



SRI RAMACHANDRA

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

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



Sri Ramachandra Faculty of Management Sciences

Announces

MANAGEMENT DEVELOPMENT PROGRAMME ON FINANCE FOR HEALTHCARE PROFESSIONALS



30th - 31st
OCTOBER, 2021

at SRFMS, SRIHER, Porur, Chennai-600 116

ABOUT SRFMS

Sri Ramachandra Faculty of Management Sciences (SRFMS) is a unit in Sri Ramachandra Institute of Higher Education and Research (SRIHER), a Deemed to be University (formerly known as Sri Ramachandra University), ranked among the top health sciences universities in India. SRIHER has been accredited (cycle-3) by National Assessment and Accreditation Council (NAAC) with A++ Grade and placed in category-I Universities in India by the UGC and ranked 28 among Universities in NIRF-2020. SRFMS, established in the year 2001, is one of the leading management hubs in India offering very unique programs in the field of Hospital & Health Systems Management.

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

SRFMS has been rated as one of the best management schools in the State by Business Standard B-School Survey, 2018-2020. It has continuously been placed under "Platinum Category" by AICTE-CII Industry-Institute Survey since 2019. It forges partnership with outstanding academic institutions and healthcare organizations like ICAI, XLRI, Qur Health, Mellon Ai to learn and acquire knowledge and practices for the benefit of students and fosters collaborative research and training for mutual benefit. The Faculty has now stepped into the executive education introducing a One-year Executive Diploma in Healthcare Management for working healthcare professionals.

ABOUT THE MDP

India's healthcare sector is poised to grow substantially because of rising income level of individuals, greater health awareness, increasing incidence of lifestyle diseases and easier access to insurance. This has resulted in the increase in demand for better healthcare in the form of good quality hospitals, clinics and pathology laboratories and diagnostic centers.

Customers/patients go after only those facilities that can offer high quality services at reasonable cost. Operational efficiency can be attained if the healthcare professionals are able to manage the finance effectively from its acquisition to its re-investment. This MDP is designed with the objective of providing adequate knowledge to participants who can independently manage the finance.

OBJECTIVES OF THE PROGRAMME

The core objective of this Management Development Programme is to enhance the financial knowledge and understandings of non-finance administrators and enable them to contribute maximum towards the growth and development of the organization.

The specific objectives of this programme are:

1. Increasing the knowledge and understanding level of the management of fund for the efficient functioning of healthcare Organizations.
2. Developing cost reduction strategies for offering quality healthcare services at reasonable price.
3. Explaining the sources of finance for undertaking different healthcare related projects needed for the community.
4. Improving the financial decision making skills through Capital Budgeting, Budgeting, Break-even analysis, etc.

PROGRAMME DATE & TIME

- Date: 30th & 31st October 2021
- Time : 09:30 am - 04:30 pm

PROGRAMME COVERAGE

This MDP will be conducted over two days (comprising of 4 sessions of 1 hour 30 minutes for each day) .The details of topics to be covered are as follows:

Date	Topics to be covered	Time
30.10.2021	Basics of Accounting and Finance- Capital Budgeting for Healthcare Professionals.	Forenoon 09.30am - 12.30pm
	Business Plan - Types of Loans- Financial Assistance from Banks and other sources for Healthcare firms.	Afternoon 01.30pm - 04.30pm
31.10.2021	Basics of Costing– Cost Reduction Strategies- Cost Analysis and Management (Practical aspects) in hospitals.	Forenoon 09.30am - 12.30pm
	Financing function- Capital Structure and Fundraising for Healthcare organizations.	Afternoon 01.30pm - 04.30pm

VENUE OF THE PROGRAMME

- Seminar Hall, 4th Floor, Sri Ramachandra Faculty of Management Sciences, SRIHER (DU)

METHODOLOGY OF THE PROGRAMME

- Lecture
- Group Discussion
- Case Analysis and discussion.

PROGRAMME FEE

- Rs.2000/- (including GST) - non-residential (Includes Programme Kit, & High Tea)

TARGET AUDIENCE

Doctors, Private Practitioners, Entrepreneurs in Healthcare Sector, Owners of Clinics, Health Laboratories, Medicals and any Non-finance Professionals, Administrators, Faculty Members and Students.

RESOURCE PERSONS

Mr. S. Bhargava, General Manager-Costing, Apollo Hospitals, Chennai.

