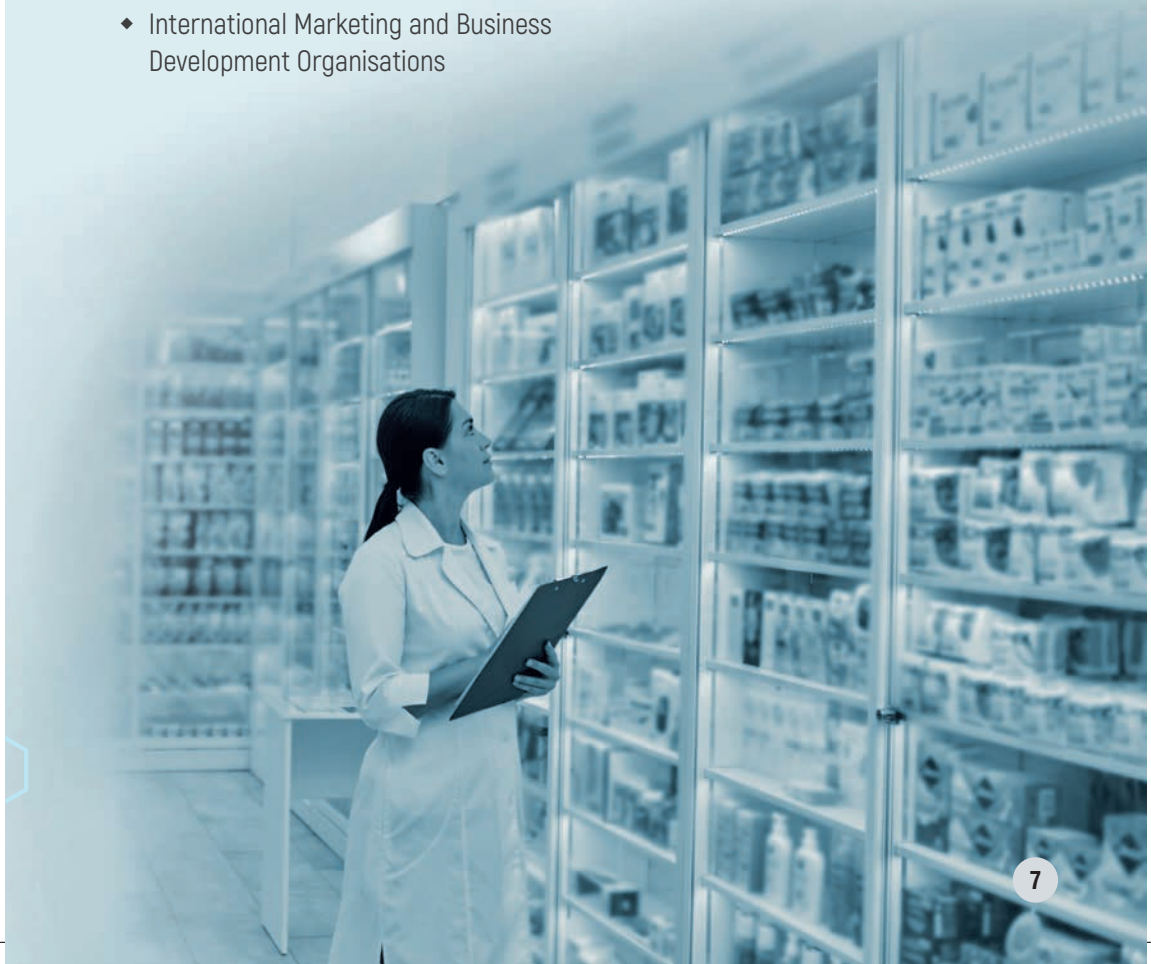
Scope of Pharma Management

The field of Pharmaceutical Management is vast and offers varied opportunities. A student pursuing the course will be trained in Pharma Sales & Marketing, Pharma Product Distribution, Principles of Pharma Management, Business Communication, Pharma Regulatory Affairs, Finance in Pharma Sector, Research Methodology in Pharma Sector, Consumer Behaviour in Pharma Sector, Promotional Strategies in Pharma Sector, Analytics in Pharma Industry and Drug Management apart from the General Management concepts.

