Dow University of Health Sciences

Institute of Business & Health Management (IBHM)



Quality Education
Comprehensive programs designed for your success.

Expert Faculty
Learn from experienced professionals and mentors.

Career Growth
Build the skills and knowledge to lead in a dynamic world.

PROSPECTUS

Empowering Futures. Leading Tomorrow.

Session 2026-27 (Fall & Spring)

OUR PROGRAMS

BS HML
Bachelor of Science in Health Management & Leadership

BBA
Bachelor of Business Administration

BSAF
Bachelor of Science in Accounting & Finance

MBA
Master of Business Administration



Scan QR Code

Dow University of Health Sciences
Baba-e-Urdu Road,

www.duhs.edu.pk

/duhsedu

QUAID'S
Message To Youth



"**Pakistan** is proud of her youth, particularly the students who have always been in the forefront in the hour of trial and need. You are the nation's leaders of tomorrow and you must fully equip yourself by discipline, education and training for the arduous task lying ahead of you. You should realize the magnitude of your responsibility and be ready to bear it" **(Jinnah, 1947).**



(Lahore, 31 st October, 1947)



VICE CHANCELLOR'S *Message*

As the Vice Chancellor, I am privileged to welcome you and to witness the potential of these bright minds ready to make a positive impact on the world. The Institute of Business and Health Management (IBHM), DUHS, has been established to offer finest education in the specialized fields of business and healthcare management. Your decision to join IBHM will help you achieve a prosperous and successful future in line with your dream. This day marks the beginning of a new chapter filled with responsibility and purpose. You now stand as ambassadors of this institution.

IBHM is striving to produce young graduates in the fields of Business and Healthcare Management, and it is an excellent place to be groomed at. DUHS has always been committed to nurturing not only competent professionals but also compassionate human beings who serve society with empathy and integrity. Our graduates reflect our vision, which is to produce future leaders and innovators who will contribute meaningfully to healthcare, research, and education at both national and international levels. The learned and dedicated faculty of the institute and its administration work in collaboration to enhance the learning experience of the students.

IBHM provides up-to-date research facilities to students to keep them abreast of the changing demands of the industry. Furthermore, IBHM will prepare the youth for facing contemporary challenges and inculcating a true spirit of love, dedication and community service at home and abroad. Wherever your professional path takes you, strive to uphold the values of service, ethics, and lifelong learning.

We welcome you to IBHM, a wonderful platform to polish your skills and acquire relevant knowledge, which will help you compete in the dynamic marketplace. Looking forwards, the faculty and staff of the University would build a harmonious relationship with you over the period of your studies and the professional career ahead. I extend my deepest appreciation to the faculty, mentors, and staff whose dedication will guide you throughout this journey. Their tireless efforts will help to mold you into capable individuals.

May your journey ahead be marked by success, purpose, and fulfillment. I wish you the best of luck in your academic endeavors.

PROF. DR. NAZLI HOSSAIN
VICE CHANCELLOR
Dow University of Health Sciences



DIRECTOR IBHM Message

Welcome to the Institute of Business & Health Management (IBHM). At IBHM, we are moving boldly with a commitment to develop culture of excellence, innovation and collaboration to expand tomorrow's frontiers with our future healthcare and business leaders and entrepreneurs who can navigate the complexities of the healthcare and business industry driving a positive change.

Our programs combined with rigorous academic training are designed to equip students with the innovative thinking, collaborative leadership, and entrepreneurial spirit with knowledge and expertise needed to succeed in the ever-evolving landscape of healthcare and business management. Our curriculum focuses on interdisciplinary learning, research, and practical application to ensure our graduates are well-prepared to address the current and future challenges driving positive changes and excellence in their fields. To ensure that our teaching and training pedagogies remains at the forefront of industry standards, we have been diligently developing and refining our educational processes and policies.

We empower our esteemed faculty with the latest instructional technology and techniques through comprehensive training programs, equipping them with the tools and knowledge necessary to engage and inspire the students effectively. The aim is not just to meet curriculum goals but to exceed them, preparing the students, teachers and staff to excel in their respective fields with confidence and competence empowering future healthcare leaders with the business acumen to transform the industry.

We at IBHM, believe that education should be more than just lectures and textbooks—it should be an immersive and transformative experience for our teachers as well as students. As our students embark on this journey with us, I urge them to embrace every opportunity, seize every moment, and dare to dream big. Their time at IBHM is not just about acquiring knowledge; it's about discovering their passion, honing their skills, and unleashing their full potential.

I invite you to explore our website, learn about our programs, and discover how we can help you achieve your goals. Together, let's shape the future of healthcare and business management and make a meaningful impact on society.

PROF. DR. ASIMA FAISAL
PhD, MPhil, MBA, MBBS & Post-Doctorate, USA
DEAN, Faculty of Management Sciences
Director, Institute of Business and Health Management
Chairperson, Telehealth Management & Program Director
E-Doctor Project

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VISION OF
DOW UNIVERSITY OF HEALTH SCIENCES

To be a pre-eminent academic institution committed to changing and saving lives.

MISSION OF
DOW UNIVERSITY OF HEALTH SCIENCES

Providing outstanding patient centered education, training and clinical care informed by cutting edge research and innovation generating and disseminating new knowledge.

VISION OF INSTITUTE OF BUSINESS AND HEALTH MANAGEMENT

To be pre-eminent management education providers by equipping students with the knowledge and skills to contribute to advancement of the business & healthcare industry, and societal benefit.

MISSION OF INSTITUTE OF BUSINESS AND HEALTH MANAGEMENT

Provide relevant, applicable and employable business & health care management education and training.

Maximize technology, research, innovation, entrepreneurship and intrapreneurship in the curriculum to develop future leaders. Create value for business and society through ethical practices

About IBHM

The **Institute of Business & Health Management (IBHM)**, established in **2007** as a constituent institute of **Dow University of Health Sciences (DUHS)**, is a premier institution committed to developing future leaders in business, healthcare, management, and innovation. Since its inception, IBHM has evolved into a multidisciplinary institute offering undergraduate, graduate, postgraduate, executive, and professional development programs that address the changing needs of both the healthcare and corporate sectors.

Our Educational Philosophy

At IBHM, we believe that successful professionals are developed through a combination of academic excellence, practical experience, and leadership development. Our multidisciplinary approach bridges the gap between management, healthcare, leadership, and innovation, enabling students to excel in today's dynamic global environment.

Students develop:

- Strong business and healthcare management knowledge
- Critical thinking and problem-solving skills
- Leadership and decision-making abilities
- Professional communication and teamwork skills
- Ethical and socially responsible business practices

Our distinguished faculty comprises experts from management, finance, healthcare, and social sciences who integrate academic scholarship with real-world industry experience.

Experiential Learning

Experiential learning is central to the IBHM educational experience. Students gain practical exposure through:

- Industry internships
- Corporate and healthcare partnerships
- Research opportunities
- Workshops and seminars
- Industry guest lectures
- Field visits and practical projects

As a constituent institute of Dow University of Health Sciences, students also benefit from hands-on exposure across Dow University's extensive healthcare network, including hospitals, diagnostic laboratories, healthcare enterprises, and specialized facilities, providing a comprehensive understanding of healthcare management in practice.

Leadership Development

IBHM places equal emphasis on developing confident leaders and effective communicators beyond the classroom.

