

# Healthcare: A landscape of opportunities for professionals

Multi-healthcare domain knowledge coupled with general management skills

Hospitals  
Pharmaceuticals  
Healthcare IT  
Medical Equipment & Supplies  
Health Insurance  
Healthcare Consulting  
Lifesciences



## PGDM Healthcare 2023-2025

2 year full-time AICTE approved Program (60 seats)

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## Program Overview

### Nurturing young healthcare professionals for a post pandemic world

The healthcare industry has changed in the past decade and Covid-19 has brought focus from curative to preventive healthcare. There is also an emphasis on improving healthcare access in Tier 2, 3, and rural areas using eHealth, IoT, chatbots, wearables, drones, etc. This will further propel growth and create job opportunities for healthcare professionals.

The program is benchmarked with the best international/national institutes with exposure to Data Analytics, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Drones, Health Informatics, Digital Marketing, and applications of emerging technologies in healthcare. It covers all practical aspects of modern healthcare in the areas of the pharmaceutical, hospital, medical device, health insurance, healthcare IT, informatics, analytics, and health centric economics, along with key management skills.

Learners are sensitized to have empathy, a human-centered approach, outlook towards sustainable solutions, and humane touch. WeSchool is one of the few B-Schools offering a two-year full-time program in healthcare.

**Year 1:** Focus is on providing exposure to all healthcare segments and building strong foundation in general management.

**Year 2:** Emphasis is on enriched learning about healthcare segments where students choose between two specializations, Hospital Administration and Pharmaceutical & Life Sciences Management.

## Program Vision

To nurture healthcare management practitioners and thought leaders through inventive education.

## Program Mission

- **Contemporary Education:** To focus on inventive education by offering practical, innovative, and technology-driven healthcare management courses.
- **Social and Economic Perspective:** To instill healthcare and business management talent with a passion for learning, and the ability to critically analyze, and communicate while retaining values in a rapidly evolving economic and social environment.
- **Industry Ready professionals and Entrepreneurs:** To contribute significantly to the healthcare sector by preparing industry-ready professionals with a global perspective and encouraging entrepreneurship by leveraging stakeholders from the industry.
- **Ecosystem to nurture leadership:** To build healthcare management intellectual capital through faculty development, research, consultancy, and publication.

## Program Educational Objectives (PEOs)

- Exhibit healthcare centric knowledge and general management skills
- Practice critical thinking, problem solving skills, design thinking, sustainability, technology in healthcare sector
- Become versatile professionals and future employers in healthcare sector with sensitivities of care and humane touch
- Generate intellectual capital in collaboration with multiple stakeholders to tackle business, social and technical challenges

## USPs of the Program

- Program provides exposure to diverse industry-relevant and futuristic curriculum allowing one to switch career direction from undergraduate degree.
- Emphasis is on experiential learning. Field Work, Pharmaceutical Plant visit, Hospital Visit, NGO visit/interaction, Peer-to-peer learning, Samawesh, Self-determined learning, Simulations, Projects, Games, Crossword puzzles, Prototyping, etc. are various interventions to increase experiential learning for healthcare students.
- Personalized attention to all healthcare students is given through buddy program, need based grooming, guidance for competitions and start-ups, counseling, etc.
- Networking opportunities are provided to gain experience from peers, seniors, alumni, industry experts, and guest faculty of diverse backgrounds
- Students transform from Consumers of content to Creators of content by writing& publishing articles, case studies, and research papers
- Students are groomed to excel at various State, National and corporate level competitions.