Career Opportunities in Pharma Management

A Pharma Management professional can work with:

- ◆ Clinical Research Organisations
- ◆ Contract Manufacturing Organisations
- ◆ Pharmaceutical Equipment Manufacturers
- ◆ Biotech Institutions
- ◆ Pharma Sales Organisations
- ◆ Pharma Consultancies
- ◆ Pharma Market Research Organisations
- ◆ Product Management Sector
- ◆ Supply Chain, Logistics & Distribution Companies
- ◆ International Marketing and Business Development Organisations



PGDM IN HOSPITAL ADMINISTRATION

in collaboration with **MEDICOVER Hospitals**



Healthcare is one among India's largest sector in revenue generation and creation of employment opportunities

Healthcare Organizations are making huge investments like acquisitions of smaller hospitals, expanding to every nook and corner of the country either through technology or through provision of services, increasing in the number of beds, setting up medical stores for generic drugs, eradicating some dreadful diseases, introducing novel healthcare insurance policies and many more citizen benefitting initiatives.

This boom has resulted in a great need for healthcare professionals. Moreover, post covid19 pandemic, the demand for healthcare professionals has been huge and constantly on the increase.

The PGDM in Hospital Administration course is designed to offer students a management oriented perspective and introduces them to the latest concepts and practices related to functions of hospital administration. It focuses on providing students with requisite knowledge and skills required by management professionals in the field of healthcare.

Objectives of Hospital Administration

- ◆ To undertake analytical, evaluative and innovative research to improve the management of health information at the international level
- ◆ To facilitate the dissemination of research in the management of health information to the international community
- ◆ To provide international research-led education in health information management and health informatics as part of professional development of workers in the healthcare industry

The healthcare industry size is growing worldwide and throughout the whole Middle East. Growth is driven by the following:

- ◆ Increasing Consumerism and Health needs
- ◆ Advancing Technologies
- ◆ Changing Regulatory Environment
- ◆ Aging Population

CAREER OPPORTUNITIES IN HOSPITAL ADMINISTRATION

Where can you find Career Opportunities in Hospital Administration

A PGDM with Hospital Administration Specialization will open a window of opportunities for you from Healthcare services to Pharma and Insurance companies, both in Public and private sector

- ◆ Hospitals and healthcare delivery centres
- ◆ Healthcare Consultancy Firms
- ◆ Public Health System
- ◆ Pharmaceutical companies
- ◆ Healthcare Insurance Firms
- ◆ Clinical Research Laboratories
- ◆ Medical devices manufacturing firms
- ◆ Medical Tourism Companies
- ◆ Diagnostic Laboratory Chains
- ◆ Social Enterprises in Healthcare
- ◆ Healthcare and IT

Scope of Hospital Administration

- ◆ To promote awareness of health care among all sections of the Indian people.
- ◆ To promote awareness among stakeholders involved in Health and Hospital Management.
- ◆ To promote research in the field of Health and Hospital Management. in order to improve the efficiency of Healthcare delivery Systems.
- ◆ To promote the development of high quality hospital services and community health care.

Why Join The PGDM- Hospital Administration Program

22%

India's healthcare industry is growing at a CAGR of 22% and is expected to reach \$372 billion in 2022.

(ECONOMIC TIMES, 2021)

2.7million

India's healthcare sector has the potential to generate 2.7 million additional jobs by 2022. (ECONOMIC TIMES, 2021)

3%

The Govt. of India aims to increase healthcare spending to 3% of the Gross Domestic Product (GDP) by 2022. (IBEF, 2021)



BETTER BUSINESS STARTS WITH BETTER UNDERSTANDING

What you Learn

The key objective of the Program is to impart Skills in the Students which are valued in the Industry. We strongly believe that there is more to Learn beyond the Classroom than in the Classroom. Knowledge gaining is a continuous process for the Students in Vishwa Vishwani. So, you have to keep your eyes and ears wide open to tap the opportunities to Learn the invaluable lessons, some related to your Subjects and some related to Life. Being with us, you will redefine Success, you acquire the Keys to Success and most importantly you acquire the WILL to aim high in Life.

How you Learn

The Teaching-Learning Activity in Vishwa Vishwani happens in

Interactive methods by way of innovative Learning Tools. The focus will be on the overall development of the Student, with specific focus on Values and Ethics. You acquire pool of skills with the activities like:

- ◆ Case Discussions
- ◆ Presentations & Public Speaking
- ◆ Book / Movie Reviews
- ◆ Seminars & Workshops
- ◆ Assignments & Projects
- ◆ Internship & Research Projects
- ◆ Industry Visits

EXPECTED LEARNING OUTCOMES

To clear the concepts, You must achieve the Learning Outcomes and meet the standards clearly specified by the Assessment Criteria for each Subject. In order to achieve the Learning Outcomes, You must relate your work to a specific Organizational Process. You will be given all the required guidance to choose an Organizational process.

