



DENNING
BUSINESS SCHOOL



UNIVERSITY
OF LONDON
RECOGNISED
TEACHING CENTRE

BUSINESS

UNDERGRADUATE
PROSPECTUS 2024-25

www.denning.edu.pk

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INTRODUCTION TO DENNING

Established in 2018, Denning is currently the largest and most reputable transnational educational institution in Pakistan which offers undergraduate and college level degrees / qualifications in the fields of law, business, computer science and accounting. Students at Denning have an opportunity to study locally and procure an internationally recognized foreign qualification which will open endless opportunities for them not just locally but throughout the world.



DENNING
LAW SCHOOL



DENNING
BUSINESS SCHOOL



DENNING
S A I C S
SCHOOL FOR ARTIFICIAL INTELLIGENCE
& COMPUTER SCIENCES



DENNING
S A F
SCHOOL FOR
ACCOUNTING & FINANCE



DENNING
D I F C
INTERNATIONAL
FOUNDATION COLLEGE

INTRODUCTION TO THE DENNING BUSINESS SCHOOL

Welcome to Denning Business School (DBS), where we are dedicated to providing our students with the best possible education to help them excel in their careers. As a Recognised Teaching Centre of the University of London, we offer our students the opportunity to earn a prestigious and globally recognised degree.

At DBS, we strive to equip our students with the knowledge and skills they need to succeed in today's ever-changing business landscape. The curriculum is designed to challenge and engage students, while also providing them with the practical experience they need to apply what they learn in real-world situations.

We have a highly qualified faculty with extensive industry experience, who are passionate about teaching and mentoring our students. Our faculty is committed to helping students achieve their academic and professional goals, and they are always available to provide guidance and support.

In addition to our rigorous academic programme, we offer a wide range of extracurricular activities and networking opportunities that allow students to build their professional networks and develop the soft skills that are so important in today's business world. Our focus on practical learning, combined with the prestige of a University of London degree, makes us the ideal choice for students who want to stand out in the dynamic business world.

We look forward to welcoming you to Denning Business School and helping you achieve your academic and professional goals.

BSc. BUSINESS ADMINISTRATION (BBA)

BSc in Business Administration programme of the UoL is an internationally recognised degree which can be procured through DBS. Academic direction for the programmes is provided by Royal Holloway, University of London.

The University of London is one of the largest and most prestigious universities in the UK, with over 120,000 students in London and a further 50,000 studying worldwide.

On successful completion of their studies at DBS, students will be awarded an internationally recognised BBA- BSc Business Administration (Hons) degree directly from the University of London.



**UNIVERSITY
OF LONDON**
RECOGNISED
TEACHING CENTRE

PROGRAMME'S KEY FEATURES

1

Skill and knowledge-based learning experience

2

Diversified course structure. Studies are based on a mix of coursework and exams

3

Opens multiple avenues for further learning and advancement in career development

4

The most up-to-date and well-structured course design aligned with the global perspective and international standards

5

Access to the University of London's online library which offers a range of learning and information resources

6

Opportunity to transfer to Royal Holloway, the University of London for 2nd or 3rd Year of studies

WHAT WILL YOU LEARN?

01

Analytical Thinking

02

Professional Writing

03

Information Technology

04

Communication Skills

05

Research- Oriented Approach



Choosing the right educational institute is an important decision and an everlasting investment in your future.

WHY BBA FROM DBS?

01

Internationally recognised foreign degree in the comfort of your home country

02

No travel, relocation or accommodation costs

03

Access to a world-class Virtual Learning Environment along with face-to-face, on-campus classes

04

Additional opportunity to transfer to Royal Holloway in the UK for Year 2 or 3

05

Practical - based Learning

06

Stepping stone and progression route to Masters anywhere across the globe

TESTIMONIALS



Maha Tariq Ghouri

After finishing my O-Levels, I got enrolled at Denning Business School's BBA programme. DBS has an experienced faculty that has always been extremely helpful. It's been a fantastic learning experience for me. The education has given me a thorough grasp of business ideas and practices.