The Institute is proud to be the **second educational institution in Pakistan**, after **Lahore University of Management Sciences (LUMS)**, to establish a **Toastmasters Club**, providing students with opportunities to strengthen their:

- Public speaking
- Leadership
- Professional communication
- Confidence
- Teamwork and collaboration

These experiences prepare graduates to lead effectively in diverse professional environments.

Centre for Training and Executive Development (C-TED)

The **Centre for Training and Executive Development (C-TED)** extends IBHM's commitment to lifelong learning by offering:

- Executive education programs
- Professional diplomas
- Certificate courses
- Customized corporate training
- Workshops and seminars
- Conferences and policy dialogues

C-TED serves professionals, organizations, and institutions by delivering industry-relevant learning solutions that support organizational growth and professional excellence.

Career Development and Industry Linkages

IBHM is committed to ensuring students graduate with both academic knowledge and professional experience. Through a dedicated Placement Department, strategic industry partnerships, and a growing alumni network, students benefit from:

- Internship opportunities
- Career counseling
- Industry networking
- Professional mentoring
- Employment support
- Alumni engagement

Our graduates are employed in prestigious national and international organizations across healthcare, business, government, academia, and the development sector.

Our Commitment

With an unwavering commitment to academic excellence, innovation, research, and community engagement, IBHM continues to prepare competent professionals, innovative leaders, and responsible decision-makers who contribute meaningfully to the advancement of business, healthcare, and society

FACULTY



Prof. Dr. Asima Faisal
PhD, MPhil, MBA, MBBS & Post-Doctorate, USA
DEAN, Faculty of Management Sciences
Director, Institute of Business and Health Management (IBHM)Chairperson, Telehealth Management & Program Director E-Doctor Project



Dr. Muhammad Sufyan Ramish
Program Director – Bachelors & Masters
Associate Professor
Ph.D. Marketing & Post - Doctorate, Malaysia.



Dr. Muhammad Arsalan Hashmi
Program Director- MS
HoD: Accounting, Economics, & Finance
Associate Professor
Ph.D. Finance



Dr. Abdur Rahman Aleemi
Associate Professor
Ph.D. Finance



Dr. Ume-Amen
HoD: Management
Assistant Professor
Ph.D. Management



Dr. Zahra Nazim
HoD: Social Sciences & Allied
Assistant Professor
Ph.D. Management



Dr. Marium Mateen Khan
HoD: Marketing
Ph.D. Marketing
Assistant Professor



Dr. Maryam Maulabux
HoD:Health & Pharmaceutical Management
Ph.D. Business Management
Assistant Professor



Dr. Kiran Farooq
Assistant Professor
Ph.D. Finance



Dr. Mirza Kashif Baig
Assistant Professor
MS (SWEDEN) / PGD / MBA



Mr. Syed Ahmed Ghayas Tahir
Assistant Professor
MS Business Management



Mr. Syed Habib ur Rehman
Assistant Professor
MS Business Management



Mr. Muhammad Rizwan
Assistant Professor
M.Phil. Economics & Finance

FACULTY



Ms. Erum Ghavas
Lecturer
MS in Business Administration



Mr. Muhammad Babar
Lecturer
MBA



Ms. Amna Jatoi
Lecturer
MBA



Ms. Aisha Naz
Lecturer
MBA, CFA Certified



Ms. Wajiha Saghir
Lecturer
MBA / Pharm-D
On Study Leave



Mr. Syed Noor Ali Shah
Lecturer
MBA in Supply Chain Management



Ms. Yasmeen Bashir
Lecturer
MBA / M.ED. / M.Com



Mr. M. Najmulislam Siddiqui
Lecturer
MPhil Economics

0……0……..

FACULTY



Dr. Faraz Ahmed Wajidi
Associate Professor
Ph.D. Management
Onlien



Dr. Riaz Hussain Soomro
Associate Professor
Ph.D. Management
Onlien



Dr. Aftab Mukhi
Lecturer
MBBS, MBA, MPH
On Ex Pakistan Study Leave

VISITING FACULTY

S. No	Name	Qualification	Specialization
1	Dr. Fayaz Hussain Tunio	Post Doctorate	Public Finance & Policy
2	Dr. Nadeem Mahmood	Post Doctorate	Computer Science
3	Dr. Shahida Suleman	Post Doctorate	Economics & Finance
4	Dr. Syed Ammad Ali	Post Doctorate	Economics
5	Dr. Asma Amjad	Doctorate	Pharmaceutical Sciences
6	Dr. Faisal Sultan Qadri	Doctorate	Economics
7	Dr. Imtiaz Arif	Doctorate	Finance
8	Dr. Khawaja Masood Raza	Doctorate	Islamic Banking & Finance
9	Dr. Muhammad Asadullah	Doctorate	Finance
10	Dr. Muhammad Shujaat Saleem	Doctorate	Islamic Banking & Finance
11	Dr. Musarrat Adnan	Doctorate	Economics
12	Dr. Noman Saeed	Doctorate	Public Finance (Economics)
13	Dr. Syed Akhter Raza	Doctorate	Computer Science
14	Dr. Syed Tehseen Jawaid	Doctorate	Economics
15	Prof. Dr. Aamir Firoz Shamsi	Doctorate	Management & Hr
16	Aasma Hamid	Master/Ms (18 Years)	MBA Health & Hospital Management
17	Abdul Hameed Khan	Master/Ms (18 Years)	Marketing
18	Abdul Rahim	Master/Ms (18 Years)	Management Sciences
19	Aisha Majeed	Master/Ms (18 Years)	Applied Linguistics
20	Ali Sajid	Master/Ms (18 Years)	Financial Management
21	Amir Bashir	Master/Ms (18 Years)	Finance
22	Ashiq Husain	Master/Ms (18 Years)	Industrial Engineering
23	Shahida Mirza	Master/Ms (18 Years)	Health & Hospital Management
24	Aamir Hussain	Master/Ms (18 Years)	Healthcare Management
25	Faisal Dhedhi	Master/Ms (18 Years)	Finance
26	Faisal Masood Qazi	Master/Ms (18 Years)	Marketing
27	Hafiz Imtiaz Ahmed	Master/Ms (18 Years)	Biomedical Engineering
28	Mohammad Hanif Ajari	Master/Ms (18 Years)	Finance & Supply Chain
29	Mohammad Saad Khaleel	Master/Ms (18 Years)	General Management
30	Muhammad Athar Majeed Khan	Master/Ms (18 Years)	Health Management

