



 **Guruvayurappan**  
**Institute of Management**  
*and Research Centre*



**THE ARYA VAIDYA CHIKITSALAYAM**  
**AND RESEARCH INSTITUTE**  
Ramanathapuram, Coimbatore  
ISO 9001 : 2015 CERTIFIED AYURVEDA HOSPITAL

# Business Management and Leadership Skills in Ayurveda Hospital Administration

**A Collaborative Program by AVCRI & Guruvayurappan Institute of Management (GIM)**

Blending Ancient Wisdom with Modern Management for the Future of Healthcare

Duration: 6 Months

Internship: 2 Months @ AVCRI Campus

Eligibility: Any Graduation

(PG / MBA / BAMS / BHMS / Any Allied Course)

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For More information

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The Arya Vaidya Chikitsalayam and Research Institute (AVCRI)

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Guruvayurappan Institute of Management (GIM)

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## Foreword

A course is being conducted in collaboration between AVCRI, Coimbatore, and the Guruvayurappan Institute of Management, Coimbatore, to address the growing need for a management cadre equipped with the skills required to lead institutions that uphold traditional Ayurvedic healthcare practices. The program integrates modern management techniques with a strong foundation in the authentic Indian system of medicine. It offers a blend of classroom learning and hands-on experience through both in-class and onsite training, equipping participants with the expertise to effectively manage traditional Indian healthcare institutions.

### Proposed Training Sessions


The Hands-on training will be managed and conducted by AVCRI Coimbatore(AVP Group) in their facilities and the class sessions concerning the syllabi part will be dealt with by GIM, Coimbatore.

### The Skillset Focus

Program focuses on developing skills in patient centered care, quality control, financial planning, day to day hospital management with an added element of fostering leadership, decision making, conflict resolution and management skills imbibed by an immersion program at a legendary institution as AVCRI.

### Industry Exposure

Exposure to industry leading practices equips the students with the skills and confidence to excel in health care management roles, ensuring they are well prepared for real-world challenges and leadership opportunities in healthcare sector



## To whom the course is beneficial

The target audience for the 6 month program will be,

- BAMS/BHMS
- Any Para medical graduates-Pharmacy, Nursing, Physiotherapy
- Micro biology graduates
- B.Com and BBA graduates
- Any health care related Graduation.
- Any other graduates interested in pursuing career in this field.
- Healthcare Administrators, Finance Professionals in healthcare organizations, and Postgraduate/ Graduate Students in Healthcare Management.

## Course Objectives:

- i) Aims to familiarize Graduates and Working Professionals to important attributes of business and management besides offering higher knowledge about the use of Ayurveda in the commercial firms of wellness and healthcare. Precisely, the course is centered on data analytics, Logistic, and sustainability to support the growth of organisations related to Ayurveda.
- ii) Develop Leadership and Management skills focusing on Ayurvedic Hospital and health care Administration
- iii) Integrating Ayurveda with modern Healthcare Administrative systems
- iv) Enhance Operational competence and administrative excellence
- v) Ensure sustainable healthcare administrative practices based on structured and evidence based practices
- vi) Ensure an hands on approach to managing health care institutions
- vii) Regulatory and policy knowledge

## Course deliverance

Accordingly, course is delivered as modules involving both Theory on different domains of Modern management techniques as also Practical aspects conducted in the Hospital environment related to the Functioning and management of a live Ayurvedic Hospital

- Commencement: September 2025
- Mode of Delivery:
  - Online classes
  - Offline internship at AVCRI (AVP Group) Hospital (2 months)
- Assessment & Online Assignments for classes
  - Project and immersion

Certification by:

- GIM (Guruvayurappan Institute of Management)
- AVCRI (AVP Group)

## Prospects

A vast talent pool of management positions are needed in Ayurvedic Health Care Institutions, Hospitals and other healthcare Institutions as hospital administrators at various levels for existing and upcoming hospitals in India and abroad.

## Fee Structure and Schedule:

- Total Tuition Fee: ₹55,000/-
- Seat Booking: ₹10,000/-
- Balance on start of the program
- Food & accommodation extra (on GIM premises)

## How to Apply

Log on to the online application portal at [www.gimat.org](http://www.gimat.org)

## About GIM

GIM, a leading business school in Coimbatore, Tamil Nadu, offers innovative management programs that combine academic excellence with industry relevance. Committed to values-based leadership and holistic development, GIM fosters a culture of research, innovation, and entrepreneurship. With experienced faculty, a student-centric approach, and strong industry collaborations, the institute prepares students for dynamic careers in today's evolving business landscape

## About AVCRI

The Arya Vaidya Chikitsalayam and Research Institute (AVCRI) is dedicated to advancing and managing Ayurvedic institutions by blending traditional wisdom with modern healthcare relevance. Focused on ethical practices, patient care, and sustainable operations, it aims to professionalize the management of Ayurvedic Hospitals clinic and wellness centers.