Danish Fakhri

I am a student at Denning Business School, class of 2024. Denning has provided me with an excellent overall experience. The faculty members are highly knowledgeable and have a remarkable ability to break down even the most complex concepts into easily understandable pieces for their students.

The course material is meticulously organised and presented in a clear and straightforward manner, making it effortless to comprehend and retain.

COURSES OFFERED

YEAR 1 MODULES	
SEMESTER 1	SEMESTER 2
International Business	Accounting
Foundation of Quantitative Methods	Sustainable Organisation
Markets & Consumption	Interpreting Management
Information Systems	Organisation Studies

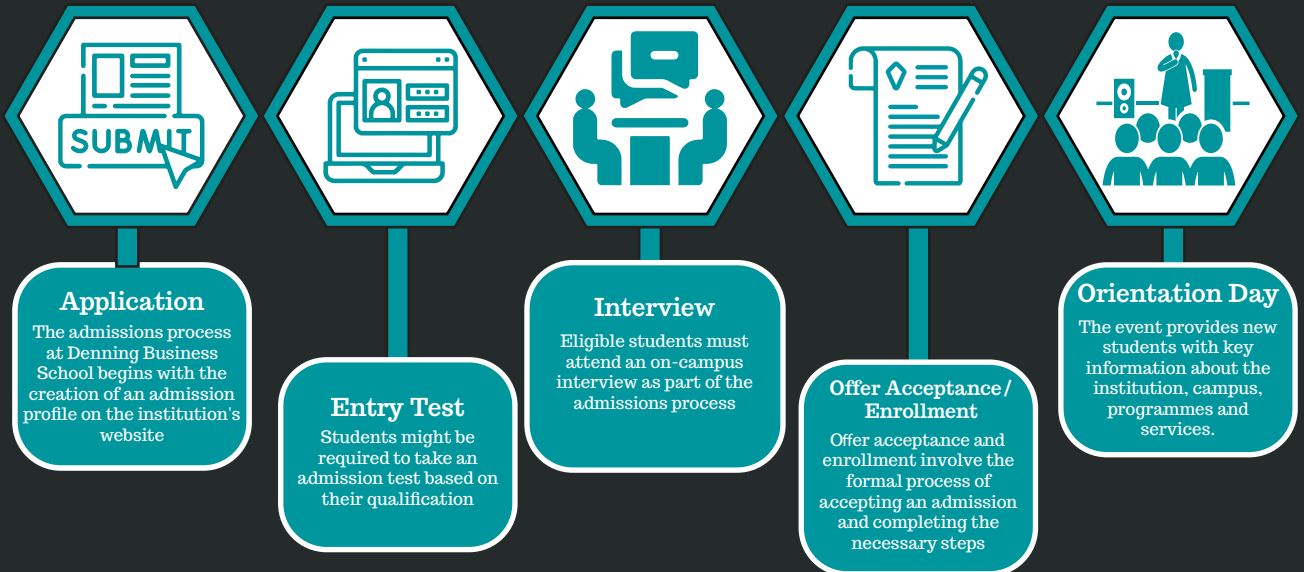
YEAR 2 MODULES	
SEMESTER 3	SEMESTER 4
Employability	Human Resource Management
Strategic Management	Accounting
Operations Management	Marketing Strategy
Marketing Strategy	Digital Marketing

YEAR 3 MODULES	
SEMESTER 5	SEMESTER 6
Brands & Branding	Advertising & Promotion
Consumer Behaviour	Global Marketing
Responsible Management	Innovation Management
Comparing HRM across Countries	Multinationals and Managing People Across Countries