## Faculties of Healthcare Program

Healthcare team has multi disciplinary skills among faculties



**Dr. Anjali Kumar**  
Associate Professor & Program  
InCharge - Healthcare Management



**Dr. Aaswari Nalgundwar**  
Public Health Administration  
Hospital Operations



**Ms. Sanghamitra Sharma**  
Pharmaceuticals, Regulatory,  
International business

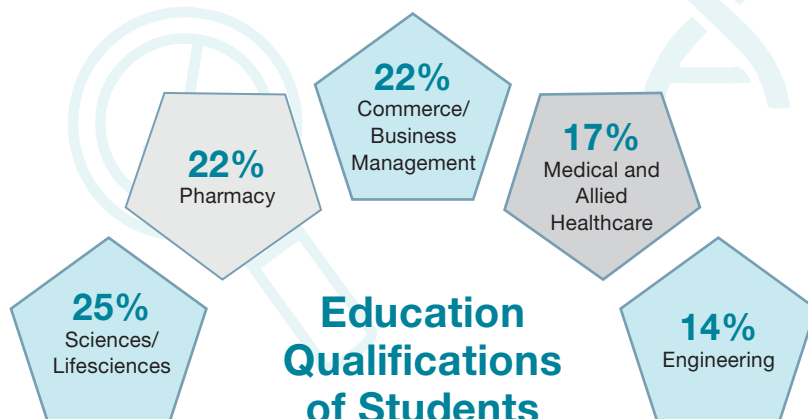


**Dr. Rohan Kesarkar**  
Medical Devices,  
LifeSciences

## Class of 2021-23

**78%** Fresher

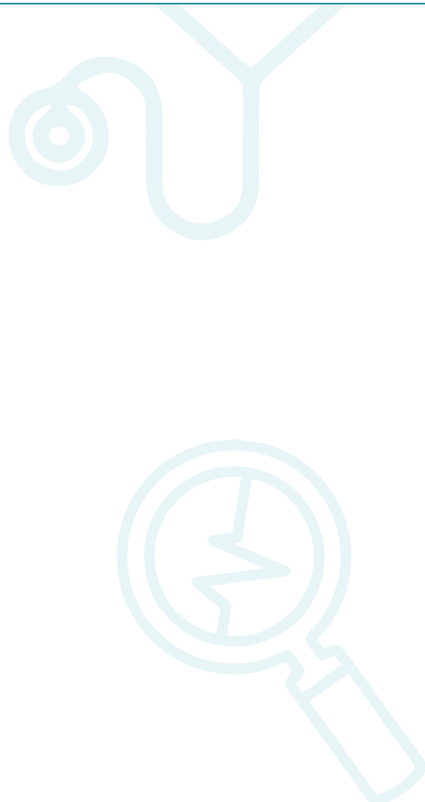
**22%** with Work Experience



## Syllabus Structure

### Year 1

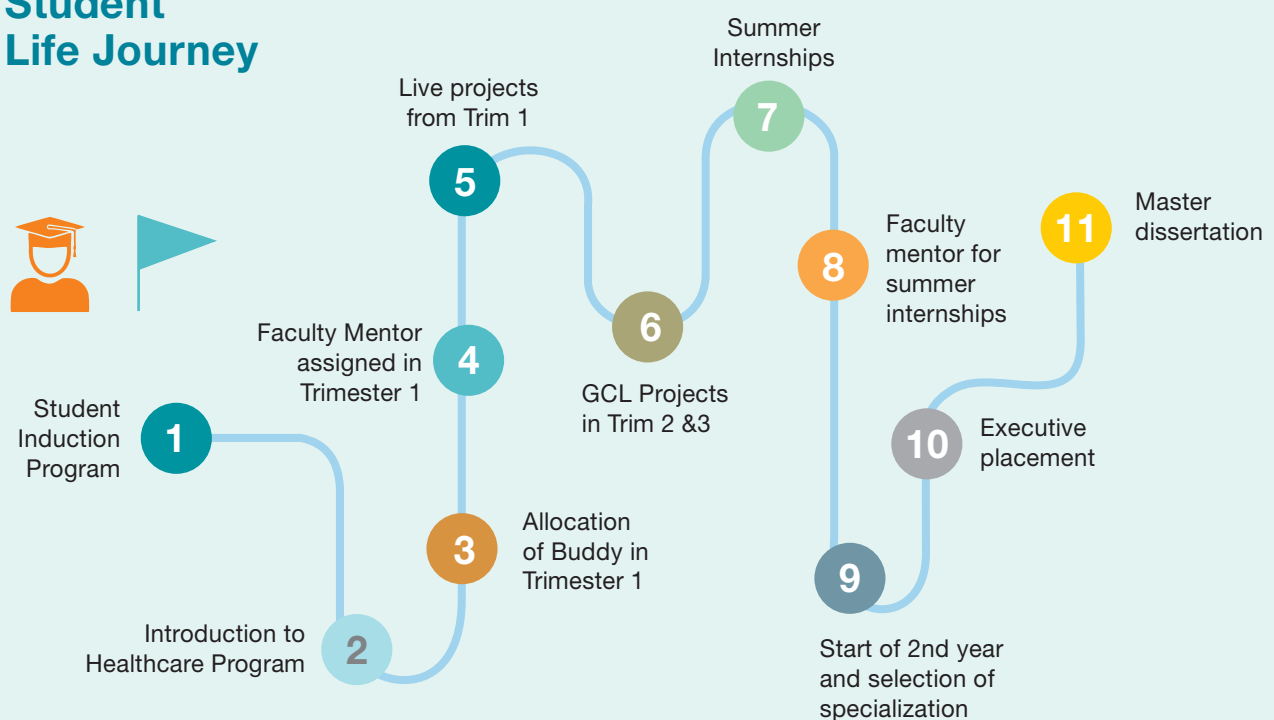
Sr. No.	Trimester 1	Trimester 2	Trimester 3
1	Basics of Business Communication	Perspectives Management	Project Management
2		Legal Aspects of Business	
3	Introductory Economics for Managers		
4	Business Design	Global Citizen Leaders I	Global Citizen Leader II
5	Business Statistics	Quantitative Techniques	Advanced Analytics
6		Market Research Methods	
7		Basic Visual Analytics	
8	Marketing Principles	Consumer Behavior	Integrated Marketing Communications
9	Financial Reporting and Analysis	Cost and Management Accounting	Fundamentals of Financial Management
10		Basics & Practical Applications of Corporate Governance	Business Taxation
11	Introduction to Emerging Technologies	IT for Healthcare 1	Enterprise Digital Transformation Management
12	Organizational Behavior and Design		Human Resource Management
13	Healthcare systems & Public Health Administration	Hospital Operations	Production & Quality Management
14	Healthcare Field visits	Medical Devices and Technology Management	Health Insurance & Managed Care
15		Basics of Pharmaceutical Management	



