



MBA HOSPITAL & HEALTHCARE MANAGEMENT

2 YEAR FULL TIME RESIDENTIAL PROGRAM

Built on rigor, driven by vision. Training for decisions that truly matter.

MESSAGE FROM THE DIRECTOR

DR. VINITA S. SAHAY

Director,
Indian Institute of
Management Bodh Gaya



I am immensely pleased to share that IIM Bodh Gaya offers a 2-year full-time MBA (Hospital & Healthcare Management) program for the students of 2026-28. In continued efforts, it is the fourth batch with our vision to build and grow a distinctive niche in the healthcare space, and this specialised MBA program will develop and sharpen much-needed professionals for the healthcare industry.

The healthcare industry is on the cusp of exponential growth. Owing to the increasing number of hospitals, increased penetration of health insurance fueled by public health insurance schemes like Ayushman Bharat coupled with increased income/health awareness among people and substantial rise in medical tourism and the emergence of digital health, the demand for professionally managed quality healthcare service is on the rise. It is evident that the number of healthcare organizations applying for national and international quality accreditations is rising. All these developments have increased demand for professionally trained managers across different healthcare industry verticals, including hospitals, health insurance, pharmaceuticals, medical devices, IT, and consulting.

IIM Bodh Gaya's MBA (Hospital & Healthcare Management) program caters to the above needs. The program is designed to give a holistic appreciation of the different verticals of the healthcare industry and gives exposure to both private and public health systems. The students enrolled in this program have the option to choose courses from two specialization tracks: "Hospital Management" and "Healthcare Management".

We aim to make this program highly industry-relevant. Thus, we have established an "Industry Advisory Board" represented by senior leaders from different healthcare industry verticals who will co-create with us the design and delivery of the program and make it one of the best healthcare management programs in the country.

I am sure that the MBA (Hospital & Healthcare Management) program will provide you with an enriching learning experience that will boost your career journey.

We look forward to welcoming you to the IIM Bodh Gaya campus.

MESSAGE FROM THE CHAIRPERSON

Prof. Swapnarag Swain
Chairperson, MBA - HHM
Indian Institute of
Management Bodh Gaya



It gives me immense pleasure to introduce the MBA in Hospital & Healthcare Management program at IIM Bodh Gaya. This program has been carefully designed and developed in close consultation with leading professionals and experts from the healthcare industry, with the objective of bridging the gap between academic learning and real-world business practices in healthcare.

This program goes beyond the operational aspects of hospital management and focuses on the broader business dimensions of the healthcare sector. The curriculum is structured to equip participants with the knowledge and skills required across key business functions such as Marketing, Business Development, Product Management, Risk Management, Operations, Supply Chain, Project and Program Management, Business Consulting, and Digital Transformation, along with IT and Analytics in healthcare and allied industries.

A four-month summer internship after the first year, along with a community project in Term V, is designed to provide participants with valuable hands-on exposure and immersive learning experiences. These components enable students to apply classroom knowledge in real-world settings while gaining practical insights into the functioning of the healthcare industry.

Upon completion of the MBA (Hospital & Healthcare Management) program, participants will be well-equipped to take on managerial and leadership roles across diverse domains of the healthcare sector. These include Digital Health, Corporate Hospitals, Health Insurance, Pharmaceuticals, Medical Devices, International Health Organizations, Public Health, IT and Consulting, E-Pharmacy, Online Diagnostics, Wellness Services, and Consumer Healthcare Product companies.

The key differentiator of this program is mainly attributed to the involvement of the industry in designing, delivering and evaluating multiple courses. In this context we have developed collaborations with reputed organisations like fortis healthcare, Medanta hospitals, HDFC Ergo, and PCI India.

I welcome you to be a part of this exciting journey and wish you good luck in taking your career to the next level!

INDUSTRY ADVISORY BOARD



DR. SATHYA SRIRAM
Ex CEO - Preventive Health,
Apollo Hospitals Enterprise Ltd.