ELIGIBILITY CRITERIA

QUALIFICATION	GRADE REQUIREMENT	ENGLISH LANGUAGE REQUIREMENT
A Levels or 2 Year Bachelors' Degree (Standard Entry Route - 3 years)	<p>Minimum 3 A Level passes with C grade or above;</p> <p>or</p> <p>Minimum 2 A Level passes with C grade or above and at least 5 O Level passes with a minimum of C grade or above.</p>	<p>IGCSE or GCE O-Level: English as a Second Language (grade C);</p> <p>or</p> <p>Duolingo: must achieve an overall score of at least 105;</p> <p>or</p> <p>IELTS: 6 overall, with 5.5 in each sub-test (Academic or General or IELTS Indicator Online Test)</p>
<p>Intermediate (CertHe Route - 3 years)</p> <p>* If A Levels is not completed or a student has one A level pass plus minimum 4 C's in O levels or 6 C's in O Levels then he/she will be eligible for CertHE route.</p>	<p>Minimum 60% overall percentage</p>	

APPLICATION PROCESS



FEE STRUCTURE

The fee structure for the Standard Entry / CertHE (BBA Program) route for the academic year 2024-25 is as follows:

STANDARD / CERTHE	YEAR 1	YEAR 2	YEAR 3
	PKR	PKR	PKR
Tuition Fee	335,000/-	350,000/-	350,000/-
Library Fee	10,000/-	10,000/-	10,000/-
Student Activity Fee	10,000/-	10,000/-	10,000/-
Admission Fee / Continuing Fee	45,000/-	15,000/-	15,000/-
Total Fees	400,000/-	385,000/-	385,000/-

UNIVERSITY OF LONDON FEE STRUCTURE - FOR ALL THREE YEARS Standard Entry Route

YEAR	APPLICATION FEE (NON-REFUNDABLE AND ONE TIME FEE)	REGISTRATION FEE	ASSESSMENT FEE	TOTAL FEE
YEAR 1	£ 112 (DEADLINE 28 TH SEP 2024)	£ 1932 (DEADLINE 26 TH OCT 2024)	£ 1852 (DEADLINE 28 TH FEB 2025)	£ 3,896/-
YEAR 2	-	£ 1,012 (DEADLINE 26 TH OCT 2025)	£ 1945 (DEADLINE 28 TH FEB 2026)	£ 2,957/-
YEAR 3	-	£ 1,063 (DEADLINE 26 TH OCT 2026)	£ 2042 (DEADLINE 28 TH FEB 2027)	£ 3,105/-

CertHE Route

YEAR	REGISTRATION FEE	ASSESSMENT FEE	TOTAL FEE
YEAR 1	£ 918 (DEADLINE 26 TH OCT 2024)	£ 1852 (DEADLINE 28 TH FEB 2025)	£ 2,770/-
YEAR 2	£ 2,029 (DEADLINE 26 TH OCT 2025)	£ 1945 (DEADLINE 28 TH FEB 2026)	£ 3,974/-
YEAR 3	£ 1,063 (DEADLINE 26 TH OCT 2026)	£ 2042 (DEADLINE 28 TH FEB 2027)	£ 3,105/-

EXPERIENCE

DENNING

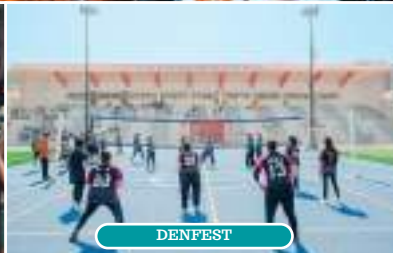
Denning Business School offers a dynamic and fulfilling student life experience. Our campus is buzzing with a plethora of social and recreational activities.



