



DOW UNIVERSITY OF HEALTH SCIENCES

SCHOOL OF POSTGRADUATE STUDIES

MBA PROGRAM SPECIFICATION (2 YEAR)

<p>Introduction of Institute & Program</p>	<p>The MBA (2 year) program at the Institute of Business and Health Management (IBHM) is a dynamic and comprehensive graduate degree designed to equip future leaders with the strategic, analytical, and managerial skills essential for success in today's complex business and healthcare environments. Rooted in academic excellence and real-world relevance, the program blends core business disciplines such as finance, marketing, and management, with an understanding of healthcare systems and policy. With a contemporary curriculum, experienced faculty, and industry-driven case studies, the IBHM MBA fosters a learning environment that prepares students to drive innovation, efficiency, and growth across diverse sectors.</p> <p>Pursuing an MBA at IBHM offers a range of benefits, from enhanced professional credibility to expanded networking opportunities with peers, faculty, and industry leaders. The program is tailored for both emerging professionals and experienced individuals seeking to advance into leadership roles in healthcare administration, consulting, pharmaceutical management, and general business management. Graduates of the IBHM MBA program are well-positioned for high-impact careers in hospitals, healthcare agencies, multinational corporations, and government institutions. With a strong focus on leadership development and strategic thinking, the degree opens doors to executive-level positions and empowers graduates to make meaningful contributions in both business and health sectors.</p>
<p>Course Title (As approved by PM&DC/HEC)</p>	<p>MBA (2 Year) Program</p>
<p>Course Duration</p>	<p>2 years</p>
<p>Type of Study</p>	<p>Full Time</p>
<p>Study System</p>	<p>Classroom based teaching and learning</p>



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Total Credit Hours	65 credit hours
Credit Hours Distribution –Semester Wise	15-18 credit hours per semester
Study Hours Distribution	Studies per semester = 16 weeks Examinations = 2 weeks
Teaching Hours Distribution	Lecture hours, facilitation and lab sessions
Modules Detail with Credit Hours	Attached
Assessment of Student	Internal Sessional Assessments 60% Final Exam 40%
Teaching Institution	IBHM
Degree Awarding Institution	DUHS
Fee Structure	As per DUHS policy

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MBA (2-Years) Plan of Study (FALL 2025)

Semester	Codes	Courses	Credit hours	Pre-Requisites
1	MKT501	Marketing Management	3	
1	MTS501	Business Mathematics and Inferential statistics	3	
1	ECO501	Microeconomics for Managers	3	
1	ACC501	Accounting Foundations	3	
1	MGT501	Organizational Behaviour	3	
	Semester Credits		15	
2	MGT502	Leadership	3	
2	ACC502	Accounting for Decision Making	3	
2	ECO502	Macroeconomics & International Political Economy	3	
2	FIN501	Business Finance	3	
2	MKT601	Strategic Marketing	3	
2	REL501	Understanding of Holy Quran -1 (Fehm-e – Quran -1)	1	
	Semester Credits		16	
3	FIN601	Strategic Financial Management	3	
3	RES601	Advanced Research Methods	3	
3	RES601	Small/Mini Project I or Capstone /Consulting Project Phase I OR Elective	3	
3	XXX601	---Elective I---	3	
3	XXX602	---Elective II---	3	
3	REL601	Understanding of Holy Quran -2 (Fehm-e – Quran -2)	1	
	Semester credits		16	
4	MGT602	Advanced Strategic Management	3	



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4	RES602	Small/Mini Project II or Capstone /Consulting Project Phase II OR Elective	3	Project/Capstone 1
4	XXX603	---Elective III---	3	
4	XXX604	---Elective IV---	3	
4	XXX605	---Elective V---	3	
4	XXX603	---Elective VI---	3	
	Semester Credits		18	
	Total Programme Credits		65	

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