ASHISH BANSAL
Managing Director,
Alvarez & Marshal



VIVEK JHA
Sr, Director - Strategy, AI &
Transformation, Global
Commercialization
Capabilities
Eli Lilly and Company



ROHIT GULATI
Director, Marketing - India &
South Asia
Johnson & Johnson Vision



**COL. HEMRAJ SINGH
PARMAR**
Co-founder,
AyushPay



NEERAJ LAL
Regional Director,
Medicover Hospitals,
Maharashtra and Karnataka
Region



SAJI DANIEL MATHEW
Vice President - Institutional
Business,
Agappe Diagnostics



TANUJA MASAND
AVP, Growth Operations
Genpact



SATYAJIT NATH
Senior Director, Insurance
India Head and Agile Head
Capgemini Technology
Services



RANA DASGUPTA
Chief Executive Officer -
Eastern Region
Apollo Hospitals Group

PROGRAM OVERVIEW

The MBA (Hospital & Healthcare Management) is a two-year full-time program spread across six terms. The program consists of a total of a minimum 108 credits. In the first year, students will undergo the majority of the core courses. During the second year, students undergo track based elective courses from the domains of: “**Hospital Management**” and “**Healthcare Management**”. The “Hospital Management” track covers courses related to the management/administration of various functions in hospitals and allied areas. The “Healthcare Management” track covers courses related to public health, health insurance, and pharmaceuticals. In addition, students will choose general elective courses from different management domains such as HR, Marketing, IT, Finance, Operations & General Management. At the end of the first year, students will undergo an **industry immersion for an extended duration of 4 months**. Students will be involved in the community project in the 5th term, during which they will conduct a field study to understand various public health issues and the effectiveness of public health schemes run by the government.

Hospital Management
(Management of various functions in hospitals & allied areas)

MBA
(Hospital & Healthcare Management)

Healthcare Management
(Related to public health, international health, health insurance, pharmaceuticals etc.)

CREDIT STRUCTURE: SUMMARY (Total Credits 108 minimum)

	YEAR 1	YEAR 2	TOTAL CREDITS
Core courses	60	0	60
Electives	0	21 18-24 <small>(Track Specific) (General management)</small>	39-45
Industry Immersion/ Community Project	6 (Industry Immersion)	3 (Community Project)	9

PROGRAM HIGHLIGHTS

TWO TRACKS OF SPECIALIZATION

Students can select courses from two integrated components of one unified specialization track: "Hospital and Healthcare Management".

EXTENDED INDUSTRY IMMERSION

At the end of year-I students will go for an extended industry immersion (4 months duration) for hands on experience.

COMMUNITY PROJECT

Students will interact with people of semiurban/rural areas to understand public health related issues and effectiveness of various public health schemes run by the government.

COURSE DELIVERY BY INDUSTRY LEADERS

Significant number of courses will be delivered by senior leaders from the healthcare industry.

Backed by a strong **INDUSTRY ADVISORY BOARD** represented by senior professionals from different verticals of healthcare.

