

Internship Report

Name: Dr. Khushboo Thakur

Course: MBA – Hospital and Health Management

Internship Site: IIHMR University, Jaipur

Internship Mode: Online (Project-based)

Duration: March 10 – May 31, 2025

Faculty Mentor: Mr. Swapnil Gadhave

1. Introduction

The internship at IIHMR University, Jaipur, was a part of the academic requirements of the MBA program in Hospital and Health Management. It provided me with an opportunity to work on a real-world public health research project in an academic setting. Conducted in online mode, the internship focused on investigating how individuals seek and interact with health-related information through social media platforms. This helped me apply research tools, develop analytical skills, and understand the evolving landscape of digital health communication.

2. Objectives of Internship

- To explore how consumers use social media to access health-related information.
- To analyze trust, behavior, and digital engagement patterns associated with health content online.
- To understand user motivations, platform preferences, and the influence of digital media on health-related decisions.
- To examine the concerns and benefits associated with social media-based health information.
- To learn and apply research methodology, ethical practices, data analysis, and scientific writing.

3. Organizational Profile

IIHMR University, Jaipur, is a premier research university dedicated to the improvement of healthcare through management education, training, research, and policy advocacy. Established in 1984, IIHMR has been at the forefront of health systems and hospital management in India and South-East Asia. It is recognized by the University Grants Commission (UGC) and accredited by NAAC.

The university's interdisciplinary focus spans across Hospital and Health Management, Public Health, and Pharmaceutical Management. It collaborates with organizations like WHO, UNICEF, UNDP, World Bank, Ministry of Health and Family Welfare (MoHFW), and several international universities. With a strong foundation in evidence-based learning, IIHMR fosters academic excellence, leadership, and innovation in the healthcare sector.

Key features include:

- Specialized MBA programs in Hospital, Health, and Pharmaceutical Management.
- Research-led teaching with access to real-time public health data and international research collaborations.
- Dedicated faculty with experience in epidemiology, health economics, and operations management.
- Campus-based and online training programs for working professionals.
- Regular engagement in national and global health policy formulation.

4. Services Provided by Organization

- Postgraduate education in health, hospital, public health, and pharmaceutical management.
- Applied research and consultancy in public health, health systems, and hospital operations.
- Capacity-building and training programs for healthcare professionals, administrators, and policymakers.
- Policy advocacy and support to national and international health programs.
- Academic guidance for dissertations, capstone projects, and health sector internships.

5. Key Activities/Projects Undertaken Other than Dissertation

- Attended online academic discussions and feedback sessions with the mentor.
- Conducted literature reviews using peer-reviewed databases such as PubMed and Scopus.
- Participated in weekly progress reviews for research supervision.
- Assisted peers in understanding questionnaire design and structure.
- Gained exposure to online survey tools and digital research ethics.
- Learned to format and prepare annexures like informed consent and data tools.

6. Key Learnings from Internship

- Understood the application of research design in public health and behavioral studies.
- Learned how to manage and execute a full-scale online research project independently.
- Gained insights into consumer psychology in digital health engagement.
- Strengthened skills in data analysis using SPSS and Excel.

- Developed competency in research writing, referencing, and ethical compliance.
- Realized the importance of critical evaluation of online health information in preventing misinformation.