

## DIPLOMA / CERTIFICATE COURSES Fee Structure & Eligibility

Duration	4 Months	Pharmaceutical Branding
Credit Hours	3	Product Management
Fee	Rs. 30,000/-	Developing Effective Pharma Representatives
Criteria	14 Years Education Or Equivalent	Hospital and Health Services Management
		Supply Chain Management
		Healthcare Management

**Alumni** - IHM graduates are working in public and private sectors, leading national and multinational organizations both in Pakistan and abroad. They are playing pivotal role at managerial levels in organizations such as WHO - UNO, GSK, Abbott, Pfizer, Dow University Hospital, Dr. Ruth K. M. Pfau Civil Hospital, Agha Khan University Hospital, Liaquat National Hospital, Memon Medical Institute, Kiran Hospital are just a few names. IHM has networked with the alumni working in Pakistan, United States, United Kingdom, UAE, Saudi Arabia and other parts of the world.



## INSTITUTE OF HEALTH MANAGEMENT (IHM)

Ojha Campus: ION Building, 4th Floor, KDA Scheme 33,  
Gulzar-e- Hijri, DUHS, Karachi.

DMC Campus: DUHS, Baba-e-Urdu Road, Karachi

Ph: 021-38771111, 99232660 Ext: 2394

E-mail: ihm@duhs.edu.pk Website: www.duhs.edu.pk

Programs	Admission Fee (One Time, Non-Refundable)	Tuition Fee	Medical Checkup Fee	RFID Card Fee	Dow Endowment	Dow Club Card	Transport Fee (Optional)	Total (With Transport)	Total (Without Transport)	Security Deposit
BBA (Morning) 135 Credit Hours	Rs. 29,040/-	Rs. 40,000/-	Rs. 1,000/-	Rs. 1,000/-	Rs. 10,000/-	Rs. 500/-	Rs. 15,000/-	Rs. 96,540/-	Rs. 81,540/-	
MBA (Morning/Evening) 96 Credit Hours	Rs. 25,000/-	Rs. 72,000/-	Rs. 1,000/-	Rs. 1,000/-	Rs. 10,000/-	Rs. 500/-	Rs. 15,000/-	Rs. 113,500/-	Rs. 98,500/-	Rs. 10,000/-
MBA (Evening) 66 Credit Hours	Rs. 25,000/-	Rs. 72,000/-	Rs. 1,000/-	Rs. 1,000/-	Rs. 10,000/-	Rs. 500/-	Rs. 15,000/-	Rs. 113,500/-	Rs. 98,500/-	Rs. 10,000/-
MBA (Morning/Evening) 30 Credit Hours	Rs. 25,000/-	Rs. 72,000/-	Rs. 1,000/-	Rs. 1,000/-	Rs. 10,000/-	Rs. 500/-	Rs. 15,000/-	Rs. 113,500/-	Rs. 98,500/-	Rs. 10,000/-
EMBA (Weekend) 66 Credit Hours	Rs. 25,000/-	Rs. 52,000/-	Rs. 1,000/-	Rs. 1,000/-	Rs. 10,000/-	Rs. 500/-	Rs. 15,000/-	Rs. 93,500/-	Rs. 78,500/-	Rs. 10,000/-



**INSTITUTE OF  
HEALTH MANAGEMENT (IHM)**



**DOW UNIVERSITY  
OF HEALTH SCIENCES (DUHS)**

## BBA, MBA, EMBA, PROGRAMS & DIPLOMA COURSES





## WELCOME TO INSTITUTE OF HEALTH MANAGEMENT

The Institute of Health Management provides education designed to prepare students and various professionals for leadership in public as well as private, profit and non profit organizations of national and international repute. The students and alumni get benefited from the Institute of Health Management's unique blend of partnerships between the academia, industry and health sector. We focus on fostering a diverse learning environment, promoting greater interdisciplinary understanding of the healthcare organizations and the business management disciplines.

### VISION STATEMENT

The Institute of Health Management seeks to prepare its graduates for a lifetime of learning, which in our changing and complex society, requires focused expertise and the abilities to communicate with, as well as to learn from, experts in other fields. At IHM, education fosters the critical thinking necessary for the exploration of unfamiliar disciplines and for the synthesis of learning, and exposes students to the richness and variety of the intellectual universe.

### MISSION STATEMENT

Our mission is to advance health services management through programs and research that provides outstanding practical education for students, create and disseminate applied knowledge, promote the understanding, and ethical practice of business and service the community.

## PROGRAMS OFFERED AT INSTITUTE OF HEALTH MANAGEMENT

### OJHA CAMPUS:

- BBA (Morning) – Healthcare Management, Finance, Management, Marketing, and HRM.
- MBA (Morning) – Pharmaceutical Management, Hospital Management, Healthcare Services Management, Finance, Marketing, and HRM.