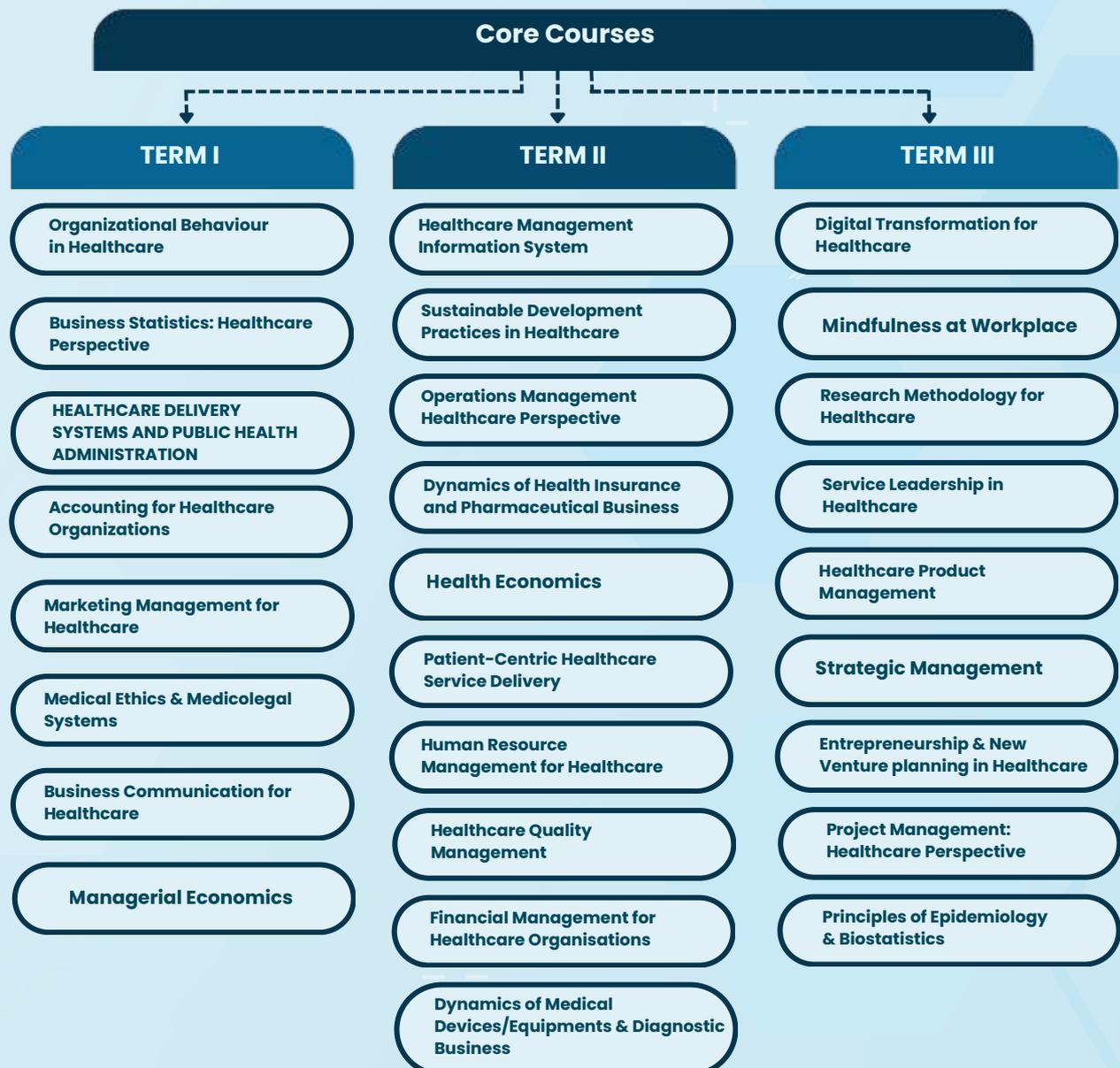
HOLISTIC APPRECIATION OF HEALTHCARE INDUSTRY

The program offers a comprehensive understanding of the healthcare and allied industries, including hospitals, pharmaceuticals, health insurance, medical devices, healthcare consulting, and digital health.

PROGRAM STRUCTURE

Year I

Core Courses



Industry Immersion (4 Months)

Participants will be engaged in an organization operating in healthcare space or having healthcare focus (e.g. hospital/ pharmaceutical/medical equipment/health insurance/ IT/Consulting etc.). They will work on a project assigned by the respective organization. They need to develop a detailed project report and presentation for the same.

Year II

Hospital Management



Healthcare Management

1

**PROGRAM PLANNING,
IMPLEMENTATION,
MONITORING &
EVALUATION**

2

**CLIMATE CHANGE AND
HEALTH**

3

**PHARMACEUTICAL
COMPLIANCE AND
REGULATORY
AFFAIRS**

4

**HEALTHCARE
FINANCING**

5

HEALTH ANALYTICS

6

**HEALTH INSURANCE &
MANAGED CARE**

7

**HEALTHCARE SUPPLY
CHAIN & LOGISTICS
MANAGEMENT**

8

**PHARMACEUTICAL
PRODUCT
MANAGEMENT**

9

**MEDICAL TOURISM
AND INTERNATIONAL
HEALTH**

Tentative List of General Pool of Electives

HRM & OB	<ul style="list-style-type: none"> • Personal Branding for Career Development (1.5) • People Analytics for Healthcare (1.5) • Negotiation & Conflict Management (1.5) • Strategic HRM (1.5) • Performance & Compensation Management (1.5) • Management Lessons from Gita (1.5)
Marketing	<ul style="list-style-type: none"> • Branding of Healthcare Products & Services (1.5) • CRM (1.5) • Sales & Business Development for Healthcare (1.5) • Digital Marketing Strategies for Healthcare (1.5) • Marketing Analytics (3) • Distribution Management – Healthcare Perspective (1.5) • Consumer Behavior (1.5) • B2B Marketing for Healthcare (1.5) • IMC for Healthcare (1.5) • NeuroMarketing (1.5)
Finance	<ul style="list-style-type: none"> • Healthcare Financing (1.5) • Valuation in Healthcare (1.5) • M&A in Healthcare (1.5) • Alternative Investments in Healthcare (1.5)
Information Technology	<ul style="list-style-type: none"> • AI in Healthcare (1.5) • Data Visualization in Healthcare (1.5) • Health Analytics (1.5) • IoT in Healthcare (1.5) • Programming for Healthcare Managers (1.5) • Advanced Spreadsheet Modelling (1.5) • AR & VR in Healthcare (1.5) • Cybersecurity in Healthcare (1.5) • Digital Project Management (1.5) • Big Data in Healthcare (1.5) • Blockchain for Healthcare (1.5) • Electronic Medical Records (1.5) • Prescriptive Healthcare Analytics (1.5)

