



الجامعة  
الأمريكية  
في الإمارات  
American  
University  
in the Emirates

# UNDERGRADUATE CATALOG

Updated on 28 April 2021

2020-2021

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# University Catalog:

## Disclaimer

The American University in the Emirates aims to adhere to policies and procedures, Admission and Registration, Bachelor and Master Degree requirements and financial charges as announced in this Catalog. The AUE, still, reserves the right to modify its policies that may affect the admission and enrollment of students or the granting of credit degrees, or to adjust its fees and other charges, when such adjustments are deemed necessary.

Efforts are made to ensure that the information provided in this catalog is accurate, therefore regulations and policies of the University are not changed by other errors.

Anyone attending the American University in the Emirates is required to abide by the AUE code of conduct which is consistent with the United Arab Emirates norms and traditions.

While this catalog is a contract between AUE and students, each student is ultimately responsible to read and understand all policies and regulations, and ensure fulfilling all graduation requirements for the student's particular program.



## Academic Calendar

FALL SEMESTER 2020-2021 "Weekend"		
AUG-20	1	Start day of Registration
	1 - 4 - 6 - 8 - 11 - 13 - 17 - 20 - 27	Admission Placement tests
	From 23 to 27	New Faculty Orientation
	28	Start day of classes (Weekend classes)
	28 - 1 Sep	Add and Drop
SEP-20	31 - 3 Sep	Student Orientation
	1	Last day of Registration
	2 - 3	Late registration (with late registration fees)
OCT-20	8	Last day of withdraw courses without grade penalty "W"
	9 - 5 Dec	" Withdraw courses with penalty "WF"
	11 - 22	Midterm exam
	23 - 29	Midterm grades publishing
	29	Prophet Mohamed Birthday
DEC-20	1	Commemoration Day
	2 - 3	National Day
	9	Last day of classes
	10	Final Exam begins
	19	Final Exam ends
	21	Last day of final grade publishing
	23	Final Grade Appeal
	25 - 14 Jan 2021	Winter Break

FALL SEMESTER 2020-2021 "Weekday"		
AUG-20	1	Start day of Registration
	1 - 4 - 6 - 8 - 11 - 13 - 17 - 20 - 27	Admission Placement tests
	From 23 to 27	New Faculty Orientation
	30	Start day of classes (Weekend classes)
	30 - 3 Sep	Add and Drop



SEP-20	31 – 3 Sep	Student Orientation
	3	Last day of Registration
	4 - 5	Late registration (with late registration fees)
OCT-20	8	Last day of withdraw courses without grade penalty "W"
	9 - 5 Dec	" Withdraw courses with penalty "WF"
	11 - 22	Midterm exam
	23 - 29	Midterm grades publishing
	29	Prophet Mohamed Birthday
DEC-20	1	Commemoration Day
	2 - 3	National Day
	9	Last day of classes
	10	Final Exam begins
	19	Final Exam ends
	21	Last day of final grade publishing
	23	Final Grade Appeal
	25 - 14 Jan 2021	Winter Break

### SPRING SEMESTER 2020-2021 "Weekend"

JAN-21	1	New Year
	2	Start day of Registration
	5 - 6 - 7 - 8 - 9 - 10 - 11 - 12 - 13 - 14	Admission Placement tests
	From 5 to 9	New Faculty Orientation
	15	Start day of classes (weekend classes)
	15 - 19	Add and Drop
	19	Last day of Registration
	20 - 21	Late registration (with late registration fees)
FEB-21	22 JAN - 5	Student Orientation
	24	Last day of withdraw courses without grade penalty "W"
	25 – 10 March	Midterm exam
MAR-21	11 - 16	Midterm grades publishing
	26	Beginning of Spring Break

<b>APR-21</b>	<b>8</b>	End of Spring Break
	<b>9</b>	Class resumption
<b>MAY-21</b>	<b>9</b>	Last day to withdraw from courses after midterm "WF"
	<b>12 – 13</b>	Eid Al Fitr
	<b>15</b>	Last day of classes
	<b>16</b>	Final Exam begins
	<b>25</b>	Final Exam ends
	<b>27</b>	Last day of final grade publishing
	<b>28</b>	Final Grade Appeal

**SPRING SEMESTER 2020-2021**  
"Weekday"

<b>JAN-21</b>	<b>1</b>	New Year
	<b>2</b>	Start day of Registration
	<b>5 - 6 - 7 - 8 - 9 - 10 - 11 - 12 - 13 - 14</b>	Admission Placement tests
	<b>From 5 to 9</b>	New Faculty Orientation
	<b>17</b>	Start day of classes (weekend classes)
	<b>17 - 21</b>	Add and Drop
	<b>21</b>	Last day of Registration
	<b>22 - 23</b>	Late registration (with late registration fees)
<b>FEB-21</b>	<b>22 JAN - 5</b>	Student Orientation
	<b>25</b>	Last day of withdraw courses without grade penalty "W"
	<b>25 – 10 March</b>	Midterm exam
<b>MAR-21</b>	<b>11 - 16</b>	Midterm grades publishing
	<b>26</b>	Beginning of Spring Break
<b>APR-21</b>	<b>8</b>	End of Spring Break
	<b>9</b>	Class resumption
<b>MAY-21</b>	<b>9</b>	Last day to withdraw from courses after midterm "WF"
	<b>12 – 13</b>	Eid Al Fitr
	<b>15</b>	Last day of classes

	<b>16</b>	Final Exam begins
	<b>25</b>	Final Exam ends
	<b>27</b>	Last day of final grade publishing
	<b>28</b>	Final Grade Appeal

**SUMMER TERM 2020-2021**  
**"Weekend"**

<b>MAY - 21</b>	<b>1 May</b>	Start day of Registration
	<b>24 – 25 – 26 – 27 – 28 – 29 – 30</b>	Admission Placement tests
	<b>From 24 to 28</b>	New Faculty Orientation
<b>JUNE - 21</b>	<b>4</b>	Start day of classes (weekend classes)
	<b>4 - 7</b>	Add and Drop
	<b>7</b>	Last day of Registration
	<b>8</b>	Late registration (with late registration fees)
	<b>7 – 13</b>	Student Orientation
	<b>30</b>	Last day of withdraw courses without grade penalty "W"
	<b>18 - 24</b>	Midterm exam
	<b>25 - 29</b>	Midterm grades publishing
<b>JULY - 21</b>	<b>19</b>	Arafat Day
	<b>20 - 22</b>	Eid Al Adha
	<b>25</b>	Last day of withdraw courses with grade penalty "WF"
	<b>30</b>	Start day of Final Exam
<b>AUGUST - 21</b>	<b>3</b>	Last day of Final Exam
	<b>5</b>	Last day of grade publishing
	<b>7</b>	Grade Appeal

SUMMER TERM 2020-2021 "Weekday"		
MAY - 21	1 May	Start day of Registration
	24 – 25 – 26 – 27 – 28 – 29 – 30	Admission Placement tests
	From 24 to 28	New Faculty Orientation
JUNE - 21	6	Start day of classes (weekend classes)
	4 - 6	Add and Drop
	10	Last day of Registration
	11	Late registration (with late registration fees)
	7 – 13	Student Orientation
	30	Last day of withdraw courses without grade penalty "W"
	18 - 24	Midterm exam
	25 - 29	Midterm grades publishing
JULY - 21	19	Arafat Day
	20 - 22	Eid Al Adha
	25	Last day of withdraw courses with grade penalty "WF"
	30	Start day of Final Exam
AUGUST - 21	3	Last day of Final Exam
	5	Last day of grade publishing
	7	Grade Appeal

(\* ) All Islamic lunar holidays for the private sector will be fixed per announcement by the relevant ministry

# About American University in the Emirates

## History

The American University in the Emirates (AUE) originated in the academic year 2006-2007 as the “American College in the Emirates” (ACE). As a self-financed institution, ACE awarded two-year associate degrees in media, information technology, business, and design. It focused on general education and liberal arts for a student’s first year and offered specialization courses with job training for the second year.

The cohort of 2006-2007 comprised 40 students, a blend of first-year students and working professionals. By the year’s end, 21 students dropped out; the dropouts’ barriers were lack of competency in the English language and mathematics. However, with the shareholders’ commitment and financial support, two new priorities were added to the initial strategic plan: 1) student success and retention and 2) resource optimization. By the end of the academic year 2007-2008, the College developed the slogan “Nothing is Impossible”.

In 2008-2009, the College’s Board of Trustees observed the effects of the crisis on the United Arab Emirates’ markets and business firms and on the College’s graduates. Consequently, bachelor’s degree programs were offered. By the end of the academic year 2007-2008 (May 2008), American College in the Emirates changed its name to “American University in the Emirates” (AUE). Simultaneously, the Institution substituted its associate degree programs with four-year bachelor’s degree programs.

In 2009-2010, AUE received initial accreditation of its bachelor’s programs in Media, Business, Computer, and Design. The College of Business Administration (COBA) started offering a bachelor’s degree in Business Administration with three specializations and added another five unique specializations in the following year. COBA also became a member of AACSB International—The Association to Advance Collegiate Schools of Business (AACSB)—in April 2013 and has worked towards its initial accreditation since then. AUE also received the initial accreditation of its first graduate program, Master of Arts in Diplomacy. The university received the initial accreditation of another two programs in Digital Animation and Graphic Design in June 2009. This year also witnessed new academic programs in the College of Computer Information Technology (CCIT) with two Bachelor’s Degree Programs. The College of Media and Mass Communication (CMMC) started offering specializations in Public Relations, International Relations, and Media Sales.

In 2010-2011, AUE received its initial accreditation for Interior Design and Fashion Design for its Bachelor of Science in Design. The University that year added another graduate program, Master’s in Business Administration, and established the College of Law (CLAW) with a Bachelor of Law program. In 2010-2011, AUE held an “Underwater Fashion Show” at the Atlantis Hotel on The Palm and took the initiative to form an official Student Council. Also, an athletic office was established with the men’s swimming and soccer team.

In 2011-2012, the university established the Office of Career and Internship and the Office of Alumni and organized AUE's first Commencement Ceremony on November 11th, 2011. The University's soccer team won first place amongst Dubai Universities Football League and third place in the National League in the following year. In addition, the swimming team won first place in the National Universities Swimming Championship. Students also initiated "Global Day", which focused on appreciating and celebrating the multicultural community at AUE. The event has been celebrated every year since then.

The university added another specialization of Radio and TV in the Bachelor of Arts in Media and Mass Communication in February 2012.

In 2012-2013, A Bachelor of Arts in Security and Strategic Studies was launched, with four unique specializations in Natural Disaster Management, Emergency Management, Crisis Management, and Risk Management. Two graduate programs were offered at the same year: Master of Sports Management and Master of Arts in Security and Strategic Studies. The University organized its first Winter International Practicum Program for Villanova University and its second AUE Commencement Ceremony on 12/12/12!

In 2013-2014, AUE hosted an international conference on NATO's approach to Gulf Cooperation, "Lessons Learned and Future Challenges. In the same year, AUE also hosted its Global Day event and its first local event to raise awareness of breast cancer. The year witnessed its third commencement ceremony, held on 11/12/13!

In 2014-2015, the University received accreditation for a new graduate program in sports law and its initial accreditation to offer another Bachelor's Program in Public Relations.

AUE also held its first International Breast Cancer Awareness Forum, its first International Conference on Sports Management and Sports Law and 'International Conference on National Capacity Building Strategy for Sustainable Development and Poverty Alleviation in May 2015. In 2014-2015, the commencement was conducted in the desert for the first time.

AUE also organized the International Conference on Technology and Business Management (ICTBM-15) in association with the International Forum of Management Scholar in March 2015. AUE Students participated in a number of activities and competitions abroad: the Jaguar MENA Design XE competition, Thai Fabric Workshop organized by the Thailand Academy Project, a youth leadership conference in Prague, and a study abroad program in the US, "America in Global Context Summer Scholars Program," at George Mason University. Also, students visited Istanbul Modern and the Research Centre for Islamic History, Art and Culture (IRCICA).

Students from the Professional Master of Sports Law at the College of Law organized a seminar entitled "Criminalisation of Drugs and the Prohibition of Steroids in Sport" in June 2015.

In addition, AUE organized a series for various countries' ambassadors to share their valuable insights and rich experience about contemporary issues, and it initiated the "UAE Familiarization Program" and welcomed students from Sam Houston State University.

In 2015-2016, IBM tracks were integrated into the College of Computer Information Technology's Network Security and Digital Forensics courses. Also, College of Design students received the Recycle Runway Awards at the BRIDE Show Dubai 2016.

The university established the International Council of Women and welcomed the delegates from Villanova University and Sam Houston State University under the "UAE Familiarization Program". AUE also conducted a vital two-day workshop on International Sports Tourism and another two-day workshop on Refugees Protection.

Another significant event was organized for budding broadcast journalists and filmmakers. Simulation and protocol trip to Greece was conducted. Students had also the opportunity to visit NATO Defense Range at Chania. The year witnessed a glittering commencement ceremony on 12/15/15!

In 2016-2017, the university introduced the Bachelor of Education and another three graduate programs were added to the College of Law: Master in Arbitration, Master of Criminal Science, and Master in Intellectual Property. Furthermore, AUE held its 1st International Equine Forum. AUE and Dubai Immigration Department organized jointly a seminar in the area of Future Foresight. As a result of this seminar, AUE organized the Future Foresight Workshop.

The seminar for knowledge management was organized in April 2017 at the Dubai Court and delivered by knowledge management international practitioners and academics. The year also witnessed an International Design Conference on Education, Teaching, & Learning in October 2016, organized by the College of Design.

In honor of Gulf Cancer Week and World Cancer Day, the university conducted a trilogy of seminars to raise awareness of the causes and preventions of cancer and change attitudes in the UAE. Also, AUE students were selected in the China International Ceremonial Couture Design Contest 2016 in Beijing with the theme of "China's Silk Road". The graduation ceremony was on 6/6/16.

In 2017-2018, the graduate program in Master in Security and Information Analysis was initially accredited, and the Bachelor of Science in Computer Science program received accreditation from the Accreditation Board for Engineering and Technology.

In November 2017, the College of Computer Information Technology organized the first Smart Cities Forum at the University premises. Also, AUE held its first International Research Conference in association with Springer. To celebrate the university 10th anniversary, the university hosted a two-day Anniversary Carnival at their campus in Academic City attended by many students, faculty, and guests.

The College of Business Administration hosted its first AUE International Forum in Hospital, Insurance & Healthcare Management on May 7th and 8th, 2017. The university this year also celebrated the winning of its football team in the universities' champions league.

The university also established a seventh College unique to the Middle East: the College of Security and Global Studies. The University received the reaccreditation of its business, design, and security programs and accreditation of a multidisciplinary master's degree program in Knowledge Management.

The university also witnessed the first annual student council ceremony and had an inter-university debate competition in cooperation with Dubai International Academic City.

In 2017-2018, the university registered its first patent with United Kingdom Intellectual Property Office for Lifeguard behavioral intervention technology and a second patent with UAE Patent Office for Road and Transport Authority parking services.

In 2018-2019, AUE held its second International Research Conference during the academic year 2018-2019 in association with Springer on sustainable development and social responsibility.

In November 2018, the College of Computer Information Technology held its second forum of Smart Cities. The University hosted its inaugural Alumni Association Reunion in January, and in February, it hosted its Annual Car Show. In March 2019, the College of Law launched its Journal of Legal and Judicial Research incorporating three languages.

Also, the College of Design (CDES) organized the 1st Melange Exclusif Fashion Show in March 2019, and in April 2019, the College of Law organized the first scientific conference. The University also represented the United Arab Emirates in the Asian University Sports Federation (AUSF) Football Cup in China.

The university established the Innovation lab. The students also participated in UAE Innovation week in February 2019 and presented their projects in "Think Science."

The University renamed its annual Global Day 2019 as "Tolerance Festival" in line with the UAE's decision to strengthen stability and prosperity in the region. The year 2018-2019 also witnessed the establishment of the Faculty Senate for shared governance.

This year, the University started conducting annual faculty and staff elections for representatives in the University Council, Academic Council, Administrative Council, and Enrollment Council.

Moreover, the University this year registered another patent with the Patent Office of the Cooperation Council for the Arab States of the Gulf for a parking reservation device and online management system.

The year ended with a memorable commencement ceremony in line with the Year of Tolerance in June 2019.

In 2019-2020, the Student Life and Community Engagement Office hosted 30 student activities and events during the Fall semester, including a Freshman Fun Day and the Club Fair.

The University was showcased in the film "Midas," screened virtually at the Burbank International Film Festival in California in September, hosted the Expo2020 Dubai team on campus, and taught and provided short-training programs to prisoners.

In response to the global pandemic in the academic year 2019-2020, AUE shifted its course delivery and services to distance learning. Through its Student Life & Community Engagement Office, the Student Life Office organized "C3: Connecting to Combat Corona," a virtual student engagement and wellbeing program, where various students, professionals, and influencers were invited to participate in live webinars that incorporated a mix of the arts, wellbeing, and practical knowledge.

In that year, The number of publications in Scopus-indexed journals reached 100, with an overall increase in Q1 and Q2 publications. The total number of publications was 312.

Students under faculty supervision helped the UAE governmental sector by a virtual presentation to the General Directorate of Residency and Foreigners Affairs. The year also witnessed an industrial collaborative project among the University, Dubai immigration, and Hewlett-Packard (HP), and another with the Roads and Transport Authority.

In response to the unfolding of the global pandemic in the academic year 2019-2020, AUE shifted its course delivery and services online. The University has extended its academic and student support services to include the following five areas:



1. Academic Support Services, which include access to a broad range of educational learning opportunities for the enhancement of teaching, research and creative activities for faculty members and students.
2. Academic support services also include the Advising and Success Center, which offers support and assistance in conjunction with academic advisers to track student academic performance.
3. Students with physical and/or mental special needs receive the support needed not only physically but also virtually by the Counseling and Disability Office to achieve their academic career goals.
4. Student Support Services support students by offering various avenues of financial support. The Learning Management System allows students to apply for grants, scholarships and financial aids and allows them to submit the necessary supporting documentation online for the Students Life Office analysis, evaluation, and implementation in the light of the Student Financial Support Policy.
5. The Career and Job Placement Office prepares students for successful employment and offers an online career platform within the Student Learning Management Framework, allowing them to upload their resumes, view available jobs and upcoming career activities online, in accordance with the Career Policy.

## Vision Statement

The American University in the Emirates (AUE) is dedicated to be one of the leading higher educational institutions locally and regionally, providing an integrated pathway for students to become creative, effective, and productive members of the community.

## Mission Statement

The American University in the Emirates is a coeducational undergraduate and graduate degree-granting institution committed to preparing students as global citizens for future career aspirations and lifelong learning through quality teaching, research, and service opportunities.

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## Institutional Goals

**Goal 1:** Offer quality academic programs that enable students' success as professionals and positive contributors to their various communities.

**Goal 2:** Promote and support academic research at AUE.

**Goal 3:** Enhance and expand student and academic support services based on best practices to support students at AUE.

**Goal 4:** Engage in sustainable practices in the areas of finance, health, safety, and risk management.

Goal 5: Integrate quality management and institutional effectiveness processes across the university to seek improvement by using results.

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## Core Values

- Respect and Dignity for all.
- Openness, Trust and Integrity.
- Innovation and Creativity.
- Teamwork and Partnership for Common Goals.
- Persistence and Entrepreneurialism.
- Stewardship and Economic Viability.
- Equal Opportunities and Recognition.
- Improved Quality of Life.
- Safety and Environmental Responsibility.

## Accreditation

American University in the Emirates, located in Dubai is officially licensed to 04<sup>th</sup>, September, 2022 by the Ministry of Education of the United Arab Emirates to award degrees/qualifications in higher education.

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## International Accreditation

### **College of Business Administration**

As the world's largest business education alliance, AACSB International—The Association to Advance Collegiate Schools of Business (AACSB)—connects educators, students, and businesses to achieve a common goal: to create the next generation of great leaders. AACSB is a global membership association for the business education industry. The member network, known as the AACSB Business Education Alliance, is a network of business educators, business, nonprofit, and public-sector organizations dedicated to sharing knowledge and best practices to accelerate innovation in business education. The American University in the Emirates College of Business Administration is a member of AACSB and is working to achieve accreditation. AACSB International is a global association of leaders in education and business dedicated to supporting and advancing quality business education worldwide. Through membership, accreditation, research, thought leadership, professional development, and advocacy, AACSB partners with over 1,700 organizations, from more than 100 countries. Membership or participation in the Global Education Alliance does not imply accreditation.

### College of Computer Information Technology

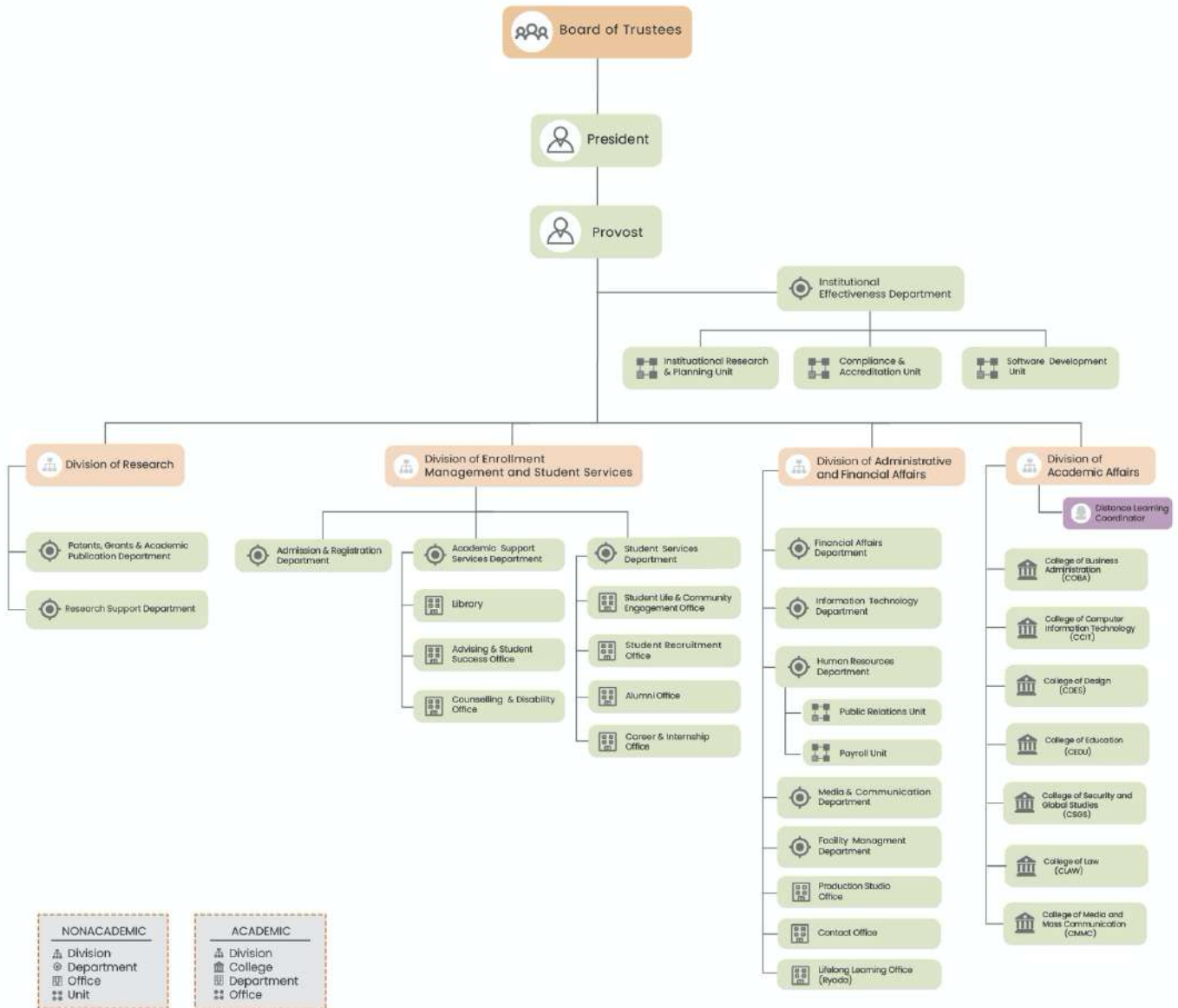
The Bachelor of Computer Science in the College of Computer Information Technology is accredited by the Computing Accreditation Commission of ABET: <https://amspub.abet.org/aps/name-search?searchType=institution&keyword=american%20University%20in%20the%20>



# Organizational Chart



## Organizational Chart



## The campus

### Location:

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The university is situated in Dubai International Academic City (DIAC), very accessible to all residential and commercial areas and at a 30-minute drive from the downtown. DIAC is a hub of education, where American University in the Emirates is one of the biggest Universities in the area neighbored with a number of other Universities from around the world.

### Building:

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The University campus is located in Block 6 and 7 of the Dubai International Academic City (DIAC). The University accommodates the building with 41 classrooms, 207 faculty and administrative offices, one (1) Conference Hall, 11 Meeting rooms, 1 Library, 2 Recreation and waiting areas, 1 First aid clinic, 1 Male and 1 Female rooms, in order to the academic and administrative activities.

The University shares the sports facilities, parking services, food court and recreation facilities with other Universities in Dubai International Academic City providing all campus facilities to the University community.

### Area of buildings:

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The building premises occupied by AUE are Block 6 which has the total floor space of 41, 203 square feet and Block 7 which has the total floor space of 71, 251 square feet providing the total size of the building space of 112,454 square feet.

### Student capacity:

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The University possess capacity to run 120 to 160 sessions per day in the available 40 classrooms. Depending on the class duration and credit hours taught. These sessions on daily basis can accommodate 4,000 to 5,000 students if the classes are fully utilized throughout the day but the University limits the number of students per session to provide an interactive and better learning environment for the students.

The 21 labs on other side possess the total capacity of 470 seats per session of the day and thus considering 3 to 4 sessions per day, may accommodate 1,400 to 1,800 students per day if the sessions are fully occupied throughout the day.

### Description of offices:

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The University consists of 207 offices for its academic and administrative staff to provide adequate resources for its academic and administrative activities. The offices are categorized based on the nature of work and position assigned to the staff that are built along with the meeting rooms, waiting areas, and storage rooms in order to minimize the movement, enhance the efficiency. The office structure helps the University to manage the crowd to provide a relaxing and calm atmosphere for University staff and students.

## Description of classrooms and Labs in each floors:

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The University provides adequate classroom facilities to support the academic activities, where the classrooms are equipped with all required needs including the seating of students, seating of the faculty, computer and projector for presentations, and stationary required for the classrooms. Below picture shows the images from one of the classroom, where all the classrooms are equipped with the similar equipment. The University building consists of 40 classrooms with a total of 1444 seats for students, where the University operates 12 hours on all 7 days of the week.

The University provides 20 laboratories to support the academic activities of all colleges in the University. Below is the list of all laboratories available in the University to cater all requirements of college activities in order to provide the best equipment in the field for students to practice their skills and gain knowledge to complete in the current vibrant market.

- Computer Lab
- Network Security Lab
- Database Programming & Administration Lab
- Business Intelligence and Simulation Lab
- Physics Lab
- Innovation Lab
- Workshop for College of Design
- Digital Forensics & Computer Architecture Lab
- Computer Literacy Lab
- Accounting, Programming & Software Engineering Lab
- Multimedia, Web Design, & Mobile Technology Lab
- Multimedia Studio
- Interior Design Lab
- Digital Animation Lab
- Graphic Design Lab
- Drawing Lab
- Fashion Design Lab
- Drafting Lab
- Mac/Cinema 4D Lab
- Moot Court

## Academic Programs:

### List of Undergraduate Programs

College	Program	Medium of Instruction
College of Business Administration	Bachelor of Business Administration – Business Management	English
	Bachelor of Business Administration – Accounting	English
	Bachelor of Business Administration – Finance	English
	Bachelor of Business Administration – Insurance and Risk Management	English
	Bachelor of Business Administration – Hospital and Healthcare Management	English
	Bachelor of Business Administration – E-commerce and Marketing	English
	Bachelor of Business Administration – Human Resource Management	English
	Bachelor of Business Administration – Logistics and Supply Chain Management	English
College of Media and Mass Communication	Bachelor of Arts in Media and Mass Communication – International Relations	English
	Bachelor of Arts in Media and Mass Communication –Public Relations	English
	Bachelor of Arts in Media and Mass Communication –Radio and Television	English
	Bachelor of Arts in Media and Mass Communication –Integrated Marketing Communication	English
	Bachelor of Public Relations	Arabic
College of Computer and Information Technology	Bachelor of Computer Science – Digital Forensics	English
	Bachelor of Computer Science – Network Security	English
	Bachelor of Science in Information Technology Management	English
College of Design	Bachelor of Science in Design – Digital Animation	English
	Bachelor of Science in Design – Fashion Design	English
	Bachelor of Science in Design – Graphic Design	English
	Bachelor of Science in Design – Interior Design	English
College of Security and Global Studies	Bachelor of Arts in Security and Strategic Studies – Crisis Management Communication	English
	Bachelor of Arts in Security and Strategic Studies – Disaster Management	English
	Bachelor of Arts in Security and Strategic Studies – Emergency Management	English
	Bachelor of Arts in Security and Strategic Studies – Risk Management	English
College of Law	Bachelor of Law	Arabic

## Admission Policies – Undergraduate:

In alignment with its mission, AUE follows a selective admission criteria, and it is committed to admit competent students, who will be an added value to the students' body and will assist the University in its endeavor to graduate students with high competences to support the development process in their community.

AUE offers equal opportunities for applicants, all admission applications are being evaluated equally apart from any discrimination based on religion, nationality, race, gender, age, or ethnic background. Applicants who fulfill the admission criteria become eligible to admission, however meeting admission requirements does not guarantee enrollment to University programs. The University reserves the right to limit admission and allow enrollment to limited space.

All the admission requirements and criteria are published in the University website, undergraduate catalog, and brochures. The University reviews the admission requirements annually and shall recommend and amend changes and additional admission requirements to recruit qualified and competent students.

All applicants seeking admission in undergraduate programs are required to submit the required scores, documents other admission processes. The Admission and Registration Department ensures the accuracy and authenticity of all student's credentials, as outlined in the admission procedure.

All documents and credential (original and copy) submitted by the students to the Admission and Registration Department become the property of the institution. The University reserves the right to retain the original credential to students.

### First Year Students

Applicants who have not previously attended any higher education institute, are considered as freshmen. Those applicants should meet the following requirements in order to be accepted at AUE.

#### **A. Senior Secondary School Education**

All applicants should submit valid original copies of their High school diplomas or its equivalent, attested by the UAE Ministry of Education, as per the following categories:

- **Holders of UAE Secondary School Certificate**

Original Copy of the General Secondary School Certificate attested by the UAE Ministry of Education. The minimum score average required for direct admission is based on the academic stream followed by the applicants during their senior school year, as following:

- Advance/ Scientific stream: Minimum average is 75%
- General/ literary stream: Minimum average is 80%
- Other Streams (Technical, Vocational, Commercial ,,, etc): Minimum Average is 80%



**For Arabic Program - Bachelor of Law and Bachelor of Public relations**

The minimum score average required for direct admission is based on the academic stream followed by the applicants during their senior school year, as following:

- Advance/ Scientific stream: Minimum average is 75%
- General/ literary stream: Minimum average is 80%
- Other Streams (Technical, Vocational, Commercial ,, etc): Minimum Average is 85%

- **Holders of American High School Diploma**

- High School Diploma (grade 10, 11 & 12) attested by the UAE Ministry of Education with minimum GPA of 2.50 (Or 70%)
- Applicants are required to submit certificate of equivalency for their High School Certificates from the UAE Ministry of Education

- **Holder of the British General Certificate of Secondary Education**

The minimum required for university admission is a total of seven (7) courses at O-level and AS/A2 level, with a minimum grade of "C"

The courses should cover at least four of the following fields:

- Mathematics
- Languages
- Sciences
- Social Studies and Humanities
- Arts and Design

In addition, students will need to submit the following documents to complete their admission process:

- School Leaving Certificate (Grade 12)
- Applicants are required to submit certificate of equivalency for their High School Certificates from the UAE Ministry of Education

- **Holders of Senior Secondary School Certificates from schools within UAE, based on Foreign Curriculums.**

Applicants with senior secondary school certificates from private schools within UAE which follows foreign curriculums (e.g. French, Indian, Pakistani, Canadian,,etc) should achieve a minimum average of 70% in their senior school certificate, and should submit "Certificate of Equivalency" from the UAE Ministry of Education.

- **International Students**

Applications of holders of a non UAE High School Certificate, obtained abroad, are processed in accordance with decrees No. 200/2004 and 312 /2004 of His Excellency the Minister of Higher Education & Research, UAE as follows: In general, holders of the National High School Certificate of a foreign country are eligible for admission if:

- Should achieve a minimum average of 75% in their senior school year for direct admission.
- The certificate is considered for admissions in public universities of the Country where it was delivered,
- The certificate was obtained after at least 11 years of schooling,
- The certificate includes at least 6 subjects covering the four areas: Mathematics, Sciences, Languages, and Social Sciences & Humanities or Arts.
- Holders of High School Certificates from countries having two-levels High School Certificates must submit the certificate of the higher level.
- Applicants are required to submit certificate of equivalency for their High School Certificates from the UAE Ministry of Education.

### B. English proficiency requirement

In alignment with UAE Commission of Academic Accreditation (CAA) standards, All applicants for all undergraduate degrees (except for Bachelor of Law, and Bachelor of Public Relations programs) should submit original valid copy for any of the following English proficiency exams:

Exam type	Minimum score
TOEFL ITP	500
TOEFL iBT	61
IELTS Academic	5.0
EmSAT -English	1100

For Arabic Programs, Bachelor of Public Relations and Bachelor of Law, applicants should submit original valid copy for any of the following English proficiency exams:

Exam type	Minimum score
TOEFL ITP	450
TOEFL iBT	40
IELTS Academic	4.5
EmSAT -English	950

### C. Emirates National Exam in Arabic (EmSAT Arabic)

In alignment with UAE Commission of Academic Accreditation (CAA) standards, All applicants for the Bachelor of Public Relations and Bachelor of Law programs should submit original valid copy for the EmSAT-Arabic test with minimum score of 1000 before the end of their first semester at the university.

### D. Placement test

All new applicants to undergraduate programs will need to sit for placement tests according to their program of study, and as per the following categories:

- **Computer technology**

All applicants to all undergraduate programs need to sit for a placement test in computer technology, the passing mark in the exam is 60% for applicants to Bachelor of Computer Science program, and 50% for applicants to other undergraduate programs. Students who fail in the placement test, will need to study a remedial course in computer technology during their first semester at the university. If the student fails to

pass the remedial course successfully, he/she needs to repeat the course. The course can be repeated for a maximum of two times in case student fail for the third time he/she will be dismissed from the program.

- **Mathematics**

Applicants to College of Computer Information Technology, and applicants to College Of Business Administration, will need to sit for a placement test in mathematics, the passing mark is 50%, and applicants who fail to pass the test, will need to study a remedial course in mathematics during their first semester at the university. If the student fails to pass the remedial course successfully, he/she needs to repeat the course. The course can be repeated for a maximum of two times in case student fail for the third time he/she will be dismissed from the program.

- **Physics**

Applicants to Bachelor of Computer Science program will need to sit for a placement test in Physics, the passing mark for the test is 50%, applicants who fail in the test will need to study a remedial course in physics during their first semester at the university. If the student fails to pass the remedial course successfully, he/she needs to repeat the course. The course can be repeated for a maximum of two times in case student fail for the third time he/she will be dismissed from the program.

- **Arabic language**

Applicants to the Bachelor of Law program, and Bachelor of Public relation program, will need to sit for a placement test in Arabic Language, the passing mark for the test is 50%, applicants who fail in the test will need to study a remedial course in Arabic during their first semester at AUE. If the student fails to pass the remedial course successfully, he/she needs to repeat the course. The course can be repeated for a maximum of two times in case student fail for the third time he/she will be dismissed from the program.

- **English Language**

All Applicants to the undergraduate programs, except of applicants to Bachelor of Law program, and Bachelor of Public relation program. Who have fulfilled the English language entry requirements, should sit for placement test in English language, the passing mark for the test is 50%, and applicants who fail in the test, will study remedial English language course. If the student fails to pass the remedial course successfully, he/she needs to repeat the course. The course can be repeated for a maximum of two times in case student fail for the third time he/she will be dismissed from the program.

Students who didn't fulfil the English entry requirements upon admission and are conditionally admitted into their programs, will need to sit for the English placement test by the end of their conditional admission period upon their fulfilment to English entry requirements , and in case they fail in the test, they will need to take the English language remedial course during their first regular semester after their conditional admission period.

- **Drawing**

Applicants to the Bachelor of Science in Design programs, will need to sit for a placement test in Drawing, the passing mark for the test is 50%, students who fail in the test will need to study remedial course in Drawing during their first semester at the university. If the student fails to pass the remedial course successfully, he/she needs to repeat the course. The course can be repeated for a maximum of two times in case student fail for the third time he/she will be dismissed from the program.

### E. Admission Essay

All applicants to the undergraduate programs will need to write admission essay in English language, except of Applicants to Bachelor of Law and Bachelor of Public relations programs, where they should write it in Arabic language.

The length of the essay should not be less than 250 words, and the Essay will be evaluated during the admission interview by the Faculty member who will conduct the interview in order to evaluate the writing skills of the applicants.

### F. Admission Interview

All applicants to undergraduate programs will need to sit for admission interview with a Faculty member from the college which they intend to join.

The interview is evaluated through a designated rubric, which assess the following areas:

- Written skills (through admission essay)
- Oral communication skills
- Leadership, Initiative, and extracurricular activities
- Ability to succeed in desired major
- Community Engagement
- Recommendation letters (if any)
- Appearance and nonverbal cues

### G. Identifications

All applicants will need to submit original valid copy of the following:

- Passport
- Emirates ID
- Four Recent passport size photographs
- Certificate of Good Conduct (From Police authorities in UAE)
- Non-Objection letter from the National Military Service Authority (for UAE Nationals Only)

### H. Admission Process

#### • **Walk-in applicants**

Applicants who visit the admission and registration department in person to apply are considered as walk-in applicants.

All applicants are expected to visit the university in person to fill the application form, submit the required documents, pay the admission fees, and finalize the admission process.

#### • **Online applicants**

Applicants can apply online through the university website; their applications will be evaluated, and they will be provided with offer letters accordingly.

All online applicants will have to visit the university in person to complete the admission process as stipulated in "**First Year Students**" admission part, and pay the admission fees.

### I. Admission Timeline and Applications fees

The University has a rolling admissions process which allows students to apply at any point of the academic year. However, applicants applying for admission after the semester deadlines shall be reviewed for the subsequent semester. Admitted students are required to pay a non-refundable admission fees.

## Transfer Students

The University accepts transferring students from recognized higher education institution and adheres to the course learning outcomes based transferred credits process and mapped appropriately with the AUE programs. The University requires that credit hours earned at AUE must be at least 50% of the credit hours of the undergraduate degree.

The attended Higher education institution must be accredited by the Ministry of Education- Higher Education Affairs. International students must provide authenticated transferred credit by the relevant Ministry or entity in the country of origin. Students who are transferring from other institutions into a program in the same field of study must be in good academic standing.

## Transfer of Credits

Students who are transferring from another accredited higher education institution must fulfil all admission requirement including the English entry requirements, and provide their transcripts and course syllabi to the Admission and Registration Department for credit assessment.

Students who are transferring from other institutions into a program in the same field of study must be in good academic standing and have achieved a minimum CGPA of 2.00 on scale of 4.00 or its equivalent. However, in case students achieved a CGPA less than 2.00 on scale of 4.00 are allowed to transfer credit only to a program in a field distinctly different from the one which the student is transferring. The AUE considers transferring only courses at level 100 and 200 at AUE that are equivalent to the learning outcomes and which the student earned a grade of "C" (GPA 2.00 on scale of 4.00) or above. Graduation project, Thesis and Internship are excluded from the transfer credits.

## Visiting Students

Students from other higher education institutions who are looking to study at AUE without seeking any degree at AUE, can apply to be visiting students. Visiting students can enroll for a maximum period of one year and can take no more than 15 credit hours per semester.

All visiting students should submit the following documents upon admission:

- Non-objection letter from their home institution listing the courses they wish to study at AUE.
- Submit a copy of their TOEFL or IELTS score or any other English proficiency test as proof of their use of the English language.

## Advanced Standing

Freshman students who are seeking to pursue undergraduate studies at AUE with internationally recognized examination scores upon evaluation are awarded course credits. Such credits shall only be applied for 100 and 200 level courses leading towards undergraduate academic degree programs. However, the credits awarded through advanced standing process should not exceed 50% of the total credit hours of the enrolled academic degree program, including all transfer credits and credits awarded through the Recognition of Prior Learning.

### Advanced Standing Application

Freshman students who intend to be enrolled in any of the undergraduate degree programs at AUE with qualifications awarded within recent five years are eligible to complete and submit advanced standing application form before the completion of the first semester.

### Advancement Standing Assessment

The assessment process of the advanced standing credits shall be conducted in a fair and consistent manner to all Freshman students. The AUE Provost shall form an ad-hoc committee which should include members from various colleges, Admission and Registration Department and Institutional Effectiveness Department which will be responsible for reviewing and assessing the submitted advanced standing application forms to ensure that the examination scores are aligned with the learning outcomes of the stipulated courses (please see Tables 1, 2, 3 below) and meet the minimum required scores outlined in this policy.

### Advanced Placement (AP) Credit Calculation:

AP Exam	Minimum Grade	AUE Equivalency	Credits Awarded
Calculus AB	3	MAT 110	3
Calculus BC	3	MAT 200	3
Physics 1 or 2	3	PHY 100	3
Psychology	3	ASC 200	3
Statistics	3	ASC 205	3
Computer Science Principles	3	CSC 110	3
English Language and Composition	3	ENG 102	3
English Literature and Composition	3	ENG 201	3
Environmental Science	3	ASC 211	3
World History	3	ASC 203	3

**International Baccalaureate (IB) Credit Calculation:**

IB Exam	Minimum Grade	AUE Equivalency	Credits Awarded
Mathematics	5	MAT 100	3
Physics with Magnetism/Physics	5	PHY 100	3
Psychology	5	ASC 200	3
Computer Science	5	CSC 110	3
Business and Management	5	MGT 100	3
Arabic B	5	ARLAA 100	3
Economics	5	ECO 100	3
English A: Language and Literature	5	ENG 102	3
English Language B	5	ENG 102	3
French	5	Free Elective	3
Geography	5	ASC 206	3

**British System (GCE) credit calculation:**

A-Level Exam	Minimum Grade	AUE Equivalency	Credits Awarded
Mathematics	C	MAT 100	3
Physics	C	PHY 100	3
Psychology	C	ASC 200	3
Sociology	C	ASC 104	3
Computer Science	C	CSC 110	3
Accounting	C	ACC 100	3
Arabic	C	ARLAA 100	3
Business Studies	C	MGT 100	3
Economics	C	ECO 100	3
English Literature	C	ENG 201	3
French	C	Free Elective	3

**Appeal**

The Freshman students is not permitted to request for an appeal on the decision made by the concerned ad-hoc committee, as the policy clearly outlines the applicable courses and minimum grade requirements for awarding credits as advanced standing.

**Advanced Standing Records**

The equivalent courses that the student is exempted from will be recorded in the student's transcript as "EX" and will not be part of the student's GPA and will not be calculated in the CGPA. The advanced standing application and documentation are all kept and recorded by the Admission and Registration Department, as outlined in the Student Record Policy.

## Re-admission

Students who have officially withdrawn from the university for one or more regular academic years and wish to resume their study at the American University in the Emirates must re-apply again.

Returning students must meet and follow the official published admission requirements in the Undergraduate Catalog which they are applying for as well as the tuition fees structure, and submit all the required admission documents to the Admission and Registration Department, with the payment of non-refundable admission fees.

Returning students who have attended another University after withdrawing from AUE, must apply for transfer credit and submit the relevant record to the Admission and Registration Department.

## Confirmation of Admission

Undergraduate Students accepted by AUE must pay a non-refundable enrollment of 3,150 AED confirmation fee within a month of receiving the admissions offer and before starting the orientation, registration and advising process. The offer of admission is only valid for the same semester in which the student applied for.

