

## BBA (4-Year) Degree Program

Design Summary		
1	Normal Duration	4.0 - Year (8-Semester)
2	Total Credit Hours	130 CHs
3	Total Number of Courses	- 41 Courses (3 CHs each) - 2 Courses (2 CHs each)  - 1 Research Project (3 CHs) - $(41 \times 3) + (2 \times 2) + (1 \times 3) = 130$ CHs
4	Entry Requirement	- 12-year education (with minimum 50% marks), - IBHM Admission Test (with minimum 50% marks) - Selection Interview (satisfactory)

S No.	Course Code	Course Title	Credit Hours	Prerequisite Course(s)	Field
<b>Semester-1</b>					
1	MIS311	Introduction to Computer Applications	3-0	None	G Ed.
2	ECO312	Microeconomics	3-0	None	G Ed.
3	MTS313	Business Mathematics	3-0	None	G Ed.
4	SSC314	Islamic Studies/Ethics	2-0	None	G Ed.
5	SSC315	English-I (English Grammar and Usage)	3-0	None	G Ed.
6	MGT316	Principles of Management	3-0	None	
			<b>17-0</b>		14
<b>Semester-2</b>					
7	SSC321	English-II (English Composition)	3-0	SSC315	G Ed.
8	ECO322	Macroeconomics	3-0	ECO312	
9	MTS323	Introduction to Statistics	3-0	None	G Ed.
10	MKT324	Principles of Marketing	3-0	None	
11	SSC325	Logic	3-0	None	G Ed.
12	SSC326	Pakistan Studies	2-0	None	G Ed.
			<b>17-0</b>		11
<b>Semester-3</b>					
13	MGT411	Oral Communication & Presentation Skills	3-0	None	G Ed.
14	MKT412	Marketing Management	3-0	MKT324	
15	SSC4131	Foreign Language (Arabic)*	3-0	None	G Ed.
	SSC4132	Foreign Language (Chinese)*	3-0	None	G Ed.
	SSC4133	Foreign Language (German)*	3-0	None	G Ed.
	SSC4134	Foreign Language (French)*	3-0	None	G Ed.
16	ACC414	Principles of Accounting	3-0	None	
17	MTS415	Calculus with Applications	3-0	MTS313	G Ed.
18	SSC416	International Relations and Current Affairs	3-0	None	G Ed.
*Chose any one Foreign Language			<b>18-0</b>		12
<b>Semester-4</b>					
19	MGT421	Organizational Behavior	3-0	MGT316	
20	MIS422	Management Information System	3-0	None	G Ed.
21	MGT423	Business Ethics	3-0	None	G Ed.
22	SSC424	Psychology	3-0	None	G Ed.



23	SSC425	Environmental Sciences	3-0	None	G Ed.
			15-0		12
<b>Semester-5</b>					
24	MTS511	Inferential Statistics	3-0	MTS323	G Ed.
25	FIN512	Introduction to Business Finance	3-0	ACC414	
26	ECO513	Pakistan Economy	3-0	ECO322	G Ed.
27	MGT514	Advanced Written & Verbal Communication	3-0	MGT411	G Ed.
28	MKT515	Consumer Behavior	3-0	MKT412	
29	MGT516	Operations Management	3-0	MGT316	
			18-0		9
<b>Semester-6</b>					
30	ACC521	Financial Accounting	3-0	ACC414	
31	MGT522	Business Research Methods	3-0	MTS511	
32	LAW523	Business Law	3-0	None	
33	MGT524	Human Resource Management	3-0	MGT421	
34	FIN525	Financial Management	3-0	FIN512	
			15-0		
<b>Semester-7</b>					
35	ACC611	Cost & Managerial Accounting	3-0	ACC521	
36	MGT612	Business Policy	3-0	MKT412, MGT524, FIN525	
37	MGT613	Entrepreneurship	3-0	MKT412, MGT524	G Ed.
38	FIN614	Financial Markets & Institutions (IFMP)	3-0	FIN525	
39	xxx6xx	Elective-I	3-0	As per Elective	
40	xxx6xx	Elective-II	3-0	As per Elective	
			18-0		3
<b>Semester-8</b>					
41	RPJ621	Research Project	3-0	MGT522	
42	xxx6xx	Elective-III	3-0	As per Elective	
43	xxx6xx	Elective-IV	3-0	As per Elective	
44	xxx6xx	Elective-V	3-0	As per Elective	
			12-0		
<b>Total Credit Hours</b>			<b>130-0</b>		<b>61</b>

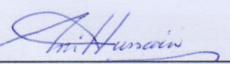
**Internship:** Six to eight week supervised internship.


