

11/18/2020

Chennai

From

The Course Coordinator
Introduction to Finance and Marketing in Health Care
Department of Medicine
Sree Balaji Medical College
Bharath Institute of Higher Education and Research,
Chennai

To

The Dean
Sree Balaji Medical College
Bharath institute of Higher Education Research,
Chennai

Sub: -Permission to conduct value- added course: Introduction to Finance and Marketing in Health Care

Respected sir,

With reference to subject mentioned above, the Medicine proposes to conduct a value-added course titled: Introduction to Finance and Marketing in Health Care

We kindly solicit your kind permission to commence the program.

Warm Regards,



Course Coordinator

SREE BALAJI MEDICAL COLLEGE & HOSPITAL

CHROMPET CHENNAI -600044

Date: 11/21/2020

R. No 153/ SBMCH/2020

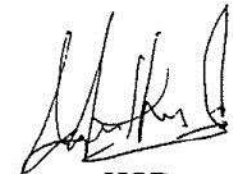
CIRCULAR

Notification for Value added courses offered by the Department of Medicine

The Department of **Medicine** of Sree Balaji Medical College is scheduled to offer a Value added Course on Introduction to Finance and Marketing in Health Care from 12/18/2020 for a period of 3 weeks. Interested students can approach the Head of Medicine department and Course Coordinator, for registration and for further details on or before 12/11/2020.

Eligibility-MBBS STUDENTS

Course Coordinator



HOD

Copy to:

Dean office

Vice Principal

Medical Superintendent

AO College

SREE BALAJI MEDICAL COLLEGE AND HOSIPTAL
INTRODUCTION TO FINANCE AND MARKETING IN HEALTH CARE
40 HOURS

LEARNING OBJECTIVES:

1. Management of healthcare organization
2. Basics of finance and accounting
3. Human resources management in healthcare
4. Public health systems and health insurance
5. Safety and risk management
6. Legal and ethical issues in healthcare
7. Hospital service marketing

UNIT-1: MANAGEMENT OF HEALTHCARE ORGANIZATION			
S.NO	TOPICS	HOURS	FACULTY
1.	Introduction	1	Lecture
2.	Management organization of clinical uses	1	
3.	Planning and organization of support services	1	
4.	Evaluation of	2	

	data		
3.	Frequency distribution and related graphs and charts	2	
4.	Assessment	2	lecture

UNIT-2: ELEMENTARY IDEA OF PROBABILITY			
S.NO	TOPICS	HOURS	FACULTY
1.	Addition and multiplication theorems	2	Assistant professor
2.	Statistical independence and conditional probability	1	
3.	Mathematical expectation	2	
4.	Assessment	2	Professor

UNIT-3: ELEMENTS OF STATISTICAL INFERENCE			
S.NO	TOPICS	HOURS	FACULTY
1.	Properties of a good	2	Lecture

2.	Training and development	1	
3.	Wage and salary administration	1	
4.	Labor laws	1	
5.	Assessment	1	Lecture

UNIT-4: PUBLIC HEALTH SYSTEMS AND HEALTH INSURANCE

S.NO	TOPICS	HOURS	FACULTY
1.	Public health concepts and national health policy	1	Assistant professor
2.	Public health financing	1	
3.	Health insurance	1	
4.	Risk and insurance management	1	
5.	Structure and functions of insurance	1	
6.	Assessment	1	Professor

UNIT-5: SAFETY AND RISK MANAGEMENT





**Bharath Institute of Higher Education and Research
Sree Balaji Medical College & Hospital**



CERTIFICATE

This is to certify that Mr./Ms. ALICIA CATHERINE A has completed the value added course on Introduction to Finance and Marketing in Health Care conducted by Medicine at Sree Balaji Medical College & Hospital, Chennai held during 12/18/2020.

