

RASHTREEYA SIKSHANA SAMITHI TRUST
R V INSTITUTE OF MANAGEMENT

Value Added Course
On
Marketing of Healthcare Services
February 2017

Faculty Coordinator
Rashmi Shetty



Date: 17.03. 2017

From,

Rashmi Shetty,
Assistant Professor,
R V Institute of Management,
Bangalore.

To,

The Director,
R V Institute of Management,
Bangalore.

Respected Sir,

Subject: Proposal for one day visit to the Neuropathology Brain Museum at NIMHANS for the students of healthcare specialization.

Sir, this is to inform your good office that on December 16, 2017, I had sent an official mail to the Neuropathology Department of NIMHANS requesting for permission for a visit to their Brain Museum by our healthcare specialization students. The slots were full at that time due to which the visit was not possible. I have recently received their response stating that they have scheduled the visit for our students on March 28, 2017 i.e Tuesday at 10 a.m.

I request your good self to kindly guide and permit for the same so that I can confirm back to NIMHANS about the visit on the scheduled date.

Thanking You

Yours sincerely,



Ms. Rashmi Shetty

Approved

17/03

Date: 23.05.2017

From,
Rashmi Shetty,
Assistant Professor,
R V Institute of Management, Bangalore.

To,
The Director,
R V Institute of Management, Bangalore.

Respected Sir,

Subject: Payment of remuneration towards conducting classes for marketing in healthcare

Sir, I am hereby submitting a request for payment of remuneration to Dr. Kishore Murthy towards conducting classes for the students of III semester during the certificate course on **Marketing in Healthcare**.

Dr. Kishore Murthy has taken classes for 12 Hours and 15 mins. The remuneration amount being 1500/- per hour. **Thus the total amount to be paid is 18,750.** Kindly review and approve for the above payment.

Thanking You,

Yours sincerely,



Rashmi Shetty

III or IV Sem?

17
23/05

Date: 12.07. 2017

From,

Rashmi Shetty,
Assistant Professor,
R V Institute of Management,
Bangalore.

To,

The Director,
R V Institute of Management,
Bangalore.

Respected Sir,

Subject: Permission to conduct Certificate Course Examination in Health Care Marketing

Sir, this is to inform your good self that an examination needs to be conducted for the students of Healthcare Specialization on the certificate course in HealthCare Marketing conducted for them during their fourth semester. Since the fourth semester students have a gap from 18th July 2017 to 27th July 2017; the exam can be conducted during one of these days. The tentative date for the examination would be July 21, 2017. The exam would be for 50 marks and duration is one and half hour. I have already informed Dr. Kishore Murthy to set the appropriate question paper and also requested him to evaluate the answer sheets.

Kindly permit me to conduct the certificate course examination and process the results to award the students with certificates.

Thanking You

Yours sincerely,



Ms. Rashmi Shetty

Approved



VALUE ADDED COURSE
MARKETING OF HEALTHCARE SERVICES
FOR 20 HOURS

1. Introduction to Healthcare / Hospital Marketing services
2. Need for Healthcare / Hospital Marketing services
3. Principles of Healthcare Marketing services
4. Principles of Hospital Marketing services
5. Marketing Mix and market feasibility reports
6. Strategic marketing planning for healthcare institutions
7. Corporate strategy for private hospitals
8. Ethical marketing principles
9. Marketing Audit in healthcare institutions
10. Marketing plan for hospitals with examples

R V INSTITUTE OF MANAGEMENT

Students List

Certificate Course on Marketing in Healthcare

~~July 23 2017~~

July 23, 2017

Attendance

Sl.	Reg No.	Name of the Student	Signature of the student
1	151GCMD025	AZHAR PASHA	Azhar Pasha
2	151GCMD027	BĒESABATHUNI JEEVAN KUMAR	B. Jeevan Q.
3	151GCMD050	HEMALATHA S	Hemalatha S
4	151GCMD051	HEMANTH KUMAR R	Hemant Kumar R
5	151GCMD055	KAMBY SHEKAR RAO	Kamby Shekar Rao
6	151GCMD069	MALLIKARJUN	Mallikarjun
7	151GCMD077	MEGHA DURGAD	Megha Durgad
8	151GCMD081	NAVYA A REDDY	Navya A Reddy
9	151GCMD122	SHANTVEER MULASAVLAGI	Shantveer Mulasavlagi
10	151GCMD128	SHREYAS U R	Shreyas U R
11	151GCMD144	SUJAN ARJUNRAO	Sujan Arjun Rao
12	151GCMD158	VENKATESH GOWDA M G	ABSENT
13	151GCMD161	VINAY CHANDRU C	Vinay Chandru C
14	151GCMD170	GARAKAPATI SUDHARSHAN CHOWDARY	G. Sudharshan Chowdary
15	151GCMD171	MONISHA L	Monisha L
16	151GCMD174	SRINIVAS PRASAD D S	Srinivas Prasad D S

Total No Present: 15

Total No Absent: 01

Invigilator's Signature with Date :



23/7/17

(Rashmi Shetty)



A Premier Institute in Management Education, Training, Research & Consultancy



Rashtreeya Sikshana Samithi Trust R. V. INSTITUTE OF MANAGEMENT

Affiliated to Bangalore University, Recognised by Government of Karnataka, Approved by AICTE, New Delhi

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www.rvim.edu.in

Accredited by NAAC with "A" Grade

Certificate

This is to certify that

Mr./Ms. Vinay Chandru C

*has successfully completed the Certificate Course in
"Marketing in Healthcare" and passed the examination
held on July 23, 2017*

with A⁺ Grade.

Dr. T.V. Raju
Director

Grade: A+ - Excellent, A – Very Good, B+ - Good, B - Satisfactory