



# HEALTHCARE ANALYTICS

## PGDM Program

AICTE Approved

100%  
Classroom Program



DRUG PRICING  
& PROMOTION

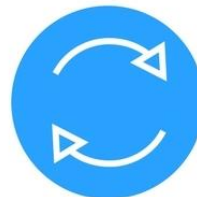
PAYER  
ANALYTICS

LOGISTICS  
OPTIMIZATION

SUPPLIER  
PERFORMANCE

SALES FORCE  
EFFECTIVENESS

SAMPLING  
OPTIMIZATION



# PGDM in Healthcare Analytics

Duration: 2 Years

## About Krupanidhi Group of Institutions,

Krupanidhi Group of Institutions (KGI), is a Christian institution managed by Krupanidhi Educational Trust. KGI has an educational dream that started out as a small structure in Koramangala, Bangalore 33 years ago which has become a huge, renowned, multicultural, multiethnic institute with a 11-acre campus. It has more than 6000 students from across 36 countries. The college was founded by three eminent educationists, Dr. Prof. Suresh Nagpal (M.Pharma, Ph.D), Mrs. Geetha Nagpal (MBA), and philanthropist Sunil Samson Dhamanigi (M.Pharma). Krupanidhi has an advisor, Prof. James Jordon from Carnegie Mellon University. It is also the first to start Physiotherapy in Bangalore.

KGI's main goal is to holistically nurture their students by providing them with top quality education using cutting edge, effective teaching methods in an affable and comfortable environment. Today, KGI has a Pharmacy College, a Physiotherapy College, a Nursing College, a Business school, a degree college, a pre-university college, a residential PU college & an International School under its wings.

## Affiliations and Certification

KGI is an ISO 9001-2015 certified Institution, and is affiliated to reputed universities including Bangalore University, Mysore University, Rajiv Gandhi University of Health Sciences, approved by AICTE New Delhi, UGC, Pharmacy Council of India, Indian Nursing Council Karnataka Nursing Council and recognized by Govt. of Karnataka. The Pharmacy college is a NAAC 'A' accredited college. The colleges under the aegis of the Krupanidhi Educational Trust are not just colleges, but they are also the only the state-of-the-art schools of its kind in India. It is not about teaching, but it's about making them 'industry-ready' to face the challenges placed before them in the dynamic, corporate environment, thus bridging the gap between education and the industry. Krupanidhi has gained immense recognition for the same and have also been crowned "Asia's Fastest Growing Private Educational Institute" at the WCRC Leaders Asian Education Excellence Summit and Awards ceremony. The institution is a member of the European Council of Business Education.

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## ***Vision Statement:***

“ A world filled with our alumni working hand in hand towards building a nation which is a force to reckon with.”

Krupanidhi's Mission is to ensure the all-round development of the students, who were mentored and guided through hand-picked faculty. They give attention to every student, thereby ensuring that even the average student does well. This enables the students to establish a great relationship with their teachers, bettering their bonds as well as the college environment.

## ***Mission Statement:***

“ To ensure that students from all backgrounds and scholastic aptitudes to excel and perform to their best”. The curriculum of the various colleges under the Krupanidhi Trust are designed to keep pace with the ever evolving and dynamic trends and challenges of the industry.

## **Awards and Accolades**

- Awarded the Education Excellence Award for the Best Upcoming B-School in South India by Brands Academy
- Ranked 5th among placement parameter in B-school college survey by Silicon India
- Awarded among the finest educational institutions in Karnataka by the Hindu Group 2017
- Awarded The Educational Institution with the Best Infrastructure by World Education Congress
- Awarded The Educational Institution with the Best Academic & Industry Interface by World Education Congress

## **Alumni and Placements**

In the 33 years of existence, Krupanidhi have secured over 350+ University Ranks, and has an impressive 75000+ Alumni. The students from Krupanidhi have been placed at some of the top Pharma and Medical institutions across the world.