Dr.P.Sai Kumar MD

Vice Principal, SBMCH

Dr.Gunasekeran MS

Dean, SBMCH

Introduction to Finance and Marketing in Health Care

S. No	Regn. No.	Name
1	U15MB188	SHRIVIRUTHAA T
2	U15MB189	SHRUTHI SRI R G
3	U15MB190	SHRUTI U
4	U15MB191	SHUBAVEE R
5	U15MB192	SHYJU RAGLAND S R
6	U15MB193	SIDDARTH VINCENT RAJ S
7	U15MB194	SIDDHARTHANI A
8	U15MB195	SIDHITHA S M
9	U15MB196	SIVA VIGNESH A
10	U15MB197	SIVASURIYAN S
11	U15MB198	SMRITHI A
12	U15MB199	SNEHA PREETHI E name changed as SAI SNEHA PREETHY E
13	U15MB200	SNEKHA S
14	U15MB201	SOUMIYA E
15	U15MB202	SOWMIYA T
16	U15MB225	TARIQ IBRAHIM
17	U15MB226	THALINZAI PRAVEEN KUMAR A
18	U15MB227	THANGAVELU SAKTHI VIGNESH name changed as SAKTHI VIGNESH T
19	U15MB228	THILAKESH G (Met with an accident 14.03.18 night and Expired 15.03.18 - 12.20 a.m.)
20	U15MB229	THRILOK RAM B
21	U15MB230	TRUP MOHAMED FASIH MAAZ
22	U15MB231	UDAYA S
23	U15MB232	UTHAYASURYA K
24	U15MB233	VAIBHAVI D
25	U15MB234	VAISHNAVI M
26	U15MB235	VANI KRISHNA
27	U15MB236	VARUN V
28	U15MB237	VASANTH S
29	U15MB238	VASANTHAKUMAR V S
30	U15MB239	VEENA KRISHNA
31	U15MB240	VENKATA MANISH REDDY MUNDLA
32	U15MB241	VIDHYAPRIYADARSHINI S
33	U15MB242	VIGNESH P
34	U15MB243	VIGNESH R
35	U15MB244	VIKAASH K S
36	U15MB245	VINITH M V
37	U15MB246	VINOTH G
38	U15MB247	YASHOPRIYADARSHINI V R
39	U15MB248	YAZHINI T
40	U15MB249	YUVARAJ LAKSHMIPATHY
41	U15MB250	YUVASHREE M
42	U15MB186	SHIRAVANKUMAR S P
43	U15MB187	SHONA NELSON

COURSE FEEDBACK FORM

Date: 15/12/20

Course Title: *Introduction to finance and Marketing in Health Care*

Name: *Sneha S*

RegNo: *V15 MB 200*

Department: *Medicine*

S.NO	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very satisfied)						
1.	Objectives of the course clear to you				<input checked="" type="checkbox"/>	
2.	The course contents met with your expectations				<input checked="" type="checkbox"/>	
3.	The lecture sequence was well planned				<input checked="" type="checkbox"/>	
4.	The lecturers were clear and easy to understand				<input checked="" type="checkbox"/>	
5.	The teaching aids were effective				<input checked="" type="checkbox"/>	
6.	The instructors encourage interaction and were helpful				<input checked="" type="checkbox"/>	
7.	The level of the course				<input checked="" type="checkbox"/>	
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

Sneha S
Signature

Thank you

COURSE FEEDBACK FORM

Date: 15/12/20

Course Title: Introduction to Finance and Marketing in Health Care

Name: Vignesh.R

RegNo: U15MB243

Department: Medicine

S.NO	Particulars	1	2	3	4	5
(1. Very Unsatisfied 2. Unsatisfied 3. Neutral 4. Satisfied 5. Very satisfied)						
1.	Objectives of the course clear to you					/
2.	The course contents met with your expectations					/
3.	The lecture sequence was well planned					/
4.	The lecturers were clear and easy to understand					/
5.	The teaching aids were effective					/
6.	The instructors encourage interaction and were helpful					/
7.	The level of the course					/
(1. Very poor 2. Poor 3. Average 4. Good 5. Excellent)						
8.	Overall rating of the course:	1	2	3	4	5

Please give suggestion for the improvement of the course:

Weakness of the course:

Strength of the course:

Signature

Thank you