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# BBA

## Hospital Management

4 Years | Full-Time | Industry-Integrated



Get *Life-Ready* with Inspiria

# Inception of the COURSE

Established in 2018 with just 37 students, the Department of Hospital Management at Inspiria Knowledge Campus began its journey to shape future healthcare leaders. Welcoming learners from both medical and non-medical backgrounds, it has consistently delivered holistic exposure to the healthcare industry. Today, the department proudly operates its 7th batch.

Over the years, it grew in demand and became one of the most sought-after courses in North Bengal. By 2025, the programme aligned with the National Education Policy (NEP), strengthening its academic and industry relevance.

Recognized & Respected





# About the Department

Where Business Skills Meet,  
Healing Hands to Leading  
Hospitals, Empower Team and  
Winning Lives.

Format

**FULL TIME**

The best experience of in-class  
ambience ever.

Eligibility

**CLASS XII**

Do what you love and study  
from the best college

Approval

**AICTE**

The only AICTE-approved digital  
marketing degree course in  
Siliguri.

Duration

**4 YEARS**

Including Industry Sessions,  
Excursions, Live Projects

Recognized & Respected



# USP

## Industry Integrated Curriculum

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### Year 1

Students take part in a regional hospital study tour for practical industry exposure.



### Year 2

Students go for a national hospital visit, receive IRPT certification, and organize the i-Heal event (Health Camps)



### Year 3

Students dive into National & Regional hospital internships, earn industry-focused certifications, and independently lead camps and events (real-world management skills)



### Year 4

Students become job-ready and secure placements in leading hospitals across India.

## **Year 1**

# **COURSE CURRICULUM: BBA (Hospital Management)**

**Duration:** 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

### **Major**

- Hospital Operations Management & Planning
- Accounts
- Medical Terminologies
- Medical Records Science – I
- English & Professional Communication

### **Allied**

- Principles of Management
- Organizational Behavior

### **Skill Development**

- Introduction to Interdisciplinary Health Science
- Life Skills & Personality Development
- Health & Wellness
- Biostatistics / Handling Human Resources in the Workplace
- Modern Indian Languages & Literature
- IT Skills
- NSS



# Year 1

## INDUSTRY-INTEGRATED CURRICULUM: Value Added Course

**Duration:** 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

### Objective:

#### Health Awareness Seminars/Webinars

in collaboration with  
Dr. Reddy's Foundation  
(One each month)

The course aims to build early operational awareness through monthly health seminars. It strengthens students' practical understanding of hospital systems alongside their academic foundation.

### Add Ons:

#### Industry Relevant Training Program

Basic First Aid &  
Cardiopulmonary  
Resuscitation  
Workshop 2 Per Sem

Students gain hands-on exposure to health awareness, emergency response, and OPD workflows through seminars, CPR training, and simulation workshops. They build early practical skills, confidence in patient interaction, and understanding of real hospital environments.

### End Goal:

#### Workshop by Industry Expert

on  
OPD Workshop  
Simulation

Students develop foundational clinical readiness, emergency handling ability, and effective communication with patients and healthcare teams. They become better prepared for internships and future hospital-based learning experiences.

## Year 2

# COURSE CURRICULUM: BBA (Hospital Management)

**Duration:** 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

### Major

- Support Utility Services – I
- Medical Records II
- Healthcare Marketing
- Environment & sustainable development
- Hospital Inventory & Purchase Management

### Allied

- Human Resource Management
- Sales & Distribution Management
- Business & Sustainability

### Skill Development

- Society, Culture & Human Behaviour
- The Constitution, Human Rights & Law
- Medical Ethics, Law & Etiquette

# Year 1

## INDUSTRY-INTEGRATED CURRICULUM: Value Added Course

**Duration:** 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

### Objective:

#### Health Awareness Seminars/Webinars

in collaboration with  
Dr. Reddy's Foundation  
(One each month)

The course aims to build early operational awareness through monthly health seminars, safety training, and expert-led HIS and inventory workshops. It strengthens students' practical understanding of hospital systems alongside their academic foundation.

### Add Ons:

#### Industry Relevant Training Program

Fire safety in Hospital &  
Usage of Life Saving  
Equipments like Handling  
oxygen cylinder –  
2 per semester

Students receive industry-recognised practical skills, exposure to emergency protocols, and hands-on familiarity with digital hospital workflows. Regular expert interaction boosts confidence, workplace understanding, and readiness for real hospital environments.