**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.

**Approved On:** 18/09/2019.

**Approved By:** Academic Council (17<sup>th</sup> Meeting)

**Signed By:**   
**Name:** Dr. Izhar Hussain.  
**Designation:** Director, IBHM.

**Signed By:**   
**Name:** Mr. Habib-ur-Rehman.  
**Designation:** Program Director, IBHM.



## MBA Plan of Study 2021


(Recommended by CRC and approved in ACM held in March 2021)

### ORIENTATION to MBA Program (4 Weeks)

- |   |          |
|---|----------|
| 1. General Accounting                                   | 12 Hours |
| 2. Business Mathematics                                 | 12 Hours |
| 3. Business Communication                               | 12 Hours |
| 4. Introduction to Business                             | 12 Hours |
| 5. Microsoft Office Skills, Excel for Business Managers | 12 Hours |
| 6. Business Management and Introduction to Case Methods | 6 Hours  |
| 7. Library and Online Resources Utilization Workshops   | 6 Hours  |

#	Code	Proposed Titles	Credits	Pre-Requisites
<b>Semester I</b>				
1	FIN-511	Business Finance	3.00	None
2	MKT-512	Marketing Management	3.00	None
3	MTS-513	Data Science: Quantitative Methods (1.5 Credits)	3.00	None
		Data Science: Data Analytics (1.5Credits)		
4	ECO-514	Microeconomics for Managers	3.00	None
5	ACC515	Accounting Foundations	3.00	None
6	MGT516	Organizational Behavior & Leadership	3.00	None
<b>Semester Credits</b>			<b>18.00</b>	
<b>Semester II</b>				
7	MGT521	Managing Operations	3.00	None
8	ACC622	Accounting for Decision Making	3.00	Accounting Foundations
9	FIN-623	Financial Management	3.00	Business Finance
10	ECO-624	Macroeconomics & International Political Economy	3.00	Microeconomics for Managers
11	MGT-525	Business Communication & Negotiations	3.00	None
12	LAW-526	Legal & Regulatory Environment for Business	3.00	None
<b>Semester Credits</b>			<b>18.00</b>	
<b>Semester III</b>				
13	MGT-612	Advanced Research Methods	3.00	a. Data Science: Quantitative Methods b. Data Science: Data Analytics
14	MKT-613	Strategic Marketing	3.00	Marketing Management
15	PRJ-7XX	Small/Mini Project I or Capstone /Consulting Project Phase I	3.00	
16	XXX-6XX	---Elective I---	3.00	
17	XXX-6XX	---Elective II---	3.00	
<b>Semester Credits</b>			<b>15.00</b>	
<b>Semester IV</b>				
18	MGT-621	Advanced Strategic Management	3.00	a. Marketing Management

				b. Organizational Behavior & Leadership c. Financial Management
19	PRJ-7XX	Small/Mini Project II or Capstone /Consulting Project Phase II	3.00	Advanced Research Methods
20	XXX-6XX	---Elective III---	3.00	
21	XXX-6XX	---Elective IV---	3.00	
22	XXX-6XX	---Elective V---	3.00	
Semester Credits			15.00	
Total Programme Credits			66.00	



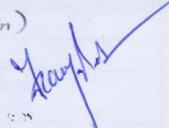
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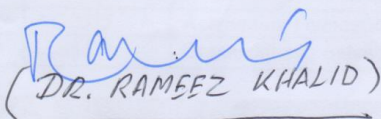
(Dr. Ume Arsen)



(Ms. Humera Asrar)



(Dr. Farajal Salman)


  
(DR. RAMEEZ KHALID)

