

**(Abstract)**

FYUG - B.B.A Hospital Administration Programme -Addition of Two Courses to the Fourth Semester Syllabus - Approved & Implemented w.e.f 2024 Admission - Orders issued

**ACADEMIC C SECTION**

ACAD C/ACAD C4/21584/2025

Dated: 15.01.2026

- 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. Minutes of the meeting of Board of Studies in Management studies (UG) held on 05.11.2025.  
 5.E-mail dtd. 07.11.2025 from the Chairperson, Board of Studies in Management studies (UG).  
 6. Minutes of the Meeting of the standing committee of the Academic council held on 05.12.2025  
 7.Orders of the Vice Chancellor dtd.24.12.2025 in file No.ACAD C/ACAD C4/22323/2024

**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 as (3), 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.Further, the Board of Studies in Management Studies (UG), at its meeting held on 05.11.2025, recommended the addition of **one Major Course — Business Law (KU4DSCBBH203) and one SEC Course — Professional Skill Development (KU4SECBBH201) to the Fourth Semester course basket of the FYUG B.B.A. Hospital Administration** Programme w.e.f 2024 admission.
- 4.The syllabus and minutes of the meeting submitted by the Chairperson, vide email dated 07.11.2025, were forwarded to the Dean, Faculty of Commerce & Management Studies, for verification. The Dean, after vetting the syllabus, recommended to approve the same via e-mail dated 12.11.2025.
- 5.The Vice-Chancellor, after examining the matter in detail, ordered to place the Scheme and Syllabus of the new courses, along with the minutes of the Board of Studies meeting and the remarks of the Dean, before the Standing Committee of the Academic Council for consideration.





6.The Standing Committee of the Academic Council, at its meeting held on 05.12.2025, considered Scheme and Syllabus of the aforementioned courses for the Fourth Semester of the FYUG B.B.A Hospital Administration Programme and recommended to approve the same.

7.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 Syllabus of the two new courses for the Fourth Semester of the B.B.A Hospital Administration (FYUGP) Programme and accorded sanction to implement the same with effect from 2024 admission in the affiliated colleges under the University, subject to reporting to the Academic Council.***

8.The modified Scheme and Syllabus for the Fourth Semester of the FYUG B.B.A Hospital Administration Programme is appended with this U.O and uploaded on the University website ([www.kannuruniversity.ac.in](http://www.kannuruniversity.ac.in)).

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 section concerned)  
2. DR / AR (Acad) / AR I, II Exam/JR II Exam  
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4. Web Manager (for uploading in the website)  
5. SF/DF/FC

Forwarded / By Order

SECTION OFFICER





### SEMESTER III

<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	<i>Major/ Minor</i>	<i>Code</i>	<i>Hours</i>
Discipline Specific Core Courses (DSC)	KU3DSCBBH200	4	Introduction to Hospital Administration*	Major	A3	5
	KU3DSCBBH201	4	Hospital Laws and Ethics*	Major	A4	5
	KU3DSCBBH202	4	Management Information System	Minor	F1	4
	KU3DSCBBH203	4	Legal and Ethical Issues in Business	Minor	F1	4
	KU3DSCBBH204	4	Fundamentals of Stock Trading	Minor	G1	4
	KU3DSCBBH205	4	Quantitative Techniques for Business Management	Minor	G1	4
Value Addition Course (VAC)	KU3VACBBH200	3	Environmental Science and Sustainability	VAC 1		4
Multi-Disciplinary Courses (MDC)		3	Kerala Studies	MDC3		3

### SEMESTER IV

<i>Course Category</i>	<i>Code</i>	<i>Credit</i>	<i>Course</i>	<i>Major/ Minor</i>	<i>Code</i>	<i>Hours</i>
Discipline Specific Core Courses (DSC)	KU4DSCBBH200	4	Marketing Management in Healthcare*	Major	A5	5
	KU4DSCBBH201	4	Human Resources in Healthcare *	Major	A6	5
	KU4DSCBBH202	4	Financial Management *	Major	A7	5
	KU4DSCBBH203	4	Business Law	Major	A	5
Value Addition Course (VAC)	KU4VACBBH200	3	Disaster Management	VAC 2		3
	KU4VACBBH201	3	Corporate Governance & CSR	VAC 3		3
Skill Enhancement Courses (SEC)	KU4SECBBH200	3	Emerging Technologies and Applications	SEC 1		4
	KU4SECBBH201	3	Professional Skill Development	SEC1		4

