

PROGRAM OF STUDY
BBA (Hons) Four Years Program
135 Credit Hours Consisting of 45 Courses

BBA(FOUR YEARS) PROGRAM

Institute of Health & Business Management (IOHBM) introduces BBA program keeping the market demand of Public/private organizations i.e hospitals, public corporations, public and private multi-nationals organizations. The main objectives of this program is to open avenue of opportunities for higher education among the generations of Pakistan. The purpose of the program to develop intellectual ability, executive personality and attitude managerial skills combining the blend of business, health and general education.

Duration: 4 YEARS

Semesters: 08

Credits: 135

Internship: zero credit hrs but (mandatory) for six weeks in any of the semester during the course of study.

Eligibility for Admission in (BBA 4 Year) Program:

- Intermediate or equivalent with 50% Marks.
- Entry Test based on NTS/GAT or GAT/NTS Standard University Test.

1st Year Semester I		
Course Code	Course Title	Credit Hours
BBA (H) 101	Fresh English I	3
BBA (H) 111	Business Mathematics	3
BBA (H) 121	Oral communication	3
BBA (H) 131	Principles of Management	3
BBA (H) 141	Islamic Studies / Ethical Behavior (for Non Muslims)	3
BBA (H) 151	Computer Application	3
	Total 18 Credit Hours	

Course Code	Course Title	Credit Hours
BBA (H) 102	Fresh English II	3
BBA (H) 112	Business Mathematics II	3
BBA (H) 122	Principles of Auditing	3
BBA (H) 132	Business Communication	3
BBA (H) 142	Principles of Marketing	3
		Total 15 Credit Hours

2nd Year Semester I		
Course Code	Course Title	Credit Hours
BBA (H) 201	Organizational Behavior	3
BBA (H) 211	Money & Banking	3
BBA(H) 221	Information Technology in Business & Health Care	3
BBA (H) 231	Bio Statistics	3
BBA (H) 241	Pakistan studies	3
		Total 15 Credit Hours

2nd Year Semester II		
Course Code	Course Title	Credit Hours
BBA (H) 202	Introduction to Business Finance	3
BBA (H) 212	Fundamentals of Accounting	3
BBA (H) 222	Psychology	3
BBA (H) 232	Logic	3
BBA (H) 242	Business & corporate Law	3
BBA (H) 252	Entrepreneurship in Business & Health Care System	3
		Total 18 Credit Hours

3rd Year Semester I		
Course Code	Course Title	Credit Hours
BBA (H) 301	Business Research Method	3
BBA (H) 311	Cost Accounting	3
BBA (H) 321	Financial Accounting	3
BBA (H) 331	Introduction to Human Resource Management	3
BBA (H) 341	Introduction to Safety, Health & Environmental Management	3
BBA (H) 351	Business Policy	3
		Total 18 Credit Hours

3rd Year Semester II		
Course Code	Course Title	Credit Hours
BBA (H) 302	Financial Management	3
BBA (H) 312	Consumer Behavior	3
BBA(H) 322	Introduction to Environmental Health Assessment and Management	3
BBA (H) 332	Banking Operation & Planning	3
BBA (H) 342	Marketing Management	3
BBA (H) 352	Economy of Pakistan	3
		Total 18 Credit Hours

4th Year Semester I		
Course Code	Course Title	Credit Hours
BBA (H) 401	Microeconomics	3
BBA (H) 411	Financial Reporting and Analysis	3
BBA (H) 421	Management Information System in Business & Health Care Setting	3
BBA (H) 431	Strategic Management in Business & Health Care Setting	3
BBA (H) 511	Elective - I	3
BBA (H) 512	Elective –II	3
		Total 18 Credit Hours

4th Year Semester II		
Course Code	Course Title	Credit Hours
BBA (H) 402	Macroeconomics	3
BBA (H) 412	Social and Consumer Issues	3
BBA (H) 422	Project Management	3
BBA (H) 432	Comprehensive Viva Voce	3
BBA (H) 521	Elective -- III	3
BBA (H) 522	Elective –IV	3
		Total 18 Credit Hours

ELECTIVE FROM FIELD OF SPECIALIZATION

Health Service Management Specialization		
Course Code	Course Title	Credit Hours
BBA (H) 511	Introduction to Health Service Management	3
BBA (H) 521	Health Planning	3
BBA (H) 512	Health Communication	3
BBA (H) 522	Hospital Financial Management	3
Total 12 Credit Hours		

