

SRIHER

# InSight

A Bi-annual Newsletter from  
Sri Ramachandra Faculty of Management Sciences

Volume 3

July 2022

Issue 1



**SRI RAMACHANDRA**

**INSTITUTE OF HIGHER EDUCATION AND RESEARCH**

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

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## Message from the Editor

It is the fifth issue of InSight! And my delight continues to be the same that I had for the first issue. The world is still perplexed with COVID-19 with the rising number of cases but been firm to day-to-day normal business. New normal has left us lots of lessons for personal and professional life. Widening skill gap, mental health deterioration, change in the mode of learning, which are unusual to many, are hard to cope-up with. SRFMS tries its level best to keep in pace with these changes and arranged an array of programmes such as International Yoga Day, Union Budget 2022 , Role of administrators in mental health, medical camp for health workers. As usual, this issue is a mouthpiece of certain activities and achievements of SRFMS. Articles about digital health and robotics are worth reading in this issue. The very purpose of connecting with you through this InSight is not only to disseminate what we have been doing but also be advised on matters that take SRFMS forward on the road to success.

*- Editor*

## Message from the Director

Healthcare delivery in India is ripe for disruptions. National Health Digital Mission that is known as Ayushman Bharat Digital Mission [ABDM] is promoting affordable access to healthcare professionals for the remote, resource-poor, and underserved villagers. This coupled with the burgeoning health tech start-up ecosystem promises the evolution of virtual hospitals, i.e., hospital-at-home [HaH] with remote patient monitoring and diagnostics. The “new normal” in healthcare delivery will be shaped by disruptive innovations that will improve the patient outcomes.

*- Director*

### 'E'ra of Healthcare

- Dr. Rajalakshmi Vel  
Assistant Professor

'E' – thing rules our lives.

E-news, E-Commerce, E-Banking, E-Grocery, E-learning, E-Meeting, E-Consult and last but not the least E-dating are the trends in the post pandemic world. With India pressing the digital buttons for development of various sectors, the latest to join the E-bandwagon is healthcare industry. Digital has paved the way for contactless treatments and just-in-time decision making. Thanks to the proliferation of technology, the e-health market size is estimated to reach US\$ 10.6 billion by 2025. Some of the post pandemic shifts across the healthcare value chain are worth noting.

Digital solutions have offered an opportunity to healthcare providers to build hyper-scalable and sustainable models of healthcare delivery. There is a move from brick-and-mortar model of healthcare to click-and-mortar, a hybrid model combining the best of in-patient care and virtual care. The google trends daily search index for 'online doctor consultation' and 'tele consultation' peaked to 100 during COVID second wave in May and third wave in January.

The National health portal by the Government of India disseminates authentic health information allowing digital conversations on health issues. Government has set up AI enabled Chat bots to improve the state of healthcare in India. Sapio Analytics, an advisory firm of GOI has developed a Med Bot in regional languages to assist patients from rural areas. The company focuses on empathetic healthcare incorporating the local customs and beliefs of patients while providing treatment. On the other hand, bots installed by private hospitals help answer user queries related to departments, speciality, packages and appointment scheduling etc. These advancements save lot of customer support time for healthcare providers. Additionally, the Ayushman Bharat Digital Mission aims to create a comprehensive health ecosystem through digital interventions. The creation of electronic medical records with unique health IDs is a leap towards the mission which serves as a complete repository of individual health records across multiple health facilities.

As the theory of disruption states, new entrants start gaining footholds in the market by addressing gaps and then move forward to capture sophisticated customers. A curated set of startups are bringing Artificial Intelligence (AI) in healthcare, a big leap towards predictive and proactive data analytics for improving preventive care. Furthermore, tech giants like Apple, Samsung and Google are incorporating and updating health information in wearable devices generating humongous amount of personal health data providing insights for hospitals. The availability of population healthcare data is also growing. Shopping for medicines has become convenient, easy with the arrival of online pharmacy apps that connect the patients to local pharmacy stores. Indians are moving to digital health and wellness platforms for fitness, nutrition and dietary purposes.

As the e-health market is starting to break through, prospects are bright for both existing players and new entrants who can harness these innovations and transform the delivery system. The current system of online consulting can be designed to address missed opportunities. For example in the area of primary consultation, the tradition is to visit the physician for annual check-up, which is an 'occasion'. A potential opportunity is consulting on 'non-occasions' which some consumers may opt for, if it offers a possibility to consult highly-paid specialists at low-cost alternative. Technology enables this for many hospitals and doctors. The idea is to evolve this low-cost model of online consulting, an opportunity to serve consumers more often.

What a Pandora of possibilities exist in this 'e'ra of healthcare!!!

# Would you let the Robot take your blood sample??

- Nobin Karthik  
MBA II Year

One of the scary procedures done in hospitals is to give blood samples for diagnostic guidance. It's where most of the patients faint at the sight of blood particles. However, the process is done with great care; human errors and spillage of blood samples are possible. What if automation extends its hand to help clinicians and paramedical staffs to take blood samples?

Healthcare professionals themselves often struggle with finding the veins in patients (or can't find the veins at all) as these can be particularly hard to find; for example, when the patient is obese, dehydrated, has certain severe chronic conditions – or simply has small or inelastic veins. In these patients, healthcare professionals only have an average success rate of 73% in finding the veins with the needle. To eradicate such a tedious work, robots come in. This initiative was named “Veebot” which required further technical developments with prevailing accuracy of 82% in vein access.



Source: Vitestro-blood-withdraw-robots

After years of dedication into automation and robotics, Vitestro announced ‘Autonomous blood drawing device, combining artificial intelligence, ultrasound imaging and robotics’, has already performed 1500 blood draws on 1000+ patients. The company will launch pivotal clinical studies in 2023 for regulatory approval, and they expect the device to hit the market in the European Union in 2024.

