

ENTRI  
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Welcome to Entri's

**HOSPITAL &  
HEALTHCARE  
ADMINISTRATION  
COURSE**

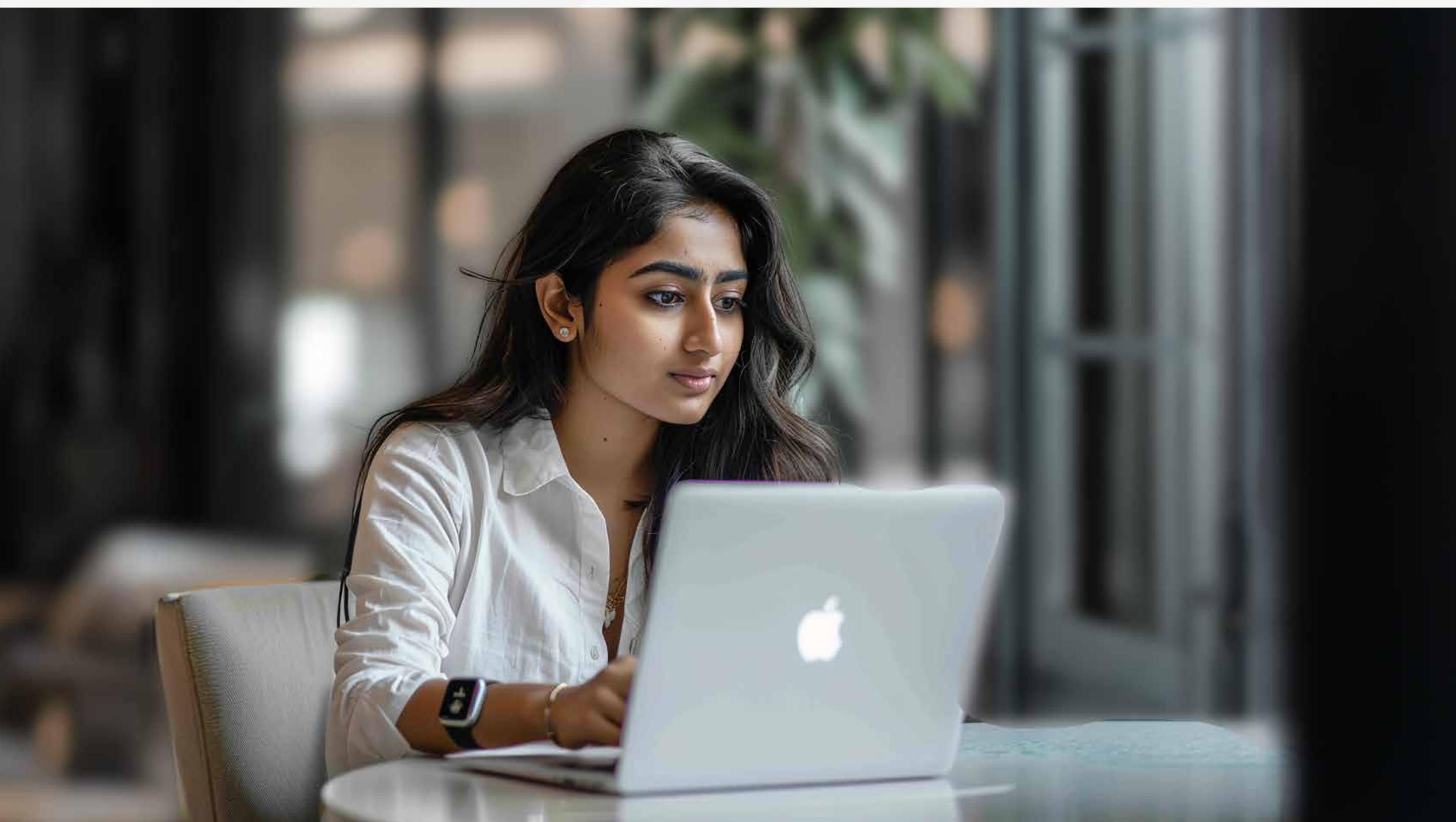


Build a  
**successful**  
career in  
**Healthcare  
Administration**



# Welcome to Entri's Hospital & Healthcare Administration Course

Entri's Hospital & Healthcare Administration Course, in partnership with CEED, is your gateway to corporate excellence. We provide skill training and development tailored for aspiring healthcare professionals. Our mission is to empower students with essential skills and knowledge for today's dynamic corporate landscape. Our program, led by expert faculty, offers hands-on learning and a supportive environment. You'll gain valuable insights from specialized professionals with extensive administrative backgrounds. Join us on this transformative journey to unlock your potential for excellence in the corporate world.





