

UNIVERSITY OF ENGINEERING AND MANAGEMENT

SCHOOL OF MANAGEMENT STUDIES

MBA [Hospital and Healthcare Management]: Batch 2025 -27

List of subjects, credit points and paper codes

Paper Title	Paper Code	Credit Points	Theory(T)/ Practical(P)
SEMESTER -I			
Basics of Management	MBAHHM-101	4	T
Organizational Behavior	MBAHHM-102	4	T
Financial Management & Accounting in Healthcare Industry	MBAHHM-103	4	T
Health Economics and Administration	MBAHHM-104	4	T
Healthcare Marketing Management	MBAHHM-105	4	T
Hospital Setup and Administration	MBAHHM-106	2	T
Managerial Communication and Personality Development	MBAHHM-107	2	T
SEMESTER-II			
HIS and Healthcare Data Analytics	MBAHHM-201	4	T
Research Methodology	MBAHHM-202	4	T
Hospital Operations Management	MBAHHM-203	4	T
Epidemiology	MBAHHM-204	2	T
Public Health Management	MBAHHM-205	2	T
Human Resource Management	MBAHHM-206	4	T
SEMESTER -III			
Strategic Management	MBAHHM-301	4	T
Quality Management for Hospital	MBAHHM-302	4	T
Supply Chain Management	MBAHHM-303	4	T
Hospital Services Management	MBAHHM-304	4	T
Healthcare Legal Aspects	MBAHHM-305	4	T
Branding and Digital Marketing	MBAHHM-306	2	T
Summer Internship Project	MBAHHM-307	4	P
SEMESTER -IV			
Industry Research Project	MBAHHM-401	18	P
Total Credits		88	

University of Engineering and Management, Jaipur

School of Management

Coursera Bucket MBA 1st Semester

Subject Code	Subject Name	Course Title	Coursera Link
MBAHHM-101	Basics of Management	1. Organizational Analysis 2. Leadership and Organizational Behavior	1. https://www.coursera.org/learn/organizational-analysis 2. https://www.coursera.org/learn/leadership-and-organizational-behavior
MBAHHM-102	Organizational Behavior	1. Organisational Behaviour: Know Your People 2. International Leadership and Organizational Behavior	1. https://www.coursera.org/learn/managing-people-iese 2. https://www.coursera.org/learn/organizational-behavior
MBAHHM-103	Financial Management & Accounting in Healthcare Industry	1. Business Law Specialization 2. Global Impact: Business Ethics 3. Managing the Company of the Future	1. https://www.coursera.org/specializations/business-law 2. https://www.coursera.org/learn/business-ethics 3. https://www.coursera.org/learn/company-future-management
MBAHHM-104	Health Economics and Administration	1. Statistics for International Business 2. Applied Statistics for Data Analytics 3. Probability and Statistics	1. https://www.coursera.org/learn/statistics-international-business/home 2. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/applied-statistics-for-data-analytics?fromClip=sfc_page_course_link~N3gv2 3. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/bits-probability-and-statistics?fromClip=sfc_page_course_link~NsKF3
MBAHHM-105	Healthcare Marketing Management	1. Artificial Intelligence in Marketing 2. Foundations of Digital Marketing and E-commerce 3. Internet Marketing Strategies for Digital Growth	1. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/uva-darden-artificial-intelligence-marketing?source=search 2. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/foundations-of-digital-marketing-and-e-commerce?source=search 3. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/internet-marketing-strategies-digital-growth?source=search
MBAHHM-106	Hospital Setup and Administration	1. Human Resource Management: HR for People Managers 2. Generative AI for Human Resources (HR) Professionals 3. Human Resources Management Essentials	1. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/specializations/human-resource-management?source=search 2. https://www.coursera.org/specializations/generative-ai-for-human-resources 3. https://www.coursera.org/learn/human-resources-management-essentials
MBAHHM-107	Managerial Communication and Personality Development	Learn English: Advanced Grammar and Punctuation Specialization	https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/specializations/advanced-grammar-punctuation