Human Resource Management Specialization		
Course Code	Course Title	Credit Hours
BBA (H) 511	Strategic Human Resource Management	3
BBA (H) 521	Recruitment and Selection	3
BBA (H) 512	International Human Resource Management	3
BBA (H) 522	Human Resource Audit	3
Total 12 Credit Hours		

Marketing Specialization		
Course Code	Course Title	Credit Hours
BBA (H) 511	Global Marketing System	3
BBA (H) 521	Product Management	3
BBA (H) 512	Strategic Marketing Management	3
BBA (H) 522	Marketing Research	3
Total 12 Credit Hours		

Finance Specialization		
Course Code	Course Title	Credit Hours
BBA (H) 511	International Financial Management	3
BBA (H) 521	Financial Statement Analysis	3
BBA (H) 512	Corporate Finance	3
BBA (H) 522	Islamic Banking & Finance	3
Total 12 Credit Hours		

Degree Awarding CGPA: Completion of the prescribed course work with the minimum degree awarding CGPA (2.5 out of 4.0).

Comprehensive Examination: Satisfactory performance in the comprehensive examination to be taken after completion of the prescribed course work with the minimum degree awarding CGPA.

**MBA Program
Duration 3.5 Year**

Program Objectives.

This MBA program is a three and a half years intense business administration program which caters to the market needs by generating skilled managers in leading roles both in the corporate and conventional business sectors. The program attempts to nurture future business leaders through a rigorous training of managerial skills, analytical reasoning, critical thinking, ethics, and conventional business wisdom. The program offers insights on the socio-economic and geo-political dimensions of business in Pakistan with knowledge of modern management philosophy.

Eligibility for Admission.

Candidates having a 2 years B.A/B.Sc./B.Com will have to register for 90-96 Credits in order to have an MBA degree. The Course load per semester for undergraduate level should be 15-18 credit hours and the duration of the program should be 3.5 years. The road map for business administration education was designed to remove disparity between concurrent business administration programs.

- The basic requirement for admission to this program is a 2-year B.A/B.Sc./B.Com etc.
- At least 50% marks in the 2-years B.A/B.Sc/B.Com
- Admission entry test / interview qualification

Degree Requirements:

- For the Master's degree in Business Administration a candidate will be required to complete the Coursework of at least 96 credit hours (including research dissertation/project

Semester Wise Breakup of Courses

MBA Semester I		
Course Code	Course Title	Credit Hours
MBA 511	Business Mathematics	3
MBA 521	Oral Communication	3
MBA 531	Fundamentals of Management	3
MBA 541	Computer Application	3
Total 12 Credit Hours		

MBA Semester II		
Course Code	Course Title	Credit Hours
MBA 502	Business Communication	3
MBA 512	Principle of Marketing	3
MBA 522	Business & Corporate Law	3
MBA 532	Bio Statistics	3
MBA 542	Principles of Auditing	3
		Total 15 Credit Hours

MBA Semester 11		
Course Code	Course Title	Credit Hours
MBA 503	Financial Accounting	3
MBA 513	Human Resource Management	3
MBA 523	Organizational Behavior	3
MBA 533	Introduction to Finance	3
MBA 543	Business Research Methods	3
		Total 15 Credit Hours

MBA Semester IV		
Course Code	Course Title	Credit Hours
MBA 504	Marketing Management	3
MBA 514	Management information system	3
MBA 524	Financial Management	3
MBA 534	Cost Accounting	3
MBA 544	Safety, Health and Environmental Management	3
		Total 15 Credit Hours

MBA Semester V		
Course Code	Course Title	Credit Hours
MBA 505	Financial Reporting & Analysis in Business & Health Care Organization	
MBA 515	Strategic Management in Business & Health Care	3
MBA 525	Money & Banking	3
MBA 535	Elective – I	3
MBA 545	Elective – II	3
		Total 15 Credit Hours

MBA Semester VI		
Course Code	Course Title	Credit Hours
MBA 506	Supply Chain Management	3
MBA 516	Total quality Management in Business & Health Services	3
MBA 526	Community Development	3
MBA 536	Comprehensive Viva Voce	3
MBA 546	Elective -III	3
MBA 556	Elective –IV	3
Total 18 Credit Hours		

