

CONCURRENT EVALUATION FOR MARKETING SPECIALISATION

SEMISTER III STRATEGIC PLANNING & HEALTHCARE MANAGEMENT

(SE-PHCM-03)

FACULTY NAME: Prof. Sameer Patil

Important Instructions:

1. The subject is evaluated on the basis of three components

Sr. No.	Parameter / Component	Marks	Date of Exam/Submission
1	Written Home Assignment	50	10 th Feb 2023
2	Situation Analysis	50	13 th Feb 2023

2. Assignments are to be mailed and to be submitted in person.
3. Student Name, Contact number, email-id, Specialization, Component must be clearly mentioned.

COMPONENT 1:

WRITTEN HOME ASSIGNMENT

Q.1 What is Strategic Management? Explain in detail the different types of strategies and the process of strategic management in healthcare industry.

Q.2 What do you mean by Strategy Map? Prepare a Strategy map for Dental Hospital.

Q.3 Explain the strategies used in global environment for restructuring healthcare industry in the wake of unprecedented and contingent events like **Covid-19 pandemic**.

Q.4 “Avoiding failures and sustaining competitive advantage in healthcare industry”. Justify the statement with a suitable example in the context of **Covid-19 pandemic**.

Q.5 What is the importance of Blue & Red Ocean Strategies in healthcare industry? State its effects in detail and explain how it would help in tackling the situations like **Covid-19 pandemic**.

Q.6 Prepare SWOT analysis of an orthopedic hospital using porter’s five force model.

Q.7 Explain in detail different techniques of strategic evaluation & control in Healthcare Industry.

Q.8 Write short notes on (i) Gap Analysis & (ii) Corporate Portfolio Analysis.

Q.9 How the Strategy Scorecard plays an important role in healthcare organization. Explain in detail the concept of financing a strategy and the returns on Strategic Investment.

Q.10 Discuss in detail strategic issues involved in non-profit organization like a health care charity hospital.

COMPONENT 2:

SITUATION ANALYSIS

In the wake of Covid-19 pandemic, many healthcare units ranging from pharmaceutical companies, hospital and healthcare service providers, diagnostic centres, chemist retailers etc. had to struggle to adapt to the unprecedented situation resulting in many critical incidences like shortage of beds, IPD facilities, ventilators, healthcare workers and experts, medicated oxygen supply and oxygen concentrators, specified lifesaving medicines and sudden surge in their prices resulting in hoarding, black market practices etc.

Do you think that this havoc was created due to lack of vision, lackluster strategic planning or unpreparedness to face the contingencies?

Do analyze the situation deeply, and narrate how different healthcare organizations dealt with the situation, what strategies were adopted by various healthcare organizations. In your opinion, how would you judge the performance of healthcare sector in India during this period as a 'great learning experience' or 'an appalling failure' or 'a conquering success story'?