



Bachelor of Business Marketing

Level – I							
Semester Two				Semester One			
C.H			Subject Name	C.H			Subject Name
Total	Practical	Theoretical		Total	Practical	Theoretical	
3	—	3	Arabic (2)	3	—	3	Arabic (1)
3	—	3	English (2)	3	—	3	English (1)
3	—	3	Accounting Principles (2)	3	—	3	Accounting Principles (1)
3	—	3	Macroeconomics Principles	3	—	3	Microeconomic principles
3	—	3	Islamic Culture	3	—	3	Principles of Business Administration
3	—	3	Basics of Statistics	3	—	3	Pure Mathematics
////	////	////	////	3	2	2	Basics of Computer & Internet
Level – II							
Semester Two				Semester One			
C.H			Subject Name	C.H			Subject Name
Total	Practical	Theoretical		Total	Practical	Theoretical	
3	—	3	Corporation Accounting	3	—	3	Partnerships Accounting
3	—	3	Principles of Public Finance	3	—	3	Commercial Law
3	—	3	Operations & Production Management	3	—	3	Financial mathematics
3	—	3	Research Methodology	3	—	3	Money & Banks
3	—	3	Organizational Behavior	3	—	3	Insurance & Risk Management
3	—	3	Human Recourse Management	3	—	3	Basics of Marketing
Level – III							
Semester Two				Semester One			
C.H			Subject Name	C.H			Subject Name
Total	Practical	Theoretical		Total	Practical	Theoretical	
3	—	3	تكاليف التسويق	3	—	3	Cost Accounting(1)
3	—	3	Marketing Information systems	3	—	3	Financial Management
3	—	3	Marketing of Banking services	3	—	3	Sales Management
3	—	3	Marketing Research	3	—	3	Specialized Enterprises Accounting
3	—	3	Marketing Communications	3	—	3	Management of distributing Channels
3	—	3	E-commerce	3	—	3	Consumer Behavior
Level – IV							
Semester Two				Semester One			
C.H			Subject Name	C.H			Subject Name
Total	Practical	Theoretical		Total	Practical	Theoretical	
3	—	3	Feasibility Study & Projects Evaluation	3	—	3	International Marketing
3	—	3	Negotiation Management	3	—	3	Marketing Studies In English
3	—	3	Oil Marketing	3	—	3	Total Quality Management
3	—	3	Health Marketing Management	3	—	3	Marketing Strategies
3	—	3	Agriculture Marketing Management	3	—	3	Tourist marketing Management
3	—	3	Graduation Research	3	—	3	Political marketing Management