MBA Semester VII		
Course Code	Course Title	Credit Hours
MBA 601	Thesis / Project (200 Marks)	6
Total 6 Credit Hours		

ELECTIVE FROM FIELD OF SPECIALIZATION

Health Service Management Specialization		
Course Code	Course Title	Credit Hours
MBA 535	Introduction to Health Service Management	3
MBA 545	Health Planning	3
MBA 546	Health Communication	3
MBA 556	Hospital Financial Management	3
Total 12 Credit Hours		

Pharmaceutical Management Specialization		
Course Code	Course Title	Credit Hours
MBAHCM601	Pharmaceutical Management	3
MBAHCM602	Ethics in Pharmaceutical Industry	3
MBAHCM603	Pharmaceutical Sales Management	3
MBAHCM604	Human Resource Management in Pharmaceutical Industry	3
MBA HCM 605	Product Management	3

Human Resource Management Specialization		
Course Code	Course Title	Credit Hours
MBA 535	Strategic Human Resource Management	3
MBA 545	Recruitment and Selection	3
MBA 546	International Human Resource Management	3
MBA 556	Human Resource Audit	3
Total 12 Credit Hours		

Marketing Specialization		
Course Code	Course Title	Credit Hours
MBA 535	Global Marketing System	3
MBA 545	Product Management	3
MBA 546	Strategic Marketing Management	3
MBA 556	Marketing Research	3
Total 12 Credit Hours		

Finance Specialization		
Course Code	Course Title	Credit Hours
MBA 535	International Financial Management	3
MBA 545	Financial Statement Analysis	3
MBA 546	Corporate Finance	3
MBA 556	Islamic Banking & Finance	3
Total 12 Credit Hours		

Degree Awarding CGPA: Completion of the prescribed course work with the minimum degree awarding CGPA (2.5 out of 4.0).

Comprehensive Examination: Satisfactory performance in the comprehensive examination to be taken after completion of the prescribed course work with the minimum degree awarding CGPA.

**After BBA (4 Year) Course Work and Thesis 30 Credit Hours
For Masters in Business Administration Program
Duration 1.5 Year after BBA (4 Year)**

**MBA after Four Years Program
30 Credit Hours in 1.5 Year**

Duration:1.5
Semester: 3
Credit hrs: 30

Entry Requirements for those who have completed (4 Year) BBA Program or Equivalent. This MBA degree will be completed in only three (3) semesters.

MBA Semester I		
Course Code	Course Title	Credit Hours
MBA 501	Advanced Financial Management	3
MBA 511	Strategic Human Resource Planning	3
MBA 521	Quantitative & Qualitative Methods of Research	3
MBA 531	Supply Chain Management	3
Total 12 Credit Hours		
MBA Semester II		
Course Code	Course Title	Credit Hours
MBA 502	Strategic Marketing Planning	3
MBA 512	Total Quality Management	3
MBA 522	Dynamics of Leadership	3
MBA 532	Comprehensive Viva Voce	3
Total 12 Credit Hours		
MBA Semester III		
Course Code	Course Title	Credit Hours
MBA 601	Thesis	6
	Or	
	Elective –1	3
	Elective –I1	3
Total 6 Credit Hours		

ELECTIVE FROM FIELD OF SPECIALIZATION

Health Service Management Specialization		
Course Code	Course Title	Credit Hours
MBA 503	Hospital Management	3
MBA 513	Total Quality Management for Hospital Services	3
MBA 523	Health Care Facility & Planning	3
MBA 533	Management in Health System	3
MBA 543	International Hospital Management	3
Total 15 Credit Hours		

Human Resource Management Specialization		
Course Code	Course Title	Credit Hours
MBA 504	Human Resource Information Management	3
MBA 514	Training & Development	3
MBA 524	Compensation Plan	3
MBA 534	Job Analysis	3
MBA 544	New Mandate of International HRM	3
Total 15 Credit Hours		

Marketing Management Specialization		
Course Code	Course Title	Credit Hours
MBA 505	Advertising & Promotion	3
MBA 515	Inventory Management	3
MBA 525	Export Marketing	3
MBA 535	E-Marketing	3
MBA 545	Integrated Marketing Communication	3
Total 15 Credit Hours		

Finance Specialization		
Course Code	Course Title	Credit Hours
MBA 506	Investment & Portfolio Management	3
MBA 516	Financial Reporting & Analysis	3
MBA 526	Treasury & Fund Management	3
MBA 536	International Financial Management	3
MBA 546	Capital Market Analysis	3
Total 15 Credit Hours		

Degree Awarding CGPA: Completion of the prescribed course work with the minimum degree awarding CGPA (2.5 out of 4.0).

