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**1st Cohort Starting  
15 March, 2021**

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# ADVANCED MANAGEMENT PROGRAMME

## in Healthcare Leadership (AMP-HL)

A flexible Credit-linked executive  
programme, aligned to MBA (Executive)  
in Leadership and Strategy

Institute of Health Management Research  
IIHMR University  
1, Prabhu Dayal Marg,  
Near Sanganer Airport  
Jaipur – 302029 (India)

# I. About IIHMR University Executive Education

IIHMR University, ranked 65th in Management Category by National Institutional Ranking Framework (NIRF), is a specialized Research University in management research, postgraduate education and training in the healthcare, development studies and other allied sectors. The University aims to generate new knowledge and technologies to provide evidence and inputs for developing effective policies and health interventions and strategies. The faculty is multi-disciplinary that represents management, economics, statistics, demography, social and behavioural sciences, rural development, public health, and the pharmaceutical sector.

The genesis of the IIHMR University dates back to October 5, 1984, when the Indian Institute of Health Management Research (IIHMR) was established. The IIHMR University has been established and incorporated as a postgraduate research University by the Government of Rajasthan vide the IIHMR University Ordinance, 2013 (Ordinance No 30 of 2013) which was replaced by the IIHMR University Act, 2014 (Act No. 3, of 2014) passed by the State Legislature. The Ministry of Health and Family Welfare, Government of India, identified it as 'Institute of Excellence' for its significant contribution to strengthening health systems by promoting and conducting health policy and program management, research, training and capacity building.

Over the past three and half decades, the University is engaged in research, education and capacity building in the core areas of Public Health, Health and Hospital Management, Pharmaceutical Management, Health Economics and Finance, Population and Reproductive Health, Development Studies, Rural Management, Institutional Networking and capacity building.

The Executive Education Division of the IIHMR University has more than three decades of experience in designing and delivering high quality need-based open enrolment Management Development Programmes (MDPs) and Customized Training Programmes (CTPs). With than 2000 executive alumni base in all continents of the world, the division has served the training and executive development needs of leading multinational corporations, healthcare organizations, international non-governmental agencies as well as international agencies like WHO, UNDP, UNICEF, to name a few. The division of executive education of the university engages in designing and developing innovative need-based programmes to cater to the executive development needs in a responsive, responsible and flexible manner.



## II. Advanced Management Programme in Healthcare Leadership (AMP-HL)

Advanced Management Programme in Healthcare Leadership (AMP-HL) focuses on executive training and leadership capacity building in the area of healthcare management. The programme is carefully crafted in consultation with the leading academicians and practitioners across the globe. The programme comprises 7 modules, focusing on developing the competencies required for effective healthcare leadership and management under a fast-changing healthcare scenario. The programme is aligned to the M.B.A. (Executive-L&S)) programme of the university i.e., the participants will have the option to transfer programme credits if they want to earn M.B.A. (Executive – L&S) degree within 3 years from the completion of the AMP-HL programme (subject to meeting other programme eligibility criteria). The programme design is guided by IIHMRU's philosophy of research-driven knowledge co-creation and learning. We are confident that the executives will find the programme contents and andragogy quite engaging and flexible, contributing to high-quality executive development needs.

## III. AMP-HL Details

### A. Programme Description

AMP-HL is a year-long programme (Table 1.0), organized into seven modules. Each module focuses on a broader competency group and comprises of 2 or more short executive courses. The total programme is designed for 38 executive credits. Each course module is designed for 2 or 4 executive credits. One credit work is equal to 10 hours of classroom (or synchronous online) learning or 20 hours of self-learning/ project or any combination of these two components. Our programme design is innovative and blends technology in an innovative manner to enhance the effectiveness of the classroom teaching and learning. In addition to the theoretical understanding, the learning in most of the courses are assessed through the degree of competency in the practical application of the concepts in real-work environment. The learning outcomes, course-content and andragogy are benchmarked with the global standards for a similar level of programmes. Reproductive Health, Development Studies, Rural Management, Institutional Networking and capacity building.

### B. Competencies

The programme is designed to develop competencies in seven broader areas i.e., C1 to C7, identified based on reports of international bodies/ knowledge organizations in the field.