The robots not just assume the veins but they can see it. A tiring and assumptions in patient's anatomy will be eliminated with this initiative. The trial run shows a positive note with a 58% of patients preferred to use robotic blood withdrawal than human.

## WEBINARS ORGANIZED

SRFMS conducted a virtual panel discussion on 04<sup>th</sup> February, 2022 on the topic "Union Budget 2022- Impact on Healthcare sector". Dr. Selvam Jesiah, Principal, SRFMS, welcomed the gathering, Dr. K. C John, Director, SRFMS, set the context of the meeting. The Honourable Vice Chancellor, Dr. P. V. Vijayaraghavan inaugurated the event and Dr. Makeesh Vakamudi, Dean of Faculties, SRIHER delivered the special address. Eminent speakers including Mr Abheek Barua, Chief Economist and Executive Vice-President of HDFC Bank, CMA Raju Iyer, President, Institute of Cost and Management Accountants of India, Dr Harsh Mahajan, President, NAT health, Dr Shravan Subramanyam, President and CEO GE Healthcare and MD Wipro-GE addressed the audience on the nuances of Union Budget 2022. Dr Poornima A S, Organising Secretary of the event proposed the vote of thanks.

**UNION BUDGET 2022 - HEALTHCARE**  
FEBRUARY-04, 2022  
Organized by the  
Sri Ramachandra Faculty of Management Sciences  
"Professionalism and Beyond"

**REGISTER NOW**

**INHOUSE SPEAKERS**

- P. V. Vijayaraghavan, Vice-Chancellor, SRIHER
- Dr. Makeesh Vakamudi, Dean of Faculties, SRIHER
- Dr. K. C. John, Director, SRFMS
- Dr. Selvam Jesiah, Professor and Principal, SRFMS

**GUEST SPEAKERS**

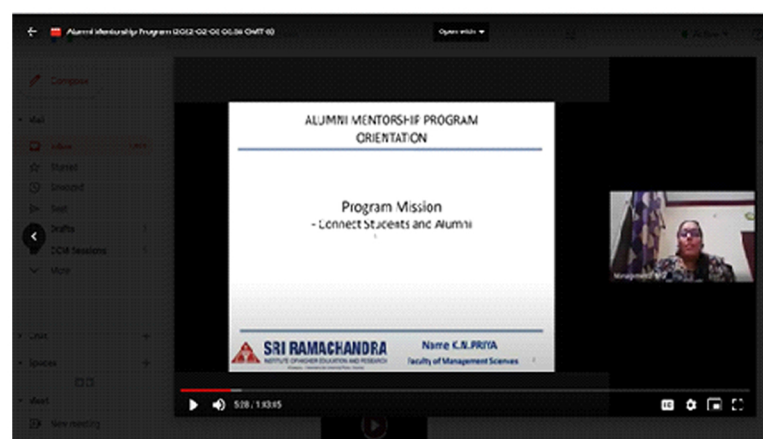
- Mr. Abheek Barua, Chief Economist and Executive Vice President, HDFC
- CMA Mr. Raju Iyer, President, Institute of Cost Accountants of India
- Dr. Harsh Mahajan, CEO, Nat Health
- Dr. Shravan Subramanyam, President and CEO, GE Healthcare and MD, Wipro-GE

**PROGRAM (10.00 AM – 12.30 PM)**  
<https://bit.ly/3j1709T>  
GoToWebinar

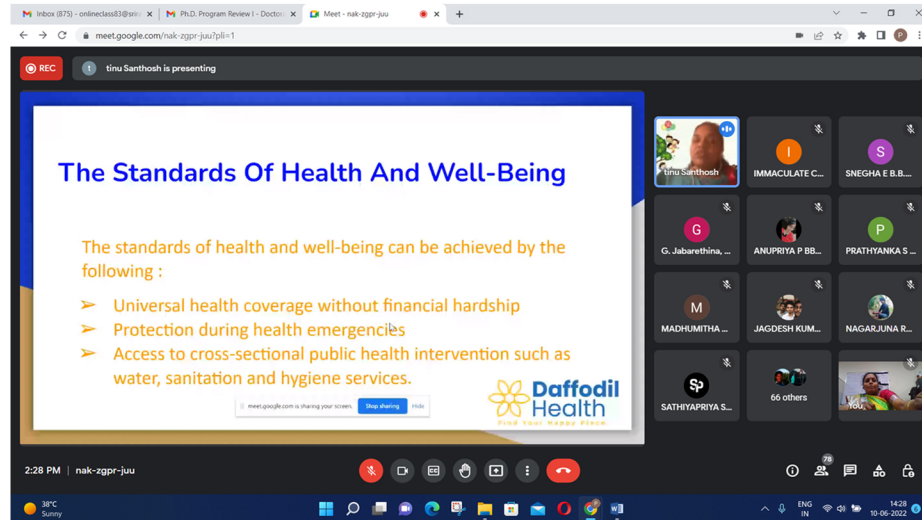
**ORGANIZING COMMITTEE**

- Organizing Secretary: Dr. Poornima A.S., Assistant Professor, SRFMS, Mobile: 97910 43382
- Organizing Committee members: Dr. Srinivasan, Assistant Professor, SRFMS
- Corporate Relations: Student Representative, Healthcare Finance