### End Goal:

#### Workshop by Industry Expert

on Hospital  
Information System.  
Workshop by Industry  
Expert on Inventory  
Control Management.

Students complete the course with improved safety knowledge, system handling skills, and clarity on core hospital operations.

They become better prepared for practical exposure with foundational competence and confidence to work in healthcare settings.



## Year 3

# COURSE CURRICULUM: BBA (Hospital Management)

**Duration:** 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

### Major

- Support Utility Services – II
- Quality in Healthcare
- Public Health and Healthcare Policy
- Environment & Sustainable Development
- Epidemiological Transition in Healthcare
- Occupational Health and Hazards

### Allied

- Human Resource Management
- Sales & Distribution Management
- Financial Management
- Entrepreneurship

### Skill Development

- Society, Culture & Human Behaviour
- Observationship / Internship

## Year 3

### INDUSTRY-INTEGRATED CURRICULUM: Value Added Course

**Duration:** 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

#### Objective:

##### **Health Awareness Seminars/Webinars**

in collaboration with  
Dr. Reddy's Foundation  
(One each month)

To expose students to real-world healthcare and industry practices through expert-led seminars, workshops, and training.

To build foundational awareness in health, marketing, public health operations, and clinical safety protocols.

#### Add Ons:

##### **Industry Relevant Training Program**

Code Pink & Infection Control

Monthly seminars with Dr. Reddy's Foundation enhance student awareness of emerging health issues and preventive practices.

Specialized workshops in Code Pink, Infection Control, International Marketing, and Public Health operations provide hands-on, industry-oriented insights.

#### End Goal:

##### **Workshop by Industry Expert**

on International Marketing Workshop  
by Indusoperations in Public Health

Students become more industry-ready with stronger practical understanding, safety awareness, and field-based operational skills.

They gain confidence to work in hospitals, public health organizations, and healthcare marketing roles with improved professional competency.

**Year 4**

## **COURSE CURRICULUM: BBA (Hospital Management)**

**Duration:** 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

### **Major**

- Healthcare Management Information System
- Research Methodology in Healthcare System
- Health Insurance
- Social & Behavioral Sciences and Basics of Clinical Psychology
- Health Economics

### **Allied**

- Consumer Behaviour
- Strategic Management

### **Skill Development**

- Internship & Research Project





## Year 4

### INDUSTRY-INTEGRATED CURRICULUM: Value Added Course

**Duration:** 4 Years | **Mode:** Full-Time | **Focus:** Industry-Integrated

#### Objective:

##### Health Awareness Seminars/Webinars

in collaboration with  
Dr. Reddy's Foundation  
(Two in six month)

To provide students with practical exposure to hospital billing operations, quality standards, and essential public health awareness. To strengthen their operational, analytical, and health literacy skills through hands-on simulations, workshops, and expert-led seminars.

#### Add Ons:

##### Hospital Billing Simulation

Students engage in billing simulations, mock quality audits, and health awareness sessions delivered by industry and public health experts. Interactive exercises, case discussions, and real documentation samples enhance practical learning and industry readiness.

#### End Goal:

##### Hospital Quality & NABH Orientation Workshop

Students become confident in basic billing processes, quality compliance concepts, and preventive healthcare awareness. They develop a well-rounded skill set that prepares them for internships, entry-level hospital roles, and effective patient/community interaction.

# Workshops by Industry Professionals

The 10-hour Industry Expert Lecture Series offers tailored learning for each semester. 2nd semester students get an introduction to OPD workflows, 3rd semester explores HIS operations in detail, 4th semester focuses on material management, 6th semester gains international healthcare marketing insights, and 7th semester learns about financial operations in hospitals. Each session provides hands-on, industry-driven exposure to prepare students for real-world hospital management roles.

## In Collaboration with:



## Strengths of the HM Program In Inspiria

### I-HEAL

### (Immersive Healthcare Exposure & Learning)

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Hospital Management Department at Inspiria regularly organizes health camps in collaboration with reputed healthcare partners. These camps provide students with invaluable, first-hand experience in planning, coordinating, and managing real-world medical events. Through active participation, students gain practical insights into healthcare operations, patient interaction, and event logistics.