31	Muhammad Qaiser	Master/Ms (18 Years)	Audit, Accounting, Taxation, Corporate Laws
32	Muhammad Umair Khan	Master/Ms (18 Years)	International Education Policy
33	Naveed Ahmed Taj	Master/Ms (18 Years)	Supply Chain & Logistics
34	Obaid Ur Rehman Khan	Master/Ms (18 Years)	Computer Science
35	Raheel Farooqi	Master/Ms (18 Years)	Marketing
36	Raja Rub Nawaz	Master/Ms (18 Years)	Marketing
37	Shahbaz Islam	Master/Ms (18 Years)	Marketing & Hr
38	Shahid Naved	Master/Ms (18 Years)	Business Administration - Hr
39	Syed Arif Hassan	Master/Ms (18 Years)	Finance
40	Syed Yasir Ali Hashmi	Master/Ms (18 Years)	Marketing
41	Yawar Abbas	Master/Ms (18 Years)	Marketing
42	Adnan Ahmed	M-Phil (18 Years)	Retailing / Business Management
43	Irfan Nepal	M-Phil (18 Years)	Islamic Banking & Finance
44	Ismail Abbasi	M-Phil (18 Years)	Business Management Finance
45	Lubna Mushtaque	M-Phil (18 Years)	Business Management
46	Mohsin Mushtaq Chandna	M-Phil (18 Years)	Public Policy (Econ Major)
47	Moin Uddin Ahmed	M-Phil (18 Years)	English Language
48	Muhammad Anwar	M-Phil (18 Years)	English Linguistics
49	Muhammad Tariq	M-Phil (18 Years)	Finance
50	Raheel Farooqi	M-Phil (18 Years)	Marketing
51	Sadia Awan	M-Phil (18 Years)	Clinical Psychology
52	Seema N Mumtaz	M-Phil (18 Years)	Health Care Management
53	Shah Muhammad Saleem	M-Phil (18 Years)	Business Management
54	Abdul Qadeer Bhatti	Master (16 Years)	Marketing
55	Atiba Alvi	Master (16 Years)	Health & Hospital Management
56	Fawaad Saleem	Master (16 Years)	Marketing
57	Imran M Kamil	Master (16 Years)	Cost Accounting; Economics
58	Muhammad Ali	Master (16 Years)	Finance
59	Syed Shakeel Ahmed	Master (16 Years)	Biochemistry
60	Syed Zulfiqar Jafar	Master (16 Years)	Cost & Management Accounting
61	Imran Naveed Khan	Master (17 Years)	Economics
62	Sumaiya Matin	Master (17 Years)	Development Economics

ADMINISTRATIVE STAFF

S. No	Name of Staff	Designation
01	Syed Imran Ali Shah	Administrator
02	Syed Muhammad Zohaib Ali	Admin Officer
03	Muhammad Asif	Sr. Data Processing Officer
04	Ms. Aliya Waqar	Librarian
05	Muhammad Faizan	Assistant Admin Officer
06	Asim Mahmood	Coordinator Diploma
07	Ms. Ramsha Baloch	Placement Officer
08	Ms. Hira Hashmi	Coordinator
09	Muhammad Umair	Coordinator
10	Kamran Ali Soomro	Key Punch Operator
11	Aurangzaib Ahmed	Key Punch Operator
12	Muhammad Ahmed Khan	Electrician
13	Muhammad Shakeel	Dispatch Rider
14	Muhammad Zubair	Driver
15	Ali Raza	Naib Qasid
16	Nazakat Ali	Naib Qasid

ADMISSIONS

Admission Process

1. Submission of online application.
2. Verification of academic documents.
3. IBHM Admission Test.
4. Selection interview.
5. Merit list and offer of admission.
6. Fee submission and enrollment.

Eligibility Criteria

Bachelor of Business Administration (BBA), BS Accounting & Finance (BS-AF), and BS Healthcare Management & Leadership (BS-HML)

- Completion of 12 years of education with a minimum of **50% marks**.
- Minimum **50%** marks in the IBHM Admission Test.
- Satisfactory performance in the selection interview.
- Candidate must possess a domicile of Sindh.

MBA (1.5-Year Program)

- Four-year BBA or equivalent business degree with a minimum of **50% marks**.
- Minimum **50%** marks in the IBHM Admission Test.
- Satisfactory performance in the selection interview.
- Candidate must possess a domicile of Sindh.
- Fulfillment of all admission requirements as prescribed by DUHS.

MBA (2-Year Program)

- Completion of **16 years of education** with a minimum of **50% marks**.
- Minimum **50%** marks in the IBHM Admission Test.
- Satisfactory performance in the selection interview.
- Candidate must possess a domicile of Sindh.
- Fulfillment of all admission requirements as prescribed by DUHS.

Fee Policy

RULES FOR THE PAYMENT OF FEE

- Fee for succeeding semesters will have to be paid within the specified time allotted by the university.
- Late fee for succeeding years will be charged if the fee is not paid within the provided deadline @ 5% on all fee heads.

AFTER FOUR MONTHS OF NON-PAYMENT, THE SEAT IS LIABLE TO BE CANCELLED, AND THE STUDENT WILL NOT BE ALLOWED TO APPEAR IN ANY EXAMINATION.

- Fee deposited is refundable as per the Refund policy guidelines of the DUHS.
- Taxes will be applied as per the FBR/SBR rules.
- Hostel and Transport fee will be charged as per calendar year (i.e., Jan. to Dec.).
- Amounts stated in the fee vouchers are exclusive of all Bank Charges.
- The Fee Structure may be revised by the university at any time during the course of the study, due to unavoidable circumstances.

All students are required to submit an undertaking affirming that they will not waste their allotted seat.

If a student withdraws from the program or fails to join after securing admission, a **SEAT WASTAGE PENALTY EQUAL TO REMAINING PROGRAM TUITION** shall be imposed.

IBHM FEE STRUCTURE

BBA, BSAF & BS-HML (4-Year Programs)

FEE HEADS	AMOUNT
Semester Tution Fee	RS. 75,000/-
Exam Fee (Per semester)	RS. 9,000/-
Library Fee (Per Semester)	RS.5,000/-
Student Activity Fees (Per Semester)	RS.5,000/-
Admission Fees (One Time)	RS.10,000/-
Enrollment Fee (One Time)	RS.5,000/-
Document Verification (at a time of admission)	RS.2,500/-
TOTAL	**PKR 111,500**

Master's in Business Administration – MBA

FEE HEADS	AMOUNT
Semester Tution Fee	RS.70,000/-
Exam Fee(Per semester)	RS. 10,000/-
Library Fee (Per Semester)	RS.5,000/-
Student Activity Fees(Per Semester)	RS.5,000/-
Admission Fee (One Time)	RS. 10,000/-
Enrollment Fee (One Time)	RS.8,000/-
TOTAL	**RS.108,000/-**

1. University shall charge fees under the following headings:

   - **Admission Fee**
   - **Tuition Fee**
   - **RFID Card Fee**
   - **Enrolment Card Fee**
   - **Examination Fee**
   - **Student Activity Charges**
   - **Library Fee**
   - **Research Project Defense Fee**
   - **Any other Fee that may be applicable**

2. Fee once paid will not be refunded under any circumstances.

3. Fee for the postgraduate/Undergraduate program will be paid course-wise.

4. The fee for the first semester, admission fee, and RFID card fee will have to be paid at the time of admission. The admission offer is valid for 15 days only. If the student fails to pay all fees and dues of the first semester **within 15 days,** the admission will be cancelled. The next candidate on the merit list will get the offer for that seat.

5. For subsequent semesters' fees and dues, if not paid within time, the student shall be liable to a late payment fee as per the University Rules. The student will have to pay a penalty of 2.5% of the tuition fee per month if he/she fails to pay the fees within the due date. Additionally, 20% of the examination fee will be charged if the student does not pay his/her dues by the deadline.

6. In subsequent semesters, if a student fails to pay his/her fee and dues within 30 days, his/her name will be struck off from the institution.

7. No student will be allowed to appear in any examination unless s/he has cleared all dues of the University.

8. Enrollment fee has to be paid separately.

9. Fee may be increased by 10% every year.

10. The fee and rules/regulations may be revised by the University at any time during the course of the study.

(Reference: DUHS- Post Graduate Academic Policies – 2018: Fee policy pg.17).