SRFMS organized the alumni mentorship program on 05<sup>th</sup> February, 2022 between 7.30 PM – 8.30 PM through Google meet. The final year students of MBA and alumni who volunteered as mentor were part of the orientation. Ms.K.N.Priya, Alumni coordinator welcomed the gathering and presented the objectives of Alumni Mentoring. The program mission, goals, roles and responsibilities of mentors, program expectations, introduction of the mentors were followed by question and answer session. A total of 45 participants which includes alumni mentors, students and faculty members were part of the orientation. Alumni mentors shared their experiences and learnings with the students. The expectation of the program was to connect the current students with alumni mentors for career guidance, placement and other futuristic plans of the students. The orientation ended with a thanks note to all the alumni mentors, students and faculty members. The alumni mentors were Ms.Vidhya.V, Ms.Abhirami Ravikumar, Mr.R.J.T.Nirmalraj (Batch 2001-2003), Ms.Pakiyalakshmi (Batch 2002-2004), Ms.Tinu (Batch 2003-2005), Mr.Ahamed Sahib (Batch 2005-2007), Mr.Sivabalan.G, Ms.Vidya Mani (Batch 2006-2008), Mr.V.R.Haribalaji & Ms.Shridevi Seshadri (Batch 2010-2012).



SRFMS organised an alumni talk on 10<sup>th</sup> June, 2022 on the topic “Role of Administrators in Mental Health”, by Ms. Tinu Anna Sam (2003-2005 batch), who discussed the role of administrators in mental health for budding healthcare professionals. She also explained skills requirements and opportunities in mental health.



## EVENTS CONDUCTED

MBA II year students along with two faculty members visited MSME clusters on 25<sup>th</sup> February, 2022 at Chennai Plastic Cluster, Sriperumbudur.



SRFMS and Sri Ramachandra Medical Centre in collaboration with Urban Primary Health Centre, Triplicane conducted a medical camp for Urbaser Sumeet employees on 08<sup>th</sup> March, 2022 at Community Hall, Triplicane. They received free consultation in General Medicine, Dermatology, Gynaecology, Orthopaedics and Ophthalmology. The camp provided a direct exposure to community and helped them to learn and apply their academic knowledge to harness their leadership qualities, social accountability, community engagement and inter-sectoral collaboration.



Dr.A.Subhashree and Ms.S.Nithyapriya, Assistant Professors from SRFMS addressed X, XI and XII students of Anandavalli Matriculation Higher Secondary School on 22<sup>nd</sup> March, 2022. The discussion on career guidance, communication skills, cyber-crimes, humanity were helpful for today's young generation students.



Dr.A.Bhooma Devi, Associate Professor, organised a workshop by Dr. K. C. John, Director, SRFMS on “Business Model Canvas” at Sri Ramachandra Faculty of Public Health on 30<sup>th</sup> April, 2022.

SRFMS organised a hybrid mode course on Research – “Qualitative and Quantitative with designing of questionnaire and its validation” under the co-ordination of Dr. A. Bhooma Devi, Associate Professor for Ph.D. scholars, faculty members and other research aspirants. The program was run between 31<sup>st</sup> May, 2022 to 21<sup>st</sup> June, 2022 with gaps in between for practice sessions to be prepared by the participants.



Dr. A. Bhoomadevi organized and coordinated the activity on “Build up Outdoor Classrooms and healthy open places on Campus” on the occasion of World Environment Day, 5<sup>th</sup> June 2022 with the theme “Only One Earth!” - Activity conducted on 3<sup>rd</sup> June, 2022



महात्मा गांधी राष्ट्रीय ग्रामीण शिक्षा परिषद  
Mahatma Gandhi National Council of Rural Education  
(formerly National Council of Rural Institutes)  
Department of Higher Education, Ministry of Education, Government of India



24QVf 4H House garden, Sri Ramachandra Nagar, Porur, Chennai, Tamil Nadu 600116, India

Chennai  
Tamil Nadu  
India

2022-06-03(Fri) 11:56(am)



36°C  
97°F



ISABS – Indian Society for Applied Behavioral Science conducted Human Process labs for I MBA students (Batch : 2021-23) from 24<sup>th</sup> April, 2022 to 29<sup>th</sup> April, 2022 at Mamalla Beach Resort, Mamallapuram. ISABS utilized T-group (Training group) and experience-based learning to make the students understand themselves and discover more creative and satisfying ways of relating with one another and working.



## STUDENTS' ACHIEVEMENTS

Ms.Jessin Raju, III BBA, received 2<sup>nd</sup> place in the 4\*100 relay conducted at Saveetha College on 24<sup>th</sup> February, 2022.

Ms.Akshaya R.B, III BBA was appreciated for article publication in “Indian Journal of Applied Research” on the occasion of NATIONAL SCIENCE DAY -2022 conducted by SRIHER (DU) from 28<sup>th</sup> February, 2022 to 5<sup>th</sup> March, 2022.

Ms.Rashmi, Ms.Varshini, Ms.Joy Deepika, Mr.Nobin Karthick and Mr.Chandramouli of II MBA, did a live project - Process improvement in Operation Theatre at Apollo Hospitals, Greams Road, Chennai from 1<sup>st</sup> March, 2022 to 11<sup>th</sup> March, 2022.



Ms.Hinduja, III BBA, received 2<sup>nd</sup> place in the event of U-21 Female Kata in the 1<sup>st</sup> SIKF South Zone Karate Championship for Cadet Junior Under 21 & Senior held at Hyderabad on 5<sup>th</sup> and 6<sup>th</sup> March, 2022.



Ms.Hinduja, III BBA, SRFMS received 3<sup>rd</sup> place in the event of Senior Female Kumite- 61kg in 1<sup>st</sup> SIKF South Zone Karate Championship for Cadet Junior Under 21 & Senior held in Hyderabad on 5<sup>th</sup> and 6<sup>th</sup> March, 2022.