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University of Engineering and Management, Jaipur
School of Management
Coursera Bucket MBA 2nd Semester

Subject Code	Subject_Name	Course Title	Coursera Link
MBAHHM-201	HIS and Healthcare Data Analytics	1. Data Analysis with R 2. Analyze Data Using R for Statistical Analytics 3. Analyze Data Science Concepts Using R	1. https://www.coursera.org/learn/data-analysis-with-r 2. https://www.coursera.org/programs/iem-uem-group-2025-26-9pva1/learn/analyze-data-using-r-for-statistical-analytics?specialization=r-data-analytics-statistical-modeling-specialization 3. https://www.coursera.org/programs/iem-uem-group-2025-26-9pva1/learn/analyze-data-science-concepts-using-r?specialization=r-data-analytics-statistical-modeling-specialization
MBAHHM-202	Research Methodology	1. Apply Market-Scan for Top Suppliers 2. Supply Chain Logistics 3. RFIs: Streamline Supplier Selection 4. Evaluate Total Costs for Optimal Procurement	1. https://www.coursera.org/programs/iem-uem-group-2025-26-9pva1/learn/apply-market-scan-for-top-suppliers?specialization=procurement-sourcing-operations 2. https://www.coursera.org/programs/iem-uem-group-2025-26-9pva1/learn/operations?specialization=supply-chain-management 3. https://www.coursera.org/programs/iem-uem-group-2025-26-9pva1/learn/rfis-streamline-supplier-selection?specialization=procurement-sourcing-operations 4. https://www.coursera.org/programs/iem-uem-group-2025-26-9pva1/learn/evaluate-total-costs-for-optimal-procurement?specialization=procurement-sourcing-operations
MBAHHM-203	Hospital Operations Management	1. Introduction to Operations Management 2. Supply Chain Logistics 3. Supply Chain Operations 4. Operations Management: Quality and Supply Chain	1. https://www.coursera.org/programs/iem-uem-group-2025-26-9pva1/learn/wharton-operations?source=search 2. https://www.coursera.org/programs/iem-uem-group-2025-26-9pva1/learn/operations?specialization=supply-chain-management 3. https://www.coursera.org/programs/iem-uem-group-2025-26-9pva1/learn/supply-chain-logistics?specialization=supply-chain-management 4. https://www.coursera.org/programs/iem-uem-group-2025-26-9pva1/learn/operations-management-quality-and-supply-chain?source=search
MBAHHM-204	Epidemiology	1. Create a Brand Strategy 2. Consulting Foundations: Build Your Brand 3. Managing Brand Reputation 4. Create a Sustainable Brand in a Global Market	1. https://www.linkedin.com/learning/create-a-brand-strategy/defining-your-distinctive-brand-strategy?u=229219690 2. https://www.linkedin.com/learning/consulting-foundations-build-your-brand/how-a-strong-brand-can-build-your-business?u=229219690 3. https://www.linkedin.com/learning/managing-brand-reputation/the-concept-of-marketing-reputation-management?u=229219690 4. https://www.linkedin.com/learning/create-a-sustainable-brand-in-a-global-market/introduction-to-global-branding?u=229219690
MBAHHM-205	Public Health Management	1. Foundations of Sales Team Leadership 2. Sales Team Management Specialization 3. Sales Force Management 4. Generative AI for Sales Professionals Specialization	1. https://www.coursera.org/learn/foundations-of-sales-team-leadership 2. https://www.coursera.org/specializations/sales-team-management 3. https://www.coursera.org/learn/sales-force-management 4. https://www.coursera.org/specializations/microsoft-copilot-for-sales
MBAHHM-206	Human Resource Management	1. Navigating Employee Relations as an HR Professional 2. Professional in human resource: employee relations 3. Industrial Relations: Fostering Workplace Climate 4. Introduction to employee relations	1. https://www.linkedin.com/learning/navigating-employee-relations-as-an-hr-professional 2. https://info.springboard.onwingspan.com/web/en/app/toc/lex_auth_01350157158295142410669/overview 3. https://www.coursera.org/learn/industrial-relations-fostering-workplace-climate 4. https://www.linkedin.com/learning/introduction-to-employee-relations