Tentative List of General Pool of Electives

Business Communication & Liberal Arts	<ul style="list-style-type: none">• Corporate Frauds (1.5)• Corporate Frauds in Healthcare (1.5)• Policy Design for Future-Proofing Work (1.5)• Policy Design for Curepreneurship (1.5)• Managerial Communication II (1.5)• Advanced Workshop in Interview Skills (1.5)• Problem Solving for Managers (1.5)
Strategy	<ul style="list-style-type: none">• Management Consulting (3)• M&A and Strategic Alliances (3)
Economics	<ul style="list-style-type: none">• International Trade in Pharma (1.5)• Public Policy & Healthcare (1.5)
Operations	<ul style="list-style-type: none">• Healthcare Supply Chain (1.5)• Supply Chain Analytics in Healthcare (1.5)• Healthcare Service Operations Management (1.5)• Lean and Six Sigma in Healthcare (1.5)• International Logistics in Healthcare (1.5)• Cold Chain Management (1.5)• Materials and Equipment Management (1.5)• Reliability, Availability, Maintainability and Safety Management of Medical Equipment (1.5)

***Students are permitted to select courses from any of the available tracks, while duly considering the cumulative credit requirements.**

Community Project (Term-V)



As part of this field engagement, students visited nearby semi-urban and rural communities to gain first-hand insights into the health-related challenges faced by residents. Through direct interactions with community members, they examined the awareness, accessibility, and effectiveness of various public health schemes. The exercise also focused on understanding the extent to which beneficiaries are availing these schemes, the impact on their overall well-being, and the gaps or implementation challenges that still persist.

Based on these observations and community interactions, students are required to submit a comprehensive project report highlighting key findings, insights, and recommendations.

WHY TO JOIN THE MBA-HOSPITAL & HEALTHCARE MANAGEMENT?

CAREER OPPORTUNITIES

Hospital & Healthcare Management program students will be sought after by following healthcare industry segments and management levels. (This is just an indicative list)

DIGITAL HEALTH

Online pharmacies such as Netmeds, Pharmeasy, Healthkart, etc
Online consultation companies like Apollo24X7, Practo, 1 mg, etc

PHARMACEUTICALS

Novartis, Cipla, Dr. Reddy's, Sun Pharma, Biocon, etc

HEALTH INSURANCE

ICICI Lombard, Max Bupa, HDFC Ergo, Tata AIG, etc



CORPORATE HOSPITALS

Apollo, Max Healthcare, Fortis,, Narayana Hrudayalaya Ltd, Piramal Enterprises Ltd. etc.

INTERNATIONAL AND NATIONAL HEALTH ORGANIZATIONS

WHO, WORLD BANK, UNICEF, NACO, NMC, CDSCO, etc.

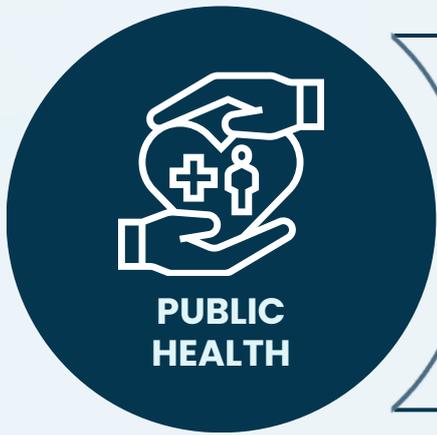
PUBLIC HEALTH

MPPHSC, hiring managers at state level.

POPULAR JOB ROLES IN HOSPITAL & HEALTHCARE MANAGEMENT

- Operations Manager
- Quality Improvement Manager
- Hospital Administrator
- Hospital Information Manager
- CEO/COO