Mr. S. Bhargava has completed his B.Com from DG Vaishnav College, FCMA from Institute of Cost Accountants of India and ACMA, CGMA from CIMA, UK. He has got Postgraduate Certificate in General Management from XLRI, Jamshedpur. He also obtained certified membership status from The Institute of Certified Management Accountants, Australia. He is interested in upgrading of skills and knowledge not only in accounting area but also in other areas. In this connection he has completed courses in Healthcare Management, Health Technology Assessment, Health Economic as well as Master degree in Economics. His total Industrial experience of 30 years includes JK Fenner, Valeo Clutches (France), Owens Illinois (Glass), GTN Textiles and Apollo Hospital, Chennai. In addition he extended his service in mentoring the young CMAs across borders and outside his work place and free knowledge sharing.

Mr. K. Rajasekaran, Corporate Trainer and Visiting Faculty in Banking and Finance.

He has more than two decades of experience in banking as senior executive in public sector and private sector banks with long experience in Corporate/ SME banking, Trade Finance, Forex and banking operations. He has been a Senior Executive with State Bank of Travancore (since merged with SBI) and Global Trust Bank. Currently he is working as a visiting faculty in some reputed educational institutions like, XIME(Standalone B-School) having campuses in Kochi, Bangalore and Chennai, Christ University, Bangalore, and Ahmedabad Management Association. He has been a member of the panel in selecting candidates for PGDM / MBA at Symbiosis Institute of Management, Bangalore.

RESOURCE PERSONS

Dr.P. Amalanathan, Associate Professor, SRFMS, SRIHER.

He is working in the domain of Accounting and Finance from December, 2019 in SRIHER. Prior to his service in SRIHER, he has served as Associate Professor as well as Professor in the higher education sector for more than 25 years in different reputed educational institutions like, Xavier Institute of Management and Entrepreneurship (XIME), Bangalore as well as Kochi Campus, Pope John Paul College of Education, Pondicherry U.T., and St. Xavier's College (Autonomous), Tirunelveli. He has guided more than 10 M.Phil. Students of distance education mode of Alagappa University, Karaikudi. He has presented more than 12 research papers in the national/International Conferences/Seminars and also published more than 15 research articles in some of the reputed national/international journals. Currently, he is one among the recognized Ph.D. Guides in the Faculty of Management Sciences of SRIHER (DU), Chennai.

Dr. S. Srinivasan, Assistant Professor, SRFMS, SRIHER.

Dr.S.Srinivasan holds Doctorate in Management from Bharathidasan School of Management, Bharathidasan University, Tiruchirappalli, Tamil Nadu. His area of specialization is Finance and Accounting. He has five years of teaching experience and six years of research experience. His research areas include Financial Derivatives and Risk Management, Security Analysis and Portfolio Management and Time-Series Econometrics. He has attended ten Faculty Development Programmes on various Management themes. To his credit, he has sixteen publications in various indexed journals. He has also presented twelve papers at national and international conferences. Since August 2019, he is associated as Assistant Professor, Faculty of Management Sciences, Sri Ramachandra Institute of Higher Education and Research, Porur, Chennai. Prior to this assignment, he has been engaged as Assistant Professor in the Department of Commerce (Self-finance) at Ramakrishna Mission Vivekananda College, Mylapore, Chennai.

FOR REGISTRATION

Online registration and Payment can be done through

www.srfms.sriramachandra.edu.in

Payment can be made by cheque /DD in favour of "SRMC" or by NEFT.

For NEFT transfer details please send an email to: **mdpsrfms@sriramachandra.edu.in**.

Last date for registration is 25th October, 2021.

BANK DETAILS

Account Holder Name : Sri Ramachandra Institute of Higher Education & Research (DU)
Bank Name : City Union Bank Ltd.
Branch Name/Code : Ayyappanthangal Branch/300
Account Number : 510909010044955
IFSC/RTGS CODE : CIUB0000300

ORGANISING COMMITTEE

Chairman
Dr. K.C. John
Director
SRFMS

Co-Chairman
Dr. Selvam Jesiah
Principal
SRFMS

Programme Coordinators
Dr. P. Amalanathan & Dr. S. Srinivasan

ADDRESS FOR COMMUNICATION

Dr. P. Amalanathan & Dr. S. Srinivasan
Programme Coordinators
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