Enrolment Policy

1. No student shall be eligible to appear at any University Examination without enrolment with the University on payment of the prescribed fee.
2. Application for enrolment on prescribed form supported by the required certificates will be submitted

to the Controller of Examinations through the Program Director within six weeks of the date of admission in the case of normal admissions, and three weeks in the case of admission by transfer. Necessary payment/ fees will be charged with each application.

3. Each student shall receive an Enrolment Card, with a unique enrolment number. If an Enrolment Card is lost or destroyed, a duplicate copy will be issued on submission of an affidavit and payment of a prescribed fee.
4. No application for admission to a University examination or any other purpose shall be received from an enrolled student unless the enrolment number is quoted in the application.
5. A student shall be assigned an enrolment number for identification throughout his/her stay at the University for the duration allowed in the course duration policy.
6. However, a student unable to complete his/her diploma/degree requirement within the validity of his/her enrolment will have to re-validate / extend the enrolment due to semester freezing for not more than two (02) years by paying a prescribed fee as per the HEC criteria. The steps of the process will be as follows
   Program Director, IBHM →Director, IBHM→ Chairperson of Department of Postgraduate Studies, DUHS →Vice Chancellor, DUHS.

7. The decision of extension of re-enrolment will be taken by the Vice Chancellor. Such extensions are given as a last chance to those students who are
   i. Short of required CGPA[1] or
   ii. Have failed in a maximum of two courses only.
8. A student cannot be enrolled in two different full-time courses simultaneously.
9. A dropped student may re-enroll in another program or in the same program in the next admission cycle, through the advertised merit process of admissions, as per DUHS rules and procedures.

(Reference: DUHS- Post Graduate Academic Policies – 2018: Enrolment policy pg.1).

Cancellation of Admission/Enrolment

1. If a student fails to attend any lecture during the first four weeks after the commencement of the semester as per the announced schedule, his/her admission shall stand cancelled automatically without any notification.

(Ref: Policy Guidelines for Implementation of Uniform Semester System in HEIs of Pakistan Higher Education Commission, Islamabad - Pg.: 24).

ASSESSMENT METHODS

Grading Policy for Both Undergraduate and Postgraduate Programs

a) IBHM Grading Policy:

Grade	Percentage	GPA
A	90-100	4.00
A-	85-89	3.75
B+	80-84	3.50
B	75-79	3.33
B-	70-74	3.00
C+	65-69	2.50
C	60-64	2.33
C-	55-59	2.00
Passing	55%	2.00 CGPA
F	Below 55	0.00

(Ref: Resolution/ Decision No. Syn-81/14.03.2020/Item-24)

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.

STUDENT SOCIETIES

There are five societies at IBHM. Students can be a part of any society to enhance their skills through co-curricular and extracurricular activities. Societies are working under the supervision of patrons who are faculty members. Officials of societies are selected by the society patrons, with consent of other teachers and director, based on overall behavior of student, morality, leadership skills and skills required for particular society. Oath taking ceremony is conducted by IBHM after every selection of societies every year.

Debate & Literary Society

The function of debate and literary is to initiate, spark, and facilitate communication, reading & writing skills within the student body.

Dramatics & Entertainment Society

This society works to create the fun-filled environment through various creative and interesting activities at IBHM.

Community Service Society

Community Service Society performs to serve the society by paying back. Main responsibility is to initiate programs to reduce illiteracy, poverty & performing other CSR activities through fundraising.

Sports Society

Sports Society is successfully working to spark the spirit of sportsmanship among students & facilitate them to participate in healthy activities.

Corporate & Entrepreneurial Society

The purpose of CES is to enhance the exposure of students with the real world by educational field trips and to arrange speaker sessions /workshops to enhance leadership skills of students, and to provide them good opportunities to serve the nation.

DOW'S IBHM TOASTMASTER'S CLUB

Institute of Business and Health Management (IBHM) of Dow University of Health Sciences is the first university in Karachi, Sindh to establish Toastmasters International club for its students. Dow's IBHM Toastmasters club (IBHM, Dow University of Health Sciences) proudly declares to become an official club of Toastmasters International with Club Number: 07738665, District 122, Area B2. Charter Date: May. 15, 2020.

By the grace of Almighty Allah, IBHM has got an official charter. Now you will be able to grab excellent job opportunities due to their excellent soft skills. Toastmasters International is a nonprofit educational organization that teaches public speaking and leadership skills through a worldwide network of clubs. Headquartered in Englewood, Colo., the organization's membership exceeds 364,000 in more than 16,200 clubs in 145 countries. Since 1924, Toastmasters International has helped people from diverse backgrounds become more confident speakers, communicators, and leaders. In three decades, they've grown a long list of celebrated alumni, including political figures, actors and speech-writers. Toastmasters give you a place where you can develop the skills that employers most value. In Toastmasters' sessions,

members have the opportunity to practice skills that help with many of the common demands of the workplace, including:

- **Answering questions on the spot**
- **Delivering presentations**
- **Learning leadership and management skills**
- **Fostering productive work relationships**
- **Developing and presenting ideas effectively**
- **Sharpening listening skills**

Toastmasters help you to develop soft skills such as communication and leadership, through participation in their training programs, activities and networks. Through Toastmasters' 'Pathways' education program, students can develop a broad range of skills that are important in many business contexts. Pathways are designed to help you build the skills you need to communicate and lead. It is comprised of 11 paths that teach more than 300 unique competencies. You can develop real-world, transferable skills in many different areas — communication, leadership, management, strategic planning, service to others, public speaking and more. As you progress through Pathways, you will:

- Practice and improve your communication and leadership skills.
- Give speeches in your club based on assignments in Pathways.
- Challenge yourself to build and refine certain competencies and skills.
- Complete a range of projects that include persuasive speaking, motivating others, creating a podcast and leading a group in a difficult situation.

Join Dow's **IBHM** Toastmasters Club & embark on a journey of personal and professional development. Our students can easily access all the benefits of this established international community!

For membership details
erum.ghayas@duhs.edu.pk.
Useful Links
https://instagram.com/dow_ibhm_toastmasters_club....
https://www.facebook.com/dowibhmtoastmasters
Dow's IBHM Toastmasters Club
@dowibhmtoastmasters
http://www.toastmasters.org

Dow Digital Learning Centre (DLC)

1. The DLC is the learning management system of DUHS, which has community support and platform independence. The DLC is a customized LMS for the number and complexity of the DUHS's programs. The DLC is designed to be a comprehensive distance learning solution with a virtual learning environment.
2. It is integrated with software's like MS Teams for online teaching and assessment, which enables DUHS faculty members to share teaching content and provide learners with new engaging and collaborative tools to facilitate their learning and to accommodate a wider range of learning styles

and assessment methods. The DLC/LMS has a range of functions, such as a web application, unlimited lecture duration, attendance management, online lecture video and audio, notebook tools, teacher's portal, students' portal, online results preparation, announcements, outcome-based education enabled with an online assignment submission and assessment mechanism.