The Assessment Methodology

You are assessed not only based on the written examinations, but also based on certain dynamic characteristics which are exhibited throughout the Course duration. Your subject knowledge is assessed based on pre-defined Parameters, which include Answers for the Questions like:

- ◆ Whether You are able to understand the Concept
- ◆ Whether You are interpreting the Concept in the right sense
- ◆ Whether You can exhibit the desirable Skills at the needed time
- ◆ Whether You are able to respond appropriately and at the right time
- ◆ Whether You are using the right Tools for the Situation
- ◆ Whether You are analyzing the data pertaining to the concept properly
- ◆ Whether You are able to Formulate a Research Proposal
- ◆ Whether You are able to prepare a Project Plan
- ◆ Whether You are able to review different Literary sources and gather relevant information

DIFFERENCE BETWEEN

PARTICULARS

Offered by

Approving Body

Affiliated / Autonomus

Focus

Geographical

Type

Jurisdiction

Legally & Technically

Employability & Placement

Orientation

Student Profile

Eligibility for PhD Subjected to
AIU Equivalence

Eligibility for Government Job

PGDM & MBA

PGDM	MBA
Business School	University / MBA Department
AICTE	University & UGC
Autonomous	University
Industry	Academic
National / International	Regional / State
ICSE / CBSE	State Board / SSC
India - Country	Regional - OU / AU / SVU
Same	Same
Very High	Normal
Practical	Theoretical
All Over India	Only Particular Region
Eligible	Eligible
YES	YES

ELIGIBILITY CRITERIA & ADMISSION PROCESS

Graduates from a recognized university with a valid rank / score in CAT/ MAT/ XAT/ ATMA / GMAT/ CMAT and common entrance examinations (if any) conducted by the respective State Government / UT.

The candidates shall be shortlisted on the basis of the overall rank computed taking into account of the following components:

- ◆ Score in the Entrance Test - **50%**
- ◆ Score for academic performance in X Std., XII Std., Degree / Post Graduate Degree. - **20%**
- ◆ GD/ WAT / Interview. - **20%**
- ◆ Weightage for participation in Sports, Extra-curricular activities, Academic diversity, and Gender diversity. -**10%**

Eligibility for Additional Sectoral Concentrations:

- ◆ **Business Analytics:** Graduation in Engineering / Mathematics / Statistics / Computer Science
- ◆ **Pharma Management:** Graduation in Pharmacy / Life Science
- ◆ **Agribusiness Management:** Graduation in Agriculture / Home Science/ Life Science / Horticulture / Sericulture / Dairy / Agribusiness / Agritech
- ◆ **Hospital Administration:** Graduation in Pharmacy / Life Science / MBBS, BDS / BHMS / BAMS / Hospital Management

Application Process:

- ◆ Apply Online - www.vishwavishwani.ac.in
- ◆ Application fee of Rs.1200/-

Hostel Facility

Separate Hostel facility is available for boys and girls. Accommodation is provided on sharing basis.

Transport Facility

A Fleet of 25 vehicles cover major routes in the twin cities.

SOME OF OUR TOP RECRUITERS





MANAGEMENT EDUCATION - DESTINATION HYDERABAD

PGDM at HYDERABAD

Hyderabad – The Futuristic City

Hyderabad with its vibrant economy and growth rate is offering a wide canvas of career opportunities for fresh Management graduates when compared to even large metropolitan cities like Mumbai, Delhi, Chennai, Kolkata, Bangalore and Pune.

Robust Infrastructure and a High Growth Destination

Hyderabad is one of the fastest growing cities with IT corridor, special economic zones, investment parks and new townships.

Hyderabad is home to more than 1300 IT and ITES firms, that includes Global conglomerates like Google, Apple, Microsoft, IBM, Infosys, Deloitte, Tech Mahindra, TCS, HSBC, Dell and many more.



Admissions Office:

#601, Mahaveer Chambers (Stanza Building),
Liberty X Roads, Himayatnagar, Hyderabad - 29.
Ph: 040-2322 8333, 2322 8399
Helplines: 9849 247 333 / 9948 341 333

Campus:

Boston House, Thumkunta (P.O), Shamirpet Road,
Hakimpet (Via), Hyderabad - 500 078.
Ph: 9849 464 333 / 9849 562 333

Approved by AICTE, Ministry Education, Govt. of India