Ms.Akshaya R.B of III BBA won the first prize in group dance and second prize in debate & flag area in 7<sup>th</sup> Cado Alpha 2022 organized by Alpha Arts and Science College from 30<sup>th</sup> April, 2022 to 1<sup>st</sup> May, 2022.

Mr.Arunkumar, II BBA, participated in monthly tournament conducted at Fireball Elite Badminton Academy, Anna Nagar on 15<sup>th</sup> May, 2022 and received a participation medal.



Ms.Rohini, II BBA, presented an article on “The COVID- 19 impact on Indian Health care Industry and recovery measures” in the International Online Seminar organized by Department of Management Studies, Nehru Institute of Technology, Coimbatore, Tamilnadu on 17<sup>th</sup> and 18<sup>th</sup> May, 2022.



Ms. Shanmukhi. C from II BBA secured 321 marks of 340 in the GRE exam conducted on 3<sup>rd</sup> June, 2022.

Ms.Zerin Ziaudeen, Research Scholar, received 80% scholarship from dignity health global education to enroll for the Certificate course on Healthcare Analytics for Decision Makers from Pepperdine Graziadio Business School, Los Angeles, California. The course was successfully completed and she received the certificate on 25<sup>th</sup> April, 2022.



## STUDENT ENTREPRENEURSHIP

Ms.Abitha of BBA III year registered her startup company “CRAZY BAKERS” with Food Safety and Standards Authority of India.



# PLACEMENT CORNER



Dr. A JULLIYAN DILLEBAN



VARSHINI C



MANIKANDAN S



NOBIN KARTHIK R



VIGNESH G



SHASHANK R



MADHUMITHA M



BALAJI V



CHANDRA MOULI S



HEPCIBA T



PAVITHRA J



KAAVYA P



Dr. A AISHWARYA



ANJANAPRIYA S



GIRISH A



MEGASRI R



NANDINEE J



MALAVIKA M



BALAJI V



SHASHANK R



MANIKANDAN S



NOBIN KARTHIK R



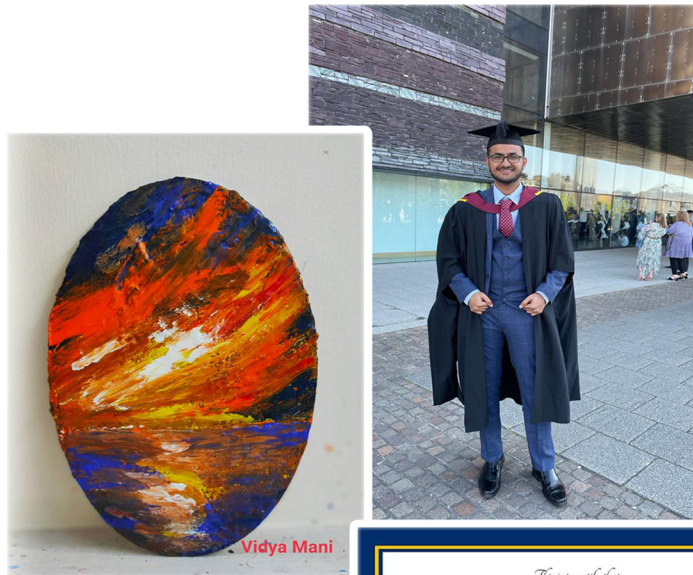
# ALUMNI ACHIEVEMENTS



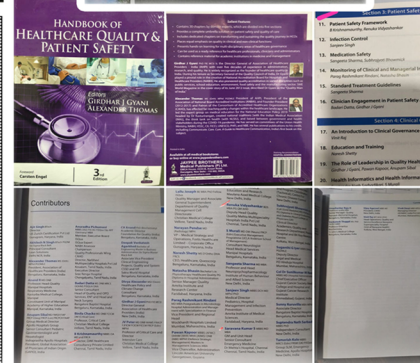
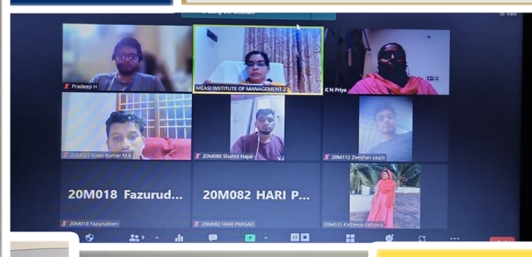
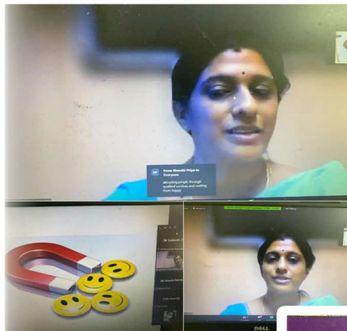
Ms. Padmavathi (MBA, 2007-2008) received the 'AHPI Award 2022' under the category of 'Quality beyond Accreditation' in AHPI Global Conclave 2022.



A chapter on 'Patient Safety Framework' was co-authored by our alumna, Dr. Renuka Vidhya Shankar (MBA, Batch 2011-2012) along with Dr. B. Krishnamurthy in the Handbook of Healthcare Quality and Patient Safety. The edition was published by Jaypee Brothers.