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# COURSE OVERVIEW

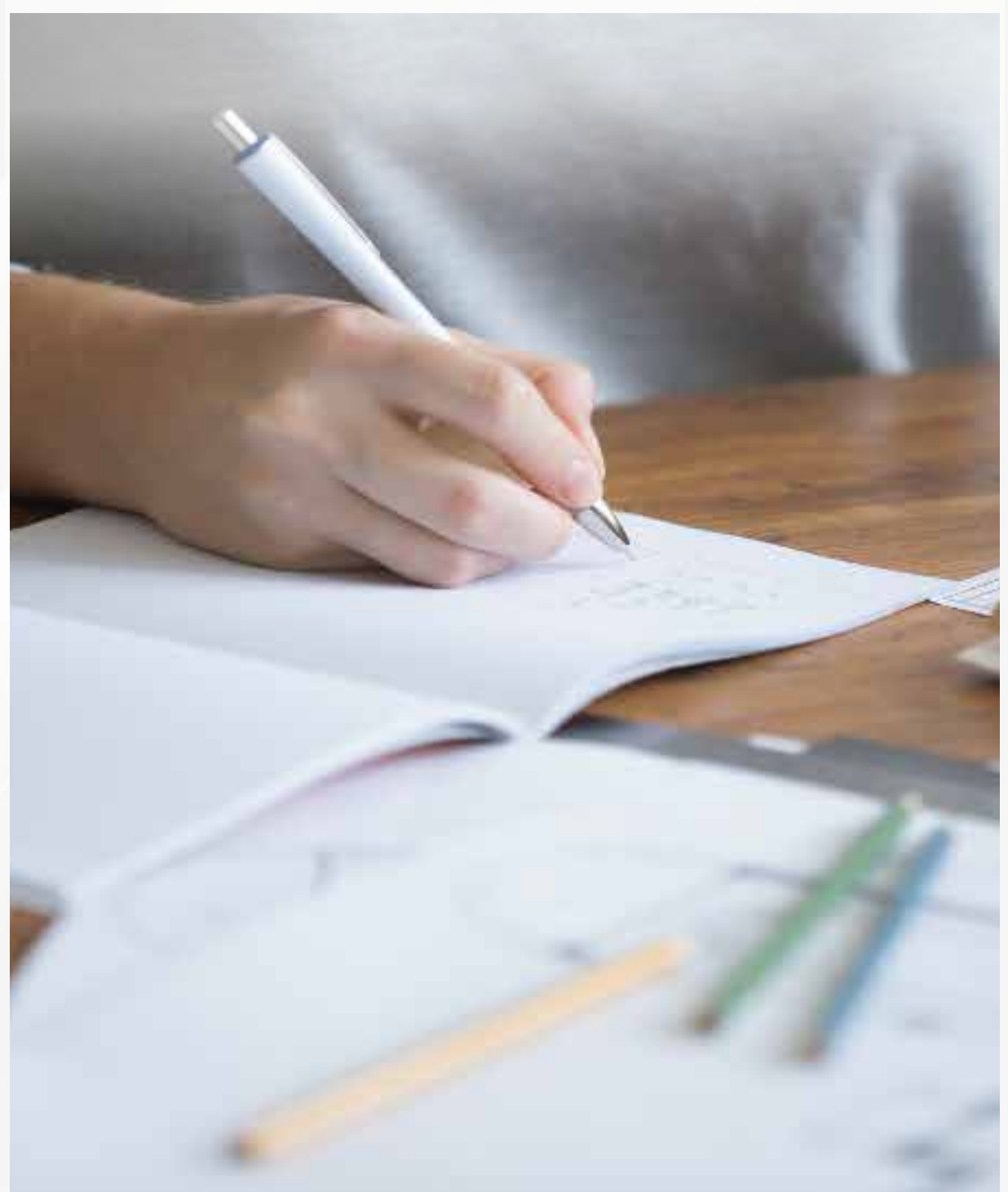
Introducing our Diploma in Hospital and Healthcare Administration, a comprehensive 4 months of intensive classroom training with 1 months of On-the-job training and 1 month of Revision and Model exam. The eligibility requirement for this course is completion of the 12th grade.