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## About MindShare Learning Centre

MindShare Learning Centre (MLC) is a Delaware State based company with its office in Menlo Park, CA.

We have association with professors from various universities such as University of Memphis, we conduct courses in MBA, Computer Science, IOT, Healthcare, Bio Informatics, Digital Marketing hot topics such as Data Science, Machine Learning, Deep Learning and Neural Networks.

We are committed to make a significant impact on talent availability in the field of Data Science, Management & Healthcare. To that extent we focus our effort on offering career programs for students, fresh talent and executive development program for professionals in the industry. We have Subject Matter Experts from reputed institutions such as IIM A, IIM B, Bangalore, Stanford, IISc & IIT's.

- Healthcare Analytics
- Business Analytics
- Data Science For Beginners
- Data Science Full Edition
- Machine Learning For Beginners
- Machine Learning Full Edition
- Digital Marketing For Beginners
- Digital Marketing Full Edition
- Internet Of Things – IOT
- Deep Learning
- Neural Networks
- Bio Informatics
- Fundamental Of Programming
- Data Engineering

# PGDM in Healthcare Analytics

## Advisors

Duration: 2 Years



### **Kothandaraman Sridharan**

#### **CEO MindShare Learning Centre / CleverInsight**

A graduate in Engineering from the Indian Institute of Science, Bangalore and Entrepreneur Management from the Business School of Stanford University, Mr Sridharan was a co-founder, CEO & Board of Director of Mphasis - BFL Software, a global IT services company that provides infrastructure technology and application outsourcing. He was on the advisory board of a few product companies as well as for Fortune 500s CIOs in USA. His core areas of interest are Manufacturing, Supply Chain, Logistics, Telecom, Banking, Airlines, Healthcare with a focus on Cognitive Science and Artificial Intelligence and also built digital marketing for corporate companies.



### **Prof. James F. Jordan**

#### **Advisor**

A Senior executive with more than 25 years experience in global Fortune 25, economic development, and entrepreneurial start-up organizations in the Medical Device, Medical & Pharmaceutical Distribution, Defense and Internet industries. His background includes senior management positions in Sales & Marketing, Technology, Finance, Engineering, Quality and Operations. Prof. Jordan is the President & CEO at PITTSBURGH LIFE SCIENCE GREENHOUSE (Pittsburgh, PA) He has also served as the Distinguished Professor and Director, Masters of Science in Biotechnology and Management at the top world ranking American university CARNEGIE MELLON UNIVERSITY – HEINZ COLLEGE (Pittsburgh, PA)



# PGDM in Healthcare Analytics

Subject Matter Experts

Duration: 2 Years



## **Bastin Robins .J**

### **Chief Data Scientist / CTO**

Bastin is a seasoned Data Scientist who has successfully built data products for largest FMCG's in India and handled clients in Retail, Banking, Telecom, Social and Government successfully. He has developed products which has the combination of Machine Learning, Deep Learning, Neural networks, Collective Intelligence & Web Intelligence. Robins was earlier associated with Gramener. He regularly publishes articles and gives speeches in the conferences on IOT, Healthcare.



## **Dr. Regi Mathews**

### **VP Of Analytics**

Dr Mathews holds a PhD in Agriculture Management from IIM Ahmedabad and a Post Graduate in Engineering from IIT Kharagpur. He was earlier associated with GENPACT as its AVP (Analytics). He has worked with iGATE, Symphony Marketing Solutions and Information Resources in various leadership positions. He teaches Business Analytics and has designed and launched a specialization in Analytics for MBA students and graduates. His areas of interest include - Developing & Deploying models, Optimization based solutions, Operational Analytics, Cognitive Science and Artificial Intelligence.



