



KANNUR UNIVERSITY
കണ്ണൂർ സർവകലാശാല

(Abstract)

FYUG - B.B.A Hospital Administration Programme - Scheme and Syllabus of Seventh to Eighth semesters - Approved & Implemented w.e.f.2024 admission - Orders Issued.

ACADEMIC C SECTION

ACAD C/ACAD C4/21584/2025

Dated: 05.06.2026

- Read:-1. U.O. No.ACAD C/ACAD C4/21583/2024 dated: 19.02.2025
2. U.O No. ACAD C/ACAD C4/21584/2025 dated.04.07.2025
3. U.O No. ACAD C/ACAD C4/21584/2025 (I) dated.12 .01.2026
4. U.O No. ACAD C/ACAD C4/21584/2025 dated. 15.01.2026
5. Minutes of the meeting of Board of Studies in Management studies (UG) held on 06.11.2025.
6. E-mail dtd. 17.11.2025 from the Chairperson, Board of Studies in Management studies (UG).
7. E-mail dated: 27.11.2025 from the Dean of Faculty of Commerce & Management studies
8. E-mail dtd. 13.05.2026 from the Chairperson, Board of Studies in Management studies (UG).
9. E-mail dated: 14.05.2026 from the Dean of Faculty of Commerce & Management studies
10.Minutes of the Meeting of the standing committee of the Academic council held on 16.05.2026
11.Orders of the Vice Chancellor in the file of even no. dated. 04.06.2026

ORDER

1. The Scheme and Syllabus (First to Sixth Semesters) of the FYUG B.B.A Hospital Administration Programme were approved and implemented in the affiliated colleges under the University w.e.f 2024 admission, vide papers read (1) and (2) above.
2. As per paper read (3) above, the Course Code of the FYUG B.B.A Hospital Administration Programme was changed from "BHA" to "BBH" and was implemented with effect from the 2024 admission.
3. As per paper read (4) above, the addition of two Courses to the Fourth Semester Syllabus - was approved and Implemented w.e.f 2024 admission.
4. As per paper read (5) above, the Board of Studies in Management Studies (UG), at its meeting held on 06.11.2025 resolved to submit the Scheme and Syllabus for the Seventh to Eighth Semesters of the FYUG B.B.A Hospital Administration Programme(BBH) for implementation w.e.f 2024 admission.
5. The Scheme and Syllabi of the aforementioned Semesters of the FYUG B.B.A Hospital Administration Programme(BBH) and minutes of the meeting submitted by the Chairperson vide paper read (6) above, were forwarded to the Dean, Faculty of Commerce & Management Studies, for consideration.
6. The Dean, after vetting the syllabus and minutes, suggested certain modifications vide paper read (7) above. Subsequently, the Chairperson, Board of Studies in Management Studies (UG),vide paper read (8) above, resubmitted the Syllabi after



- incorporating the suggestions made by the Dean.
7. After re-examining the revised Syllabi and minutes, the Dean recommended its approval, vide paper read as (9) above.
 8. The Vice-Chancellor, after examining the matter in detail, ordered to place the Scheme and Syllabus for the Seventh to Eighth Semesters of the FYUG B.B.A Hospital Administration Programme (BBH) , minutes of the meeting of the Board of Studies and the remarks of the Dean, Faculty of Commerce & Management Studies before the Standing Committee of the Academic Council for consideration.
 9. The Standing Committee of the Academic Council, at its meeting held on 16.05.2026, Vide paper read as (10) above, considered the Scheme and Syllabus for the Seventh to Eighth Semesters of the FYUG B.B.A Hospital Administration Programme(BBH) w.e.f 2024 admission and recommended to approve the same.
 10. The Vice-Chancellor, after considering the recommendation of the Standing Committee of the Academic Council and in exercise of the powers of the Academic Council conferred under Section 11(1), Chapter III of the Kannur University Act, 1996, and other enabling provisions read together ,approved the Scheme and Syllabus of the Seventh to Eighth Semesters of the FYUG B.B.A Hospital Administration Programme(BBH) and accorded sanction to implement the same in the affiliated colleges under the University, w.e.f 2024 admission subject to reporting to the Academic Council.
 11. The Scheme and Syllabus for the Seventh to Eighth Semesters of the FYUG B.B.A Hospital Administration Programme(BBH) implemented w.e.f 2024 admission are appended with this U.O and uploaded on the University website (www.kannuruniversity.ac.in).
 12. Orders are issued accordingly.

Sd/-

Jisha K P

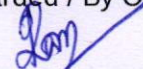
Assistant Registrar II

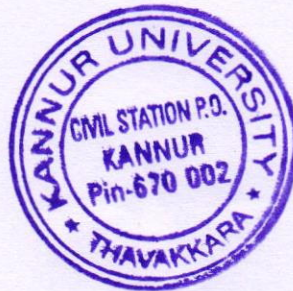
For REGISTRAR

- To:
- 1.The Controller of Examinations(through the PA)
 - 2.The Principals of Arts and Science Colleges affiliated to Kannur University
 - 3.The Chairperson, Board of Studies in Management studies (UG)

- Copy To:
1. PS to VC / PA to PVC / PA to R/PA to FO/PA to CE (to circulate among the sections concerned)
 2. DR / AR (Acad) / AR I, II Exam/JR II Exam
 3. Computer Programmer/EXC I/AR VII (Exam)
 4. Web Manager (for uploading in the website)
 5. SF/DF/FC