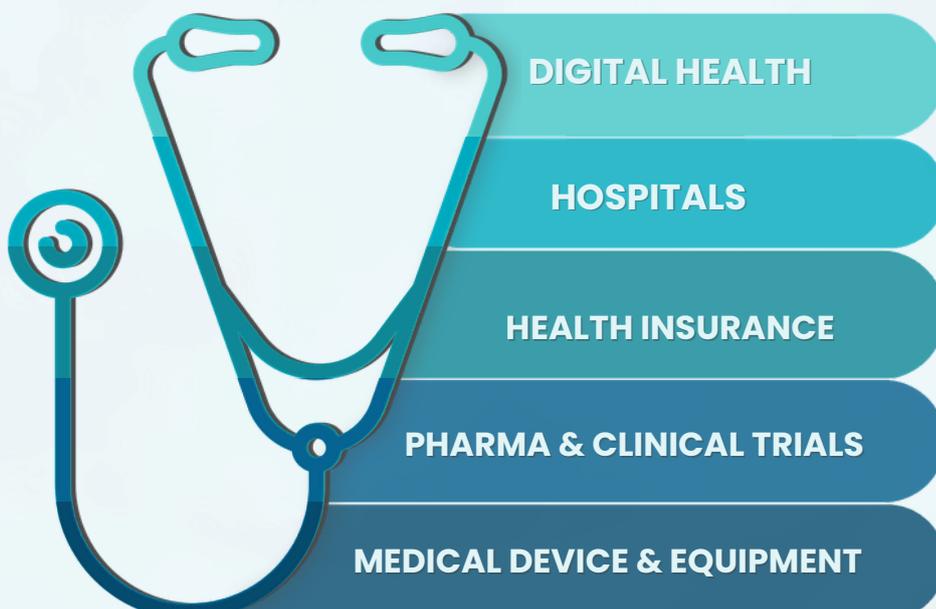
- Program Manager
- Health Communication Specialist
- Healthcare Risk Manager
- Public Health Consultant
- District/State/National Level Health Manager
- Research Manager

- Management Consultant
- Product Manager
- Business/Data Analyst
- Market Research Analyst
- Business Development/Marketing Manager
- Subject Matter Expert
- Pharma Quality Manager



INDIAN HEALTHCARE INDUSTRY: OVERVIEW, GROWTH AND OPPORTUNITIES

HEALTHCARE
INDUSTRY



FINAL TESTIMONIALS

“



My journey at IIM Bodh Gaya transformed me into an impact-driven professional, where rigorous academics sharpened my analytical thinking, resilience, and decision-making under pressure. From my SIP at Adani Healthcare to my role at Piramal Foundation, I've carried forward a strong foundation in policy planning and research. IIM didn't just give me a degree - it shaped how I think, solve problems, and lead with purpose.

HARSHIL VERMA

∟ PIRAMAL FOUNDATION

“



From BDS to healthcare consulting, my journey has been one of purposeful evolution. Dentistry gave me precision and clinical discipline. My MBA in Healthcare Management at Indian Institute of Management Bodh Gaya shaped my strategic thinking and expanded my vision beyond individual patients to healthcare systems. It strengthened my understanding of policy, operations, finance, and data-driven decision making.

At HOSMAC, I applied this foundation to hospital planning and consulting projects. At Grant Thornton, I refined my analytical rigor through audit and advisory work.

MANIVASAGAM S

∟ GRANT THORNTON

FINAL TESTIMONIALS

“



MBA-HHM at IIM Bodh Gaya gave me extensive curriculum in B2B marketing, CRM, branding, product marketing, and consumer behaviour, along with strong training in IT & Analytics that built solid SaaS domain fundamentals. Coming from a non-technical B.Com background, this prepared me confidently for B2B SaaS interviews and my placement at Wayground.

KUNDAN SINGH

↘ WAYGROUND

“



If I had to choose the phase that shaped me the most, it would be my two years at IIM Bodh Gaya. Living and learning on campus, collaborating closely with peers, and working on real-world healthcare and management projects helped me grow every day. From case discussions to internships focused on patient growth, marketing strategy, and operations, I learned how to break down complex problems and build structured, data-driven solutions as a team.

These two years didn't just strengthen my academics—they transformed how I think, communicate, and lead under pressure. As I step into my role as an Operations Management Consultant at Capgemini, I carry forward a mindset of impact, collaboration, and continuous learning.

SRISHTI SINGH

↘ CAPGEMINI

FINAL TESTIMONIALS

“



My MBA in Hospital and Healthcare Management was a transformational journey that reshaped my professional thinking and problem-solving approach. The industry-focused curriculum pushed me to apply concepts to real-world healthcare challenges. Working on digital transformation initiatives at Narayana Health helped me translate classroom frameworks into practical hospital operations and process improvements. This blend of hands-on exposure and structured learning gave me the confidence to secure a consulting role. I am grateful that the program didn't just teach concepts it prepared me for real industry impact.