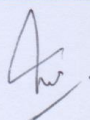


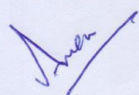
# EMBA Plan of Study

February 2022

#	Code	Semester 1	Credits	Pre-Requisites
1	FIN-511	Business Finance	3.00	None
2	ECO-514	Microeconomics for Managers	3.00	None
3	ACC515	Accounting Foundations	3.00	None
4	MGT516	Organizational Behavior & Leadership	3.00	None
Semester Credits			12.00	
Semester II				
1	MGT522	Operations & production Management	3.00	None
2	MKT-512	Marketing Management	3.00	None
3	MTS-513	Data Science: Quantitative Methods (1.5 Credits)	3.00	None
		Data Science: Data Analytics (1.5Credits)		
4	MGT-526	Impactful Communication & Negotiations	3.00	None
Semester Credits			12.00	
Semester III				
1	ACC622	Accounting for Decision Making	3.00	Accounting Foundations
2	FIN-624	Strategic Financial Management	3.00	Business Finance
3	ECO-625	Global Economics & Political Environment	3.00	Microeconomics for Managers
4	LAW-527	Ethical & Legal & Environment for Business	3.00	None
Semester Credits			12.00	
Semester IV				
1	MGT-612	Advanced Research Methods	3.00	a. Data Science: Quantitative Methods b. Data Science: Data Analytics
2	MKT-614	Global Marketing Strategy	3.00	Marketing Management
3	PRJ-7XX	Small/Mini Project I or Capstone /Consulting Project Phase I	3.00	
4	XXX-6XX	---Elective I---	3.00	
5	XXX-6XX	---Elective II---	3.00	
Semester Credits			15.00	
Semester V				
1	MGT-622	Global Business Strategy	3.00	a. Marketing Management b. Organizational Behavior & Leadership

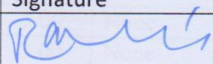
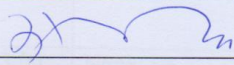
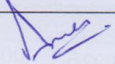

  
(Syed Habib ur Rahman)







				c. Financial Management
2	PRJ-7XX	Small/Mini Project II or Capstone /Consulting Project Phase II	3.00	Advanced Research Methods
3	XXX-6XX	---Elective III---	3.00	
4	XXX-6XX	---Elective IV---	3.00	
5	XXX-6XX	---Elective V---	3.00	
Semester Credits			15.00	
Total Programme Credits			66.00	

Serial No.	Members CRC	Signature
1	Dr Rameez Khalid, IBA (consultant for CRC)	
2	Syed Habib ur Rahman, Programs Director IBHM	
3	Dr Faryal Salman, Associate Professor IBHM	
4	Dr Ume Amen, Assistant Professor IBHM	
5	Ms Humera Asrar, Lecturer IBHM	

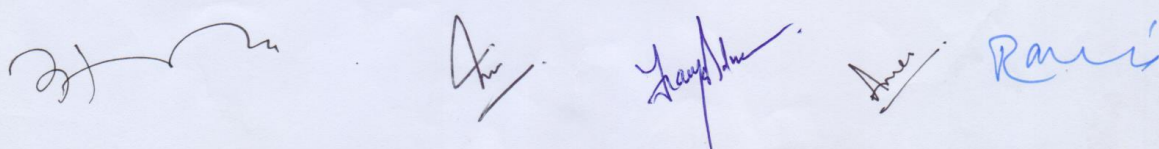


**ORIENTATION to MBA Program (4 Weeks)**

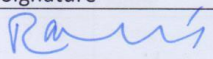
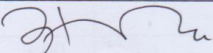
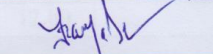
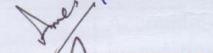
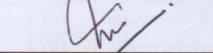
1. General Accounting	12 Hours
2. Business Mathematics	12 Hours
3. Business Communication	12 Hours
4. Introduction to Business	12 Hours
5. Microsoft Office Skills, Excel for Business Managers	12 Hours
6. Business Management and Introduction to Case Methods	6 Hours
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**MBA Plan of Study**