### DMC CAMPUS:

- MBA (Evening) – Pharmaceutical Management, Hospital Management, Healthcare Services Management, Finance, Marketing, and HRM.
- EMBA (Weekend) – Hospital Management, Healthcare Services Management, Marketing, Finance for Healthcare Professionals, and Pharmaceutical Management.
- 4 Months Diploma / Certificate Courses

**Faculty of the Institute of Health Management :** The Institute of Health Management's Faculty Members are highly qualified and possess Postdoctoral Fellowships, Ph.D or post-graduate degrees in their field of expertise, including real world corporate experience in the business environment and contributions to international research publications. Further details of faculty qualification and experience are available on the DUHS website at [www.duhs.edu.pk](http://www.duhs.edu.pk)

## BBA (MORNING) 4 YEARS

**BBA (Morning) 4 Years** (135 Credit Hours) Program

**Eligibility:** A-Level/Intermediate with 50% Marks

**Selection Criteria:** Entry test is conducted by DUHS & Interview

Semester	Courses	Semester	Courses
I	Information Technology in Business Microeconomics Business Mathematics Islamic & Pakistan Studies/Ethics English-I	II	English-II Macroeconomics Introduction to Statistics Principles of Management Introduction to Business Logic
III	Oral Communication & Presentation Skills Principles of Marketing Foreign Language (Arabic / Chinese / French) Principles of Accounting Sociology Calculus Inferential Statistics	IV	Financial Accounting Public Relations & Media Communication Information Systems Business Ethics International Relations Inferential Statistics
V	Psychology Development Economics International Business Business Communication Introduction to Business Finance Cost Accounting	VI	Organizational Behavior Consumer Behavior Financial Management Operations Management Management Accounting Project Management
VII	Business Research Methods Human Resource Management Business Law Elective-I Elective-II	VIII	Business & Managerial Policy Research Project Entrepreneurship Elective-III Elective-IV OR Research Project

## EMBA (WEEKEND) 2 YEARS

**EMBA (Weekend) 2 Years** (66 Credit Hours) Program

**Eligibility:** 14 Years Education with 50% Marks & 4 Years Work Experience

**Selection Criteria:** Entry test is conducted by DUHS & Interview

Semester	Courses	Semester	Courses
I	Principles of Management Marketing Management Business Mathematics & Stats Business Economics	II	Business Communication Financial Accounting Health Policy & Economics Epidemiology & Research Methods in Healthcare Elective-I
III	Financial Management Healthcare Operations Management Cost & Management Accounting Human Resource Management Elective-II	IV	Strategic Management Healthcare Management Information Systems Health Program Evaluation Quality Assurance in Healthcare Business Project / Research Project Elective-III



## MBA (MORNING / EVENING) 3.5 YEARS

**MBA (Morning / Evening) 3.5 Years** (96 Credit Hours) Program

**Eligibility:** 14 Years Education with 50% Marks

**Selection Criteria:** Entry test is conducted by DUHS & Interview

Semester	Courses	Semester	Courses
I	Principles of Management Marketing Management Business Mathematics Business Economics Business Communication Financial Accounting	II	Organizational Behavior Healthcare Marketing Biostatistics Financial Management Healthcare Operations Management Cost & Management Accounting
III	Business Research Methods Human Resource Management Health Policy & Economics Bio Ethics Healthcare Performance Management	IV	Business & Managerial Policy Healthcare Management Information Systems Entrepreneurship Healthcare Law and Regulations Epidemiology & Demographical Methods
V	Strategic Finance Strategic Marketing Advanced Strategic Management Elective-I	VI	Quality Assurance in Healthcare Advanced Research Methods Leadership & Change Management Elective-II
VII	Elective-III Research Project/Business Project OR Thesis		

## MBA (EVENING) 2.5 YEARS

**MBA (Evening) 2.5 Years** (66 Credit Hours) Program

**Eligibility:** 16 Years Education with 50% Marks

**Selection Criteria:** Entry test is conducted by DUHS & Interview

Semester	Courses	Semester	Courses
I	Principles of Management Marketing Management Business Maths & Stats Business Economics Business Communication Financial Accounting	II	Human Resource Management Health policy & Economics Epidemiology & Demographical Methods Financial Management Healthcare Operations Management Cost & Management Accounting
III	Strategic Finance Strategic Marketing Advanced Strategic Management Elective-I	IV	Quality Assurance in Healthcare Advanced Research Methods Leadership & Change Management Elective-II
V	Research Project / Business Project Elective-III OR Research Project / Business Project OR Thesis		

## MBA (MORNING / EVENING) 1.5 YEARS

**MBA (Morning / Evening) 1.5 Years** (30 Credit Hours) Program

**Eligibility:** 16 Years Business Education with 50% Marks

**Selection Criteria:** Entry test is conducted by DUHS & Interview

Semester	Courses	Semester	Courses
I	Strategic Finance Strategic Marketing Advance Strategic Management Elective-I	II	Quality Assurance in Healthcare Advanced Research Methods Leadership & Change Management Elective-II OR Business Project / Research Project
III	Business Project / Research Project Elective-II(I) OR Thesis		