THARUN KARTHEE G

↘ COGNIZANT

“



The MBA-HHM at IIM Bodhgaya shaped my perspective to think strategically about healthcare systems and public impact. Its rigorous, practice-oriented learning strengthened my ability to analyze policy challenges and design evidence-based solutions. This grounding seamlessly prepared me for my role at Piramal Foundation, where the MBA-HHM mindset enables me to drive impact at scale with clarity, purpose, and accountability.

MRUDANG

↘ PIRAMAL FOUNDATION

SIP TESTIMONIALS

My internship at Omega Healthcare was a transformative learning experience that allowed me to explore AI-driven branding, strategic collaborations, and analytics-based marketing in a real-world healthcare context. Through this exposure, I developed a stronger understanding of how data-led insights can inform branding and communication decisions. The role enhanced both my creative and analytical thinking, enabling me to design structured, evidence-based marketing strategies that contributed to strengthening the organisation's brand visibility and market positioning.

N Sandeep Kishore
MBA-HHM 02



My internship at HOSMAC India Pvt. Ltd. in the Healthcare Consulting Services (HCS) team was an enriching experience that provided valuable exposure to the end-to-end process of hospital planning and management consulting. I was actively involved in secondary and primary research, competitor analysis, and productivity benchmarking for ongoing hospital projects. The internship helped me gain practical insights into healthcare project development, coordination with multidisciplinary teams, and data-driven decision-making in the healthcare sector.

Manivasagam S
MBA-HHM 02



At Adani Hospital, Mundra, a secondary care facility within Asia's largest private port and SEZ, I applied my healthcare management expertise to assess operations, enhance service delivery, and support long term strategic planning. Leading a root cause analysis of OPD/IPD footfall and health checkups, I developed a 5-year roadmap to elevate the hospital from secondary to tertiary care. By aligning clinical expansion with patient needs and institutional objectives, I advanced the hospital's vision of becoming a regional center of excellence.

Harshil Verma
MBA-HHM 02



During my internship at Enira Consulting, I worked on healthcare management consulting projects, conducting operational assessments using SWOT, PESTEL, and Value Chain frameworks to identify hospital performance gaps. I leveraged Excel and Power BI to convert complex data into actionable insights and used Trello to streamline workflows. Applying the Triple Aim and Donabedian models, I supported strategy design aligned with patient care and organisational objectives, strengthening my analytical and consulting skills.

Nazia Azmin
MBA-HHM 02



During my 3-month internship as a Product Management Intern at Ozone Pharmaceuticals, Delhi, I worked on the DFO brand, contributing to market research, competitor analysis, brand strategy, and proposing a new SKU for launch. The experience deepened my understanding of pharma marketing, strengthened my communication skills, and built my confidence to present ideas in strategy discussions. I gained hands-on exposure to real-time market dynamics and cross-functional coordination. I'm grateful for the trust, mentorship, and exposure that shaped me both professionally and personally.

Lakkoju Satish Achari
MBA-HHM 02



BATCH PROFILE

BATCH SIZE



91

AVERAGE AGE



23.4 Years

GENDER RATIO



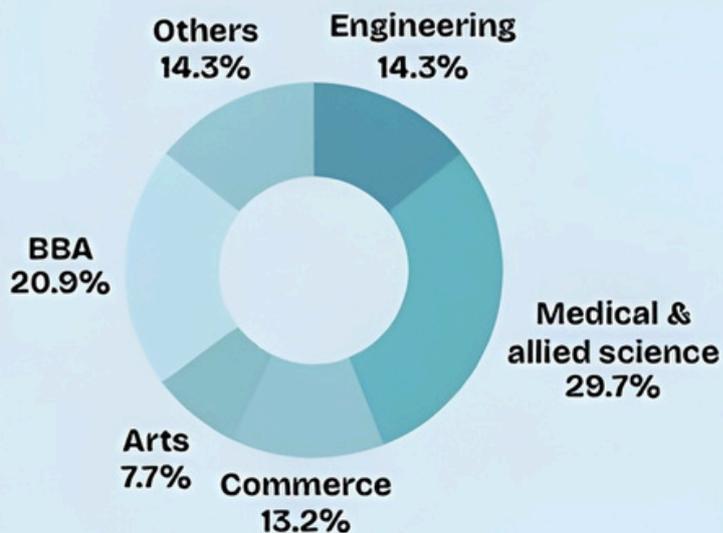
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DIVERSITY