Forwarded / By Order


SECTION OFFICER



BBA HOSPITAL ADMINISTRATION HONOURS DEGREE WITH 177 CREDITS

**BBA HOSPITAL ADMINISTRATION HONOURS WITH RESEARCH DEGREE WITH
177 CREDITS**

SEMESTER VII

<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	<i>Major</i>	<i>Code</i>	<i>Hours/Week</i>
Discipline Specific Core Courses (DSC)	KU7DSCBBH400	4	Advanced Research Methodology	Major	A18	5
	KU7DSCBBH401	4	Hospital Operations Management	Major	A19	5
	KU7DSCBBH402	4	Health Insurance and Medical Tourism	Major	A20	5
	KU7DSCBBH403	4	Marketing Research	Major	A21	5
	KU7DSCBBH404	4	Organization Development	Major	A22	5

SEMESTER VIII

<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	<i>Major/ Elective</i>	<i>Code</i>	<i>Hours / Week</i>
Discipline Specific Core Courses (DSC)	KU8DSCBBH400	4	Health Care Environment and Management	Major	A23	5
	KU8DSCBBH401	4	Communication and Health System	Major	A24	5
	KU8DSCBBH402	4	Support and Utility Services	Major	A25	5
Discipline Specific Elective Courses (DSE)	KU8DSEBBH400	4	Hospital Facilities Management	Elective	A26	5
	KU8DSEBBH401	4	Strategic Human Resource Management	Elective	A27	5
	KU8DSEBBH402	4	Training and Development	Elective	A28	5
Project	KU8RPHBBH400	8	Project in Major Discipline			8
Project	KU8RPHBBH401	12	Research Project In Major Discipline			12

SEMESTER-VII

KU7DSCBBH400: ADVANCED RESEARCH METHODOLOGY

Semester	Course Type	Course Level	Course Code	Credits	Hours /Week
VII	DSC	400-499	KU7DSCBBH400	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25T+10P	50T+15P	100	1.5

Course Description:

The primary goal of this course is to further develop students' understanding of the research process and also to have students critically analyze published research and/or be able to conduct independent research.

Course Outcomes:

No.	Expected Outcome	Learning Domains
1	Integrating multiple worldviews in the conduct of qualitative research	U
2	Learning the practices of Research Paper Publishing	U
3	Critically evaluate theoretical/ paradigmatic positions and understand how theoretical positions influence design and data collection and analysis choices	An
4	Understand ethical issues in research	U
5	Using IT oriented tools / techniques for Research	C
6	Applying Softwares for Data Analysis in Research	Ap

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	√						
CO 2		√					
CO 3			√				
CO 4				√		√	

CO 5				√		√
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COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
I	Qualitative Research Methods:		10
	1	Qualitative Research Methods: Nature- Scope- Features- <u>steps in writing a research paper-Structure of a research paper</u>	
	2	Approaches-Content Analysis, case study	
II	Research Paper Publishing		15
	3	Research Paper Publishing – essentials and Layout of a Research Paper- <u>Steps in publication and replying to reviewer comments</u> -Data bases- <u>Choosing an appropriate journal to publish in at appropriate places</u> - Journals and Publishers - ABDC Journals- Scopus and Scopus ID-	
	4	UGC CARE List- Impact factor of Journals- Citations- Orcid Id- Open Source publishing-Plagiarism - Definition, different forms, consequences- unintentional plagiarism, copyright infringement, collaborative work. UGC Guidelines- Qualities of good Researcher	
III	Use of tools / techniques for Research		15
	5	Use of tools / techniques for Research: methods to search required information effectively- Shodh Ganga- Shodh Gangotri-	
	6	Reference Management Software like Zotero/Mendeley - Software for detection of Plagiarism. <u>Ethical use of AI in research.</u>	
IV	Data Analysis using software		15
	7	Data Analysis using software: Data Preparation – Univariate analysis (frequency tables, bar charts, pie charts, percentages),	

	8	Bivariate analysis – Cross tabulations and Chi-square test including testing hypothesis of association- Modelling- Exploratory and Confirmatory Factor Analysis- Structured Equation Modelling	
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V	Teacher Specific Module	20

Essential Readings:

- Business Research Methods – Donald Cooper & Pamela Schindler, TMGH, 9th edition
- Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.
- Research Methodology – C.R.Kothari
- Denzin, Norman K. and Lincoln, Yvonna S. (1994). Hand Book of Qualitative Research. New Delhi: Sage Publications.
- Festinger, U & Katz., (1972). Research Methods in Behavioural Sciences
- Hadin, Catherine, (1987). Research Design: Strategies and Choices in the design of Social Research. London: Allen and Unwin.
- Nisbet (ed.). (1985). Research, Policy and Perspective. London: Kogan Page.
- Peokewits, T. (1984). Paradigm and Ideology in Educational research. London: Palmer Press.
- University Grants Commission (Promotion of Academic Integrity and Prevention of Plagiarism in Higher Education Institutions) Regulations, 2017

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
	Case Study (Practicum)	15 (P)
	Presentation/ Case Study	10 (P)
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU7DSCBBH401: HOSPITAL OPERATIONS MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Hours /Week
VII	DSC	400-499	KU7DSCBBH401	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25T+10P	50T+15P	100	1.5

Course Description:

This course examines the principles and practices associated with managing a company's working capital. Students will gain an understanding of the components of working capital, the operating cycle, and various strategies for optimizing its usage. The course will explore techniques for managing cash, receivables, inventory, and payables to ensure efficient operations, maintain liquidity, and maximize profitability.