- C1: Communication and Relationship Management** including relationship management, communication Skills and facilitation & negotiation skills.
- C2: Leadership Skills**, including management or organizational culture, change management and disruptive envisioning.
- C3: Professionalism** including personal & professional accountability, professional development & lifelong learning and contributions to the community and profession.
- C4: Understanding the Context of Healthcare**, including knowledge of healthcare systems & organizations, healthcare personnel, the patient's perspective and the community & the environment.
- C5: Digital Management**, including the application of data analytics, artificial intelligence and digital application in healthcare.
- C6: Business Strategy Skills** including financial management, marketing management, people management, operations management, risk management and quality management, procurement and strategic management.
- C7: Advanced Leadership Skills** including systems thinking, multi-dimensional sense-making, institution-building orientation, managing diversity & complexity, network nurturing, personal credibility and self-awareness.



### C. Programme Learning Outcomes (POs)

Upon completion of the programme, the student will be able to:

- Demonstrate understanding of advanced concepts and theories used in healthcare management;
- Critically assess and analyze the impact of environmental changes on healthcare management
- Creatively think and act in formulating and solving issues related to healthcare management;
- Apply the different tools and techniques for evidence-based executive decision-making;
- Effectively lead the healthcare organizations in their respective contexts with strong ethical and moral values;
- Act with a holistic perspective for the benefit of their respective teams, units, organizations and society at large.

### D. Programme Structure

Module-Wise Programme Structure

Module	Course Details	
	Course Title	Credits
1. Understanding Context of Healthcare	AEP 101: Healthcare Environment	2
	AEP 102: Healthcare Systems and Organizations	2
	AEP 103: Stakeholders Management	2
2. Communication and Relationship Management	AEP 203: Advanced Managerial Communications	2
	AEP 202: Relationship Management	4
	AEP 203: Effective Facilitation and Negotiation	2
3. Leadership Skills	AEP 301: Effective Leadership	2
	AEP 302: Managing Culture and Organizational Change	2
4. Digital Healthcare Management	AEP 401: Healthcare Information Management	2
	AEP 402: Data Analytics for Healthcare Management	2
	AEP 403: AI Application in Healthcare	2
5. Business Strategy Skills	AEP 501: Organization and Strategy	2
	AEP 502: Marketing Management	2
	AEP 503: Decision Making Tools and Techniques	2
	AEP 504: Healthcare Operations Management	2
	AEP 505: Healthcare Financial Management	2
	AEP 506: Healthcare Quality Management	2
	AEP 507: Strategic Procurement	2
6. Advanced Leadership Skills	AEP 601: Systems Thinking and One Planet Leadership	2
	AEP 602: Managing Diversity and Complexity	2
	AEP 603: Purpose-Driven Innovation	2
	AEP 604: Design Thinking and Entrepreneurship	2
7. Professionalism	AEP 701: Professional Ethics	2
	AEP 702: Managing Transparency and Ethics	2

#### E. Eligibility for Admission:

Minimum graduate in any discipline from a recognized university/ institution with a minimum of 3 years managerial experience.

#### F. For Whom:

- Managers and Executives in the Healthcare sector
- Executives seeking a career in the healthcare sector
- Consultants and Managers in NGOs
- Officials in Ministries and Departments related to Healthcare.

#### G. Why this programme

- Delivered by a global team of leading experts
- Focus on developing competencies as per the latest organizational needs
- Opportunity to sharpen management and leadership skills
- Flexible programme design
- Accelerated learning
- Enhanced career prospects.

#### H. Programme Fee:

- Indian Participants : Total INR 1,40,000/- + 18% GST
- Foreign Nationals : Total USD 2500 + 18% GST

Participants have the option to apply for selected modules. Such participants would be required to pay only the module fee, to be calculated based on the number of credits in the module.

#### Discount Policy

Category	Applicable Discount
Group Registration (4 or more participants)	20%
IIHMR Alumni (All Campus Regular programmes)	30%
IIHMR Employee (All Campus Employees)	30%
IIHMR Alumni (All Campus MDP Programmes)	10%

*Note: No two discounts can be claimed together. All discounts are on applicable fee without GST.*







Interested applicants can apply on [applications.iihmr.edu.in](https://applications.iihmr.edu.in)



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