



جامعة دار الحكمة
DAR AL-HEKMA UNIVERSITY

Year One					
Semester – Fall			Semester – Spring		
Course Code	Course Title	Credit Hours	Course Code	Course Title	Credit Hours
MATH 1301	College Algebra	3	BSMK 1300	Introduction to Business Administration	3
ISLS XXXX	Islamic Studies	3	BSMK 1301	Principles of Marketing Management	3
ARAB XXXX	Arabic Studies	3	BSBF 1320	Principles of Microeconomics	3
COMM 1301	Communication Skills I	3	COMM 1302	Communication Skills II	3
BBBF XXXX	Basic Body and Brain Fitness	1	MATH 1304	Calculus I	3
GELE 3301	Leadership and Emotional Intelligence	3			
Total Credit Hours		16	Total Credit Hours		15



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Year Two					
Semester – Fall			Semester – Spring		
Course Code	Course Title	Credit Hours	Course Code	Course Title	Credit Hours
BSBF 2310	Principles of Financial Accounting	3	BSBF 2330	Data Analytics and Visualization	3
BSBF 2321	Principles of Macroeconomics	3	BSBF 2340	Financial Management	3
BSMK 2303	Business Ethics and Social Responsibility	3	BSMK 2304	International Business Management	3
BSMK 2302	Strategic Human Resource Management	3	BSBF 2311	Principles of Managerial Accounting	3
STAT 2301	Statistics	3	ARAB XXXX	Arabic Studies	3
			ENTR 2301	Entrepreneurship and Design Thinking	3
Total Credit Hours		15	Total Credit Hours		18



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Year Three					
Semester – Fall			Semester – Spring		
Course Code	Course Title	Credit Hours	Course Code	Course Title	Credit Hours
BSBF 3331	Business Analysis	3	BSMK 3350	Introduction to Digital Marketing	3
BSMK 3340	Service Marketing	3	BSMK 3341	Integrated Marketing Communication	3
XXXX XXXX	Free Electives	3	BSMK 3442	Brand Management & Strategy	3
GEAI 2301	Introduction to Artificial Intelligence	3	BSMK 3343	Business to Business	3
GERM 3301	Research Methodology	3	BSMK 3344	Internship: Marketing / to be completed in summer	3
Total Credit Hours		15	Total Credit Hours		15



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Year Four					
Semester – Fall			Semester – Spring		
Course Code	Course Title	Credit Hours	Course Code	Course Title	Credit Hours
BSMK 4305	Operation Management	3	BSMK 4307	Strategic Management	3
BSMK 4306	Legal Environment of Business	3	BSMK 4342	Consumer Behavior	3
XXXX XXXX	School/Program Elective/Track	3	BSMK 4341	Senior Project II	3
ISLS XXXX	Islamic Studies	3	XXXX XXXX	School/Program Elective/Track	3
BSMK 4340	Senior Project I	3	XXXX XXXX	School/Program Elective/Track	3
Total Credit Hours		15	Total Credit Hours		15