### KU4DSCBBH203: BUSINESS LAW

Semester	Course Type	Course Level	Course Code	Credits	Total Hours/ Week
IV	DSC	200-299	KU4DSCBBH203	4	5

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

#### Course Description:

This course provides a comprehensive understanding of the legal environment governing business operations in India. It explores key business laws, including the Indian Contract Act, Companies Act, Sale of Goods Act, Goods and Services Tax (GST), and the Consumer Protection Act. Through lectures, case studies, and interactive discussions, students will develop the ability to analyze legal situations, understand business obligations, and make ethically sound and legally compliant decisions.

#### Course Prerequisite: NIL

#### Course Outcomes:

CO No.	Expected Outcome	Learning Domains
1	To understand the fundamental principles of the Indian Contract and develop the ability to analyze the essentials, performance, and remedies related to contracts in business transactions.	U
2	To familiarize students with the provisions of the Sale of Goods	U

	Act and the Goods and Services Tax (GST).	
3	To provide a comprehensive understanding of the Companies Act, including the formation, types, and key documents of companies, along with insights into the major amendments under the Companies Act, 2013.	R,U
4	To develop the knowledge on consumer rights, cyber laws, negotiable instruments, and intellectual property rights.	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:

M O D U L E	U N I T	DESCRIPTION	HOURS
I		<b>Indian Contract Act</b>	<b>10</b>
	1	<b>Indian Contract Act,1872:</b> Definition of contract, Types of contract, Essential features of a valid contract: - offer, acceptance, consideration, capacity of parties to contract, free consent- coercion, undue influence, misrepresentation and fraud, Performance of contract	

	2	Discharge of contract, breach of contract – remedies of breach of contract.	
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<b>II</b>	<b>The Sale of Goods Act</b>		<b>10</b>
	3	<b>The Sale of Goods Act:</b> Features of Sale of goods Act, sale and agreement to sell, Types of Goods, Implied conditions and warranties- Sale by non-owners-transfer of property.	
	4	Duties and rights of buyer and seller, Rights of unpaid seller. Remedies for breach of Contract of Sale of goods.	

<b>III</b>	<b>Consumer Protection Act</b>		<b>15</b>
	5	<b>Consumer Protection Act 2019:</b> Objectives of the Act, rights of the consumers, procedure for filing a complaint, Consumer protection council, Central council and state council.	
	6	Dispute Redressal Agencies: District Commission , State Commission, and National Commission. Product liability and Penalties	

<b>IV</b>	<b>Negotiable Instrument Act and Introduction to Information Technology Act</b>		<b>15</b>
	7	Negotiable Instruments act 1881 – Features and Types of Negotiable Instruments, Parties to a negotiable Instrument, Negotiation, Presentation of Negotiation instrument, Dishonour and discharge of a Negotiable Instrument.	
	8	Introduction to information Technology Act 2000- Salient features of the Act, objectives and Scope , Legal provisions of the IT Act.	

<b>V</b>	<b>Teacher Specific Module (Practicum)</b>		<b>25</b>
	<i>Directions</i>		

### Essential Readings:

1. Kapoor. N.D, Business Law, Sulthan Chand Publication
2. Tulsian. P.C, Business Laws, Tata McGraw-Hill Publishing Co. Ltd
3. Kuchal. M.C, Business Law
4. **Dr. G.K. Kapoor & Dr. Sanjay Dhamija**, *Company Law*, Taxmann Publications.
5. **R.S.N. Pillai & Bhagavathi**, *Business Law*, S. Chand & Co.
6. **Avtar Singh**, *Negotiable Instruments Act*, Eastern Book Company.  
**V.K. Ahuja**, *Law Relating to Intellectual Property Rights*, LexisNexis

**Assessment Rubrics:**

Evaluation Type		Marks
End Semester Evaluation		<b>50</b>
Test Paper (Practicum)		<b>15 (P)</b>
Presentation /Case Study		<b>10 (P)</b>
Continuous Evaluation		<b>25</b>
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
<b>Total</b>		<b>100</b>

