

**Diploma/Certificate Courses  
Fee Structure & Eligibility**

Duration	4-Month
Total Credit Hours	3 Credit Hours
Fee per Course	Rs. 30,000
Eligibility Criteria	14 Years Education or Equivalent

**4 - MONTH DIPLOMA/CERTIFICATE COURSES**

Pharmaceutical Marketing & Branding
Quality Assurance in Healthcare
Developing Effective Pharma Representatives
Hospital & Health Services Management
Supply Chain Management
Healthcare Administration

**Specialization BBA & MBA**

Health Care Management
Hospital Administration
Pharmaceutical Management
Marketing
Management
Finance
Human Resources Management
Health Informatics



**Alumni** - All IHM-DUHS graduates are playing leading role at top & middle levels of management positions in private as well as public sectors in reputed organizations such as WHO, National & Multinational companies, DUHS, NMC, Private Universities, Saudia Arabia & USA etc.

**“Career” with “Studies” at IHM** - Presently, Approximate five hundred students are pursuing their career at IHM



**INSTITUTE OF HEALTH MANAGEMENT (IHM)**

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Opposite Liaquat Memorial Library, Stadium Road, Karachi.  
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E-mail: [ihm@duhs.edu.pk](mailto:ihm@duhs.edu.pk) Website: [www.duhs.edu.pk](http://www.duhs.edu.pk)

Programs	144 Credit Hours	96 Credit Hours	66 Credit Hours	66 Credit Hours
<b>BBA</b>	<b>BBA</b>	<b>MBA Morning</b>	<b>MBA Evening</b>	<b>EMBA</b>
Total Duration	4 Years (8 Semesters)	3.5 Years (7 Semesters)	2.5 Years (5 Semesters)	2 Years (6 Semesters)
Fee per Course	Rs. 6,000	Rs. 8,000	Rs. 8,000	Rs. 12,000 3+0 Rs. 16,000 3+1
Admission Fee	Rs. 10,000 (One-Time)	Rs. 10,000 (One-Time)	Rs. 10,000 (One-Time)	Rs. 20,000 (One-Time)
Security Deposit	Rs. 10,000 (One-Time) Refundable	Rs. 10,000 (One-Time) Refundable	Rs. 10,000 (One-Time) Refundable	Rs. 10,000 (One-Time) Refundable
Enrollment Fee	Rs. 700 (One-Time)	Rs. 2,000 (One-Time)	Rs. 2,000 (One-Time)	Rs. 2,000 (One-Time)
Examination Fee	Rs. 2,500 per Semester	Rs. 4,000 per Semester	Rs. 4,000 per Semester	Rs. 4,000 per Semester
Eligibility Criteria	12 Years Education or Equivalent with Minimum 2nd Division	14 Years Education or Equivalent with Minimum 2nd Division	16 Years Education or Equivalent with Minimum 2nd Division	14 Years Education & Equivalent with Minimum 2nd Division or 4 years working experience



**BBA, MBA, EMBA Programs  
& Diploma/Certificate Courses**



**Programs Fee Structure & Eligibility**

## WELCOME TO IHM

The Institute of Health Management of Dow University of Health Sciences has been established to promote a unique blend of partnerships between academia, pharmaceutical industry, health care providers, health care administrators and health care facilities of Pakistan. These partnerships give strength to provide a rich curriculum and excellent faculty which enhances not only skills but intellect of the students.

## VISION

The Institute of Health management seeks to prepare its graduates for a lifetime learning, a requirement of a complex society and needs focused expertise and – the abilities to communicate to learn from, experts in other fields. At IHM education fosters the critical thinking necessary for the exploration of unfamiliar disciplines for the synthesis of learning, and exposes students to the richness and variety of the intellectual universe.

## MISSION

Mission of IHM is to promote advance health services management through programs and research that provides outstanding practical education to students, create and disseminate applied knowledge, promote the understanding and ethical practice of business and service to the community.

## PROGRAMS OFFERED @ IHM

- BBA (Morning)- Healthcare Management, IT, Management, Marketing and HRM.
- MBA (Morning and Evening)-Pharmaceutical Management, Hospital Management and Healthcare Services Management, Finance and HRM.
- EMBA (Weekends)- Hospital Management, Healthcare Services Management, Marketing, Finance and Pharmaceutical Management.
- 4-month Diploma/Certificate Courses.