Comprehensive Examination:

Satisfactory performance in the comprehensive examination to be taken after completion of the prescribed course work with the minimum degree awarding CGPA.

Executive MBA (2.0-Year) & BBS (2.0-Year) Degree Programs

The purpose of Executive MBA program to provide an opportunity for experienced professionals to obtain a master's degree in Business Administration on a schedule that minimizes disruption of work and personal pursuits. Such programs include a cohort class structure that offers a lockstep, planned curriculum in an executive setting. In other words, members of each class begin the program at the same point, move through the curriculum together, and typically complete the degree requirements for graduation as a group. Executive MBA (EMBA) students are required to complete their degrees in two years. During that period, they gain a wide range of new skills and sharpen their analytical abilities by combining coursework with day-to-day professional experience. IOHBM offers the two year executive MBA degree for the executives and the middle level managers who strive for excellence and greater challenges in their professions. The program is conveniently scheduled to accommodate the busy executives keeping in view their own job related deadlines and travel schedules. The EMBA program is consist of four semesters and 66 credit hours of teaching. Executive MBA program is designed for middle level managers to senior executives and business leaders who want to strengthen their expertise. IOHBM offers this unique program for working executives who wish to advance to the highest levels of the corporate ladder, especially managers who are seeking promotion to upper management level or entrepreneurial roles.

Design Summary		
1	Normal Duration	2-Year (4-Semester)
2	Total Credit Hours	66 CHs
3	Total Number of Courses	22 Courses (3 CHs each)
4	Entry Requirement	14-year education (with minimum 50% marks), JSMU GAT (with minimum 50% marks) and Selection Test 4 years work experience (only in case of EMBA)

Course Code	Course Title	Credit Hours
Semester I		
EMBA 501	Principles of Management	3 - 0
EMBA 511	Principles of Marketing	3 - 0
EMBA 521	Business Maths & Stats	3 - 0
EMBA 531	Business Communication	3 - 0
EMBA 531	Computer Application	3 - 0
		15 - 0

Course Code	Course Title	Credit Hours
Semester II		
EMBA 521	Human Resource Management	3 - 0
EMBA 522	Inferential Statistics	3 - 0
EMBA 523	Business Law	3 - 0
EMBA 524	Safety, Health and Environmental Management	3 - 0
EMBA 525	Introduction to Financial Accounting	3 - 0
		15 - 0

Course Code	Course Title	Credit Hours
Semester III		
EMBA 612	Organizational Behavior	3 - 0
EMBA 613	Business Research Methods	3 - 0
EMBA 614	Financial Management	3 - 0
EMBA 615	Community Development	3 - 0
EMBA 616	Elective – 1	3 - 0
		15 - 0

Course Code	Course Title	Credit Hours
Semester IV		
EMBA 621	Business Policy	3 - 0
EMBA 622	Entrepreneurship in Business & Health Care	3 - 0
EMBA 623	Marketing Management	3 - 0
EMBA 624	Cost & Managerial Accounting	3 - 0
EMBA 625	Elective – II	3 - 0
		15 - 0

Course Code	Course Title	Credit Hours
Semester V		
EMBA 631	Comprehensive viva-voce	3 - 0
EMBA 632	Elective III	3 - 0
EMBA 6 33	Elective-IV	3 - 0
		9 - 0
		Total Credit Hours 66

ELECTIVE FROM FIELD OF SPECIALIZATION

Health Service Management Specialization		
Course Code	Course Title	Credit Hours
EMBA 616	Introduction to Health Service Management	3
EMBA 625	Health Planning	3
EMBA 632	Health Communication	3
EMBA 633	Hospital Financial Management	3
Total 12 Credit Hours		

Pharmaceutical Management Specialization		
Course Code	Course Title	Credit Hours
MBAHCM601	Pharmaceutical Management	3
MBAHCM602	Ethics in Pharmaceutical Industry	3
MBAHCM603	Pharmaceutical Sales Management	3
MBAHCM604	Human Resource Management in Pharmaceutical Industry	3
MBA HCM 605	Product Management	3