3. The DLC combines course management and student engagement, and has the following student teacher engagement and collaborative tools to facilitate the learning process:
    a. Discussion forums, file exchange, student /faculty calendar, real time video/audio, interactive whiteboard, integrated services, tools/grade book, student tracking, content sharing and repositories, among others that can be utilized to diversify the modes of teaching and learning and provide a comprehensive course content to all types of learners.
    b. The DLC enables discussion forums to be formed to engage students in online group discussion, on relevant and collaborative knowledge to be realized or shared.
4. The DLC has community support where users can interact with each other in real time and allows for platform independence, which means it can work on any device or platform.
5. Students can perform the following activities through DLC:

    I. Create a personal profile; create personal Blogs (Web Logs)
    II. Upload assignments - teacher can give written feedback, which is recorded
    III. Interact with teachers and other course members via chat, forums and instant messages
    IV. Participate by adding content to certain areas, such as forums and glossaries
    V. Use calendar to record course and personal events
    VI. View grades from lessons and assignments.

Course Relevant Technological and Computing Requirements

The students are expected to have access to a device/gadget as well as an internet connection of good bandwidth (minimum of 2 Mbps; minimum recommended 5 Mbps; highly recommended, 10 Mbps or more) allowing them to connect to virtual classroom as well as 'Dow Online Education System (DLC)'.

Considering the students will need to complete several assignments and quizzes as well as take their final assessment (both unseen written examination as well as oral/viva) online, the computing device should preferably be a laptop/desktop though for occasional connectivity, the smartphones and the tablets should work fine.

BACHELOR OF BUSINESS ADMINISTRATION

(Fall 2026)

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.

PROGRAM STRUCTURE

NQF Qualification Level		Level 6
Credit Hours		136
General Education Courses		34 Credit Hours (14 courses)
Discipline-Related Courses /Major	Mandatory Core Courses	33 Credit Hours (11 courses)
	Core Courses to be Decided by HEIs	30 Credit Hours (10 courses)
	Specialization/ Electives	18 Credit Hours (06 courses)
	Total	81 Credit Hours (27 courses)
Interdisciplinary/Allied Courses		15 Credit Hours (5 courses)
Field Experience/Internship		3 Credit Hours
Capstone Project		3 Credit Hours
Program Duration		• Regular/Minimum Duration: 04 Years (Eight Regular Semesters) • Maximum Duration: 06 Years (Twelve Regular Semesters) • Further extendible for 01 Year (Two Regular Semesters) with the permission of the statutory bodies

SEMESTER WISE COURSES

SEMESTER I					
S. No	**Course code**	**COURSE**	**CREDIT HOURS**	**CATEGORY**	**PRE REQUISITE**
1	QRE101	Quantitative Reasoning-I	3+0	General Education	None
2	COM101	Functional English	3+0	General Education	None
3	ICT101	Applications of Information and Communication Technologies	2+1	General Education	None
4	MGT101	Principles of Management	3+0	Major	None
5	MKT101	Principles of Marketing	3+0	Major	None
6	REL 101 SSC101	Fehm-e-Quran – I (for Muslim Students)/ *Humanities (for Non-Muslims)	0+1	General Education	None
Total Credits (16)					

	SEMESTER II				
S. No	**Course code**	**COURSE**	**CREDIT HOURS**	**CATEGORY**	**PRE REQUISITE**
1	MGT102	Business Ethics	3+0	Core Courses	None
2	SSC102	Introduction to Psychology	2+0	General Education (Social Science)	None
3	ECO 101	Economics	3+0	Interdisciplinary	None
4	SSC103	Environmental Sciences	2+1	General Education (Natural Science)	None
5	LAN 101	Foreign Language – Arabic	2+0	General Education	None
	LAN 102	Foreign Language – Chinese			
	LAN 103	Foreign Language – German			
	LAN 104	Foreign Language – French			
6	MGT 103	Organizational Behavior	3+0	Major	None
7	ACC101	Principles of Accounting	3+0	Major	None
			Total Credits (19)		

	SEMESTER III				
S. No	**Course code**	**COURSE**	**CREDIT HOURS**	**CATEGORY**	**PRE REQUISITE**
1	REL201/ ETH201	Islamic Studies (for Muslims) / Ethics (for Non-Muslims)	2+0	General Education	None
2	PKS 201	Pakistan Studies	2+0	General Education	None
3	REL 202 SSC101	Fehm-e-Quran – II (for Muslim Students) Humanities (for Non-Muslims)	0+1	General Education	**REL 101**
4	ACC201	Financial Accounting	3+0	Major	ACC 101
5	QRE201	Quantitative Reasoning-II	3+0	General Education	QRE101
6	COM201	Expository Writing	3+0	General Education	COM101
7	ISD201	Introduction to SDGs	3+0	Interdisciplinary	None
			Total Credits (17)		

	SEMESTER IV				
S. No	**Course code**	**COURSE**	**CREDIT HOURS**	**CATEGORY**	**PRE REQUISITE**
1	SSC 101	Civics and Community Engagement	2+0	General Education	None
2	PKS101	Ideology and Constitution of Pakistan	2+0	General Education	None
3	ENT201	Entrepreneurship	2+0	General Education	None
4	FIN201	Business Finance	3+0	Major	None
5	MKT 201	Marketing Management	3+0	Major	MKT101
6	ACC 202	Managerial Accounting	3+0	Core Courses	ACC101
7	MGT 201	Supply Chain Management	3+0	Core Courses	None
	Total Credits (18)				

	SEMESTER V				
S. No	**COURSE CODE**	**COURSE**	**CREDIT HOURS**	**CATEGORY**	**PRE REQUISITE**
1	MKT301	Digital Marketing & Social Media	3+0	Core Courses	MKT101
2	FIN 301	Financial Management	3+0	Major	FIN201
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	QRE201
6	MGT302	Operations Management	3+0	Core Courses	None
	Total Credits (18)				

	SEMESTER VI				
S. No	**COURSE CODE**	**COURSE**	**CREDI T HOUR S**	**CATEGORY**	**PRE REQUISITE**
1	FIN 302	Islamic Finance	3+0	Core Courses	None
2	FIN 303	Financial Markets and Institutions	3+0	Core Courses	FIN 201
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 and Management Certification	3+0	(Business certification)	None
				Total Credits (18)	

	SEMESTER VII				
S. No	**COURSE CODE**	**COURSE**	**CREDIT HOURS**	**CATEGORY**	**PRE REQUISITE**
1	ORF 401	Business Research Methods	3+0	Major	QRE201
2	ORF 402	Digital Transformation and Innovation	3+0	Major	MKT101
3	MKT401	E-Commerce & Business Management	3+0	Core Courses	MKT101
4		Elective-III	3+0	Specialization	As Per Elective
5		Elective-IV	3+0	Specialization	As Per Elective
				Total Credits (15)	

	SEMESTER VIII				
S. No	**COURS E CODE**	**COURSE**	**CREDIT HOURS**	**CATEGORY**	**PRE REQUISITE**
1	ORF403	Business Law	3+0	Core Courses	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/Interns hip	
				Total Credits (15)	
	TOTAL Cr. Hrs. 136				

*For Non-Muslims studentss, a general education course (e.g. humanities) 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 after completion of the 5th Semester

BS ACCOUNTING AND FINANCE PROGRAM

BSAF (4-Year) Degree Program (Fall 2026)

PROGRAM LEARNING OUTCOMES (PLOs)

Program Learning Outcomes (PLOs)

By the end of a degree in Bachelor of Science in Accounting & Finance, a graduate shall be able to:

PLO1 Financial Accounting Knowledge and Application: Demonstrate proficiency in financial and managerial accounting principles by preparing, analyzing, and interpreting financial statements in compliance with national regulations and international financial reporting standards.

PLO2 Financial Management and Strategic Decision-Making: Apply core concepts of financial management, investment analysis, and risk assessment to support strategic decision-making and value creation in diverse organizational contexts.

