



Institute of Business & Health Management

Dow University of Health Sciences

BBA- (4-Year) Degree Program

(Fall-2025)



Program Summary	
Normal Duration	4.0 - Year (8-Semester)
Total Credit Hours	136 CHS
Total Number of Courses	- 38 Courses (3 CHs each) - 07 Courses (2 CHs each) - 02 Courses (1 CHs each) - 01 Capstone Project (3CHs) - 01 Field Experience (3 CHs) - $(38 \times 3) + (7 \times 2) + (2 \times 1) + (1 \times 3) + (1 \times 3) = 136$ CHs.
Entry Requirement	- 12-year education (with minimum 50% marks), - IBHM Admission Test (with minimum 50% marks) - Selection Interview (satisfactory)

S No.	Course Code	Course Title	Credit Hours	Prerequisite Course(s)
Semester -1				
1.	ICT101	Application of Information and Communication Technologies	2+1	None
2.	MTS101	Business Mathematics.	3-0	None
3.	COM101	Functional English.	3-0	None
4.	REL101	Islamic Studies/Ethics.	2-0	None
5.	ACC101	Principles of Accounting	3-0	None
6.	MKT101	Principles of Marketing	3-0	None
7.	REL102	Understanding of Holy Quran -1 (Fehm-e – Quran -1)	1-0	None
			18-0	
Semester -2				
8.	SSC101	Civics and Community Engagement.	2-0	None
9.	LAN101	Foreign Language (Arabic)	2-0	None
	LAN102	Foreign Language (Chinese)	2-0	None
	LAN103	Foreign Language (German)	2-0	None
	LAN104	Foreign Language (French)	2-0	None
10.	PKS101	Ideology and Constitution of Pakistan	2-0	None
11.	SSC102	International Relations and Current Affairs	2-0	None
12.	MTS102	Introduction to Statistics	3-0	None
13.	ECO101	Microeconomics.	3-0	None
14.	MGT101	Principles of Management.	3-0	None
			17-0	
Semester -3				
15.	COM201	Expository Writing.	3-0	COM101
16.	ACC201	Financial Accounting	3-0	ACC101
17.	ECO201	Macroeconomics	3-0	None
18.	MKT201	Marketing Management	3-0	MKT101
19.	MGT201	Organizational Behavior	3-0	None
20.	PKS201	Pakistan Studies	2-0	None
21.	REL201	Understanding of Holy Quran -2 (Fehm-e – Quran -2)	1-0	REL102
			18-0	
Semester -4				
22.	MGT202	Business Ethics	3-0	None
23.	ACC202	Cost Accounting	3-0	ACC101
24.	MGT203	Entrepreneurship	2-0	None

25.	SSC201	Environmental Sciences	2+1	None
26.	FIN201	Introduction to Business Finance	3-0	ACC101
27.	MKT202	Services Marketing	3-0	MKT101
			17-0	
Summer				
28.	INT301	Field Experience / Internship*	3-0	
Semester -5				
29.	MKT303	Consumer Behavior	3-0	MKT201
30.	MGT301	Human Resource Management	3-0	None
31.	MTS301	Inferential Statistics	3-0	MTS102
32.	FIN302	Islamic Finance	3-0	None
33.	MGT302	Operations Management	3-0	MGT101
34.	ECO301	Pakistan Economy	3-0	ECO201
			18-0	
Semester -6				
35.	RES301	Research Methods	3-0	MTS102
36.	FIN301	Financial Management	3-0	FIN201
37.	FIN303	Islamic Banking	3-0	None
38.	ACC203	Managerial Accounting	3-0	ACC202
39.	MKT304	Sales Management	3-0	MKT201
			15-0	
Semester -7				
40.	LAW401	Corporate Law	3-0	None
41.	MKT401	Digital Marketing	3-0	MKT201
42.	FIN304	Financial Markets & Institutions	3-0	FIN201
43.		Elective-I	3-0	As Per Elective
44.		Elective-II	3-0	As Per Elective
			15-0	
Semester -8				
45.	MGT401	Business Policy	3-0	MKT101, MGT101, FIN301
46.	ICT401	Analytical Techniques	3-0	None
47.	RES401	Capstone Project	3-0	RES301
48.		Elective-III	3-0	As Per Elective
49.		Elective-IV	3-0	As Per Elective
			15-0	
Total Credit Hours.			136-0	

NOTE: Non-Muslim students will be provided with alternative courses in place of Understanding of the Holy Quran (Fehm-e-Quran) 1 & 2.