All undergraduate applicants admitted by University must receive a letter of admission specifying their type of admission. Undergraduate programs are categorized into four different types as following:

- Full Admission

Applicants who meets all entry requirements as stipulated in the “freshmen” admission part will be given a full admission offer.

- Probationary Admission

Students who didn't achieve the minimum average required for direct admission (but not less than 60%), will be probationary admitted for one semester, where they will be allowed to enroll in a maximum of 12 Credit Hours, and should achieve a minimum CGPA of 2.0 by the end of the semester. Students who fail to achieve the aforementioned condition, will be dismissed from the program.

- Conditional Admission

Freshmen students who does not meet the minimum English proficiency score prior to their admission shall be admitted conditionally to the Intensive English Program (IEP), and requires students to obtain the mandatory scores in a maximum period of 12 months; otherwise students will not be able to enroll for any further semester.

Transfer students must meet the English proficiency requirements prior to their acceptance at the University.



Students can obtain a maximum of 12 credit hours (4 courses) courses while enrolling in the ELL, as listed in the table below:

English Level	Number of courses allowed per semester	POOLED COURSES TO CHOOSE FROM
TOEFL/IELTS PREPARATION	Four Courses	<ul style="list-style-type: none"> <li>- Social or Behavioral Sciences</li> <li>- Arabic Language</li> <li>- Islamic Studies</li> <li>- Natural Science Communication and Study Skills</li> </ul>
ADVANCED	Three Courses	
INTERMEDIATE	Two Courses	
BEGINNER	One Course	

#### - Provisional Admission

Applicants who are unable to submit any of the required primary documents by the time of the admission, they will be admitted provisionally. Provisionally admitted students will have to submit all missing documents prior the end of their first semester at the University, otherwise, they will not be able to enroll for any further semesters.

## Forged admission documents

The American University in the Emirates reserves the right to take the necessary disciplinary actions, which may include a suspension or dismissal from the University at any time, if the student submits forged documents and/or provides incorrect information to obtain admission at AUE.

## Academic Policies and Regulations

### Honor Code and Academic Integrity

Students must adhere to the AUE Honor Code that stipulates that students must uphold the principles of honesty and integrity in all their undertakings at the University including adherence to the University policy on cheating and plagiarism, avoidance of intentional misrepresentation of facts, and reporting any perceived violations of the University policies and procedures related to academic integrity.

**Violations of the Honor Code and Principles of Academic Integrity may include but not limited to:**

1. **Submitting false or fraudulent information** including transcripts, test scores, medical reports, identification papers, etc.

2. **Intentionally misrepresenting facts** related to situations and/or individuals for the purpose of inflicting harm and/or personal gain including fabricated grievances.
3. **Impersonating another student's identity** in class attendance, coursework submission, or examinations.
4. **Gaining access to unauthorized information and/or material** and failure to report knowledge of such access gained personally or by another student(s).
5. **Cheating** is defined as any actual or attempted act that is undertaken with the intention to gain unfair advantage on coursework, assessments, or examinations that includes but not limited to:
  - i. The unauthorized possession and/or use of any electronic devices during in-class assessments or examinations including but not limited to mobiles, headsets, tablets, calculators and smart watches.
  - ii. Sharing, soliciting information verbally, copying the work of another student, or intentionally allowing another student to copy from one's own coursework, assessment, or examination paper.
  - iii. Submitting coursework for credit in more than one course without obtaining the prior written approval of the instructors.
  - iv. Submitting coursework that was previously submitted for another course even in instances in which the student is repeating the course without obtaining the prior written approval of the instructors.
  - v. Falsifying the results/findings of research.
  - vi. Falsifying citations and references.
6. **Plagiarism** is defined as misrepresenting someone else's ideas or work without as one's own by not acknowledging the original ownership and source. Plagiarism includes but is not limited to using parts or all of an idea, word, sentence, diagram, artwork without proper citation even if minor or major changes have been applied to the original (including paraphrasing). Coursework is submitted through an online plagiarism detection program.
  
7. Students shall submit all coursework through the dedicated Student Portal, and further will ensure that their submission are the result of their own efforts. It is mandatory for assignments to avoid similarity (without acknowledging the sources) and the same shall be ensured by faculty member through the integrated anti-plagiarism software Turnitin.

#### Scheme for Grade Point Deduction for Academic Misconduct

Similarity Accepted	Deduction	
20%	If <b>21% - 30%</b> ( <i>50% deduction from the total of said assignment</i> )	If more than <b>30%</b> ( <i>Zero in the said assignment</i> )

## Course Registration

With the assistance of their Academic Advisors, students should register before the beginning of each semester, and comply with the policies and procedures related to the registration, which involve the following main phases:

- **Academic advising.**
- **Selecting courses and registering courses online.**
- **Payment of tuition fees.**

However, visiting and exchange students must register for their courses at the Admission and Registration Department. Expected to graduate students are given the priority to register for courses in the case of limited seats, and the University reserves the right to withdraw students from courses they repeat in order to give opportunity to other graduated students and students taking the course for the first time. Students are required to comply with the following registration steps:

- 1- Students should start reviewing their academic program and their study plan.
- 2- Students should plan to meet with their Academic Advisors and review the offered courses in order to select the right courses and complete the online registration procedure.
- 3- The Academic Advisor shall approve the courses to be registered with an advisement notes to be kept as a record on the advisement system.
- 4- Students must proceed to the Financial Affairs Department to settle their financial dues within five days, otherwise, the selected online courses will be cancelled and students would be required to re-register for the courses.
- 5- Students must abide by the registration deadlines as announced in the academic calendar.
- 6- Students who register and pay for their courses during the late registration period are subject to pay for a late registration penalty of 1,575AED.

## Course Load

The full-time undergraduate student credit load between 12 and 18 credits per regular semester. Students undertaking less than 12 credit hours per regular semester are considered studying as part-time.

### **Overload students:**

A student with a high CGPA of 3.60 and above or graduating may be permitted to register for a total of 21 credit hours (seven courses), upon the recommendation and approval of the Academic Advisor, College Dean and Provost.

## Add and Drop Policy

AUE students may adjust and change their registered courses by adding and dropping courses from their schedule in alignment with the published calendar and the deadline of add and drop period. After the add and drop period, student can only apply for a course withdrawal.

It is the student responsibility to follow the appropriate process of drop and add and the published deadline of the add and drop period as per the academic calendar.

Adding and/or dropping courses will solely be from the predefined advised courses selected and approved by the academic advisor.

Students can add a course(s) to their schedule or drop a course(s) in respect to the maximum and minimum credit hours allowed based on semester, student degree plan, and academic standing.

Transferring from one section to another section of the same course should also follow the add and drop process. Failure of complying with this process and attending different section of the same course without following the add and drop process and without notifying the Admission and Registration Department, may result on dismissal due to non-attendance of the original registered section.

Dropped course(s) during add/drop period are not recorded in the student record and not appearing in the student transcript.

Students who decide to drop a course(s) during the add and drop period will be fully refunded, however, changing courses may implicate variation in the tuition fees. Students are advised to visit the Financial Department to pay any financial difference to successfully apply the added courses in the schedule.

### **Add and drop limitation:**

As per the student's program study plan, undergraduate preparatory courses, graduate bridging courses, other introductory courses are designed to prepare and improve students' skills in particular field of studies at the beginning of their degrees, it is not permitted to drop these courses.

### **Administrative drop:**

The University reserves the right to force a drop course(s) in the following cases:

- If the section will be close and student is not adjusting his/her schedule accordingly
- If the student is not eligible to register a particular course (prerequisite not met, academic standing not fulfilled, exceeding maximum allowed credit hours)
- If the student register a course which is not part of the study plan/program

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## Course Withdrawal

Students are permitted to withdraw from a course after the add and drop period and after the acceptance of the course instructor and academic advisor. Students must adhere to the withdrawal procedure and the academic calendar to avoid any academic or financial obstacles.

The withdrawn courses are recorded in the student's transcript as either "W" or "WF" according to the period of the withdrawal request and are not calculated as attempted courses yet may result in grade penalty.

Students who discontinue attending classes are not deemed to be withdrawn from the course. Failure to withdraw the course(s) according to the articulated procedure, may result in a grade of “F” in the course(s) which may affect the student's academic standing.

**Course Withdrawal with “W”:**

Students are permitted to withdraw a course prior to the midterm period as prescribed in the official academic calendar upon the course instructor and academic advisor approval. Students who formally withdraw a course prior to the midterm period will receive a grade of “W” in the registered course and will be recorded in the student official transcript accordingly. The refund of the withdrawn courses will be applied as prescribed in the procedures.

**Course Withdrawal with “WF”:**

Students are permitted to withdraw from a course after the midterm period as prescribed in the official academic calendar and upon the course instructor and academic advisor approval. Students must be aware of academic and financial consequences when the withdrawal take place after the midterm period.

Students who officially withdraw a course after the midterm period will receive a grade of “WF” in the registered course, for which it will impact the students’ academic standing and will be recorded in their official transcripts accordingly, with no tuition fees refund.

**Administrative Withdrawal:**

The University reserves the right to withdraw the student from a course or multiple courses and revoke the student’s registration at any time during the semester, in the absence of non-compliance with the University requirements such as but not limited to disciplinary action, breach of the University code of conduct, failure to pay the tuition fees.

Administrative withdrawal from a one or multiple course(s) will result in a “WF” grade; irrespective of the period when the administrative withdrawal occurred, and will possess academic and financial impact.

**Withdrawal of Sponsor students:**

Students who are sponsored by the University or from a third-party organization must discuss the decision of the course withdrawal with the Student Life Office and obtain the approval from the sponsorship prior to withdrawing from the course(s).

**Hardship Withdrawals:**

Students may apply for a hardship withdrawal from course(s) in case of any sever health condition or injury or any other significant and critical personnel situation that prevents students from continuing the course(s). The hardship withdrawal requires students to withdraw from all registered courses not selective courses. The request for hardship withdrawal may apply at any time during the semester along with the required credible and valid evidence. Students applying for hardship withdrawal are granted a grade of “W” in all registered courses, with the application of the refund policy upon the required approval.

**Retention of Student Records:**

The course withdrawal forms and relevant documentations are retained with the Admission and Registration Department, as articulated in the Students Records Policy.

## University Withdrawal

Students who wish to withdraw from the University due to mitigating circumstances, are urged to meet with their Academic Advisor, College Dean and Academic Support Department to seek guidance and support before the withdrawal process takes place.

Students are required to complete the process of withdrawal and clearance before leaving the University, failure to follow the appropriate process, may result in failing the courses and full payment of tuition fees.

### **Withdrawal before the Midterm**

Students are permitted to withdraw from the University prior midterm period as prescribed in the official academic calendar. Students who officially withdraw before the Midterm will receive a grade of “W” in all registered courses in the semester, and will be recorded in the student official transcript accordingly. The refund policy will apply as outlined in the procedure. The status of the withdrawn students will be converted from “Enrolled” to “Withdraw” and must reapply for admission if wishing to return to the University as articulated in the Undergraduate and Graduate Admission Policy.

### **Withdrawal after the Midterm**

Students are permitted to withdraw from the University after midterm period as prescribed in the official academic calendar. Students must be aware of academic consequences when the withdrawal take place after the midterm period.

Students who officially withdraw after the Midterm will receive a grade of “WF” in all courses registered in the semester and will be recorded in their official transcripts accordingly, with no tuition fees refund. Students must be aware that a grade of “WF” has an impact on the student academic standing. Withdraw student status will be converted to “Withdraw”, and must reapply for admission if wishing to return to the University.

### **Withdrawal during the final week of the semester**

Students are not permitted to withdraw during the last week of instruction or during the final exam, unless students have a serious condition such as accident or serious medical condition that is beyond their control that impact the ability to remain enrolled and complete the required academic obligations, they can submit to the course instructor an incomplete request rather than withdrawing from the University.

### **Withdrawal of Sponsor students**

Students who are sponsored by the University or from a third-party organization must discuss the decision of the withdrawal with the Student Life Office and obtain the approval from the sponsorship prior to withdrawing from the University.

### **Hardship Withdrawals:**

Students may apply for a hardship withdrawal from the University in case of severe health conditions or injury or any other significant and critical personnel situation that prevents students from enrollment in the University.

The hardship withdrawal from the University requires students to withdraw from all registered courses. The request for hardship withdrawal may apply at any time during the semester along with the required credible and valid evidence. Students applying for hardship withdrawal are granted a grade of “W” in all registered courses, with the application of the refund policy upon the required approval.

**Retention of Student Records:**

The physical records of the students who are officially withdrawn from the University are retained with the Admission and Registration Department as articulated in the student records policy.

## Deferment Regulations

Students may take some time off from their studies as they are eligible for a leave for two consecutive semesters or three nonconsecutive semesters during the whole period of their study at AUE.

Students who are seeking to postpone the semester must notify the Registration Department, fill the required “Deferment Form” and submit it to the Registration Department. In case of emergency and where the student is unable to come in person to the university to submit the required form, a family member/friend may apply for the deferment on their behalf upon receiving a signed authorization letter from the student. Failure to follow the process of deferment, the student will automatically be dropped from the university due to the absence for more than one academic year.

In the case of medical reason or some special and valid reasons approved by the College, students may exceed three nonconsecutive semesters of absence under strict regulations.

## Major and Minor

The University offers undergraduate students the opportunity to extent their primary degree by declaring a minor or double major. A minor, which must be associated with a major, is a group of courses in a particular discipline which enrolled students can pursue in addition to their major. Students who seek declaring a minor must complete minimum of fifteen (15) credit hours of specialized courses in addition to the prescribed credit hours of their major. A double major incudes certain courses from another particular discipline which enrolled students can pursue in addition to their primary major. Students who seek to earn a double major must complete a minimum of thirty (30) credit hours specialized courses in addition to the prescribed credit hours of the primary major.

**Adding a Major (Double Major)**

Students are eligible to pursue an additional area of discipline by adding a second major (double major). The second major should be minimum of thirty credit hours of specialization courses only. All students who are interested in seeking double major are eligible to apply upon successful completion of 90 credit hours from their current major, with a minimum CGPA of 2.00 out of 4.00 and upon

fulfilling the admission requirements of the intended second major. In case students have failed to complete the requirements of the second major, they will graduate without double majors.

### **Changing Double Major**

Students can change their major to another major upon fulfilling the requirements of the intended major and upon the approval of the Department Chairs of those majors.

### **Adding Minor**

Students are eligible to pursue an additional area of discipline by adding a minor. The minor should be with a minimum of fifteen credit hours of specialization courses only. All students who are interested in seeking a minor are eligible to apply upon successful completion of 90 credit hours from their current major, with a minimum CGPA of 2.00 out of 4.00 and upon fulfilling the admission requirements of the intended minor. In case students have failed to complete the requirements of the minor, they will graduate without the registered minor.

### **Changing a Minor**

Students can change their minor to another minor upon fulfilling the requirements of the intended minor and upon the approval of the Department Chairs of those minors.

## **Recognition of Prior Learning**

AUE rigorously reviews all prior learnings on a case by case basis. If the review process demonstrates that the prior learnings meet the course learning outcomes (CLOs), regardless of how, when, and where that learning occurred, AUE approves the acceptable prior learnings for the course credential. The approval is made on a Pass/Fail basis towards any of its academic program.

### **Recognition of Prior Learning Principles**

Applicants with professional and/or academic qualifications seeking graduate or Undergraduate and graduate potential students are entitled to apply for a recognition of prior learning (RPL) on a condition to meet equivalent courses, and all learning outcomes articulated in this policy.

1. AUE ensures providing transparent processes and practices that are available and accessible to students and stakeholders through its University Catalog.
2. All potential students seeking recognition of prior learning must submit reliable, valid, and official evidence to obtain credits for equivalent courses which demonstrate the achievement of all learning outcomes.
3. AUE awards potential students seeking undergraduate admission a maximum of 50% of the total credit hours of the undergraduate program through the RPL process, including all transfer credits and credits awarded through the Advanced Standing.
4. While a maximum of 25% of the total credit hours of the graduate programs for potential students seeking graduate admission, including all transfer credits.
5. Each of the courses accepted by the RPL process will be recorded in the student's transcript as exempted "EX" by the equivalent credit hour of the course offered at AUE. In other words, they are not included in the calculation of the cumulative grade point average (CGPA).

### **Recognition of Prior Learning Committee**



The concerned Dean, in coordination with the Admission and Registration Director and Institutional Effectiveness Director, will form an ad-hoc committee which should include members from each respective unit. This ad-hoc committee is reporting to the concerned college council.

### **Required Recognition of Prior Learning Evidence**

Potential students who are seeking RPL are required to submit a complete portfolio demonstrating the prior achievements, sit for an interview by the above-mentioned ad-hoc committee to demonstrate direct observation of skills and competencies and then sit for a challenge exam. The ad-hoc committee adheres to a systematic verification process built on evidence.

### **Documents Needed for RPL Assessment**

Potential students submitting RPL application form, are required to submit the following documents evidence:

1. Qualification certificates
2. Official transcripts of previous study,
3. Official job descriptions or statements of duties and responsibilities,
4. Letters of reference from employers detailing a student's relevant skills and experience,
5. Courses taken at another provider
6. Samples or statements of work performed
7. Provide reflective papers, journal articles or similar documents that relate past learning to the learning or competency outcomes of the course or qualification in which the student is enrolling.

### **Recognition of prior learning through academic qualification**

Courses taken by potential students prior to their admission at AUE which have failed to comply by the AUE Transfer Policy, the Admission and Registration Department will advise the concerned potential students to apply for the RPL process.

### **Recognition of prior learning through professional qualifications/experience**

The following requirements will be taken into consideration while reviewing and assessing the RPL application and supporting evidence, to decide on the awarded credit:

1. Work experience and job descriptions, including self-employment which are relevant to the discipline of the academic degree program intended to enroll.
2. The training program/courses taken by other providers which are relevant to the field of study and are fully aligned with the learning outcomes of the awarded credit.

### **Recognition of Prior Learning Assessment**

Assessment processes for RPL shall be equal in rigor to other assessment methods applied at AUE. The above-mentioned ad-hoc committee is responsible to review, assess and ensure that the applied RPL courses, units, qualification, knowledge, and competencies are meeting all learning outcomes of the equivalent courses offered at AUE. Also, to ensure meeting all requirements of professional and/or academic qualifications as articulated in the University Catalog.

### **Recognition of Prior Learning Ad-hoc Committee Recommendations**

Upon finalizing the assessment of RPL process by the concerned ad-hoc committee, its report will be submitted to the concerned college council for final review and approval that should be endorsed by the Provost. However, if any fraud documentation or misleading information submitted by potential

students has been observed during the assessment process, the RPL application will be denied by the concerned ad-hoc committee. If the application is submitted by an enrolled student, the case will be subject for a disciplinary action.

### Recognition of Prior Learning Records

The RPL application, documentation, related evidence and the concerned ad-hoc committee's recommendations and final decisions are all kept by the Admission and Registration Department and recorded on the concerned students' portal, as outlined in the Student Record Policy.

## Grading System

The student's performance and learning assessed by the University is equally and consistently graded in accordance to the outlined uniformed grading scale. The grading scale for both undergraduate and graduate courses must be conveyed to students via the course syllabi and published University Catalogs.

### Preparatory Courses

Preparatory courses are offered as non-credit courses to undergraduate students who lack a sufficient background, knowledge and skills in one or more educational areas for a specified period of time. Upon successfully completing the preparatory courses, students will be permitted for admitting to a credit-bearing program. The grading scale for the preparatory courses are either Pass (P) or Fail (F) that are recorded in the student's transcript but not counted in the cumulative GPA.

### Changing Grade

Grades submitted by the faculty member are not subject to change after they have been submitted for publishing except in certain cases due to any clerical or administrative error and grade appeal. In an event of a grade error, the faculty member must initiate the changes in the grade in adherence to the outlined procedure.

### Undergraduate Grading Key

Undergraduate level grade codes, their respective numerical values and grades points are given in table below:

Grades	Description	Numerical Scale of the Grades	Grade Points Value
A	Excellent	90.00-100	4.00
B+	Very Good	85.00-89.99	3.50
B	Good	80.00-84.99	3.00
C+	Satisfactory	75.00-79.99	2.50

C	Average	70.00-74.99	2.00
D+	Below Average	65.00-69.99	1.50
D	Poor	60.00-64.99	1.00
F	Fail	Less than 60	0.00
P	Pass	60 and above	0.00
FA	Failure Due to Attendance	N/A	0.00
WF	Withdrawal with Failure	N/A	0.00
XF	Failure due to academic dishonesty	N/A	0.00
IP	In Progress	N/A	N/A
I	Incomplete	N/A	N/A
W	Withdrawal	N/A	N/A

### Undergraduate Academic Standing

CGPA RANGE	ACADEMIC STANDING
3.60-4.00	Excellent
3.01-3.59	Very Good
2.60-3.00	Good
2.00-2.59	Satisfactory

#### In progress (IP) Grade

An "IP" (In Progress) grade is assigned to students who could not finish their Internship/Capstone within the same semester. In this case, the "IP" grade will be recorded on the student's transcript. Students are expected to finish the course requirements of the Internship/Capstone before the deadline agreed with the Supervisor and Registrar, otherwise, the "IP" grade will revert to "F". It is the student's responsibility to coordinate with their Supervisor to accomplish the Internship/Capstone requirements and meet the deadline.

#### Incomplete (I) Grade

Students who have requested for an incomplete exam due to mitigating circumstances beyond students control as prescribed in the Assessment Policy are awarded with (I) grade. The grade will be recorded in the students transcript but will not be calculated to the cumulative GPA until the incomplete exam is completed.

#### Withdraw (W) Grade

When the student drops a course after the add/drop period and prior to the midterm exam period, student will be awarded with a (W) grade. The grade will be recorded in the students transcript but will not be calculated in the cumulative GPA. Student must retake the course again to complete the course and credit hours successfully.

#### Withdraw with Failure (WF) Grade

When the student drops a course after the midterm exam period, student will be awarded with a (WF) grade. The grade will be recorded in the students transcript and will be computed in the cumulative GPA. Student must retake the course again to complete the course and credit hours successfully.

**Pass (P) Grade**

The (P) grade is awarded to students who has successfully completed the preparatory courses. The grade and the credit hours attainment will be recorded in the student's transcript, but will not be counted as part of the cumulative GPA.

**Fail (F) Grade**

The (F) grade is awarded to students not successfully completing a course. Students must retake the course again to complete the course successfully. The grade is recorded in the transcript of the student and calculated in the cumulative GPA except for remedial in the graduate program where the grade is not part of the cumulative GPA.

**Dishonesty/ Cheating (XF)**

The (XF) grade is awarded to students in case of any violation to the academic integrity such as cheating and plagiarism. The grade is recorded in the student's transcript and computed as part of the CGPA.

## Grade Appeal

In an event when an unfair and incorrect grading is assigned, as a result of any inequitable, arbitrary, or erroneous manner supported with evidence, students have the right to apply for a grade appeal to any of the course assessments assigned as per the course syllabus. Students can apply for grade appeal due to the following reasons:

- Miscalculation of marks;
- Misgrading of a paper, project or exam;
- Application of an evaluation or grading system which was not included in the course syllabus;
- Assignment of a grade on some basis other than the student's performance in the course;
- Demonstrable evidence of discrimination or prejudice in the assignment of the grade;
- Arbitrary assignment of grade (lack of consistent and equitable standards for grading).

Students should not appeal if the justification is pertaining unsatisfactory of curriculum design, instructions, or due to violation of academic dishonesty, students may, instead, submit a grievance to the Student Life Office for such incidents.

**Time Limits for Appeal**

Grade appeals must be submitted through the Student's Learning Management System supported with a written statement and evidence within the permitted timeline after the publishing the final grade of the appealed course.

## Appeal Record

Any appeal must be written, dated and addressed with the title "Academic Appeal." If a formal appeal is lodged with a faculty member, it must be lodged at all subsequent stages of appeal in its original form, while new statements can be incorporated at any time. Supporting evidence and statement are part of the appeal's permanent record and must be provided at each level of appeal. Students can be required to present their appeal in person, at the University's discretion.

## Grade Appeal Committee

The grade appeal committee is responsible to ensure that the grade assigned to the student's work is neither incorrect nor unfair, as well as, is in compliance with the assigned and approved grading schemes – rubric that are shared with students via the course syllabus and student Portal.

The Grade Appeal Committee shall refer students to the Student Life Office if the grade appeal is associated with any type of discrimination or harassment. The Grade Appeal Committee shall process the appeal requests after the Grievance Committee resolution.

## Grade Appeal Procedures:

Step 1: Informal grade appeal:

- » Student must discuss the grade with the instructor in attempt to resolve the issue (maybe miscalculation, issue in grading system,)

Step 2: Formal grade appeal

- » If it is not resolved, students login to their portal and file a grade appeal.
- » Once the grade appeal is submitted, the course instructor will receive a notification in Akademia and enter the comments and rationale. Then the chair of department offering the course will receive the notification of the grade appeal submitted by the student along with the instructor comments and rationale, the chair of department submit his/her decision in Akademia.
- » Students and the course instructor will receive a notification on the final decision of the chair of department. if the grade appeal is approved by the chair of department, the instructor will process the grade change.
- » If the grade appeal is rejected and the student disagree on the decision made by the chair of department, he/she can appeal to the Grade Appeal Committee.
- » The Grade Appeal Committee will review the case, the comments made by the instructor and chair of department and enter his/her decision in the system.
- » Students, instructor and chair of department will receive a notification on the decision made by the Grade Appeal Committee.
- » If it is approved, the instructor will proceed with the grade change
- » If rejected, the grade appeal ends at the grade appeal ad hoc committee level.

## Repeating Course

Students are permitted to repeat a course with a grade less than (D+) upon the approval of the College Dean and the availability of the course and seat. Students are not permitted to repeat the course at another institution or through Direct Study. In this case, the higher received grade will be posted on the student's CGPA.

If the student registered for a Free Elective and did not pass or the course was removed from the program study plan, the student may study another Free Elective, upon the approval of the College Dean.

Students who possess a scholarship or financial aid should visit the Student Life Office prior to deciding to repeat a course as the University will not cover the monetary expenses of the repetition of any course at the University.

## Examination and Assessment

All students are expected to attend the final examination as per the announced schedule shared in the student portal. In addition to other course assessments required and given at the day and time of the course schedule. Students must adhere to the Examination Guidelines outlined in the Student Portal and Student Handbook, when attending all examination. All types of examinations are subject of proctoring and monitoring to ensure exam security, academic integrity and fairness.

### In-term Examinations

All course assessments except the final exam are given during the course scheduled time. In case the faculty member decided to conduct exams outside the course schedule and timing, it is the responsibility of the instructor and college to notify the students on the date, timing and venue of the exams.

### Midterm Examinations

Midterm exams are scheduled during the seventh and eight week of the semester. It is the responsibility of the faculty member to notify and announce to students the date of the midterm exam of a particular course and to assure appropriate administration of midterm exam as per the *Examination Guidelines*.

### Lab Examinations

Computer-based courses examination are administered in the University labs adhering to the Examination Guidelines. Students must complete the lab examination with the University resources without any external and additional equipment and devices. The access of internet browser during the examination is prohibited, in case the student faces any technical issue, it is reported to the exam proctor for technical support.

### Open Book Examinations

Students are allowed to refer to either class notes, summaries, textbooks, or other approved material by the instructor (that are clearly mentioned on the cover page under the instruction section) during the open book examinations. The open book examinations are designed in a way that requires students to apply their knowledge, through analysis and critical thinking. All examination guidelines are applied on the open book examinations.

### Final Projects

Based on the level and nature of the course, the faculty may request students to submit a final project report either individually or in a group and present it in class. Prior the final project submission, students must adhere to the guidelines on the expected structure and outcome of the final project and presentation provided by the faculty member in the student portal. As part of the grading and

assessment process, two or more examiners, involving internal and external juries, are invited by the faculty member to assess the student's project and presentation skills. Final Projects are conducted during the class timing and on the last week before the final exam period. If the faculty member chooses a different day and time from the course schedule, students must be notified on the date, time and venue of the final presentation.

### Final Exams

Final exams are conducted during the final exam period as outlined in the Academic Calendar. No coursework such as projects, assignments or case studies should be assigned to students during the final exam period.

The final examination schedule provided by the exam committee must be announced in the student's portal. Students will have a maximum of two exams scheduled for the same day; in case of more exams (three or more in a day), students have the right to approach their college dean and request to reschedule alternative dates.

The Student Life Office and Counseling and Disability Office communicate and coordinate with the exam committee to accommodate the special need students during the examination period. Special need students are allocated in different examination halls, and are adhered to the *University's Examination Guidelines*.

All faculty members are expected to be available during the final exam period. It is the responsibility of the college dean to assure that final exams are conducted and managed appropriately under proper proctoring protocols. The College must notify the exam committee in case of any special requirements needed during the final examination. The final exam committee allocates sufficient number of proctors across all final exam halls and ensure the integrity of the examination process. All faculty members must post the grade within the defined timeline from the day of the examination.

### Final Exams Permit

Only students who are registered in the course are eligible to sit for the final exams. Students who are dismissed from the course due to absences and holds financial dues are not permitted to sit for the final exam. University IDs must be presented by the permitted students to proof their identification and to sit for the final exam. Students are expected to be present at the final examination venue on time; late arrival students are strictly not allowed to enter the examination hall.

## Incomplete Exam

All students are expected to accomplish the course work requirements, including the final exam, to earn a final grade successfully.

Students who do not attend both the midterm and/or the final exams due to the following reasons: (1) Emergency Illness, (2) Road Accident. (3) Death of next of kin and (4) Official/Governmental Mission shall be awarded (F) and immediately apply for an Incomplete Exam within the Admission and Registration Department.

The request for an Incomplete Exam can only proceed for those students upon the approval of the Course Instructor, Chair of Department/Program Director, College Dean and VPAA.

This Incomplete Exam Approval shall be subject to:

(1) achieving the satisfactory course work requirements and  
(2) are not dismissed under any grounds (disciplinary/attendance). Once approved, a grade of “I” will be recorded on the student’s transcript and will be pending until the completion of incomplete examination/final course assessment.

All incomplete exams will be conducted within one week after the completion of final exams and will be announced on the student’s portal. Hence, the Academic Calendar, which is announced at the beginning of each Academic Year, shall include an “Incomplete Exam Period” right after one week of the final exams. It is then the student’s responsibility to coordinate with their Course Instructor and appear for the incomplete exam as per the announced schedule.

Failing which no repeat exam will be conducted and the grade of “I” will be reverted to “F” in the final exam and the final grade shall remain as assigned by the Course Instructor.

**Incomplete Course Work Procedure:**

- » If student did not show up for the exam of a particular course assessment (apart from final exam), the course instructor shall mark the student absent.
- » Once marked as absent, the student will receive a notification in the portal to apply for the incomplete exam and submit the legitimate excuse justifying the reason of absence.
- » Student must apply and submit the incomplete exam request within seven days from the date of receiving a notification from the course instructor.
- » Once the student apply for the incomplete coursework exam, the course instructor will review the student request, and approve or reject.
- » If approved, the course instructor will determine the exam date, time and venue, accordingly the student will receive a notification in the portal on the details of the makeup exam.

**Incomplete Final Exam Procedure:**

- » If student did not show up for the final he/she will be marked as absent by the designated course instructor.
- » Once marked as absent, the student will receive a notification in the portal to apply for the incomplete final exam and submit the legitimate excuse justifying the reason of absence.
- » Student must apply and submit the incomplete final exam request before the last day of the semester as published in the academic calendar.
- » Once the student apply for the incomplete final exam, the course instructor and chair of department will receive a notification and review the student request, and approve or reject.
- » If approved, the course instructor will determine the exam date, time and venue, accordingly the student will receive a notification in the portal on the details of the makeup exam.



## Credit Hour Policy

The credit hours serve as academic credits which aid in measuring the student academic engagement. This policy aims to provide cogent guidelines to determine and maintain consistency in the awarding of academic credits across courses offered in the University conformed with higher education practices.

### Applicability

This policy is applicable to all graduate and undergraduate courses offered in the University defined in terms of academic credit hours.

Credit hour is defined as the amount of work represented in the intended learning outcomes and verified by evidence the student achievement.

The University definition of a credit hour is adhered to the articulated definition in the CAA Standards, Annex 23, considering minimum of one hour as the recognized length of a classroom, one semester credit hour for both undergraduate and graduate courses. Students are awarded with academic credits upon successful completion of course requirements, assessments, and fulfillment of the course learning outcomes.

**Lecture Courses:** Courses that emphasizes on concepts, discussion, ideas, and principles.

One regular semester credit equals minimum one hour teaching in a class per week for a semester of fifteen weeks or longer, including one week of examination. Students are expected to spend minimum of 100 minutes per week of independent learning outside the class hours.

**Independent Study:** Courses on which students are permitted to study in a considerable depth beyond the scope of a regular course. It also conforms to the standard of minimum one hour teaching in a class per week for a semester of fifteen weeks or longer, including one week of examination. Student with independent study is expected to spend a minimum of 100 minutes per week of independent learning outside the class hours.

**Laboratory and Studio-based:** Courses that focuses on practical application on which the major focus is on hands-on practices for supporting the students learning experience. One semester credit for laboratory and studio-based courses are given for a minimum of 100 minutes practical teaching in a lab or studio per week for a semester of fifteen weeks or longer, including one week of examination. Students are expected to spend minimum of 200 minutes per week of independent hands-on work outside the class hours.

**Internship:** Courses that encourages students to learn independently to develop and apply job-related or practical skills in a relevant discipline. One semester credit in the Internship course is equivalent to 60 working hours throughout the semester for both graduate and undergraduate internship courses. Internship courses with 3 credit hours, are expected to have total of 180 working hours and Internship courses with 6 credit hours, are expected to have total of 360 working hours throughout the semester

**Thesis:** Students working on independent projects also conforms to the standard minimum of one hour of student work per credit hour, per week, throughout the semester of fifteen weeks or longer.

### Summer Credit Hour Assignment

Courses offered during summer semester are twice as intensive as those in regular semesters (Fall and Spring). Students are expected to spend 400 minutes per week in a class throughout the summer semester, including two days of examination and 800 minutes per week of independent learning outside the classroom hours.

### Credit Hour Allocation

The academic departments are accountable for defining the level and amount of credit awarded for courses, as well as, ensuring the assigned credit hours of courses comply with this policy. Furthermore, it is the responsibility of academic administrators to ensure that courses are delivered as per the assigned credit hours of each course.

### Course Designation

**00 level courses:** Non-credit bearing courses, the 00 code is designated to the preparatory courses for which students are registered during the first semester in the University as a result of the placement test.

**100 level courses:** Lower-division courses, the 100 code is designated to courses that are designed to present the fundamental information, knowledge and introductory level of skills and techniques are

**200 level courses:** Intermediate level course which usually have 100 level courses as a prerequisite.

**300 and 400 level courses:** Mix of core and specialization courses that provide more in-depth study beyond the introductory level courses, usually the 400 level courses are primarily for seniors and emphasizes more on the field of specialization.

## Academic Progress

Students attending the American University in the Emirates are expected to maintain a Satisfactory Academic Progress (SAP) as they are moving toward completing their degree. Satisfactory Academic Standing is defined as a minimum of cumulative GPA for undergraduate students that need to maintain, and the timely completion of the program requirements.

The University measures the Satisfactory Academic Progress of students based on *Qualitative* standard which denotes to the Cumulative Grade Point Average (CGPA) of students; and *Quantitative* standard that consists of the maximum timeframe that student is allowed to complete the degree requirements, and the minimum credit hours to be enrolled and earned per semester.

### Maximum timeframe:

Full-time and part-time Undergraduate students are expected to complete their bachelor's degrees' requirements within 150% of the credit hours length of their programs.

### Academic Warnings:

Students shall be placed in academic probation if the minimum Cumulative Grade Point Average (CGPA) is not achieved. Students shall receive academic warning as an alert of the potential consequences and necessity to improve their academic standing.

Undergraduate students earned 30 credit hours or above, with a Cumulative Grade Point Average (CGPA) less than 2.00 will be placed in an Academic Probation.

Students who are not making Satisfactory Academic Progress are limited to a maximum credit hours enrollment per semester. They are expected to seek assistance from the University and perform upon the advice of the academic advisor and the designated department and office in charge of providing support to students who are at academic risk. Advice may include and not limited to conditions on the enrolment in certain courses, repetition of courses with low grades, mandatory extra classes.

All University grants, scholarships and financial aid shall be revoked for students on probation (unless the grant/scholarship explicitly specified otherwise).

If the minimum Cumulative Grade Point Average (CGPA) of the student reaches the acceptable standard, the student will return to good standing in the next semester of enrolment.

#### **Dismissal:**

Students who fail to meet the academic progress requirements and who fail to meet the minimum expectations of the academic program criteria shall be dismissed from the program. Students shall receive a dismissal letter expressing the reasons for the decision in the subsequent regular semester (summer semesters are not considered).

Undergraduate students on academic probation who earned 75% of the program credit hours or above shall not be dismissed from the program, however, they can graduate only if the program graduation requirements are fulfilled.

## Transient student

AUE undergraduate students may choose to undertake courses at other UAE universities or abroad to complete their courses; abiding by the following conditions:

- a. The student should justify the reason for taking the course outside AUE to the Academic Advisor, Program Director, College Dean and the Registrar and explain whether:
  - The student is graduating.
  - The University is not offering the said course.
  - Graduation plan of the student is affected.
- b. Students should submit the duly approved Transient Student Form, upon approval from the VPAA, College Dean, Program Director, Academic Advisor and the Registrar for taking the course outside AUE.
- c. The VPAA, College Dean, Program Director, Academic Advisor and the Registrar should ensure that the proposed university in which the course is taken, whether in the UAE or abroad (Universities approved by the Ministry of Education - Higher Education Affairs (MOE) or the Universities that AUE has a partnership with, are duly approved by AUE.
- d. The number of total credits per regular semester (Fall and Spring), including Summer semesters should not exceed 18 credit hours from the total credits of the program they are enrolled in.
- e. Total credit hours to be taken during the Summer term should not exceed six credits.
- f. The Internship/Capstone /Practicum Courses are not allowed to be taken outside AUE.
- g. An extra load of only three credits can be added during the Fall/Spring semesters, totaling 21 credit hours and subject to the following conditions:
  - Students are graduating.
  - CGPA of 3.6 and above.

- f. The learning outcomes and the syllabi of the courses taken at any other university should match an appropriate manner with the one offered by the AUE.
- g. The student should obtain prior approval and an official letter from the Registrar, should they decide to take any courses outside the University.
- h. The student should submit a letter of acceptance, duly stamped from the host university, with the official syllabi to registration within a week of approval of the student's application.
- i. Students should earn a minimum Grade of "C" for the courses to be considered.
- j. The chosen course should not be a repeated course.
- k. The student must provide the official transcript for the course in order to receive credit.
- l. The student is in no case allowed to exceed the number of credit hours as stipulated above by simultaneously taking the courses in both host and home university

## Student Attendance

Students are expected to attend punctually all their classes, lectures and Labs sessions as described in each course syllabus. Students must be aware that excessive absences and tardiness with or without excuses shall affect their class performance. Students bear the responsibility of familiarizing themselves with the class attendance requirements.

Attendance is mandatory for all courses. Class participation takes place when the student actively interacts with the instructor and/or other students through discussion or written assignments. Students with poor attendance records will receive three levels attendance warnings, if student absences exceed the allowed maximum class hours per semester, students shall receive an "FA" "Failed due to Absence" grade for that course.

## Direct Study

Directed study course is intended to replace a conventional course not offered in the semester the undergraduate student wishes to enroll in order to timely graduate. A student is assigned to study individually with the faculty member to complete a credit for work course. For these courses, the syllabus topics and outlines covered are matching as that covered in the conventional course. Directed study is well-structured and defined coursework of substantive reading, research, and course assessments, that is guided by course learning outcomes attainment, and scheduled course delivery that meet the course and program rigor.

Under unusual circumstances, the University offers directed study to student to study individually with the faculty member to complete a credit for work course that is not offered for the semester for graduating students.

### Eligibility

Major/specialization courses that are not offered in the semester for undergraduate programs are qualified for directed study. Junior and senior students who achieved acceptable academic progress

and good standing Cumulative Grade Point Average (CGPA) are eligible to enroll in directed study course.

Students are limited to enroll in a directed study only twice (up to 6 credit hours with a maximum of 3 credit hours course) during the tenure of the student in an undergraduate program.

### Contact Hours

Student will be deemed to be an independent learner for the course. As such, the student will be required to meet regularly with the faculty member as stipulated in the course syllabus. The faculty is required to provide and discuss the course topics, outlines, and course assessments with the student. The faculty shall follow the institutional grading policy to assign a final grade. The faculty has the responsibility to provide and support with evidence (course file) the same academic rigor in offering the course as for any other undergraduate course in the University.

## Class Standing

Class standing refers to the academic level determined by the number of credit hours completed. The below table summarizes the earned credit hours equivalent to each class:

CREDIT HOURS	CLASS STANDING
Less than 30.00 Credit Hours	Freshman
30.00 – 59.99 Credit Hours	Sophomore
60.00 – 89.99 Credits Hours	Junior
90.00 and more Credit Hours	Senior

## Dean's and President List

Promoting students' excellence is central to AUE's organizational culture. At the end of every semester an Honors list is published displaying the outstanding students who receive awards depending on the Grade Point Average (GPA) achieved.

AUE students will be placed on the Honors list for the semester in which they complete a minimum of 15 course hours with a semester Grade Point Average (GPA) of 3.50 and above.

Students who hold Pass, Fail, Exempted, Transferred, Withdrawn and Incomplete statuses cannot be considered for the Honors list. In addition, students should not hold a record of violation of code of conduct or any disciplinary action to be considered for the Honors list.

AUE awards students who achieved very good academic standing as follow:

- **Dean's List: 3.50 - 3.74**
- **President's List: 3.75 – 4.00**

## Graduation Honor

Recognition of academic Honors at graduation is an important aspect of the commencement exercise. Students at AUE are granted

Latin Honors as described in the below table and wear “Honor Sashes” as a kind of appreciation to their academic achievement.

HONOR	CGPA
Summa Cum-Laude	3.90 – 4.0
Magna Cum-Laude	3.70 – 3.89
Cum-Laude	3.50– 3.69

## Degree Completion and Graduation Requirements

The undergraduate programs at the University consists of a minimum of 120 credits. Students are awarded with a Bachelor’s degree from the University, upon the completion of the prescribed credit hours and courses of a particular program including general education, core, specialization and elective requirements, and meeting the minimum Cumulative Grade Point Average. All undergraduate students at AUE are expected to complete their bachelor’s degrees’ requirements within 150% of the credit hours length of their programs.

### Degree Completion Requirements:

Undergraduate students must satisfy the following requirements:

- Earn a minimum CGPA of 2.00 on a scale of 4.00.
- Successfully complete all courses as described in the study plan
- The Degree Completion requirements must be met within the timeframe of the program.
- Transfer students must successfully earn a minimum of 50% of the course credits for the program at AUE.

## Graduation

Once the Graduation Ceremony is announced, all students who are eligible to attend the commencement exercise will be notified by email and phone to visit the Registration Department, complete the “*Graduation Application Form*”, pay the Graduation fees and all other requirements, such as, gown measurements and yearbook photograph. However, students must respect the deadline to submit their application for processing.

## Financial Aid

### Financial Support

AUE offers students financial support in various forms including scholarships, grants, and financial aid subject to eligibility and availability per semester.

The allocation of financial support is centrally coordinated via the Student Life Office that is subject to a bi-annual audit to ensure compliance with the internally approved eligibility criteria for awarding the various forms of financial support as well as ensuring that this allocation is made in an equitable, transparent, and consistent manner in compliance with CAA Standards 6.7.5.

The University reserves the right to amend the categories of financial support offered and the eligibility criteria as well as revoke financial support in cases of violations of any of the University policies.

The University offers financial support in the following categories:

1. AUE Scholarship: a full scholarship offered by the University to eligible students at the undergraduate and graduate levels.
2. AUE Merit Scholarship: partial scholarships offered to students who either received a particular high school average and/or maintain a particular CGPA after the completion of 45 credit hours.
3. Corporate and Government Grants: partial grants of varying percentages as per agreements signed with various entities in the public and private sectors.
4. Financial Aid: a partial grant offered to undergraduate students with demonstrated financial need.

