



Koneru Lakshmaiah Education Foundation

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Programme Summary

Industrial Visit to Anukura Hospitals, Vijayawada

Organised by the Department of MBA (Health Care Sectoral Management), KL Business School

Date: 22nd September 2025

The Department of MBA, KL Business School, organized an experiential learning visit for the **MBA (Health Care Sectoral Management)** students to **Anukura Hospitals, Vijayawada**, on **22nd September 2025**. The visit was designed to provide students with first-hand exposure to hospital management practices, healthcare delivery systems, and the operational aspects of a multispecialty hospital. The programme served as an important bridge between theoretical learning in classrooms and practical insights into healthcare management.

Objectives of the Visit

The primary objective of the visit was to familiarize students with the functioning of a modern hospital and help them understand the role of management in ensuring efficient healthcare delivery. Specific objectives included:

- To observe hospital administration and patient care management practices.
- To understand how different departments within a hospital coordinate and collaborate.
- To explore the application of management principles in healthcare settings.
- To gain insights into challenges faced by healthcare managers and the strategies adopted to overcome them.

Programme Proceedings

The students, accompanied by faculty coordinators, were warmly welcomed by the hospital's management team. The visit began with an **introductory session** conducted by the Hospital Administrator, who provided an overview of Anukura Hospitals, its growth, and its focus on delivering quality healthcare.

The group was then taken on a **guided tour of key hospital departments**, including Outpatient Services, Inpatient Wards, Emergency & Trauma Care, Operation Theatres, Diagnostics & Laboratory Services, and Pharmacy. Each department head provided detailed

insights into the daily operations, the use of technology, patient flow management, and the role of support staff in ensuring smooth functioning.

Particular emphasis was placed on **patient safety protocols, quality assurance mechanisms, and digital health records**. Students were able to see how advanced healthcare technologies and hospital information systems are integrated into daily operations.

Following the tour, an **interactive session** was organized, where students asked questions related to healthcare challenges such as patient satisfaction, cost management, resource allocation, and staff training. The administrators explained how hospitals balance financial sustainability with ethical responsibility to patients. They also highlighted the importance of leadership, teamwork, and effective communication in hospital management.

Learning Outcomes

The visit provided students with several valuable takeaways:

1. **Exposure to Real-Time Healthcare Management:** Students understood how theoretical models of management apply in dynamic healthcare environments.
2. **Interdepartmental Coordination:** The importance of smooth coordination between medical, administrative, and support staff was emphasized.
3. **Technology in Healthcare:** Students observed the integration of electronic medical records, diagnostic equipment, and digital management systems.
4. **Patient-Centric Approach:** The hospital's emphasis on empathy, patient care, and quality service delivery reinforced the importance of human values in healthcare.
5. **Career Relevance:** Students realized how managerial roles in hospitals require a combination of technical knowledge, problem-solving skills, and leadership qualities.

Conclusion

The visit to Anukura Hospitals was highly enriching for MBA (Health Care Sectoral Management) students, providing them with practical exposure to the nuances of hospital management. It not only broadened their understanding of healthcare operations but also motivated them to pursue careers in healthcare management with greater confidence. The interactive sessions with administrators further inspired students to think critically about the future of healthcare and the role of professional managers in driving efficiency and patient satisfaction.