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2	ECO-514	Microeconomics for Managers	3.00	None
3	ACC515	Accounting Foundations	3.00	None
4	MGT516	Organizational Behavior & Leadership	3.00	None
<b>Semester Credits</b>			<b>12.00</b>	
<b>Semester II</b>				
1	MGT521	Managing Operations	3.00	None
2	MKT-512	Marketing Management	3.00	None
3	MTS-513	Data Science: Quantitative Methods (1.5 Credits)	3.00	None
		Data Science: Data Analytics (1.5Credits)		
4	MGT-525	Business Communication & Negotiations	3.00	None
<b>Semester Credits</b>			<b>12.00</b>	
<b>Semester III</b>				
1	ACC622	Accounting for Decision Making	3.00	Accounting Foundations
2	FIN-623	Financial Management	3.00	Business Finance
3	ECO-624	Macroeconomics & International Political Economy	3.00	Microeconomics for Managers
4	LAW-526	Legal & Regulatory Environment for Business	3.00	None
<b>Semester Credits</b>			<b>12.00</b>	
<b>Semester IV</b>				
1	MGT-612	Advanced Research Methods	3.00	a. Data Science: Quantitative Methods b. Data Science: Data Analytics
2	MKT-613	Strategic Marketing	3.00	Marketing Management
3	PRJ-7XX	Small/Mini Project I or Capstone /Consulting Project Phase I	3.00	



4	XXX-6XX	---Elective I---	3.00	
5	XXX-6XX	---Elective II---	3.00	
<b>Semester Credits</b>			<b>15.00</b>	
<b>Semester V</b>				
1	MGT-621	Advanced Strategic Management	3.00	a. Marketing Management b. Organizational Behavior & Leadership c. Financial Management
2	PRJ-7XX	Small/Mini Project II or Capstone /Consulting Project Phase II	3.00	Advanced Research Methods
3	XXX-6XX	---Elective III---	3.00	
4	XXX-6XX	---Elective IV---	3.00	
5	XXX-6XX	---Elective V---	3.00	
<b>Semester Credits</b>			<b>15.00</b>	
<b>Total Programme Credits</b>			<b>66.00</b>	

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5	Ms Humera Asrar, Lecturer IBHM	



## **Executive MBA (EMBA)**

### **Enhancing Your Career!**

The Institute of Business and Health Management (IBHM) established in 2007 aims to produce business leaders who play a significant role not only in the corporate sector but also within society; particularly in health sector domain. The constantly changing business demands in the emerging markets makes it imperative to offer a program with an element of offshore learning that learning that provides a solid foundation for our leaders to help them face the upcoming challenges.. Keeping in view the requirement for a tailor made program IBHM has launched a 2-3 years MBA(Executive) Program for working professionals at an advanced stage of their career.

With a carefully designed curriculum students in our Executive MBA program study how to foster creativity and innovation, meet complex business challenges and master the vocabulary of core business disciplines. Our students will deepen their leadership competencies, refine their business skills, and increase their ability to address global business opportunities through:

- A combination of rigorous courses
- Instruction by highly experienced faculty drawn from the industry and diverse areas of business practice
- Innovative pedagogy based on experiential & problem-based learning.
- A Global Immersion Program (GIP) that requires an offshore trip at our partnering academic institution.
- Personalized leadership coaching which is an integral component of the MBA (Executive) for sharpening the management and leadership skills of the participants.
- Regular advice and support from the mentors.

#### **Global Immersion program (GIP)**

- Students in the final year of the study will be required to enroll in a mandatory global course and may select an elective on off shore experiential learning course.
- Mandatory course will cover the theoretical aspects of global business practices through which students will learn about comparative business models and practices.
- In an intensive two week off shore experiential learning project students under the supervision of their instructor will visit one of the international partner academic institutions.

They will be able to compare and contrast business practices in different regions of the world to understand interconnected global economy.

- During the stay students will have corporate visits, will attend lectures by industry practitioners and engage in discussion with senior management of selected industries.
- Following the trip, students will have the opportunity to reflect on the insights gained from the experience, compare global and local business models and present their findings. Webinars and guest speaker sessions by foreign speakers from partnering university

### **Mission Statement Executive MBA**

1. Prepare the mid-career professionals for senior leadership roles, explore diverse career paths and entrepreneurial opportunities.
2. Empower the working executive to enhance their skills as a qualified, decisive, socially competent, and responsible top performer.
3. Provide exposure to global culture and business practices.

