Semester	IV	Specialization	Health Care
Course Code	404 HM	Type	Generic – Core
Course Title	Strategic Planning and Healthcare Management		

Course Objectives:	
1	To Make the students familiar with the concepts, principles, and techniques of strategic planning/management.
2	Identify and discuss the process of strategic planning in a health care context.

Syllabus:

Unit Number		Number of Sessions
1	Strategy defined, Types of strategies, What strategy should achieve for an organization, The imperatives of strategy, Strategy Map	2 + 4
2	Tie strategy to the mission and vision of the organization, environmental and competitor challenges, Vision – Mission and goals of the Healthcare organization.	2 + 4
3	Strategic formulation and implementation for Healthcare organizations, importance and effects of Blue ocean and Red ocean strategies in Healthcare.	2 + 4
4	Strategic Thinking: Methods and Models for Strategic Analyses, tools to evaluate the internal and external environment of Healthcare Industry.	2 + 4
5	Mapping and Managing a Strategy: a strategy “scorecard”;, Financing a Strategy, returns on strategic investments	6

Learning Resources:		
1	Text Books	1. Kim,W Chan, Mauborgne, Renée, Blue Ocean Strategy, 2. Strategic Management by Jeyarathnam Himalays Publication
2	Reference Books	1. Strategic Management and Business Policy by Dr. Azahar Kazmi.
3	Supplementary Reading Material	1. Bauer Lecture Notes: The Process of Developing the Organizational Strategic Plan. 2. Upper Regions Health Care System Case.
4	Websites	