Human Resource Management Specialization		
Course Code	Course Title	Credit Hours
EMBA 616	Strategic Human Resource Management	3
EMBA 625	Recruitment and Selection	3
EMBA 632	Human Resource Audit	3
EMBA 633	Succession Planning	3
Total 12 Credit Hours		

Marketing Specialization		
Course Code	Course Title	Credit Hours
EMBA 616	Sales Management	3
EMBA 625	Product Management	3
EMBA 632	Strategic Marketing Management	3
EMBA 633	Marketing Research	3
Total 12 Credit Hours		

Finance Specialization		
Course Code	Course Title	Credit Hours
EMBA 616	Financial Reporting & Analysis	3
EMBA 625	Corporate Finance	3
EMBA 632	Islamic Banking & Finance	3
EMBA 633	Investment Analysis & Portfolio Management	3
EMBA 643	Financial Risk Management	3
		Total 12 Credit Hours

Degree Awarding CGPA: Completion of the prescribed course work with the minimum degree awarding CGPA (2.5 out of 4.0).

Comprehensive Examination: Satisfactory performance in the comprehensive examination to be taken after completion of the prescribed course work with the minimum degree awarding CGPA.

MBA (Hospital & Health Care Management) (2.0-Year) Degree Programs

The MBA (Hospital & Health Care Management) Program is especially design for health care professionals. The program consists of 24 core and elective courses and MBA Thesis Project. A total of 72 credit hours are required for 2.0 years MBA program. A minimum of 4 from elective courses are needed to complete a major in a special field (Hospital & Health Care Management, Pharmaceutical Management, Nursing Management, Marketing, Management, Finance or Human Resources Management).

Design Summary		
1	Normal Duration	2-Year (4-Semester)
2	Total Credit Hours	72 CHs
3	Total Number of Courses	24 Courses (3 CHs each)
4	Entry Requirement	16-year education (with minimum 50% marks),

Course Code	Course Title	Credit Hours
Semester I		
MBA HCM 501	Principles of Management	3 - 0
MBA HCM 502	Business Communication	3 - 0
MBAHCM 503	Computer Application	3 - 0
MBAHCM504	Bio statistics	3 - 0
MBAHCM505	Introduction to Hospital & Health Care Management	3 - 0
		15 - 0

Course Code	Course Title	Credit Hours
Semester II		
MBAHCM511	Human Resource Management	3 - 0
MBAHCM521	Introduction to Financial Accounting	3 - 0
MBAHCM531	Principle of Marketing	3 - 0
MBAHCM541	Introduction to health policy & Planning	3 - 0
MBAHCM551	Health Management information System	3 - 0
		15 - 0

Course Code	Course Title	Credit Hours
Semester III		
MBAHCM512	Organizational Behavior	3 - 0
MBAHCM522	Research & Survey Methodology	3 - 0
MBAHCM523	Micro & Macro Economics	3 - 0
MBAHCM533	Cost Accounting	3 - 0
MBAHCM601	Elective – I	3 – 0
		15-0

Course Code	Course Title	Credit Hours
Semester IV		
MBAHCM521	Interpersonal Communication	3 - 0
MBAHCM531	Financial Management	3 - 0
MBAHCM541	Hospital Management	3 - 0
MBAHCM602	Elective – II	3 - 0
MBAHCM603	Elective-III	3 – 0
		15 - 0

Semester V		
Course Code	Course Title	Credit Hours
MBAHCM604	Elective-IV	3
MBAHCM612	Comprehensive Viva Voce	3
MBAHCM613	Thesis Project	6
		12-0
Total 72 Credit Hours		

MBA Program is currently being offered in the following areas of specialization:

1. Hospital & Health Care Management
2. Pharmaceutical Management
3. Nursing Management
4. Finance
5. Marketing
6. Human Resource Management

ELECTIVE FROM FIELD OF SPECIALIZATION

Health Service Management Specialization		
Course Code	Course Title	Credit Hours
MBAHCM601	Pharmaceutical Marketing & Quality Assurance	3
MBAHCM602	Health Ethics	3
MBAHCM603	Hospital Financial Management	3
MBAHCM604	Human Resource Management in Health Services	3
MBA HCM 605	Primary Health Care	3