### **Program Objectives**

The program intends:

- To develop early-to-mid career professionals and emerging managers into accomplished executives capable of applying advanced leadership practices in the competitive marketplace.
- To cultivate business leaders who can develop financially healthy companies while acting with the highest level of character, integrity and purpose.
- To provide an opportunity to embrace global business perspectives, to harness a global mindset and to network with fellow professionals locally and globally.

### **Program Highlights**

- Weekend classes
- A 2-3-year, 66-credit hour blended learning program
- Global Elective on Global Immersion Program(GIP) to be offered to final year students
- Applied learning - a final project in your own company
- Renowned international faculty alongside the local professors and practitioners
- Minimum five international guest speakers sessions
- Webinars
- Focused leadership mentoring



### EMBA: 66 Credit Hours ( 2-3year program )

- For all MBA/EMBA Programs: At least 50% marks on IBHM Entrance Test
- 16 years of education with at least three years professional experience at managerial cadre.
- Students with a GMAT score between 450- 500 taken in the last 2 years will be exempted from test.

#### **Grading & Assessment:**

- Assignments, Case studies, Simulation Exercises, Essays and Term Papers
- Final exam
- Existing grading system at IBHM ( attached as annexure)

NEW				
#	Code	Proposed Titles	Credits	Pre-Requisites
<b>Semester 1</b>				
1	FIN-5XX	Business Finance	3.00	None
2	MKT-5XX	Marketing Management	3.00	None
3	MTS-5XX	Data Science: Quantitative Methods (1.5 Credits)	3.00	None
		Data Science: Data Analytics (1.5Credits)		
4	ECO-5XX	Microeconomics for Managers	3.00	None
5	FIN-5XX	Accounting Foundations	3.00	None
6	MGT-5XX	Organizational Behavior & Leadership	3.00	None
		<b>Semester Credits</b>	<b>18.00</b>	
<b>Semester 2</b>				
7	MGT-5XX	Operations & Production Management	3.00	None
8	ACC-6XX	Accounting for Decision Making	3.00	Accounting Foundations
9	FIN-6XX	Strategic Financial Management	3.00	Business Finance
10	ECO-6XX	Global Economics and Political Environment	3.00	Microeconomics for Managers
11	MGT-5XX	Impactful Communication & Negotiations	3.00	None
12	LAW-5XX	Ethical & Legal Environment for Business	3.00	None
		<b>Semester Credits</b>	<b>18.00</b>	

<b>Semester 3</b>					
13	MGT-6XX	Advanced Research Methods	3.00	a. Data Science: Quantitative Methods	Nomenclature Improvement
14	MKT-6XX	Global Marketing Strategy	3.00	b. Data Science: Data Analytics	No Change
15	PRJ-7XX	Small/Mini Project I or Capstone /Consulting Project Phase I	3.00	Marketing Management	No Change
16	XXX-6XX	---Elective I---	3.00		
17	XXX-6XX	---Elective II---	3.00		
		<b>Semester Credits</b>	<b>15.00</b>		
<b>Semester 4</b>					



18	MGT-6XX	Global Business Strategy	3.00		No Change
19	PRJ-7XX	Small/Mini Project II or Capstone /Consulting Project Phase II	3.00	Advanced Research Methods	No Change
20	XXX-6XX	---Elective III---	3.00		
21	XXX-6XX	---Elective IV---	3.00		
22	XXX-6XX	Elective V---	3.00		
		<b>Semester Credits</b>	<b>15.00</b>		
		<b>Total Credits</b>	<b>66.00</b>		

Electives:

### **Health Care**

#### **1. Pharmacoeconomics and HTA: From Theory to Practice**

The course will aim to attract wider audiences including pharmacists and professionals working in the decision support roles within the public and private-sector organisations and the individuals with interest in the application of economic evaluation and 'Health Technology Assessment (HTA)' methods in pharmaceuticals. The course will develop skills in comparing treatment and costs, measuring utility, interpreting preference measures and clinical trials' data, evidence synthesis and critical appraisal of the economic evaluations and HTA literature, as well as providing introduction to decision-modelling and use of modelling for pricing decisions.

#### **2. Medical Leadership and Management**

Based on the 'Medical Leadership Competency Framework' and the relevant curriculum developed by NHS Institute for Innovation and Improvement, and, Academy of Medical Royal Colleges UK (adopted by 'Faculty of Medical Leadership and Management (FMLM) UK'), this course will build on the notions of 'shared leadership', a hallmark of modern management practices within the realm of healthcare. The course will develop the competencies and skills essential to planning and delivery of healthcare services in the ever-competitive health sector as well as those relevant to bringing transformational change and innovation in service delivery and patient care.