PLO3 Analytical, Quantitative, and Digital Competence: Utilize quantitative, analytical, and digital tools, such as spreadsheets, accounting software, and data analytics platforms, to solve complex problems in accounting and finance, ensuring accuracy, efficiency, and compliance.

PLO4 Ethical and Professional Responsibility: Exhibit ethical reasoning and professional integrity in financial reporting, auditing, and corporate governance, adhering to codes of

conduct and regulatory frameworks in the accounting and finance professions.

PLO5 Professional Communication and Stakeholder Engagement: Communicate effectively in both written and oral formats, conveying financial information and strategic recommendations clearly to stakeholders across multidisciplinary teams and diverse business environments.

PROGRAM STRUCTURE

NQF Qualification Level		Level 6
Minimum Credit Hours		136
General Education Courses		34 Credit Hours (14 courses)
Discipline-Related/Major Courses	Mandatory Core Courses Common for all BS Programs in Business and Management Disciplines	33 Credit Hours (11 courses)
	Domain Core Courses wherein the BS is offered (to be decided by HEIs)	30 Credit Hours (10 courses)
	Electives	18 Credit Hours (06 courses)
	Total	78 Credit Hours (26 courses)
Interdisciplinary/Allied Courses		15 Credit Hours (5 courses)
Field Experience/Internship		3 Credit Hours
Capstone Project		3 Credit Hours
Program Duration		• Regular/Minimum Duration: 04 Years
		(Eight Regular Semesters) • Maximum Duration: 06 Years (Twelve 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 (per semester)	15-21 credit hours for regular semesters Up to 08 credit hours can be offered in summer/winter semesters for failure/repetition/deficiency courses.
Credit Hours Delivery Options (Theory)	• 3 classes (1 hour each), OR • 2 classes (1.5 hours each), OR • 1 class (3 hours)
1 Credit Hours (Practical Work) *	1 Credit Hour of practical work requires three contact hours per week throughout the semester.

SEMESTER WISE COURSES

SEMESTER I				
COURSE CODE	**COURSE**	**CREDIT HOURS**	**CATEGORY**	**PRE REQUISITES**
QRE101	Quantitative Reasoning-I	3+0	General Education	None
COM101	Functional English	3+0	General Education	None
ICT101	Applications of Information and Communication Technologies	2+1	General Education	None
REL101	Fehm-e-Quran – I (for Muslim Students)	0+1	General Education	None
MGT101	Principles of Management	3+0	Major	None
MKT101	Principles of Marketing	3+0	Major	None
Total Credits (16)				

SEMESTER II				
COURSE CODE	**COURSE**	**CREDIT HOURS**	**CATEGORY**	**PRE REQUISITES**
QRE102	Quantitative Reasoning-II	3+0	General Education	QRE101

SSC102	Introduction to Psychology	2+0	General Education (Social Science)	None
COM201	Expository Writing	3+0	General Education	COM101
SSC103	Environmental Sciencess	2+1	General Education (Natural Science)	None
ECO101	Economics	3+0	Interdisciplinary	None
ACC101	Principles of Accounting	3+0	Major	None
Total Credits (17)				

SEMESTER III				
COURSE CODE	**COURSE**	**CREDIT HOURS**	**CATEGORY**	**PRE REQUISITES**
REL201/ETH201	Islamic Studies (for Muslims) / Ethics (for Non-Muslims)	2+0	General Education	None
PKS201	Pakistan Studies	2+0	General Education	None
ACC201	Financial Accounting	3+0	Major	ACC 101
REL202	Fehm-e-Quran – II (for Muslim Students)	0+1	General Education	REL101
MKT201	Marketing Management	3+0	Major	MKT101
FIN201	Business Finance	3+0	Major	ACC101
ACC202	Managerial Accounting	3+0	To be decided by HEI	ACC101
Total Credits (17)				

SEMESTER IV

COURSE CODE	COURSE	CREDIT HOURS	CATEGORY	PRE REQUISITES
SSC101	Civics and Community Engagement	2+0	General Education	None
PKS101	Ideology and Constitution of Pakistan	2+0	General Education	None
ENT201	Entrepreneurship	2+0	General Education	None
LAN 101-104	Foreign Language	2+0	General Education	None
FIN301	Financial Management	3+0	Major	FIN201
ISD201	Introduction to SDGs	3+0	Interdisciplinary	None
ACC304	Performance Management	3+0	To be decided by HEI	ACC202
Total Credits (17)				

COURSE CODE	COURSE	CREDIT HOURS	CATEGORY	PRE REQUISITES
MGT103	Organizational Behavior	3+0	Major	None
MGT301	Human Resource Management	3+0	Major	MGT101
FIN 303	Financial Markets and Institutions	3+0	To be decided by HEI	FIN201
MTS301	Inferential Statistics	3+0	Interdisciplinary	QRE102
ACC301	Audit & Assurance	3+0	To be decided by HEI	ACC201
FIN308	Islamic Banking & Finance	3+0	To be decided by HEI	FIN301
Total Credits (18)				

SEMESTER VI				
COURSE CODE	**COURSE**	**CREDIT HOURS**	**CATEGORY**	**PRE REQUISITES**
ACC302	Advanced Audit & Assurance	3+0	To be decided by HEI	ACC301
ACC303	Financial Reporting	3+0	To be decided by HEI	ACC201
AIT302	Data Analytics	3+0	Interdisciplinary	None
XXXXXX	Elective-I	3+0	Elective	
XXXXXX	Elective-II	3+0	Elective	
Total Credits (15)				

SEMESTER VII				
COURSE CODE	**COURSE**	**CREDIT HOURS**	**CATEGORY**	**PRE REQUISITES**
ORF401	Business Research Methods	3+0	Major	QRE102
AIT301	AI in Digital Era	3+0	Interdisciplinary	None
FIN402	Risk Management	3+0	To be decided by HEI	FIN301
ORF402	Digital Transformation and Innovation	3+0	Major	MKT101
XXXXXX	Elective-III	3+0	Elective	
XXXXXX	Elective-IV	3+0	Elective	
Total Credits (18)				

SEMESTER VIII				
COURSE CODE	**COURSE**	**CREDIT HOUR**	**CATEGORY**	**PRE REQUISITES**

		S		
ACC305	Taxation Management	3+0	To be decided by HEI	ACC201
XXXXXX	Accounting & Finance Certification	3+0	To be decided by HEI	ACC201, ACC202, FIN301
XXXXXX	Elective-V	3+0	Elective	
XXXXXX	Elective-VI	3+0	Elective	
RES401	Capstone Project	3+0	Capstone Project	ORF401
INT301	Internship/Field Experience	3-0	Field Experience	
Total Credits (18)				

Note:

Students shall be required to complete three credit hours of field experience or internship any time after completion of the 5th semester.

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 (e.g. Humanities) in place of Understanding of the Holy Quran/Fehm-e-Quran.

Students of BS programs under thematic areas of business and management are required to complete any relevant certification (equivalent to 3 credit hours in total) over the period of a four-year degree program as a mandatory condition for degree completion. A certification will be considered equivalent to 1 credit hour if it involves 16 hours of study. The respective department will guide students in selecting relevant certifications, ensuring alignment with current market needs and the program's objectives.