# Unmatched Strengths of the HM Program In Inspiria IRPT (Industry Relevant Practical Training)

IRPT (Industry Relevant Practical Training) is a one-of-a-kind program offering immersive exposure to real-world hospital operations and emergencies. It equips students with practical skills to handle crisis situations with confidence and professionalism. The training bridges academic knowledge with industry expectations through scenario-based learning. IRPT plays a pivotal role in shaping self-sufficient, skilled, and employment-ready healthcare professionals.



# Unmatched Strengths of the HM Program In Inspiria Glimpse Of Industrial Visits





# Some of our Recruitment Partners

Where do you see yourself next?



manipalhospitals  
LIFE'S ON



NH Narayana Health  
Health for all. All for health.



GI GRANDE  
INTERNATIONAL  
HOSPITAL



**Deloitte.**

Reliance digital



Rainbow  
HOSPITAL FOR WOMEN AND CHILDREN

Neotia Getwel  
HEALTHCARE CENTRE



CRH SIKKIM  
MANIPAL  
UNIVERSITY  
CENTRAL REFERRAL HOSPITAL - SMIMS

HCG  
Hospitals



BE  
Biological E. Limited  
Celebrating Life Every Day



SAKRA  
WORLD HOSPITAL

MAX  
Healthcare

DESUN  
HOSPITAL



ANANDALOKE  
MULTI SPECIALITY HOSPITAL

MAHARAJA  
AGRASEN  
HOSPITAL



KINS HOSPITAL  
INSPIRING HOLISTIC HEALTH

AINU  
ASIAN INSTITUTE  
OF NEPHROLOGY  
AND UROLOGY

DR. REDDY'S  
FOUNDATION





# Success Stories



“

Inspiria has empowered me to grow into a confident, career-ready individual with a strong foundation to face post-graduation challenges. I'm deeply grateful to the dedicated faculty and the countless opportunities that shaped who I am today.

**Soumik Baidya**

Senior Executive-  
Operational Excellence,  
HealthCare Global  
(Batch 2018)



“

My journey at Inspiria Knowledge Campus has been transformative, combining practical exposure and supportive mentorship to build my skills and confidence. It has shaped me into a determined professional, ready for a successful career in healthcare management.

**Ritika Dutta**

Operations Associate,  
Manipal Hospital  
(Batch 2019)



“

My BBA in Hospital Management at Inspiria transformed my skills, confidence, and career readiness through mentorship and practical learning. This journey led me to achieve a proud milestone—securing a placement at Deloitte.

**Madhushree Das  
Sharma**

Healthcare associate analyst,  
Deloitte  
(Batch 2022)

**Deloitte.**

# Inspiria Health Club

Since 2018, Inspiria Knowledge Campus has proudly hosted a one-of-a-kind Health Club in Bengal, exclusively driven by skilled volunteers from the Department of Hospital Management. Members are selected based on their competencies for various key roles within the club, ensuring operational excellence. The Health Club spearheads health camps, community service initiatives, and health-focused seminars, both within and beyond the campus. Through these activities, students not only gain hands-on experience but also develop leadership, teamwork, and organizational skills preparing them to excel as future leaders in the healthcare sector.





# Flagship Events - Health Workshops



**Talk on reproductive health  
by Dr Smita Das Ghose**



**Session taken on Neuro-  
care by Doctors of  
Apollo hospital**



**Workshop on CPR by Kins  
Hospitals & CII**



**Workshop on Redefining  
Marketing by Dr Gairik Das**



# Flagship Events - Blood Donation Camp



**Registration desk at the  
blood donation event**



**Student of Inspiria  
donating blood**



**Blood pressure  
measurement of a new  
student by an employee of  
Thalamus Hospital**



**Height measurement by HM  
student of first year  
new joinee**

# Meet the **faculty**

Connecting classrooms with global markets.  
Preparing future leaders for the world of business.