*Note: We can have an alternative course 'Health Systems Management and Leadership' focusing on 'WHO Health Systems Frameworks' and its building blocks.*

#### **3. Fundamentals of Healthcare Financing**

The skills building course will attract students and interested in promoting 'Health Equity' and 'Universal Health Coverage (UHC)' using healthcare financing tools and mechanisms. The course will develop practical skills in working with the health data relevant to expenditure, disease burden, prioritisation, using appropriate financing instruments relevant to the given scenario, analysing and engaging stakeholders, as well as



planning, implementing and evaluating healthcare financing reforms in addition to introducing the students to concepts such as 'High-Performance Health Financing'.

#### 4. Globalisation and Health

The course will introduce the students to the determinants and drivers of globalisation, its effects on health of global populations as well as debates surrounding the emerging issues in global health. This course will discuss the implications of advancing globalisation by applying the 'Public Health' lens and will cover topics such as issues and actors in global health, the global health governance, health in context of global economy, trade and health, commercial sector and its role in shaping up health behaviours as well as interplay of communicable and non-communicable diseases and environment with global sphere of human health.

#### 5. Economic Analysis for Management and Policy

The course will emphasise the notion that 'economics' can be one of the essential and critical components of policymaking and health sector decision-making toolkit. The course will take a 'welfare economics' view and will discuss the core economic concepts of resource scarcity, opportunity cost, efficiency and equity in relation to health. Additionally, the course will articulate the complexities and challenges of economic decision-making at the policy level that needs to take into account the larger social and political framework surrounding the health systems. The course will also cover the application of core economic models to the institutional context of health and healthcare markets such as 'agency relationships', 'profit maximisation', 'asymmetry of information' in the insurance markets as well as provider payment mechanisms.

### General Stream

#### 1. Managing in a Diverse & Global World (Source: Carey Business School)

Business organizations and other critical organizations operate in both a market and nonmarket environment. A major focus of the course is examining contextually global diversity, inclusion, and multicultural issues through the lens of multiple dimensions. Successful, globally minded managers align the firm's capabilities with the demands of both its market and nonmarket environment. This course examines political, regulatory and societal factors of influence. Students learn to analyze the motives for focused intervention to better judge when and how political developments may affect business or organization interest. It explores the rise of "private politics" (activists, civil society networks, and NGOs), which are increasingly complementing conventional "public politics." This new plurality also opens exciting new nonmarket strategic opportunities for profit and socially driven business, providing it with new potential allies. This course stresses collective moral agency and the ethical dimensions of business and management in such a global political economy. Students explore cross-cultural perspectives on economics and business culture, and how to analyze and proactively manage the nonmarket environment through integrated market and nonmarket strategies. Cumulatively through class interaction and team activities students develop strategies for managing aspects of global diversity and inclusion within the context of a real organization opportunity.

#### 2. Emerging Markets (Source: Carey Business School)

What makes emerging financial markets different from those in the US, Western Europe, or Japan? What are the benefits of adding these markets to traditional investment portfolios? Why invest in certain countries versus others? Within a country, which asset class should we invest in -debt or equity? How do hedge funds approach these markets vs. traditional investors? From the practical perspective of a U.S. institutional investor, this course tries to help answer these questions. Through videos, readings, problem sets, and live



online sessions students should develop greater abilities to analyze global macro trends and country fundamentals, master portfolio construction concepts, and implement practical investment strategies

### 3. IT and Global Sourcing Strategy (Source: Carey Business School)

This course covers information technology developments and global-sourcing strategies. Specifically, it includes two interrelated topics. First, it covers strategic planning models in which it examines business and corporate strategies which require students to assume the role of a general manager or chief technology officer (CTO) where they have to cope with tremendous complexity, uncertainty, and inadequate information to make strategic decisions. Second, this course covers how advances in telecommunication technology along with the process of global collaboration and value creation enable the creation and delivery of new products and services. The course also explores various country evaluations and risk analyses techniques, and the opportunities and threats that business organizations face as a result of these business and technological trends. Finally, this course examines various global-sourcing and collaborations strategies, the role of standardization in global supply chains integration, and how technology influences new forms of value creation such as public-private partnerships and hybrid entrepreneurial forms in developing economies and how their businesses can develop capabilities, capacities, and competencies required to participate in global collaboration and value creation networks