## Year 2

Sr. No.	Trimester 4	Trimester 5	Trimester 6
<b>Core Modules</b>			
1	International Business	Integrative Manager	Industry Immersion Project - Master Dissertation Project
2	Strategic Management		
3	Product & Brand Management	Direct Marketing and CRM	
4	Logistics and Supply Chain Management in Healthcare		
5	IT for Healthcare 2		
6		Healthcare Entrepreneurship	
7		NGO and CSR Management	
8	Economics of Business Environment	Health Economics & Pharmaco Economics	
9	Insurance operations and product design		
10	Summer Internship Project		
<b>Specialization: Hospital Administration</b>			
11	Healthcare Marketing	Quality Assurance & Accreditation of Healthcare Organizations	
12	Healthcare Informatics	Legal Framework and Ethics in Healthcare	
<b>Specialization: Pharmaceutical &amp; Life-sciences Management - Compulsory Domain</b>			
13	Marketing Management	Pharmaceutical Brand Management	
14	Pharma Sales Management	Overview of Clinical Research & Pharmaco vigilance	

## Student Life Journey



## Initiatives

- **Healthcare Field Visits:** It provides exposure to the healthcare industry and its various stakeholders.
- **Peer-to-Peer learning (Samawesh):** It gives opportunity to students to develop self-learning skills and to build communication and soft skills in the students.
- **Industry Immersion Visit:** This is part of the experiential learning and tours are organized for the students to gain knowledge about industry functioning and to have a holistic view of the industry.

## Industry Engagement

Various engagement initiatives are conducted by the Program in physical and online mode.

Live webinar on the evolution of Business models in life sciences industry was organized with Dr. Brian Smith, Principal Advisor, Pragmatic Limited, Welwyn, England on 21 August, 2020.



Leadership talk by Nishanth Saxena CEO, International Business Cipla on 9th Nov.2020



Fireside chat leadership session was organized with Mr Haresh Kewani, Director, Bristol Myers Squibb, New Jersey, USA on 16 January 2021. He delivered a session on Multichannel marketing and brand expansion strategies in healthcare.



## Career Opportunities

Every student is provided individual attention and mentored to discover their innate abilities and interests in healthcare segments like pharmaceutical, hospital, medical device, health insurance, healthcare IT, consulting, etc to become sound professionals such as:

- International/Domestic/Digital Marketing Manager
- Product Manager
- International/Domestic Business Development Manager
- Institutional Sales/Key Account Manager
- Sales Specialist/Manager
- Healthcare Business Analyst
- Research Associate/Consultant/Advisor – Healthcare
- Healthcare IT Consultant
- Healthcare IT Sales Manager
- Logistics and Supply Chain Manager
- Hospital Operations Manager
- Clinic/Branch/Floor Manager
- Hospital Planning and Design Consultant
- Health Claims Manager
- Life Insurance – Operations/IT Manager
- Healthcare Talent Acquisition Manager