## **TV Sridhar**

### **Strategic Innovator**

Sridhar hold's MBA from IIM Bangalore and Masters in Engineering, from Indian Institute Of Science, Bangalore. He co-founded an IT company in 2001, focused on providing Solutions in Supply Chain Management & Logistics domain. He has worked in TCS, IBM, and Mphasis. He was responsible for preparing Business Plans, Marketing Strategy, negotiations with VCs, and direct involvement in Sales and Marketing. He has widely travelled around the world and worked for US, Europe based clients.



## **Dr. KS Hemanth**

### **VP Of Education**

Dr. Hemanth holds a PhD in Data Mining from Mangalore University. His areas of research interests include Data Mining & Knowledge Discovery, Artificial Intelligence, Cognitive Science and Machine Learning. He also teaches Computer Science related subjects. His area of interests includes Business Intelligence and Digital Marketing.

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Subject Matter Experts

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## **Padmanand Warrior** **Technology Visionary**

He has completed his Masters From Rensselaer Polytechnic Institute University. An Innovative, results driven technology executive with deep and broad experience in product management, product marketing, and global channels/partnerships for Fortune 100 and startup companies and customers such as Walmart, Microsoft, HP, Intel, Dell, Lenovo, Samsung, Sony and Cisco.



## **Vijay K Raman** **IOT Expert**

He has completed his Masters from Arizona State University. He has worked in Intel and few startup companies. He is specialized in IOT (Internet of Things). An entrepreneur who run an IOT startup based out in Bay Area, California.



## **Jayakumar .K** **Technocrat & Entrepreneur**

He has completed his engineering from IIT Madras and MBA from IIM Bangalore. He was worked in MNC companies such as Walmart, Wipro. He was the MD and VP Walmart Labs India. Earlier he was the VP of Engineering at Ariba Technologies.



## **Lakshman Pillai** **Entrepreneur**

He has rich experience in Oracle Corporation and currently running Learning Management System. He was holding senior positions in MNCs such as Wipro, Oracle. Currently the founder and CEO of LpCube solutions.

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**Anusha B Rao**  
**Software Architect**

Anusha is a graduate in Computer Science & Engineering. She is an active open source contributor who made significant contribution for Mozilla Firefox OS, Linux OS - RedHat. She is an hardcore programmer with experience working at some of the most interesting companies such as SignEasy, EngageSense. Her core area of interest is Data Science, Algorithmic trading, Machine Learning.



**Sanjay K Desai**  
**Healthcare Supply-chain Specialist**

Sanjay has completed his MS in Engineering and MBA from US. He has worked in Schering-Plough a US based Pharmaceutical company. He has also worked in FedEx managing the global supply-chain areas. Currently he is the global director for operations at Future Electronics Inc.



**Dr. Rangarajan**  
**Management Specialist**

Dr. Rangarajan graduated from IIT Madras in Engineering, did his PhD from IIM Ahmedabad. An Entrepreneur, Coach & Visionary in Indian education system.



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## **Charles W**

### **International Business & Legal IT**

Charles W has 20+ years of experience in US, specialized in IT, Legal, International Business. He has worked in Fortune clients, handling Freight, Transportation, Logistics, Supply Chain, outsourcing, handling operations in 150+ countries. Charles has had an impeccable careers and a wide range of close C-level relationships at Fortune 500 companies such as FedEx. He holds an MBA from Washington University in St. Louis and a bachelor's degree in Engineering from University of Peradeniya. He speaks several languages including French and German.



## **Dr. Kalyani Rangarajan**

### **Healthcare Management Specialist**

She has completed MSc in Mathematics, MBA in IIM Ahmedabad, PhD in Healthcare. She has worked in various B-Schools and top notch universities.



## **Dr. Srinivasan**

### **Manufacturing / Technology Specialist**

He has completed Engineering from NIT(Trichy), PhD from IISc Bangalore. An Entrepreneur who established an chemical factory in Bangalore. In addition he is an hands-on in technology domain.

# PGDM in Healthcare Analytics

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Krupanidhi Group of Institutions collaborates with MindShare US Learning Centre offer Post Graduate Diploma in Management program in Healthcare Analytics. It has been designed for students with a background in healthcare, and also other degrees to gain knowledge in analytic strategies and management techniques.