## FACULTY:

Most of the IHM faculty have Ph.D and postgraduate degrees with sufficient years of experience in the academics and corporate world. Details of faculty qualifications and experience are on [www.duhs.edu.pk](http://www.duhs.edu.pk)

# BBA

BACHELOR IN BUSINESS ADMINISTRATION

Semester	Courses	Semester	Courses
I	Introduction to Accounting Microeconomics English Writing Skills Islamiat and Pakistan Studies/Humanities Information Technology in Business Introduction to Business	V	Probability and Statistics Financial Markets and Institutions Consumer Behavior Public Enterprise Management Development Economics Taxation and Auditing
II	Financial Accounting Macroeconomics Principles of Management Business Mathematics Oral Communication and Presentation Skills Introduction to Logic	VI	Financial Management Marketing Management Operation Management Business Law Methods in Business Research Human Resource Management
III	Introduction to Business Finance Principles of Marketing Sociology Psychology Biostatistics Cost Accounting	VII	Health Program Evaluation Services Marketing Marketing Research Elective-I Elective-II Research Project I
IV	Money and Banking Health Economics Calculus Ethics and Philosophy Business Communication Organizational Behavior	VIII	Entrepreneurship Foreign Language Project Management Elective -III Elective-IV Research Project II

# MBA

MASTERS IN BUSINESS ADMINISTRATION (MORNING)

Semester	Courses	Semester	Courses
I	Business English Business Mathematics Computer Applications Fundamentals of Accounting Business Economics	IV	Management Accounting Operations Management Human Resource Management Research Methods in Healthcare Healthcare Information Systems
II	Business Communication Bio Statistics Information Technology in Business Financial Accounting Principles of Management	V	Financial Management Marketing Management Project Management Elective-I Elective-II
III	Introduction to Business Finance Cost Accounting Health Policy Principles of Marketing Healthcare Management	VI	Strategic Management Healthcare Performance Management Business Ethics Elective-II Elective-IV
VII	Research Project		

# MBA

MASTERS IN BUSINESS ADMINISTRATION (EVENING)

Semester	Courses	Semester	Courses
I	Business Communication Business Mathematics & Statistics Financial Accounting Principles of Management Business Economics	III	Health Policy Marketing Management in Healthcare Human Resource Management Research Methods in Healthcare Healthcare Information Systems
II	Information Technology in Business Introduction to Business Finance Cost & Management Accounting Principles of Marketing Healthcare Management	IV	Financial Management Strategic Management Elective Elective Elective
V	Research Project		

# EMBA

EXECUTIVE MASTERS IN BUSINESS ADMINISTRATION

Semester	Courses	Semester	Courses
I	Business Communication Business Mathematics & Statistics Business Economics	IV	Epidemiology & Demographical Methods Health Program Evaluation Health Information Systems
II	Financial Accounting Principles of Management Organizational Behavior	V	Financial Management Project Management Elective - I Research Project - I
III	Cost & Management Accounting Principles of Marketing Human Resource Management	VI	Strategic Management Elective - II Elective - III Research Project - II

**Upcoming Program @ IHM** - Specially designed MBA Program are also offered to doctors doing house job.

Online MBA & EMBA Programs for those living out of Karachi/Pakistan.

## ADMISSION CRITERIA

### BBA, MBA, EMBA PROGRAMS

#### BBA 4 Years (144 Credit Hours) Program

**Eligibility :** A Level/Intermediate with 2nd Division  
**Entry Test :** Simple entry test is conducted by DUHS  
**Interview :** Interview is mandatory

#### MBA (Morning) 3.5 years (96 Credit Hours) Program

**Eligibility :** Minimum 14 years education with 2nd Division  
**Entry Test :** Simple entry test is conducted by DUHS  
**Interview :** Interview is mandatory

#### MBA (Evening) 2.5 years (66 Credit Hours) Program

**Eligibility :** Maximum 16 years education with 2nd Division  
**Entry Test :** Simple entry test is conducted by DUHS  
**Interview :** Interview is mandatory

#### EMBA (Weekend) 2 years (66 Credit Hours) Program

**Eligibility :** 14 years education with 2nd Division & 4 years managerial level work experience.  
**Entry Test :** Simple entry test is conducted by DUHS  
**Interview :** Interview is mandatory