NPTL COURSE	Course Name: Business Ethics	Course Link: https://onlinecourses.nptel.ac.in/noc25_mg12/preview
	Course Name: Financial Institutions and Markets	Course Link: https://onlinecourses.nptel.ac.in/noc26_mg43/preview

University of Engineering and Management, Jaipur

School of Management

Coursera Specialisation (Learning Path) Bucket MBA 2nd and 3rd Semester

Specialisation	Course Title	Coursera Link
Finance	1. International Trade Finance & Risk Management Specialization 2. International Marketing and Global Trade Specialization 3. Options Trading & Derivatives Analysis 4. Mutual Fund Analysis and Investment Strategies Specialization	"1. https://www.coursera.org/specializations/international-trade-finance-risk-management 2. https://www.coursera.org/specializations/international-marketing-global-trade 3. https://www.coursera.org/learn/options-trading-derivatives-analysis " 4. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/specializations/mutual-fund-analysis-investment-strategies?source=search
Technology Management	1. Data Science: Foundations using R Specialization 2. Digital Transformation Leader Specialization 3. Strategic Management and Innovation Specialization 4. AI For Business Productivity - 2026 Specialization	1. https://www.coursera.org/specializations/data-science-foundations-r 2. https://www.coursera.org/specializations/digital-transformation-leader 3. https://www.coursera.org/specializations/strategic-management 4. https://www.coursera.org/specializations/ai-for-business
Human Resource Management	Google People Management Essentials Specialization	https://www.coursera.org/specializations/google-people-management-essentials?utm_medium=sem&utm_source=gg&utm_campaign=b2c_india_google-people-management-essentials_google_ftcof_specializations_cx_dr_bau_gg_sem_pr_in_all_m_hyb_25-10_x&campaignid=23191563794&adgroupid=188627727098&device=c&keyword=coursera%20people%20management%20course&matchtype=p&network=g&devicemodel=&creativeid=781110289619&assetgroupid=&targetid=aud-303020828629.kwd-2513116586357&extensionid=&placement=&gad_source=1&gad_campaignid=23191563794&gbrld=DAAAAAAdkXG2k0bHZgpOGhtuiPH3y5-Faq&qclid=CjwKCAjwpaJS8hBEFwASicLUy69M8c-SrWFF71SjEqRYDr24csGzeBdEPUjkdv2Ayj8Svp1jkDDExoCPAQAvQ_BwE
Marketing Management	CRM, Project Management & Omnichannel Strategy Specialization	https://www.coursera.org/specializations/crm-project-management-omnichannel-strategy?utm_source=chatgpt.com#courses

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Research Methodology	MBAHHM-202	4	T
Hospital Operations Management	MBAHHM-203	4	T
Epidemiology	MBAHHM-204	2	T
Public Health Management	MBAHHM-205	2	T
Human Resource Management	MBAHHM-206	4	T
SEMESTER -III			
Strategic Management	MBAHHM-301	4	T
Quality Management for Hospital	MBAHHM-302	4	T
Supply Chain Management	MBAHHM-303	4	T
Hospital Services Management	MBAHHM-304	4	T
Healthcare Legal Aspects	MBAHHM-305	4	T
Branding and Digital Marketing	MBAHHM-306	2	T
Summer Internship Project	MBAHHM-307	4	P
SEMESTER -IV			
Industry Research Project	MBAHHM-401	18	P
Total Credits		88	

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Coursera Bucket MBA 3rd Semester

