

INSTITUTE OF BUSINESS AND HEALTH MANAGEMENT
MBA (1.5-YEAR) PROGRAM
(FALL 2026)

PROGRAM LEARNING OUTCOMES (PLOs)

By the completion of the Master of Business Administration (MBA) program, the graduates will be able to:

- a. Apply advanced business knowledge, analytical tools, and critical thinking to make effective and ethical strategic decisions in complex organizational contexts.
- b. Demonstrate leadership skills and the ability to manage, motivate, and collaborate effectively with diverse teams to achieve organizational goals.
- c. Evaluate business problems and opportunities considering global trends, cultural diversity, sustainability, and ethical implications.
- d. Communicate complex business ideas clearly and persuasively through written, oral, and digital formats for diverse stakeholders.

SCHEME OF STUDIES

SEMESTER I					
S. No	COURSE CODE	COURSE	CREDIT HOURS	CATEGORY	PRE-REQUISITE
1.	MGT604	Business Strategy in the Digital Era	3+0	Core	None
2.	ECO606	Macroeconomics and Global Economy	3+0	Core	None
3.	MKT602	Market Research	3+0	Core	None
4.	ENT603	Sustainable Venture Creation	3+0	Core	None
5.	REL501	Fehm-e-Quran-I	0+1	GE	None
Total Credits (13)					
SEMESTER II					
S. No	COURSE CODE	COURSE	CREDIT HOURS	CATEGORY	PRE-REQUISITE
1.	XXXXXX	Elective I	3+0	Specialization / Elective	None
2.	XXXXXX	Elective II	3+0	Specialization / Elective	None



3.	XXXXXX	Elective III	3+0	Specialization / Elective	None
4.	REL601	Fehm-e-Quran – II	0+1	GE	
Total Credits (10)					

SEMESTER III					
S. No	COURSE CODE	COURSE	CREDIT HOURS	CATEGORY	PRE-REQUISITE
1.	XXXXXX	Elective IV	3+0	Specialization / Elective	None
2.	FIN605	Islamic Finance	3+0	Core	None
3.	AIT603	AI in Business	3+0	Interdisciplinary	None
4.	RES603/ XXXXXX	Project I / Elective	3+0	Research/Elective	None
Total Credits (12)					

Note:

* Muslim students are required to take Understanding of the Holy Quran/Fehm-e-Quran to complete the degree requirement. This course will be graded on a Pass/Fail basis and have no prerequisites. Non-Muslim students will take a suitable 2-credit-hour General Education course in place of Understanding of the Holy Quran/Fehm-e-Quran.

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.

ELIGIBILITY CRITERIA - MBA (BASED ON RELEVANT QUALIFICATIONS)

An undergraduate degree (comprising 16 years of qualification) in Business or Management Education is the eligibility requirement for admission to the Master of Business Administration. Relevant qualification refers to degrees where a minimum of 65% of courses are from the core Business or Management domain. Moreover, candidates must fulfill the HEC and DUHS policy requirements.



PROGRAM STRUCTURE

NQF Qualification Level	Level 7
Credit Hours	35
Program Duration	• Regular/Minimum Duration: 1.5 Years (Three Regular Semesters) • Maximum Duration: 03 Years (Five Regular Semesters) • Further extendible for 01 Year (Two Regular Semesters) with the permission of the statutory bodies
Semester Duration	• 16-18 weeks for regular semesters, including 1-2 weeks for examinations • 8-9 weeks for summer semesters, including 1 week for examination
Course Load Allocation (per semester)	09-12 credit hours for regular semesters Up to 8 credit hours for summer semesters (for failure/deficiency/repetition courses only)
Credit Hours Delivery Options (Theory)	• 3 classes (1 hour each), OR • 2 classes (1.5 hours each), OR • 1 class (3 hours)



SPECIALIZATION CLUSTERS FOR MBA PROGRAM

Business Analytics

S. No.	Course Title	Credit Hours
1	Business Intelligence & Analytics	3+0
2	Data Governance and Quality	3+0
3	Data Visualization and Storytelling	3+0
4	Data Mining for Business Intelligence	3+0
5	Digital Transformation Management	3+0
6	Innovation and Design Thinking	3+0
7	Systems Analysis & Design	3+0

Digital Marketing

S. No.	Course Title	Credit Hours
1.	Consumer Insights and Analytics	3+0
2.	Consumer Psychology in a Phygital Marketplace	3+0
3.	Digital Communication Strategy	3+0
4.	Strategic Brand Management	3+0
5.	Web Listening and Social Media	3+0



Entrepreneurship and Innovation

S. No.	Course Title	Credit Hours
1.	Building Scalable Ventures from Scratch	3+0
2.	Family Business Management	3+0
3.	Innovative Business Models & Value Creation	3+0
4.	SME Management	3+0
5.	Startup Law, Compliance & IP Strategy	3+0
6.	Startup Mindset & Creative Problem Solving	3+0
7.	Technopreneurship	3+0

Fintech

S. No.	Course Title	Credit Hours
	Big Data Application for Business	3+0
	Blockchain & Cryptocurrencies	3+0
	Financial Innovation & Governance	3+0
	Financial Modeling & Security Analysis	3+0
	FinTech Entrepreneurship and Innovation	3+0
	Fintech: Foundations & Applications	3+0

Human Resource Management

S. No.	Course Title	Credit Hours
1.	Data Driven HR	3+0
2.	Global HR & Employment Models	3+0
3.	HR Analytics	3+0
4.	HR Information System (HRIS)	3+0
5.	Leadership Laboratory	3+0
6.	Performance & Compensation Management	3+0
7.	Talent Development & Culture Building	3+0
8.	Transformational Leadership & Organizational Agility	3+0



Islamic Finance

S. No.	Course Title	Credit Hours
1.	Comparative Study of Islamic and Conventional Finance	3+0
2.	Ijara and Leasing Structures	3+0
3.	Islamic Financial Technology (Islamic FinTech)	3+0
4.	Portfolio Management in Islamic Finance	3+0
5.	Risk Management in Islamic Financial Institutions	3+0
6.	Shariah Compliance and Governance	3+0

Supply Chain Management

S. No.	Course Title	Credit Hours
1	Enterprise and SCM Systems	3+0
2	International Trade and Customs	3+0
3	Logistics Management	3+0
4	Quality & Continuous Improvement	3+0
5	Strategic Sourcing	3+0