**KU4 SECBBH201: PROFESSIONAL SKILL DEVELOPMENT**

Semester	Course Type	Course Level	Course Code	Credits	Total Hours / Week
IV	SEC	200-299	KU4SECBBH201	3	4

Learning Approach (Hours/ Week)			Marks Distribution			Duration of ESE (Hours)
Lecture	Practical/ Internship	Tutorial	CE	ESE	Total	
2	2	0	15 T+10 P	35 T+15 P	75	1.5

**Course Objective:**

To equip students with essential professional competencies including effective communication, leadership, teamwork, critical thinking, ethical conduct, time management, and digital fluency—enabling them to navigate and excel in today's dynamic business environments.

**Course Outcomes:**

CO No.	Expected Outcome	Learning Domains
1	Understand the key professional skills required for effective workplace performance	U
2	Analyze situations to apply suitable professional and ethical practices	An
3	Assess personal strengths and areas for improvement in professional behavior	E



4	Develop a professional portfolio showcasing communication and leadership skills	C
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### Contents for Classroom Transaction:

<b>M O D U L E</b>	<b>U N I T</b>	<b>DESCRIPTION</b>	<b>HOURS</b>
<b>I</b>	<b>Communication Skills</b>		<b>10</b>
	1	Public Speaking- Objectives, Importance, Elements, Principles, Types and methods, Listening Skills- Process, Essentials to become a good Listener, Types- Benefits, Poor Listening Habits.	
	2	Behavioural Techniques- Gestures and body language, Business Attire- Types, Etiquettes- Types, Professional Presentation Skills- Objectives, Types, Steps.	

<b>II</b>	<b>Interpersonal Skills</b>		<b>12</b>
	3	Group Dynamics- Group, features, types, group dynamics- features, importance, elements, Conflict- types, sources, effects, conflict management strategies, Negotiation Skills- process, factors influencing negotiation process, avoiding common mistakes in negotiation.	
	4	Leadership skills and Emotional Intelligence – Characteristics of a leader, leadership skills, qualities of a good leader, Emotional intelligence- importance, elements, leadership and emotional intelligence.	

<b>III</b>	<b>Employability and Corporate Skills</b>		<b>12</b>
	5	Time Management- importance, implications of poor time management, measures to improve time management, effective time management skills, Stress Management- meaning, factors affecting stress, consequence of stress, techniques of managing stress, Team work- attributes for effective teamwork, stages of team development,	

		challenges to team work, how to overcome challenges.	
	6	Problem solving skills- steps, Decision Making Skills- skills required in decision making, essentials for effective decision making, Professional Ethics- components, need for ethical professionalism, Code of ethics.	

	<b>Business Writing Skills</b>		<b>6</b>
<b>IV</b>	7	Business writing skills-purpose, requisites for business writing, business letters-types, layout.	
	8	Intra organizational communication-Circular, notice, memo, report writing-types, agenda, minutes, External communication- press releases and conferences, brochures, leaflets and annual report, writing for web and social media	

	<b>Teacher Specific Module (Practicum)</b>		<b>20</b>
<b>V</b>	Group Discussions, Role play, Presentation, Mock Interview, Team Building games, Business Letter writing, Minutes, Report Writing		

### **Essential Readings:**

#### **Text Books (Latest Editions):**

1. Communication Skills and Soft skills : An Integrated Approach: E.Suresh Kumar, Pearson
2. Communication to Win: Richard Denny, Kogan Page India Pvt. Ltd.
3. Managing Soft Skills for Personality Development: B.N. Ghosh, Mc Graw Hill
4. Personality Development and Soft Skills: Barun Mitra, Oxford University Press

**Assessment Rubrics:**

<b>Evaluation Type</b>		<b>Marks</b>
End Semester Evaluation		<b>35</b>
Test Paper ( Practicum)		<b>15 (P)</b>
Presentation/Case Study		<b>10 (P)</b>
Continuous Evaluation		<b>15</b>
a)	Test Paper- 1	5
b)	Test Paper-2	5
d)	Seminar/Book/ Article Review/ Viva-Voce/Field Report/Assignment	5
<b>Total</b>		<b>75</b>