## Placement

Year 2019-2021



Highest CTC

**18 lakhs p.a.**



Average CTC

**10.2 lakhs p.a.**



Median CTC

**9.5 lakhs p.a.**



Minimum CTC

**7.5 lakhs p.a.**

Year 2020-2022



Average Salary

**9.89 lakhs p.a.**



Highest Salary

**18 lakhs p.a.**

## Some of our recruiters

Pharmaceuticals	<b>glenmark</b> A new way for a new world	<b>ALKEM</b>	<b>MACLEODS</b>	<b>LTROKAA</b> Imagine. Innovate	<b>CLARIANT</b>
<b>SUN PHARMA</b>	<b>Shalina</b>	<b>Syngene</b>	Healthcare Providers	<b>NAVICARE</b> Addressing Pain   Restoring Health	<b>St Jude India ChildCare Centres</b>
<b>Waregen</b> Specialized solutions for clinics	<b>P. D. HINDUJA HOSPITAL &amp; MEDICAL RESEARCH CENTRE</b>	<b>KIMS HOSPITALS™</b>	<b>lybra+e</b>	<b>Sir H.N. Reliance</b> HOSPITAL FOR LIFE	Life Science / Wellness





## Alumni - The change makers



**Prerna Sharma**  
 Director  
 PwC Advisory  
 Batch 2011-13



**Dr. Afsha Chevelwalla**  
 Management Consultant  
 McKinsey & Company  
 Batch 2012-14



**Prabir Banerjee**  
 Product Manager  
 In ViVo Pre Clinical Assays, USA  
 Batch 2012-14



**Niraj Patil**  
 Product Manager  
 Innovation Lab, TATA AIG  
 Batch 2013-15



**Komal Kadaba**  
 Co-founder  
 Karmasukom Edibles @ Nutrezy  
 Batch 2013-15



**Hemant Baviskar**  
 Account Manager  
 Hilti North America  
 Batch 2014-16

## Student Achievements

Students are given opportunities to participate in various extra-curricular activities creating well-rounded professionals.



3 PGDM Healthcare students authored case writing with WeSchool and international faculty in a unique experience and exposure 7.



Dr. Disha Patil (PGDM Healthcare 2019-21) stood third at Business Standard best B-School Project Award,2020.



Ms Santosh Chintakindi (PGDM Healthcare 2020-22) and team won the first prize in Maharashtra State Hackathon in Vaccination and Immunization Track in April 2021.



Mr Aniket Narkar, Ms Ayushi Shrivastava, Ms. Prathiksha Shetty and Mr Sanket Pidadi (all PGDM Healthcare 2020-22 students) won the first prize in Maharashtra State Hackathon in Medical Devices for Improving Neonatal Care in April 2021.

Smart India Hackathon 2022 Winners Team : The Mind Brewers



Student team Members from PGDM Healthcare 2021-23 batch: Sagar Verma, Parthvi Mehta, Mahek Kawle, Kartik Kourav, Sonal Patil, Aishwarya Pusdekar. Team Mentor - Dr Anjali Kumar



Kajol, Pranay and Priyal of HC 2022-24 batch securing second prize in poster competition of 'A seminar on Fight Cancer Find the Cure'

## Suitability for the PGDM Healthcare

Graduates with MBBS, BDS, BAMS, BHMS, BPharm, BSc Paramedical Technology, Physiotherapy, Occupational Therapy, Biomedical/Bioengineering, Biotech, Life sciences, and Engineering degrees. Candidates with minimum 50% in Degree exam from a recognized University. Final year students awaiting results may also apply. Those with prior experience or interest in healthcare are suitable irrespective of educational background. All education background students can join and do well in PGDM Healthcare program, if interested in healthcare.

## Follow us to learn about what Healthcare students do:

Instagram: <https://www.instagram.com/pgdmhealthcare/>

LinkedIn: <https://www.linkedin.com/in/pgdm-healthcare-welingkar-mumbai/>

Facebook: <https://www.facebook.com/pgdmhc>

Twitter: <https://twitter.com/HealthcarePgdm>

YouTube: <https://www.youtube.com/channel/UCFhcywUwA5GqJtjbnHkprNg>



### PGDM Healthcare program website:

<https://www.welingkar.org/programmes/full-time-programme/mumbai/pgdm-health-care-management>

## Eligibility

A minimum 50% in graduation, which must be completed by June 2023.

Should have taken CAT (2022) conducted by the IIMs for the year specified in the advertisement (IIMS have no role in the Welingkar admission process) and /or/ XAT (2023) / and / or ATMA (Feb 2023) and / or CMAT (2023) and / or GMAT (2020 onwards).

## Selection Process

WeSchool's Unique Profile based selection process assigns significant value to academic performances, work experience, Group Activity, Personal Interview along with the written test scores.

## Tuition Fee

Tuition Fee Rs. 6,50,000/- p.a. (*Subject to change*)



**S. P. Mandali's Prin. L. N. Welingkar Institute of Management Development & Research (PGDM) (WeSchool)**

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