### 4. Foundations of Design Leadership (Source: Carey Business School)

A rapidly changing market place demands leaders who must be intellectually dexterous and possess a range of skills and knowledge reflecting a multitude of creative disciplines. Foundations of Design Leadership surveys the language, tools, principles, and theories of the fields of design, engineering, and business as they apply to the generation of innovative design solutions. Focus is on a synthesis of design, technology, and business goals through the development of basic knowledge related to a range of topics including, aesthetics, ergonomics, finance, marketing, prototyping, creativity, accounting, manufacturing, economics, etc. Students with varied backgrounds representing the fields of business, engineering, and design, share their experience through seminars, lectures, and projects while gaining new knowledge about industries in which they have limited background. The goal of Foundations of Design Leadership is to establish a common set of knowledge among the programs diverse cohort.

### 5. Applied and Behavioral Economics in Health Care (Source: Carey Business School)

This course covers the application of economic theory to health care markets and decision-making. It explores the economic analysis of the health care industry across the continuum of care, including the role of non-profit and for-profit providers, the nature of competition, the effects of regulation and antitrust activity on hospitals, the effects of alternatives to hospital care and shifting of services between inpatient and outpatient settings and its effect on health care costs and quality. The course builds on analytical tools of economics applied to issues in health care to explore the use of economic incentives to influence health behavior, the role of asymmetric information and agency in health care, the role of decision-making biases as they apply to health care, the incentive implications of government as payer and regulator, issues surrounding equity and ethics, the role of health insurance in the economics of pricing, and the theory of the firm as it applies to physicians, hospitals, and systems.



6. Health Care Law and Regulation (Source: Carey Business School)

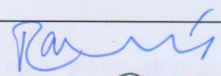
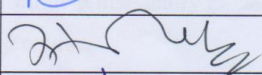
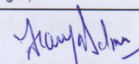
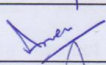
This course provides students with an overview of the legal environment as it affects medicine and business. Cutting-edge cases are utilized as students explore medical malpractice, negligence, and liability (physician, product, and corporate); criminal aspects of health care including fraud and abuse; patient consent and rights; and the current state of health care reform. This is the foundational course in the health services management curriculum.

7. Emerging Frontiers in Health Technologies and Strategies (Source: Carey Business School)

This course examines health care organizations from the perspective of managing the information systems that exist within the enterprise. Identifying the clinical and health care delivery processes and how they relate to information systems is the main focus. The intent of the course is to identify key issues confronting the management of today's health care information systems and health care organizations, examine their causes, and develop reasonable solutions to these issues. Specific federal regulations, vendor solutions, and financial implications as they relate to health care information systems are also examined.

8. Global marketing Strategy (source: UNSW Business School)

Globalisation is the process by which firms operate on a global basis, organising their structure, capabilities resources and people in such a way as to address the world as a single market. It is natural however that marketing practices will vary from country to country, and culture, economic and social circumstances, and societal infrastructure are different. These differences mean that a successful marketing approach in one country will not automatically work in another country. Customer preferences, competition, distribution channels and communications media differ. Global marketing requires marketers to behave in ways that are global and local at the same time by responding to similarities and differences in various markets. An important task in global marketing is learning to recognize the extent to which marketing plans and programs might be standardised worldwide as well as the extent to which they need to be adapted. The decision to enter markets outside the home country depends on a firm's resources, managerial attitudes, and the nature and extent of opportunities and threats. This gives rise to important themes in international marketing: market entry, partnering and strategic alliances, managing across borders, grey markets - these are some of the key issues dealt with in this course.

Serial No.	Members CRC	Signature
1	Dr Rameez Khalid, IBA (consultant for CRC)	
2	Mr. Syed Habib ur Rehman, Program Director IBHM	
3	Dr Faryal Salman, IBHM	
4	Dr Ume Amen, IBHM	
5	Ms. Humera Asrar, IBHM	