Course Outcomes:

No.	Expected Outcome	Learning Domains
1	To identify the important function and its management in hospital	U, An
2	To familiarize with supportive services	U, Ap
3	To identify clinical services	An, C
4	To familiarize with administrative task	Ap

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	√						
CO 2		√					
CO 3			√				
CO 4				√		√	
CO 5					√		√

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
I	Hospital operations and administrative service		10
	1	<u>Typical organization structure in a large hospital and the duties and functions of selected important departments</u> Patient administration and documentation –front office and reception-admission and registration-billing and insurance verification –medical record management-discharge planning and summary generation. <u>Patient flow in a hospital and services points and their work</u>	
	2	Clinical support and facilities management-ambulatory care service- in hospital death handling and documentation-brought in dead-bio medical equipment maintenance and repairs. <u>Challenges in hospital operations</u>	
II	Clinical services		15
	3	Clinical department – outpatient department-location of OPD-types of patient in OPD- facilities in OPD- patterns of patients	
	4	Training and development of clinical service providers –X RAY rooms –types of X RAY machines –radiology- USG-CT-MRI-ECG.	
III	SUPPORTING SERVICES		15
	5	Introduction to supporting services – housekeeping-objectives of housekeeping –responsibilities of housekeeping department –linen and laundry-types of linen and laundry	
	6	Food services – central sterile supply department-importance of CSSD-work flow of CSSD-calibration of hospital equipments.	
IV	FECILITY LOCATION AND LAYOUT		15

	7	Importance of location –factors -general steps in location selection-types of layout	
	8	Technique of work measurement –work sampling-productivity measures- value addition-capacity utilization-HR incentive calculation –applications in hospital.	

V	Teacher Specific Module	20
	A practical “ patient pathway” where student map the entire process.	

Essential Readings:

- Madhuri Sharma, ESSENTIALS FOR HOSPITAL SUPPORT SERVICES AND PHYSICAL INFRASTRUCTURE,
- Sakharkar BM, PRINCIPLES OF HOSPITALS ADMINISTRATION AND PLANNING, Jaypee
- Francis CM, Mario C de Souza. HOSPITAL ADMINISTRATION, New Delhi, 2000
- Prabhu KM, Sood SK, HOSPITAL LABORATORY SERVICES ORGANIZATION AND MANAGEMENT, Journal of Academy of Hospital Administration, 2(@) 1990

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
	Case Study (Practicum)	15 (P)
	Presentation/ Case Study	10 (P)
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU7DSCBBH402: HEALTH INSURANCE AND MEDICAL TOURISM

Semester	Course Type	Course Level	Course Code	Credits	Hours/Week
VII	DSC	400-499	KU7DSCBBH402	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25T+10P	50T+15P	100	1.5

Course Description:

The primary aim of this subject is to acquaint students to the concept of health insurance, product development, and various health insurance products both at individual and group level, the economic services of health insurance, underwriting of health insurance policies, marketing of insurance policies, claims management, third party administration etc., so that the students are ready for the challenges of the healthcare insurance which is emerging as a sector holding great promise.

Course Outcomes:

No.	Expected Outcome	Learning Domains
1	Understand the principles and practices of health insurance	U & A
2	Analyze health insurance policies and their impact on healthcare	A & C
3	Apply knowledge of health insurance to make informed decisions	A, E & C
4	Evaluate the role of health insurance in healthcare financing and risk management	A, An, E & C

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	1			4			
CO 2		2			5		
CO 3			3				
CO 4			3				
CO 5	1			4			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
1	Introduction to health insurance		15 hrs
	1	Introduction, History of Health Insurance, Principles of Health Insurance, <u>Steps in obtaining a policy and steps in getting a claim</u>	
	2	Health insurance Products, Group Insurance Products, Concepts of insurance, life and nonlife	
2	Claim Management		15hrs
	3	Introduction to Claims management . Cashless & Reimbursement claim, <u>Grievance redressal mechanism with regards to insurance</u>	
	4	Significance of claims settlement. Third Party Administrator(TPA)	
3	Economic and financial management of health		10 hrs
	5	Economic and financial management of Health Insurance, Marketing and servicing of Health insurance.	
	6	IT Applications and Legal framework in Health Insurance, . Ethical issues in insurance	

	Medical Tourism		15hrs
4	7	introduction to Medical tourism Concept, Advantage & Disadvantage, Benefits of Medical tourism,	
	8	Medical Tourism Organizations, Trends in Demand for Medical Tourism Medical Tourism Potentials of India	

5	Teacher Specific Module		20
	<i>Identify health insurance organisation and their products</i>		

Essential Readings:

1. *Mediclaime & Health Insurance* by Prof Kshiti] Patukale
2. *Do We Care: India's Health System* by K. Sujatha Rao
3. *Principles of HOSPITAL Administration and Planning* by 8 M Sakharkar

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
	Case Study (Practicum)	15 (P)
	Presentation/ Case Study	10 (P)
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU7DSCBBH403: MARKETING RESEARCH

Semester	Course Type	Course Level	Course Code	Credits	Hours/Week
VII	DSC	400-499	KU7DSCBBH403	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25T+10P	50T+15P	100	1.5

Course Description:

This course covers the entire research process, from identifying market problems and designing studies to collecting and analyzing both qualitative and quantitative data using techniques like regression analysis and conjoint analysis. The goal is to equip students to use research findings to improve products, pricing, and promotion.