### Types of Financial Aid

#### AUE Financial Support Catalogue (Spring 20/21), Version 2

##### Undergraduate – Bachelor's Degree

1. PRIVILEGE CARDS & GOVERNMENT GRANTS						
Funding Type	Description	HS Average	Amount	CGPA	Combinability	Notes
ADNOC	<ul style="list-style-type: none"> <li>Undergraduate students</li> <li>Current employee or family member</li> <li>All programs except Law and PR Arabic</li> </ul>	N/A	30%	2.6+	None	ADNOC Employee and their family member must one of the following: <ul style="list-style-type: none"> <li>ADNOC ID</li> <li>Access of ADNOC Offer Application</li> <li>ADNOC Pioneer ID</li> <li>ADNC Offers Car &amp; Family Members</li> <li>ADNOC Strategic Partner</li> <li>Fertil</li> <li>Borouge</li> </ul>
Al Saada Card Grant	<ul style="list-style-type: none"> <li>Undergraduate students</li> <li>Current employees of General Directorate of</li> </ul>	85 – 100 %	40%	2.6+	None	<ul style="list-style-type: none"> <li>HS average requirement only applied to new students enrolled during Spring 2020</li> </ul>

	Residency and Foreigners Affairs (Dubai) • Valid card in student's name	75 – 84%	30%			
		74% or below	20%			
<b>Esaad Card Grant</b>	• Undergraduate students • Valid Esaad card in student's name <u>OR</u> • Have an eligible family member as listed on the back of a valid Esaad card	85 – 100 %	40%	3.0+	40%: Not combinable 20% & 30% can be combined • Early Payment • Family Grant • Financial Aid • High School • University Merit	• Proof of family relation* • HS average requirement only applied to new students enrolled during Spring 2020
		75 – 84%	30%			
		74% or below	20%			
<b>FAZAA Card Grant</b>	• Undergraduate students • Valid FAZAA card in student's name	N/A	20%	2.6+	None	
<b>Dubai Corporation for Ambulance Services</b>	• Undergraduate students • Employees of Dubai Ambulance	N/A	30%	2.6+	None	• 100% scholarship for 1 employee who is of people of determination, with proof of DCAS nomination letter • 50% scholarship to 10 employees, with proof of DCAS nomination letter
<b>Dubai Electricity and Water Authority (DEWA) Grant</b>	• Undergraduate students • Current employees	N/A	20%	2.6+	None	
<b>Dubai Police Grant</b>	• Undergraduate students • Current or retired employee <u>OR</u> • Have parent or spouse who is a current or retired employee	85 – 100%	40%	2.6+	None	• If student is the child or spouse of DP employee, student must have min. HS average of 70% • HS average requirement only applied to new students enrolled during Spring 2020
		75 – 84%	30%			
		74% or below	20%			
<b>General Directorate of Residency and Foreigners Affairs Dubai Grant (GDRFA)</b>	• Undergraduate students • Current or retired employee; <u>OR</u> • Have parent or spouse who is a current or retired employee	85 – 100%	30%	2.6+	None	• If student is child or spouse of employee, student must have min. HS average of 70% • Proof of family relation* • HS average requirement only applied to new students enrolled during Spring 2020
		84 or below	20%			
<b>Government Employee Grant</b>	• Undergraduate students • Current UAE government employee	N/A	15%	2.5+	• Early Payment • Family Grant • Financial Aid • High School • University Merit	• 100% government owned entities are eligible • Semi-government organizations not entitled

**2. UNIVERSITY SCHOLARSHIPS & GRANTS**

Funding Type	Description	HS Average	Amount	CGPA	Combinability	Notes
<b>Athletic Scholarship</b>	• Undergraduate students • Registered athletes on an AUE team • Nominated by Athletic Coordinator	N/A	1 <sup>st</sup> Team: 50% Sub.: 25%	2.6+	None	
<b>AUE Scholarship</b>	• New undergraduates • Enrolling directly from high school	90% or above	Up to 100%	3.6+	None	
<b>Early Payment</b>	• Undergraduate students • Pay in full by early payment deadline	N/A	5%	None	• Family Grant • Financial Aid • High School • Government (15%) • University Merit	



<b>Family Grant</b>	<ul style="list-style-type: none"> <li>Undergraduate students</li> <li>Two or more registered immediate family members (siblings, parents, spouse, children)</li> <li>Registered in courses simultaneously</li> </ul>	N/A	10% per family member	2.5+	<ul style="list-style-type: none"> <li>Early Payment</li> <li>Family Grant</li> <li>Financial Aid</li> <li>High School</li> <li>Government (15%)</li> <li>University Merit</li> </ul>	<ul style="list-style-type: none"> <li>Must be registered and have AUEID numbers.</li> <li>Proof of family relation*</li> </ul>
<b>High School Merit Scholarship</b>	<ul style="list-style-type: none"> <li>Undergraduate students</li> <li>Final high school average of 85 or higher</li> <li>High school graduate within two years of enrolling at AUE</li> <li>Granted for first four consecutive semesters of study</li> </ul>	95% or above	20%	3.0+	Can be combined <ul style="list-style-type: none"> <li>Early Payment</li> <li>Family Grant</li> <li>Financial Aid</li> <li>Government (15%)</li> <li>University Merit</li> </ul>	
		90 – 94%	15%			
		85 – 89%	10%			
<b>University Merit Scholarship</b>	<ul style="list-style-type: none"> <li>Undergraduate students</li> <li>Min. 45 credit hours completed</li> </ul>	N/A	15%	3.9 – 4.0	Can be combined <ul style="list-style-type: none"> <li>Early Payment</li> <li>Family Grant</li> <li>Financial Aid</li> <li>High School</li> <li>Government (15%)</li> </ul>	
			10%	3.6 – 3.89		
<b>3. UNIVERSITY AID</b>						
<b>Funding Type</b>	<b>Description</b>	<b>HS Average</b>	<b>Amount</b>	<b>CGPA</b>	<b>Combinability</b>	<b>Notes</b>
<b>Financial Aid</b>	<ul style="list-style-type: none"> <li>Undergraduate students</li> <li>Extreme financial hardship</li> <li>Must apply through student portal</li> </ul>	75% or above (new student)	Up to 50%	3.0+	Can be combined <ul style="list-style-type: none"> <li>Early Payment</li> <li>Family Grant</li> <li>High School</li> <li>Government (15%)</li> <li>University Merit</li> </ul>	Required Documents are posted on the Student Portal
<b>Humanitarian Aid (COVID-19)</b>	<ul style="list-style-type: none"> <li>Undergraduate students</li> <li>Documented unpaid leave and/or termination due to COVID-19</li> <li>Demonstrated extreme financial hardship</li> </ul>	N/A	Up to 40%	N/A	Can be combined <ul style="list-style-type: none"> <li>Early Payment</li> <li>Family Grant</li> <li>High School</li> <li>Government (15%)</li> <li>University Merit</li> </ul>	Required Documents: <ul style="list-style-type: none"> <li>Personal Statement from Student</li> <li>Official Employer Letter (unpaid leave, termination, decrease in salary)</li> <li>Bank Statement (past 6 months)</li> <li>Any other documents, as required</li> </ul>

## Financial Information

### Tuition and Fees

Undergraduate Degrees Tuition Fees			
Programs	Per credit hour	Per course	
	AED	AED	USD
General Education Courses	1,225	3,675	1,007
College of Computer Information Technology (CCIT) - Core Courses	1,575	4,725	1,295
College of Design ( CDES) - Core Courses	1,575	4,725	1,295
College of Business Administration (COBA) - Core Courses	1,400	4,200	1,151

College of Media and Mass Communication (CMMC) - Core Courses	1,400	4,200	1,151
* Bachelor of Public Relations (Arabic)	1,575	4,725	1,295
College of Security & Global Studies (CSGS) - Core Courses	1,680	5,040	1,381
College of Security & Global Studies (CSGS) - Liberal Art Courses	1,400	4,200	1,151
College of Law (CLAW) - Core Courses	1,470	4,410	1,209
College of Education (CEDU) - Core Courses	1,750	5,250	1,439
College of Education - (1) Liberal Art Courses	1,400	4,200	1,151
College of Education - (2) Liberal Art Courses	1,575	4,725	1,295

### Students Services Fees (Non-Refundable)

Services	Fees	
	AED	USD
Admission Fees - Undergraduate Degrees (Including ID & Application Fees)	3,150	863
Admission Fees - Undergraduate Degrees (Visiting Students)	1,050	288
Admission Fees - Graduate Degrees (Visiting Students)	1,575	432
Admission Application Form Fee - ELI Fees	788	216
Late Registration Fees	1,575	432
Graduation Fee (To be paid upon final clearance application)	2,100	575
Internet & Lab Fees (Per Semester)	525	144
Replacement ID Fees	210	58
External Transfer Fee (Per Course)	525	144
Official Transcript	315	86
Graduation Certificate Fee	683	187
Attested Graduation Certificate Fee	315	86
Official Letter Request	79	22
Fee Quotations	79	22
Student Lockers (Per Semester)	158	44
Visa Processing Fee (Inside UAE)	4,200	1151
Visa Processing Fee (Outside UAE)	3,675	1007
Health Insurance	1,102	288
Emirates I.D.	179	49

Visa Processing - Medical Test	441	121	
Passport Deposit / Security Fee	5,500	1,507	
Visa Renewal Fee	1,050	288	
Visa Cancellation Fee - Inside UAE	525	144	
Visa Cancellation Fee - Outside UAE	788	216	
Transport - Dubai after Mall of the Emirates	1,000	274	
Transport - Dubai before Mall of the Emirates	900	247	
Transport - Sharjah	1,200	329	
Penalty for bouncing cheque	525	144	
Health Care Services (Per Semester)	126	35	
Health Care Services (in Summer Semester)	63	17	
Change Major/College Fees	210	58	
Course Syllabus (Printed & Stamped)	210	58	
TOEFL Test (AUE students)	735	202	
TOEFL Test (Outsiders)	840	231	
<b>Intensive English Programs (IEP)</b>			
Programs	AED	USD	
English Level	7,560	2,072	
TOEFL / IELTS Course	3,780	1,035	
<b>Visiting Student's Tuition Fees (Undergraduate Degree)</b>			
<b>Undergraduate Degrees</b>	<b>Per credit hour</b>	<b>Per course</b>	
<b>Programs</b>	<b>AED</b>	<b>AED</b>	<b>USD</b>
General Education Courses	1,575	4,725	1,295
College of Computer Information Technology (CCIT) - Core Courses	1,925	5,775	1,582
College of Design ( CDES) - Core Courses	1,925	5,775	1,582
College of Business Administration (COBA) - Core Courses	1,750	5,250	1,439
College of Media and Mass Communication (CMMC) - Core Courses	1,750	5,250	1,439
* Bachelor of Public Relations (Arabic)	1,750	5,250	1,439
College of Security & Global Studies (CSGS) - Core Courses	1,750	5,250	1,439
College of Law (CLAW) - Core Courses	1,645	4,935	1,352
College of Education (CEDU) - Core Courses	1,925	5,775	1,582

## Payments Plan

AUE students are expected to pay their tuition fees and other service charges related to attending Bachelor courses at American University in the Emirates before the beginning of each semester/term. All outstanding balances must be cleared prior the final exams.

Students may settle their outstanding balances by visiting the Financial Affairs Department on campus and make direct cash payment, checks (current and post-dated) or credit cards. They can also access the student's portal and pay the pending dues online, or deposit the outstanding balance through a bank transfer directly to the University bank account.

AUE offers flexible payment plan, which applies to all students and published in all University publications.

The following plan options are available:

### - Enrolled Self-Sponsored Students:

Enrolled students at AUE must choose one of the following payment options and finalize the arrangements with the Financial Affairs Department:

**Option 1:** Full Payment (Payment should be made on the first day of registration) by cash/ credit card/current dated check

**Option 2:** 50% down payment for the total tuition fees should be made on the same day of registration, the second 50% must be done by two months postdated check (checks need to be dated on the 5th of the due month).

**Option 3:** 60% down payment of the total tuition fees should be made on the same day of registration; the equal second and the third installments (20% each) should be made by two months and three months postdated checks respectively. (checks need to be dated on the 5th of the due month).

### - Enrolled Sponsored Students:

Students who are sponsored by governmental, semi-governmental and private entities, should submit a sponsorship letter along with the registration form indicating that the sponsor organization will bear all student's financial liabilities, upon receipt of the invoice from AUE Financial Affairs Department.

## Refund Policy

Students are eligible for only tuition fees refund after the add/drop period within the time frame stipulated. Admission and service fees are non-refundable.

It is the student responsibility to apply for the course withdrawal and abide by the refund below calendar.

100% REFUND OF COURSE FEE	Withdrawal from a course within seven days after the last day of add/drop
75% REFUND OF COURSE FEE	Withdrawal from a course within 14 days after the last day of add/drop period
25% REFUND OF COURSE FEE	Withdrawal from a course within 28 days after the last day of add/drop period
0% REFUND	Withdrawal from a course over 28 days after add/drop period

All the refunded fees are credited in the student's account; cash reimbursement can occur only when students are withdrawing from the University or graduating.

## Adjustments of charges

All tuition and service fees by American University in the Emirates are approved by the University Council. AUE reviews its tuition and service fees annually, and may recommend and amend an increase of maximum limit 10% on the tuition and service fees to existing students in accordance with the Terms and Conditions contract (signed by all students). Changes in tuition and service fees are effective on Fall semesters of every year. All tuition and service fees are listed in the University website and Catalogs. AUE reserves the right to include additional fees to existing students to meet certain higher education needs and expectations.

## Student Life

### On-Campus Services

AUE provides a broad selection of services and facilities to students. The Student Life Office has a vital role in the campus life and activities. AUE has well-resourced facilities designed to create a welcoming environment that allows students to be engaged smoothly in the university life.

#### **Student Residence**

AUE facilitates student accommodation via a trusted third-party provider. AUE students may approach the Student Life Office for information related to the student residence via the third-party provider.

#### **Recreational Facilities**

AUE students have access to recreational facilities that engage students in common activities such as video games and other entertainment activities. The recreational area is available to all AUE students in the ground floor of block 6.

#### **Immigration and Visa Services**

AUE provides its students with UAE residence visas that are valid for one year and renewable upon request. Upon admission and registration for a minimum of 3 credit-bearing courses, students who require a visa apply by filling the relevant forms at the Protocol and Public Relations Department located on the second floor and proceed to make the necessary payments.

#### **Lost and Found**

Students who misplace any of their personal belongings may approach any of the reception desks located on the first, second, and third floors to search/retrieve their items.

#### **Transportations & Parking**

AUE provides its students with transportation services upon their request. Students who require transportation services approach the General Services Department located on the second floor.

### **Bookstore**

The AUE bookstore located on the ground floor offers students all the required resources for their coursework including textbooks, books, and other print material.

### **Library**

The AUE library located on the ground floor provides students, faculty and staff with access to textbooks, books, and other resources in print and electronic format. Additionally, the library provides students with access to computers and xx study rooms that provide a quiet and productive learning environment.

### **Copy Center**

The AUE copy center located on the ground floor that serves the printing, documentation, and lamination needs of students, staff, and faculty members.

### **Laboratories**

AUE students have access to computer laboratories equipped with the programs and software that are required for their coursework for experimental learning purposes. Either computer labs or special labs, students are encouraged to have hands on experience through practicing the course assets through these specialized labs.

### **Cards**

AUE students are issued student ID Cards at the Admissions and Registration Department located on the second floor. Students are required to have their AUE Student ID Cards at all times and produce it for verification if required by a staff or faculty member.

### **Dining Services**

For their dining needs students have access to the DIAC food court closely located to the AUE campus. For recreational purposes students have access to the student area on the ground floor.

### **Prayer Rooms**

Students have access to male and female prayer rooms located on the second floor.

### **Security and Safety**

The health and safety of students, faculty, and staff is a top priority at AUE that ensures a healthy and secure environment for all by ensuring strict adherence to the UAE Federal Labor Law Articles 91 and 101 on employee and student safety. Hence AUE provides all members of its community with appropriate protection.

The AUE campus is monitored via security cameras in addition to being secured via security agents that monitor the campus 24 hours a day 7 days a week to ensure the safety of students,

Throughout campus, detailed instructions related to fire prevention and fighting are displayed on each floor in both Arabic and English in a permanent and prominent places. Additionally, the campus has an emergency evacuation plan that is regularly tested. This evacuation plan is fixed in each floor next to the lifts showing the following: The place (where you are) according to the Campus Evacuation Exit Doors Assembly Point Instructions This evacuation plan is annually tested by both TECOM authority and AUE General Services Department

### **Health Services and Insurance**

An ambulance is available 24/7 in front of the entrance of block 6. It provides necessary medical care to students, faculty and administrative staff members in case of emergency. If needed, free transportation to hospital will be offered. AUE also provides insurance that covers accidents that may take place on campus.

## **Career Services**

The University's prioritizes equipping students with real life practical experience as a core part of its curriculum. Career preparedness and employment support are hence a core part of the student experience provided by the University. This policy outlines the ways in which the University provides career services in compliance with CAA Standard 6.7.4.

The University provides internship support, career counseling, and career placement services for students via the Careers and Internship Office that caters to students from the first year of enrollment. The services offered are as follows:

1- Career Counseling and Job Placement: the University offers students individualized career counseling as part of a career planning process in which students interests, specialization, and strengths are mapped with industry opportunities. The University works with the students to then secure adequate employment opportunities that are aligned with their field of study on an individual basis as well as via an annual Career Fair that brings potential employers from the public and private sectors.

2- Career Development and Job Preparedness: the University ensures job preparedness by offering students specialized workshops on CV writing, Interview Skills, Business Etiquette, Job Search Fundamentals as well as offering job psychometric tests. This is an addition to guest speakers and specialized workshops related to employment in specific fields as aligned with the University's offered specializations.

3- Internship Placement and Support: the University offers students support in securing internship placements that are aligned with the student's interests and fields of study both on an individual basis and as part of the core Internship requirement in specific programs. In addition to internship placement the University offers ongoing counseling and job support throughout the internship including obtaining performance feedback from the internship supervisors.

## Counseling and Disability Services

As an equal opportunities institution the University supports students in their educational endeavors regardless of any personal barriers to success. The University works to ensure that students with physical, mental disabilities receive the support needed to achieve their goals during their academic careers. This policy outlines the University's student counseling and disability support offerings in compliance with CAA Standards 6.

The Counseling and Disability Office at AUE provides a physical space that is conducive to secure and personal discussion of barriers to success that may face any given student during their academic career. The office also ensures that students are provided a qualified and experienced individual with whom they may speak with regarding any challenges they may be facing. The Office takes confidentiality extremely seriously and ensures procedures reflect a will to preserve sensitive data externally as well as within the university itself. The Office ensures that any personnel which are tasked with counseling duties are trained regarding university policy and procedures, to ensure the timely provision of services to students seeking them.

The Disability and Counseling Office provides AUE students with the support needed to ensure mental health and well-being as well as the ability to succeed via adequate support for physical and mental disability. The Disability and Counseling Office offers students the following services:

- 1- One-on-one counselling
- 2- Workshops on areas related to mental health and disability support
- 3- Special accommodation for students

## Grievance Policy and Procedure

The Student Grievance policy provides clear and accurate advice and guidance for students making a complaint or appeal, and for staff involved in handling or supporting complaints and appeals. This policy will encourage constructive engagement with the appeals and complaints procedures and offer opportunities for early and/or informal resolution. In addition, students will be able to raise matters of concern without the risk of disadvantage. The Policy will ensure that the appeals and complaints procedures are conducted in a timely, consistent, fair manner and appropriate action is taken. The university will maintain formal records of all student grievances from initiations to the final decisions.

A grievance is defined as any incident or situation in which an enrolled AUE student perceives that one of his/her rights have been violated as outlined in the Policy on Student Rights and Responsibilities. This includes informal complaints, formal grievances, and appeals regarding perceived inadequate teaching and learning, inappropriate classroom conduct, discrimination, harassment, bullying arising between the student and his/her peers, instructors, or staff members.



An informal complaint involves academic or non-academic issue between a student and a member of faculty, staff, or student(s) for which a student pursues informal mediation and resolution directly with the party concerned.

A non-academic grievance is defined as any situation in which the student perceives his/her rights have been violated and wishes to pursue formal action against another student, faculty or staff member outside the context of a course on matters unrelated to teaching or learning by filing a Student Grievance Form at the Student Life Office.

An academic grievance is defined as any situation in which the student perceives that his/her rights have been violated in the context of a course in matters related to teaching and learning and wishes to pursue formal action against a faculty member by filing a Student Grievance Form at the Student Life Office.

The student grievance procedure shall be used by someone who is a student at AUE at the time the case occurred. The student registering the grievance must have received the unfair treatment as a student. A grievance cannot be filed on behalf of another student. During the grievance process, the student is responsible to provide evidence in support of the claim by maintaining written notes and necessary documentation for each step of this procedure. All accusations arising from a single event should be part of one grievance filing.

#### Eligibility:

The purpose of the student grievance procedure is to provide a system to channel student complaints against students, faculty or staff, concerning the following:

- Alleged discrimination based on age, gender, race, or disability excluding sexual harassment grievances.
- Misconduct of a member of the University community
- Sexual Misconduct
  - o Because of the sensitive nature of such grievances, alleged sexual harassment complaints should be sent directly to the Manager of Student Life and Community Engagement.
  - o A meeting with the Manager of Student Life and Community Engagement will replace the first step of the grievance procedure. The Manager of Student Life and Community Engagement will counsel with the student to determine the appropriate action that is required.
  - o If the grievance is not resolved after this meeting, then the remainder the grievance procedure will be followed.
- Academic matters, excluding individual grades (which must follow the Final Grade Appeal Procedure) except when the conditions in items A or B above apply.

#### Informal Complaint (Mediation)

1. The student should approach the Student Life and Community Engagement Office with their complaint.

2. The Manager of the Student Life and Community Engagement Office may mediate between the student and the other parties involved in the incident (student, staff, or faculty member).
3. This step is not applicable in the cases of alleged sexual harassment, sexual misconduct or discrimination in which case the Student Life and Community Engagement Office will provide all necessary support to follow the procedures correctly.
4. If the mediation efforts resolves the issue, then the Manager of Student Life and Community Engagement will notify the decision in writing to the Complainant(s) and the Respondent(s) within 5 working days from the date of resolution.

### Formal Complaint/Grievance

#### Initiating a Grievance:

1. If the Complainant(s) is/are not satisfied with the outcome of the mediation effort, he/she may file a written grievance by completing a Student Grievance Form at the Student Life and Community Engagement Office where staff will explain the grievance process.
2. The completed grievance form must be presented to the Manager of Student Life and Community Engagement, or designee, within 48 hours after satisfying the first step in the grievance process.
3. The Manager of Student Life and Community Engagement, or designee, shall give written acknowledgement of receipt of the Student Grievance Form.

#### Resolving a Grievance:

If the grievance involves an incident or situation *between a student and his/her peer*:

1. **Meeting with Complainant:** If the Student Grievance Form is not clear, the complainant will be called in the by the Manager of the Student Life & Community Service, or designee, to meet and clarify details of the grievance.
2. **Investigation:** Upon receiving grievance, the Office of Student Life & Community Engagement will begin a formal investigation of the grievance.
3. **Letter of Notice:** If reasonable cause exists, the complainant (and respondents, if applicable) will be notified of a scheduled Grievance Committee Hearing via a formal letter of notice to the official University email account. The formal letter of notice will outline the alleged violations, notification of where to locate the Student Code of Conduct, procedures for resolution of the complaint, and notification of the date and time of the scheduled hearing within 48 hours of the reported violation. The respondent may also be contacted informally via phone call or in person by a Student Life Officer to follow up on the formal letter of notice.
4. **Interim Actions:** The Manager of the Student Life & Community Engagement Office may impose interim actions during the investigation process including a no contact order or temporary suspension. Such actions may be taken to ensure the safety and well-being of the university community and the accused student.

5. **Grievance Committee Hearing:**

- a. Hearings are closed to the public. When testimony is being given, only the Committee members, the student, the employee, and the witness giving testimony may be present. During deliberations, only the members of the Committee may be present.
- b. Hearings are informal.
  - i. A tape recording of the testimony presented during the appeal hearing may be made.
  - ii. The Committee's deliberations are not taped-recorded.
  - iii. After resolution of the appeal, the tape recording will be kept for three months in the Office of the Director of Student Services.
  - iv. Either party in the appeal may listen to this tape recording under the supervision of the Chief Student Services Officer or designee
- c. The Committee may question the student, faculty and the employee. The Committee may also question the employee's supervisor and any additional witnesses that it considers necessary to render a fair decision. Questions must be relevant to the issues of the appeal.
- d. Both parties to the appeal may ask questions of the other during the meeting. These questions must be relevant to the issues of the appeal. The Chairperson of the Committee will determine the appropriateness of the questions.
- e. The student shall bear the burden of proof.
- f. The Committee shall decide the solution of the grievance by a majority vote. In case of a tie, the Chairperson shall vote and thus break the tie.
- g. The Chairperson shall forward a copy of the Committee's decision to all parties involved within 5 days of the Committee's decision

6. **Decision & Notification:** Based on the findings of the Grievance Committee, the respondent(s) will receive a formal outcome letter within 5 business days of the hearing outlining the violation(s), the Committee's decision, and the student's right for an appeal. The student is subject to any one or more of the following disciplinary actions:

- o **Verbal Warning:** An official verbal notice by the Manager of Student Life & Community Engagement in which the policy is explained to the respondent with the understanding that further action may be taken should the respondent be involved in further violations. The Student Life & Community Engagement Office keeps a record of this incident, but it does not go into the student's disciplinary record.
- o **Written Warning:** An official written notice by the Manager of Student Life & Community Engagement that becomes a part of the student's disciplinary record.
- o **Restitution:** The requirement to provide monetary compensation for any damage caused to the University or any other person's property.
- o **Community Service Hours:** The requirement to complete a specific number of unpaid service hours to the University, as approved by the Manager of the Student Life & Community Engagement Office.

- o **No Contact Order:** An order for a specific person(s) to refrain from engaging in any contact of any means with another specified member of the university campus.
- o **Behavioral Requirements:** The requirement to complete a specific activity such as writing an essay or an apology letter, giving a presentation, apologizing to another party in person, attending counseling, etc.
- o **Educational Requirement:** The requirement to complete a specific activity such as attending and/or participating in an educational activity and/or sponsoring or assisting with an educational activity for others.
- o **Withdrawal of Financial Support:** Should a student be a recipient of any financial support including a scholarship, grant, or financial aid, the Manager of the Student Life & Community Engagement Office has the right to withdraw financial support permanently or for a set period of time.
- o **Exclusion from University Events:** The University has the right to exclude the respondent from the participation in and/or attendance of a specific or all University events and activities, including the graduation ceremony.
- o **Disciplinary Probation:** The respondent is placed on official notice that they are not in good standing with the University; the respondent is restricted of their eligibility for financial support and on-campus employment, holding administrative positions on the Student Council and/or Student Clubs, and participation in Student Events.
- o **Disciplinary Suspension:** The respondent is required to temporarily separate from the University for a specific number of time. During this period of time, the respondent will be withdrawn from all courses, will be blocked from accessing the AUE Student Portal, will be banned from visiting the University grounds and attending any University events and activities.
- o **Permanent Expulsion:** The respondent is required to permanently separate from the University. The respondent will be withdrawn from all courses and will be permanently banned from visiting the University grounds and attending any University events and activities.
- o **Withholding Degree:** The University has the right to withhold issuing a degree to the respondent until all imposed sanctions, if any, are complete.

**If the grievance involves an incident or situation between *a student and a staff member or a faculty member on matters unrelated to teaching and learning*:**

1. **Meeting with Complainant:** If the Student Grievance Form is not clear, the complainant will be called in the by the Manager of the Student Life & Community Service, or designee, to meet and clarify details of the grievance.
2. **Investigation:** Upon receiving grievance, the Student Life & Community Engagement Office will begin a formal investigation of the grievance.
3. **Letter of Notice:** If reasonable cause exists, the complainant (and respondents, if applicable) will be notified of a scheduled Grievance Committee Hearing via a formal letter of notice to the official University email account. The formal letter of notice will outline the alleged violations, notification of where to locate the Student Code of Conduct, procedures for

resolution of the complaint, and notification of the date and time of the scheduled hearing within 48 hours of the reported violation. The respondent may also be contacted informally via phone call or in person by a Student Life Officer to follow up on the formal letter of notice. Additionally, the immediate supervisor of the staff or faculty member will be notified.

4. **Interim Actions:** The Manager of the Student Life & Community Engagement Office may impose interim actions during the investigation process including a no contact order or temporary suspension. Such actions may be taken to ensure the safety and well-being of the university community and the accused student.
5. **Grievance Committee Hearing:**
  - a. Hearings are closed to the public. When testimony is being given, only the Committee members, the student, the employee, and the witness giving testimony may be present. During deliberations, only the members of the Committee may be present.
  - h. Hearings are informal.
  - v. A tape recording of the testimony presented during the appeal hearing may be made.
  - vi. The Committee's deliberations are not taped-recorded.
  - vii. After resolution of the appeal, the tape recording will be kept for three months in the Office of the Director of Student Services.
  - viii. Either party in the appeal may listen to this tape recording under the supervision of the Chief Student Services Officer or designee
  - i. The Committee may question the student, faculty and the employee. The Committee may also question the employee's supervisor and any additional witnesses that it considers necessary to render a fair decision. Questions must be relevant to the issues of the appeal.
  - j. Both parties to the appeal may ask questions of the other during the meeting. These questions must be relevant to the issues of the appeal. The Chairperson of the Committee will determine the appropriateness of the questions.
  - k. The student shall bear the burden of proof.
  - l. The Committee shall decide the solution of the grievance by a majority vote. In case of a tie, the Chairperson shall vote and thus break the tie.
  - m. The Chairperson shall forward a copy of the Committee's decision to all parties involved within 5 days of the Committee's decision.
6. **Decision & Notification:** Based on the findings of the Grievance Committee, the respondent(s) will receive a formal outcome letter within 5 business days of the hearing outlining the violation(s), the Committee's decision, and the student's right for an appeal. The student is subject to any one or more of the following disciplinary actions:
  - o **Verbal Warning:** An official verbal notice by the Manager of Student Life & Community Engagement in which the policy is explained to the respondent with the understanding that further action may be taken should the respondent be involved in further

violations. The Student Life & Community Engagement Office keeps a record of this incident, but it does not go into the student's disciplinary record.

- o **Written Warning:** An official written notice by the Manager of Student Life & Community Engagement that becomes a part of the student's disciplinary record.
- o **Restitution:** The requirement to provide monetary compensation for any damage caused to the University or any other person's property.
- o **Community Service Hours:** The requirement to complete a specific number of unpaid service hours to the University, as approved by the Manager of the Student Life & Community Engagement Office.
- o **No Contact Order:** An order for a specific person(s) to refrain from engaging in any contact of any means with another specified member of the university campus.
- o **Behavioral Requirements:** The requirement to complete a specific activity such as writing an essay or an apology letter, giving a presentation, apologizing to another party in person, attending counseling, etc.
- o **Educational Requirement:** The requirement to complete a specific activity such as attending and/or participating in an educational activity and/or sponsoring or assisting with an educational activity for others.
- o **Withdrawal of Financial Support:** Should a student be a recipient of any financial support including a scholarship, grant, or financial aid, the Manager of the Student Life & Community Engagement Office has the right to withdraw financial support permanently or for a set period of time.
- o **Exclusion from University Events:** The University has the right to exclude the respondent from the participation in and/or attendance of a specific or all University events and activities, including the graduation ceremony.
- o **Disciplinary Probation:** The respondent is placed on official notice that they are not in good standing with the University; the respondent is restricted of their eligibility for financial support and on-campus employment, holding administrative positions on the Student Council and/or Student Clubs, and participation in Student Events.
- o **Disciplinary Suspension:** The respondent is required to temporarily separate from the University for a specific number of time. During this period of time, the respondent will be withdrawn from all courses, will be blocked from accessing the AUE Student Portal, will be banned from visiting the University grounds and attending any University events and activities.
- o **Permanent Expulsion:** The respondent is required to permanently separate from the University. The respondent will be withdrawn from all courses and will be permanently banned from visiting the University grounds and attending any University events and activities.
- o **Withholding Degree:** The University has the right to withhold issuing a degree to the respondent until all imposed sanctions, if any, are complete.

If the grievance involves an incident or situation *between a student and faculty member related to teaching and learning*:

1. **Notify College Dean or Provost:** The Manager of Student Life and Community engagement will notify the College Dean and or Provost who will form a committee to investigate the incident or situation.
2. **Committee Findings Shared with OSL:** The committee findings and recommendations are to be shared with the Manager of Student Life and Community Engagement within 48 hours from the reporting of the grievance.
3. **Notification:** The Manager of Student Life will inform the student of the outcome in writing via the student's official University email with 48 hours from when the committee's decision is communicated .

### Appealing to the Grievance Committee

1. **Submit Grievance Appeal Form:** If a student remains unsatisfied with the outcome of the Grievance Committee he/she may appeal the decision by filling the Grievance Appeal Form at the Student Life and Community Engagement Office within five working days after receiving the Grievance Committee decision. The request shall include a copy of the original grievance form and the reason why the supervisor's response was unsatisfactory.
  - a. No appeal shall be allowed unless the appellant cites specifically to the grievance record and states with specificity the grounds under which the appeal shall be allowed.
  - b. Any appeal submitted that does not include the required information will be dismissed without review.
2. **Grievance Appeal Committee:**
  - a. The Manager of Student Life and Community Engagement will notify the Director of Student Services
  - b. The Director of Student Services shall ensure that a Grievance Appeal Committee is organized in a manner consistent with the Committee Structure described in this procedure. The Director of Student Services shall present all relevant information on the case to the Grievance Appeal Committee who then meet with all relevant parties.
  - c. If the Student Grievance Committee overrules a decision in whole or in part, it may:
    - i. Modify the decision; or
    - ii. Remand for further proceeding.
3. The Grievance Appeal Committee shall be responsible for reviewing substantive or procedural appeals from the decision(s) of a college dean or university administrator.
4. Decisions of the Grievance Appeal Committee are final. There is no further appeal within the Student Grievance procedures.

### The Student Grievance Committee

#### Composition

1. Three students recommended by the AUE Student Council.
2. Two faculty members recommended by the Provost/VPAA.
3. One Student Services staff member recommended by the VPEMSS.

4. One administrator, other than the Director of Student Services, to serve as the Committee's chairperson.
5. The Manager of Student Life and Community Engagement, or designee, who serves as ex-officio, non-voting member of the Committee. The President must approve all recommended members.

### **Purpose and Function**

1. All student grievance committees are ad hoc and shall be formed to hear specific complaints. A new committee may be formed every time that a grievance covered under this procedure is filed.
2. Whenever a committee is formed, it may adopt additional rules and guidelines not in contradiction with these procedures.
3. When a grievance committee is scheduled, the parties involved are entitled to:
  - a. A written notice of the complaint that shall be forwarded to all parties at least five working days prior to the meeting unless the student filing the complaint waives this requirement. This notice shall include the following:
    - i. A brief description of the complaint, including the name of the person filing the complaint;
    - ii. The date, time and location of the meeting, and
    - iii. The name of any person who might be called as a witness.
4. Review all available evidence, documents or exhibits that each party may present at the meeting. This review must take place under the supervision of the Manager of Student Life and Community Engagement or his/her designee.
5. Appear in person and present information on his/ her behalf and present additional evidence to the Committee, subject to the Committee's judgment that the evidence is relevant to the appeal.
6. Call witnesses who are dismissed after providing testimony and responding to questions posed by the Committee and either party in the appeal.

### **Hearing Procedures**

1. Hearings are closed to the public. When testimony is being given, only the Committee members, the student, the employee, and the witness giving testimony may be present. During deliberations, only the members of the Committee may be present.
2. Hearings are informal.
  - a. A tape recording of the testimony presented during the appeal hearing may be made.
  - b. The Committee's deliberations are not taped-recorded.
  - c. After resolution of the appeal, the tape recording will be kept for three months in the Office of the Director of Student Services.
  - d. Either party in the appeal may listen to this tape recording under the supervision of the Chief Student Services Officer or designee
3. The Committee may question the student, faculty and the employee. The Committee may also question the employee's supervisor and any additional witnesses that it considers necessary to render a fair decision. Questions must be relevant to the issues of the appeal.



4. Both parties to the appeal may ask questions of the other during the meeting. These questions must be relevant to the issues of the appeal. The Chairperson of the Committee will determine the appropriateness of the questions.
5. The student shall bear the burden of proof.
6. The Committee shall decide the solution of the grievance by a majority vote. In case of a tie, the Chairperson shall vote and thus break the tie.
7. The Chairperson shall forward a copy of the Committee's decision to all parties involved within 48 hours of the Committee's decision

### **A Grievance Petition**

A filed Grievance must be in writing and must contain:

1. The name of the grievant, student identification number (if applicable), and contact information to include the email address
2. The name(s) of the respondent(s)
3. A detailed description of the nature of the grievance and the actual harm inflicted to the student
4. A detailed description of any informal resolution sought and the outcomes
5. A detailed description of the relief sought from the grievance.
6. Name and Signature of the complainant(s)
7. Date of submission of the grievance

### **The Appeal Form**

An appeal must be in writing and contain:

1. The appellant(s)'s name, student identification number, and contact information to include the email address
2. A detailed description of the appeal
3. A copy of the findings of the complaint review/hearing with the supporting documents
4. The specific grounds supporting the appeal.
5. A detailed description of the resolution sought
6. Signature of appellant(s)
7. Date of submission of the grievance

## Student Rights and Responsibilities

AUE safeguards the rights of its students as they pursue knowledge, personal and professional growth as members of the University community in a manner that enables a safe and conducive learning environment for all. Fundamental to these rights is the guarantee of equal opportunity for all regardless of age, gender, nationality, race, religion, and physical ability. Furthermore, as members of the University community students are also accountable for upholding their responsibilities in accordance with the laws and cultural values of the UAE and the provisions of the University policies and procedures.

**Student rights are as follows:**

1. The right to fair and equal treatment by all members of the University community including faculty and staff.
2. The right to respect, dignity, and confidentiality of information in accordance with the University policies and procedures.
3. The right to due process that is fair and in accordance with University policies and procedures.
4. The right to report any perceived violations of the University policies and procedures via appropriate channels.
5. The right to a safe and conducive learning environment that offers adequate and appropriate resources.
6. The right to complete and accurate information about the University policies, procedures and any other information via timely communication by the University's official communication channels including official email, print, website, portal announcements, the call center, and social media outlets.
7. The right to express their views and share their feedback about University operations, faculty members, and courses via appropriate channels as outlined in the University policies and procedures.
8. The right to participate in institutional decision making via appropriate channels as outlined in the University policies and procedures.
9. The right to complete and accurate information regarding classwork including but not limited to: a complete course outline, grading rubric, grade scale, and coursework descriptions clearly stipulating requirements.
10. The right to pursue extracurricular interests and personal and professional growth by forming and participating in University clubs, societies, and events.

**Student responsibilities are as follows:**

1. To abide by the University Honor Code, Code of Conduct, and the stipulations outlined by the University policies and procedures.
2. To uphold the University values and treat all members of the University community including faculty, staff, and peers with dignity and respect and in accordance with the UAE culture and values.
3. To obtain complete and accurate information about University policies and procedures and seeking the support of the relevant individuals and departments in a timely manner.
4. To provide complete and accurate information to the University such that it is able to communicate with the student in a timely manner including activating and using the University email as well as an accurate and valid phone number.

If an enrolled student perceives that any of the aforementioned rights have been violated by any student, faculty, or staff member on or off campus then he/she has the right to file a Grievance as per the Grievance Policy.

## Orientation

New students are encouraged to attend the Orientation Program prior to their registration. The Orientation Program allows students to:

- Be introduced to AUE academic life.
- Gain information on the general academic policies and regulations.
- Socialize with peers.
- Meet the faculty members and administration staff of AUE.
- Discuss relevant issues as freshmen.
- Gain information on the University facilities and services.
- Go on campus tours and visit the departments.

With the assistance of the Students Affairs Department, each college/department organize an orientation for their students to allow them to familiarize themselves with the college study plan, requirements, regulations and any other academic issues.

Students who fail to attend their Orientation Program will miss crucial information relevant to their journey at AUE, which provides updates concerning all campus-wide or program issues and changes each year. AUE introduced the Orientation Program under the name “University Life” in the “Study and Learning” course to ensure students who could not attend the Orientation Program could also benefit from it.

## Student Publications and Media

Students may contribute to the University publications or initiate/participate in student-run publications as part of extracurricular activities/clubs/societies. Any kind of participation in University publications or representing the University in outside publications is prohibited without the explicit written approval of the Student Life and Community Engagement Office and/or the concerned faculty/staff member where applicable.

## Advising and Student Success

The Advising and Student Success Office is focused on enabling students to achieve their academic goals throughout their journey towards fulfilling their degree requirements. The goals of the Advising and Student’s Success Office are as follows:

- To provide advising support services that supplement the advising function at the college-level while enabling students to achieve their academic goals.
- To provide the academic support needed for students to achieve their course-specific goals and enhance the skills necessary for success in achieving the learning outcomes of their programs.

The Office provides students support in two important areas:

- Advising services which center on providing students with the support needed as they make fundamental decisions about their academic goals, course registration in line with their study plans, providing students with the information needed to better understand their academic

standing, and developing strategies that enables students to confidently move towards their academic goals.

- Success support services which focuses on providing students at risk with the support needed in obtaining course-specific support in the form of peer mentorship. This process is particularly important given that it is built on a system in which students with a demonstrated record of academic excellence are given the opportunity to develop their own leadership/mentorship skills and gain practical experience as they assist their peers in subjects/skillsets in which they may be struggling. This student-centric learning process provides a unique learning experience for the students and enables them to more actively engage in the learning process whether as mentors or mentees.

## University Terminology

### Academic Advisor

Faculty member assigned to guide the student in choosing courses by providing information about the university study requirements and all academic policies and procedures.

### Academic Calendar

Where all the official dates and deadlines of the academic year are listed

### Academic Standing

Is determined by the number of credit hours attended and the number of grade points earned by the student (Good standing, Academic warning, Academic dismissal)

### Academic Year

The period of the year during which students attend classes; usually starting from the beginning of the Fall semester and ending in the Summer semester

### Add/Drop

The process when students need to change a schedule (courses/sections) for which they have already registered; this process usually occurs in the beginning of each semester

### Admission

The process of being granted acceptance as student.

### Alumni

Students who graduated and earned a degree from a university

### CGPA

Cumulative Grade Point Average of the grades earned on all courses attended at a university

### Class Standing

Referred as academic level determined by the number of credit hours completed (Freshman, Sophomore, Junior, Senior)

### College Dean

Head of the college within the university.

### Commencement

Graduation ceremony.

### Co-requisite

Two or more courses which must be taken simultaneously in the same semester.

### Course Load

The number of credit hours carried by a student during a given semester.

### Course withdrawal

The act of cancelling a course after the drop period but before the final exam. The Withdrawn course is recorded on the student transcript by "W" or "WF".

### Credit hour

Related to the number of hours of instruction per week during the academic semester

### Deferred

When a student decides to postpone his registration until a future semester.

### **Dismissal**

When the student is involuntarily separated from the university due to unacceptable academic achievement or misconduct.

### **Enrollment**

The process by which a student who has been admitted to a university program, formally registers to undertake courses within their program as either a new or continuing student.

### **Free elective course**

Courses which are not compulsory for students. Electives may be free—selected by the student from any course offerings, or restricted—chosen from a pre-determined list of options.

### **General education course**

General education is that aspect of the curriculum intended to provide students with critical thinking skills; a broad understanding of the approaches to knowledge such as the humanities, the arts, the social sciences or the sciences; a common core of understanding among students (such as in Islamic studies or other cultural studies); and a level of skill appropriate to higher education in mathematics, information literacy, the application of technology and

communications (oral and written).

### **GPA**

Grade Point Average of the grades earned in the course

### **Prerequisite**

A course that students must take prior to attending another course.

### **Registration**

The process of enrolling in classes for an upcoming semester. Registration may be accomplished by accessing student's portal, "eduGate"

### **Regular Semester**

A semester is a period of time, typically a minimum of 15 weeks, during which an institution offers courses.

### **Term**

Some courses may be offered in a time-shortened period, often called a term, such as a summer term, which nonetheless offers class contact time and out-of-class assignments equivalent to a semester course.