**Subodh Kandamuthan** - 1st Professor and Director, Dr Kakarla Subbarao Centre for Health Care, 44m - Edited - 5  
 Interesting session on Health Care Quality and Accreditation; A 360 degree perspective in the context of Covid 19 delivered by Dr Renuka Vidya Shankar, Deputy Quality head at Dr Mehtas Hospitals, Chennai for our ASCI PGDM (Hospital Management) Batch 16 (2021-23) Students which was well received; Thanking her for the insightful practical and interactive session; #hospital #Covid19 #management  
 ASCI PGDM(Hospital Management)



## FACULTY MEMBERS ACHIEVEMENTS

A monograph by Dr. Selvam Jesiah on “Open Book Examination in Higher Education in India- It’s Relevance & Application as an Assessment Tool” has won a consolation prize in the Quality Council of India’s Monograph Competition held commemorating the 25<sup>th</sup> Foundation Day celebration of QCI. The monograph is one among thirteen shortlisted for a cash reward which will be distributed during the Silver Jubilee celebration in New Delhi.

The Indian Council for Social Science Research has awarded research grant to SRFMS for the Research Programme "Strategic Competency Framework for Digital Healthcare" submitted by Dr.K.C.John, Director, SRFMS (Project Director) and Dr.G.Jabarethina, Associate Professor , SRFMS (Co-Project Director). The proposed research programme aims to build a grounded theory on patient-centric digital ecosystem through study of a series of pilot digital health projects involving both public and private providers as well as several emerging healthcare ecosystem players.

Dr.A.Subashree, Assistant Professor, SRFMS is recognised with the Women Excellence Award in the category Digital Innovation on 8<sup>th</sup> March, 2022 organised by Nehru Group of Institutions.



Ms.K.N.Priya, Assistant Professor, SRFMS, received “Bharathi Kanda Puthumaipen Award” on the occasion of Women’s day 2022 celebration organized by Gobi Arts and Science College, Gobichettipalayam.



Poultry Farmers Regulatory Committee organized a conference themed "Food & Health - A Protein Approach" at Jennys Residency, Coimbatore on 26<sup>th</sup> March, 2022 and reconized those who have contributed in this area with an award of Excellence. Dr. A. Subashree received this award for her contribution by publishing her research papers titled "Impact of poultry consumption by adolescent females - An analytical study" in the journal, Drug Invention Today and "Factors Influencing Poultry Food Choices - an Empirical Study" in Indian Journal of Nutrition.



Gobi Arts and Science College extended their sincere thanks to Ms.K.N.Priya–Alumna BBM 1999-2002 who wholeheartedly extended her timely support for the studies of K.Sathiya priya (21-BA-028) - I BBA, S.Manimekalai (20-BA-018) II BBA and Thilagavathi (19-BA-031) - III BBA in the presence of the Principal, Alumni President, Alumni Secretary and Alumni Treasurer.



## PAPER PRESENTATION

- Dr.A.Bhooma Devi, Associate Professor, presented a paper on the topic “Effectiveness of Medical Services in Outpatient and Inpatient Department in a Multi-Speciality Hospital” at the National conference on Opportunities and Challenges for Business in the current turbulent times organized by SSN School of Management on 25<sup>th</sup> & 26<sup>th</sup> February, 2022
- Dr.A.Bhooma Devi, Associate Professor, presented a paper on the topic “Service encounter and experiences by the insured patients in multispecialty hospitals, Chennai” at the National conference on Opportunities and Challenges for Business in the current Turbulent times organized by SSN School of Management on 25<sup>th</sup> & 26<sup>th</sup> February, 2022.
- Dr.A.Bhooma Devi, Associate Professor, presented a paper on the topic “The Impact Of Applying 5S Technique In A Private Hospital, Chennai” at the International Conference on Global Perspectives on Business, Economy and Society for Sustainability in the New Normal. Organized by Sankara College of Science and Commerce, Coimbatore, 6<sup>th</sup> May, 2022.
- Dr.A.Bhooma Devi, Associate Professor, presented a paper on the topic “The role and application of the Balanced Scorecard in hospital management” at the International Conference on Transforming Business Through Digitalization: Insights, Tools And Techniques, SRM Institute of Science & Technology, College of Science & Humanities, College of Management, Ramapuram on 25<sup>th</sup> February, 2022.

- Dr.A.Bhooma Devi, Associate Professor, presented a paper on the topic “The Balanced Scorecard as a Management Tool for Accessing and Monitoring the Human Resource Strategy” at an International Conference “HR Traversing from linear to circular economy ”by Stella Maris College, Chennai & Bharath Institute of Higher Education and Research, Chennai on 23<sup>rd</sup> May, 2022.
- Dr.G.Jabarethina, Associate Professor, presented a paper on “The challenges of sanitary workers: A Case study of Multispecialty Hosiptal, Chennai” at International Conference on Business Renaissance – The Era of Digital Cure, organized by Ethiraj College for Women (Autonomous), Chennai from 20<sup>th</sup> April to 21<sup>st</sup> April, 2022.
- Dr.S.Srinivasan, Assistant Professor, participated in the Seventeenth Annual International Seminar (Webinar) on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role (DEBIT AIR-2022) held at Bharathidasan University during 7<sup>th</sup> and 8<sup>th</sup> January, 2022 and presented a paper entitled, “An Analysis Of Variations In Hospital Billing: A Study With Reference To Multi Speciality Hospital, Chennai”.
- Dr.S.Srinivasan, Assistant Professor, presented a paper on “The challenges of sanitary workers: A Case study of Multispecialty Hosiptal, Chennai” at International Conference on Business Renaissance – The Era of Digital Cure, organized by Ethiraj College for Women (Autonomous), Chennai from 20<sup>th</sup> April to 21<sup>st</sup> April, 2022.
- Dr.Rajalakshmi Vel & Dr. A S Poornima, Assistant Professors presented a paper on “More Than A Soap Company? A Case Study of Medimix” at 2<sup>nd</sup> AIMA: ICRC, Case Writing Competition & Conference 2022, organised by All India Management Association from 24<sup>th</sup> March to 26<sup>th</sup> March, 2022.
- Ms.K.N.Priya, Assistant Professor, presented a paper on “Service encounter and experiences by the injured patients in Multispecialty Hospitals, Chennai” at National Conference on “Opportunities and Challenges for Business in the Current Turbulent Scenario”, organized by SSN School of Management, Kalavakkam, OMR, Chennai on 25<sup>th</sup> and 26<sup>th</sup> February, 2022.
- Ms.S.Nithya Priya, Assistant Professor and Dr.A.Bhooma Devi, Associate Professor, presented a research paper at International Conference on Global Perspectives on Business, Economy and Society for Sustainability in the New Normal, organized by Department of Management, Sankara College of Science and Commerce on the title “Assessment of patient safety culture during COVID 19“on 06<sup>th</sup> May, 2022.
- Dr.Rajalakshmi Vel, Assistant Professor, presented a paper on “Do Issuance Of Green Bonds Explain Financial, Stock Market & Esg Ratings Of Issuers?” at Biz 2025: Ideas, Challenges & Opportunities Towards The Trillion Dollar Economy, organized by Department of Commerce, Loyola College, Chennai on 4<sup>th</sup> May, 2022.