STUDENTS
FROM

21+ states
55+ cities




Alma mater from
NIT
IISER
DU

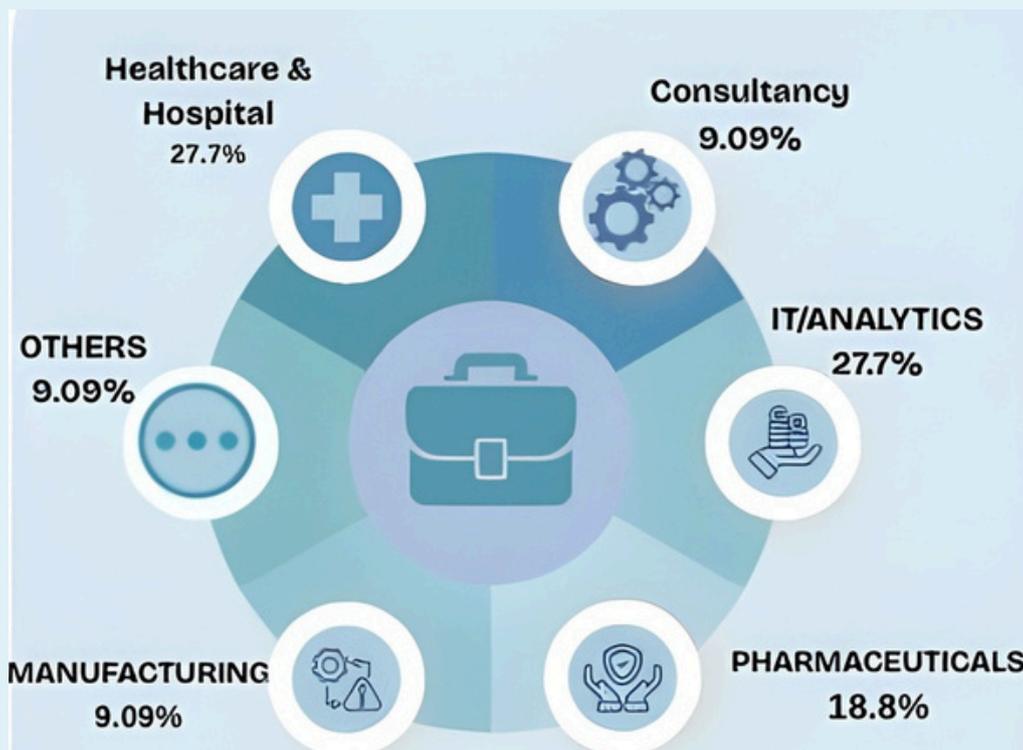
Regional Diversity



North	28%
East	30%
South	18%
West	23%

BATCH PROFILE

WORK EXPERIENCE DIVERSITY



17.13 MONTHS
Average Work
Experienece



15+ Medical &
Allied sciences



11 Papers
published



31



27



Collaboration with 19
International
Universities



14+ Sports
achievements

CONVERGENCE

HEALTHCARE CONCLAVE

Convergence is the Annual MBA Hospital & Healthcare Conclave designed to give students a direct window into the evolving world of healthcare management. It brings together eminent healthcare leaders and industry experts who share real-world experiences, strategic insights, and practical lessons beyond the classroom. The summit creates a powerful learning platform where students engage with industry voices, broaden their perspectives, and prepare themselves to become future-ready healthcare leaders.



STRATEGIC INDUSTRY ACADEMIA COLLABORATION FOR EXCELLENCE



MoU Signed with Fortis Healthcare



MoU Signed with Medanta



MoU Signed with AGD Biomedicals



MoU Signed with PCI



MoU Signed with PSI



Collaboration with HDFC ERGO



Indian Healthcare Industry

Growth Facts & Opportunities

01

India's healthcare industry is estimated at ~US\$600+ billion in 2026, making it one of the fastest-growing large healthcare markets globally.

02

The sector is projected to grow at a 12–14% CAGR (2024–2028) driven by rising income levels, insurance penetration, and private investment.

03

India's health insurance market is expected to cross US\$20 billion by 2026, expanding coverage across urban and semi-urban populations.

04

Medical tourism continues to expand, with India positioned among the top global destinations for affordable tertiary and specialty care.

05

Rapid expansion of hospital infrastructure in Tier-2 and Tier-3 cities is unlocking significant growth opportunities in diagnostics, specialty care, and healthtech services.





Indian Healthcare Industry



POLICY & GOVERNMENT SUPPORT

01

Union Budget 2026–27 health allocation crossed ₹1 lakh crore, reflecting sustained public investment in health infrastructure and digital systems.

02

Continued expansion of Ayushman Bharat (PM-JAY) strengthening universal health coverage and increasing hospital service utilization.