### **Schedule**

A list of offered courses during a semester's specified days, hours, locations and name of instructors.

### **Student**

A person who was admitted at the University within one of the colleges/specializations, holding a University Identity number and paid the non-refundable admission fees.

### **Specialization**

An approved area of study, having a specific curriculum, within a particular graduate degree.

### **Syllabus**

The document that an instructor provides as a course outline. A syllabus usually includes assignments, due dates, grading procedures and attendance policies.

### **Transcript**

The official record of a student's academic achievement at AUE, listing credit courses, grades and credit hours earned or attended by a student.

### **Transfer student**

A student who attended another institute and receives acceptance at AUE. Courses completed at the student's previous institute might be considered for transfer after satisfying the transfer policies.

### **Transient student**

AUE student who would like to attend courses at a different university, upon approval of the University.

### **University withdrawal**

The process of officially leaving the AUE for reasons other than graduation.

### **Visiting student**

A student who has enrolled in an accredited university and is granted permission from his University to register for specific courses (for two

semesters) at AUE and earn transferable grades.

### Independent Study

A course in which a student is individually supervised by a faculty member, which enables a student to undertake a learning opportunity which is otherwise unavailable. Directed learning or independent study courses must have an appropriate learning plan (typically a syllabus), learning outcomes, end of term evaluations and appropriate assessment. The Standards limit the amount of such credit that can be applied to an undergraduate qualification.

### Internship

The term applies to an experience in which a student

has a program-related assignment involving attachment to a recognized business, agency or organization. The internship must be appropriate to the major or program of study of the student. The term —practicum|| is sometimes synonymous with internship.

### Track

A track is a narrow area within the major field, which the student may choose to follow, but which does not lead to a specialized award or degree and is not listed on the diploma or degree certificate. The number of credit hours in a track may vary, but is typically a minimum of 9 semester credits (or equivalent).

## General Education Requirements

General education component is a set of courses that all undergraduate students must complete as part of graduation requirements. General education is an aspect of the curriculum that intends to provide students with critical thinking skills and a broad understanding of the approaches to knowledge such as humanities, arts, social science and natural science. Participants also acquire a common core of understanding among students (such as in Islamic studies or other cultural studies), and a level of skills appropriate to higher education in mathematics, information literacy, and the application of technology and communications (oral and written).

### General Education Competencies:

1. Communication Literacy: Develop effective strategies of communication
2. Quantitative Literacy: Utilize mathematical and other quantitative information to formulate evidence-based conclusions

3. Information Literacy: Interpret information from various print and digital sources while developing research methodologies effectively and ethically
4. Scientific Literacy: Apply scientific methodology and paradigm to contemporary issues.
5. Critical Thinking: Demonstrate critical thinking in problem solving
6. Ethical Reasoning: Apply ethical reasoning when presented in a given context
7. Aesthetic and creative comprehension: Express personal reflection in creative works

Each academic program in colleges in AUE requires a minimum of 30 credit hours of General Education courses.

## Listing of Faculty Members

### College of Business Administration

NO	NAME	NATIONALITY	EDUCATIONAL		
			QUALIFICATION	UNIVERSITY	COUNTRY
1	Prof. Abhilasha Singh	India	Ph.D. Psychology	Banaras Hindu University	India
2	Prof. Asma Salman	Pakistan	Ph.D. Finance & Economics	Harbin Institute of Technology	China
3	Prof. Assem Abd El-Fattah Hussein Tharwat	Egypt	Ph.D. Operations Research	Charles University	Czech Republic
4	Prof. Salaheddin Saleh Abosedra	United States of America	Ph.D. Economics	University of Colorado	United States of America
5	Dr. Azzam (M.T.) Q Hannon	Jordan	Ph.D. Accounting	The Arab Academy for Banking & Financial Sciences	Jordan
6	Dr. Tahir Masood	Pakistan	Ph.D. Philosophy Department of Management Sciences	Mohammad Ali Jinnah University	Pakistan
7	Dr. Alex Jones	United States of America	Ph.D. Leadership	Alliant International University	United States of America
8	Dr. Ali Hussein Mohammad Ibrahim	Jordan	Ph.D. Business Administration/Marketing	Griffith University	Australia
9	Dr. Amer Abedrabbo Khlaif Al Fadli	Jordan	Ph.D. Accounting	University of Southern Queensland	Australia
10	Dr. Asli Cazorla Milla	Turkey	Ph.D. Business Administration and Marketing	Universitat Jaume I Spain	Spain
11	Dr. Darina Saxunova	Slovakia	Ph.D. Accounting and Finance	Comenius University	Slovakia
12	Dr. Dennis Drexwell Jones	United States of America	Ph.D. Juris Doctor	University of San Francisco	United States of America
13	Dr. Edyta Jadwiga Skibinska	Poland	Ph.D. Medicine	Medical University of Łódź	Poland
14	Dr. Hamed Alhashemi	United Arab Emirates	Ph.D. Business Administration	Cranfield University	United Kingdom
15	Dr. Houda Mustapha El Mustapha	Lebanon	Ph.D. Innovation Management (Marketing)	University of Twente	Netherlands

16	Dr. Marek Seretny	Poland	Ph.D. Marketing	Warsaw University of Technology	Poland
17	Dr. Marija Runic Ristic	Serbia	Ph.D. Industrial Engineering and Engineering Management	Novi Sad University	Serbia
18	Dr. Mohamed D. A. Shamout	Palestine	Ph.D. Operations and Supply Chain Management	Girne American University	Cyprus
19	Dr. Mohammad Abd Elhalim Khaddam Abusweilem	United States of America	Ph.D. Business Administration	W.I.S.E University	Jordan
20	Dr. Mona Salah Ahmed Hammad	Egypt	Ph.D. Insurance	Cairo University	Egypt
21	Dr. Nikolina Ljepava	Canada	Ph.D. Marketing	University of Belgrade	Serbia
22	Dr. Noura Saad Abdelhamid Abdelhamid Metawa	Egypt	Ph.D. Financial Economics	University of New Orleans	United States of America
23	Dr. Rabeab Ben Abdallah Ep Moalla	Tunisia	Ph.D. Management	Paris-Est Marne la Vallee University	France
24	Dr. Rania Itani	Lebanon	Ph.D. Business Administration	Nottingham Trent University	United Kingdom
25	Dr. Taesoo Ahn	Korea (ROK)	Ph. D. Sport Management	Florida State University	United States of America

## College of Media and Mass Communication

NO.	NAME	NATIONALITY	EDUCATIONAL		
			QUALIFICATION	UNIVERSITY	COUNTRY
1	Prof. Mohammed Torki Mohammed Bani Salameh	Jordan	Ph.D. Political Science	Clark Atlanta University	United States of America
2	Ms. Dahlia Mahmoud	Sudan	Master of Fine Arts	Maryland Institute College of Art	United States of America
3	Dr. Konrad Gunesch	Germany	Ph.D. Education	University of Bath	United Kingdom
4	Dr. Chadli Lakhdar	Canada	Ph.D. Science of Arts in Directing	Gerasimov Institute of Cinematography	Russia
5	Dr. Gulnara Karimova	Russia	Ph.D. Communication and Media Studies	Eastern Mediterranean University	Cyprus
6	Dr. Mario George Rodriguez	United States of America	Ph.D. Communication & Culture	University of Pennsylvania	United States of America
7	Dr. Mona Ali Mohammed Abdelrahman	Egypt	Ph.D. Public Relations	Cairo University	Egypt
8	Dr. Noor Hasbi Yusoff	Australia	Ph.D. Media and Communications	RMIT university	Australia
9	Dr. Oshane Santana Thorpe	Jamaica	Ph.D. Communication	Communication University of China	China
10	Dr. Samia Ahmad Hashim	Iraq	Ph.D. Mass Communication Journalism	University of Baghdad	Iraq



11	<b>Dr. Walaa Abdelrahman Abdelghafar Fouda</b>	Egypt	Ph.D. in Mass Communication	Cairo University	Egypt
12	<b>Mrs. Razan Jalal Darwish Takash</b>	Jordan	Masters in Directing & Cinematography	Red Sea Institute for Cinematic Arts	Jordan

## College of Security and Global Studies

NO.	NAME	NATIONALITY	EDUCATIONAL QUALIFICATION	UNIVERSITY	COUNTRY
1	<b>Prof. Dusko Tomic</b>	Serbia	Ph.D. Political Sciences	University of Belgrade	Serbia
2	<b>Dr. David Meyer</b>	United States of America	Ph.D. Political Science	Columbia University	United States of America
3	<b>Dr. Eldar Sajlic</b>	Serbia	Ph.D. Security	University of Novi Pazar	Serbia
4	<b>Dr. Marios Panagiotis Efthymiopoulos</b>	Greece	Ph.D. International Relations and Politics	University of Crete	Greece
5	<b>Dr. Eltion Meka</b>	United States of America	Ph.D. Global Affairs	Rutgers University	United States of America
6	<b>Dr. Kleantis Kyriakidis</b>	Greece	Ph.D. International Relations/ Public Administration	University of the Aegean	Greece
7	<b>Dr. Nahla Abdulkarim Yassine-Hamdan</b>	United States of America	Ph.D. Political Science	Wayne State University	United States of America
8	<b>Dr. Renny Castaneda</b>	Colombia	Ph.D. Economics and Political Science	University of Hamburg	Germany

## College of Computer Information Technology

NO.	NAME	NATIONALITY	EDUCATIONAL QUALIFICATION	UNIVERSITY	COUNTRY
1	<b>Prof. Firas Alkhaldi</b>	Jordan	Ph.D. Business Information Systems	University of Huddersfield	United Kingdom
2	<b>Prof. Marwan Al-Akaidi</b>	United Kingdom	Ph.D. Engineering and Computing	Loughborough University	United Kingdom
3	<b>Dr. Ahmed Naufal A Al Masri</b>	Iraq	Ph.D. Electrical Power Engineering	University Putra Malaysia	Malaysia
4	<b>Dr. Said Elnaffar</b>	Canada	Ph.D. Computer Science	Queen's University	Canada
5	<b>Dr. Abedallah Zaid Ahmad Abualkishik</b>	Jordan	Ph.D. Software Engineering	University of Putra Malaysia	Malaysia
6	<b>Dr. Faris Abdullah Al Mansour</b>	Kingdom of Saudi Arabia	Ph.D. Science in Information Technology	Towson University	United States of America

7	Dr. Mohamed Elhoseny Ibrahim Elkholy	Egypt	Ph.D. Information System	Mansoura University	Egypt
8	Dr. Nahia Mourad Ep. Kamal Merheb	Lebanon	Ph.D. Applied Mathematics	Université Paris Est, Ecole Nationale des Ponts et Chaussée	France
9	Dr. Rasha Almajed	Kingdom of Saudi Arabia	Ph.D. Information Technology	Towson University	United States of America
10	Dr. Reem Atassi	Syria	Ph.D. Data Science	Sapienza University of Rome	Italy

## College of Law

NO.	NAME	NATIONALITY	EDUCATIONAL QUALIFICATION	UNIVERSITY	COUNTRY
1	Prof. Amer Ghassan Sleeman Al-Fakhoury	Jordan	Ph.D. International Public Law	University of Reims	France
2	Dr. Ayman Nawwaf Sharif Al-Hawawsheh	Jordan	Ph.D. Criminal Law	Institute of Arab Research & Studies	Egypt
3	Dr. Ehab Mohammad Ahmad Alrousan	Jordan	Ph.D. Special Law	University of Tunis El Manar	Tunisia
4	Dr. Luma Ali Faraj Aldhaheeri	Iraq	Ph.D. Constitutional Law	Lebanese University	Lebanon
5	Dr. Mahir Idris Albana	France	Ph.D. Public International Law	University of Nice Sophia-Antipolis	France
6	Dr. Naser Mohammad Abed Al-Azeez Al-Shrman	Jordan	Ph.D. Commercial Law	Cairo University	Egypt
7	Dr. Abdelawal Abdin Mohamed Bassiouny	Egypt	Ph. D Comparative Islamic Jurisprudence	Law Al Azhar University	Egypt
8	<b>Dr. Abdul Hamed Zafarul Hasan Ahmadullah</b>	India	Ph.D. Jurisprudence	University of Sharjah	United Arab Emirates
9	Dr. Ahmed Moustafa Eldabousi Elsayed	Egypt	Ph.D. in Law	Mansoura University	Egypt
10	Dr. Hatem Ahmed Ali Adileh	Egypt	Ph.D. Economics & Public Finance	Zagazig University	Egypt
11	Dr. Hafiz Gaffar Ibrahim Ismail	Sudan	Ph.D. Civil law	Neelain University	Sudan
12	Dr. Jehad Saleh Qwaider Baniyniss	Jordan	Ph.D. Private law	Amman Arab University For Graduate Studies	Jordan
13	Dr. Khalid Ahmad Salim Alshoha	Jordan	Ph.D. Private Law	Amman Arab University	Jordan
14	Dr. Mohammed Taher Qasim Al-Awjar	Iraq	Ph.D. Private Law	University of Mosul	Iraq
15	Dr. Tariq Morchid	Morocco	Ph.D. International Business Law	University of Cergy Pontoise	France

## College of Design

NO.	NAME	NATIONALITY	EDUCATIONAL		
			QUALIFICATION	UNIVERSITY	COUNTRY
1	<b>Dr. Arafat Tahir Abdelaziz Al Naim</b>	Jordan	Ph.D. Art History and Fine Arts	National Academy of Arts	Bulgaria
2	<b>Dr. Chadi Rachid Chamoun</b>	United States of America	Ph.D. Architecture	University College London	United Kingdom
3	<b>Dr. Toufic Elias Haidamous</b>	Lebanon	Ph.D. Design Sciences	Instituto Universitario Academico di Venezia	Italy
4	<b>Ms. Ashley Blake Williams</b>	United States of America	Masters in Animation	Savannah College of Art & Design	United States of America
5	<b>Mr. Gaurav Jain</b>	India	Masters in Architectural Lighting Design	Hochschule wismar University of Technology, Business & Design	Germany
6	<b>Mrs. Ghada Mahmood Mohamad</b>	United States of America	Masters in Architecture	State University of New York	United States of America
7	<b>Ms. Jill Alexandria Di pippo</b>	United States of America	Master of Fine Arts in Painting	Cranbrook Academy of Art	United States of America
8	<b>Mr. Neven Mihic</b>	Croatia	Masters in Costume Design	Masters in Costume Design	Croatia
9	<b>Mr. Rahul Malpure</b>	India	Masters in 3D Animation	University of Cincinnati	United States of America
10	<b>Mrs. Shlagma Agarwal</b>	India	Masters in Textile & Clothing	University of Delhi	India
11	<b>Mr. Wameedh Abd Ali Jameel</b>	Iraq	Master of Fine Arts in Painting & Drawing	Baghdad University	Iraq

## College of Education

NO.	NAME	NATIONALITY	EDUCATIONAL		
			QUALIFICATION	UNIVERSITY	COUNTRY
1	<b>Prof. Mohamed Al Zyoudi</b>	Jordan	Doctor of Philosophy - Special Education	Queen's University of Belfast	UK
2	<b>Dr. Jihene Mrabet</b>	Tunisia	Ph.D. Psychology	University of Normandie - Comue	France
3	<b>Dr. Leslie Claire Vandeputte</b>	France	Ph.D. Social Anthropology	School of Advanced Studies in the Social Sciences	France
4	<b>Dr. Nahla Mohamed Moussa</b>	United States of America	Ph.D. Education	Auburn University	United States of America

5	<b>Dr. Nesslerin Shaya</b>	Lebanon	Ph.D. Education	The British University in Dubai	United Arab Emirates
6	<b>Dr. Sabina Akhter</b>	India	Ph.D. Plant Breeding & Genetics	Sher-e-Kashmir University of Agricultural Sciences & Technology	India
7	<b>Dr. Tarek Azmi Abousaleh</b>	United States of America	PhD Psychology : Behavior Analysis	Western Michigan University	United States of America
8	<b>Dr. Thaer Yusif Oudeh</b>	Syria	Ph.D. Arabic Language & Linguistics	University of Damascus	Syria
9	<b>Dr. Wael Fadhel Ali</b>	Sweden	Ph.D. Psychology Science	Al-Mustansiriya University	Iraq
10	<b>Mrs. Amani Yassine</b>	Lebanon	Masters in Laser: Medical and Industrial Applications	Lebanese University	Lebanon
11	<b>Mrs. Casiana Pascariu</b>	United States of America	Masters in Anthropology	Washington State University	United States of America
12	<b>Ms. Hala Abdullah H. Albukhari</b>	Kingdom of Saudi Arabia	M.Sc. in cross cultural anthropology	Brunel University London	United Kingdom
13	<b>Ms. Hebatalla Ibrahim Atia Elbahwashy</b>	Egypt	Masters in TESOL	American University in Sharjah	United Arab Emirates
14	<b>Mr. Jihad Ghazi Abdel Latif Mousa</b>	Jordan	Masters in Islamic Propagation and Culture	Islamic University of Madinah	Kingdom of Saudi Arabia
15	<b>Ms. Karoleen Molaeb</b>	Belarus	Masters in International Affairs	Lebanese American University	Lebanon
16	<b>Mr. Michael Patrick Doyle</b>	Ireland	Masters in Literature	National University of Ireland	Ireland
17	<b>Mr. Sobhi Khalid Sobhi Yassein</b>	Palestine	Masters in Diplomacy	American University in the Emirates	United Arab Emirates
18	<b>Mr. Tariq Saali</b>	Canada	Masters in Mathematics & Computer Science	University Saint-Boniface	Canada
19	<b>Mr. Umer Ibrahim Sarhan Khrtati</b>	Iraq	Masters in Literary and Critical Studies	World Islamic Sciences & Education University	Jordan

## Listing of Senior Administrators

### Top Management

- Prof. Muthanna AbdulRazzaq – President and CEO
- Prof. William Cornwell – Provost
- Prof. Abhilasha Singh – Vice President for Academic Affairs
- Prof. Marwan AlAkaidi – Vice President for Research
- Ms. Haneen Anbar – Vice President for Administrative and Financial Affairs
- Ms. Nisrine Rannak – Vice President for Enrollment Management and Student Services

## College Deans

- Prof. Assem Tharwat – Dean for the College of Business Administration
- Prof. Marwan Al-Akaidi – Dean for the College of Computer Information Technology
- Dr. Marios P. Efthymiopoulos - Dean for the College of Security and Global Studies
- Prof. Mohammed Alzyoudi – Dean for the College of Education
- Dr. Chadi Chamoun – Dean for the College of Design
- Prof. Amer Al Fakhoury - Dean for the College of Law
- Ms. Dahlia Mahmoud – Dean for the College of Media and Mass Communication

## Listing of Governing Board

Governing Board Member	Board Position	Affiliation
<b>Major General Dr. Ahmed Nasser Al Raisi</b>	Chair of the Board of Trustees	General Inspector of the Ministry of Interior, UAE
<b>Mr. Khalaf Al Qubaisi</b>	Board Member <i>Ex Officio</i>	Chairman, Specialized Investment Group (SIG), UAE
<b>Professor Muthanna G. Abdul Razzaq</b>	Board Member <i>Ex Officio</i>	President of American University in the Emirates, UAE
<b>Professor Jean Keller</b>	Board Member	Professor, University of North Texas, Department of Kinesiology and Public Health, USA
<b>Professor Suzanne Trager Ortega</b>	Board Member	President of the Council of Graduate Schools, USA
<b>Professor Matthew D. Shank</b>	Board Member	President, Marymount University, USA
<b>Mr. Abdullatif Al Mulla</b>	Board Member	Group Chief Executive Officer, RMB, UAE
<b>Mr. Frank Islam</b>	Board Member	Chairman/ CEO, FI Investment Group (FIIG), USA
<b>H.E Mirza Al-Sayegh</b>	Board Member	Director, Office of H.H. Sheikh Hamdan Bin Rashid Al Maktoum; Chairman, Al Maktoum College, UAE
<b>H.E. Major General Abdullah Al Hashmi</b>	Board Member	Assistant Undersecretary for Support Services, UAE
<b>Mr. Khalid Al Shamsi</b>	Board Member	Managing Director and Chief Investment Officer of Dubai Group
<b>Mr. Khalid Al Halyan</b>	Board Member	Chief Audit Executive at Dubai Aviation City Corporation (DACC)
<b>Dr. Amin Al Amiri</b>	Board Member	Asst. Undersecretary of Public Health Policy & Licensing Sector – Ministry of Health and Prevention - UAE

## College of Business Administration (COBA)

### Programs

- 1- Bachelor of Business Administration – Accounting
- 2- Bachelor of Business Administration – Finance
- 3- Bachelor of Business Administration – Business Management

- 4- Bachelor of Business Administration – Human Resource Management
- 5- Bachelor of Business Administration – E-Commerce and marketing
- 6- Bachelor of Business Administration – Logistics and Supply Chain Management
- 7- Bachelor of Business Administration – Hospital and Healthcare Management
- 8- Bachelor of Business Administration – Insurance and Risk Management

## Program Goals

- 1- Provide quality and accredited undergraduate business degree programs in the areas of business studies and practices.
- 2- Offer preferred and career oriented undergraduate business curriculum with specialized coursework and practical application to meet national and international job market demand
- 3- Prepare students to become professionals in their chosen fields with the skills needed to meet the demands of a dynamic business environment regionally and internationally.
- 4- Develop critical thinking and reasoning skills to evaluate information, solve problems, and make sound decisions.

## Bachelor of Business Administration Program Learning Outcomes Mapping with QF Emirates Level 7

PLO Number	PLO Text	7A1	7A2	7A3	7A4	7K1	7K2	7K3	7K4	7K5	7R1	7R2	7R3	7R4	7S1	7S2	7S3
1	Acquire knowledge about the fundamental concepts, principles and theories in the specialization	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	Develop critical analysis skills relevant to their career paths	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3	Analyze and interpret specialized data and information to make rational business decisions	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

4	Apply innovative and advanced approaches to evaluate national and international business environment	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5	Demonstrate practical skills of various business disciplines	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

REQUIREMENTS	TYPE	BA- BUSINESS ADMINISTRATION	
		NO. OF COURSES	CR. HRS.
General Education	Compulsory	12	36
Core	Compulsory	16	48
Specializations (*)	Compulsory	10	30
Free Elective	Elective	4	12
<b>Total</b>		<b>42</b>	<b>126</b>
(*) 11 courses (33CH) required for Logistics and Supply Chain Management with total credit hours of 129 CH			

## Degree Requirements

### Study Plan

#### Preparatory Courses

Prior to their enrollment in the program, students applying for Bachelor of Business Administration must sit for the placement test related to the program, failure to successfully passing the placement test, they are required to enroll in the following courses:

#	Course Code	Course	C.H	Exemption Condition
1	CIT 90	Computer Preparatory	0	Passing the Placement Test
2	MAT 90	Mathematics Preparatory	0	Passing the Placement Test
3	ENG 99	Academic Writing (*)	0	Passing the Placement Test

(\*) Students must pass the English Proficiency.

#### General Education Courses

Total 12 Courses - 36 Credit Hours

#### Languages and Communication Studies

The student selects 12 credit hours (4 courses) from the list below:

#	Course Code	Course	C.H	Remarks
<b>Students must take all of the following courses:</b>				
1	ASC 101	University Life	3	Mandatory – First semester of the first year
2	ENG 101	Academic Writing	3	Mandatory
3	ASC 207	Introduction to Research	3	Mandatory
<b>Students must take one of the following Arabic Language courses:</b>				
1	ARLAA 100	Communication Skills in Arabic	3	-
2	ARLAA 105	Arabic Composition	3	-
3	ARLNA 100	Arabic for Non-Arab	3	Course designated for non-Arab Speakers

### The Natural sciences

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 210	Natural Science	3	-
2	ASC 211	Environmental Science	3	-
3	ASC 212	Sustainable Energy	3	-
4	PHY 100	Physics	3	-

### The Social or Behavioral Sciences

The student selects 6 credit hours (2 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 102	Introduction to Anthropology	3	-
2	ASC 104	Introduction to Sociology	3	-
3	ASC 107	Introduction to Political Science	3	-
4	ASC 110	Introduction to Social Science	3	-
5	ASC 200	General Psychology	3	Mandatory
6	ASC 206	Introduction to Geography	3	-
7	ASC 213	Human Rights	3	-
8	INV 200	Innovation and Entrepreneurship	3	Mandatory

### Information Technology or Quantitative

The student selects 6 credit hours (2 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	MAT 100	General Mathematics	3	-



2	MAT 101	Math for Business	3	Mandatory
3	ASC 205	General Statistics	3	Mandatory
4	CSC 110	Intro. To Computer System	3	-

### Humanities or Arts

The student selects 3 credit hours (1 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	DES 104	Contemporary Arab Art	3	-
2	ASC 107	History of Islamic Art	3	-
3	ASC 201	Introduction to Philosophy	3	-
4	ASC 203	World History	3	-
5	ASC 204	Middle East History	3	-
6	ENG 201	American Literature	3	-

### Islamic Studies, History or Culture

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 105	Islamic Culture	3	-
2	ASC 106	Islamic Civilization	3	-

### UAE Studies

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 215	UAE and GCC Society	3	-

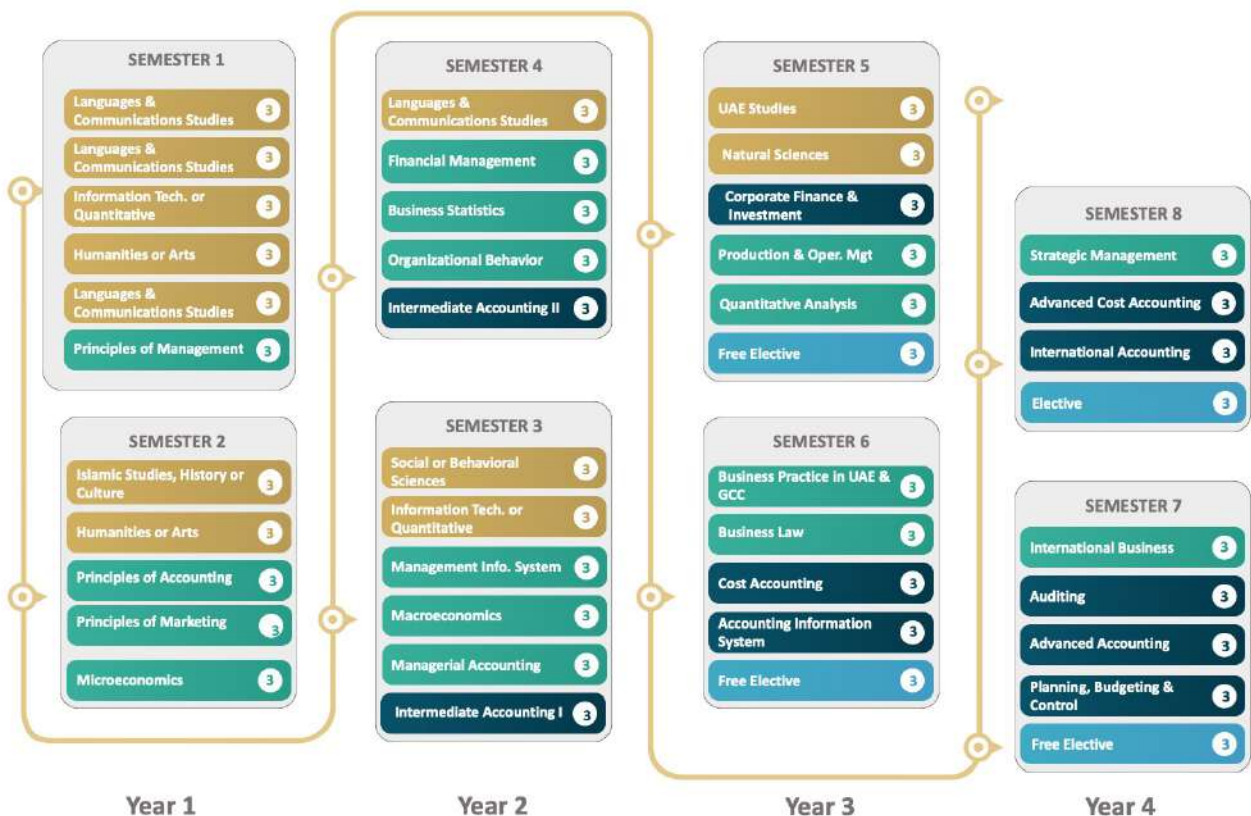
### Core Requirements/Business Compulsory courses (16 courses/48 CH)

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	MGT 100	Principles of Management	-	3
2	ACC 100	Principles of Accounting	-	3
3	ACC 105	Managerial Accounting	ACC 100	3
4	ECO 100	Microeconomics	-	3
5	MGT 200	Management Information System	MGT 100	3
6	MGT 202	Business Statistics	ASC 205	3
7	MKT 200	Principles of Marketing	ECO 100	3
8	FIN 200	Financial Management	ACC 100, MGT 100	3
9	ECO 200	Macroeconomics	ECO 100	3

10	MGT 205	Organizational Behavior	ASC 200,MGT 100	3
11	MGT 300	Production and Operations Management	MGT 100,MGT 202	3
12	MGT 301	Business Law	MGT 100	3
13	MGT 303	Quantitative Analysis	MGT 202	3
14	MGT 302	Business Practice in UAE and GCC	MGT 100,ASC 300	3
15	MGT 405	Strategic Management	MGT 400,ACC 105,FIN 200,MGT300,MKT 200,105CH	3
16	MGT 400	International Business	MGT 300	3

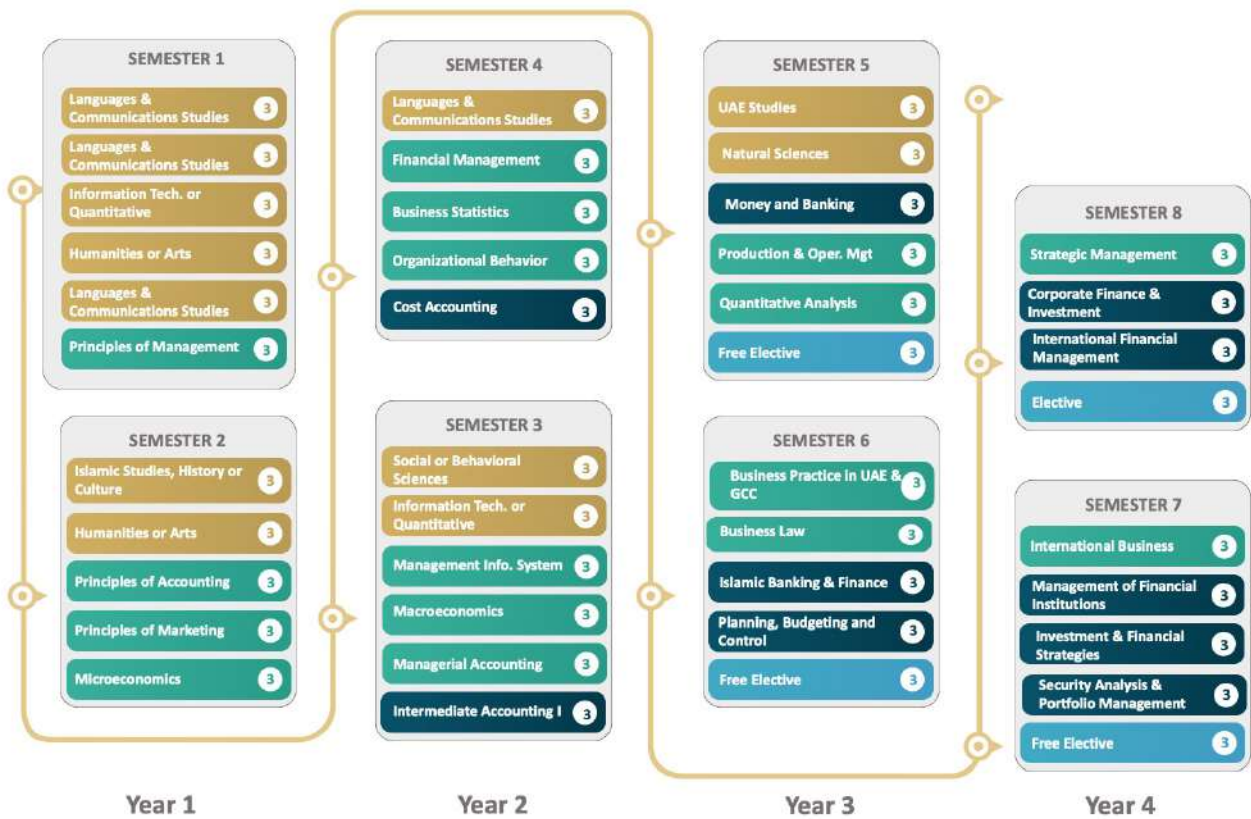
*Compulsory courses – Accounting Specialization (10 courses/30 CH)*

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	ACC 200	Intermediate Accounting I	ACC 100	3
2	ACC 205	Intermediate Accounting II	ACC 200	3
3	ACC 300	Cost Accounting	ACC 200	3
4	FIN 300	Corporate Finance and Investment	FIN 200	3
5	ACC 301	Accounting Information System	ACC 205,MGT 200	3
6	ACC 306	Planning, Budgeting and Control	ACC 105, ACC 200	3
7	ACC 400	Auditing	ACC 205	3
8	ACC 401	Advanced Accounting	ACC 205	3
9	ACC 402	Advanced Cost Accounting	ACC 300	3
10	ACC 405	International Accounting	ACC 401	3



*Compulsory courses – Finance Specialization (10 courses/30 CH)*

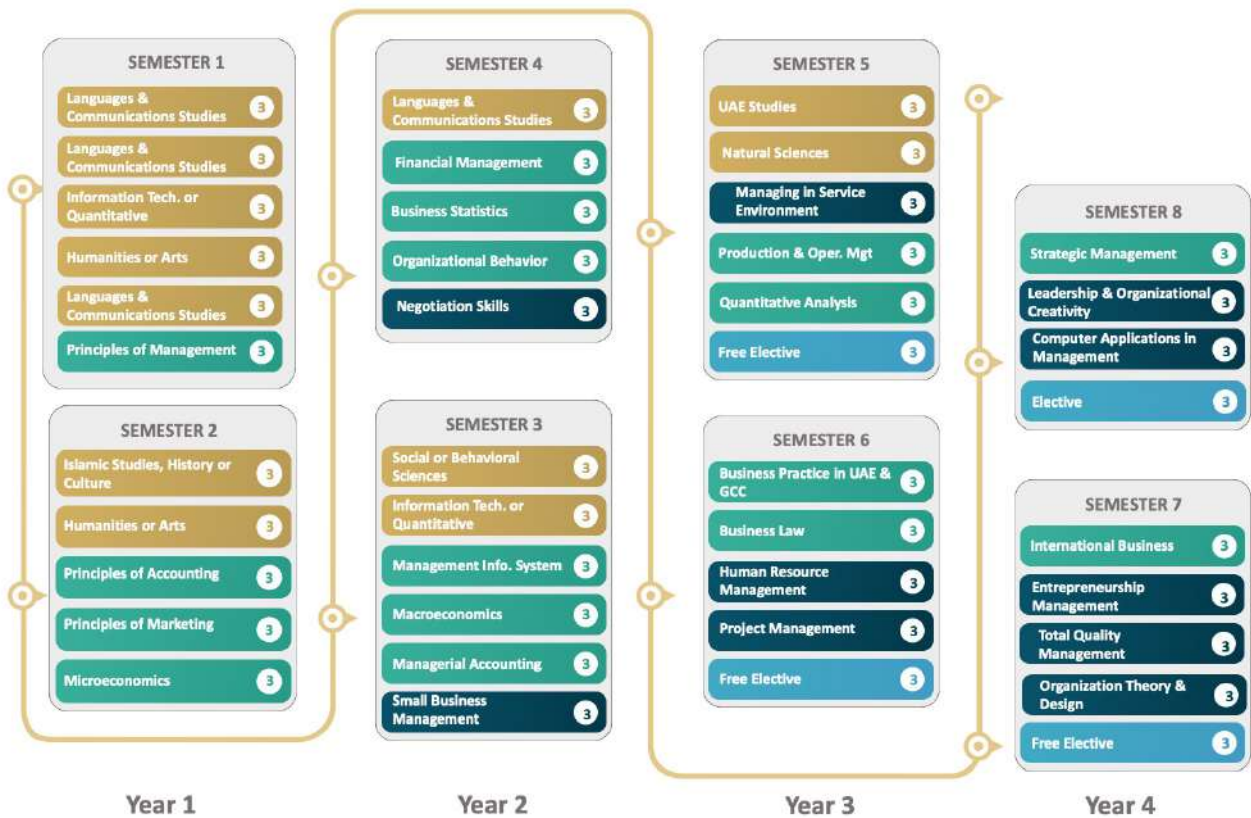
NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	ACC 200	Intermediate Accounting I	ACC 100	3
2	ACC 300	Cost Accounting	ACC 200	3
3	FIN 301	Money and Banking	FIN 200	3
4	FIN 302	Islamic Banking and Finance	FIN 301	3
5	FIN 300	Corporate Finance and Investment	FIN 200	3
6	ACC 306	Planning, Budgeting and Control	ACC 200	3
7	FIN 400	Management of Financial Institutions	MGT 205, FIN 300	3
8	FIN 401	Investment and Financial Strategies	FIN 300	3
9	FIN 402	Security Analysis and Portfolio Management	FIN 401	3
10	FIN 404	International Financial Management	FIN 401	3



*Compulsory courses – Business Management Specialization (10 courses/30 CH)*

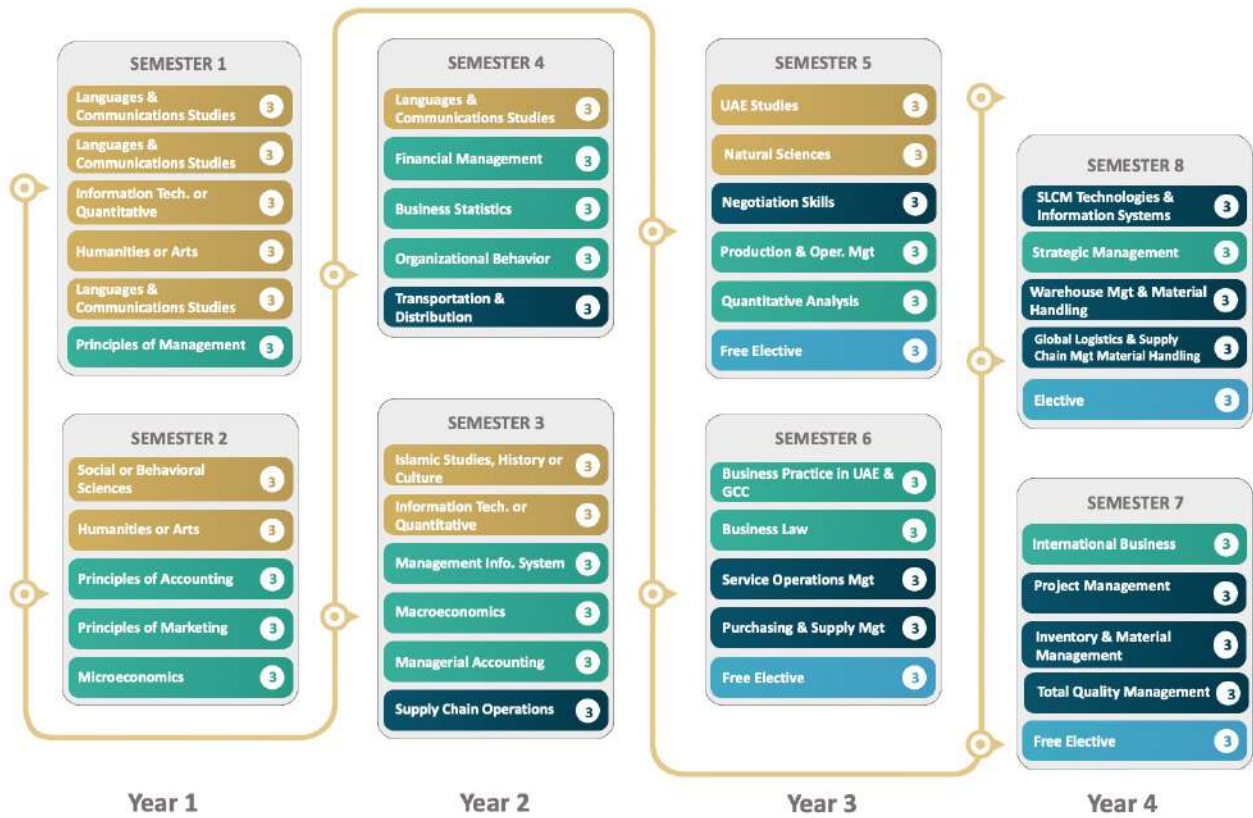
NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	MGT 304	Small Business Management	MKT 200, FIN 200	3
2	MGT 305	Negotiation Skills	MGT 100	3
3	MGT 306	Managing in the Service Environment	MGT 205	3
4	HRM 300	Human Resource Management	MGT 205	3

5	MGT 402	Project Management	MGT 303	3
6	MGT 403	Entrepreneurship Management	ECO 200, MGT 205	3
7	MGT 404	Organization Theory and Design	MGT 400	3
8	MGT 406	Total Quality Management	MGT 205, MGT 303	3
9	MGT 408	Leadership and Organizational Creativity	MGT 403, MGT 200	3
10	MGT 410	Computer Applications in Management	MGT 200, MGT 403	3



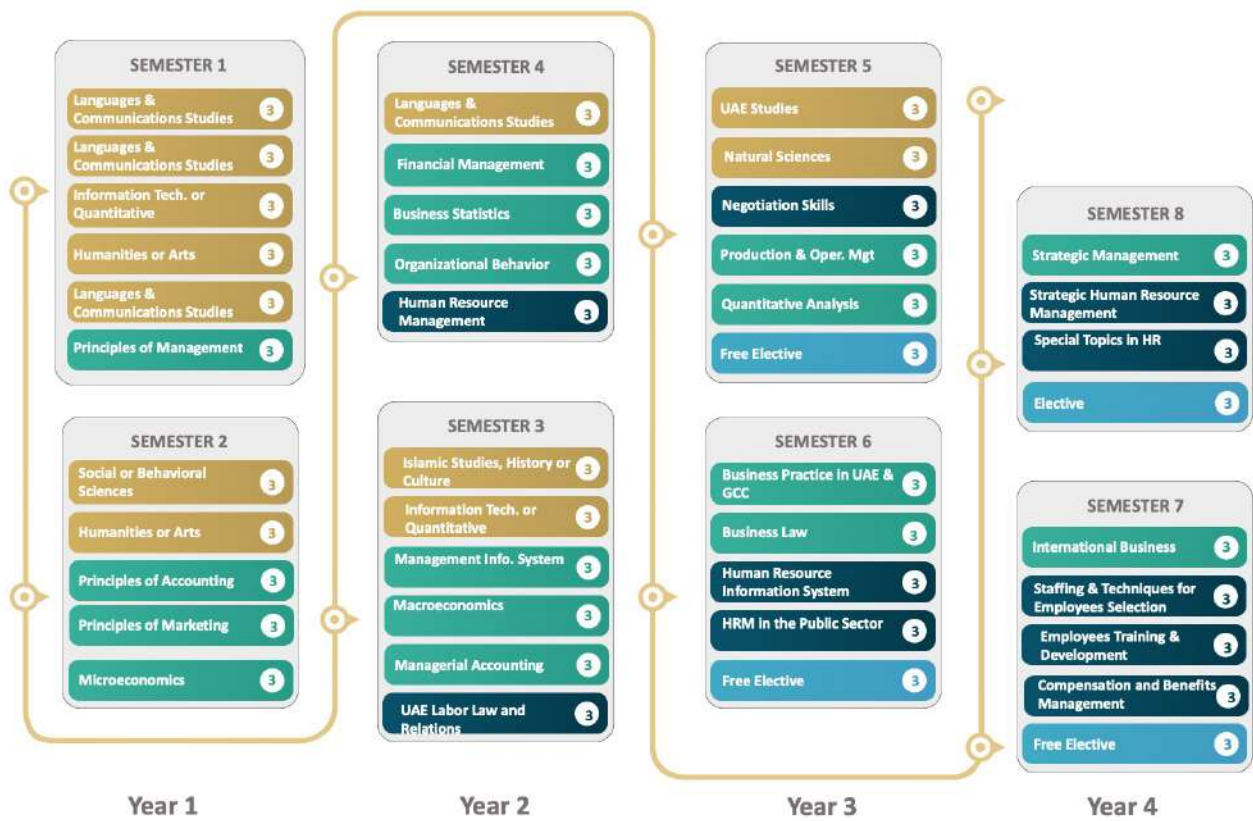
*Compulsory courses – Logistics and Supply Chain Management Specialization (11 courses/33 CH)*