It is a 6 Trimester sessions which contains 36 courses. It uses cases based learning program from day one with 8 weeks industry based internship at the end of the first year.

Healthcare Industry experts from India and US will conduct this program.

The program contains the regular MBA courses covering Finance, HR, Marketing, Operations, CRM, associated with Healthcare management leadership. During the program students will visit US for 15 days to get industrial as well as academic exposure with a US university.

## Course Outlines:

- Introduction to Healthcare Analytics
- Quantitative Techniques
- Introduction to Analytics using Python
- Healthcare IT
- Data Mining, Data Science for Healthcare Analytics
- Digital Marketing
- Machine Learning & Deep Learning (Pharma & Medical)
- Capstone Project with Jupyter Notebook, NeuronAI

After successful completion of two year program, a PGDM in Healthcare Analytics will be awarded by KGI and a Certification from MindShare Learning Centre, USA

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## Healthcare Analytics Curriculum:

Trimester 1	Trimester 2	Trimester 3	Trimester 4	Trimester 5	Trimester 6
Quantitative Techniques - Healthcare Analytics as a Used Case	Corporate Finance	Advanced Financial Management	Digital Marketing	Decision making under Uncertainty using Visualization Techniques	Healthcare Management and Leadership
Global Healthcare Economics and Outcome	Operations Research	Management Information System / Health IT	Management Software Development using advanced Python	SEO and Google Analytics	Decision Support Systems using Visualization Technique
Entrepreneurship	Data Warehousing and data pre-processing	Management Software Development using Python	Data Classification and Clustering	Data Analysis & Machine Learning	Data Analysis & Deep Learning
Organisation Behaviour	Management Accounting	Management Control Systems	Human Relations Management	Operations Management	Corporate Governance & Business Ethics
Business Communication	Marketing Management	Rural Marketing	Managerial Communication	Customer Relationship Management	Strategic Management
Managerial Economics (Micro)	Managerial Economics (Macro)	Business Mathematics	Research Methods (Evidence-based)	Negotiations Management	Operations Strategy

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## Capstone Project Details (Incubation Approach):

There will be project work from semester 1 onwards that will be monitored throughout the course.

### Possible Projects:

- Hospital & Health System Analytics
- Clinical & Out Patient System
- Insurance Analytics
- Government Healthcare Analytics
- Manufacturing Analytics
- Procurement & Purchase Analytics
- Sales & Distribution Analytics
- HR Analytics
- Customer Segment Analytics
- Financial Analytics
- Marketing Analytics
- Social Media Analytics
- Drug abuse and over usage
- Drug Sale and Doctor Prescription
- Medication Non-adherence
- Antibiotic Resistant
- Patients profile analytics (Electronic Health Records)
- Genetics - Genomics



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## Placement Opportunities:

Healthcare Industry employment demand is on the rise, as per the studies from Labor ministries worldwide. The demand for the next decade is very promising. Steady job growth in Healthcare industry is projected for the next several years. As a PGDM of the program, one could obtain an administrative, management, or executive position in any of the several healthcare-related organizations. Opportunities exist in government, regulatory and public health agencies also. Prominent hospitals, IT solution companies, Pharma manufacturers, and laboratories also employ Healthcare Analytics professionals. Salaries can be at par with IT opportunities, for graduating students. Students can find opportunities in International markets also.

- **HOSPITALS AND HEALTH SYSTEMS**
- **MEDICAL GROUP PRACTICES**
- **CLINICS AND OUTPATIENT CARE CENTERS**
- **HOME HEALTHCARE AGENCIES**
- **INSURANCE COMPANIES**
- **CONSULTING FIRMS**
- **BIO-PHARMACEUTICAL COMPANIES**
- **GOVERNMENT HEALTHCARE CENTRE**
- **TECHNOLOGY COMPANIES**