



Institute of Business & Health Management
Dow University of Health Sciences



BBA- (2-Year) Degree Program

From (Fall-2025)

Institute of Business &
Health Management

Proposed Summary		
1	Normal Duration	2.0 – 2.5 Year (4 -5 Semester)
2	Total Credit Hours	78 CHs
3	Total Number of Courses	- 24 Courses (3 CHs each) - 1 Research Project (3 CHs) - 1 Field Experience (3 CHs) - $(24 \times 3) + (1 \times 3) + (1 \times 3) = \mathbf{78 \text{ CHs}}$
4	Entry Requirement	- 14-year education (with minimum 50% marks), - IBHM Admission Test (with minimum 50% marks) - Selection Interview (satisfactory)

Sr. No.	Course Code	Course Title	Credit Hours	Prerequisite Course(s)
BRIDGING SEMESTER				
1.	MTS102	Introduction to Statistics	3-0	None
2.	ACC101	Principles of Accounting	3-0	None
3.	MGT101	Principles of Management.	3-0	None
4.	MKT101	Principles of Marketing	3-0	None
			12-0	
SEMESTER 1				
5.	MKT303	Consumer Behavior	3-0	None
6.	MGT301	Human Resource Management	3-0	None
7.	MTS301	Inferential Statistics	3-0	None
8.	FIN302	Islamic Finance	3-0	None
9.	MGT302	Operations Management	3-0	None
10.	ECO301	Pakistan Economy	3-0	None
			18-0	

SUMMER (For Spring Intake)				
11.	INT301	Field Experience / Internship*	3-0	None
SEMESTER 2				
12.	RES301	Business Research Methods	3-0	MTS 102
13.	FIN301	Financial Management	3-0	
14.	FIN303	Islamic Banking	3-0	
15.	ACC203	Managerial Accounting	3-0	ACC 101
16.	MKT304	Sales Management	3-0	
			15-0	
SUMMER (For Fall Intake)				
11.	INT301	Field Experience / Internship*	3-0	
SEMESTER 3				
17.	LAW401	Business Law	3-0	None
18.	MKT401	Digital Marketing	3-0	
19.	FIN304	Financial Markets & Institutions	3-0	
20.		Elective-I	3-0	As per Elective
21.		Elective-II	3-0	As per Elective
			15-0	
SEMESTER 4				
22.	MGT401	Business Policy	3-0	
23.	ICT401	Business Analytics	3-0	
24.	RES401	Capstone Project	3-0	RES301
25.		Elective-III	3-0	As per Elective
26.		Elective-IV	3-0	As per Elective
			15-0	
Total Credit Hours			78-0	

Note: Students that have not already passed Understanding of Holy Quran(Fehm-e-Quran) 1 and 2 in their previous degree of bachelors will have to enroll in these courses in the BBA 2 year program.