Course Outcomes:

Co.	Expected Outcome	Learning Domains
1	Familiarize the students with the fundamentals of marketing research.	U
2	Enable the students to look at marketing from a research perspective.	U
3	Help the students understand the fundamentals of marketing research process.	U
4	Make the students realize the role of marketing research in business decision making	An

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	1			4			
CO 2		2			5		
CO 3			3				

CO 4			3			
CO 5	1			4		

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
1		Introduction To Marketing Research	15 hrs
	1	Definition, meaning & objectives of marketing research. Advantages and limitations of marketing research	
	2	Problems and precautions in marketing research - ethical issues in marketing research. Branches of marketing research. Role of marketing research in marketing management	
2		Marketing Research Process	15hrs
	3	Steps in conducting marketing research. Research design in marketing research	
	4	Components of a marketing research design/proposal. Components of a marketing information system - marketing intelligence system	
3		Measurement and Scaling in Marketing Research	15 hrs
	5	Measurement concept - types of scales. Validity & reliability of measurement	
	6	Techniques & tools of data collection. Basic data analysis techniques Hypothesis testing - criteria of sound measurement	
4		Report Writing and Presentation	10hrs
	7	Steps in report writing. Proforma of marketing research report Types of reports	

	8	Tabulation and presentation of data Prerequisites of a good marketing research report	
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5	Teacher Specific Module	20
	<i>Directions <u>research on service marketing</u></i>	

Essential Readings:

1. Malhotra, N. K. (2020). Marketing Research: An Applied Orientation. Pearson.
2. McDaniel Jr, C., & Gates, R. (2018). Marketing research. John Wiley & Sons.
3. Schindler, P. S., & Cooper, D. R. (2006). Marketing research. Tata McGraw-Hill Education.
4. Smith, S. M., &Albaum, G. S. (2005). Fundamentals of marketing research. Sage.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
	Case Study (Practicum)	15 (P)
	Presentation/ Case Study	10 (P)
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU7DSCBBH404: ORGANIZATIONAL DEVELOPMENT

Semester	Course Type	Course Level	Course Code	Credits	Hours/Week
VII	DSC	400-499	KU7DSCBBH404	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25T+10P	50T+15P	100	1.5

Course Description:

This course teaches how to manage and implement change to improve an organization's effectiveness and health. It covers theories, methods, and practical skills for diagnosing problems, designing interventions, and leading change initiatives that align with strategic goals. Key topics include human process, organizational structure and culture, and strategies for sustained growth in a dynamic environment.

Course Outcomes:

o.	Expected Outcome	Learning Domains
1	Familiarize the students with the concept of organizational Development	U
2	Help the students to have an idea about various interventions for OD	U
3	Help the students understand the significance of looking at organizations as learning systems.	An
4	Help the students understand the role of OD in enhancing organizational effectiveness	An

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	1			4			
CO 2		2			5		

CO 3			3				
CO 4			3				
CO 5	1			4			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
1		Organizational Development	15 hrs
	1	<u>Organization design – meaning – importance – elements - factors affecting organization design-work flow design</u>	
	2	Meaning, nature & scope of OD - Assumptions of OD Need & significance of OD	
2		Change Management	15hrs
	3	Meaning, need and significance of organizational change. Drivers of Change: Environmental, Technological, Legal, Political & Socio-Cultural drivers	
	4	Planned Change- -General Model of planned change. Resistance to change. Guidelines for facilitating effective change	
3		OD Interventions	10 hrs
	5	Meaning, need & Significance of OD interventions. Personal, interpersonal and group interventions	
	6	Structural interventions. T groups –process consultation - third party interventions. Teams and team building process.	
4		Future and OD	15 hrs
	7	The changing environment. Increasing role of OD - fundamental strengths of OD	

	8	Emerging issues in OD - challenges of OD OD in Indian context	
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5	Teacher Specific Module	20
	<i>Directions</i>	

Essential Readings:

1. French WL, Bell C. Organization development: Behavioral science interventions for organization improvement. Pearson Educación; 1995.
2. Palmer I, Dunford R, Buchanan D. Ebook: Managing Organizational Change: A Multiple Perspectives Approach (Ise). McGraw Hill; 2016.
3. Singh K. Organisation change and development. Excel Books India; 2009.
4. Francis, H., Holbeche, L., & Reddington, M. (2012). People and Organisational Development: A new agenda for organisational effectiveness. Kogan Page Publishers.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
	Case Study (Practicum)	15 (P)
	Presentation/ Case Study	10 (P)
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

SEMESTER-VIII

<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	<i>Major/ Elective</i>	<i>Code</i>	<i>Hours / Week</i>
Discipline Specific Core Courses (DSC)	KU8DSCBBH400	4	Health Care Environment and Management	Major	A23	5
	KU8DSCBBH401	4	Communication and Health System	Major	A24	5
	KU8DSCBBH402	4	Support and Utility Services	Major	A25	5
Discipline Specific Elective Courses (DSE)	KU8DSEBBH400	4	Hospital Facilities Management	Elective	A26	5
	KU8DSEBBH401	4	Strategic Human Resource Management	Elective	A27	5
	KU8DSEBBH402	4	Training and Development	Elective	A28	5
Project	KU8RPHBBH400	8	Project in Major Discipline			8
Project	KU8RPHBBH401	12	Research Project In Major Discipline			12

KU8DSCBBH400: HEALTH CARE ENVIRONMENT AND MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Hours/Week
VIII	DSC	400-499	KU8DSCBBH400	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25T+10P	50T+15P	100	1.5

Course Description:

The health care landscape is rapidly evolving and effective management is crucial delivering high quality care

Course Outcomes:

Co.	Expected Outcome	Learning Domains
1	Understand the structure of health care environment	U
2	Explain how different environmental structures will help the patients to access treatment.	An
3	To familiarize with the health care environment	An/A
4	To understand the concept the of management with relevance to hospital	An

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	1			4			
CO 2		2			5		
CO 3			3				
CO 4			3				

CO 5	1			4			
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COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
1		Introduction to health care Management	15 hrs
	1	Introduction of environment- internal and external environment scanning.	
	2	Economic environment –competitive environment –natural environment-politico Lego environment-socio cultural – international –and technological environment .	
2		Understanding of health care system	15hrs
	3	Evolution-institutional setting –out patient service – medical service – surgical services-operating department-pediatric services- dental services	
	4	Psychiatric services-causality and emergency services-hospital laboratory services- anesthesia services-gynecology services-neurology services.	
3		Overview of healthcare sector in India	10 hrs
	5	Primary care –secondary care-territory care-rural ,medical care-curative care-preventive care-urban care- general and special hospital	
	6	Understanding the hospital management –role of medical ,nursing staff, paramedical and supporting staff-health policy-drug [policy-population policy-medical education policy	
4		Health care regulation	15 hrs
	7	WHO-international health regulation-IMA-MCI-state medical council bodies-health universities and teaching hospitals –health care delivery system	

	8	health universities and teaching hospitals –health care delivery system	
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5	Teacher Specific Module	20
	Contribution of WHO for the benefit of health system all over the world.	

