

4-Month Diploma Courses - Rules and Regulations

Introduction

Dow University of Health Sciences (DUHS) is a distinctive institution of higher education, chartered by Sindh Assembly and recognized by Higher Education Commission Pakistan as well as reputed commissions of foreign countries.

A university of standing, currently in a mode of enhancement and expansion therefore launching new programs keeping in mind the need of the day. The university is planning to offer on-line MBA Degree program/Certificate courses or a Diploma program in specialized courses to the generation which help them to be employed in reputed organizations.

The university offers cutting-edge programs in a spectrum of highly marketable fields at the Bachelor's, Master's and Doctoral degree levels in addition to a number of specialized certificate/professional options.

In today's cut-throat competitive market environment, health services providing organizations cannot afford to just satisfy patients, attendants and customers. In order to be good or survive in the market and win patient/attendant and customers the organizations need to delight their customers. This situation demands professionally trained staff in relevant field that is thoroughly understand their customers' and clients needs & wants and provide them a complete solution better than the competitors.

To retain customers and to open the window of opportunity for the future business, a close and professional contact with the customer has always been demanded by this cut throat situation.

Benefit to the participants

The diploma program has been designed to give Health professionals an in-depth exposure to various components of health management, administration and health care functions and the latest practices in this discipline. It will help participants to formulate their strategy for winning customers and achieving their targets.

Courses Details

- Health Care Leadership and Change Management
- Legal consideration and health services organization
- Marketing of health services
- Health program evaluation
- Strategic Management
- Pharmaceutical Branding & Marketing

- Healthcare Administration
- Hospitals & Health Services Management
- General and personal management in hospital
- Over view of financial management and inventory control in hospital
- Organizational behavior in health care setting
- Pharmaceutical marketing and branding
- Supply chain management
- Regulatory affairs and ethical issues
- Pharma Economics
- Administrative Skills
- Marketing Management
- Human Resource Management
- Healthcare Planning and Policy
- Quality Assurance in Hospital Administration and Healthcare Management

Course Methodology

Lecture, group discussion, assignments, case studies, videos, seminars, guest lectures and surprise quizzes.

Participant Profile

The program is designed for all front line and middle management professionals who are directly or indirectly involved in health and pharmaceutical industry operations and who are interested in embracing them with the latest concepts and practices in the field of customer care in health services providers and pharma industries to enhance their capacity suiting as well chances for their promotion and better opportunities in abroad also.

Course Duration/Days

The program is of four months duration. Classes are conducted on Fridays, Saturdays and Sundays in the evening from 6-9pm and on Sundays from 10am-1pm.

Fee Structure

The fee for the entire program is Rs. 30,000/-. There is no discount in fee. DUHS reserves the right to increase fee/charges without prior notice.

Eligibility

Admissions to DUHS-IHMs Programs are given totally on merit. The candidate must possess a bachelor's degree from any recognized university/institute. If a candidate has passed only FA/F.Sc or equivalent but has more than five years experience, his/her case may be considered for admission by DUHS. Admission

to the Diploma can be cancelled if at any time, during the course of study, the documents of the candidate are found to be incorrect/false/invalid.

Selection and Admission Procedure

Admission to the Diploma is based on a systematic selection procedure. Following documents are to be submitted:

- a. Candidates possessing Bachelor's Degree must submit Application Form (duly filled), along with photocopy of Matric/O level, Intermediate/A level and Bachelor's Degree and proof of experience.
- b. Candidates who do not have Bachelor's degree must submit Application form (duly filled), along with

DUHS reserves the right to accept or reject any candidate at the interview stage without assigning any reasons.

Application Form

Application form can be obtained or downloaded from DUHS/IHM websites. The form must be submitted in original along with above mentioned documents/testimonials at IHM Adjacent to Liaquat National Hospital Gate # 1 opposite Liaquat Memorial Library Stadium Road Karachi.

Registration and Enrollment

Participants who clear the interview will be granted admission subject to the payment of fee within a time limit prescribed by DUHS.

Evaluation and Grading

The performance of participants is evaluated through continuous observation of the student performance in the Diploma – the extent to which he/she participates in discussions and the case studies and exercises.

There are quizzes, home assignment, attendance punctuality, case studies and article presentations and submission of final project of 40% marks and rest of 60% are reserved for final examination. The total marks for passing the diploma are 60% out of a total of 100 marks. Participants, who do not meet attendance or any other eligibility criteria, are not being awarded completion certificate. In the rating of participants, the following grading plan is used:

Grading Plan:

<u>Letter</u>	<u>Numerical Value</u>	<u>Grade Points</u>
A+	91-100	4
A	87-90	4
A-	83 - 86	3.7
B+	79 - 82	3.3
B	75 - 78	3
B-	71 - 74	2.7
C+	67 – 70	2.3
C	60 - 66	2
F	< 60	0

Students who are unable to appear for the final exam are required to submit a written application stating the reason for not appearing for the exam. DUHS reserves the right to approve or refuse such applications. If approved, the student will be allowed to sit for the exam within one month. Failure to do so, the student are only be given a Certificate of Attendance.

Re-take Examination

Those who failed to get the required aggregate marks i.e., 60/100 he/she will have to re-appear in the examination with following batch of said diploma course final examination and have to pay fee applicable for re-examination as per existing DUHS policy.