Subject Code	Subject Name	Course Title	Coursera Link
MBAHHM-301	Strategic Management	1. Advanced Customer Relationship Management 2. Mastering Customer Success 3. AI for Customer Experience with Chatbots and Analytics	1. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/advanced-customer-relationship-management?source=search 2. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/packt-mastering-customer-success?source=search 3. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/ai-for-customer-experience-with-chatbots-and-analytics?source=search
MBAHHM-302	Quality Management for Hospital	1.Compensation and Benefits 2.Total Rewards & the Role of Compensation & Benefits 3.Fundamentals of Compensation Strategies	1. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/compensation-and-benefits 2. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/browse?source=search&query=Total%20Rewards%20%26%20the%20Role%20of%20Compensation%20%26%20Benefits 3. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/adp-fundamentals-of-compensation-strategies?source=search
MBAHHM-303	Supply Chain Management	1. R Programming 2. Getting and Cleaning Data 3. Exploratory Data Analysis	1. https://www.coursera.org/learn/r-programming?specialization=data-science-foundations-r 2. https://www.coursera.org/learn/data-cleaning?specialization=data-science-foundations-r 3. https://www.coursera.org/learn/exploratory-data-analysis?specialization=data-science-foundations-r
MBAHHM-304	Hospital Services Management	1. Understanding Consumer Behavior in B2B Markets, 2. Consumer Psychology for Marketing Decisions Specialization, 3. Understanding Consumer Behavior and Cultural Influence	1. https://www.coursera.org/videos/microsoft-market-research-and-competitive-analysis/vjAoz?query=consumer+behaviour&source=search , 2. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/specializations/consumer-psychology-marketing-decisions?source=search , 3. https://www.coursera.org/videos/international-marketing-strategies-global-trade/Bj0bM?query=consumer+behaviour&source=search
MBAHHM-305	Healthcare Legal Aspects	1. International Trade Finance & Risk Management Specialization 2. International Marketing and Global Trade Specialization 3. Options Trading & Derivatives Analysis	1. https://www.coursera.org/specializations/international-trade-finance-risk-management 2. https://www.coursera.org/specializations/international-marketing-global-trade 3. https://www.coursera.org/learn/options-trading-derivatives-analysis
MBAHHM-306	Branding and Digital Marketing	1. Investment Portfolio Analytics and Risk Management 2. Investment Strategies and Portfolio Analysis 3. Portfolio Management and Asset Allocation	1. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/investment-portfolio-analytics-risk-management?source=search 2. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/investment-strategies-portfolio-analysis?source=search 3. https://www.coursera.org/programs/iem-faculty-learning-program-rt7r7/learn/portfolio-management-asset-allocation?source=search

NPTEL COURSE **Course Name:** Project Management

Course Link: https://onlinecourses.nptel.ac.in/noc24_mg116/preview

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School of Management

Coursera Specialisation (Learning Path) Bucket MBA 2nd and 3rd Semester

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Technology Management	1. Data Science: Foundations using R Specialization 2. Digital Transformation Leader Specialization 3. Strategic Management and Innovation Specialization 4. AI For Business Productivity - 2026 Specialization	1. https://www.coursera.org/specializations/data-science-foundations-r 2. https://www.coursera.org/specializations/digital-transformation-leader 3. https://www.coursera.org/specializations/strategic-management 4. https://www.coursera.org/specializations/ai-for-business
Human Resource Management	Google People Management Essentials Specialization	https://www.coursera.org/specializations/google-people-management-essentials?utm_medium=sem&utm_source=gg&utm_campaign=b2c_india_google-people-management-essentials_google_ftcof_specializations_cx_dr_bau_gg_sem_pr_in_all_m_hyb_25-10_x&campaignid=23191563794&adgroupid=188627727098&device=c&keyword=coursera%20people%20management%20course&matchtype=p&network=g&devicemodel=&creativeid=781110289619&assetgroupid=&targetid=aud-303020828629.kwd-2513116586357&extensionid=&placement=&gad_source=1&gad_campaignid=23191563794&gbrld=DAAAAAAdkXG2k0bHZgpOGhtuiPH3y5-Faq&qclid=CjwKCAjwpaJS8hBEEwASicLUy69M8c-SrWFF71SjEqRYDr24csGzeBdEPUjkdV2Ayj8Svp1jkDDExoCPAQAvQ_BwE
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