Institute of Business & Health Management
Dow University of Health Sciences

Institute of Business & Health Management

BACHELOR OF BUSINESS ADMINISTRATION
BBA (4-Year) Degree Program (Fall 2026)

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
Entry Requirement		• Higher Secondary School Certificate (HSSC), A-levels, or an equivalent qualification recognized by the IBCC, involving 12 years of schooling with min 50% marks. • **IBHM** Admission Test (with minimum **50%** marks) • Selection Interview (**satisfactory**)

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

	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)/ *Sociology (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 Science	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)				



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	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) Sociology (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 SDG's	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)				

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	SEMESTER VI				
S. No	**COURSE CODE**	**COURSE**	**CREDIT HOURS**	**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 & 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 & 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	**COURSE 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/Internship	
	Total Credits (15)				
	TOTAL Cr. Hrs. 136				

*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 after completion of the 5th 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.