



Institute of Business & Health Management

Dow University of Health Sciences



BACHELOR OF BUSINESS ADMINISTRATION

BBA (2-Year) Degree Program (Fall 2026)

NQF Qualification Level		Level 6
Credit Hours		68
General Education Courses		2 Credit Hours (2 courses)
Discipline-Related Courses/Major	Mandatory Core Courses	12 Credit Hours (4 courses)
	Core Courses to be Decided by HEIs	21 Credit Hours (7 courses)
	Specialization/E lectives	18 Credit Hours (06 courses)
	Total	65 Credit Hours (27 courses)
Interdisciplinary/Allied Courses		9 Credit Hours (3courses)
Field Experience/Internship		3 Credit Hours
Capstone Project		3 Credit Hours
Program Duration		<ul style="list-style-type: none"> · Regular/Minimum Duration: 2.5 Years (One Bridging Semester/Four Regular Semesters) · Maximum Duration: 4 Years (Eight Regular Semesters) · Further extendible for 01 Year (Two Regular Semesters) with the permission of the statutory bodies
Entry Requirement		<ul style="list-style-type: none"> -Non-Relevant Associate Degree equivalent to 14-Year Education,BA/B.Sc./B.Com., involving 14-Year Education with min 50%marks. -IBHM Admission Test (with minimum 50%marks) -Selection Interview (satisfactory)



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Program Learning Outcomes (PLOs)

By the end of a degree in Bachelor of Business Administration, a graduate shall be able to

PLO1 Comprehensive Business Knowledge and Application: Demonstrate comprehensive knowledge of key business functions, such as management, marketing, accounting, human resource management, entrepreneurship, finance, and operations, and apply this knowledge to solve practical business problems.

PLO2 Critical Thinking and Evidence-Based Decision Making: Employ critical thinking and analytical tools to assess business situations, interpret data, and make sound, evidence-based decisions.

PLO3 Professional Communication and Team Collaboration: Communicate effectively in professional business contexts, both in writing and orally, and collaborate productively within diverse and cross-functional teams.

PLO4 Ethical, Legal, and Social Responsibility in Business: Integrate ethical reasoning and legal understanding into business practices, recognizing responsibilities to society, stakeholders, and the environment.

PLO5 Entrepreneurial Mindset and Global Business Perspective: Exhibit entrepreneurial thinking and a global business perspective, adapting to dynamic markets and cultural contexts.



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BBA Semester wise courses as per UGP 2025

Health Management

Bridging Semester					
S.No	Course code	COURSE	CREDIT HOURS	CATEGORY	PRE REQUISITE
1	ACC101	Principles of Accounting	3 + 0	Major	None
2	COM101	Functional English	3 + 0	General Education	None
3	MGT101	Principles of Management	3 + 0	Major	None
4	MKT101	Principles of Marketing	3 + 0	Major	None
5	ECO 101	Economics	3 + 0	Interdisciplinary	None

SEMESTER I					
S.No	COURSE CODE	COURSE	CREDIT HOURS	CATEGORY	PRE REQUISITE
1	MKT301	Digital Marketing & Social Media	3+0	To be decided by HEI	MKT101
2	FIN 301	Financial Management	3 + 0	Major	None
3	MGT301	Human Resource Management	3 + 0	Major	MGT101
4	AIT301	AI in Digital Era	3 + 0	Interdisciplinary	None
5	MTS301	Inferential Statistics	3 + 0	Interdisciplinary	None
6	MGT302	Operations Management	3 + 0	To be decided by HEI	None
Total Credits (18)					



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SEMESTER II					
S.No	COURSE CODE	COURSE	CREDIT HOURS	CATEGORY	PRE REQUISITE
1	FIN 302	Islamic Finance	3 + 0	To be decided by HEI	None
2	FIN 303	Financial markets and Institutions	3 + 0	To be decided by HEI	None
3	AIT302	Data Analytics	3 + 0	Interdisciplinary	None
4		Elective-I	3 + 0	Specialization	As Per Elective
5		Elective-II	3 + 0	Specialization	As Per Elective
6	BMC301	Business & Management Certification	3 + 0	To be decided by HEI (Business certification)	None
			Total Credits (18)		

SEMESTER III					
S.No	COURSE CODE	COURSE	CREDIT HOURS	CATEGORY	PRE REQUISITE
1	ORF 401	Business Research Methods	3+0	Major	MTS301
2	ORF 402	Digital Transformation & Innovation	3 + 0	Major	MKT101
3	MKT401	E-Commerce & Business Management	3 + 0	To be decided by HEI	MKT101
4		Elective-III	3 + 0	Specialization	As Per Elective
5		Elective-IV	3 + 0	Specialization	As Per Elective
6	REL 101 SSC101	Fehm-e-Quran-I (for Muslim Students)/ *Sociology (for Non-Muslims)	0+1	General Education	None
			Total Credits (16)		



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SEMESTER IV					
S.No	COURSE CODE	COURSE	CREDIT HOURS	CATEGORY	PRE REQUISITE
1	ORF403	Business Law	3 + 0	To be decided by HEI	None
2		Elective-V	3 + 0	Specialization	As Per Elective
3		Elective-VI	3 + 0	Specialization	As Per Elective
4	RES401	Capstone Project	3 + 0	Capstone Project	ORF401
5	INT301	Field Experience/Internship*	3-0	Field Experience/Internship	
6	REL 202 SSC101	Fehm-e-Quran-II(for Muslim Students) Sociology (for Non-Muslims)	0+1	General Education	REL 101
			Total Credits (16)		
			TOTAL Cr.Hr.68		

NOTE:

- Transcripts of students completing a 2-year BBA degree through a lateral entry pathway will reflect only the coursework completed after lateral-entry admission. However, credit hours of the previous qualification that formed the basis for admission in lateral entry must be mentioned on the transcript in the following ways:

i. For Conventional BA/BSc/B.Com degrees, the transcript should reflect:"50 credit hours earned against BA/BSc/B.Com as per National Qualifications Framework"

ii. The bridging semester will be listed on the transcripts, mentioning the deficiency courses along with pass criteria. no credit hours or grading will be mentioned in bridging semester courses

- For Non-Muslims students, a general education course (e.g. Sociology) of 2 credit hours will be offered in place of Fehm-e-Quran.

- Students shall be required to complete three credit hours of field experience or internship any time during or after completion of the 4th Semester.

MARKS DISTRIBUTION

The overall assessment for program courses will be structured as follows:

- **60%** allocated to internal assessment, including midterm examinations, projects, assignments, and other coursework.
- **40%** allocated to the final examination.

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