BS HEALTHCARE MANAGEMENT AND LEADERSHIP

BS HML (4-Year) Degree Program (FALL 2026)

Program Learning Outcomes (PLOs)

By the end of a degree in BS-Healthcare Management and Leadership a graduate shall be able to:

PLO 1: Comprehensive Healthcare Systems Knowledge and Application: Demonstrate comprehensive knowledge of clinical and non-clinical department operations, health policies, and global healthcare trends to solve practical institutional problems.

PLO 2: Strategic Leadership and Change Management: Lead organizational change and resolve conflicts within multidisciplinary environments to improve patient care pathways.

PLO 3: Data-Driven Decision Making and Informatics: Analyze healthcare data and informatics to identify operational bottlenecks and support evidence-based management.

PLO 4: Quality, Risk, and Patient Safety Oversight: Develop safety protocols and quality improvement frameworks to minimize clinical and financial risks.

PLO 5: Professional Ethics and Regulatory Compliance: Evaluate legal frameworks and ethical standards to ensure institutional compliance with national regulations and patient rights.

PLO 6: Adaptive Communication and Stakeholder Engagement: Communicate complex administrative and clinical data effectively to bridge the gap between medical staff, patients, and board members

Program Structure

NQF Qualification Level		Level 6
Credit Hours		136
General Education Courses		34 Credit Hours (14 courses)
Discipline-Related/Major Courses	Mandatory Core Courses Common for all BS Programs in Business and Management Disciplines	33 Credit Hours (11 courses)
	Domain Core Courses wherein the BS is offered (to be decided by HEIs)	30 Credit Hours (10 courses)

	Electives	18 Credit Hours (06 courses)
	Total	81 Credit Hours (27 courses)
Interdisciplinary/Allied Courses		15 Credit Hours (5 courses)
Field Experience/Internship		3 Credit Hours
Capstone Project		3 Credit Hours
Program Duration		• Regular/Minimum Duration: 04 Years

SEMESTER WISE COURSES

S No.	Course Code	Course Title	Credit Hours	Category	PRE REQUISITE
SEMESTER-1					
1	**QRE101**	Quantitative Reasoning-I	3+0	General Education	None
2	**COM101**	Functional English	3+0	General Education	None
3	**ICT101**	Applications of Information and Communication Technologies	2+1	General Education	None
4	**MGT101**	Principles of Management	3+0	Major	None
5	**MKT101**	Principles of Marketing	3+0	Major	None
6	**REL 101 SSC101**	Fehm-e-Quran – I (for Muslim Students)/ *Humanities (for Non-Muslims)	0+1	General Education	None
	Total Credits (16)				

S No.	Course Code	Course Title	Credit Hours	Category	PRE REQUISITE
SEMESTER-II					
1	**HML101**	Healthcare management and Leadership principles	3+0	To be decided by HEI	None
2	**SSC102**	Introduction to Psychology	2+0	General Education (Social Science)	None
3	**ECO 101**	Economics	3+0	Interdisciplinary	None
4	**SSC103**	Environmental Sciences	2+1	General Education (Natural Science)	None
5	**LAN 101-104**	Foreign Language	2+0	General Education	None
6	**MGT 103**	Organizational Behavior	3+0	Major	None
7	**ACC101**	Principles of Accounting	3+0	Major	None
	Total Credits (19)				

S No.	Course Code	Course Title	Credit Hours	Category	PRE REQUISITE
SEMESTER-III					
1	**REL201/ ETH201**	Islamic Studies (for Muslims) / Ethics (for Non-Muslims)	2+0	General Education	None
2	**PKS 201**	Pakistan Studies	2+0	General Education	None
3	**REL 202** **SSC101**	Fehm-e-Quran – II (for Muslim Students) Humanities (for Non-Muslims)	0+1	General Education	**REL 102**
4	**ACC201**	Financial Accounting	3+0	Major	ACC 101
5	**QRE 201**	Quantitative Reasoning-II	3+0	General Education	MTS101
6	**COM201**	Expository Writing	3+0	General Education	COM101
7	**ISD201**	Introduction to SDGs	3+0	Interdisciplinary	None
	Total Credits (17)				

S No.	Course Code	Course Title	Credit Hours	Category	PRE REQUISITE
SEMESTER-IV					
1	**SSC 101**	Civics and Community Engagement	2+0	General Education	None
2	**PKS101**	Ideology and Constitution of Pakistan	2+0	General Education	None
3	**ENT201**	Entrepreneurship	2+0	General Education	None
4	**FIN201**	Business Finance	3+0	Major	None
5	**MKT 201**	Marketing Management	3+0	Major	MKT101
6	**HML201**	Healthcare Policy & planning	3+0	To be decided by HEI	None
7	**HML203**	Ethical and Legal issues in healthcare	3+0	To be decided by HEI	None
	Total Credits (18)				

S No.	Course Code	Course Title	Credit Hours	Category	PRE REQUISITE
SEMESTER-V					
1	**HML301**	Healthcare Management Information Systems	3+0	To be decided by HEI	ICT101
2	**FIN 301**	Financial Management	3+0	Major	FIN201
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	QRE201
6	**HML302**	Healthcare Operations Management	3+0	To be decided by HEI	None
	Total Credits (18)				

S No.	Course Code	Course Title	Credit Hours	Category	PRE REQUISITE
SEMESTER-VI					

1	**HML303**	Leadership Strategies for Healthcare	3+0	To be decided by HEI	FIN 302
2	**HML304**	Healthcare Quality Management system	3+0	To be decided by HEI	FIN 311
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
	HMC301	Healthcare Management & Leadership Certification	3+0	To be decided by HEI	None
	Total Credits (18)				

S No.	Course Code	Course Title	Credit Hours	Category	PRE REQUISITE
SEMESTER-VII					
1	**ORF 401**	Business Research Methods	3+0	Major	QRE201
2	**ORF 402**	Digital Transformation & Innovation	3+0	Major	
4	**HML401**	Occupational Health, Safety, and Environment	3+0	To be decided by HEI	NONE
5		Elective-III	3+0	Specialization	As Per Elective
		Elective-IV	3+0	Specialization	As Per Elective
	Total Credits (15)				

S No.	Course Code	Course Title	Credit Hours	Category	PRE REQUISITE
SEMESTER-VIII					
1	**HML402**	Risk Management in Healthcare	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	
	Total Credits (15)				
TOTAL Cr. Hrs. 136					

*For Non-Muslims students, Humanities course 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 after completion of the 5th Semester

MASTER OF BUSINESS ADMINISTRATION

MBA (2-YEAR) Degree Program (FALL 2026)

Program Learning Outcomes (PLOs)

By the end of the Master of Business Administration (MBA) program, a graduate shall be able to:

PLO1 Advanced Business Knowledge and Strategic Decision-Making: Apply advanced business knowledge, analytical tools, and critical thinking to make effective and ethical strategic decisions in complex organizational contexts.

PLO2 Leadership and Team Management: Demonstrate leadership skills and the ability to manage, motivate, and collaborate effectively with diverse teams to achieve organizational goals.

PLO3 Global Perspective, Sustainability, and Ethical Responsibility: Evaluate business problems and opportunities considering global trends, cultural diversity, sustainability, and ethical implications.

PLO4 Professional Communication and Stakeholder Engagement: Communicate complex business ideas clearly and persuasively through written, oral, and digital formats for diverse stakeholders.

