



# SAVEETHA

INSTITUTE OF MEDICAL AND TECHNICAL SCIENCES  
(Declared as Deemed to be University under Section 3 of UGC Act 1956)



# SAVEETHA

SCHOOL OF MANAGEMENT

## Leadership and Strategic Management in Hospital Administration

**SAVEETHA SCHOOL OF MANAGEMENT**  
SAVEETHA INSTITUTE OF MEDICAL AND TECHNICAL SCIENCES

162 , Poonamalle High Road , Saveetha Dental College and Hospitals,  
Chennai - 77



# Saveetha School of Management

Saveetha School of Management is an eminent B-school which was established in the year 2008 with the cherished goal of imparting quality management education in India. SSM commits itself to produce industry-specific management professionals who will be ready to plug-n-play. SSM is an inspirational place to study. It offers two year full time master's program in Business Administration (MBA) under trimester pattern. We offer an experience of harnessing the core skills and help students to develop their ability to define goals, inspire people and create a unique pathway for their career establishment. MBA program is offered under dual specialization model with specializations in Marketing, HRM, Finance, Production & Operations, Systems, Logistics and Supply chain, International Business Management and Hospital Managements.

## Scope of Leadership and Strategic Management in Hospital Administration

As the healthcare field continues to exceed the rate of change, organizations must find new ways to bring strategy and vision to execution. Historically, organizations have experienced significant gaps in strategic performance due to the disconnection of strategy development from execution. Great management is always contestant to reach their vision to provide services to the community in an appropriate, efficient, equitable, and sustainable manner. This can only be achieved through a well-defined strategic approach and leadership. The best leadership will have a vision of what can be achieved and then communicate this to others and evolve strategies for realizing the vision. They motivate people and are able to negotiate for resources and other support to achieve their goals.

### Why Leadership and Strategic Management in Hospital Administration?

Have you ever thought of how healthcare organization can be more competitive? How to frame strategies to win the market? How to deal with your internal and external customers' strategically thorough excellent leadership approach? Why should service employees to be motivated? This EDP on Leadership and strategic management in hospital administration would develop your strategic skills and leadership skills which would be the key factor of sustainable development of your service organization.

**COURSE NAME :** Leadership and Strategic Management in Hospital Administration

**Duration of Course :** One year (12 months)

**FOR MORE DETAILS:** Saveetha School of Management, 162, Poonamallee High Road, Velappanchavadi, Chennai-600077, [www.ssm.saveetha.com](http://www.ssm.saveetha.com)