Pharmaceutical Management Specialization		
Course Code	Course Title	Credit Hours
MBAHCM601	Pharmaceutical Management	3
MBAHCM602	Ethics in Pharmaceutical Industry	3
MBAHCM603	Pharmaceutical Sales Management	3
MBAHCM604	Human Resource Management in Pharmaceutical Industry	3
MBA HCM 605	Product Management	3

Nursing Management Specialization		
Course Code	Course Title	Credit Hours
MBAHCM601	Nursing Management	3
MBAHCM602	Ethics in Nursing	3
MBAHCM603	Family Health Care Nursing	3
MBAHCM604	Human Resource Management in Nursing	3
MBA HCM 605	Essentials of Nursing Leadership and Management	3

Human Resource Management Specialization		
Course Code	Course Title	Credit Hours
MBAHCM601	Strategic Human Resource Management	3
MBAHCM602	Recruitment and Selection	3
MBAHCM603	International Human Resource Management	3
MBAHCM604	Human Resource Audit	3
Total 12 Credit Hours		

Degree Awarding CGPA: Completion of the prescribed course work with the minimum degree awarding CGPA (2.5 out of 4.0).

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PROGRAM OF STUDY
BBA (Hons in Hospital & Health Care Management) Four Years Program
135 Credit Hours Consisting of 45 Courses

BBA(FOUR YEARS) PROGRAM

Institute of Health & Business Management (IOHBM) introduces BBA program in Hospital and Health Care Management keeping the market demand of Public/private organizations i.e hospitals, Pharmaceutical and NGO'S public corporations, public and private multi-nationals organizations. The main objectives of this program is to open avenue of opportunities for higher education among the generations of Pakistan. The purpose of the program to develop intellectual ability, executive personality and attitude managerial skills combining the blend of business, health and general education.

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Semesters: 08

Credits: 135

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Eligibility for Admission in (BBA 4 Year) Program:

- Intermediate or equivalent with 50% Marks.
- Entry Test based on NTS/GAT or GAT/NTS Standard University Test.

1st Year Semester I		
Course Code	Course Title	Credit Hours
BBA (HCM) 101	Fresh English I	3
BBA (HCM) 111	Business Mathematics	3
BBA (HCM) 121	Oral communication	3
BBA (HCM) 131	Fundamentals of health care Management	3
BBA (HCM) 141	Islamic Studies / Ethical Behavior (for Non Muslims)	3
BBA (HCM) 151	Computer Application	3
Total 18 Credit Hours		

1st Year Semester II		
Course Code	Course Title	Credit Hours
BBA (HCM) 102	Freshman English II	3
BBA (HCM) 112	Business Mathematics II	3
BBA (HCM) 122	Principle of Management	3
BBA (HCM) 132	Information Technology in Business & Health Care	3
BBA (HCM) 142	Quantitative Analysis in Health Care	3
Total 15 Credit Hours		

2nd Year Semester I		
Course Code	Course Title	Credit Hours
BBA (HCM) 201	Evidence-based Health Care Delivery	3
BBA (HCM) 211	Fundamentals of Accounting	3
BA(HCM) 221	Business Communication	3
BBA (HCM) 231	Health Management Information system.	3
BBA (HCM) 241	Pakistan studies	3
Total 15 Credit Hours		

2nd Year Semester II		
Course Code	Course Title	Credit Hours
BBA (HCM) 202	Introduction to Business Finance	3
BBA (HCM) 212	Introduction to Epidemiology	3
BBA (HCM) 222	Business Statistics	3
BBA (HCM) 232	Organizational Behavior	3
BBA (HCM) 242	Research & Survey Methodology	3
BBA (HCM) 252	Principles of Marketing	3
Total 18 Credit Hours		

3rd Year Semester I		
Course Code	Course Title	Credit Hours
BBA (HCM) 301	Psychology	3
BBA (HCM) 311	Cost Accounting	3
BBA (HCM) 321	Financial Planning & Control	3
BBA (HCM) 331	Introduction to Human Resource Management	3
BBA (HCM) 341	Introduction to Health Policy & Planning	3
BBA (HCM)	Health ethics	3
Total 18 Credit Hours		

3rd Year Semester II		
Course Code	Course Title	Credit Hours
BBA (HCM) 302	Financial Management	3
BBA (HCM) 312	Consumer Behavior	3
BBA(HCM) 322	Concepts of Primary Health Care	3
BBA (HCM)332	Hospital Management	3
BBA (HCM) 342	Marketing Management	3
BBA (HCM) 352	Economy of Pakistan	3
Total 18 Credit Hours		

