



HEALTHCARE ANALYTICS

PGDM Program

AICTE Approved

100%
Classroom Program

DRUG PRICING
& PROMOTION



PAYER
ANALYTICS



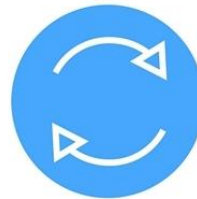
LOGISTICS
OPTIMIZATION



SUPPLIER
PERFORMANCE



SALES FORCE
EFFECTIVENESS



SAMPLING
OPTIMIZATION



For Admission:

PGDM in Healthcare Analytics

Duration: 2 Years

About Krupanidhi Group of Institutions

Krupanidhi Group of Institutions is a Christian institution managed by Krupanidhi Educational Trust. KGI is an educational dream that started out as a small structure in Koramangala in Bangalore some 33 years ago and is a huge, renowned, multicultural, multiethnic institute with an 11-acre campus and more than 6000 students from across 36 countries studying at KGI. The college was founded by three eminent educationists, Dr. Prof. Suresh Nagpal (M.Pharm, Ph.D), Mrs. Geetha Nagpal (MBA), and philanthropist Sunil Samson Dhamanigi (M.Pharm), making them the pioneers in the field of pharmacy education. It is also the first college to start Physiotherapy in Bangalore.

Their 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, 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 & recognized by Govt. of Karnataka. KGI - Pharmacy 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 finishing schools of their kind in India. It is not about merely teaching etiquette, 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.

PGDM in Healthcare Analytics

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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, the faculty is hand-picked. 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 excel and perform to their best”. The curricula 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.
- Ranked 124th in All India B - School survey conducted by the Week magazine
- 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 company with its office in Menlo Park, CA. We are associated with University Of Memphis.

We have relationship with professors from various universities such as Carnegie Mellon University, Mississippi State University, Georgia Tech University. We conduct courses in MBA, Computer Science, IOT, Healthcare, Bio Informatics, Digital Marketing hot topics such Data Science, Machine Learning, Deep Learning, 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 faculty members from reputed institutions such as IIM A, IIM L, Texas A&M, Bangalore, Mangalore, Stanford, Georgia Tech Universities. MLC has conducted these courses to institutions in the US and India:

- 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

Healthcare Analytics Expertise

Duration: 2 Years



Kothandaraman Sridharan

CEO of MLC

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 built digital marketing for corporate companies.



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.



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. 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 Service 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

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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, Government and deployed them successfully. He has developed products which has the combination of Machine Learning, Deep Learning, Neural networks, Collective Intelligence & Web Intelligence. Robin was earlier associated with Gramener. He publishes articles and gives speeches in the conferences on IOT, Healthcare.



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.



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.

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. Use 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
- Scientific & Commercial Analytics (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 US Learning Centre, USA

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Healthcare Analytics Curriculum:

	Trimester 1	Trimester 2	Trimester 3	Trimester 4	Trimester 5	Trimester 6
Quantitative Techniques -1 Healthcare Analytics as a Used Case	Financial Management - 1	Financial Management - 2	Digital Marketing 1	Decision Support Systems Decision making under Uncertainty Visualization Techniques – Data Science - 1	Healthcare Management and Leadership	
Business Environment (Indian and World Economy) Global Healthcare Economics and Outcome	Quantitative Techniques – 2 Healthcare Analytics as a Used Case	Management Information System / Health IT	Management Software Development – Python 2	Digital Marketing - 2	Decision Support Systems – Decision making under Uncertainty – Visualization Techniques – Data Science - 2	
Entrepreneurship	Data Warehousing & Mining 1	Management Software Development – Python 1	Data Warehousing & Mining 2	Data Analysis Commercial Analytics	Data Analysis Scientific Analytics	
Organisation Behaviour	Managerial Accounting & Control -1	Managerial Accounting & Control -2	Human Relations Management	Operations Management - 1	Governance, Ethics and Policy	
Business Communication	Marketing Management-1	Marketing Management-2	Managerial Communication	Customer Relationship Management	Strategic Management	
Managerial Economics (Micro)	Managerial Economics (Macro)	Business Mathematics	Research Methods (Evidence-based)	Negotiations Management	Operations Management - 2	

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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:

- Pharmacokinetics & Pharmacodynamics (PKPD) which go hand in hand, under which Population & Clinical PK are very good areas for Healthcare analytics.
- Pharmacovigilance (PV) in Human & Animal areas for drug safety.
- Pharmacotherapy (drug availability for curing diseases).
- Neuropharmacology.
- Clinical Pharmacy (MHP-mental health pharmacy or Psychiatric pharmacy).
- Clinical Pharmacy (Oncology).
- Analytical Pharmacy.
- Drug Availability.
- Drug Interactions.
- Drug Stability.
- Ophthalmic Pharmacy.
- Neuro Pharmacy.
- Psychiatric Pharmacy.
- Oropharyngeal Pharmacy.
- Otology Skin Pharmacy.
- Heart and Blood Pharmacy.
- Pediatric Pharmacy.
- Urology Pharmacy.
- Radio and Isotope Pharmacy.
- Geriatric Pharmacy.
- Gynecology Pharmacy.

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Placement Opportunities:

Healthcare Industry employment demand is on the rise, as per studies from Labor ministries worldwide. The demand for the next decade up to 2020 is very promising. Steady job growth in Healthcare industry is projected for the next several years. As a graduate 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**