Essential Readings:

- Seth, M.L. MACROECONOMICS, Laksminarayana Agrawal, Edu, PubAgra.1996
- Peter,Z & Fredrick, B. HEALTH ECONOMICS, Oxford Pub., New York, 1997
- Shanmugansundaram, Y., HEALTH ECONOMICS, Oxford Pub. New York, 1997

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
	Case Study (Practicum)	15 (P)
	Presentation/ Case Study	10 (P)
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU8DSCBBH401: COMMUNICATION AND HEALTH SYSTEM

Semester	Course Type	Course Level	Course Code	Credits	Hours/Week
VIII	DSC	400-499	KU8DSCBBH401	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25T+10P	50T+15P	100	1.5

Course Description:

Communication and Health Systems

Effective communication is critical in healthcare settings, impacting patient outcomes, safety, and satisfaction. This course explores the role of communication in health systems, focusing on interpersonal, team, and organizational communication.

Course Outcomes:

No.	Expected Outcome	Learning Domains
1	Understand the use of effective communication in health care system.	R & U
2	Develop and implement effective communication systems in hospitals	U, A & C
3	Analyse the impact of communication on patient	U, A, An & E
4	Apply communication strategies to improve health system.	U, A, An & C

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	1			4			
CO 2		2			5		
CO 3			3				

CO 4			3			
CO 5	1			4		

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
1		Fundamentals of managerial communication	15 hrs
	1	Meaning and definition of communication-role and objective of communication in hospitals-process of communication-medias for communication in hospital	
	2	Barriers of effective communication in hospital-overcoming the barriers of effective communication in hospitals-understanding different social medias and its effective usage in hospitals	
2		Concept of health	15hrs
	3	Definition of health –holistic approach to health-spectrum of health-positive health	
	4	Dimensions of health-determinants of health-concept of well being –indictors of health	
3		Health system	15 hrs
	5	Concept of healthcare and health system-levels of healthcare delivery system in India. Organization of Indian health administration-international health under united nations-WHO-	
	6	<u>Definition & Concept: -Objectives & Goals-Benefits of HIS-Classification of HIS-Hardware and Software-Telecommunications- System Integration</u>	
4		Understanding of hospital	10 hrs

	7	Definition and meaning of hospital-functions of hospital- types hospital-modern hospital: complex entity	
	8	Present status of hospital in India-present state of government hospital –peculiarities of hospital system.	

5	Teacher Specific Module	20
	<i>Identify the current communication challenges and barriers in a chosen hospital department</i>	

Essential Readings:

- 1.Preventive and Social Medicine, K. Park-Bhanot
2. Community Medicine, AH Suryakantha-JAYPEE
3. Communication Skills (English, Paperback, N. Gupta, K. Jain, P. Mahajan)-Sahitya Bhawan Publications-2018.
4. Communication Skill, Kumar Sanjay, Lata Puspa, Oxford, 2 edition, 2018

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
	Case Study (Practicum)	15 (P)
	Presentation/ Case Study	10 (P)
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU8DSCBBH402: SUPPORT AND UTILITY SERVICES

Semester	Course Type	Course Level	Course Code	Credits	Hours/Week
VIII	DSC	400-499	KU8DSCBBH402	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25T+10P	50T+15P	100	1.5

Course Description:

Course Outcomes:

No.	Expected Outcome	Learning Domains
1	Understand CRM concepts and strategies globally and in Indian markets.	R & U
2	Analyze and apply data management and analysis techniques in CRM.	An & A
3	Select and implement CRM software solutions effectively.	E & A
4	Develop and execute customer-centric strategies for retention and loyalty.	A & C

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	1			4			
CO 2		2			5		
CO 3			3				
CO 4			3				
CO 5	1			4			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
1		Introduction to supportive services	15 hrs
	1	Meaning –importance –types and integration of different support services-nursing services –pathology lab-diagnostic unit-(radiology, scan centre)	
	2	Blood bank-diet services-linen and laundry services- Linen Laundry Services.CSSD (Central Sterile Supply Department.)-Housekeeping-Control of Hospital Infection Transport Services (Ambulance)	
2		Security and mortuary services	15hrs
	3	Security Services Maintenance Services- Office Administration - Hospital Information System and Computer Application	
	4	Introduction to mortuary services - Role and Function Planning Construction-Physical facilities Equipment-Staffing - Policies and Procedures - Monitoring.	
3		Pharmacy services	10 hrs
	5	Introduction pharmacy services -Definition-Brief History Role, function and types Planning Consideration - Policies and Procedures -	
	6	Management issues - Control and evaluation Computerization in Pharmacy Services.	
4		Fire Hazards and Fire Manual Guideline	15 hrs
	7	Introduction - Elements of fire - Fire hazard Cause of Hospital Fire- Classification of fire Fire protection Fire points and Escape Route - Risk evaluation - meaning of	

		fire manual-Guideline	
	8	Elements of Fire safety - Fire safety training-Do's and Don'ts for electrical fire prevention - Action to be taken in case of fire in a Hospital.	

