



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
BBUS 1301	Introduction to Business	3	BACC 1301	Principles of Financial Accounting	3
MATH 1301	College Algebra	3	BMGT 1301	Principles of Management Prerequisite: BBUS 1301	3
BMKT 1301	Principles of Marketing Management	3	BECO 1201	Principles of Microeconomics	2
COMM 1301	Communication Skills I	3	MATH 1303	Calculus	3
ICTC 1301	Information and Communication Technology	3	BBIS 1301	Business Information Systems	3
ARAB XXXX	Arabic Studies	3	ISLS XXXX	Islamic Studies	3
Total Credit Hours		18	Total Credit Hours		17



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Year Two					
Semester – Fall			Semester – Spring		
Course Code	Course Title	Credit Hours	Course Code	Course Title	Credit Hours
BACC 2301	Principles of Managerial Accounting	3	BBUS 2302	Quantitative Analysis for Management	3
BECO 2301	Principles of Macroeconomics	3	BFIN 2302	Financial Management	3
BMGT 2302	Human Resource Management	3	MKTG 2301	Advanced Marketing Prerequisite :BMKT 1301	3
BSTA 2301	Statistics for Business	3	BMGT 2301	Principles of Organizational Behavior	3
ARTS XXXX	Arts and Design	2	ITAI 1201	Introduction to Artificial Intelligence	2
COMM 1302	Communication Skills II	3	XXXX XXXX	Required General Ed Electives (HUMN, NASC, SBSC)	3
Total Credit Hours		17	Total Credit Hours		17



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Year Three					
Semester – Fall			Semester – Spring		
Course Code	Course Title	Credit Hours	Course Code	Course Title	Credit Hours
BMGT 3301	International Business Management	3	BMGT 3304	Strategic Management Prerequisite: BMKT 1301 & BMGT 2302 & BFIN 2302 & BMGT 3301	3
BMGT 3201	Legal Environment of Business	2	MKTG 3306	Consumer Behavior Prerequisite: BBUS 3302 & MKTG 2301	3
BBUS 3302	Research Methodology Prerequisite: BSTA 2301	3	MKTG 3307	Marketing Research Prerequisite : BBUS 3302 & MKTG 2301	3
MKTG 3304	Integrated Marketing Communication Prerequisite: MKTG 2301	3	EMOI 1201		2
ENTR 3301	Entrepreneurship and Design Thinking	3	ISLS XXXX	Islamic Studies	3
ARAB XXXX	Arabic Studies	3	XXXX XXXX	Required General Ed Electives (HUMN, NASC, SBSC)	3
Total Credit Hours		17	Total Credit Hours		17



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Year Four					
Semester – Fall			Semester – Spring		
Course Code	Course Title	Credit Hours	Course Code	Course Title	Credit Hours
BBUS 4301	Business Ethics and Social Responsibility Prerequisite: BMKT 1301 & BMGT 1301	3	MKTG 4307	Digital and Social Media Marketing Prerequisite: MKTG 4306	3
MKTG 4305	Brand Management and Strategy Prerequisite: BACC 2301 & MKTG 2301	3	MKTG 4308	Internship: Marketing Prerequisite: MKTG 3304 & MKTG 3306 & MKTG 3307 & MKTG 4305 & MKTG 4306	3
MKTG 4306	Marketing Strategy Prerequisite: MKTG 3304	3	XXXX XXXX	School/Program Elective	3
BBBF 1101	Basic Body and Brain Fitness	1	XXXX XXXX	Free Electives	3
ISLS XXXX	Islamic Studies	2			
XXXX XXXX	Free Electives	3			
Total Credit Hours		15	Total Credit Hours		12