The course content spans a range of vital disciplines, encompassing Hospital Administration, IT Training, and Communicative English Training.

Textbooks will be sent to the learner's address. Eligible students will have the opportunity to intern at leading hospitals. Additionally, special training will be provided to develop essential administrative skills.

## AGE LIMIT

There is no age restriction for enrolling in this course.





# QUALIFICATION

Plus two with 50% mark

## KEY FEATURES OF THE COURSE

- | A 45-day Spoken English Training with a Personal Trainer
- | An Office Automation Course to acquire skills in Word, Excel, and other office applications (Google workspace)
- | Training on apps used in hospitals (Ellider Software)
- | A 2-day offline training to enhance management skills
- | Weekly live sessions led by industry experts



The course is delivered entirely online, with the option to take exams online as well. Completion of the course requires obtaining four participation certificates. The curriculum is designed under the guidance of leading education experts. Additional benefits include online certificate verification, embassy attestation, and access to recorded classes for convenient learning. There will be at least one live session per week.

Through this program, we empower students with the necessary skills and knowledge to excel in the dynamic healthcare world, preparing them for a successful career in healthcare sectors.

# Course Duration

- 4 Months of classroom training
- 1 Month OJT (On the job training)
- 1 Month Revision, Model Exams



# COURSE SYLLABUS

The course comprises five theory papers and an internship

- Foundation of Hospital Administration
- Operational Aspects of Hospital Administration
- Strategic Healthcare Leadership and Management
- Quality and Patient-Centered Care Management
- Healthcare Marketing, Digital Engagement, and Emerging Trends
- Internship
- Viva







The total marks for the exam will be 600 across these six subjects. Three exams will be conducted in a descriptive format, and two will be multiple-choice. The exam fee is 1200.

As part of the internship, students will undergo two weeks of training at a hospital. A special provision is available for those unable to complete the internship online.

After the course, students will have the opportunity to attend a graduation ceremony held at various centers to receive their certificates.

# 01 Foundations of Hospital Administration

**Overview:** This subject serves as an introduction to the foundational concepts of hospital Administration. Topics include health care systems, organizational structures, legal and ethical considerations, and the role of hospital administrators in delivering effective healthcare services.

**Examination:** Internal Assessment (30 marks) + Term End Written (70 marks, Duration: 2 hours)

# 02 Operational Aspects of Hospital Administration

**Overview:** This subject delves into the day-to-day operational aspects of hospital Management. Students will explore topics such as resource allocation, workflow Optimization, personnel management, and logistical challenges faced by healthcare administrators.

**Examination:** Internal Assessment (30 marks) + Term End Written (70 marks, Duration: 2 hours)

# 03 Strategic Healthcare Leadership and Management

**Overview:** Focusing on strategic perspectives, this subject covers leadership principles in the healthcare context. Students will learn about strategic planning, decision-making, and the role of effective leadership in achieving organisational goals in a healthcare setting.

**Examination:** Internal Assessment (30 marks) + Term End Written (70 marks, Duration: 2 hours)

# 04 Quality and Patient-Centered Care Management

**Overview:** This subject emphasizes the importance of quality assurance, patient safety, and Patient-centered care in hospital administration. Multiple Choice Questions will evaluate the understanding of key concepts related to healthcare quality management.

**Examination:** Internal Assessment (30 marks) + Term End Multiple Choice Questions (MCQ) (70 marks)

# 05 Healthcare Marketing, Digital Engagement, and Emerging Trends

**Overview:** Focused on contemporary aspects, this subject explores healthcare marketing, digital strategies, and emerging trends in the industry. Multiple Choice Questions assess the students' grasp of marketing principles and awareness of technological advancements in healthcare.