5	Teacher Specific Module	20
	<i>Precautions to be taken by hospital staff in the time of disaster and fire</i>	

Essential Readings:

1. Hospital Administration Tabish (O.U.P.).
2. Principles of Hospital Administration & Planning B.M.Sakharkar, Jaypee Brothers
3. Hospital Administration & Management C.M. Francis & D'Souza.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
	Case Study (Practicum)	15 (P)
	Presentation/ Case Study	10 (P)
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

CO 1	1			4		
CO 2		2			5	
CO 3			3			
CO 4			3			
CO 5	1			4		

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
1		Nutrition ,Dietary services and ambulance services	15 hrs
	1	Nutrition and Dietary services — Pharmacy services — Medical Records services.	
	2	Ambulance services - Mortuary services — Hospital security services.	
2		Facilities in hospital	15 hrs
	3	Facilities Engineering — Maintenance of Civil Assets — Electrical supply and Water supply — Medical gas pipeline — <u>Equipment maintenance and IT facilities support system</u>	
	4	Plumbing and Sanitation — Air conditioning system — Hot water and Steam supply - Communication Systems	
3		Disaster management	15 hrs
	5	Disaster management ~ Fire hazards — Engineering Hazards — Radiological hazards.-	
	6	Outsourcing of Support services —Waste disposal and management - few case studies.	
4		House keeping services in hospital	10 hrs

	7	Laundry services — House keeping services - CSSD-Energy conservation methods - AMC.	
	8	Biomedical engineering departments in modern hospitals.	

5	Teacher Specific Module	20
	<i>Case studies related to bio medical waste management</i>	

Essential readings

- G.D.Kunders, HOSPITAL AND FACILITIES PLANNING AND DESIGN
- Jacob Kline, HAND BOOK OF BIO-MEDICAL ENGINEERING
- Webster J.G and Albert M. Coe, CLINICAL ENGINEERING PRINCIPLES AND PRACTICES
- Antony Kelly, MAINTENANCE PLANNING AND CONTROL

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
	Case Study (Practicum)	15 (P)
	Presentation/ Case Study	10 (P)
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU8DSEBBH401: STRATEGIC HUMAN RESOURCE MANAGEMENT

Semester	Course Type	Course Level	Course Code	Credits	Hours/Week
VIII	DSE	400-499	KU8DSEBBH401	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25T+10P	50T+15P	100	1.5

Course Description:

This course provides an in-depth understanding of the strategic role of human resource management (HRM) in organizations. The focus will be on aligning human resource policies and practices with organizational strategy, considering both global trends and the Indian context. Students will learn to develop and implement HR strategies that contribute to business performance.

Course Outcomes:

o.	Expected Outcome	Learning Domains
1	Understand the strategic role of HRM in achieving organizational goals	U & R
2	Analyze and align HR strategies with business strategies that align with organizational goals.	An & A
3	Manage talent acquisition, performance, and development strategically	U, An, A
4	Address contemporary HR challenges, including diversity, inclusion, and global HRM practices	U & R
5	Apply SHRM concepts within the Indian business context.	U & A

**Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)*

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	1			4			

CO 2		2			5		
CO 3			3				
CO 4			3				
CO 5	1			4			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
1		Introduction to Strategic HRM	15 hrs
	1	SHRM- An Overview . a) Definition, need, importance of Strategic Human resource management .b) A shift from Traditional HRM to Strategic HRM, HRM vs. SHRM. c) Challenges and Opportunities of Strategic HRM	
	2	Strategic HR Planning. a) The Strategic Planning Process. b) Linking HR Strategy with Business Strategy. c) HR Forecasting and Workforce Planning	
2		Strategic HR Practices	15 hrs
	3	Talent Acquisition and Management. a) Strategic Recruitment and Selection. b) Talent Retention Strategies. c) Succession Planning	
	4	Performance Management Systems. a) Designing Performance Management Systems. b) Linking Performance Appraisal to Strategy Learning and Development. a) Strategic Training and Development b) Evaluating Training Effectiveness	
3		Strategic Compensation and Benefits	10 hrs
	5	Compensation Strategies and Reward Systems. a) Strategic Compensation Planning. b) Strategic Use of Incentives and Rewards	

	6	Benefits Administration. a) Designing Employee Benefits Programs b) Legal and Ethical Considerations in Compensation	
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	Emerging Trends and Issues in SHRM		15 hrs
4	7	Global HRM Practices. a) Comparative Analysis of HR Practices: India vs. Global. b) Cross-Cultural Management and Global Talent Mobility. HR Analytics and Technology. a) Role of HR Analytics in Strategic Decision Making. b) Leveraging Technology for HR Effectiveness	
	8	Contemporary Issues in SHRM. a) Managing Workforce Diversity and Inclusion. b) Corporate Social Responsibility and Sustainable HRM c) Case Studies of Indian Organizations	

5	Teacher Specific Module		20
	<i>Directions</i>		

Essential Readings:

1. Michael Armstrong, *Armstrong's Handbook of Strategic Human Resource Management, 6th Edition*, Kogan Page.
2. Gary Dessler, *Human Resource Management, 15th Edition*, Pearson Education.
3. Peter Boxall and John Purcell, *Strategy and Human Resource Management, 4th Edition*, Palgrave Macmillan.
4. Wayne F. Cascio, *Managing Human Resources: Productivity, Quality of Work Life, Profits, 10th Edition*, McGraw-Hill Education.

Suggested Readings:

1. Jeffrey A. Mello - *Strategic Human Resource Management, 4th Edition*, Cengage Learning.
2. Tanuja Agarwala - *Strategic Human Resource Management, 1st Edition*, Oxford University Press India.
3. Peter J. Dowling, Marion Festing, Allen D. Engle - *International Human Resource Management, 7th Edition*, Cengage Learning.
4. K. Aswathappa - *Human Resource Management: Text and Cases, 8th Edition*, McGraw-Hill Education India.