ACADEMIC EVENTS



ENRICHMENT EVENTS



SOCIETIES AT DENNING



DENNING DEBATES UNION



DENNING EXECUTIVE COUNCIL



DENNING ENTREPRENEURSHIP SOCIETY



DENNING SPORTS SOCIETY



DENNING ARTS, MUSIC, PERFORMING ARTS SOCIETY



DIALOGUES AT DENNING



DENNING PUBLIC SERVICE SOCIETY



DENNING CIRCLE FOR THE ADVANCEMENT OF WOMEN



DENNING E-SPORTS SOCIETY



WINTER CLOTHING DRIVE



BLOOD DONATION DRIVE



CYCLE FOR A CAUSE



VISIT TO SIRAT-UL-JANNAH



FOOD DONATION DRIVE

COMMUNITY EVENTS

BEYOND THE CURRICULUM



VISIT TO MOHATTA PALACE



VISIT TO ISMAIL INDUSTRIES



VISIT TO PAKISTAN STOCK EXCHANGE

CAREER DEVELOPMENT UNIT

DBS houses a specialised wing called Career Development Unit (CDU). The core objective is to provide support and help new graduates as they step into the professional world.



DENNING CONSULTANTS

Denning has an in-house consultancy wing under the banner of Denning Consultants (DENCo) that offers personalised solutions to students seeking higher education in top universities worldwide.



DBS APP AT A GLANCE

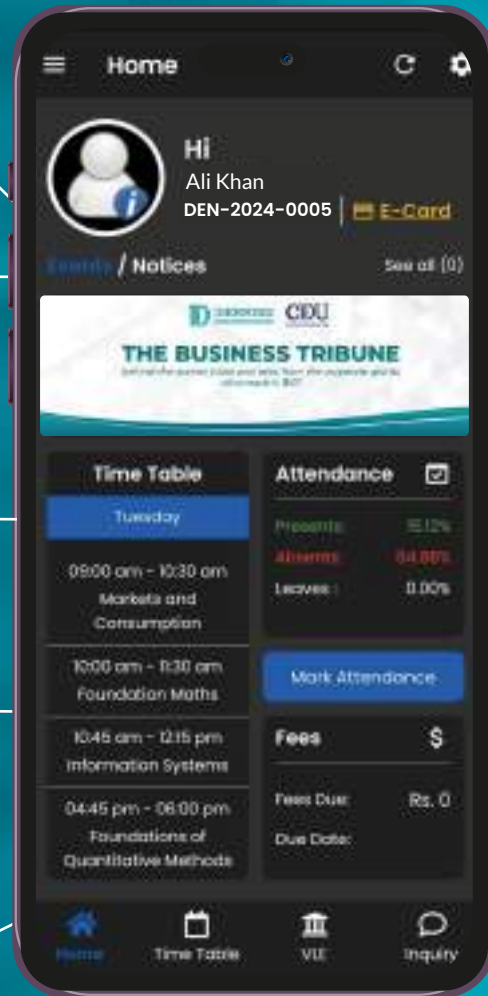
Separate email account for every student

This email account serves as Login Account to Denning Student Portal

Daily updated class timetable

Weekly timetable of classes

Face ID registration for login



Profile overview and student e-Card

Notification of latest events

Graphical stats of students attendance data and option to mark attendance digitally

List of all courses in which a student has been enrolled

VIRTUAL LEARNING ENVIRONMENT

Provides a variety of features to enhance the learning experience

A purpose-built application available on Android, iOS, Windows and Mac

VLE portal provides all the resources that a student will need to complete the relevant degree