## RESEARCH ARTICLES PUBLISHED

• Akshaya R.B., Dr.G.Jabarethina\* (2022) Employee engagement and hindrances to be tackled by HR professionals in the Healthcare industry during Covid-19 Pandemic, Indian Journal of Applied Research, Print ISSN: 2249-555X, DOI: 10.36106/ijar Volume – 12, Issue - 02 , February – 2022 (UGC Sr.No.49333, PubMed & An MCI approved).

\*Corresponding Author.

• Ms.M.Pavithraa and Dr.G.Jabarethina\*(2022) Investors' Mindset during and Post Covid -19, EXCEL International Journal of Multidisciplinary Management Studies, ISSN 2249- 8834, Vol.12 (04), April (2022), (UGC Journal No.5283). \* Corresponding Author.

## BOOK CHAPTER

• Dr.A.Bhooma Devi, Associate Professor has written a chapter on the topic “THE ROLE OF DATA ANALYTICS IN MAKING STRATEGIC BUSINESS DECISION” in the book Management and IT practices in the Era of Industry 4.0 by World lab publications in March 2022. ISBN: 978-93-90734-40-5.

• Dr.A.Bhooma Devi, Associate Professor has written a chapter on the topic “Tourism marketing in an era of paradigm shift” in the book A Paradigm Shift in Marketing: Creating value for a new sustainable future by Princeton Press, Overland Park, Kansas, USA in March 2022. ISBN: 978-92-0-520216-7.

## BOOK EDITOR

• Dr.A.Bhooma Devi, Associate Professor is the editor of the book “A Paradigm Shift in Marketing: Creating value for a new sustainable future” by Princeton Press, Overland Park, Kansas, USA in March 2022. ISBN: 978-92-0-520216-7.

## FACULTY MEMBERS INVITED

Dr.K.C.John, Director, SRFMS, delivered a guest talk on “Employment opportunities in hospitals for non-healthcare professionals” on 28<sup>th</sup> June, 2022 in TN Healthcare Skills Summit-2022, organized by Tamil Nadu Apex Skill Development Centre for Healthcare at Silver Jubilee Auditorium, The Tamilnadu Dr. MGR Medical University, Chennai.



Dr.Selvam Jesiah, Principal, SRFMS was the Guest of Honour for 19th Graduation Day of St.Xavier's Catholic College of Engineering on 07<sup>th</sup> May, 2022 at Nagercoil.



Dr.Selvam Jesiah, Principal, SRFMS, was a resource person in the Focused Faculty Development Workshop on “Bloom’s Taxonomy for Assessment Design” organized by Education Unit II, Health Science Colleges, under the supervision of Sri Ramachandra Centre of Health Professionals Education, SRIHER (DU), Chennai on 31<sup>st</sup> May, 2022.



Dr.A.Bhooma Devi, Associate Professor, was a Resource Person (Chief Guest) for a 5 day IQAC FDP series 2022 - Assessment and evaluation in higher education – OBE organized by Sankara College of Science and commerce, Coimbatore on 21<sup>st</sup> January, 2022.

Dr.A.Bhooma Devi, Associate Professor, was a renowned speaker for the 2<sup>nd</sup> International Conference on Healthcare and Pain Management organized by Allied Academics, World Healthcare 2022 on 9<sup>th</sup> February, 2022.

Dr.G.Jabarethina, Associate Professor, was the resource person for Faculty Development Program on ‘Basic Course Workshop on Education Technologies’ organized by Education Unit, Health Science Colleges at SRIHER from 03<sup>rd</sup> March, 2022 to 05<sup>th</sup> March, 2022.

Dr.G.Jabarethina, Associate Professor, was a resource person for a session on “Journal Article Writing and Reporting: Perspective from Sampling Techniques” in the FDP Series on Journal Writing, organized by the Internal Quality Assurance Cell (IQAC) in collaboration with London Business University, Singapore held on 29<sup>th</sup> April, 2022.

Dr.S.Srinivasan, Assistant Professor, was the resource person for a session on “Hospital Financial Management” for certificate course in Hospital Management, conducted by The Sankara Nethralaya Academy on 28<sup>th</sup> May, 2022.

Dr.A.S.Poornima, Assistant Professor, served as a Resource Person through virtual platform in the knowledge Enrich Programme on “Union Budget 2022-23 Decipher at a Glance” on 14<sup>th</sup> February, 2022 organized by Nigama Samaj of PG and Research Department of Commerce, Srimad Andavan Arts and Science College (Autonomous) in Association with The Institute of Cost Accountants of India.