4th Year Semester I		
Course Code	Course Title	Credit Hours
BBA (HCM) 401	Microeconomics	3
BBA (HCM) 411	Financial Reporting and Analysis	3
BBA (HCM) 421	Pharmaceutical Management	3
BBA (HCM) 431	Entrepreneurship	3
BBA (HCM) 501	Elective - I	3
BBA (HCM) 502	Elective –II	3
Total 18 Credit Hours		

4th Year Semester II		
Course Code	Course Title	Credit Hours
BBA (HCM) 402	Macroeconomics	3
BBA (HCM) 412	Health Evaluation Program	3
BBA(HCM) 422	Project Management	3
BBA (HCM) 432	Comprehensive Viva Voce	3
BBA (HCM) 503	Elective -III	3
BBA (HCM) 504	Elective –IV	3
Total 18 Credit Hours		

ELECTIVE FROM FIELD OF SPECIALIZATION

Health Service Management Specialization		
Course Code	Course Title	Credit Hours
BBA (HCM) 501	Health Planning	3
BBA (HCM) 502	Health Economics	3
BBA (HCM) 503	Hospital Financial Management	3
BBA (HCM) 504	Pharmaceutical Branding	3
BBA (HCM) 505	Marketing of Health Care services	3
BBA (HCM) 506	Population and Health	3
BBA (HCM) 507	Environmental Health Assessment and Management	3
Total 21 Credit Hours		

Human Resource Management Specialization		
Course Code	Course Title	Credit Hours
BBA (HCM) 501	Strategic Human Resource Management	3
BBA (HCM) 502	Recruitment and Selection	3
BBA (HCM) 503	International Human Resource Management	3
BBA (HCM) 504	Human Resource Audit	3
Total 12 Credit Hours		

Marketing Specialization		
Course Code	Course Title	Credit Hours
BBA (HCM) 501	Global Marketing System	3
BBA (HCM) 502	Product Management	3
BBA (HCM) 503	Strategic Marketing Management	3
BBA (HCM) 504	Marketing Research	3
Total 12 Credit Hours		

Finance Specialization		
Course Code	Course Title	Credit Hours
BBA (HCM) 501	International Financial Management	3
BBA (HCM) 502	Financial Statement Analysis	3
BBA (HCM) 503	Corporate Finance	3
BBA (HCM) 504	Islamic Banking & Finance	3
Total 12 Credit Hours		

Degree Awarding CGPA: Completion of the prescribed course work with the minimum degree awarding CGPA (2.5 out of 4.0).

Comprehensive Examination: Satisfactory performance in the comprehensive examination to be taken after completion of the prescribed course work with the minimum degree awarding CGPA.

*The Institute has reserved the right to modify, change and rectify any existing courses time to time as per requirement and the courses may be changed from one semester to another semester. The courses of one semester may be taught in any semester as per feasibility and availability of teachers.

Besides the above programs IOHBM will launch the following program in future as given below.

Diploma Courses.

The Institute of Health and Business Management (JSMU) offers cutting-edge programs in a spectrum of highly marketable fields at the Bachelor's, Master's and Doctoral degree levels in addition to a number of specialized certificate/professional options. In today's competitive market environment, health services providing organizations cannot afford to just satisfy patients, attendants and customers. In order to be good or survive in the market and win patient/attendant and customers the organizations need to delight their customers. This situation demands professionally trained staff in relevant field that is thoroughly understand their customers and client's needs & wants and provide them a complete solution better than the competitors. To retain customers and to open the window of opportunity for the future business, a close and professional contact with the customer has always been demanded by this challenging situation.

Diploma courses (01 year)

- Diploma in health care management.
- Managing patient care areas: Clinics, Wards, Laboratory, Imaging services, Delivery suites, ICUs etc.
- Quality Assurance in Hospitals.
- Medical Informatics: Hospital Management Information Systems & "The paperless Hospital".
- Procurement, supplies & Inventory Management in Hospitals.
- Hospital Waste Management.
- Diploma in supply chain management in hospital administration.
- Diploma in human resource management in hospital administration
- Diploma in pharmaceutical management.

CERTIFICATE COURSES (8 WEEKS)

- Primary health care
- Pharmaceutical management
- Hospital Waste Management.
- Supply chain management in hospital administration.
- Human resource management in hospital administration.