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Case Study (Practicum)		15 (P)
Presentation/ Case Study		10 (P)
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

KU8DSEBBH402: TRAINING AND DEVELOPMENT

Semester	Course Type	Course Level	Course Code	Credits	Hours/Week
VIII	DSE	400-499	KU8DSEBBH402	4	5

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
3	2	0	25T+10P	50T+15P	100	1.5

Course Description:

This course describes the process of training and Development. Describes how training is different from learning and the three phases of learning and training. It examines the various process of creating and designing training programme and various ways to evaluate the return on investment and learning of training programmes. Latest technology based training methods, including online training, massive open online learning courses, Blended courses, flexible classrooms are dealt in detail.

Course Objective(s):

1. To understand the basic concepts of training and development
2. To know the importance and methodology of Training Needs Analysis process
3. To sensitize them to various methods of training and training evaluation
4. Understand the need for Cost benefit analysis of Training Programmes.

Course Outcomes:

No.	Expected Outcome	Learning Domains
1	Evaluate training and development Process and New technology based training g methods	U
2	Assess training need analysis and know its importance	An
3	Create and design training Programme with objective and content	An/A
4	Evaluate the training Programmes.	An

***Remember (R), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C)**

Mapping of Course Outcomes to PSOs

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO 1	1			4			
CO 2		2			5		
CO 3			3				
CO 4			3				
CO 5	1			4			

COURSE CONTENTS

Contents for Classroom Transaction:

MODULE	UNIT	DESCRIPTION	HOURS
1		Introduction to Training	15 hrs
	1	Training-Concept, Training Process, Methods of training, Training function in Traditional and Modern Organizations. Stakeholders in Training, Internal Customers, and their expectations.	
	2	Skills and Competencies for training. Technology in Training . Role of training and development in HRD Opportunities and challenges in training. OD and Training	
2		Training and Learning -two-way Process	15 hrs
	3	Knowledge, skill, action; training and learning; Three phases of learning;	
	4	The learning spiral for participants in the three phases of training	
3		Training Needs Assessment	10 hrs
	5	Training Needs Assessment: Concept, purpose and scope; Process of Needs assessment; Meaning of Skills gap assessment	

	6	Needs Assessment Techniques: Person Analysis, Task Analysis and Organization Analysis; Need assessment in practice. Training and system for accreditation	
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	Training Process and Evaluating Training and follow up Support		15 hrs
4	7	Fine tuning objectives and Preparing partners; Setting the stage; Four training methods; Design the training Program; Trainer and training styles;	
	8	Evaluating from Different angles, Evaluating Learning Objectives; Addressing four common imbalances, Determining Return on investment, determining costs, and benefits.	

	Teacher Specific Module		20
5	Technology Based Training Methods: <i>Developing Online training methods; Massive Open Online Courses; Blended Learning, Adaptive Learning, Flexible learning, Learning Management systems, Choosing New Technology methods</i>		

Essential Readings:

1. Training for Development Part 1 by Rolf P. Lynton and Udai Pareek, Sage Publications India Pvt. Ltd.), New Delhi, 2011
 2. Training for Organizational Transformation, Part 2 by Rolf P. Lynton and Udai Pareek, Sage Publications India Pvt. Ltd.), New Delhi, 2000
 3. Managing Performance through Training and Development, Eighth Edition Author(s): Alan M. Saks | Robert R. Haccoun, 2019,Cengage learning
-
1. Employee Training and Development | 9th Edition by Raymond A. Noe and Amitabh Deo Kodwani, 2019,McGraw Hill

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		50
Case Study (Practicum)		15 (P)
Presentation/ Case Study		10 (P)
Continuous Evaluation		25
a)	Test Paper- 1	7.5
b)	Test Paper-2	7.5
c)	Assignment	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report	5
Total		100

PROJECT

KU8RPHBBH400: PROJECT IN MAJOR DISCIPLINE

Semester	Course Type	Course Level	Course Code	Credits	Hours/Week
VIII	Project	400-499	KU8RPHBBH400	8	8

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE Viva Voce	Total	
8	-	-	60	140	200	-

This course is designed for BBA Hospital Administration Honours students, offering them an opportunity to delve deeply into a topic of their choice, under pinned by rigorous research and creative methodology. It is an invitation to embark on an academic voyage that prioritizes critical thinking, problem-solving, and innovation, all within the framework of scholarly research. Students will engage in a self-directed project that not only contributes to their field of study but also encourages a personal journey of discovery and intellectual growth.

PROJECT GUIDELINES

In Honours programme, the student should do a Project of 8-credits in Semester VIII.

The Project can be done in the same institution/ any other higher educational institution (HEI)/ research centre/ training centre.

The Project in Honours programme can be a short research work or an extended internship or a skill-based training programme.

A faculty member of the respective institution, where the student does the Project, should be the supervisor of the Project.

FORMAT OF PROJECT REPORT

The report shall be printed and bound (preferably hard paper bound) with not less than 60 (A4 size) pages. The matter should be typed with double line spacing. The Font Size for the text should be 12 with style Times New Roman. One inch margin should be left on top and bottom of the page, as well as left and right side of the typed pages.

1. Preface Section: Title page of the report – Declaration by the student – Certificate from supervisory faculty counter Signed by Head of the Institution. - Acknowledgement - Chapter content – List of tables- List of figures

2. Executive Summary (Minimum one page)

3. Chapters

Chapter 1: Introduction :

includes statement of the problem, objectives of the study, scope of the study, hypotheses if any, methodology employed, and limitations of the study

Chapter 2: Industry profile/Company profile/Product profile/ Unit of study

Chapter 3: Review of literature

The review should be conducted by referring similar nature of studies conducted in academic journals, books, magazines, newspapers and other published sources

Chapter 4: Data analysis and interpretation

Data should be described and the collected data should be analyzed using appropriate tools

Chapter 5: Findings, Conclusion and Recommendations

Bibliography

It should be prepared based on the guidelines prepared and updated by the American Psychological Association (APA style).