PROGRAM STRUCTURE

NQF Qualification Level	Level 7
Credit Hours	68
Program Duration	• Regular/Minimum Duration: 02 Years (Four Regular Semesters) • Maximum Duration: 03 Years (Six 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

Credit Hours Delivery Options (Theory)	• 3 classes (1 hour each), OR • 2 classes (1.5 hours each), OR • 1 class (3 hours)

SEMESTER WISE COURSES

SEMESTER I					
S. No	**COURSE CODE**	**COURSE**	**CREDIT HOURS**	**CATEGORY**	**PRE-REQUISITE**
1.	ACC503	Financial Accounting	3+0	Core	
2.	ECO504	Microeconomics	3+0	Core	
3.	FIN501	Business Finance	3+0	Core	
4.	MGT504	Professional Communication	2+0	Core	
5.	MTS501	Business Mathematics and Inferential Statistics	3+0	Core	
6.	REL501	Fehm-e-Quran I	0+1	GE	
Total Credits (15)					

SEMESTER II

S. No	COURSE CODE	COURSE	CREDIT HOURS	CATEGORY	PRE-REQUISITE
1	ACC505	Cost & Managerial Accounting	3+0	Core	ACC503
2	FIN503	Financial Management	3+0	Core	FIN501
3	MGT506	Organizational Behavior & HRM	3+0	Core	
4	MKT501	Marketing Management	3+0	Core	
5	MGT508	Supply Chain Management	3+0	Core	
6	QTE501	Data Analysis and Modeling	3+0	Core	
7	REL601	Fehm-e-Quran-II	0+1	GE	REL501
Total Credits (19)					

SEMESTER III					
S. No	**COURSE CODE**	**COURSE**	**CREDIT HOURS**	**CATEGORY**	**PRE-REQUISITE**
1	QTE601	Information Innovation & Technology	2+0	Core	
2	MKT602	Market Research	3+0	Core	
3	MGT604	Business Strategy in the Digital Era	3+0	Core	MGT506
4	ECO606	Macroeconomics and Global Economy	3+0	Core	ECO504
5	MGT608	Business Ethics & Legal Compliance	2+0	Core	
6	XXXXXX	Elective-I	3+0	Specialization / Elective	
Total Credits (16)					

SEMESTER IV					
S. No	**COURSE CODE**	**COURSE**	**CREDIT HOURS**	**CATEGORY**	**PRE-REQUISITE**

1	FIN605	Islamic Finance	3+0	Core	FIN503
2	XXXXXX	Elective II	3+0	Specialization / Elective	
3	XXXXXX	Elective III	3+0	Specialization / Elective	
4	XXXXXX	Elective IV	3+0	Specialization / Elective	
5	RES603/ XXXXXX	Project I / Elective	3+0	Research/ Elective	
6.	AIT603	AI in Business	3+0	Interdisciplinary	
Total Credits (18)					

Note:

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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

MASTER OF BUSINESS ADMINISTRATION
MBA (1.5-YEAR) DEGREE PROGRAM (FALL 2026)

Program Learning Outcomes (PLOs)

By the end of the Master of Business Administration (MBA) program, a graduate shall be able to:

PLO1 Advanced Business Knowledge and Strategic Decision-Making: Apply advanced business knowledge, analytical tools, and critical thinking to make effective and ethical strategic decisions in complex organizational contexts.

PLO2 Leadership and Team Collaboration: Demonstrate leadership skills and the ability to manage, motivate, and collaborate effectively with diverse teams to achieve organizational goals.

PLO3 Global Business Perspective, Sustainability, and Ethical Responsibility: Evaluate business problems and opportunities considering global trends, cultural diversity, sustainability, and ethical implications.

PLO4 Professional Communication and Stakeholder Engagement: Communicate complex business ideas clearly and persuasively through written, oral, and digital formats for diverse stakeholders.

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)

SEMESTER WISE COURSES

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)					

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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
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	Blockchain & Cryptocurrencies	3+0
	Financial Innovation & Governance	3+0
	Financial Modeling & Security Analysis	3+0
	FinTech Entrepreneurship and Innovation	3+0
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3	Logistics Management	3+0
4	Quality & Continuous Improvement	3+0
5	Strategic Sourcing	3+0

Student Support Services

At the Institute of Business & Health Management (IBHM), student success extends beyond the classroom. The Institute provides a comprehensive range of academic, professional, and personal support services designed to enhance the student experience, promote well-being, and prepare graduates for successful careers.

Administration

The Administration Office serves as the primary point of contact for students regarding admissions, enrollment, registration, examinations, graduation, and other administrative matters. The office ensures the smooth delivery of academic and student-related services throughout the academic journey.

Program Office

The Program Office provides academic guidance and support related to course registration, academic calendars, class schedules, prerequisites, elective course selection, examinations, and other academic policies. Students are assisted throughout their degree to ensure timely academic progression.

Batch Counselors for Academic Support

Each student batch is assigned a dedicated faculty counselor who serves as the primary academic mentor. Batch counselors provide guidance on academic planning, course selection, study strategies, attendance, academic performance, and personal development. They work closely with students to identify challenges early and support their academic success throughout the program.

Placement and Career Development

IBHM has a dedicated Placement Department committed to enhancing students' employability through career counseling, internship placements, industry networking, resume development, interview preparation, and job placement support. The department maintains strong relationships with healthcare organizations, corporate institutions, development agencies, and public sector organizations, enabling students to gain valuable professional experience and meaningful employment opportunities.

Scholarships and Financial Assistance

To promote academic excellence and equal educational opportunities, IBHM offers both **merit-based** and **need-based scholarships** in accordance with University policies. These financial assistance programs recognize outstanding academic achievement while supporting deserving students who require financial assistance to pursue their education.

Student Counseling and Mental Well-being

Recognizing the importance of mental health, IBHM provides students with access to professional counseling services. An on-campus psychologist offers confidential support for emotional well-being, stress management, anxiety, personal challenges, and adjustment to university life. These services aim to foster a healthy, supportive, and inclusive learning environment.

Alumni Relations

The Alumni Office serves as the link between IBHM graduates and the Dow University Alumni Association. It maintains the alumni database, promotes networking opportunities, facilitates alumni engagement activities, and strengthens professional connections between current students and graduates.

Through these comprehensive student support services, IBHM fosters an environment that promotes academic excellence, personal growth, professional development, and lifelong success.

Campus Facilities

IBHM students have access to academic, recreational, and student-support facilities designed to enrich their learning experience and campus life.

Facility	Key Features
Cafeteria	• Hygienic dining and refreshment options for students, faculty, and staff. • Comfortable seating for informal interaction and short breaks. • Supports a convenient campus experience during academic hours.
GCR	• Dedicated common room facility for students to rest and refresh between classes. • Provides a comfortable space for quiet breaks, interaction, and personal convenience. • Supports student wellbeing within the campus environment.
Library	• Access to academic books, reference material, and learning resources. • Quiet study environment to support reading, research, and assignments. • Library services support borrowing and guided academic learning.
Digital Library	• Access to electronic resources, digital learning materials, and research support. • Facilitates online reading, academic referencing, and research-based assignments. • Supports technology-enabled learning and independent study.
Gym	• Fitness and wellness facility to encourage a healthy lifestyle. • Supports stress management and physical wellbeing alongside academic development. • Available to students as per university rules and facility timings.
Sports Ground	• Outdoor space for sports, recreation, and physical activities. • Encourages teamwork, discipline, and active student engagement. • Supports extracurricular events and healthy campus participation.