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	LSC 200	Supply Chain Operations	MGT 100	3
2	LSC 300	Transportation and Physical Distribution	MGT 200	3
3	MGT 305	Negotiation Skills	MGT 100	3
4	LSC 302	Service Operations Management	MGT 300	3
5	LSC 305	Purchasing and Supply Chain Management	MGT 300	3
6	LSC 400	Inventory and Materials Management	LSC 305	3
7	MGT 402	Project Management	MGT 303	3
8	LSC 403	SCLM Technologies and Information Systems	MGT 200, LSC 300	3
9	MGT 406	Total Quality Management	MGT 205, MGT 303	3
10	LSC 402	Warehouse Management and Material Handling	LSC 400	3
11	LSC 405	Global Logistics and Supply Chain Management	LSC 300, LSC 400	3



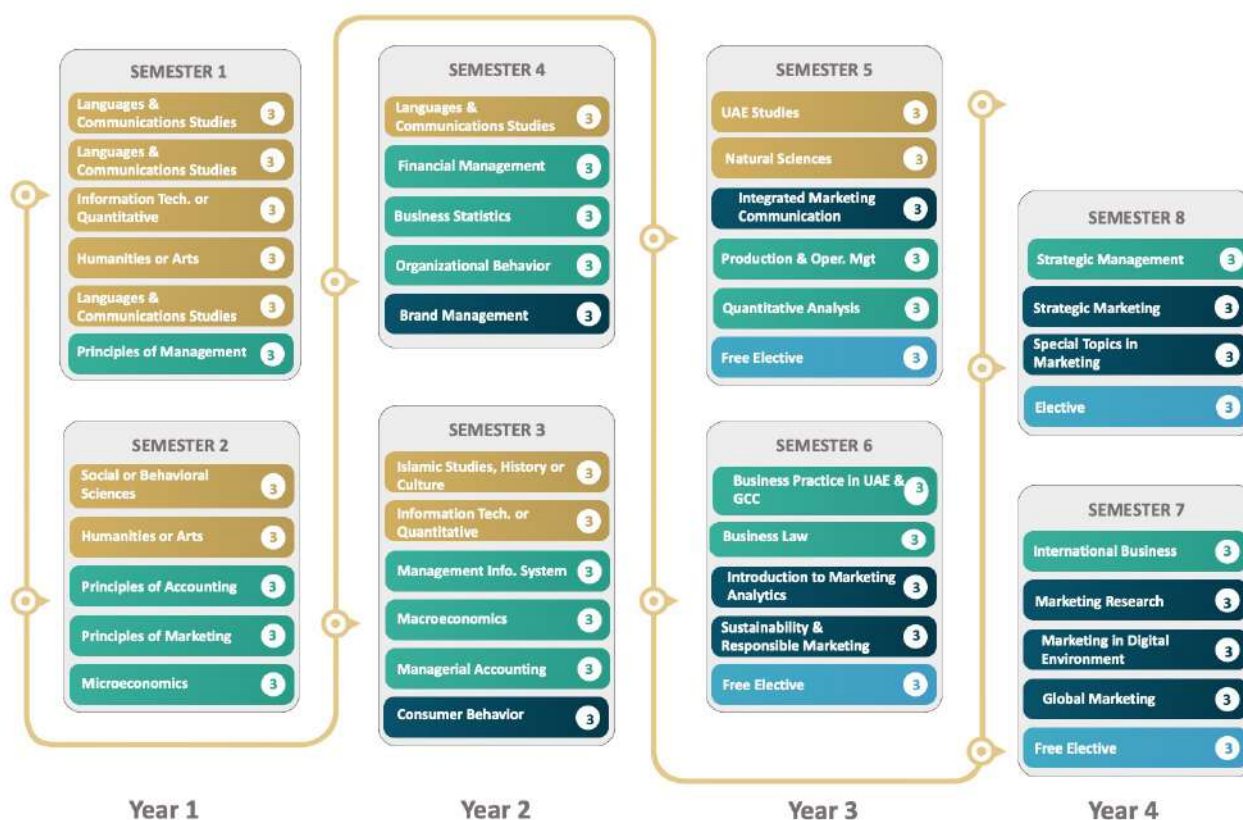
*Compulsory courses – Human Resource Management Specialization (10 courses/30 CH)*

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	HRM 205	UAE Labor Law and Relations	MGT 100	3
2	HRM 300	Human Resource Management	MGT 205	3
3	MGT 305	Negotiation Skills	MGT 100	3
4	HRM 302	Human Resource Information System	MGT 200, HRM 300	3
5	HRM 304	HRM in the Public Sector	HRM 300	3
6	HRM 400	Staffing and Techniques for Employee Selection	HRM 300	3
7	HRM 401	Employees Training and Development	HRM 300	3
8	HRM 402	Compensation and Benefits Management	HRM 400	3
9	HRM 405	Strategic Human Resource Management	HRM 400	3
10	HRM 404	Special Topics in HR	HRM 400	3



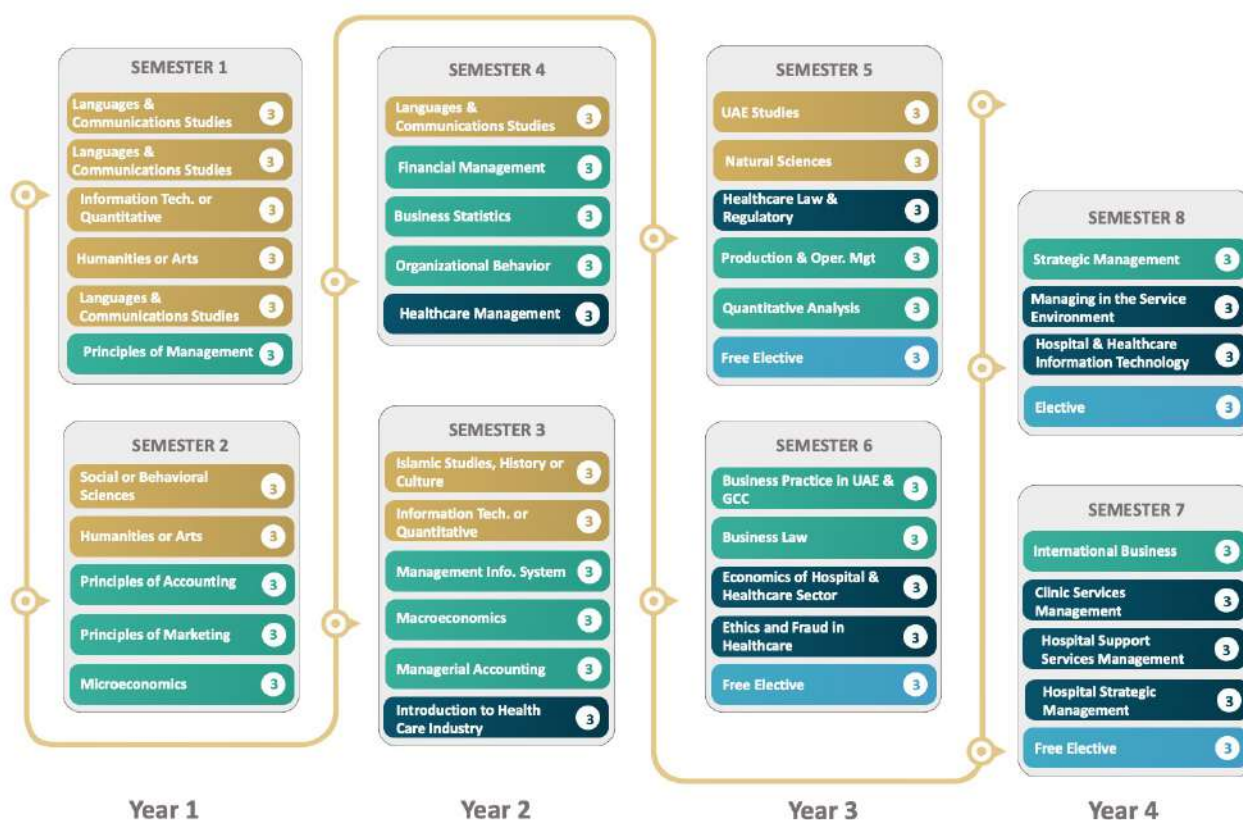
*Compulsory courses – E-Commerce and Marketing Specialization (10 courses/30 CH)*

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	MKT 202	Consumer Behavior	ASC 200, MKT 200	3
2	MKT 406	Sustainability and Responsible Marketing	MKT 305	3
3	MKT 302	Marketing in Digital Environment	MKT 202	3
4	MKT 305	Integrated Marketing Communication	MKT 202	3
5	MKT 304	Introduction to Marketing Analytics	MGT 200, MKT 203	3
6	MKT 203	Brand Management	MKT 200	3
7	MKT 401	Marketing Research	MGT 202, MKT 304	3
8	MKT 403	Global Marketing	MKT 406	3
9	MKT 405	Strategic Marketing	MKT 202, MKT 203, MKT 305, MKT 401	3
10	MKT 404	Special Topics in Marketing	MKT 406	3



*Compulsory courses – Hospital and Healthcare Management Specialization (10 courses/30 CH)*

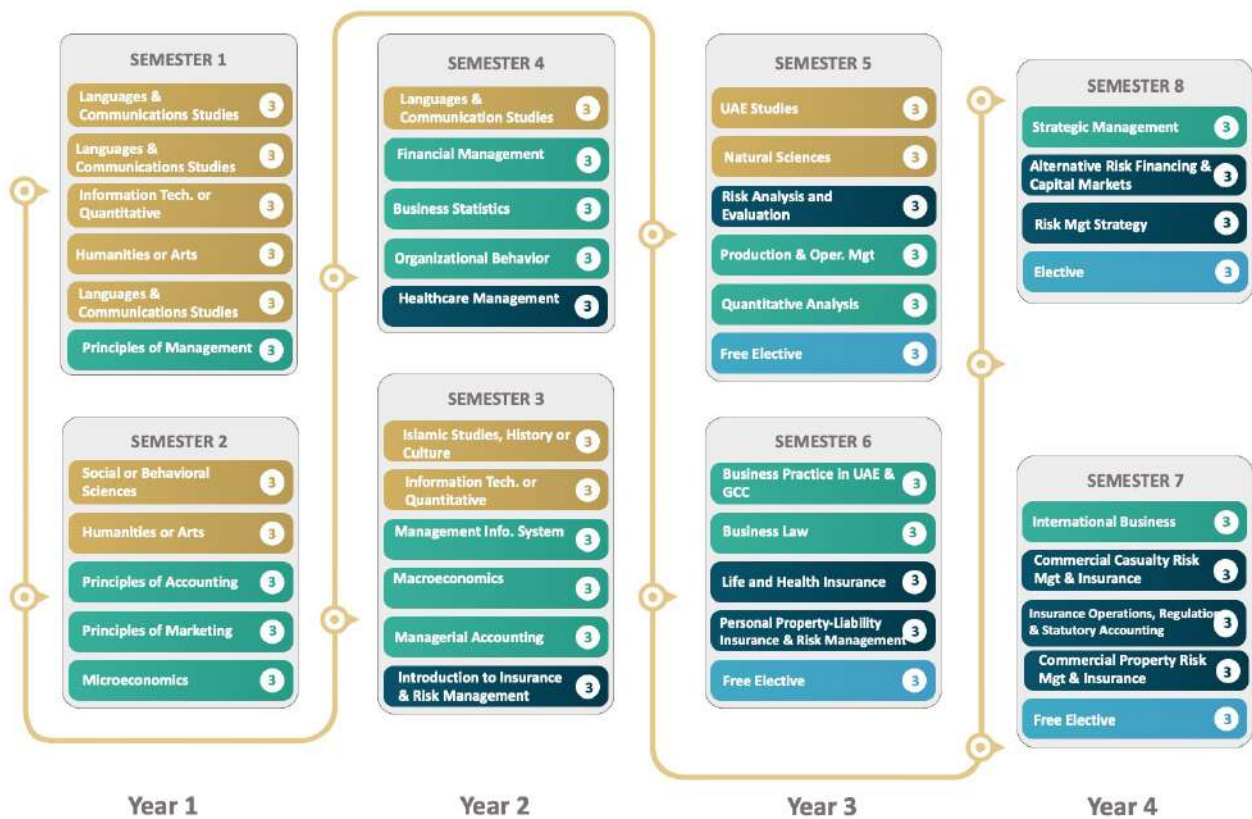
NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	HHM 200	Introduction to Health Care Industry	MGT 100	3
2	HHM 305	Healthcare Management	HHM 200	3
3	HHM 300	Healthcare Law and Regulatory	HHM 200, MGT 301	3
4	HHM 302	Economics of Hospital and Healthcare Sector	HHM 300, ECO 200	3
5	HHM 304	Ethics and Fraud in Healthcare	HHM 300	3
6	MGT 306	Managing in the Service Environment	MGT 205	3
7	HHM 400	Hospital and Healthcare Information Technology	HHM 305, MGT 200	3
8	HHM 401	Clinic Services Management	HHM 300	3
9	HHM 402	Hospital Support Services Management	HHM 300, HHM 305	3
10	HHM 404	Hospital Strategic Management	HHM 300	3



*Compulsory courses – Insurance and Risk Management Specialization (10 courses/30 CH)*

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	IRM 200	Introduction to Insurance and Risk Management	MGT 100	3
2	IRM 300	Insurance Law	IRM 200	3
3	IRM 305	Risk Analysis and Evaluation	FIN 200	3
4	IRM 302	Life and Health Insurance	IRM 200	3
5	IRM 304	Personal Property-Liability Insurance and Risk Management	IRM 200	3
6	IRM 400	Insurance Operations, Regulations, and Statutory Accounting	IRM 300	3
7	IRM 401	Commercial Property Risk Management and Insurance	IRM 304, IRM 305	3
8	IRM 402	Commercial Casualty Risk Management & Insurance	IRM 400	3
9	IRM 404	Alternative Risk Financing and Capital Markets	IRM 401	3
10	IRM 405	Risk Management Strategy	IRM 305	3





### Free Electives courses (4 courses/12 CH)

12 Credit Hours must be chosen from any other college/specialization in condition the prerequisites of the chosen courses are met.

## Course Description

### General Education Courses:

#### Languages and Communication Studies

**ASC 101 University Life (3CH):** The purpose of this course is to facilitate the process of transition into new academic and cultural environment for the new students enrolled in the AUE. Furthermore, it aims to promote their confidence so that they could succeed and meet the academic requirements.

The course assimilates academic content with interactive in class activities to ensure understanding of curricular options and begin to develop a future career plan through self-reflection.

**ENG 101 Academic Writing (3CH):** This course provides students with advanced writing components in English so that they can successfully pursue their studies in various academic specializations. Students practice writing long argumentative and reflective essays, with emphasis on implementing APA

format in paper format, in-text citation and references in projects and assignments

**ASC 207 Introduction to Research (3CH):** The intent of this course is two-fold. First, it introduces students with the basic research terminologies. Second, it familiarizes them with the process of research from choosing a topic to writing the proposal. Students will be immersed in hands on experience where they will be introduced to research concepts that will help them understand, interpret, and critique a scientific research. Contents to be covered include the language of research, types of research, elements of scientific research proposal, writing an academic research proposal using APA style, research ethics, crafting data collection instruments, and interpreting data.

**ARLAA 105 Arabic Composition (3CH):**

This course is designed to enable students to analyze multiple texts in various fields of knowledge. In order to be able to distinguish between texts despite their difference of contents, it also enables student to simulate those texts in a correct way, and to transform the information into skill and behavior. And since writing is an integrated building process, and that the building is affected by its parts, therefore student needs models, linguistic laws, planning, cohesion and goals including: news and inquiries, demand and influence of the recipient.

#### *ARLAA 100 Communication Skills in Arabic (3CH):*

This course is designed to enable the Arabic-speaking student with the necessary language skills, especially focusing on the steps of writing reports, official letters and systematic research.

To achieve this, and to develop the student's abilities to understand correctly what he reads and listens, and to gain the ability to write articles, reports, meeting minutes and recommendations of conferences and seminars in a sound manner, the course was concerned with training the student in basic writing skills; such as multiple spelling rules, punctuation marks, paragraph system, and essay writing progressively.

*ARLNA 100 Arabic for Non-Arab (3CH):* This course is based on the principle that "Education" is an accumulative task especially when it comes to language learning. This process undergoes specific stages to assist the non-Arabic speakers to reach the ultimate goal which is to acquire the required skills (listening, speaking, reading, writing) easily and accurately. To achieve this aim, text-based dialogues are provided as head start for the non-Arabic speakers to continue to the higher levels. The course also provides basic elements for reading, writing, dialogues, and listening to assist the learners to confidently interact with the Arab community.

## The Natural Sciences

*ASC 210 Natural Science (3CH):* The natural science course incorporates a wide range of subjects of sciences such as astronomy, geology, biology, chemistry, and environmental science. The course will present the scientific facts of astronomy, the Earth and its weather, water, and environment, biology, and nutrition with the chemicals of life. The course emphasizes understanding the core principles of different branches of science and their effects on our lives. Moreover, the course explores the scope of natural phenomena, changing environment conditions, general health rules of nutrition, and the variety of living organisms. The course helps the students to acquire skills in observation, critical thinking, analyzing, interpreting, understanding and discussing scientific terminology and facts.

*ASC 212 Sustainable Energy (3CH):* This course gives a thorough introduction to sustainable energy, conservation, and energy efficiency within the UAE and the world. It will explore the relationship between energy, environment,

economy and ecological well-being. It will discuss energy production from the biology, natural science, environmental science and social sciences perspectives.

A variety of topics will be introduced including global warming, climate change, sustainable food production, solid waste management, environmental and natural resources laws. The course includes the growing challenges of climate change and energy crisis and proposes solutions to overcome them.

*ASC 211 Environmental Science (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*PHY 100 Physics (3 CH):* General Physics course introduces the basic concepts, theories and the terminologies of the scientific method in the context of the science of physics. Students will reinterpret and express ideas and views from the study of physics, and differentiate between the various multitudes of energy and momentum.

## The Social or Behavioral Sciences

*ASC 200 General Psychology (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*ASC 107 Political Science (3CH):* This course will introduce the students to the key concepts of Political Science and its principle tools. The course will discuss the role of main political actors in the field of politics and their function.

*INV 200 Innovation (3CH):* Innovation is the engine of opportunity and, acting as a catalyst, this course is intended to ignite an interest in innovation and inspire entrepreneurial action. At the core of innovation and entrepreneurship is a commitment to experiential learning that will encourage

students to engage in critical thinking, creative problem-solving while also equipping them with the soft skills needed in their pursuit of academic and professional endeavors. Students will discuss the relevance and role of innovation and entrepreneurship in work and life situations; determine opportunities for creative disruption and design a strategy for its implementation; develop a practical understanding of innovation through thoughtful debate and exercises; and demonstrate critical thinking and individual insight with a personal mastery portfolio.

*ASC 104 Introduction to Sociology (3CH):* This course introduces the science of Sociology. Students will examine Society, Institutions and the relationships that make up a social context. The scientific methodology used to study social interactions, stratification and other elements of sociological enquiry will be discussed to emphasize the core concept of sociology as a systematic study of societies and social structures.

*ASC 110 Introduction to Social Sciences (3CH):* This course serves as an introduction into the interdisciplinary and multifaceted social sciences. The content on the course covers the range of different disciplines that social sciences consists of, namely: anthropology, sociology, psychology, political science, economics and to a lesser extent also history and geography. The secondary aim of the course is moreover for students to develop their critical thinking skills by engaging actively with material about social issues, social change and social institutions.

*ASC 206 Introduction to Geography (3CH):* This course will provide the students with a comprehensive overview of geography. Emphasis is on concepts that are necessary to understand global, regional and local issues. This course also includes topics on both human and physical geography.

*ASC 102 Introduction to Anthropology (3CH):* This course introduces the student to the development of the human race. You will study a Four Field introduction to Anthropology wherein you will gain an understanding of Human Development and how both ancient and modern humans are studied. An understanding of Anthropology, the study of culture and human development is an important pillar in a degree which aims to develop educators in multi-cultural and economically diverse settings.

*ASC 213 Human Rights (3CH):* This course introduces basic human rights philosophy, principles, instruments, and institutions. It examines the major sources of international human rights and fundamental freedoms, including treaties such as the United Nations Charter, the Universal Declaration on Human Rights, the International Covenants on Civil and Political Rights, and on Social, Cultural, and Economic Rights. It studies their protection in the regional institutions such as the European Convention on human rights, the American Declaration on Human Rights and the African Charter of Human Rights and Peoples. This course also analyzes the mechanism of protection and enforcement of human rights in these regional institutions.

It also seeks to interpret the guarantees of enforcement of human rights in international law, and in UAE Constitution.

## Information Technology or Quantitative

*ASC 205 General Statistics (3CH):* The General Statistics course is designed to develop good understanding of the basic concepts of statistical theorems, and applications. The course covers topics such as data collection methods, organization of data, analysis and interpretation of results. A software package will be used to analyze the statistical data.

*MAT 101 Math for Business (3CH):* This course is especially designed for business students. Mathematics for Business teaches the mathematical skills required for problem solving and decision making in the business world through use of mathematical models. Topics include: functions as mathematical models, equation-solving techniques, matrices and determinant, differential and integral calculus, exponential growth and decay and geometric series and its applications in business functions.

*MAT 100 General Mathematics (3CH):* This course is designed to develop a good understanding of the fundamental concepts of mathematics. It also stresses on crucial cognitive transferable skills such as the ability to think logically and concisely. Mastering this course will give students the confidence to go on and do further courses in mathematics and statistics.

*CSC 110 Introduction to Computer System (3CH):* The purpose of this introductory course is to study computers and data. It gives an establishment to utilizing computers in different courses and educational module for research, correspondence, and writing. Students will be exposed to the fundamentals of hardware and its associated software and systems improvement. The course will show how the computer automates the processing of information.

## Humanities or Arts

*ENG 201 American Literature (3CH):* This course will provide the students with a comprehensive overview of English literature in the United States. It will familiarize the students primarily with early Anglo-American writers and the different literary movements that took place in the United States. Today American literature includes many minority literary works, but the historical matrix remains Anglo-Saxon if we are to consider the dominant culture as the starting historical point.

*FAD 104 Contemporary Arab Art (3CH):* This course explores Arab art and aesthetics from the beginning of the twentieth century till date. The students will learn about the contemporary art and design movement in Arab countries, the expression of cultural identity, as well as the factors involved and changes in aesthetics from Islamic to Arabic art. They will also study and analyze the role of pioneer artists from various generations with emphasis on their influence on contemporary Arab art.

*ASC 201 Introduction to Philosophy (3CH):* This course will introduce the students to the key concepts of philosophy and its principle tools. The course will discuss the schools of philosophical thought, and will apply philosophical analysis to the topics of knowledge, religion, mind, freedom, responsibility, and ethics.

*ASC 203 World-History (3CH):* This course provides an overview of World / General History. The course will conclude with discussions about perspectives on World History.

*ASC 204 Middle East History (3CH):* This course provides an overview of Middle-Eastern History, including the sources of Middle Eastern History. The course will conclude with discussions about perspectives on Middle-Eastern History

*Introduction to Islamic Arts (3CH):* This course aims to focus on the evolution of Islamic Art through a chronological overview of various trends and approaches throughout history. Looking at the period from the seventh to the thirteenth centuries, a time of the formation of a new artistic culture and its first, medieval, flowering in the vast area from the Atlantic to India.

## Islamic Studies, History or Culture

*ASC 105 Islamic Culture (3CH):* This course will offer students' knowledge to enable them understand the Islamic culture. The course offers a review of the history of Islam and how it is currently the fastest growing religion in the world.

*ASC 106 Islamic Civilization (3CH):* The course is designed to give an in-depth understanding of the Islamic civilization. It deals with the universal principles that went into the making of the Islamic civilization. It examines the basic ideas of Islamic civilization besides exploring their contemporary relevance and challenges. The course seeks to effectively address the notion of the 'clash of civilizations.'

## UAE Studies

*ASC 215 UAE and GCC Society (3CH):* The course is designed to introduce the UAE and GCC society with its historical background and uniqueness. It is aimed at enabling students to understand the specific features of the society along with its customs, traditions and lifestyle. The course will introduce the processes and the challenges of development as well as the future aspirations of the UAE and GCC Society.

## Core Courses:

*MGT 100 Principles of Management (3CH):* This course marks students' first journey into the discipline of management. The focus of this course is to expose students to the fundamentals

of the four functions of management of planning, organizing, leading and controlling. Within each function students are introduced to a multitude of managerial areas of focus including decision-making, organizational structure, power and politics, leadership, teams, motivation, and communication.

*ACC 100 Principles of Accounting (3CH):* This principle level course introduces students with the fundamentals of accounting terms, rules, concepts, procedures, and systems. Topics covered include the art of recording, classifying and analyzing the data into useful information for both the internal and external users. Students are introduced to the double entry accounting concepts, general journals and the accounting cycle.

*ACC 105 Managerial Accounting (3CH):* This is an introductory level course and introduces the concepts of management accounting. It involves accounting as a tool for planning and managing; students are acquainted with techniques and understand how relevant accounting information is used for effective operational planning and decision-making.

*ECO 100 Microeconomics (3CH):* This course is designed to introduce students to basic microeconomics concepts relating to individual decision-making. The course exposes students to the meaning, nature, and methods of studying Microeconomics. The concepts of supply, demand, and elasticity are used to analyze the behaviors of consumers and firms in different types of markets. Main topics covered include: consumer behavior, firm production costs, Pure Competition, Monopolistic Competition, Monopoly, and Oligopoly.

*MGT 200 Management Information Systems (3CH):* The course is aimed to provide both theoretical explanations and practical understanding of the utilization of information system in managerial decision making. Further it is aimed to discuss procedure for planning of the information system, as well its proper organization and application in technological advancements. The course is mainly of a managerial outlook, aimed for better utilization of the latest information technology for managerial planning, organizing, implementation and decision making at all levels of managerial activities.

*MGT 202 Business Statistics (3CH):* This course aims to acquire a sound education in those statistical concepts and its applications in the fields of business and economics. This course requires fundamental understanding of basic statistics like frequency distribution, averages, measures of variability, probability, confidence intervals. The course also recommends a prior understanding of software application

and MS Excel. Course covers statistical concepts and methods like hypothesis testing, variance Tests, chi-Square analysis and ANOVA with an emphasis on business application.

*MKT 200 Principles of Marketing (3CH):* This course familiarizes the students with the scope, terminology, topics, and procedures of marketing in a modern company. It introduces the principles of marketing with providing a comprehensive overview of the marketing process from marketing research and analysis up to capturing customer value. Marketing channels, developing marketing strategies, consumer behavior, societal marketing, and new product planning are also discussed.

*FIN 200 Financial Management (3CH):* This course examines the financial strategic and operational decisions in organizations. It aims to provide the decision maker with the financial theory, concepts, and tools necessary to make better financial managerial decisions as well as enable the student to make sound decisions regarding financial analyses and judgments performed by others.

*ECO 200 Macroeconomics (3CH):* This course is concerned with the study of the behaviour of the economy as a whole. It analyses how the overall level of output, employment and prices are determined and how these in turn are affected by fiscal and monetary policies. issues to be covered include Keynesian Aggregate Demand and Aggregate Supply and Macroeconomic Equilibrium GDP determination, the use of fiscal and monetary policies in stabilizing the economy and the role of government policy in promoting long-term economic growth.

*MGT 205 Organizational Behavior (3CH):* Organizational behavior studies the influence of individuals, groups, and structure on behavior within organizations; its chief goal is to improve an organization's effectiveness. This course introduces students to the core concepts of organizational behavior including attitudes, emotions, and moods; communication; conflict and negotiation; diversity; group behavior and work teams; individual decision making; leadership and power; motivation; organization culture and structure; organizational change; and personality and values.

*MGT 300 Production and Operations Management (3CH):* The course aims to interpret the basic theories and the practices in production and operations management. The course equips the students with the necessary skills, and utilization of tools and techniques for effective and efficient management of operations. It further provides skills to the students for better decision-making and problem solving in any industrial scenario.

*MGT 301 Business Law (3CH):* This course familiarizes students with the concept of the rule of law as a mechanism for ordering people's (and companies') behavior, and for providing predictability and certainty in planning business transactions. Students will consider the legal issues inherent in business, considered from the standpoint of various business roles such as business owner, corporate officer, board member, shareholder, partner, officer, manager, employer and employee, customer and client. It aims to have students anticipate potential legal issues in business transactions so that they can plan to avoid legal problems and, when they do occur, formulate solutions.

*MGT 303 Quantitative Analysis (3CH):* This course discusses the essence of Quantitative Analysis and covers various types of analysis including: decision analysis and risk attitudes, inventory control, linear programming, transportation problem, queuing theory, and simulations. Emphasis is on the formulation of problems and their solutions by standard methods and by computer packages such as MS Excel and QM.

*MGT 302 Business Practice in the UAE and GCC (3CH):* Arab Gulf Area has developed as a major destination for international business. In the recent times, GCC nations remain as one among the trade blocks which is competitively placed in the world economy. Diversified business interests from oil, petroleum, marine products, tourism etc created momentum for regional growth and investments. The course provides students a better understanding related to the best opportunities and the good practices that needs to be followed to engage in business in the region. The subject mainly focuses on the policies and procedures to engage in business, free zone operations, PESTLE analysis and SWOT analysis among GCC nations as a directive for doing business in the GCC nations.

*MGT 405 Strategic Management (3CH):* This course captures the complexity of current business environment and offers contemporary concepts and skills which enables the students to design cutting-edge strategy through skills building exercises. Furthermore, it benefits attendees to gain necessary knowledge to manage consistent higher organizational performance by reading, analyzing and designing suitable working environment. Different models and tools in the course are practically applicable to find out strengths, weakness of the organizations, this analysis finally helps students to design the effective strategies and strategic plan for the business.

*MGT 400 International Business (3CH):* The course in International Business provides emphasis to the global business scenario, analyze interrelation between

governments and business across borders. Further it studies the economic dynamics between countries/regions. The course provides a detailed insight into the international monetary system, international trade and foreign direct investment. The basic objective of the course is to provide an understanding of the global economy to gain the best understanding of the subject with the major issues related to the business environment. This course is generally “macro” in its composition, which is developed to provide intellectual focus with emphasis on the impact and overriding theories best describing the International Business scenario.

### *Business Management Specialization Courses:*

**MGT 304 Small Business Management (3CH):** This course introduces students to the spirit of entrepreneurialism as they explore the stages of small business planning, development, and execution. Students are exposed to the various elements of establishing and maintaining a small business including the business plan, financing, location, marketing, staffing, leading, competing and exiting. Special focus is paid to the challenges and opportunities for small businesses in an increasingly globalized, ever-changing environment.

**MGT 305 Negotiation Skills (3CH):** Negotiation is an interactive process between two or more parties working together to determine a mutually agreeable solution to an issue of shared interest or mutual dispute. In business effective negotiation can ensure success, but the inverse can cripple a company. This course introduces students to best practices and core concepts of negotiation including coalitions; communication; distributive bargaining; ethics, strategy, and planning; integrative negotiation; international and cross-cultural negotiation; difficult negotiations; perception, cognition, and emotion; power and influence; relationships and roles. Students will work individually and in groups on assessments including case studies, discussions, in-class exercises, and presentations to increase their understanding of the curriculum in a practical context.

**MGT 306 Managing in the Service Environment (3CH):** This course introduces students to different areas of service industry and the various aspects that go into managing this sector. Furthermore, customer satisfaction is a key area that this course delves into through different types of quality services being discussed. Managing in the Service Environment course is an amalgamation of highlighting different service sectors and the management within them. Different spectrums such as Hospitality, Travel and Tourism are also used as an example industry to showcase the different areas that the theoretical aspects studied could be utilized. Topics covered in this course initially introduces the service industry and the challenges in it, the course then goes into an in-depth analysis of evaluating the problems and providing solutions for them along with providing strategies

for future success with the help of empowerment of both staff and oneself, the course then discusses the importance of communication and how it plays an essential role in dealing with difficult customers, furthermore it draws attention to the role of a leader and its importance in dealing with customers while providing them a service, that then helps in measuring the customer satisfaction as well as the retention rate of customers, importance of technology too is highlighted in this course to achieve excellence in customer service and is one of the primary tools for reaching that optimum level when providing a good service.

**HRM 300 Human Resource Management (3CH):** This is an introductory course for HRM specialization that will help students to acquaint with the roles and the functions of the HRM. Students will analyze different HR trends and challenges from both an employee’s point of view and an employer’s point of view.

This course challenges the students to recognize, understand, and apply HRM concepts and functions. Further, it helps students to enhance their HR skills through use of case studies, in class assignments, projects discussions, and develop the necessary analytical and critical thinking required to understand problems that HR managers face and to handle them responsibly.

**MGT 402 Project Management (3CH):** This course provides intensive coverage of management in a wide range of project applications from theory and concepts through operations. Defining project management and its typical structure and project team roles; the project cycle; methods for project selection; and activities such as planning; budgeting; monitoring and controlling; and risk management are principal areas covered in this course.

**MGT 404 Organizational Theory and Design (3CH):** Organization Theory and Design marks students journey into understanding the mechanisms of organization business processes and the fundamentals of building organizational capabilities. The course enables students to explore the essentials of organization structure and design, its impact on an organization’s internal and external capabilities, organizational culture, power and politics, and the ways in which these are utilized for effective change management and strategic planning. Students are also exposed to the multi-layered relationship between these elements and an organization’s ability to navigate the challenges of operating regionally and in a global context.

**MGT 403 Entrepreneurship Management (3CH):** This course marks students’ entry into the world of entrepreneurship. As they navigate the course, students will explore the ways in which entrepreneurship has evolved as a discipline, the

fundamentals of opportunity recognition and creation, and the tools with which to turn opportunities into new ventures.

The course enables students to innovate and pursue entrepreneurial opportunities from the idea development stage, formulating the business plan, and operationalizing a venture from a multi-layered perspective including finance, marketing, and management decisions with an emphasis on navigating a venture regionally and in a globalized context.

*MGT 406 Total Quality Management (3CH):* The course is aimed to provide a wider and much better knowledge of quality concerns in the products and services that are in offering. The course further invites attention of the students in better understanding the importance of quality concerns and best practices to be followed in manufacturing sector. The course provides a better understanding of the international quality standards and its implementation in every industrial sector. The course provides a better understanding of the quality measurement tools and techniques to the students.

*MGT 408 Leadership and Organizational Creativity (3CH):* This course examines the importance of leadership and creativity in organizations and explains the role of leadership in time of change. The course objective is to provide balance of theory and practice as it combines traditional theory with cutting-edge leadership topics. Students will examine emerging issues, such as enhancement of emotional intelligence and leadership of virtual teams and they will connect those issues with events including ethical scandals, leader successes and mistakes, social turmoil, etc. The course will also help in challenging students to think critically and to make decisions by considering the courses and nature of change, cultural and political context for change and how to lead change. Students will be put into leadership role, engaged in applying the concepts and handling leadership function. Topics covered include empowerment and motivation of employees, team development, shaping culture and values in an organization and designing creative working environment.

*MGT 410 Computer Applications in Management (3CH):* Computer applications in management is a course with the blend of theoretical and applied aspects. The course is developed with the emphasis to provide adequate exposure to the students in the computer applications in diversified areas of management functions. The course emphasizes on the various management processes to guide and assist managers, executives and other professionals to succeed in the tech-driven business world. The course equips the students with the necessary skills required to function effectively utilizing modern technologies.

### *Accounting Specialization Courses:*

*ACC 200 Intermediate Accounting I (3CH):* Intermediate Accounting I is the first course in a two-course sequence with a focus on the continued study of the accounting and reporting processes within the framework of accounting theory. Main topics include in-depth analysis of IFRS (International Financial Reporting Standards), accounting theory, and requirements for publicly owned corporations. The course is targeted towards undergraduate accounting and finance specializations and focuses on the importance of preparing, analyzing, and communicating business information in ways that are relevant and useful to the end users of financial reports. This course builds upon the theories, principles and practices surveyed in ACC 100 (Principles of Accounting) and incorporates the examination of current real-world issues in financial reporting and analysis.

*ACC 205 Intermediate Accounting II (3CH):* Accounting objectives are ever changing. Students must know how to generate financial information for interested parties and to provide managers with useful information, "Accountants must act as well as think". The course is a continuation of Intermediate Accounting I and focuses on financial reporting requirements for public corporations. Core elements of accounting and financial statements including determining shareholder equity and long-term liabilities, income and cash flow reporting, and income tax and inflation accounting will be examined in the context of International Financial Reporting Standards (IFRS).

*ACC 300 Cost Accounting (3CH):* This course introduces students with the techniques used by cost accountants in the organizations. Approaches include cost control and product costing which assists in managerial decision making. Topics include cost accounting concepts, procedures, methods and techniques used for personnel, production, factory overhead costs, inventory, work-in-progress, costs allocation of service department, job orders, process, joint and by-product costing, cost control, and standard costing.

*FIN 300 Corporate Finance and Investments (3CH):* This finance course advances the preliminary concepts covered at the introductory level and applies them to fundamental activities of financing, investing and valuation of corporations. This involves allocation and acquisition of resources, leveraging the capital structure of the firms and analysis of corporate transactions. This course aims at determining the best methodology to achieve wealth maximization for shareholders. It acquaints the students with valuation of financial assets, financial investing decisions, capital budgeting, and dividend payout policies, with emphasis on both short-term and long-term managerial policies.

**ACC 301 Accounting Information Systems (3CH):** This computerized Accounting course brings together two business areas of accounting and information technology. The traditional accounting functions are carried out technically with acquiring the contemporary accounting and finance skills within this course. The ever-changing business environment and technological advancements require a different knowledge skill set which is embodied in this course to help students achieve the dynamic business demands. This practically driven course is mostly taught in the accounting labs with the appropriate use of accounting software.

**ACC 306 Planning, Budgeting and Control (3CH):** This course lays emphasis on the planning process including short-term plans, and the budgetary goals and objectives of management. It explains how adequate planning and budgeting can help with financial problem solving and foster growth in the long run. This course, also, explains control concepts and fundamentals; the preparation and presentations of the processes and how to analyze results and variances. This results in applying the practical techniques at various managerial levels within a business environment. Topics covered include, targets, direction, budgeting resource allocation, and control activities.

**ACC 400 Auditing (3CH):** This course aims at introducing the basic concepts, standards and procedures necessary for carrying out an external audit. Emphasis is laid on the Audit of the Financial Statements, the resulting outcome and how to form an opinion based on ethical and legal aspects.

**ACC 401 Advanced Accounting (3CH):** This accounting course advances students into partnership accounting and addresses businesses in the global market place. It introduces concepts of transfer of business ownerships, mergers and acquisitions and their accounting treatments, as well as understanding the different forms of partnership concerns which are fundamental in the Arab world. Students will be understanding the consolidation of financial statements in different currencies and more emphasis will be laid on the practical aspect of accounting.

**ACC 402 Advanced Cost Accounting (3CH):** This course advances students in acquiring the in-depth knowledge of Costing concepts. It aims to equip students with various costing methods and techniques like job order costing, activity based costing and balanced score card to help management in decision making. This course is the second one in the series of Cost Accounting, and students will already have a basic understanding of relevant cost accounting concepts.

**ACC 405 International Accounting (3CH):** This course is the last one in the Accounting specialization and requires students to have a sound knowledge of the accounting concepts. It aims to equip students with a global understanding of the accounting information relevant to both the internal and external users. Topics include all the relevant techniques and skills acquired in financial accounting and applying them in a foreign context.

### *Finance Specialization Courses:*

**ACC 200 Intermediate Accounting I (3CH):** Intermediate Accounting I is the first course in a two-course sequence with a focus on the continued study of the accounting and reporting processes within the framework of accounting theory. Main topics include in-depth analysis of IFRS (International Financial Reporting Standards), accounting theory, and requirements for publicly owned corporations. The course is targeted towards undergraduate accounting and finance specializations and focuses on the importance of preparing, analyzing, and communicating business information in ways that are relevant and useful to the end users of financial reports. This course builds upon the theories, principles and practices surveyed in ACC 100 (Principles of Accounting) and incorporates the examination of current real-world issues in financial reporting and analysis.

**ACC 300 Cost Accounting (3CH):** This course introduces students with the techniques used by cost accountants in the organizations. Approaches include cost control and product costing which assists in managerial decision making. Topics include cost accounting concepts, procedures, methods and techniques used for personnel, production, factory overhead costs, inventory, work-in-progress, costs allocation of service department, job orders, process, joint and by-product costing, cost control, and standard costing

**FIN 301 Money and Banking (3CH):** The aims of the course are to introduce the students to the main role of the central banks, banking sector and the main monetary policies. In addition, the course enables them to learn about the major financial markets and their regulations. On the other hand, the course targets toward teaching the students about the current monetary practices linking them to the field of banking industry. Money is the blood stream of any economy; this course introduces the students into the basic concepts of banking and how changes in the money supply can affect any economy. It covers topics including barter, the evolution of money, the gold system, trade, investments and currencies. The accounting treatment of the financial banking products is also discussed to acquaint students with the technical knowledge of banking and reserve systems. Monetary policy.



*FIN 302 Islamic Banking and Finance (3CH):* The course enriches the knowledge of finance students about the difference between the conventional and Islamic banking financial system. The goal of the course is to equip students with the knowledge of banking activities that are consistent with the Shariah principles and its application as well as developing moral and ethical financial values for implementation.

*FIN 300 Corporate Finance and Investment (3CH):* This finance course advances the preliminary concepts covered at the introductory level and applies them to fundamental activities of financing, investing and valuation of corporations. This involves allocation and acquisition of resources, leveraging the capital structure of the firms and analysis of corporate transactions. This course aims at determining the best methodology to achieve wealth maximization for shareholders. It acquaints the students with valuation of financial assets, financial investing decisions, capital budgeting, and dividend payout policies, with emphasis on both short-term and long-term managerial policies.

*ACC 306 Planning, Budgeting and Control (3CH):* This course lays emphasis on the planning process including short-term plans, and the budgetary goals and objectives of management. It explains how adequate planning and budgeting can help with financial problem solving and foster growth in the long run. This course, also, explains control concepts and fundamentals; the preparation and presentations of the processes and how to analyze results and variances. This results in applying the practical techniques at various managerial levels within a business environment. Topics covered include, targets, direction, budgeting resource allocation, and control activities.

*FIN 400 Management of Financial Institutions (3CH):* This course advances students in acquiring the in-depth knowledge of Finance and Financial Institutions and its management. Emphasis is laid on the global financial markets and how the financial instruments play a key role in governing the money market around the world. Business interactions are explained between the banking industry and other financial institutions instruments and the capital markets to understand the characteristics and behavior of such markets. Students analyze the banking and other financial products and their performance for effective management of assets, liabilities and resources.

*FIN 401 Investment and Financial Strategies (3CH):* This course provides important insights of basic investment concepts, strategies, and theories in the contemporary financial environment. It introduces students to various investing strategies and focuses on the application and the implementation of these strategies. Topics covered include

the determinants of stock prices, dividend growth models, fund management and investment strategic policy. The course introduces students to the analytical approach of how investors identify critical success factors, and explain how effective investors and fund managers plan and implement strategies related to portfolio management and international investment.

*FIN 402 Security Analysis and Portfolio Management (3CH):* This course aims at introducing concepts of security analysis and designing strategies for creating stock portfolios. It covers the market structure theories, risk mechanisms and analysis of different valuation approaches for sound investing decisions. Students will be introduced to hedge management strategies and the emerging field of behavioral finance will be discussed throughout the course.

*FIN 404 International Financial Management (3CH):* This course advances students into the international aspects of international financial management and being effective in the global financial market. It involves theories related to foreign currencies, hedging techniques, swaps, interest rates and global political risk. Students will be exposed to the foreign market dynamics in order to analyze the multinational firms within the global financial market arena; and, they will be able to assess the international environment, recognize opportunities, implement strategies, assess exposure to risk and manage the financial risk.