Dr.A.S.Poornima, Assistant Professor, delivered a lecture in plenary session-3 on the topic “Healthcare and Hospital Management – Automation and digitization in new era” in the two days International Conference on “Contemporary Trends and Challenges in FINTECH Services in VUCA WORLD” organized by The Department of Corporate Secretaryship, School of Management, Alagappa University, in collaboration with The Institute of Cost Accountants of India on 5<sup>th</sup> and 6<sup>th</sup> May, 2022.

Ms.K.N.Priya, Assistant Professor, delivered a Guest Lecture on “Opportunities in Hospital Management” for BBA Students on 07<sup>th</sup> March, 2022 at Gobi Arts and Science College.

Ms.K.N.Priya, Assistant Professor, delivered a Special Guest Lecture on “Hospital Administration and Planning” on 17<sup>th</sup> March, 2022 at MEASI Institute of Management.

Ms.Nithya Priya delivered a talk on the topic “Healthcare Technology” at Saveetha School of Management on 30<sup>th</sup> May, 2022.



## FDP & MDP PARTICIPATION

Dr.A.Bhooma Devi, Associate Professor, attended a FDP on the topic “Recent Trends in Research” organized by SRM Institute of Science and Technology, on 9<sup>th</sup> & 10<sup>th</sup> February, 2022.

Dr.A.Bhooma Devi, Associate Professor, completed NPTEL - online course on the topic “Continuous quality improvement tools and techniques” offered by Quality Council of India on 22<sup>nd</sup> February, 2022.

Ms.K.N.Priya, Assistant Professor, completed an online course on “Healthcare Marketplace” authorized by University of Minnesota and offered through Coursera on 5<sup>th</sup> February, 2022.

Ms.T.Bharathi, Assistant Professor, attended the Faculty Development Program on ‘Basic Course Workshop on Education Technologies’ organized by Education Unit, Health Science Colleges at SRIHER from 03<sup>rd</sup> March, 2022 to 05<sup>th</sup> March, 2022.

Dr.Rajalakshmi, Assistant Professor, attended the Faculty Development Program on ‘Basic Course Workshop on Education Technologies’ organized by Education Unit, Health Science Colleges at SRIHER from 03<sup>rd</sup> March, 2022 to 05<sup>th</sup> March, 2022.

Dr.A.Bhooma Devi, Dr.G. Jabarethina, Dr.S.Srinivasan and Ms.S.Nithya Priya participated in the Focused Faculty Development Workshop on " Bloom's Taxonomy of Assessment Design" organized by Education Unit II, Health Science Colleges, under the supervision of Sri Ramachandra Centre of Health Professionals Education, SRIHER (DU), Chennai on 31<sup>st</sup> May 2022.

Ms.Mansi Patsariya , Research Scholar, Participated in the Faculty -Development Program on “Quality Research” conducted by Loyola Institute of Business Administration, Chennai on 18<sup>th</sup> February, 2022.

Ms.Mansi Patsariya , Research Scholar, participated in the Faculty -Development Program on “Management Faculty and Transition to Digital Learning” conducted by TKM Institute of Management, Kollam on 26<sup>th</sup> February, 2022.

Ms.Mansi Patsariya, Research Scholar, attended NPTEL course on Exploring Survey Data on Healthcare between February to April, 2022 and cleared the exam with Elite certificate organized by SWAYAM and IIT Roorkee.

Ms.Zerin Ziaudeen, Research Scholar, participated in the Faculty Development Program on “Quality Research” by Loyola Institute of Business Administration (LIBA) on 18<sup>th</sup> February, 2022.

Ms.Zerin Ziaudeen, Research Scholar, completed NPTEL Online certification course on Health Research Fundamentals between January to March 2022 by securing Elite+ Silver position, designed by Indian Council Of Medical Research (ICMR) & Indian Institute of Epidemiology.

Ms.Zerin Ziaudeen, Research Scholar, was certified by the Ministry of Skill Development and Entrepreneurship, Government of India for the Role of Healthcare Quality Assurance Manager conforming to National Skills Qualifications Frame Work Level -6.

## 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 48 among Universities in NIRF-2022. 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, since 2018. 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 up to offer executive education introducing a One-year Executive Diploma in Healthcare Management for working healthcare professionals.

### Vision:

To make the Sri Ramachandra Faculty of Management Sciences, a potential, global centre of excellence in education, healthcare and research.

### Mission:

To educate and develop individuals to be professionally ethical and socially responsible

To provide a culture of care and empathy committed to innovation and adoption of new and cost-effective technology.

To undertake quality research, consultancy and training programs

To collaborate with stakeholders for support and participation in its program in education, service, outreach and research.

To strive for the promotion of health and wholeness in individuals and the community at large, with special concern for the differently-abled and underprivileged

## Programme Educational Objectives (PEOs) of MBA

PEO 1 Graduates will be exemplary leaders and problem solvers continuing to excel in the career of hospital management.

PEO 2 Graduates will have key management competencies required to act with creative, innovative, and entrepreneurial potentials.

PEO 3 Graduates will accomplish practical acquaintance to conceptual and practical knowledge in hospital management while upholding ethical practices.

PEO 4 Graduates will excel in a competitive environment through extraordinary communication and teamwork

PEO 5 Graduates will have a leading role in corporates and life-long learning to contribute to the society.

## Programme Outcomes (POs) of MBA

The following are the Program Outcomes of the MBA programme

PO1: Apply knowledge of management theories and practices to solve business problems.

PO2: Foster Analytical and critical thinking abilities for data-based decision making.

PO3: Develop Value based Leadership.

PO4: Understand, analyze and communicate global, economic, legal, societal, environmental and ethical aspects of business.