**Mr Suresh Kumar Manoharan**

Professor Of Practice & Program  
Co-Ordinator  
BBA Hospital Management



**Dr. Alpha Bhowmick**

Asst.Professor  
BBA Hospital Management



**Ms. Dipanwita Sikdar**

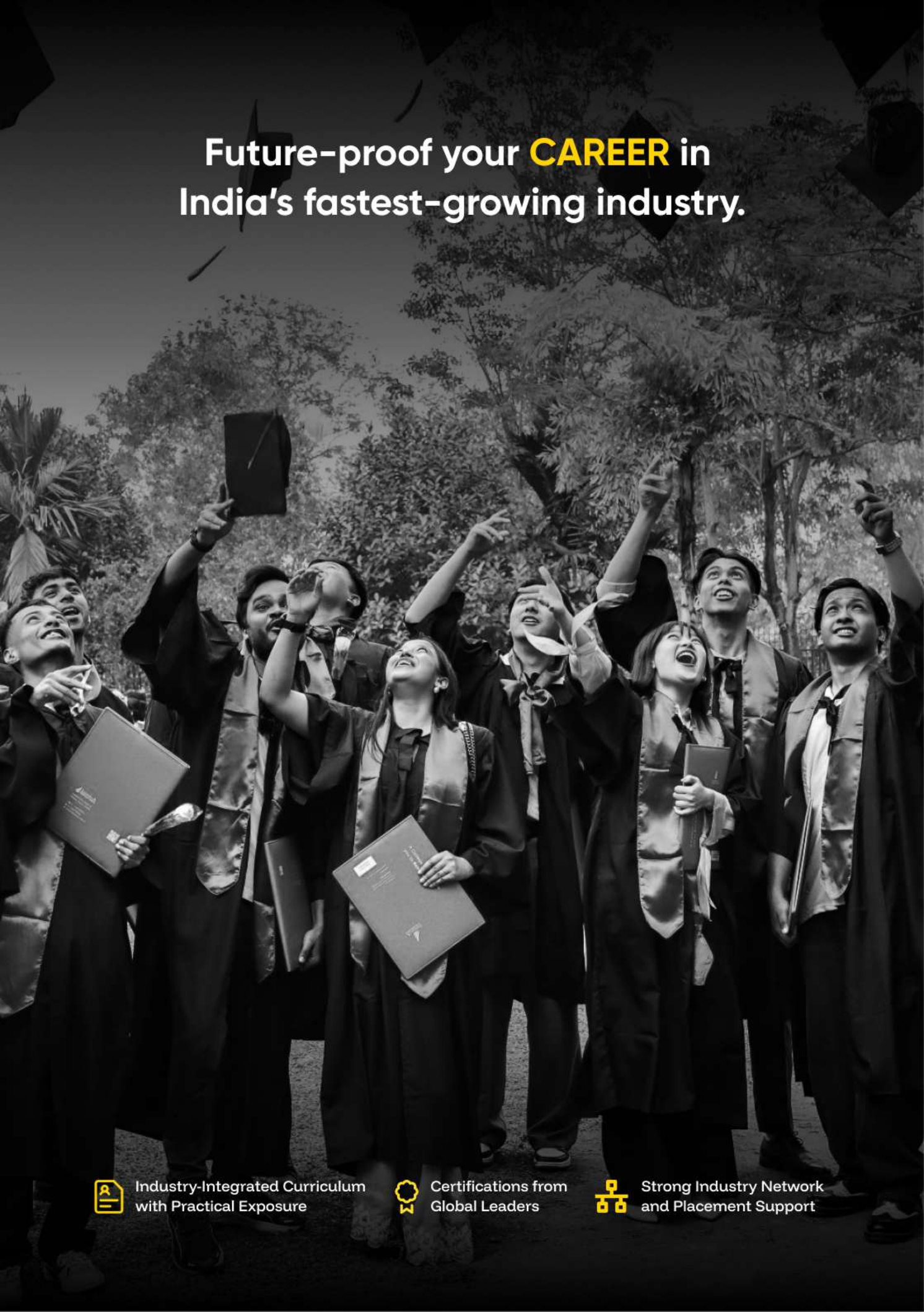
Assistant Professor  
BBA Hospital Management



**Mr Sumit Ghosh**

Assistant Professor  
BBA Hospital Management





Future-proof your **CAREER** in  
India's fastest-growing industry.



Industry-Integrated Curriculum  
with Practical Exposure



Certifications from  
Global Leaders



Strong Industry Network  
and Placement Support





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**Inspiria Knowledge Campus**

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