### *Human Resources Management Specialization Courses:*

*HRM 205 UAE Labor Law and Relations (3CH):* This course is specifically designed to cater to the needs of HR students within the United Arab Emirates(UAE). Law is one of the most essential aspects of Human Resource Management hence this course is going to be very crucial for the development of students' knowledge about the rules and regulations within the UAE.

Topics such as law enforcement, conditions of employment, employment contracts, probationary periods as well as wages and working hours are going to help students understand some of the elements they need to look into when dealing with employees' relations and creating HR contracts in the UAE. Additional topics such as youth employment, leave, records of employees, disciplinary code, accidents at work, termination of contracts, repatriation of employees, payments of gratuity, dispute settlement and labor inspections are important for the know-how of the students. When they start working in an organization, they will have a practical knowledge on the subject matter and will be able to handle similar cases if they occur in their work place

*HRM 300 Human Resource Management (3CH):* This is an introductory course for HRM specialization that will help students to acquaint with the roles and the functions of the HRM. Students will analyze different HR trends and challenges from both an employee's point of view and an employer's point of view.

This course challenges the students to recognize, understand, and apply HRM concepts and functions. Further, it helps students to enhance their HR skills through use of case studies, in-class assignments, projects discussions, and develop the necessary analytical and critical thinking required to understand problems that HR managers face and to handle them responsibly.

*MGT 305 Negotiation Skills (3CH):* Negotiation is an interactive process between two or more parties working together to determine a mutually agreeable solution to an issue of shared interest or mutual dispute. Negotiation plays a vital role in public and private sector organizations for better and smooth functioning. In business, effective negotiation can ensure success, but ineffective negotiation can cripple a company. This course introduces students to best practices and core concepts of negotiation including coalitions; communication; distributive bargaining; ethics, strategy, and planning; integrative negotiation; international and cross-cultural negotiation; difficult negotiations; perception, cognition, and emotion; power and influence; relationships and roles. Students will work individually and in groups on assessments including case studies, discussions, in-class exercises, and presentations to increase their understanding of the curriculum in an academic and practical context

*HRM 302 Human Resource Information Systems (3CH):* The course emphasis on setting-up a computerized information system specially created for human resource management. The purpose of the system is to help HR in managing following responsibilities: payroll, recruitment and selection, training and development, etc. It helps students to understand the development of HRM systems over the period of time, from its beginnings to its current evolution and ongoing developments that can or will take place.

These topics help in providing an experiential learning to the students with the help of computer systems. Students are not only encouraged to give their viewpoints related to the systems but are also motivated to provide their own ideas for further development in the systems. Critical thinking is promoted through team projects and class assignments to better the learning of the individuals on a deeper level.

*HRM 304 HRM in the Public Sector (3CH):* The primary purpose of the course is the current context and practice of Human Resource Management in the Public Sector using thorough, provocative, and award-winning coverage of the complex issues of management in the public sector, from both employee and managerial perspective. Students will study the HR practices and analyze the methodologies used

in governmental sectors for hiring people and how each and every of these areas are so widely different from the others.

*HRM 400 Staffing and Techniques of Employee Selection (3CH):* This course deals with an in-depth analysis of recruitment strategies, legal and regulatory factors, equal employment opportunity, selection methods, career planning and organizational exit. Topics such as Strategic staffing gives a deeper understanding to the students on how they should well in advance plan on recruitment of employees in an organization. Moreover, the topic of staffing is essential for the crucial understanding of how to hire the right people for the right position and whether it should be internal or external. The emphasis of this course is on the formal expression of plans, goals, and objectives of managing staffing that covers an amalgamation of the first and most critical HRM activity. Furthermore, course helps in developing skills for conducting effective interviews to make the best selection of employees. Students will identify the effective staffing techniques, design job interview questions and conduct job interviews

*HRM 401 Employees Training and Development (3CH):* Training and Development is the base for any organization to grow effectively and efficiently. In this course, the students will be introduced to employees training and development strategies and to identify the underlying challenges that occur while creating, executing, implementing and evaluating different training sessions in the company. Students will comprehend reasons behind the incorporation of different strategies used while conducting the training and designing it. An in-depth analysis of the history of training is also discussed to understand the evolution of this course. Unique topics like E-Learning and Special Challenges in Career Management will enable students to get a more practical learning on the potential pitfalls that could arise when encountering different training strategies.

*HRM 402 Compensation and Benefits Management (3CH):* This course gives in-depth analysis of the broad field of compensation and benefit management. It refers to the use of both intangible and tangible forms of compensations and how HR can use them to motivate employees and reward their performance. The course analysis job analysis, description and evaluation from the point of view of compensable factors. Moreover, it focuses on designing equitable pay structure. The course covers the compensation issues for both hourly workers and managerial employees. The course covers some of the following topics: internal and external pay equity, merit pay, incentive pay and variable pay, employee benefits, etc.

*HRM 405 Strategic Human Resource Management (3CH):* This course is designed in the way that students can comprehend the strategic role of Human Resource Management in providing a sustainable competitive advantage significant to the success of the organization. The course examines the employees and team members' involvement in appraising of colleagues and how line managers employ and develop

efficient and effective HR practices to enhance the strategic objectives of their departments and an overall organization. Strategic Human Resource Management course outlines the various spectrums of the field of HRM but from a different point of view and from many additional perspectives such as understanding the importance of having various strategic partnerships, the external and organizational environments, performance management, employee separation and retention, etc. These topics are the backbone of planning and executing a company's business.

*HRM 404 Special Topics in HR (3CH):* This course deals with the ongoing developments in HR such as understanding the role of HRM in the 21st century. Furthermore, some of the elements discussed in this course are dealing with carving of architectures of the 21st century corporations through job design. The course helps in the development of students by taking them to different areas of HRM, one step further from all the learnings they have had so far. Topics such as HR technologies for attracting and retaining talent, HR technologies for rethinking the future, health and wellbeing, managing the international workforce, statistical techniques, etc. are being analyzed from HRM futuristic perspective. By using class projects, case studies, different journals and article readings in this course, students will be able to critically understand and assess future developments and challenges that will be faced in the HR field and providing solutions to resolve them.

### *Logistics and Supply Chain Management Specialization Courses:*

*LSC 200 Supply Chain Operations (3CH):* Supply chains are complex integrated networks to move the product / service from the supplier to the customer. The course emphasizes different techniques used to manage the flow dynamics of a supply chain. The course explores different measures and practices to achieve optimum cost saving and maximum service level. Moreover, the students will understand the different variables in material, cost and information. A detailed focus will be given to scheduling tools such as Distribution requirement planning and supply chain aggregate planning.

*LSC 300 Transportation and Distribution (3CH):* Globalization is opened doors for companies to operate internationally leaving national boundaries, which lead to the need of having a strong transportation network for the smooth flow of goods and services from one end to another. This demand creates many logistics issues and call for an efficient and smooth network and modes for transportation for effective and efficient management in supply chain department of organizations. This course give students required knowledge and in-depth analysis of transportation and distribution

management with its opportunities and challenges. It equips the students in creating decision making skills in various factors of transportation such as various models of transportation, its cost and time factor, insurance factor, efficiency and modernization, technology and various documentation need while shipping goods internationally. It also give insights about the various distribution models and the managerial functions of distribution.

*MGT 305 Negotiation Skills (3CH):* Negotiation is an interactive process between two or more parties working together to determine a mutually agreeable solution to an issue of shared interest or mutual dispute. Negotiation plays a vital role in public and private sector organizations for better and smoot functioning. In business, effective negotiation can ensure success, but ineffective negotiation can cripple a company. This course introduces students to best practices and core concepts of negotiation including coalitions; communication; distributive bargaining; ethics, strategy, and planning; integrative negotiation; international and cross- cultural negotiation; difficult negotiations; perception, cognition, and emotion; power and influence; relationships and roles. Students will work individually and in groups on assessments including case studies, discussions, in-class exercises, and presentations to increase their understanding of the curriculum in an academic and practical context.

*LSC 302 Service Operations Management (3CH):* The Course Illustrates the characteristics of service and it different nature from Products. It also relates to the science of operations management with regards to effectively and efficiently manage the consumer service experience.

This course as well focus on the impact of customer satisfaction on the design of the service environment.

*LSC 305 Purchasing and Supply Management (3CH):* This course discusses the fundamentals of purchasing management, Purchasing technologies and techniques in supply chain management. this course focuses on procurement and supply chain management. Contract management especially partnership contracts and contractual negotiation techniques are discussed and analyzed.

The course describes the different procurement criteria such as optimization based and value based procurement.

*LSC 400 Inventory and Materials Management (3CH):* The course discusses the different forms of inventory in supply chains whether its raw material, work in process or finished product. Also, applications of the different deterministic and stochastic models that optimizes demand of products under certainty and under uncertainty. Variability of lead time is also discussed with relevancy to its effect on safety stock items.

*MGT 402 Project Management (3CH):* This course provides intensive coverage of management in a wide range of project applications from theory and concepts through operations. Defining project management and its typical structure and project team roles; the project cycle; methods for project selection; and activities such as planning; budgeting; monitoring and controlling; stakeholder management and risk management are principal areas covered in this course.

*LSC 403 SCLM Technologies and Information Systems (3CH):* Supply chain management and logistics information systems focuses on the integration of various ERP systems like CRM, SRM, SCM and production planning modules. These technologies allow collaboration and information sharing among the supply chain partners. It focuses as well on the integration of new technologies such as RFID and Big data in the supply chain. The delivery of the course is both theoretical and Experiential using ERP system modules and case studies as well as machine learning and visualization software.

*MGT 406 Total Quality Management (3CH):* The course is aimed to provide a wider and much better knowledge of quality concerns in the products and services that are in offering. The course further invites attention of the students in better understanding the importance of quality concerns and best practices to be followed in manufacturing sector. The course provides a better understanding of the international quality standards and its implementation in every industrial sector. The course provides a better understanding of the quality measurement tools and techniques to the students.

*LSC 402 Warehouse Management & Material Handling (3CH):* The course elaborates on the main factions of warehousing systems, as staging, picking, sorting, storing and shipping. The course as well illustrates the various layout and the preferred industry for each layout, the management information systems used insider the warehouse and finally the role of warehousing in inbound transportation and physical distribution.

*LSC 405 Global Logistics & Supply Chain Management (3CH):* This course delivers the concepts and knowledge of the global logistics strategy; it links between competitive strategy and supply chain strategy. The course explains the global facility location, capacity planning, designing and managing global supply networks. The impact of risk management in global supply chains, global sourcing and distributions strategies are covered in this course.

### *E-Commerce and Marketing Specialization Courses:*

*MKT 202 Consumer Behavior (3CH):* This course will provide students with introduction to the consumer behavior and related consumer insights. An overview of the psychological process influencing consumer behavior and purchase decision-making will be provided with an emphasis on

consumer attitudes and motivation. The course will specifically discuss consumer segmentation and targeting, psychographic profiling and family, social, and cultural influences that affect buying decisions.

*MKT 204 Sustainability and Responsible Marketing (3CH):* This course will explore, examine and inform how the marketing function of business activity engages in responsibility and sustainability issues. Specific topics such as value analysis, sustainable branding and sustainable decision making will cover how these issues are influenced by consumer trends and how they are communicated to consumers. In the end of the course students will be able to examine marketing problems found in the non-profit, for-profit and public sectors. Guest speakers, case studies, class discussions and a real-world group project will help students build knowledge and develop capacity to be a positive social change agent through ethical reasoning in marketing management.

### *MKT 300 Marketing in Digital Environment (3CH):*

This course provides an overview of contemporary trends in digital marketing and e-business. Students will learn about major trends in digital marketing, the Internet audience and online consumer behavior, digital media, digital marketplace analysis and digital channels. Additionally, students will engage in analysis of digital marketing strategies, learn to prepare digital marketing plan, develop digital presence and use web and social media tools to promote and sell products and services online.

*MKT 301 Integrated Marketing Communication (3CH):* Integrated Marketing Communications course allows students to understand the basis of marketing communication model, consumer behavior and buyer persona decision-making process, underlying effective advertising and promotion activities. At the same time knowledge, supported with numerous practical examples allows students to understand how the above mentioned variables interact for constituting a coherent, integrated and synergic impact and final impact easily translated into profits.

### *MKT 303 Introduction to Marketing Analytics (3CH):*

The aim of this course is to provide students with comprehensive knowledge of the solutions used for marketing analytics that are applied in contemporary marketing. The first part of the course will provide an overview of the most recent methods and approaches to marketing analytics along with introducing students to the social media and sentiment analysis software. The second part will focus practical work in SPSS software. The emphasize of the course is placed on training students to utilize data collection and data analysis software for the purpose of collecting, analyzing and presenting marketing data in different formats.

### *MKT 400 Brand Management (3CH):*

The course highlights the importance of creating a true brand is one of the most powerful things any company can do to enhance its market power. At the end of this, course students will learn that successful branding ads customer value and can provide protection from price competition and pressures towards commoditization. The course aims at showing the branding in fact it is an art and a science which involves a creativity and originality component. After course completion students will be able to construct a detailed brand management plan and implement course concepts to theoretical and practical test.

*MKT 401 Marketing Research (3CH):*

This course provides the key concepts of all phases of marketing research process, introducing students to both qualitative and quantitative marketing research methods and techniques. The primary goal of the course is to enable students to plan and conduct marketing and consumer research and to apply research findings for data-driven business decision making and problem solving. Course explores various types of qualitative and quantitative research, providing students with an opportunity to apply learned concepts and methods in practice by actively conducting a marketing research studies both individually and as a group.

*MKT 403 Global Marketing (3CH):*

The interdependence among countries has forced business organizations for marketing outside local boundaries. This course addresses this issue and seeks to expose students to international marketing and marketing strategies and methods applied in the global environment.

*MKT 402 Strategic Marketing (3CH):*

This course will help students to deal with the process of developing and implementing a marketing strategy. The course focuses on competitive positioning at the heart of marketing strategy and includes in-depth discussion of the processes used in marketing to achieve competitive advantage. In the end of the course students will be able to create marketing plans that will sustain superior performance in the marketplace. The course examines ways in which firms can differentiate their offerings through the recognition of environmental and social concerns and innovation.

*MKT 404 Special Topics in Marketing (3CH):*

Course aims at presenting contemporary topics in marketing, follows the most current trends in the sector as well includes the specificity of GCC and UAE markets. Equally in relation to presence of guest speakers, it will provide students with numerous networking opportunities. Course outline is designed to be determined by the course's instructor however a suggested outline is provided in the Syllabus

*Hospital and Healthcare Management  
Specialization Courses:*

*HMM 200 Introduction to Health Care Industry (3CH):* This course outlines and examines health care environments in the global and regional context, explaining healthcare venues, systems, need, public health, contemporary issues, and opportunities. The course also discusses topics concerning health care access, funding, services delivered, careers opportunities, and exposes the students to the historical background of the hospitals and their functions development. This course is also an opportunity to provide the students with knowledge through real case studies of the alternate and non- traditional health care delivery, with related settings and functions.

*HMM 305 Healthcare Management (3CH):* The course provides an overview of the management functions and the role of managers in healthcare organizations. Students will acquire enough understanding of the overall health system, healthcare settings, and the level of healthcare services. This course also exposes the students to different managerial and operational topics, and equips with the necessary applicable knowledge to follow in the life. The course handles the overall approach and management of human resources, information technology, financial management, and managing cost and revenue. In addition to equipping them with necessary theories and practical skills related to healthcare marketing, and event management. Moreover, it provides the real concept of quality assurance, its elements, approaches and improvement tools, in addition to addressing the methods, approaches, tools and techniques used to control and measure organizational performance. Finally, the students will go through special topics related to the emerging issues such as reemerging of outbreaks, consumer directed healthcare, medical tourism and others.

*HMM 300 Healthcare Law and Regulatory (3CH):* This course familiarizes students with the legal and regulatory issues encountered in healthcare administration. Students will consider these issues as they relate to designing policy and procedures within healthcare facilities, and structuring healthcare transactions to best manage risk. Issues are addressed both from a general, international perspective and from the specific standpoint of local law and regulation, including developing regulations and trends in the UAE healthcare industry.

*HMM 302 Economics of Hospital & Healthcare Sector (3CH):* This course is an overview of health economics. It explains the purpose of health economics it will focus on important topics that are essential to understand health economics and its connection to health policy. The course discusses the economic concepts, principles, theories, and evaluation tools of health and healthcare industry. Governmental intervention and market related topics concerning physician, hospital, pharmaceutical, and services are also examined.

*HMM 304 Ethics and Fraud in Healthcare (3CH):* This course examines current and historical legal and ethical issues impacting health administration, including professional

ethics, ethical theories, fraud and abuse, privacy and confidentiality, professional standards and institutional Ethics; Quality Review, the Ethics of distribution: Public Health. Moreover, the students will explore and inspect some ethical dilemma related top some clinical issues faced by health professional in their healthcare facilities, such as; end of life, test and screening, transplant, and biomedical research. By the end of this course, the students will obtain comprehensive practical knowledge of management of sensitive health information, along with electronic health rerecords and information security, through practical case studies to explore the ethical questions, and the best ethical options to be opted.

*MGT 306 Managing in the Service Environment (3CH):* This course introduces students to different areas of service industry and the various aspects that go into managing this sector. Furthermore, customer satisfaction is a key area that this course delves into through different types of quality services being discussed. Managing in the Service Environment course is an amalgamation of highlighting different service sectors and the management within them. Topics covered in this course initially introduces the service industry and the challenges in it, the course then goes into an in-depth analysis of evaluating the problems and providing solutions for them along with providing strategies for future success with the help of empowerment of both staff and oneself, the course then discusses the importance of communication and how it plays an essential role in dealing with difficult customers, furthermore it draws attention to the role of a leader and its importance in dealing with customers while providing them a service, that then helps in measuring the customer satisfaction as well as the retention rate of customers, importance of technology too is highlighted in this course to achieve excellence in customer service and is one of the primary tools for reaching that optimum level when providing a good service.

*HHM 400 Hospital and Healthcare Information Technology (3CH):* This course provides an overview of the need of health information in healthcare facilities, to be used for clinical and administrative issues. It also explains the process of selecting and implementing health information system within a hospital. The course also addresses the most important applications; hardware, software, and generic applications; and also, focuses on property management systems for various functions and departments; features of computerized management systems; the selection and implementation of computer systems; the impact of the Internet and private intranets on the hospital and healthcare. Uses of software such as word processing, spreadsheet, database and presentation applications are also examined.

*HHM 401 Clinic Services Management (3CH):* This course provides varieties of topics related to clinic administration and operational planning, including staff management issues associated with wide range of factors.

The course outlines very precise topics of clinic service management that require more analytical views and critical thinking such as; patient safety, quality assurance, auditing,

inspection process, and risk management. The students will also participate in developing measurement tools for operational aspect of physician practice, and will have the opportunity to go through healthcare technology, healthcare marketing and public relation. Finally, the student will be exposed to crises management through brining real world case studies to debate their decision making and boost up their problem solving and leadership skills.

*HHM 402 Hospital Support Services Management (3CH):* This course provides full understanding and comprehension of all support services related to hospitals, definitions, design, location, roles and functions, it also examines the principles of planning a new healthcare facility, financial planning, along with the policies and procedures required to set up the hospitals. The students will explore the special requirements of the support services, in terms of structure, equipment, technology and human resource. The students will also be exposed to the importance of sanitary and workplace safety to protect patients and health workers, and keep them away from physical or chemical hazards. This course will also provide effective tools to monitor and evaluate the quality of hospital support services, besides discussing the challenges and solutions faced by hospital support services management.

*HHM 404 Hospital Strategic Management (3CH):* This course provides the students with required conceptual knowledge about general healthcare environment. It introduces comprehensive definition about the nature, value, process, and needs of strategic management in hospital settings. The students will examine formulation of hospital strategic management, as well as analyze and reflect on the effect of both external and internal environment, and their competitive advantages or disadvantages, the student will evaluate and develop directional strategies and strategic alternatives using the effective leadership skills, quality performance measurements, as long as learning and reflecting on joint ventures, strategic alliances, strategic analysis, and strategic surveillance. Students will analyze and critical appraise the role of the management of human resources, advertising, marketing and sales in healthcare facilities, and also recognize the process of decision making regarding culture, structure and strategic resources, that needs to be maintained or changed.

### *Insurance and Risk Management Specialization Courses:*

*IRM 200 Introduction to Insurance and Risk Management (3CH):* This principal level course introduces the concepts of insurance and risk management. It acquaints students with the growing importance of insurance and risk from various perspectives like finance, law, management and ethics to make informed decisions within the global market place. The goal of this course is to engage students in active discovery of Insurance and Risk Management principles. Students will be prepared to function in a business environment, developing an awareness of the challenges, the tools, and the process of

implementing principles of insurance and risk management in business activity.

*IRM 300 Insurance Law (3CH):* This course introduces the fundamentals of Insurance Law. It also addresses issues related to insurance policy and regulation and ethical issues encountered in the field of insurance law. Students will learn the basic legal concepts underlying the formation and enforcement of insurance agreements, such as offer and acceptance of insurance agreements, misrepresentation and mistake in insurance offers, legal interpretation of insurance agreements, the legal mechanics of insurance contracts, the insurable interest requirement, premiums, reserve and surplus, notice and proof of loss, cancellation, filing claims, the insurer's duty to defend and subrogation. The course also covers issues particular to insurance law in the UAE, such as the legal requirements for insurance policies in the UAE, special issues regarding takaful (Islamic insurance), and subrogation issues particular to the UAE.

*IRM 305 Risk Analysis and Evaluation (3CH):* This course examines how risk is analyzed and evaluated both within organizations and by the external users. A specific emphasis is placed on the principles of risk management in insurance. The students will be able to understand the main tools from probability and statistics that are used in modeling and analyzing risk in a business context, become familiar with the basic concepts and methods of risk analysis and become acquainted with the applications of risk analysis to several domains such as valuation with risk, financial risk minimization, and underlying cycle in insurance. After accomplishing this course, the students are able to carry out an independent project.

*IRM 302 Life and Health Insurance (3CH):* This unique course builds on the concepts of insurance with the introduction and evaluation of life and health insurance contracts. Within the financial services and the insurance industry; life and health insurance continues to grow and change rapidly. Students are acquainted with concepts from all perspectives, either as an insurance buyer or an insurance financial advisor.

*IRM 304 Personal Property-Liability Insurance and Risk Management (3CH):* This course will give the student an overview in liability insurance and personal risk management. It examines topics related to the insurance and coverage of life and personal properties, residential and medical payments etc. It is aimed at engaging students with the fundamentals of Liability Insurance and equip them with the tools to analyze business risks in a challenging business environment and developing tools for implementing principles of liability insurance and risk management in business activity

*IRM 400 Insurance Operations, Regulation and Statutory Accounting (3CH):* This course will give the student an understanding about the operations and regulations of the insurance companies. Topics include claim functions, liability claims, adjustments and reinsurance regulations in times of calamities. It includes detailed analysis of financial statements from the insurance perspectives.

*IRM 401 Commercial Property Risk Management and Insurance (3CH):* This course introduces students to the Commercial Property Risk Management and Insurance. Topics include insurance plans for property, buildings, commercial property, marine and ocean cargo insurance as well as the factors leading up to crime insurance. Students analyze the income and expenses for these various business insurance coverages and provide options to the diverse business organizations.

*IRM 402 Commercial Casualty Risk Management & Insurance (3CH):* This course introduces students to the main concepts of Commercial Casualty Risk Management and Insurance and different types of coverage. Topics include liability losses, risk mitigation techniques, insurance covers for vehicle, marine and aviation insurance and the estimation of such contracts as well as the factors leading up to Workers' Compensation and Employer's Liability Exposures and Exposure Treatments. Students analyze the income and expenses for these various business insurance coverages and provide options to the diverse business organizations.

*IRM 404 Alternative Risk Financing and Capital Markets (3CH):* This course introduces students to the main concepts of Alternative Risk Financing and Capital Markets. The globalization of financial markets and the increased risks are pushing business towards innovations in raising capital and addressing the futuristic market demands. Topics include building and personal property coverage; business owner or farm owner coverage as well as causes of loss forms. Students analyze the income and expenses for these various personal and business insurance coverages and provide options to the diverse business organizations enrichment

*IRM 405 Risk Management Strategy (3CH):* This course examines the importance of risk management and its strategy. The course review methods and contracts to change the risk profile and managing the risk strategy and the impact on the firm's valuation. It also measures the exposure on the risk and the value that is created by undertaking the risk strategies through capital adjustments and other financial policies. The course analyses various risk metrics to measure the risk management strategies and its impact on risk exposure.

# College of Media and Mass Communication (CMMC)

## Program

1. Bachelor of Arts in Media and Mass Communication – International
2. Bachelor of Arts in Media and Mass Communication – Public Relations
3. Bachelor of Arts in Media and Mass Communication – Integrated Marketing Communication
4. Bachelor of Arts in Media and Mass Communication – Radio and television
5. Bachelor of Public Relations (Arabic)

## Program Goals:

### **Bachelor of Arts in Media and Mass Communication**

1. Equip students with the skills, knowledge and competency to be professional practitioners in the field of communication.
2. Equip students with comprehensive media understanding and involve them in the community events to achieve social responsibility.
3. Create a platform for research development to enable students to pursue life-long learning and advanced studies in mass communications related disciplines.
4. Provide students with the current industrial standards of their disciplines to meet market demand.

### **Bachelor of Public Relations (Arabic)**

1. Provide the United Arab Emirates, Gulf countries and the Arab region with public relations specialists and practitioners for the purpose of contributing in the development of the public relation sector.
2. Enrich the industry with graduates who are able to adapt and understand the public relation sector.
3. Allow graduates to interact with practitioners and community professionals to preserve and develop the nation, and its public and private sectors.
4. Strengthen the relation with relevant entities to recognize the required needs from graduates and to conduct research and consulting.
5. Continuously communicate and collaborate with external stakeholders from the industry to assess the quality of the program in order to ensure its compatibility with the present needs and future changes.



## Bachelor of Arts in Media and Mass Communication Program Learning Outcomes Mapping with QF Emirates Level 7

PLO#	PLO Text	7A1	7A2	7A3	7A4	7K1	7K2	7K3	7K4	7K5	7R1	7R2	7R3	7R4	7S1	7S2	7S3
1	Demonstrate the ability to know, evaluate and apply basic mass communication messages in the communication theories	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	Effectively communicate with others in interpersonal, small group and public speaking situation		✓	✓			✓	✓	✓	✓					✓		✓
3	capable to use appropriate research methods to answer relevant questions	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4	Demonstrate sensitivity to the ethical issues to their practice	✓	✓			✓	✓	✓		✓					✓	✓	✓
5	Ability to apply relevant theory to communication practice	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
6	Ability to think critically about the relationship between mass media ,society and between nation-states				✓	✓	✓	✓	✓	✓					✓	✓	✓
7	Apply successfully the appropriate concepts, knowledge, skills and theories of radio	✓					✓	✓	✓		✓				✓	✓	✓

	and television media																
8	Apply the integrated marketing communication principles, procedures and strategies	✓	✓														✓
9	Use the various techniques and skills required for effective public relations, and suggest appropriate PR action plans with the cost and time		✓						✓							✓	✓

### Bachelor of Public Relations (Arabic) Program Learning Outcomes Mapping with QF Emirates Level 7

PLO#	PLO Text	7A1	7A2	7A3	7A4	7K1	7K2	7K3	7K4	7K5	7R1	7R2	7R3	7R4	7S1	7S2	7S3
1	Explain the of role of public relations in governmental and private organizations.					✓	✓	✓	✓	✓							✓
2	Summarize the concepts of Humanities in public relations.					✓	✓		✓	✓					✓	✓	
3	Apply the Public relations strategies in the field of media and mass communication.	✓	✓							✓		✓		✓		✓	
4	Implement the promotional and marketing campaigns for Public relations purposes	✓	✓	✓											✓	✓	✓
5	Use the Scientific research results to find	✓	✓	✓	✓							✓			✓	✓	✓

	innovative solutions in public relations.																	
6	Arrange using the modern techniques within the digital communication in promotional campaigns and mass communication methods	✓							✓	✓						✓	✓	✓
7	Achieve professional and Managerial Ethics at the organization	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

## Degree Requirements: Bachelor of Arts in Media and Mass Communication

REQUIREMENTS	TYPE	BA- MMC	
		NO. OF COURSES	CR. HRS.
General Education Courses	Compulsory	21	63
Core Courses	Compulsory	14	39
Specialization Courses	Compulsory	5	15
Free/Elective Courses	Elective	3	9
<b>Total</b>		<b>43</b>	<b>126</b>

## Study Plan

### Preparatory Courses

Prior to their enrollment in the program, students applying for Bachelor of Arts in Media and Mass Communication must sit for the placement test related to the program, failure to successfully passing the placement test, they are required to enroll in the following courses:

#	Course Code	Course	C.H	Exemption Condition
1	CIT 90	Computer Preparatory	0	Passing the Placement Test
2	ENG 99	Academic Writing (*)	0	Passing the Placement Test

(\*) Students must pass the English Proficiency.

### General Education Courses

Total 21 Courses - 63 Credit Hours

### Languages and Communication Studies

The student selects 12 credit hours (4 courses) from the list below:

#	Course Code	Course	C.H	Remarks
<b>Students must take all of the following courses:</b>				
1	ASC 101	University Life	3	Mandatory – First semester of the first year
2	ENG 101	Academic Writing	3	Mandatory
3	ASC 207	Introduction to Research	3	Mandatory
<b>Students must take one of the following Arabic Language courses:</b>				
1	ARLAA 100	Communication Skills in Arabic	3	-
2	ARLAA 105	Arabic Composition	3	-
3	ARLNA 100	Arabic for Non-Arab	3	Course designated for non-Arab Speakers

### The Natural sciences

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 210	Natural Science	3	-
2	ASC 212	Sustainable Energy	3	-
3	ASC 211	Environmental Science	3	-
4	PHY 100	Physics	3	-

### The Social or Behavioral Sciences

The student selects 27 credit hours (9 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 102	Introduction to Anthropology	3	Mandatory
2	ASC 104	Introduction to Sociology	3	Mandatory
3	ASC 107	Introduction to Political Science	3	Mandatory
4	ASC 110	Introduction to Social Science	3	Mandatory
5	ASC 200	General Psychology	3	Mandatory
6	ASC 206	Introduction to Geography	3	Mandatory
7	ASC 213	Human Rights	3	Mandatory
8	INV 200	Innovation and Entrepreneurship	3	Mandatory

9	ECO 100	Microeconomics	3	Mandatory
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### Information Technology or Quantitative

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	MAT 100	General Mathematics	3	-
2	ASC 205	General Statistics	3	-
3	CSC 110	Intro. To Computer System	3	-
4	MAT 101	Math for Business	3	-

### Humanities or Arts

The student selects 12 credit hours (4 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	DES 104	Contemporary Arab Art	3	-
2	ASC 201	Introduction to Philosophy	3	-
3	ASC 204	Middle East History	3	-
4	ASC 203	World History	3	-
5	ENG 201	American Literature	3	-
6	ASC 107	History of Islamic Art	3	-

### Islamic Studies, History or Culture

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 105	Islamic Culture	3	-
2	ASC 106	Islamic Civilization	3	-

### UAE Studies

The student selects 3 credit hours (1 course) from the list below

#	Course Code	Course	C.H	Remarks
1	ASC 215	UAE and GCC Society	3	-

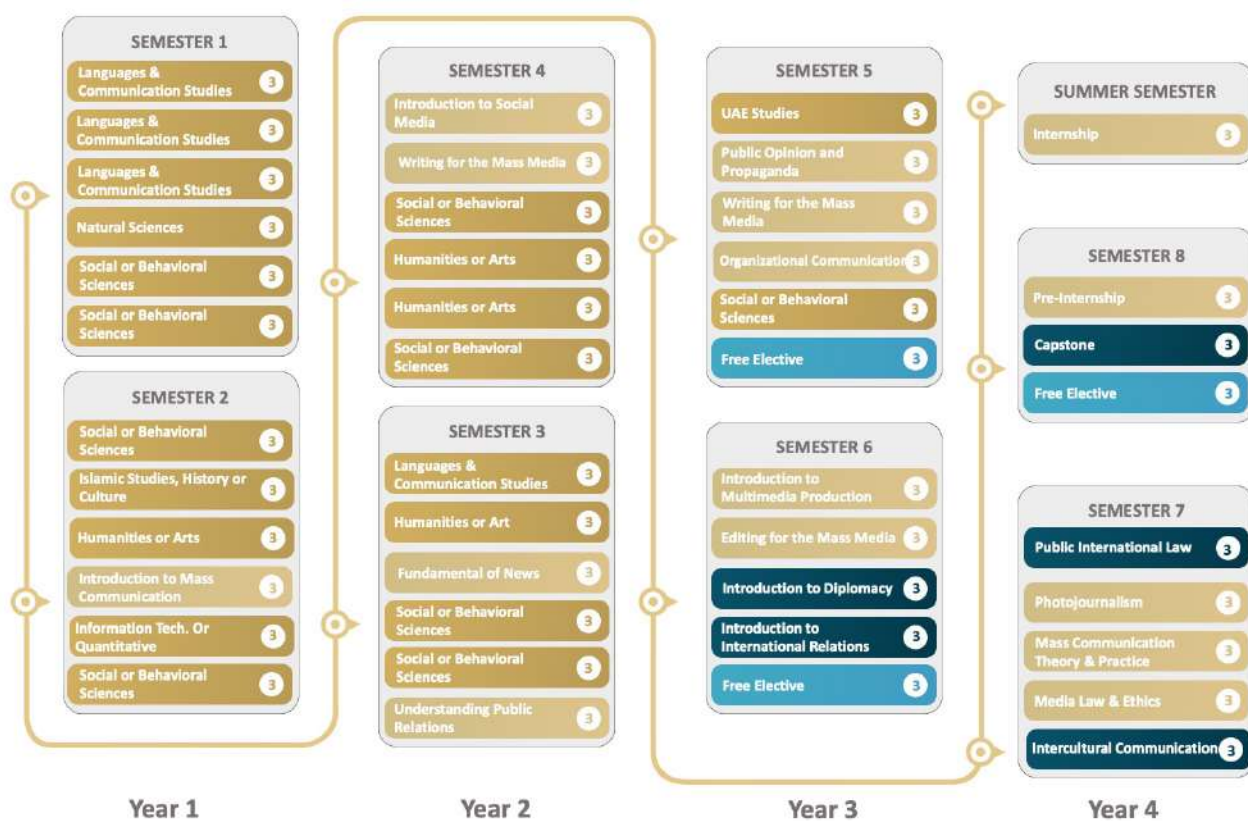
### Core requirements/ Compulsory courses (14 courses/39 CH)

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	MMC 200	Introduction to Mass Communication	-	3

2	MMC 201	Understanding Public Relations	-	3
3	MMC 208	Fundamentals of News	MMC 200	3
4	MMC 205	Introduction to Social Media	-	3
5	MMC 300	Introduction to Multimedia Production	-	3
6	MMC 303	Writing for the Mass Media	MMC 208	3
7	DES 300	Pre-Internship	90 CH	0
8	MMC 305	Internship	INTERN 101	3
9	MMC 302	Public Opinion and Propaganda	MMC 201, ASC 302	3
10	MMC 304	Organizational Communication	MMC 201, ASC 200	3
11	MMC 400	Mass Communication Theory and Practice	MMC 200	3
12	MMC 401	Photojournalism	MMC 200	3
13	MMC 403	Editing for the Mass Media	MMC 303	3
14	MMC 402	Media Law and Ethics	-	3

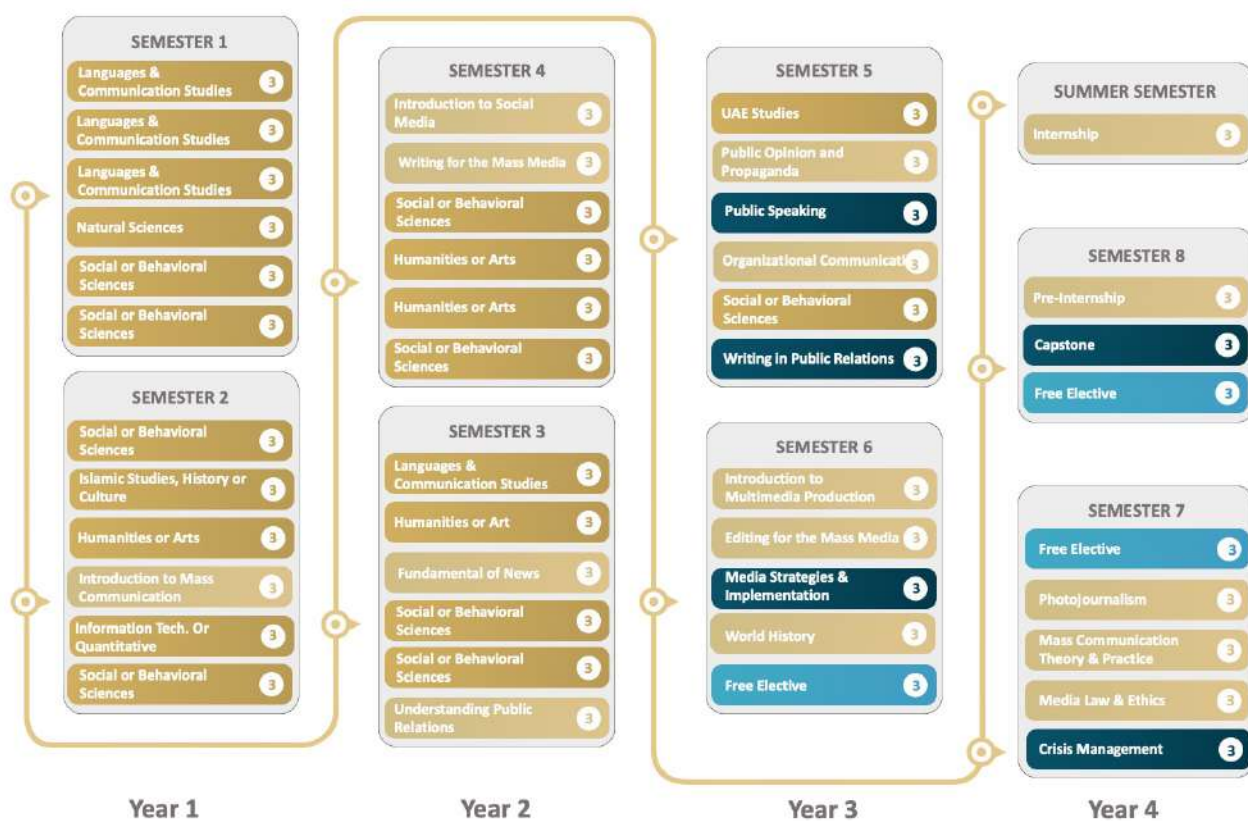
*Compulsory courses – International Relations Specialization (5 courses/15 CH)*

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	IRE 300	Introduction to International Relations	MMC 302	3
2	IRE 302	Introduction to Diplomacy	MMC 303	3
3	IRE 400	Public International Law	IRE 300	3
4	IRE 402	Intercultural Communication	MMC 302	3
5	IRE 405	Capstone Graduation Project	IRE 400, IRE 402	3



*Compulsory courses –Public Relations Specialization (5 courses/15 CH)*

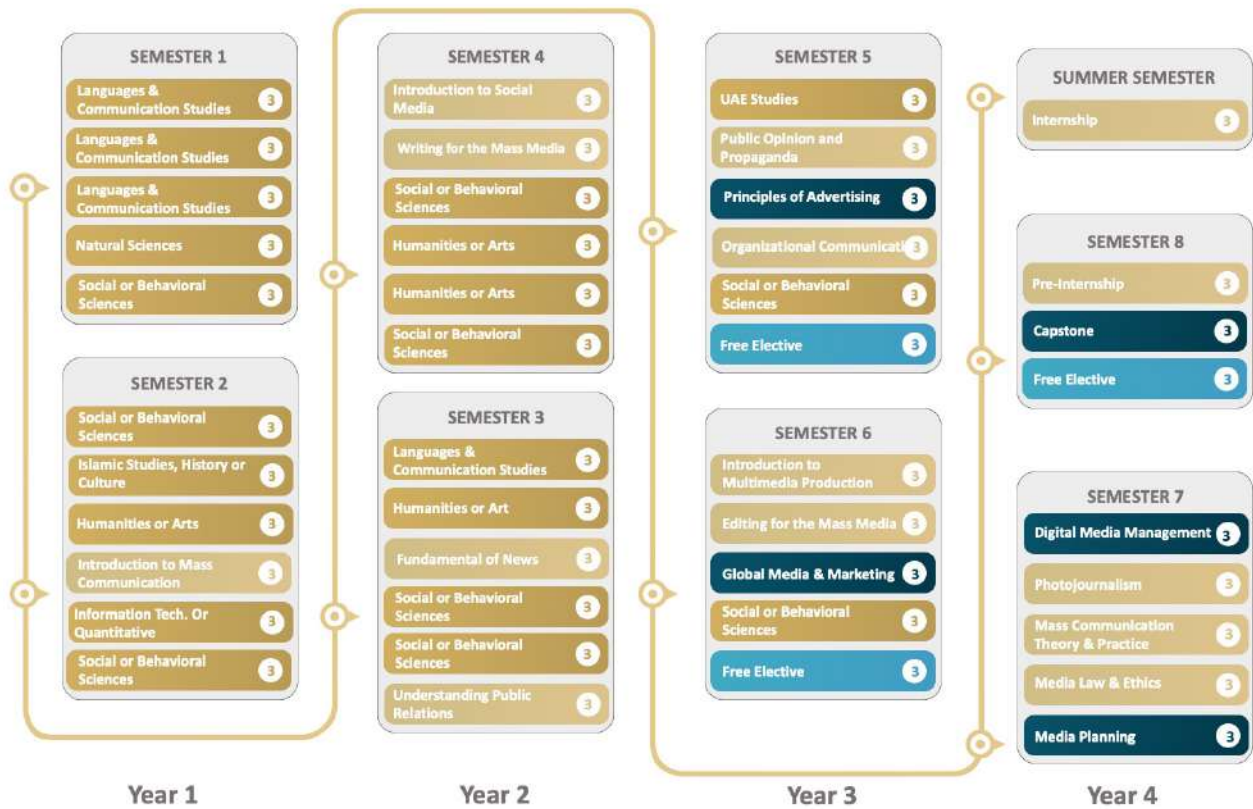
NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	PRE 300	Public Speaking	MMC 200	3
2	PRE 302	Writing in Public Relations	MMC 303	3
3	PRE 400	Media Strategies and Implementations	MMC 304	3
4	PRE 402	Crisis Management Communication	PRE 400	3
5	PRE 405	Capstone Graduation Project	PRE 400, PRE 402	3



*Compulsory courses –Integrated Marketing Communication Specialization (5 courses/15 CH)*

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	IMC 300	Principles of Advertising	-	3
2	IMC 302	Global Media and Marketing	IMC 300	3
3	IMC 400	Digital Media Management	IMC 300	3
4	IMC 402	Media Planning	IMC 300	3
5	IMC 405	Capstone Graduation Project	IMC 400, IMC 402	3



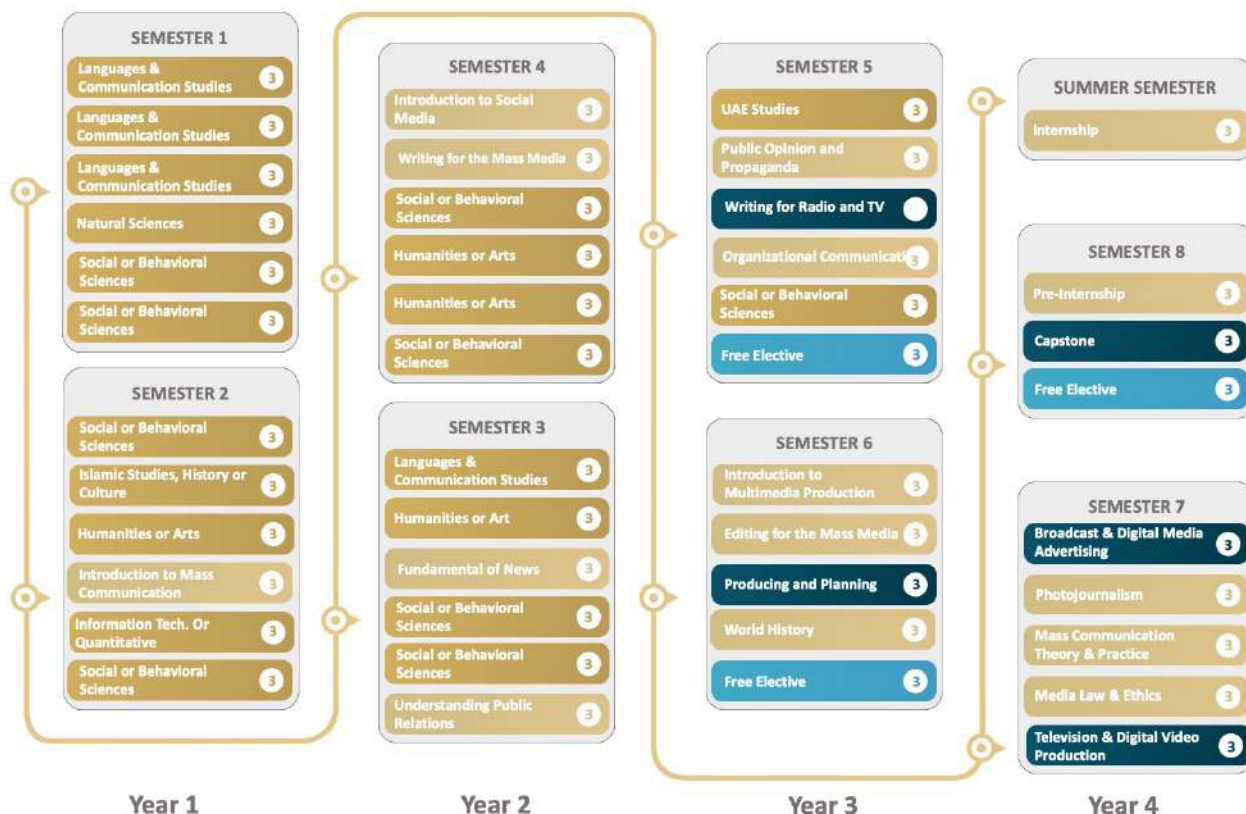


*Compulsory courses –Radio and Television Specialization (5 courses/15 CH)*

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	RTV 300	Writing for Radio and TV	MMC 303	3
2	RTV 301	Producing and Planning	RTV 300	3
3	RTV 401	Broadcast & Digital Media Advertising	MMC 306, RTV 300	3
4	RTV 403	Television & Digital Video Production	MMC 306, RTV 300	3
5	RTV 405	Capstone Graduation Project	RTV 401, RTV 403	3

### Free Electives courses (3 courses/9 CH)

9 Credit Hours must be chosen from any other college/specialization in condition the prerequisites of the chosen courses are met.