03

Accelerated rollout of the Ayushman Bharat Digital Mission (ABDM) promoting digital health IDs, electronic health records, and interoperability.

04

Government focus on biotechnology, clinical research, and pharma manufacturing incentives to position India as a global healthcare innovation hub.

05

Strong push toward strengthening primary healthcare networks and Health & Wellness Centres, improving rural and semi-urban access.





Indian Healthcare Industry



NOTABLE TRENDS IN THE INDIAN HEALTHCARE INDUSTRY

01

Shift from reactive treatment to preventive, value-based, and outcome-oriented healthcare models.

02

Mainstream adoption of AI, telemedicine, remote monitoring, and digital diagnostics across hospitals and clinics.

03

Rising burden of non-communicable diseases driving growth in oncology, cardiology, nephrology, and specialty services.

04

Increasing consumer preference for home healthcare, day-care procedures, and minimally invasive treatments.

05

Strong capital inflow from private equity, venture capital, and global investors into hospitals, diagnostics chains, and healthtech startups.



CANDID VOICES FROM THE INDUSTRY

I feel it's an innovative and much-needed program which is targeted to equip budding healthcare managers or rather leaders with not only domain specialization but the real-time experience, the application part.

Tanuja Masand,
Program Head, CDO,
Coforge

Col. Hemraj Sigh Parmar
Co-Founder, AyushPay

I think it is a step in the right direction and it has come none too soon. This course will help bridge the prevailing talent gap in the healthcare industry, especially in management professionals.

The course module is fantastic! Good amount of subjects are taking care of the organization of clinical services, management services and the marketing domain relating to it. This course is very comprehensive.

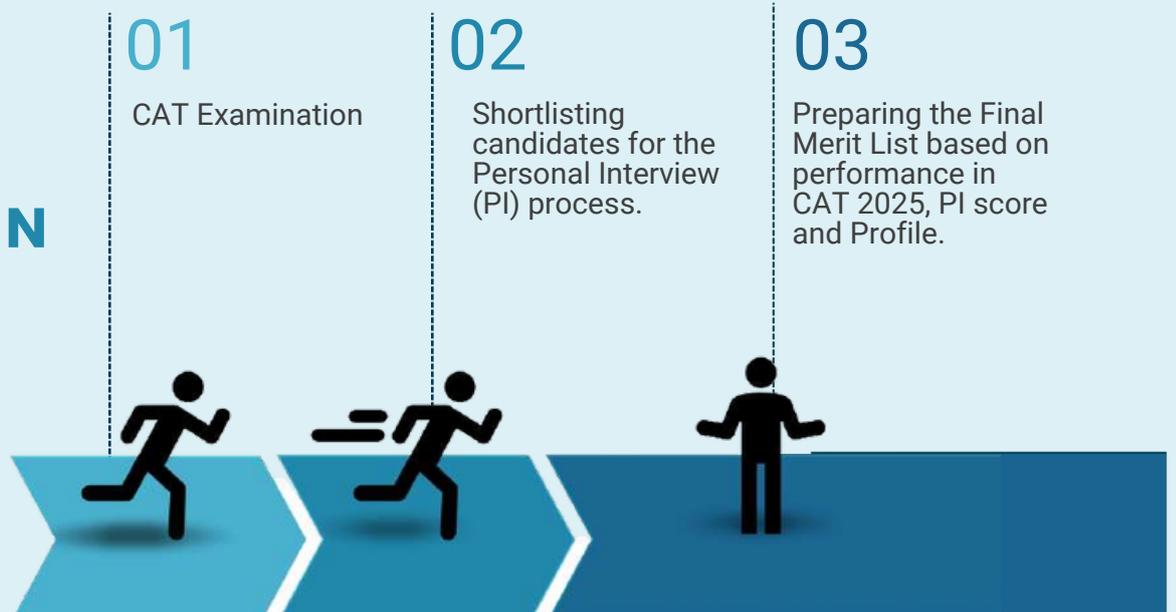
Neeraj Lal
Chief Operating Officer-
Gujarat Region, Apollo
Hospitals

Satyajit Nath
Senior director, KPMG

As we gain experience, people try to gain focus on one domain, one area and build expertise on it. The way I look at this healthcare program is basically giving you that opportunity in advance.

ADMISSION & FEES

ADMISSION PROCESS



FEE STRUCTURE



Total seats - 90 inclusive of seats reserved for female candidates. Reservation policy as per GOI will be applicable.

***Disclaimer: All mentioned fees are subjected to change as per administrative decisions**

Need Help?

We're here for you anytime

ADMISSION RELATED QUERIES



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