EVALUATION OF PROJECT

The evaluation of project work shall be done internally through continuous assessment mode by a committee internally constituted by the Department Council.

The remaining 70% shall be awarded by the External Examiner appointed by the University.

The scheme of continuous evaluation and the end-semester viva-voce of the project

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		140
Project Report		40
Methodology		20
Knowledge in Topic		20
Researcher's Contribution		20
Response to Questions		20
Communication		20
Continuous Evaluation		60
a)	Clarity of Report	15
b)	Creativity and Originality	15
c)	Methodology	15
d)	Viva-Voce	15
Total		200

KU8RPHBBH401: RESEARCH PROJECT IN MAJOR DISCIPLINE

Semester	Course Type	Course Level	Course Code	Credits	Hours/Week
VIII	Research Project	400-499	KU8RPHBBH401	12	12

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE Viva Voce	Total	
12	-	-	90	210	300	-

This course is designed for BBA Hospital Administration Honours with Research students, offering them an opportunity to delve deeply into a topic of their choice, under pinned by rigorous research and creative methodology. It is an invitation to embark on an academic voyage that prioritizes critical thinking, problem-solving, and innovation, all within the framework of scholarly research. Students will engage in a self-directed project that not only contributes to their field of study but also encourages a personal journey of discovery and intellectual growth.

PROJECT GUIDELINES

In Honours with Research Programme, the student should do a Project of 12 Credits in Semester VIII.

The Project can be done in the same institution or any other higher educational institution (HEI)/ research centre/ training centre.

The Project in Honours with Research programme is a main research work

A faculty member of the respective institution, where the student does the Project, should be the supervisor of the Project.

FORMAT OF PROJECT REPORT

The report shall be printed and bound (preferably hard paper bound) with not less than 100 (A4 size) pages. The matter should be typed with double line spacing. The Font Size for the text should be 12 with style Times New Roman. One inch margin should be left on top and

bottom of the page, as well as left and right side of the typed pages.

1. Title Page

The title page should succinctly capture the essence of the research while being inviting to a broad audience. It includes the thesis title, author's name, the institution, and the date. A compelling title can spark interest and set the stage for the narrative journey of the thesis.

1. Abstract

A well-crafted abstract serve as a microcosm of the research, providing a concise summary of the thesis's aim, methodology, findings, and implications. In this section, creativity lies in the ability to distil complex ideas into accessible language that entices a diverse readership.

1. Dedication and Acknowledgments

This section allows for personal expression, dedicating the work to individuals or groups who have been instrumental in the research journey. Acknowledgments give a human touch to the academic endeavour, highlighting the collaborative nature of knowledge creation.

1. Table of Contents

A navigational tool that should not only be functional but also reflective of the thesis's structure and creativity. Creative formatting and clear organization can make the table of contents an inviting roadmap to the thesis.

1. Introduction

The introduction lays the foundation, stating the research problem, objectives, and significance. Here, storytelling can be employed to weave a compelling narrative that frames the research question within a broader context, making it relevant to real-life situations.

1. Literature Review

A critical survey of existing literature, this section is an opportunity to creatively synthesize and critique previous work, highlighting gaps the thesis aims to fill. The use of visual aids, such as mind maps or info graphics, can enrich this section by providing innovative summaries of complex academic dialogues.

1. Theoretical Framework

The theoretical frame work in research is a vital component that underpins and guides the entire research process. It serves as the foundation upon which the research is built, providing alens through which the study is conducted and understood. Essentially, the theoretical framework offers a structured approach to understanding, explaining, and making predictions about a given phenomenon or topic of interest. It does this by integrating concepts, theories, and models that are relevant to the research question or problem.

1. Methodology

Detailing the research design, methods, and analysis techniques, this section benefits from clarity and precision. Creative methodologies that utilize emerging technologies or interdisciplinary approaches can be highlighted here, showcasing the thesis's innovative edge.

1. Results and Discussion

This section presents the findings and interprets their implications. Creativity can be expressed through the use of visual story telling with charts, graphs, and illustrations to make data compelling and digestible. A narrative approach to discussing the results can link them to broader themes and real-world implications.

1. Conclusion and Recommendations

The conclusion synthesizes the findings, reflects on the research's limitations, and suggests future research directions. This section can be an avenue for visionary thinking, proposing creative applications of the research and its potential impact on society.

1. References

Adherence to academic standards is crucial in the references section, but creativity can be shown in the organization and presentation style, making it easier for readers to explore the cited works.

1. Appendices

This section can house supplementary material in various formats, including datasets, code, questionnaires, or multi media elements. Creatively integrating digital content can enhance the thesis's accessibility and engagement.

1. Digital and Interactive Elements

Incorporating digital elements like hyperlinks to datasets, online platforms for interactive visualizations, or even augmented reality (AR) experiences can revolutionize the way findings are presented and engaged with.

EVALUATION OF PROJECT

The evaluation of project work shall be done internally through continuous assessment mode by a committee internally constituted by the Department Council.

The remaining 70% shall be awarded by the External Examiner appointed by the University.

The scheme of continuous evaluation and the end-semester viva-voce of the project

Assessment Rubrics:

Evaluation Type		Marks
End Semester Evaluation		210
Project Report		60
Methodology		30
Knowledge in Topic		30
Researcher's Contribution		30
Response to Questions		30
Communication		30
Continuous Evaluation		90
a)	Clarity of Report	20
b)	Creativity and Originality	20
c)	Methodology	20
d)	Viva-Voce	30
Total		300