## Course Description

### General Education Courses:

#### Languages and Communication Studies

**ASC 101 University Life (3CH):** The purpose of this course is to facilitate the process of transition into new academic and cultural environment for the new students enrolled in the AUE. Furthermore, it aims to promote their confidence so that they could succeed and meet the academic requirements.

The course assimilates academic content with interactive in class activities to ensure understanding of curricular options and begin to develop a future career plan through self-reflection.

**ENG 101 Academic Writing (3CH):** This course provides students with advanced writing components in English so that they can successfully pursue their studies in various academic

specializations. Students practice writing long argumentative and reflective essays, with emphasis on implementing APA format in paper format, in-text citation and references in projects and assignments

**ASC 207 Introduction to Research (3CH):** The intent of this course is two-fold. First, it introduces students with the basic research terminologies. Second, it familiarizes them with the process of research from choosing a topic to writing the proposal. Students will be immersed in hands on experience where they will be introduced to research concepts that will help them understand, interpret, and critique a scientific research. Contents to be covered include the language of research, types of research, elements of scientific research proposal, writing an academic research proposal using APA style, research ethics, crafting data collection instruments, and interpreting data.

*ARLAA 105 Arabic Composition (3CH):*

This course is designed to enable students to analyze multiple texts in various fields of knowledge. In order to be able to distinguish between texts despite their difference of contents, it also enables student to simulate those texts in a correct way, and to transform the information into skill and behavior. And since writing is an integrated building process, and that the building is affected by its parts, therefore student needs models, linguistic laws, planning, cohesion and goals including: news and inquiries, demand and influence of the recipient.

*ARLAA 100 Communication Skills in Arabic (3CH):*

This course is designed to enable the Arabic-speaking student with the necessary language skills, especially focusing on the steps of writing reports, official letters and systematic research.

To achieve this, and to develop the student's abilities to understand correctly what he reads and listens, and to gain the ability to write articles, reports, meeting minutes and recommendations of conferences and seminars in a sound manner, the course was concerned with training the student in basic writing skills; such as multiple spelling rules, punctuation marks, paragraph system, and essay writing progressively.

*ARLNA 100 Arabic for Non-Arab (3CH)* This course is based on the principle that "Education" is an accumulative task especially when it comes to language learning. This process undergoes specific stages to assist the non-Arabic speakers to reach the ultimate goal which is to acquire the required skills (listening, speaking, reading, writing) easily and accurately. To achieve this aim, text-based dialogues are provided as head start for the non-Arabic speakers to continue to the higher levels. The course also provides basic elements for reading, writing, dialogues, and listening to assist the learners to confidently interact with the Arab community.

## The Natural Sciences

*ASC 210 Natural Science (3CH):* The natural science course incorporates a wide range of subjects of sciences such as astronomy, geology, biology, chemistry, and environmental science. The course will present the scientific facts of astronomy, the Earth and its weather, water, and environment, biology, and nutrition with the chemicals of life. The course emphasizes understanding the core principles of different branches of science and their effects on our lives. Moreover, the course explores the scope of natural phenomena, changing environment conditions, general health rules of nutrition, and the variety of living organisms. The course helps the students to acquire skills in observation, critical thinking, analyzing, interpreting, understanding and discussing scientific terminology and facts.

*ASC 212 Sustainable Energy (3CH):* This course gives a thorough introduction to sustainable energy, conservation, and energy efficiency within the UAE and the world. It will explore the relationship between energy, environment, economy and ecological well-being. It will discuss energy production from the biology, natural science, environmental science and social sciences perspectives.

A variety of topics will be introduced including global warming, climate change, sustainable food production, solid waste management, environmental and natural resources laws. The course includes the growing challenges of climate change and energy crisis and proposes solutions to overcome them.

*ASC 211 Environmental Science (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*PHY 100 Physics (3 CH):* General Physics course introduces the basic concepts, theories and the terminologies of the scientific method in the context of the science of physics. Students will reinterpret and express ideas and views from the study of physics, and differentiate between the various multitudes of energy and momentum.

## The Social or Behavioral Sciences

*ASC 200 General Psychology (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*ASC 107 Political Science (3CH):* This course will introduce the students to the key concepts of Political Science and its principle tools. The course will discuss the role of main political actors in the field of politics and their function.

*INV 200 Innovation (3CH):* Innovation is the engine of opportunity and, acting as a catalyst, this course is intended to ignite an interest in innovation and inspire entrepreneurial action. At the core of innovation and entrepreneurship is a commitment to experiential learning that will encourage students to engage in critical thinking, creative problem-solving while also equipping them with the soft skills needed in their pursuit of academic and professional endeavors. Students will discuss the relevance and role of innovation and entrepreneurship in work and life situations; determine opportunities for creative disruption and design a strategy for its implementation; develop a practical understanding of innovation through thoughtful debate and exercises; and demonstrate critical thinking and individual insight with a personal mastery portfolio.

*ASC 104 Introduction to Sociology (3CH):* This course introduces the science of Sociology. Students will examine Society, Institutions and the relationships that make up a social context. The scientific methodology used to study social interactions, stratification and other elements of sociological enquiry will be discussed to emphasize the core concept of sociology as a systematic study of societies and social structures.

*ASC 110 Introduction to Social Sciences (3CH):* This course serves as an introduction into the interdisciplinary and multifaceted social sciences. The content on the course covers the range of different disciplines that social sciences consists of, namely: anthropology, sociology, psychology, political science, economics and to a lesser extent also history and geography. The secondary aim of the course is moreover for students to develop their critical thinking skills by engaging actively with material about social issues, social change and social institutions.

*ASC 206 Introduction to Geography (3CH):* This course will provide the students with a comprehensive overview of geography. Emphasis is on concepts that are necessary to understand global, regional and local issues. This course also includes topics on both human and physical geography.

*ASC 102 Introduction to Anthropology (3CH):* This course introduces the student to the development of the human race. You will study a Four Field introduction to Anthropology wherein you will gain an understanding of Human Development and how both ancient and modern humans are studied. An understanding of Anthropology, the study of culture and human development is an important pillar in a degree which aims to develop educators in multi-cultural and economically diverse settings.

*ASC 213 Human Rights (3CH):* This course introduces basic human rights philosophy, principles, instruments, and institutions. It examines the major sources of international human rights and fundamental freedoms, including treaties such as the United Nations Charter, the Universal Declaration on Human Rights, the International Covenants on Civil and Political Rights, and on Social, Cultural, and Economic Rights. It studies their protection in the regional institutions such as

the European Convention on human rights, the American Declaration on Human Rights and the African Charter of Human Rights and Peoples. This course also analyzes the mechanism of protection and enforcement of human rights in these regional institutions.

It also seeks to interpret the guarantees of enforcement of human rights in international law, and in UAE Constitution.

## Information Technology or Quantitative

*ASC 205 General Statistics (3CH):* The General Statistics course is designed to develop good understanding of the basic concepts of statistical theorems, and applications. The course covers topics such as data collection methods, organization of data, analysis and interpretation of results. A software package will be used to analyze the statistical data.

*MAT 101 Math for Business (3CH):* This course is especially designed for business students. Mathematics for Business teaches the mathematical skills required for problem solving and decision making in the business world through use of mathematical models. Topics include: functions as mathematical models, equation-solving techniques, matrices and determinant, differential and integral calculus, exponential growth and decay and geometric series and its applications in business functions.

*MAT 100 General Mathematics (3CH):* This course is designed to develop a good understanding of the fundamental concepts of mathematics. It also stresses on crucial cognitive transferable skills such as the ability to think logically and concisely. Mastering this course will give students the confidence to go on and do further courses in mathematics and statistics.

*CSC 110 Introduction to Computer System (3CH):* The purpose of this introductory course is to study computers and data. It gives an establishment to utilizing computers in different courses and educational module for research, correspondence, and writing. Students will be exposed to the fundamentals of hardware and its associated software and systems improvement. The course will show how the computer automates the processing of information.

## Humanities or Arts

*ENG 201 American Literature (3CH):* This course will provide the students with a comprehensive overview of English literature in the United States. It will familiarize the students primarily with early Anglo-American writers and the different literary movements that took place in the United States. Today American literature includes many minority literary works, but the historical matrix remains Anglo-Saxon if we are to consider the dominant culture as the starting historical point.

*FAD 104 Contemporary Arab Art (3CH):* This course explores Arab art and aesthetics from the beginning of the twentieth

century till date. The students will learn about the contemporary art and design movement in Arab countries, the expression of cultural identity, as well as the factors involved and changes in aesthetics from Islamic to Arabic art. They will also study and analyze the role of pioneer artists from various generations with emphasis on their influence on contemporary Arab art.

*ASC 201 Introduction to Philosophy (3CH):* This course will introduce the students to the key concepts of philosophy and its principle tools. The course will discuss the schools of philosophical thought, and will apply philosophical analysis to the topics of knowledge, religion, mind, freedom, responsibility, and ethics.

*ASC 203 World-History (3CH):* This course provides an overview of World / General History. The course will conclude with discussions about perspectives on World History.

*ASC 204 Middle East History (3CH):* This course provides an overview of Middle-Eastern History, including the sources of Middle Eastern History. The course will conclude with discussions about perspectives on Middle-Eastern History.

*ECO 100 Microeconomics (3CH):* This course is designed to introduce students to basic microeconomics concepts relating to individual decision-making. The course exposes students to the meaning, nature, and methods of studying Microeconomics. The concepts of supply, demand, and elasticity are used to analyze the behaviors of consumers and firms in different types of markets. Main topics covered include: consumer behavior, firm production costs, Pure Competition, Monopolistic Competition, Monopoly, and Oligopoly.

*Introduction to Islamic Arts (3CH):* This course aims to focus on the evolution of Islamic Art through a chronological overview of various trends and approaches throughout history. Looking at the period from the seventh to the thirteenth centuries, a time of the formation of a new artistic culture and its first, medieval, flowering in the vast area from the Atlantic to India.

## Islamic Studies, History or Culture

*ASC 105 Islamic Culture (3CH):* This course will offer students' knowledge to enable them understand the Islamic culture. The course offers a review of the history of Islam and how it is currently the fastest growing religion in the world.

*ASC 106 Islamic Civilization (3CH):* The course is designed to give an in-depth understanding of the Islamic civilization. It deals with the universal principles that went into the making of the Islamic civilization. It examines the basic ideas of Islamic civilization besides exploring their contemporary

relevance and challenges. The course seeks to effectively address the notion of the 'clash of civilizations.'

## UAE Studies

*ASC 215 UAE and GCC Society (3CH):* The course is designed to introduce the UAE and GCC society with its historical background and uniqueness. It is aimed at enabling students to understand the specific features of the society along with its customs, traditions and lifestyle. The course will introduce the processes and the challenges of development as well as the future aspirations of the UAE and GCC Society.

## Core Courses:

*MMC 200 Introduction to Mass Communication (3CH):* This course is an introduction to the fundamental questions, methods, and theories that define the communication discipline and the communication professions (journalism, public relations, multimedia productions, and organizational communications.) An emphasis is placed on the emergence of mass communication in the UAE and gulf region.

*MMC 201 Understanding Public Relations (3CH):* This course provides an introduction and overview of public relations including history, public relations models and communication theories along with legal and ethical aspects in public relations work. The course tackles the PR strategies in conflict and crisis management, the PR activity in governmental and private organizations, as well as PR strategies and tactics within different situations.

*MMC 208 Fundamentals of News (3CH):* This course serves as the foundation for the skills-based curriculum at the CMMC-AUE.

The course is intended to be an amazingly thorough and testing knowledge. You will do a considerable measure of writing in the classroom, so participation is basic. There is likewise an overwhelming heap of writing for news media and different activities to be done outside the classroom. We will spend significant time where you will take in the elements of convincing news stories and news highlights, alongside essential procedures of news-casting, for example, how to discover story leads, track down data sources, get meetings, compose with clarity, exactness and style, and take advantage of the altering procedure. Furthermore, serving the prompt objective of setting you up for ensuing courses in reporting, the aptitudes and ideas you ace in this course ought to enhance the way you listen, think and convey/communicate.

*MMC 205 Introduction to Social Media (3CH):* Social media are constantly changing the ways masses communicate with each other and the business. Students comprehend different types of social mediums, tactics, and how social media changed the way we interconnect and collaborate with the world, professionally and in personal lives. Students will be required to apply their insight about the subject by contributing on available social mediums and platforms through intuitive course projects. The course will investigate the connection amongst media and human conduct, and will examine how corporations are capitalizing through social mediums.

*MMC 300 Introduction to Multimedia Production (3CH):* This course provides the students in a Hands- On approach with fundamentals and principles of how to produce multimedia projects by effectively using the tools involved in the typical multimedia development process. Basic technical skills such as lighting, sound design and camera work will be emphasized.

*MMC 303 Writing for the Mass Media (3CH):* This course will provide the students with a comprehensive overview of writing for the Mass Media. The students are expected to understand the basic principles of writing for the mass media.

*Pre-Internship (0 CH):* Pre-Internship is a one credit hour internship preparatory course designed for students seeking an internship. The course will prepare students to successfully plan their internship by researching and identifying potential internship opportunities, creating professional resume and letter of introduction, developing interviewing and networking skills as well as a portfolio per industry requirements. Students will go through different learning modules including experiences, team work skills, communication skills, leadership skills, problem solving, self-management and professionalism to be able to make the most of their internship.

*MMC 305 Internship (3CH):* Internship is an experience external to the University for a student in a specialized field involving a written agreement between AUE/the Training and Continuing Education Centre and MMC Firms. AUE internship course provides experience related to each student's academic specialization and the opportunity is open to all MMC students who have completed Pre-Internship Credit Hours, and who have a GPA of at least 2.00.

The internship course is an ongoing seminar between the student, the faculty member, and the workplace/employment supervisor at the end of which, each student presents his/her project to his/her class and the MMC faculty

summarizing the internship experience and how it has influenced their education and career objectives.

*MMC 302 Public Opinion and Propaganda (3CH):* This course teach the students the basics of public opinion and propaganda. Also some skills will be introduced concerning the topic. The main focus will be the political and social aspect of public opinion and propaganda.

*MMC 304 Organizational Communication (3CH):* This middle level undergraduate course focuses on the study and the analysis of the principles of communication in organizations. It will provide an understanding of the tools of organizational communication along with development of the skills, knowledge, and values needed for success. The course will emphasize the application of theories and approaches in the organizational setting.

*MMC 400 Mass Communication Theory and Practice (3CH):* This course examines the role of the mass media in modern society and the influence of media institutions and messages on individuals, communities, and society. The course includes an overview of the basic methods associated with media research. Students will be asked to integrate theoretical knowledge into media research areas relevant to communication professionals today.

*MMC 401 Photojournalism (3CH):* The course will introduce the students in a Hands- On approach to the photographic techniques, such as composition, depth of field, and sport photography, in order to tell a compelling news story through images as well as the advanced use of Digital Imaging and Post-production software. Examine the history and significance of the photographs for newspapers, news magazines, and other visual communication platforms.

*MMC 403 Editing for the Mass Media (3CH):* The MMC 403 is designed to show the basics of editing. All those who take this course are to understand the basic structure and practice in editing.

*MMC 402 Media Law and Ethics (3CH):* The Media Law and Ethics is a course which teaches the ethical and judicial issues in mass communication. Regulations concerning advertising, PR and journalism including the social media are also topical in this course. Issues such as censorship, libel, personal privacy, ownership of information will be leaned in a basic sense.

*International Relations Specialization Courses:*

*IRE 300 Introduction to International Relations (3CH):* This is the introductory course on international relations which is a foundational one for all students who wants to major in international relations and security studies. This course is also interesting and useful for students in business, trade, and economics. We will introduce students with the basic theories, concepts, methods, and principles used in the field as well as with the formation, evolution and expansion of the modern state system and its challenges and difficulties. The course will also focus on major issues and events in world politics like the World Wars, Cold War, diplomacy, North-South debate, global war on terrorism, global trade and so on. Special attention will be given on the analysis of the formation and evolution of global and regional organizations like the UN system and the EU. The concepts of power, security, war, and conflict will also be analyzed in the class. It is expected that after finishing the course students will not only be familiar with the international system, the mechanism of its functions and activities but will also be able understand and analyze them from their own views and perspectives based on acquired knowledge and informed interests.

*IRE 301 Introduction to Diplomacy (3CH):* This course introduces the students to the practice of modern diplomacy in the field of International Relations. Identifying the aspects of diplomacy and negotiation and how it addresses international affairs. The course provides the students with an overview of writing for diplomacy with analytical reading and writing skills for a variety of diplomatic purposes.

*IRE 400 Public International Law (3CH):* This course identifies public international law, its sources, jurisdictions and states' rights and obligations. Special topics to be addressed will include law of the sea, international criminal law, environmental law, human rights, and humanitarian international law. In addition, this course will provide a conceptual framework for the analysis of international law, contemporary debates and future trends.

*IRE 402 Intercultural Communication (3CH):* This block course examines the communication processes involved when individuals or groups from different cultures or subcultures attempt to interact. The course addresses possible sources of misunderstandings in intercultural communication, (e.g., time/space factors, linguistic and nonverbal factors, and ethnocentric communication) along with communication problems encountered by persons engaged in personal or professional intercultural contacts.

The course also analyzes in depth the communication concepts through theoretical and methodological tools in order to develop an intellectual and ethically informed sense of self-awareness in relation to the outside world.

Given the professional orientation and career specialization of most students in the College of Media and Mass Communication towards either Diplomacy, or Media, or Radio and TV, this course puts special emphasis on a combination of everyday as well as workplace applicability of its concepts and insights.

During and ever increasingly towards the end of this course, students should feel enabled and empowered to handle situations, issues and challenges of intercultural communication and interaction on a personal and group level, and in all kinds of straightforward as well as complex settings.

This practical and professional focus accounts for some slightly more "managerial" choice of material and readings (for instance the second main textbook used). To provide humanistic, cultural and communicative depth and breadth, literature and film elements are supplied in the classroom, further readings, and audiovisuals.

*IRE 405 Capstone-Graduation Project (3CH):* Media and Mass Communication students are required to complete a three-credit hour course on the Capstone Graduation Project. To be graduated, students are requested to demonstrate that they have developed capability and proficiency in the core knowledge of their specialization and can show capability in learning aptitudes in the four specializations. It will be a challenging and thorough adventure however the reward for undertaking a significant experience are enormous and will without a doubt give AUE graduates a capable begin in vocation they may pick. Moreover, English dialect and innovation capability should likewise be illustrated. The Capstone Graduation Projects ought to be as field-based contextual analyses. The Capstone Graduation Project is intended to give students a helpful working comprehension of the requirements and desires expected to move on from AUE.

#### *Public Relations Specialization Courses:*

*PRE 300 Public Speaking (3CH):* A course designed for the student interested in developing speaking skills. Emphasis will be placed on organization, supporting material, delivery, and audience analysis. Further attention is given to the study of social relationships and the communication process.

*PRE 302 Writing in Public Relations (3CH):* This course is an introduction to the elements needed for creative public relations writing projects. It will be particularly useful for students interested in entering the field of public relations. The course will address public relations writing for broadcast, print, and online media. The students will be introduced to this creative art by writing news releases, media advisories, pitch letters, public service announcements, informational brochures and feature articles.

*PRE 400 Media Strategies and Implementations (3CH):* This course is designed to provide students with an understanding of the role of strategic media planning in the overall context of media selection, marketing and advertising decision. The course covers consumer environment, product positioning, media selection, media objectives, strategies and purchase guidelines.

*PRE 402 Crisis Management Communication (3CH):* Focuses on crisis management communication, the significance of crisis management in the age of digital and interactive media, crisis management stages and processes, crisis management team. Considerable attention will be placed on: Crisis communication preparation, developing a crisis management plan, crisis response strategies and role of social media during crisis.

*PRE 405 Capstone-Graduation Project (3CH):* Media and Mass Communication students are required to complete a three credit hour course on the Capstone Graduation Project. To be graduated, students are requested to demonstrate that they have developed capability and proficiency in the core knowledge of their specialization and can show capability in learning aptitudes in the four specializations. It will be a challenging and thorough adventure however the reward for undertaking a significant experience are enormous and will without a doubt give AUE graduates a capable begin in vocation they may pick. Moreover, English dialect and innovation capability should likewise be illustrated. The Capstone Graduation Projects ought to be as field-based contextual analyses. The Capstone Graduation Project is intended to give students a helpful working comprehension of the requirements and desires expected to move on from AUE.

### *Integrated Marketing Communication*

#### *Specialization Courses:*

*IMC 300 Principles of Advertising (3CH):* This course exposes students to a survey of the principles and practices of advertising. It examines the advertising industry from the client's perspective, to the professionals who craft ad messages, to the salient effects of advertising on the society. Topics include advertising ethics, advertising research, media strategies, global advertising, communication and social change.

*IMC 302 Global Media and Marketing (3CH):* This course examines the intersection of the mass media and marketing across international and cultural divides. Anchored on the [cultural] theories of globalization, i.e., heterogeneity, hybridization, and homogenization, the course focuses on how the contemporary media shape, and mediate, emerging techniques that marketing employs to present products and services in other economic terrains. The course also explores

how, through the media, the local culture influences marketing narratives, on concepts, such as promotion, price, place, products, etc., across the globe.

*IMC 400 Digital Media Management (3CH):* This course gives a precise prologue to digital media management by concentrating on the focused technique and operations of media enterprises. The course prepares the students for leadership and management roles and additionally entrepreneurial exercises in interactive and digital communications. Particular consideration is given to the creation and management of competitive advantage, media division, and the management of advancement. Ideologies are applied to exercise through the use of real-world case studies.

*IMC 402 Media Planning (3CH):* This course is intended to equip the students with an understanding of the part of vital media arranging in the in general setting of advertising and marketing. The course will cover audience and market research, selection, evaluation, and planning of all advertising media and consider different choices and issues that emerge in the media arranging process.

*IMC 405 Capstone-Graduation Project (3CH):* Media and Mass Communication students are required to complete a three-credit hour course on the Capstone Graduation Project. To be graduated, students are requested to demonstrate that they have developed capability and proficiency in the core knowledge of their specialization and can show capability in learning aptitudes in the four specializations. It will be a challenging and thorough adventure however the reward for undertaking a significant experience are enormous and will without a doubt give AUE graduates a capable begin in vocation they may pick. Moreover, English dialect and innovation capability should likewise be illustrated. The Capstone Graduation Projects ought to be as field-based. The Capstone Graduation Project is intended to give students a helpful working comprehension of the requirements and desires expected to move on from AUE.

#### *Radio and Television Specialization Courses:*

*RTV 300 Writing for Radio and TV (3CH):* Enables the students' script writing skills in the field of radio and TV, by providing them with a deep understanding of the fundamentals of scripting, such as structure, formatting, and character/plot development. Enhances the students' skills in pitching their well-crafted spec script to the industry.

*RTV 302 Producing and Planning (3CH):* With focus on a hands on approach, this course educates students in the basic principles and technical skills of radio/audio production. The focus lies on recording, scripting and editing a variety of radio production forms.



*RTV 400 Broadcast & Digital Media Advertising (3CH):* This course provides the students with inside knowledge to the advertising industry. Differentiating the specifications of advertising for broadcast and digital media. The students will learn the techniques and skills needed to successfully write and produce radio and television commercial copy and storyboard

*RTV 402 Television & Digital Video Production (3CH):* This course introduces the students to the Television and digital video production, incorporating both, studio and field production techniques, and provides an overview of the three phases of Production for entertainment and News Casting. Students will also learn how to develop, plan, budget, produce, shoot, direct and edit a variety of television and digital video productions. The usage of the multi camera system, television field reporting, a variety of cameras and different camera gears, green screen, and initial anchoring skills are emphasized.

*RTV 405 Capstone-Graduation Project (3CH):* Media and Mass Communication students are required to complete a three credit hour course on the Capstone Graduation Project. To be graduated, students are requested to demonstrate that they have developed capability and proficiency in the core knowledge of their specialization and can show capability in learning aptitudes in the four specializations. It will be a challenging and thorough adventure however the reward for undertaking a significant experience are enormous and will without a doubt give AUE graduates a capable begin in vocation they may pick. Moreover, English dialect and innovation capability should likewise be illustrated. The Capstone Graduation Projects ought to be as field-based contextual analyses. The Capstone Graduation Project is intended to give students a helpful working comprehension of the requirements and desires expected to move on from AUE.

## Degree Requirements: Bachelor of Public Relations – Arabic

REQUIREMENTS	TYPE	BA- Public Relations (Arabic)	
		NO. OF COURSES	CR. HRS.
General Education Courses	Compulsory	19	57
Core Courses	Compulsory	9	27
Specialization Courses	Compulsory	10	27
Specialization Elective	Compulsory	3	9
Free Elective	Elective	2	6
<b>Total</b>		<b>43</b>	<b>126</b>

## Study Plan

### Preparatory Courses

Prior to their enrollment in the program, students applying for Bachelor of Public Relations must sit for the placement test related to the program, failure to successfully passing the placement test, they are required to enroll in the following courses:

#	Course Code	Course	C.H	Exemption Condition
1	CIT 90	Computer Preparatory	0	Passing the Placement Test
3	ARA 90	Arabic Preparatory	0	Passing the Placement Test

### General Education Courses

*Total 19 Courses - 57 Credit Hours*

### Languages and Communication Studies

The student selects 12 credit hours (4 courses) from the list below:

#	Course Code	Course	C.H	Remarks
<b>Students must take all of the following courses:</b>				
1	ASC 101	University Life	3	Mandatory – First semester of the first year
2	ENG 100AR	English	3	Mandatory
3	ASC 207	Introduction to Research	3	Mandatory
<b>Students must take one of the following Arabic Language courses:</b>				
1	ARLAA 100	Communication Skills in Arabic	3	-
2	ARLAA 105	Arabic Composition	3	-

### The Natural sciences

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 210	Natural Science	3	-
2	ASC 211	Environmental Science	3	-
3	ASC 212	Sustainable Energy	3	-
4	PHY 100	Physics	3	-

### The Social or Behavioral Sciences

The student selects 21 credit hours (7 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 102	Introduction to Anthropology	3	Mandatory
2	ASC 104	Introduction to Sociology	3	-
3	ASC 107	Introduction to Political Science	3	Mandatory
4	ASC 110	Introduction to Social Science	3	Mandatory
5	ASC 200	General Psychology	3	Mandatory
6	ASC 206	Introduction to Geography	3	Mandatory
7	ASC 213	Human Rights	3	-
8	INV 200	Innovation and Entrepreneurship	3	Mandatory
9	ECO 100	Microeconomics	3	-

### Information Technology or Quantitative

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	MAT 100	General Mathematics	3	-
2	MAT 101	Math for Business	3	-
3	ASC 205	General Statistics	3	-
4	CSC 110	Intro. To Computer System	3	-

### Humanities or Arts

The student selects 12 credit hours (4 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 107	History of Islamic Art	3	-
2	ASC 201	Introduction to Philosophy	3	-
3	ASC 203	World History	3	-
4	ASC 204	Middle East History	3	-
5	DES 104	Contemporary Arab Art	3	-
6	ENG 201	American Literature	3	-

### Islamic Studies, History or Culture

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 105	Islamic Culture	3	-
2	ASC 106	Islamic Civilization	3	-

### UAE Studies

The student selects 3 credit hours (1 course) from the list below

#	Course Code	Course	C.H	Remarks
1	ASC 215	UAE and GCC Society	3	-

### Core requirements/ Compulsory courses (9 courses/27 CH)

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	MMC 200AR	Introduction to Mass Communication	-	3
2	MMC 213	Media and communication in UAE	MMC 200AR	3
3	MMC 315	Communication persuasion and influence	MMC 200AR	3
4	MMC 316	Research Methodology	MMC 200AR	3
5	MMC 412	Public Opinion	MMC 200AR	3
6	MKT 200AR	Principles of Marketing		3
7	MGT 100AR	Principles of Management	-	3
8	Law 100	Introduction to the Science of Law	-	3
9	IRE 300	Introduction to International Relations	-	3

### Specialization requirements/ Compulsory courses (10 courses/27 CH)

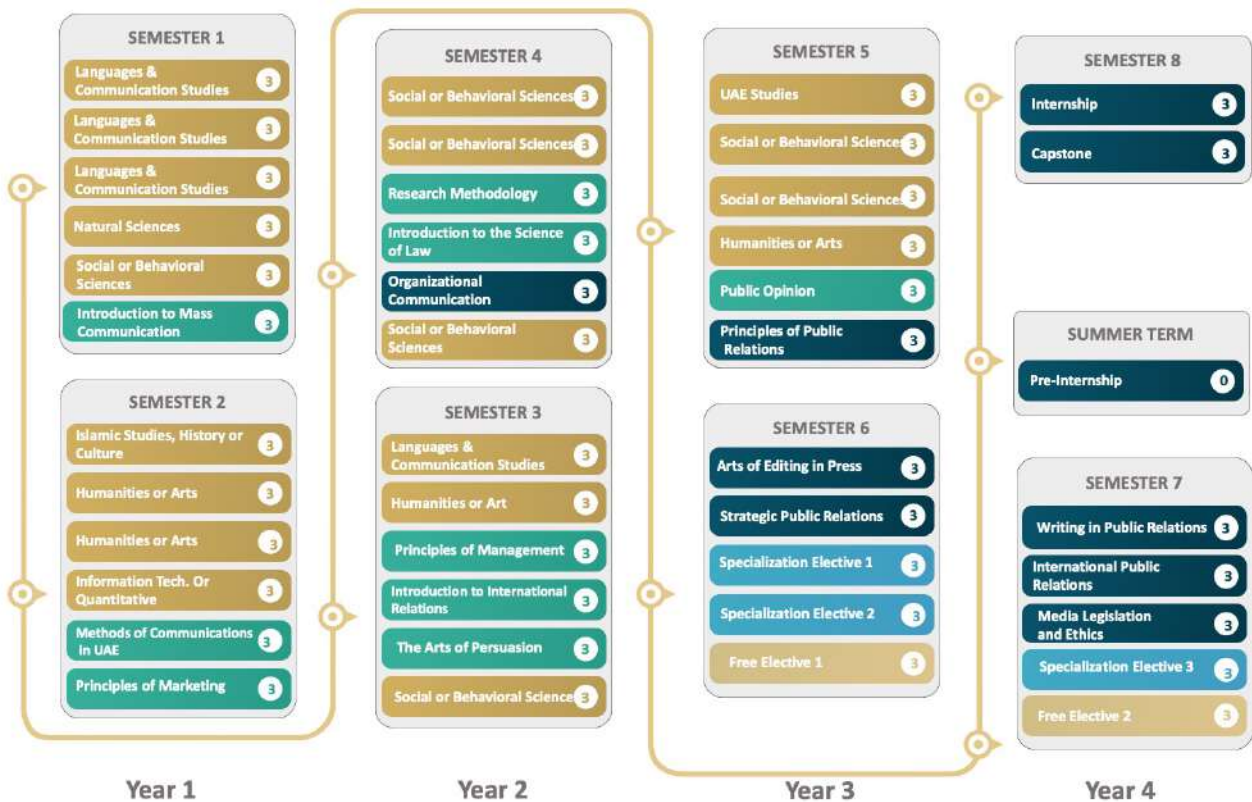
NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	PRP 222	Principles of Public Relations	-	3
2	PRP 321	Organizational Communication	PRP 222	3
3	PRP 225	Writing and Editing for Journalism	MMC 200AR	3
4	PRP 331	Strategic Public Relations	PRP 222	3
5	PRP 332	Writing in Public Relations	PRP 222	3
6	PRP 431	International Public Relations	PRP 331	3
7	PRP 432	Media Legislation and Ethics	PRP 331	3
8	INTERN 101	Pre Internship	90 CH	0
9	PRP 425	Internship	INTERN 101	3
10	PRP 446	Capstone Project	PRP 425	3

*Elective requirements: students must choose (3 courses/9 CH) from the below list:*

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	PRP 226	Online Public Relations	PRP 222	3
2	PRP 227	Protocol and Etiquette (Practical)	PRP 222	3
3	PRP 333	Digital Photography (Practical)	PRP 226	3
4	PRP 334	Crisis Management Communication	PRP 321	3
5	PRP 426	Media Production for Public Relations (Practical)	PRP 332	3
6	PRP 435	Integrated Marketing Communications	MKT 200	3
7	PRP 444	Special Topics in Public Relations	PRP 331	3

*Free electives courses:*

Students must choose (2 courses/06 credit hours) from different college/program



## Course Description

### Languages and Communication Studies

*ASC 101 University Life (3CH):* The purpose of this course is to facilitate the process of transition into new academic and cultural environment for the new students enrolled in the AUE. Furthermore, it aims to promote their confidence so that they could succeed and meet the academic requirements. The course assimilates academic content with interactive in class activities to ensure understanding of curricular options and begin to develop a future career plan through self-reflection.

*ENG 100AR English (3CH):* This course provides students with advanced writing components in English so that they can successfully pursue their studies in various academic specializations. Students practice writing long argumentative and reflective essays, with emphasis on implementing APA format in paper format, in-text citation and references in projects and assignments

*ASC 207 Introduction to Research (3CH):* The intent of this course is two-fold. First, it introduces students with the basic research terminologies. Second, it familiarizes them with the process of research from choosing a topic to writing the proposal. Students will be immersed in hands on experience where they will be introduced to research concepts that will help them understand, interpret, and critique a scientific research. Contents to be covered include the language of research, types of research, elements of scientific research proposal, writing an academic research proposal using APA style, research ethics, crafting data collection instruments, and interpreting data.

*ARLAA 105 Arabic Composition (3CH):*

This course is designed to enable students to analyze multiple texts in various fields of knowledge. In order to be able to distinguish between texts despite their difference of contents, it also enables student to simulate those texts in a correct way, and to transform the information into skill and behavior. And since writing is an integrated building process, and that the building is affected by its parts, therefore student needs models, linguistic laws, planning, cohesion and goals including: news and inquiries, demand and influence of the recipient.

*ARLAA 100 Communication Skills in Arabic (3CH):*

This course is designed to enable the Arabic-speaking student with the necessary language skills, especially focusing on the steps of writing reports, official letters and systematic research.

To achieve this, and to develop the student's abilities to understand correctly what he reads and listens, and to gain the ability to write articles, reports, meeting minutes and recommendations of conferences and seminars in a sound

manner, the course was concerned with training the student in basic writing skills; such as multiple spelling rules, punctuation marks, paragraph system, and essay writing progressively.

*ARLNA 100 Arabic for Non-Arab (3CH)* This course is based on the principle that "Education" is an accumulative task especially when it comes to language learning. This process undergoes specific stages to assist the non-Arabic speakers to reach the ultimate goal which is to acquire the required skills (listening, speaking, reading, writing) easily and accurately. To achieve this aim, text-based dialogues are provided as head start for the non-Arabic speakers to continue to the higher levels. The course also provides basic elements for reading, writing, dialogues, and listening to assist the learners to confidently interact with the Arab community.

### The Natural Sciences

*ASC 210 Natural Science (3CH):* The natural science course incorporates a wide range of subjects of sciences such as astronomy, geology, biology, chemistry, and environmental science. The course will present the scientific facts of astronomy, the Earth and its weather, water, and environment, biology, and nutrition with the chemicals of life. The course emphasizes understanding the core principles of different branches of science and their effects on our lives. Moreover, the course explores the scope of natural phenomena, changing environment conditions, general health rules of nutrition, and the variety of living organisms. The course helps the students to acquire skills in observation, critical thinking, analyzing, interpreting, understanding and discussing scientific terminology and facts.

*ASC 212 Sustainable Energy (3CH):* This course gives a thorough introduction to sustainable energy, conservation, and energy efficiency within the UAE and the world. It will explore the relationship between energy, environment, economy and ecological well-being. It will discuss energy production from the biology, natural science, environmental science and social sciences perspectives.

A variety of topics will be introduced including global warming, climate change, sustainable food production, solid waste management, environmental and natural resources laws. The course includes the growing challenges of climate change and energy crisis and proposes solutions to overcome them.

*ASC 211 Environmental Science (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric

science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*PHY 100 Physics (3 CH):* General Physics course introduces the basic concepts, theories and the terminologies of the scientific method in the context of the science of physics. Students will reinterpret and express ideas and views from the study of physics, and differentiate between the various multitudes of energy and momentum.

### The Social or Behavioral Sciences

*ASC 200 General Psychology (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*ASC 107 Political Science (3CH):* This course will introduce the students to the key concepts of Political Science and its principle tools. The course will discuss the role of main political actors in the field of politics and their function.

*INV 200 Innovation (3CH):* Innovation is the engine of opportunity and, acting as a catalyst, this course is intended to ignite an interest in innovation and inspire entrepreneurial action. At the core of innovation and entrepreneurship is a commitment to experiential learning that will encourage students to engage in critical thinking, creative problem-solving while also equipping them with the soft skills needed in their pursuit of academic and professional endeavors. Students will discuss the relevance and role of innovation and entrepreneurship in work and life situations; determine opportunities for creative disruption and design a strategy for its implementation; develop a practical understanding of innovation through thoughtful debate and exercises; and demonstrate critical thinking and individual insight with a personal mastery portfolio.

*ASC 104 Introduction to Sociology (3CH):* This course introduces the science of Sociology. Students will examine Society, Institutions and the relationships that make up a social context. The scientific methodology used to study social interactions, stratification and other elements of sociological enquiry will be discussed to emphasize the core concept of sociology as a systematic study of societies and social structures.

*ASC 110 Introduction to Social Sciences (3CH):* This course serves as an introduction into the interdisciplinary and multifaceted social sciences. The content on the course covers the range of different disciplines that social sciences consists of, namely: anthropology, sociology, psychology, political science, economics and to a lesser extent also history and geography. The secondary aim of the course is moreover for students to develop their critical thinking skills by engaging actively with material about social issues, social change and social institutions.

*ASC 206 Introduction to Geography (3CH):* This course will provide the students with a comprehensive overview of geography. Emphasis is on concepts that are necessary to understand global, regional and local issues. This course also includes topics on both human and physical geography.

*ASC 102 Introduction to Anthropology (3CH):* This course introduces the student to the development of the human race. You will study a Four Field introduction to Anthropology wherein you will gain an understanding of Human Development and how both ancient and modern humans are studied. An understanding of Anthropology, the study of culture and human development is an important pillar in a degree which aims to develop educators in multi-cultural and economically diverse settings.

*ASC 213 Human Rights (3CH):* This course introduces basic human rights philosophy, principles, instruments, and institutions. It examines the major sources of international human rights and fundamental freedoms, including treaties such as the United Nations Charter, the Universal Declaration on Human Rights, the International Covenants on Civil and Political Rights, and on Social, Cultural, and Economic Rights. It studies their protection in the regional institutions such as the European Convention on human rights, the American Declaration on Human Rights and the African Charter of Human Rights and Peoples. This course also analyzes the mechanism of protection and enforcement of human rights in these regional institutions.

It also seeks to interpret the guarantees of enforcement of human rights in international law, and in UAE Constitution.

### Information Technology or Quantitative

*ASC 205 General Statistics (3CH):* The General Statistics course is designed to develop good understanding of the basic concepts of statistical theorems, and applications. The course covers topics such as data collection methods, organization of data, analysis and interpretation of results. A software package will be used to analyze the statistical data.

*MAT 101 Math for Business (3CH):* This course is especially designed for business students. Mathematics for Business teaches the mathematical skills required for problem solving and decision making in the business world through use of mathematical models. Topics include: functions as mathematical models, equation-solving techniques, matrices and determinant, differential and integral calculus, exponential growth and decay and geometric series and its applications in business functions.

*MAT 100 General Mathematics (3CH):* This course is designed to develop a good understanding of the fundamental concepts of mathematics. It also stresses on crucial cognitive transferable skills such as the ability to think logically and concisely. Mastering this course will give students the confidence to go on and do further courses in mathematics and statistics.

*CSC 110 Introduction to Computer System (3CH):* The purpose of this introductory course is to study computers and data. It gives an establishment to utilizing computers in different courses and educational module for research, correspondence, and writing. Students will be exposed to the fundamentals of hardware and its associated software and systems improvement. The course will show how the computer automates the processing of information.

## Humanities or Arts

*ENG 201 American Literature (3CH):* This course will provide the students with a comprehensive overview of English literature in the United States. It will familiarize the students primarily with early Anglo-American writers and the different literary movements that took place in the United States. Today American literature includes many minority literary works, but the historical matrix remains Anglo-Saxon if we are to consider the dominant culture as the starting historical point.

*FAD 104 Contemporary Arab Art (3CH):* This course explores Arab art and aesthetics from the beginning of the twentieth century till date. The students will learn about the contemporary art and design movement in Arab countries, the expression of cultural identity, as well as the factors involved and changes in aesthetics from Islamic to Arabic art. They will also study and analyze the role of pioneer artists from various generations with emphasis on their influence on contemporary Arab art.

*ASC 201 Introduction to Philosophy (3CH):* This course will introduce the students to the key concepts of philosophy and its principle tools. The course will discuss the schools of philosophical thought, and will apply philosophical analysis to the topics of knowledge, religion, mind, freedom, responsibility, and ethics.

*ASC 203 World-History (3CH):* This course provides an overview of World / General History. The course will conclude with discussions about perspectives on World History.

*ASC 204 Middle East History (3CH):* This course provides an overview of Middle-Eastern History, including the sources of Middle Eastern History. The course will conclude with discussions about perspectives on Middle-Eastern History.

*ECO 100 Microeconomics (3CH):* This course is designed to introduce students to basic microeconomics concepts relating to individual decision-making. The course exposes students to the meaning, nature, and methods of studying Microeconomics. The concepts of supply, demand, and elasticity are used to analyze

the behaviors of consumers and firms in different types of markets. Main topics covered include: consumer behavior, firm production costs, Pure Competition, Monopolistic Competition, Monopoly, and Oligopoly.