Submitting assignments

Accessing module material

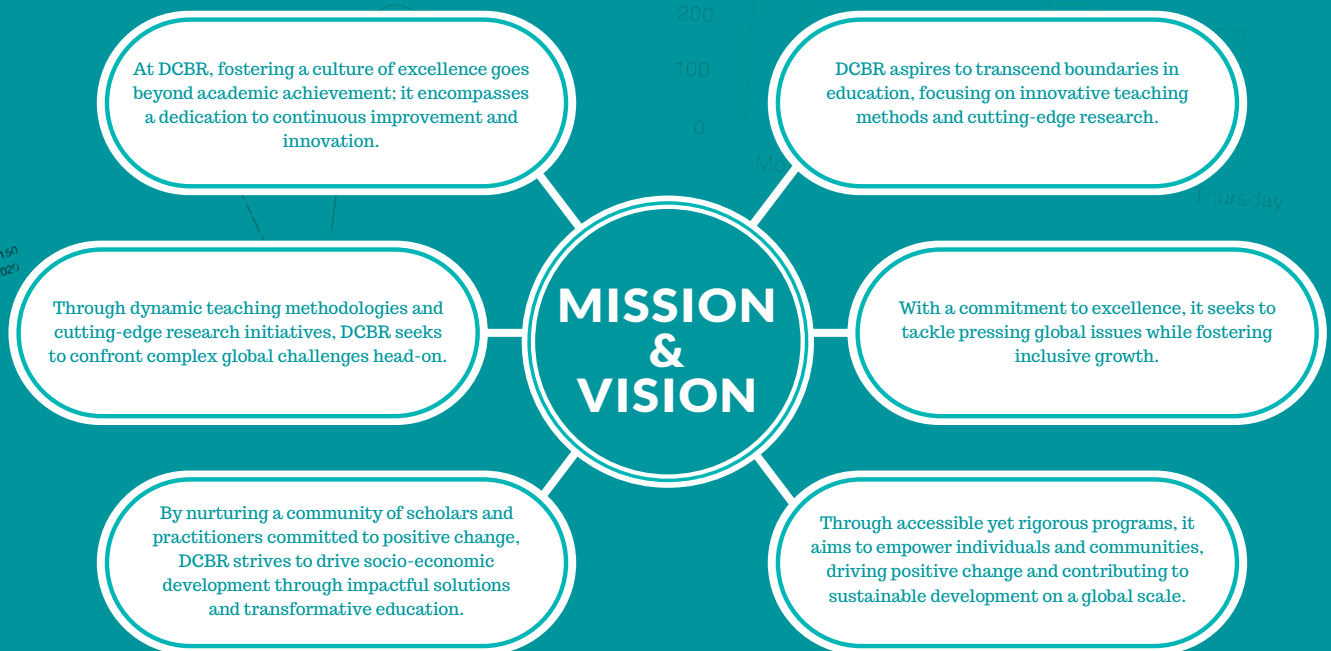
Participation in online classes and exams

Inquiries regarding financial matters

Recorded lectures and notes

DENNING CENTRE FOR BUSINESS RESEARCH

The Denning Centre for Business Research (DCBR) is dedicated to the continuous growth and enhancement of the institute's research programs and direct research activities. Our primary goal is to uplift the educational and socio-economic priorities of the university and its broader community through scholarly inquiry and practical application. DCBR offers a spectrum of services encompassing training, academic and market research, information dissemination, internal control solutions, strategic management, policy formulation, research journals, conferences, establishment of Memorandums of Understanding (MoUs) with national and international universities and institutions, and fostering diverse ideas to elevate and bolster the performance of national and international organizations alike. Its primary objective lies in the development, expansion, and enhancement of research programs, bridging research endeavors directly with educational, social, and economic imperatives of the institution and its wider community.



EMAIL

Information: info@denning.edu.pk
Admissions: admissions@denning.edu.pk

PECHS CAMPUS

Address: 33-F & 33-E, Jaffer Street, Shahrah-e-Faisal, Block 06,
PECHS, Karachi, Pakistan.

SEAVIEW CAMPUS

Address: D-120, Block 04, Clifton, Karachi, Pakistan.

CLIFTON CAMPUS

Address: D-8, Block 02, Clifton, Karachi, Pakistan.

CREEK CAMPUS

Address: Plot 3 & 3A, Sector 47, Creek Rd, Korangi Creek,
Karachi, Pakistan

CONTACT

Landline: +92111336111
WhatsApp: +923003376464

WEBSITE

www.denning.edu.pk