**Examination:** Internal Assessment (30 marks) + Term End Multiple Choice Questions (MCQ) (70 marks)

## 06 Internship

**Duration:** 2 weeks (Minimum)

**Practical Experience:** The internship component provides students with hands-on experience in a healthcare setting. During the two weeks, students will have the opportunity to apply theoretical knowledge in a practical environment, gaining insights into real-world hospital administration challenges. The internship is a crucial component for practical skill development and the application of classroom learning.

A total of 100 marks are allotted for the internship.

**Note:** Internships can be arranged independently by the candidate or placement will be provided by the institute. Placement is based on an interview conducted by an external authority. Internships will be assigned in any district of Kerala, and candidates cannot request specific districts.

**Passing Criteria:** Students must attain a minimum of 15 marks in internal assessment and 35 marks in the written exams for each subject to pass.

# WHY CHOOSE US?

- Experienced Trainers
- Training on hospital software (Ellider)
- Learn Hospital Administration from industry experts
- English language training
- Office Automation
- Interview training and profile building
- Employability skills training
- Certifications & Accreditations

# JOB OPPORTUNITIES

Diverse opportunities within the healthcare sector, such as roles as an Executive in:

- Front Office Department
- PRO / Public Relations Department
- Operations Department
- HR Department
- Health Insurance Department
- Marketing Department
- Public Relations
- Finance Department
- Quality Department
- Medical Record Department
- OP Coordinator
- IP Coordinator
- ED Coordinator
- Purchase Department
- Data Entry Department
- Admin Executive



# CAREER & PLACEMENT SUPPORT

We ensure placement assistance to the students in the frontline Healthcare organizations. Our opening covers several areas including, Human resource management, Finance management, Public relations, Materials management, Operations management, hospital information, quality management, and many more. Apart from assisting the candidates with their interview preparations will help them prepare their resumes as well



# CERTIFICATION

- Course Completion Certificate
- Spoken English Class participation Certificate
- Two Offline workshop Certification
- Office Automation course Certification
- Workshop Participation
  - (i. Leadership skills workshop
  - ii. Communication Skills workshop)





# MEET OUR FACULTY



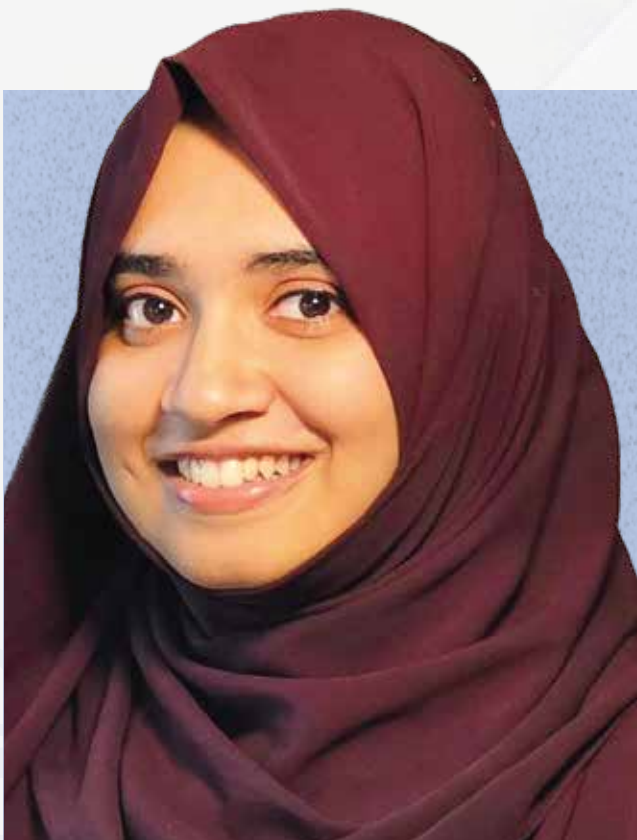
**Sharafudheen Pakyara**

M.Com,  
MSc Psychology



**Maneesha Mariya**

Graduation in Nursing,  
Staff Nurse



**Nazreen Madampara**

Trainer and Psychologist  
Rank holder in Certificate in  
Counseling Psychology, State  
Resource Centre

*Thank You!*

FOLLOW US