PO5: Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Communicate effectively and use information and knowledge effectively.

PO7: Inculcate entrepreneurship ability.

PO8: Recognize the need for and have the preparation and ability to engage in independent and life-long learning.

## Programme Specific Outcomes (PSOs)

PSO1: Acquire knowledge, skills and positive attitude to work individually or as team to contribute effectively and achieve the goals of hospitals and its allied organizations in a dynamic environment.

PSO2: Demonstrate problem solving skills and decision-making abilities across all functional areas of management in hospitals and its allied organizations.

## PEOs and POs of BBA

Programme Educational Objectives (PEOs)	Programme Outcomes (POs)
BBAPEO 1: Graduates will possess the competent skills required for applying the concepts of management principles, financial aspects, quality standards, statistical implications, human resource management, marketing management and healthcare laws to hospital and health systems management.	PO1: Enhancing the competencies required to adopt the principles and practices of management in business. PO2: Develop the ability to apply analytical and critical thinking abilities for problem solving and information based decision making.
BBAPEO 2: Graduates will demonstrate strong analytical acumen that can aid in the design and development of interdisciplinary and innovative practices.	PO3: Enhancing leadership skills to lead themselves and others in achievement of project and organizational goals. PO4: Inculcate the knowledge on the need to conform business affairs with respect to economic, societal, environmental, legal and ethical issues.
BBAPEO 3: Graduate will exhibit effective communication skills, analytical and critical thinking abilities, leadership qualities, entrepreneurial skills for a successful career in any industry.	PO5: Acquire effective team communication. PO6: Recognition of the need to engage in independent entrepreneurial and life-long learning.

# Admission Open for Academic Year 2022-2023

## MBA

2-year  
Full Time  
AICTE Approved

Hospital and Health Systems Management

### Elective Streams:

- Healthcare Quality
- Healthcare Finance
- Healthcare HR

### Eligibility

- Any Degree with minimum 50% (45% for SC/ST) from a recognized University
- Good score in MAT / CMAT/XAT/CAT or any other nationally recognized Management Admission tests
- Good score in SRIHER MAT (will be conducted as per university schedule)

## BBA

3-year  
Full Time

Hospital and Health Systems Management

### Eligibility

- Candidate should have secured at least 50% pass in the HSC/CBSE/ISC or equivalent examination.

### Certificate course in Healthcare Finance

*In collaboration with*  
**The Institute of Cost Accountant of India (ICAI)**

### Eligibility

- Any degree with a minimum of 50 percent marks
- UG /PG students pursuing their final semester

### Differentiating factors

- Exposes students to real-life situations in SRIHER and in nearby hospitals and with service providers of healthcare.
- Case study method of instruction to meet international standards
- Develops analytical abilities and research skills.
- Students also gain hands-on training through “postings” on a rotation basis in various departments of the multi-specialty hospital on campus known as Sri Ramachandra Medical Centre.

### WHY MBA & BBA AT SRIHER

- Excellent learning environment
- ICT enabled learning
- World-class teaching by experienced and dedicated faculty
- Eminent visiting faculty from IIM's, IIT's and from the industry
- Industry-oriented moving curriculum
- Innovative pedagogy
- Intensive hands-on posting
- Group discussion areas
- Digital classrooms
- State-of-the-art computer laboratory
- Well-stocked central and the faculty libraries
- Modern sports facilities and cafeteria
- Separate in-campus hostels for men and women
- Excellent placements records



Guest Lecture



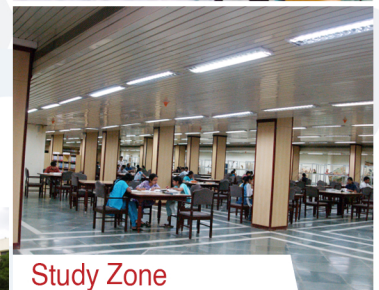
Library



University Hall



Computer Lab



Study Zone



Garden Restaurant



Swimming pool at the Sports Centre



Gym



Sports zone



Students



Hostel



Rowing zone

## CAREER OPPORTUNITIES

Students can opt for working in areas such as finance, human resources, patient care, IT systems or supply chain management. More specifically,

students will have opportunity to work as:

- Hospital Administrators
- Healthcare Consultants (NABH, Quality consultants, Digital Marketing)
- Business Analyst in IT/ Healthcare Analytics
- Health Insurance Executives
- Pharma companies

## LOCATION

- The Sri Ramachandra Faculty of Management Sciences has several locational advantages.
- It is close to the Chennai airport and has proximity to railway stations and bus terminals.
- Chennai is a leading industrial city of India as well as a home to large number of health care providers and medical schools.

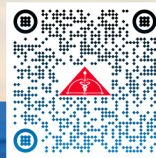


Chennai Airport



Marina Beach

## RECRUITERS



For admissions - contact:

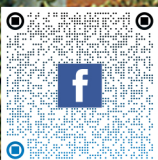
The Registrar

Sri Ramachandra Institute of Higher Education and Research (SRIHER)  
(Deemed to be University)

Porur, Chennai – 600 116

Tel: +91-44-24765512 Extn: 293 / 208 / 192

Email: dracademic@sriramachandra.edu.in / admissionsfom@gmail.com



If undelivered, please return to:

Sri Ramachandra Faculty of Management Sciences,  
Sri Ramachandra Institute of Higher Education and Research, Porur,  
Chennai – 600 116



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Signup on the Website or App and stay connected with Sri Ramachandra University Alumni Network. Download the app from from this link - <http://l.wkrt.in/sruaa>

Mail your comments and feedback to: [insightsriher@sriramachandra.edu.in](mailto:insightsriher@sriramachandra.edu.in)