*Introduction to Islamic Arts (3CH):* This course aims to focus on the evolution of Islamic Art through a chronological overview of various trends and approaches throughout history. Looking at the period from the seventh to the thirteenth centuries, a time of the formation of a new artistic culture and its first, medieval, flowering in the vast area from the Atlantic to India.

## Islamic Studies, History or Culture

*ASC 105 Islamic Culture (3CH):* This course will offer students' knowledge to enable them understand the Islamic culture. The course offers a review of the history of Islam and how it is currently the fastest growing religion in the world.

*ASC 106 Islamic Civilization (3CH):* The course is designed to give an in-depth understanding of the Islamic civilization. It deals with the universal principles that went into the making of the Islamic civilization. It examines the basic ideas of Islamic civilization besides exploring their contemporary relevance and challenges. The course seeks to effectively address the notion of the 'clash of civilizations.'

## UAE Studies

*ASC 215 UAE and GCC Society (3CH):* The course is designed to introduce the UAE and GCC society with its historical background and uniqueness. It is aimed at enabling students to understand the specific features of the society along with its customs, traditions and lifestyle. The course will introduce the processes and the challenges of development as well as the future aspirations of the UAE and GCC Society.

*IRE 300AR Introduction to International Relations (3CH):* This is the introductory course on international relations which is a foundational one for all students who wants to major in international relations and security studies. This course is also interesting and useful for students in business, trade, and economics. We will introduce students with the basic theories, concepts, methods, and principles used in the field as well as with the formation, evolution and expansion of the modern state system and its challenges and difficulties. The course will also focus on major issues and events in world politics like the World Wars, Cold War, diplomacy, North-South debate, global war on terrorism, global trade and so on. Special attention will be given on the analysis of the formation and evolution of global and regional organizations like the UN system and the EU. The concepts of power, security, war, and conflict will also be analyzed in the class. It is expected that after finishing the course students will not only be familiar with the international system, the mechanism of its functions and activities but will also be able



understand and analyze them from their own views and perspectives based on acquired knowledge and informed interests.

### Core Courses:

**MMC 200AR Introduction to Mass Communication (3CH):** This course is an introduction to the fundamental questions, methods, and theories that define the communication discipline and the communication professions (journalism, public relations, multimedia productions, and organizational communications.) An emphasis is placed on the emergence of mass communication in the UAE and Gulf region.

**MGT 100AR Principles of Management (3CH):** This course marks students' first journey into the discipline of management. The focus of this course is to expose students to the fundamentals of the four functions of management of planning, organizing, leading and controlling. Within each function students are introduced to a multitude of managerial areas of focus including decision-making, organizational structure, power and politics, leadership, teams, motivation, and communication.

**MMC 213 Media and communication in UAE (3CH):** This course introduces students to the history and stages of the development of communication methods in the United Arab Emirates, the organizational structures of communication institutions in the country and their media and civilizational functions in building and consolidating the values of the Union. In this course, students visit the headquarters of newspapers, radio and television stations.

**MKT 200AR Principles of Marketing (3CH):** This course familiarizes the students with the scope, terminology, topics, and procedures of marketing in a modern company. It introduces the principles of marketing with providing a comprehensive overview of the marketing process from marketing research and analysis up to capturing customer value. Marketing channels, developing marketing strategies, consumer behavior, societal marketing, and new product planning are also discussed.

**MMC 315 Communication persuasion and influence (3CH):** The course provides a historical overview of the origins and evolution of the art of persuasion, and focuses mainly on explaining the models and theories of persuasion most applied in contemporary time for the purpose of providing students with the skills and competencies to apply persuasion strategies, methods and techniques to influence the audience, taking into account ethical values and standards.

**MMC 316 Research Methodology (3CH):** This course provides student with the scientific knowledge used in media sciences, communication, public relations, advertising and modern trends with a focus on field research, descriptive, analytical and content analysis, especially public opinion research, case studies and focus group discussions. It also covers the steps of scientific

research and the context of preparing applied research in the field of public relations and advertising.

**MMC 412 Public Opinion (3CH):** This course provides students with knowledge of the concept of public opinion, its origin, development, types and characteristics. In addition, the factors of forming public opinion, the quantitative and qualitative methods and methods of measurement, which students can apply in the public opinion surveys and research.

### Law 100 Introduction to the Science of Law - LAW 100

This course examines the Theory of Law and its divisions and branches, classification of the legal rule in terms of its force of binding, criteria of distinction between jus cogens and complementary rules, the idea of public order and morals and the applications thereof in public and private Law, sources of the legal basis and scope of application and interpretation thereof, as well as studying the Right Theory, in terms of definition, types, sources, element, subject, persons and legal protection of the Right.

### Specialization requirements/ Compulsory courses (10 courses/27 CH)

**PRP 222 Principles of Public Relations (3CH):** This course represents an introduction to the study of the public relations program where the student gains knowledge about the origins and development of public relations and its various models. The course allows students to understand the functions of public relations in planning, organizing and evaluating programs and campaigns conducted by public relations in the institution. The course focuses also on traditional means of communication and the Internet or tools of persuasion.

**PRP 321 Organizational Communication (3CH):** This middle level undergraduate course focuses on the study and the analysis of the principles of communication in organizations. It will provide an understanding of the tools of organizational communication along with development of the skills knowledge, values needed for success. The course will emphasize the application of theories, approaches in the organizational setting through case studies.

**PRP 225 Writing and Editing for Journalism (3CH):** The course aims to provide students with basic knowledge of the arts of journalistic editing, such as news, article, report, and journalistic investigation. In addition, the skills of how to write these articles and reports according to the norms and technical rules and to the latest practical applications in the field, taking into account the media policies of institutions.

**PRP 331 Strategic Public Relations (3CH):** The course seeks to provide students with basic knowledge of public relations strategies and the skills necessary to analyze strategic communication in organizations and public relations departments, also on how to build strategies according to

established models and theories, ethical and professional rules, as well as making appropriate decisions, managing organizations and public relations bodies.

*PRP 332 Writing in Public Relations (3CH):* This practical course provides the student with the skills of writing, designing and directing texts in a professional manner in the field of public relations. It provides the student with the knowledge on how to make the differences between writing in the field of traditional communication and writing in the field of public relations, and getting acquainted with the methods of writing in traditional media and communication media according to characteristics.

*PRP 431 International Public Relations (3CH):* This course provides students with an overview of international public relations through theories and models explaining international public relations, as well as planning based on scientific research, studying the effects of media and communication in international public relations, and discussing public relations experiences in this field such as America, Europe, Africa and the Middle East.

*PRP 432 Media Legislation and Ethics (3CH):* The course seeks to provide and offer advanced knowledge and equip students with critical thinking skills and objective analysis to accommodate and analyze the philosophical trends, concepts and theories that have been established for media work ethics in political, economic and social contexts, with a focus on practical applications and case studies.

*INTERN 101 Pre-Internship (0CH):* Pre-Internship is a one credit hour internship preparatory course designed for students

### *Elective requirements courses:*

*PRP 226 Online Public Relations (3CH):* This elective course aims to introduce students to the mechanism used by public relations practitioners of the Internet and virtual public relations to achieve the goals of the institution in terms of media and building the mental image of the institution and public relations strategies in the virtual field, building media content across the network and the active presence of the institution within social networks.

*PRP 227 Protocol and Etiquette (Practical) (3CH):* This course introduces students to the basic concepts and principles of protocol arts and etiquette, and the rules governing meetings, conferences, diplomatic occasions and specific precedents. The course focuses in detail on providing students with the basic skills to implement protocol and etiquette.

*PRP 333 Digital Photography (Practical) (3CH):* This technical course provides students with basic knowledge and techniques in digital imaging skills covering the theoretical and applied

seeking an internship. The course will prepare students to successfully plan their internship by researching and identifying potential internship opportunities, creating professional resume and letter of introduction, developing interviewing and networking skills as well as a portfolio per industry requirements. Students will go through different learning modules including experiences, team work skills, communication skills, leadership skills, problem solving, self-management and professionalism to be able to make the most of their internship.

*PRP 425 Internship (3CH):* Internship is an experience external to the University for a student in a specialized field involving a written agreement between AUE/the Training and Continuing Education Centre and Public Relations/Media Firms.

The internship course is an ongoing seminar between the student, the faculty member, and the workplace/ employment supervisor at the end of which, each student presents his/her project to his/her class and the faculty summarizing the internship experience and how it has influenced their education and career objectives.

*PRP 446 Capstone Project (3CH):* The graduation project represents the embodiment of the integrated experiences and skills that the student has learned and acquired during the previous years. The student will have the opportunity to register in this course after completing other credit hours, as the student prepares a graduation project in one of the public relations topics, provided that the project is characterized by innovation and uniqueness under the supervision of one of the faculty of the Public Relations Department.

paths where the theoretical side addresses the definition of the educational photo and the foundations of its design as well as the introduction of photography and digital photography camera, while the practical side deals with the use of photography and digital camera, and the processes of producing the photo and digital image and using computer programs to amend and print digital photos for the purpose of employing them in the fields of media and public relations.

*PRP 334 Crisis Management Communication (3CH):* This course explains the differences between the crisis and related concepts, providing students with basic information about the types and stages of the crisis, the factors affecting the nature of the crisis, the importance of communication in crisis management, and providing students with pre-crisis planning skills, and managing communication during and after the crisis. The course deals with international crises and their management rules, and the media techniques used in managing international crises.

*PRP 426 Media Production for Public Relations (Practical) (3CH):* This practical course provides students with knowledge of the basic rules in preparing, designing and producing print, audio and visual media materials for public relations; and equip

students with necessary skills necessary to produce publications for the purpose of building a positive reputation for the organization. The course also includes the foundations for preparing and designing public relations materials such as posters, brochures, magazines, newsletters , business cards, radio and television materials, advertisements and promotional content.

*PRP 435 Integrated Marketing Communications (3CH):* This course is focuses on the concept of integrated marketing communications, and to promote products, goods and services. The course focuses on providing students with the general

knowledge and skills necessary for integrated marketing communications, identifying their functions and various characteristics, and distinguishing them from how they are used according to marketing requirements.

*PRP 444 Special Topics in Public Relations (3CH):* This course allows students to learn and discover topics modern trends topics in the public relations. The topics vary according to the interests of students and the emergent topics in the field of public relations.

## College of Computer and Information Technology (CCIT)

### Program

- 1- Bachelor of Science in Computer Science– Digital Forensics
- 2- Bachelor of Science in Computer Science – Network Security
- 3- Bachelor of Science in Information Technology Management

### Program Goals

#### **Bachelor of Science in Computer Science**

1. Have a graduate degree or professional career in computer science or related disciplines.
2. Become successful researchers, team members or leaders.
3. Maintain high standards of work ethics, social responsibilities and professionalism.
4. Specialize in solving technical problems using computing knowledge, skills and competence.
5. Be creative, effective, and productive members of the local, regional and international communities.

#### **Bachelor of Science in Information Technology Management**

1. Seek professional development and post graduate degrees in the fields of Information technology and Management.

2. Work in teams and demonstrate effective communication and collaborative research skills.
3. Demonstrate knowledge and skills in the fields of Information Technology and Management.
4. Show ethical, professional, and social qualities.
5. Be an effective member of the community and make positive contributions to the society

## Bachelor of Science in Computer Science Program Learning Outcomes Mapping with QF Emirates Level 7

PLO #	PLO Text	7A1	7A2	7A3	7A4	7K1	7K2	7K3	7K4	7K5	7R1	7R2	7R3	7R4	7S1	7S2	7S3
1	Analyze a complex computing problem and to apply principles of computing and other relevant disciplines to identify solutions.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	Design, implement, and evaluate a computing-based solution to meet a given set of computing requirements in the context of the program's discipline.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3	Communicate effectively in a variety of	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

	professional contexts.																
4	Recognize professional responsibilities and make informed judgments in computing practice based on legal and ethical principles.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5	Function effectively as a member or leader of a team engaged in activities appropriate to the program's discipline.	✓	✓	✓	✓			✓	✓	✓			✓	✓	✓	✓	✓
6	Apply computer science theory and software development fundamentals to produce computing-based solutions.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

### Bachelor of Science in Information Technology Management Program Learning Outcomes Mapping with QF Emirates Level 7

PLO#	PLO Text	7A1	7A2	7A3	7A4	7K1	7K2	7K3	7K4	7K5	7R1	7R2	7R3	7R4	7S1	7S2	7S3
1	Demonstrate IT and Management concepts, techniques, skills, and tools.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	Identify professional, security, ethical and social issues	✓	✓			✓	✓		✓	✓					✓	✓	✓

	in IT and Management processes.																
3	Effectively communicate knowledge and concepts in teams to achieve desirable goals.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4	Design computer programs or processes to meet business needs.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5	Contribute to professional knowledge and field of practice of information technology.					✓	✓		✓							✓	

## Degree Requirements: Bachelor of Science in Computer Science

REQUIREMENTS	TYPE	BS - CS	
		NO. OF COURSES	CR. HRS.
General Education	Compulsory	13	39
Core Requirements	Compulsory	25	72
Specializations/Electives	Compulsory	05	15
<b>Total</b>		<b>43</b>	<b>126</b>

## Study Plan

### Preparatory Courses

Prior to their enrollment in the program, students applying for Bachelor of Science in Computer Science must sit for the placement test related to the program, failure to successfully passing the placement test, they are required to enroll in the following courses:

#	Course Code	Course	C.H	Exemption Condition
1	CIT 90	Computer Preparatory	0	Passing the Placement Test
2	MAT 90	Mathematics Preparatory	0	Passing the Placement Test
3	PHY 90	Physics Preparatory	0	Passing the Placement Test
4	ENG 99	Academic Writing (*)	0	Passing the Placement Test

(\*) Students must pass the English Proficiency.

### General Education Courses

Total 13 Courses - 39 Credit Hours

### Languages and Communication Studies

The student selects 12 credit hours (4 courses) from the list below:

#	Course Code	Course	C.H	Remarks
<b>Students must take all of the following courses:</b>				
1	ASC 101	University Life	3	Mandatory – First semester of the first year
2	ENG 101	Academic Writing	3	Mandatory
3	ASC 207	Introduction to Research	3	Mandatory
<b>Students must take one of the following Arabic Language courses:</b>				
1	ARLAA 100	Communication Skills in Arabic	3	-
2	ARLAA 105	Arabic Composition	3	-
3	ARLNA 100	Arabic for Non-Arab	3	Course designated for non-Arab Speakers

### The Natural sciences

The student selects 6 credit hours (2 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 210	Natural Science	3	-
2	ASC 211	Environmental Science	3	-
3	ASC 212	Sustainable Energy	3	-
4	PHY 100	Physics	3	Mandatory
5	PHY 200	Physics II	3	Mandatory

### The Social or Behavioral Sciences

The student selects 6 credit hours (2 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 102	Introduction to Anthropology	3	-
2	ASC 104	Introduction to Sociology	3	-

3	ASC 107	Introduction to Political Science	3	-
4	ASC 110	Introduction to Social Science	3	-
5	ASC 200	General Psychology	3	-
6	ASC 206	Introduction to Geography	3	-
7	ASC 213	Human Rights	3	-
8	INV 200	Innovation and Entrepreneurship	3	Mandatory

### Information Technology or Quantitative

The student selects 6 credit hours (2 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	MAT 100	General Mathematics	3	-
2	MAT 101	Math for Business	3	-
3	ASC 205	General Statistics	3	Mandatory
4	CSC 110	Intro. To Computer System	3	Mandatory

### Humanities or Arts

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	DES 104	Contemporary Arab Art	3	-
2	ASC 107	History of Islamic Art	3	-
3	ASC 201	Introduction to Philosophy	3	-
4	ASC 203	World History	3	-
5	ASC 204	Middle East History	3	-
6	ENG 201	American Literature	3	-

### Islamic Studies, History or Culture

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 105	Islamic Culture	3	-
2	ASC 106	Islamic Civilization	3	-

### UAE Studies

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 215	UAE and GCC Society	3	-



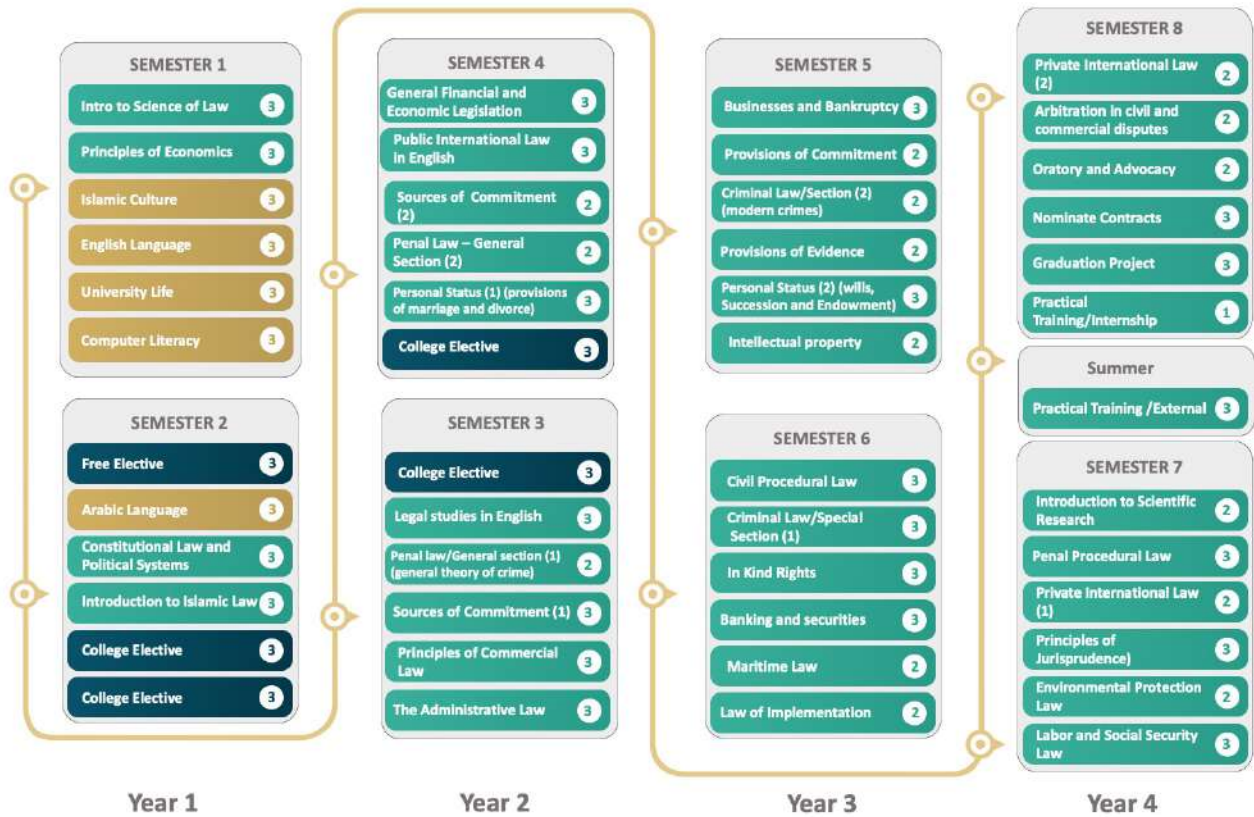
*Core required courses (25 courses/72 CH)*

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	MAT 110	Calculus I	-	3
2	CSC 111	Introduction to Programming	CSC 110*	3
3	CSC 200	Object Oriented Programming	CSC 111	3
4	CSC 201	Digital Logic and Design	CSC 110	3
5	MAT 200	Calculus II	MAT 110	3
6	CSC 210	Data Structures and Algorithms	CSC 200	3
7	MAT 210	Linear Algebra	MAT 110	3
8	CIT 205	Website Design	CIT 110	3
9	CSC 212	Discrete Mathematics	MAT 200	3
10	CIT 300	Multimedia Technology	CIT 205	3
11	CSC 301	Introduction to Operating Systems	CSC 210	3
12	CSC 302	Network Essentials	CSC 210	3
13	CSC 304	Theory of Computation	CSC 212	3
14	MAT 300	Calculus III	MAT 200	3
15	CSC 310	Numerical Analysis	MAT 200	3
16	CIT 210	Database Systems	CSC 210	3
17	CSC 314	Modern Programming Languages	CSC 210	3
18	CSC 313	Computer Architecture and Organization	CSC 201	3
19	CIT 311	Computer Ethics	ENG 101	3
20	INTERN 101	Pre Internship	90 CH	0
21	CIT 320	Internship	INTERN 101	3
22	CSC 400	Artificial Intelligence	CSC 212	3
23	CSC 401	Software Engineering	CSC 210	3
24	CIT 402	System Analysis and Design	CSC 210	3
25	CIT 411	Capstone Graduation Project	105 CH	3

*Specialization courses (5 courses/15 CH) students are free to choose 15CH from the following courses**BSc. Computer Science - Digital Forensics:*

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	CSC-S 310	Network Security	CSC 302	3
2	CSC-S 403	Introduction to Computer Forensics	CSC-S 310	3
3	CSC-S 404	Intrusion Forensics	CSC-S 310	3
4	CSC-S 413	Computer Crime and Investigation Techniques	CSC-S 403	3
5	CIT 410	Advanced Topics in CIT	90 CH	3

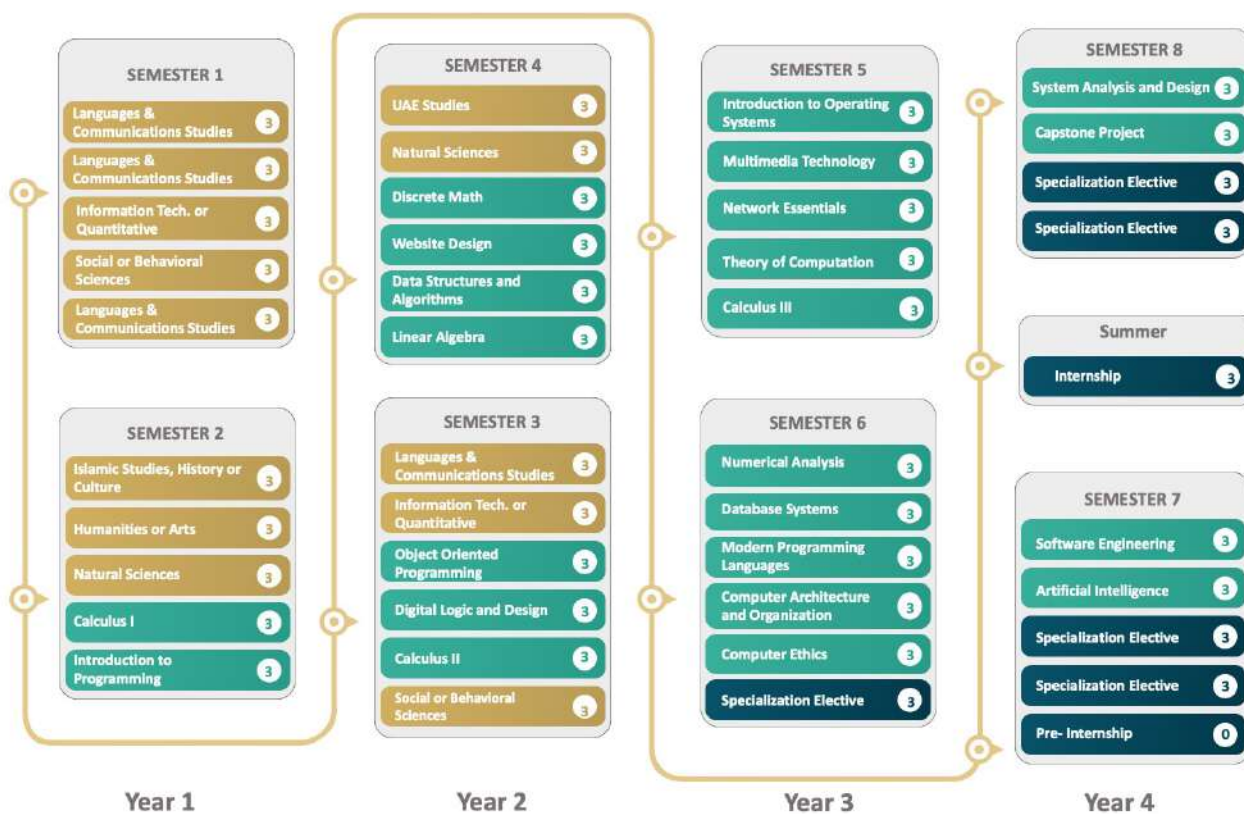
6	CSC-S414	Reverse Engineering	CSC-S 310	3
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Specialization courses (5 courses/15 CH) students are free to choose 15CH from the following courses

BSc. Computer Science - Network Security:

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	CSC-S 310	Network Security	CSC 302	3
2	CSC-S 421	Computer Threats and Risks	CSC-S 310	3
3	CSC-S 401	Mobile Technology	CSC 302	3
4	CIT 411	Human Computer Interaction	CIT 300	3
5	CSC-S 410	Advanced Topics in CIT	90 CH	3
6	CIT 415	Decision Support System and Business Intelligence	CSC 400	3
7	CSC-S 412	Distributed Systems	CSC 301	3



## Course Description

### General Education Courses:

#### Languages and Communication Studies

**ASC 101 University Life (3CH):** The purpose of this course is to facilitate the process of transition into new academic and cultural environment for the new students enrolled in the AUE. Furthermore, it aims to promote their confidence so that they could succeed and meet the academic requirements.

The course assimilates academic content with interactive in class activities to ensure understanding of curricular options and begin to develop a future career plan through self-reflection.

**ENG 101 Academic Writing (3CH):** This course provides students with advanced writing components in English so that they can successfully pursue their studies in various academic specializations. Students practice writing long argumentative and reflective essays, with emphasis on implementing APA format in paper format, in-text citation and references in projects and assignments

**ASC 207 Introduction to Research (3CH):** The intent of this course is two-fold. First, it introduces students with the basic research terminologies. Second, it familiarizes them with the

process of research from choosing a topic to writing the proposal. Students will be immersed in hands on experience where they will be introduced to research concepts that will help them understand, interpret, and critique a scientific research. Contents to be covered include the language of research, types of research, elements of scientific research proposal, writing an academic research proposal using APA style, research ethics, crafting data collection instruments, and interpreting data.

#### ARLAA 105 Arabic Composition (3CH):

This course is designed to enable students to analyze multiple texts in various fields of knowledge. In order to be able to distinguish between texts despite their difference of contents, it also enables student to simulate those texts in a correct way, and to transform the information into skill and behavior. And since writing is an integrated building process, and that the building is affected by its parts, therefore student needs models, linguistic laws, planning, cohesion and goals including: news and inquiries, demand and influence of the recipient.

#### ARLAA 100 Communication Skills in Arabic (3CH):

This course is designed to enable the Arabic-speaking student with the necessary language skills, especially

focusing on the steps of writing reports, official letters and systematic research.

To achieve this, and to develop the student's abilities to understand correctly what he reads and listens, and to gain the ability to write articles, reports, meeting minutes and recommendations of conferences and seminars in a sound manner, the course was concerned with training the student in basic writing skills; such as multiple spelling rules, punctuation marks, paragraph system, and essay writing progressively.

*ARLNA 100 Arabic for Non-Arab (3CH):* This course is based on the principle that "Education" is an accumulative task especially when it comes to language learning. This process undergoes specific stages to assist the non-Arabic speakers to reach the ultimate goal which is to acquire the required skills (listening, speaking, reading, writing) easily and accurately. To achieve this aim, text-based dialogues are provided as head start for the non-Arabic speakers to continue to the higher levels. The course also provides basic elements for reading, writing, dialogues, and listening to assist the learners to confidently interact with the Arab community.

## The Natural Sciences

*ASC 210 Natural Science (3CH):* The natural science course incorporates a wide range of subjects of sciences such as astronomy, geology, biology, chemistry, and environmental science. The course will present the scientific facts of astronomy, the Earth and its weather, water, and environment, biology, and nutrition with the chemicals of life. The course emphasizes understanding the core principles of different branches of science and their effects on our lives. Moreover, the course explores the scope of natural phenomena, changing environment conditions, general health rules of nutrition, and the variety of living organisms. The course helps the students to acquire skills in observation, critical thinking, analyzing, interpreting, understanding and discussing scientific terminology and facts.

*ASC 212 Sustainable Energy (3CH):* This course gives a thorough introduction to sustainable energy, conservation, and energy efficiency within the UAE and the world. It will explore the relationship between energy, environment, economy and ecological well-being. It will discuss energy production from the biology, natural science, environmental science and social sciences perspectives.

A variety of topics will be introduced including global warming, climate change, sustainable food production, solid waste management, environmental and natural resources laws. The course includes the growing challenges of climate change and energy crisis and proposes solutions to overcome them.

*ASC 211 Environmental Science (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*PHY 100 Physics (3 CH):* General Physics course introduces the basic concepts, theories and the terminologies of the scientific method in the context of the science of physics. Students will reinterpret and express ideas and views from the study of physics, and differentiate between the various multitudes of energy and momentum.

*PHY 200 Physics II (3CH):* This course explores the physical concepts of electrostatics and electromagnetism. This subject benefits the students to develop solid background of the electricity and magnetism fundamentals. Topics include: electric charge, electric field, Coulomb's law, Gauss's law, electronic component such as resistors, capacitors and indicators, direct and alternative currents and various experiments that focused on the given topics.

## The Social or Behavioral Sciences

*ASC 200 General Psychology (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*ASC 107 Political Science (3CH):* This course will introduce the students to the key concepts of Political Science and its principle tools. The course will discuss the role of main political actors in the field of politics and their function.

*INV 200 Innovation (3CH):* Innovation is the engine of opportunity and, acting as a catalyst, this course is intended to ignite an interest in innovation and inspire entrepreneurial action. At the core of innovation and entrepreneurship is a commitment to experiential learning that will encourage students to engage in critical thinking, creative problem-

solving while also equipping them with the soft skills needed in their pursuit of academic and professional endeavors. Students will discuss the relevance and role of innovation and entrepreneurship in work and life situations; determine opportunities for creative disruption and design a strategy for its implementation; develop a practical understanding of innovation through thoughtful debate and exercises; and demonstrate critical thinking and individual insight with a personal mastery portfolio.

*ASC 104 Introduction to Sociology (3CH):* This course introduces the science of Sociology. Students will examine Society, Institutions and the relationships that make up a social context. The scientific methodology used to study social interactions, stratification and other elements of sociological enquiry will be discussed to emphasize the core concept of sociology as a systematic study of societies and social structures.

*ASC 110 Introduction to Social Sciences (3CH):* This course serves as an introduction into the interdisciplinary and multifaceted social sciences. The content on the course covers the range of different disciplines that social sciences consists of, namely: anthropology, sociology, psychology, political science, economics and to a lesser extent also history and geography. The secondary aim of the course is moreover for students to develop their critical thinking skills by engaging actively with material about social issues, social change and social institutions.

*ASC 206 Introduction to Geography (3CH):* This course will provide the students with a comprehensive overview of geography. Emphasis is on concepts that are necessary to understand global, regional and local issues. This course also includes topics on both human and physical geography.

*ASC 102 Introduction to Anthropology (3CH):* This course introduces the student to the development of the human race. You will study a Four Field introduction to Anthropology wherein you will gain an understanding of Human Development and how both ancient and modern humans are studied. An understanding of Anthropology, the study of culture and human development is an important pillar in a degree which aims to develop educators in multi-cultural and economically diverse settings.

*ASC 213 Human Rights (3CH):* This course introduces basic human rights philosophy, principles, instruments, and institutions. It examines the major sources of international human rights and fundamental freedoms, including treaties such as the United Nations Charter, the Universal Declaration on Human Rights, the International Covenants on Civil and Political Rights, and on Social, Cultural, and Economic Rights. It studies their protection in the regional institutions such as the European Convention on human rights, the American Declaration on Human Rights and the African Charter of Human Rights and Peoples. This course also analyzes the mechanism of protection and enforcement of human rights in these regional institutions.

It also seeks to interpret the guarantees of enforcement of human rights in international law, and in UAE Constitution.

## Information Technology or Quantitative

*ASC 205 General Statistics (3CH):* The General Statistics course is designed to develop good understanding of the basic concepts of statistical theorems, and applications. The course covers topics such as data collection methods, organization of data, analysis and interpretation of results. A software package will be used to analyze the statistical data.

*MAT 101 Math for Business (3CH):* This course is especially designed for business students. Mathematics for Business teaches the mathematical skills required for problem solving and decision making in the business world through use of mathematical models. Topics include: functions as mathematical models, equation-solving techniques, matrices and determinant, differential and integral calculus, exponential growth and decay and geometric series and its applications in business functions.

*MAT 100 General Mathematics (3CH):* This course is designed to develop a good understanding of the fundamental concepts of mathematics. It also stresses on crucial cognitive transferable skills such as the ability to think logically and concisely. Mastering this course will give students the confidence to go on and do further courses in mathematics and statistics.

*CSC 110 Introduction to Computer System (3CH):* The purpose of this introductory course is to study computers and data. It gives an establishment to utilizing computers in different courses and educational module for research, correspondence, and writing. Students will be exposed to the fundamentals of hardware and its associated software and systems improvement. The course will show how the computer automates the processing of information.

## Humanities or Arts

*ENG 201 American Literature (3CH):* This course will provide the students with a comprehensive overview of English literature in the United States. It will familiarize the students primarily with early Anglo-American writers and the different literary movements that took place in the United States. Today American literature includes many minority literary works, but the historical matrix remains Anglo-Saxon if we are to consider the dominant culture as the starting historical point.

*FAD 104 Contemporary Arab Art (3CH):* This course explores Arab art and aesthetics from the beginning of the twentieth century till date. The students will learn about the contemporary art and design movement in Arab countries, the expression of cultural identity, as well as the factors involved and changes in aesthetics from Islamic to Arabic art. They will also study and analyze the role of pioneer artists

from various generations with emphasis on their influence on contemporary Arab art.

*ASC 201 Introduction to Philosophy (3CH):* This course will introduce the students to the key concepts of philosophy and its principle tools. The course will discuss the schools of philosophical thought, and will apply philosophical analysis to the topics of knowledge, religion, mind, freedom, responsibility, and ethics.

*ASC 203 World-History (3CH):* This course provides an overview of World / General History. The course will conclude with discussions about perspectives on World History.

*ASC 204 Middle East History (3CH):* This course provides an overview of Middle-Eastern History, including the sources of Middle Eastern History. The course will conclude with discussions about perspectives on Middle-Eastern History

*Introduction to Islamic Arts (3CH):* This course aims to focus on the evolution of Islamic Art through a chronological overview of various trends and approaches throughout history. Looking at the period from the seventh to the thirteenth centuries, a time of the formation of a new artistic culture and its first, medieval, flowering in the vast area from the Atlantic to India.

## Islamic Studies, History or Culture

*ASC 105 Islamic Culture (3CH):* This course will offer students' knowledge to enable them understand the Islamic culture. The course offers a review of the history of Islam and how it is currently the fastest growing religion in the world.

*ASC 106 Islamic Civilization (3CH):* The course is designed to give an in-depth understanding of the Islamic civilization. It deals with the universal principles that went into the making of the Islamic civilization. It examines the basic ideas of Islamic civilization besides exploring their contemporary relevance and challenges. The course seeks to effectively address the notion of the 'clash of civilizations.'

## UAE Studies

*ASC 215 UAE and GCC Society (3CH):* The course is designed to introduce the UAE and GCC society with its historical background and uniqueness. It is aimed at enabling students to understand the specific features of the society along with its customs, traditions and lifestyle. The course will introduce the processes and the challenges of development as well as the future aspirations of the UAE and GCC Society.

## Core Courses:

*MAT 110 Calculus I (3CH):* This course is an introduction to differential and integral calculus. It begins with a short review of basic concepts related to functions. Then it introduces the concept of a limit to a function. It then unfolds to the study of derivatives and their applications. Thereafter it considers the area problem and its solution, the definite integral.

*CIT 201 Introduction to Programming (3CH):* The course covers the main principles of Algorithm based problem solving and implementation of the solution using a computer programming language. Students will learn the essential programming concepts such as program design, data types, control structures, functions and handling input and output. Student will learn the software problem solving methodology by following the stages of solving real-world problems by developing and testing basic algorithms. The course includes several labs to give hands-on experience to students.

*CSC 200 Object Oriented Programming:* The course will provide an introduction to object oriented programming languages and their concepts. Topics include objects, classes, abstract data types, information hiding, inheritance, polymorphism, file processing, exception handling, recursion, method and operator overloading, string, steam input/output, templates and pointers. Furthermore, the course includes hands-on exercises that will help students in developing skills required to program real world programs for solving computing problems.

*CSC 201 Digital Logic and Design (3CH):* This course offers introduction to electronic models with logic design and the basic concepts used in digital systems, especially digital computers. The course covers topics like logic gates, arithmetic circuits, and modern logic devices. Furthermore, topics like flip-flops, sequential circuits, multiplexers, decoder, counters, stacks, registers, and RAM will also be covered. The course will also go into detail of how computer systems are developed by highlighting the basic concepts involved in computer theory like truth tables, binary arithmetic, and Standard Representation of Logic Functions.

*MAT 200 Calculus II (3CH):* Students who have taken calculus 1, can take this course to excel in the taught subjects. The course will focus on Transcendental Functions, Techniques of Integration, Infiniti Series, integrals and their applications methods and optimization techniques using partial derivatives. Furthermore, students will learn various concepts of curl and divergence and apply them to real-life context.

*CSC 210 Data Structures and Algorithms (3CH):* In this course, students apply basic knowledge of essential science, math, and designing standards to solve computational problems. This course aims to strengthen the capability of students to develop algorithm and classify the proper data structure method to solve the problem. Algorithms define the approaches for giving solutions utilizing computer facilities. Regularly, the aim is to develop fast computational methods using the least number of resources. For example, specific data structures are used to organize large numbers of records by quickly defining the existing records and/or quickly finding and inserting deleted and new records. The course will concentrate on Big O notation, arrays, stacks, queue, lists, trees, heap and hashing techniques.

*MAT 210 Linear Algebra (3CH):* In this course students will learn linear algebra and develop an appreciating on how the application of this branch of mathematics plays an important role in many computer science undertakings and help solving diverse problems in internet search, data mining, machine learning, graphic design, compilers, bioinformatics, relational database design, and database optimization. The course aims to improve the analytical thinking skills of students through their ability to understand the core principles of linear algebra, such as linear equations, matrices, vector spaces, coordinate systems, determinants, linear operators, linear transformations, eigenvalues, eigenvectors, orthogonality, and quadratic Forms, and then be able to apply these techniques to solve basic problems in IT.

*CIT 205 Website Design (3CH):* This course covers the basic concepts of web design techniques. Its main topics are Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS). Students do not need any programming skills. previous knowledge of HTML or web design. This course introduces to students how to develop webpages and website using different tools such as HTML editors and web browsers. They will learn how to write HTML code using different techniques. They will be taught to enhance the format of websites using styling and layout, to improve webpage look and feel through images, graphics and tables and to enrich their contents by adding audio, video and multimedia files. In addition, students will work in groups to create a website combining all the techniques they have learned throughout the semester.

*CSC 212 Discrete Mathematics (3CH):* This course of discrete mathematics aims to introduce students to concepts, ideas, and techniques that are widely used in computer science. The goal of this course is to teach various topics in discrete mathematics that qualify students to think logically and mathematically to solve problems in computer science. To achieve this goal, students will study logic and proofs concepts, basic structures, set operations, functions,

sequence and summations. Moreover, the following concepts constitute part of the course, as well: methods of proving theorems, induction and recursion, basic rules of counting, pigeonhole principles, permutation and combination, discrete probability, advance counting technique, graph terminology, Dijkstra's algorithm, traveling salesman and trees.

*CIT 300 Multimedia Technology (3CH):* Multimedia Technology course will enhance the understanding of fundamentals of multimedia techniques using computer software. The course shall go into deep details of defining features, uses and practical development considerations for each of the major multimedia content such as text, graphics, sound, and video. Several compression algorithms for digital and analog multimedia content will be covered. A portion of this course concentrates on how communication of multimedia content works by highlighting various networking techniques to efficiently communicate by avoiding errors in communication. The course includes several hands-on exercises on creation and manipulation of multimedia content using various tools like Adobe Photoshop, Audacity and Windows Movie Maker etc. These exercises will strengthen the practical multimedia production skills. Furthermore, students will be equipped with skills and knowledge of enhancing the web pages using HTML and ASP.NET language embedded codes for video, sound, text and images.

*CSC 301 Introduction to Operating Systems (3CH):* This course covers the essential operating system concepts. The students will be provided an introduction to operating systems including a brief history of development through the years and the five managements under each operating system. The course will also cover the topics including processes and threads in context of resource management, memory management and related schemes, CPU scheduling algorithms and file systems. Several alternative algorithms related to page replacement policies and CPU scheduling are discussed along with understanding their advantages and disadvantages. The role of the device manager will be emphasized in the context of resource sharing. Other topics such as concurrent processes and synchronization, deadlocks and security are also presented briefly. Furthermore, the students will get hands-on practical labs on modern Operating Systems including Linux and Windows. The advanced labs will introduce the practice of a scripting language to understand the various topics presented through the course outline.

*CSC 302 Network Essentials (3CH):* This course is designed to provide a needed background to understand computer networks. It describes types of networks, how networking affects society, and the components and tools that are used to create networks in various business models. The course also provides an introduction to networking, offering easy-to-

follow details on hardware, networking protocols, remote access, and security. New networking professionals will first learn what they need to know about network technology, and then how to apply that knowledge to set up, manage, and secure networks.

*CSC 304 Theory of Computation (3CH):* This course is about the concepts of theory of computation. It covers the subject from a mathematical approach based on design of theorems and proofs. It brings together main concepts, such as the equivalence of deterministic and non-deterministic finite automata, and the conversions between push down automata and context-free grammars to produce an efficient and clear method for parsing. Furthermore, students will study different concepts related to computational theory that include, but not limited to regular expressions, Turing machines and its variants, decidable languages, recursion theorem, and complexity.

*MAT 300 Calculus III (3CH):* Students who have taken calculus II can take this course to excel in the taught subjects needed by computer scientists. The course will demonstrate the use of differential equation in mathematical and real-life modeling. In addition, parametric equations and polar coordinates will be tackled later in the course. Furthermore, students will learn various concepts of infinite sequences and series and apply them in different context.

*CSC 310 Numerical Analysis (3CH):* Numerical analysis deals mainly with algorithms that apply numerical estimation to tackle mathematical analysis problems. This course introduces, to students, numerical algorithms as methods to develop solutions to prevalent problems articulated in different disciplines such as science, engineering and mathematics. The emphasis is to make students understand the concepts of construction, application and restrictions of numerical algorithms. The course includes numerical methods to solve equations, polynomial interpolation, differential and integration equations, analysis of numerical errors and applications of these analyses. The course will also help students to acquire skills in problem solving.

*CIT 210 Database Systems (3CH):* This course is designed to introduce database concepts and data models such as hierarchical, network with more focus on the relational databases and ER modeling. The course aims at introducing database normalization process and it also enables students to design basic databases through hands-on exercises, assignments and a group project.

*CSC 314 Modern Programming Languages (3CH):* The course will introduce modern programming languages and their concepts. The course emphasizes the rationale for studying

programming languages and the criteria to evaluate them. The concepts of language design, constructs and common design trade-offs will be discussed. Topics include Syntax and semantics of languages, Data types, Names, Bindings, Scopes, Expressions and Assignment Statements, Control Structures, Subprograms and their implementation. This course also covers the advanced topics such as abstraction and concurrency support offered by modern programming languages. Furthermore, the latest trends such as functional programming paradigm will be explained in the course. The hands-on exercises of this course will help students to explore new languages and take well-informed decisions for their future projects.

*CSC 313 Computer Architecture and Organization (3CH):* This course discusses main concepts of computer architecture and organization such as the behavior and structure of different computer's functional modules. Students will learn as well how these functional modules interact to meet users' processing needs. In addition, the course will introduce students to basic computer organization, data representation and computer arithmetic, digital components, digital logic circuits, register transfer, micro-programmed control, input-output organization, central processing unit, memory organization and pipe-lining.

*CIT 311 Computer Ethics (3CH):* Computer Ethics is an interdisciplinary course. The course reflects the rapid expansion of information technology and the civic and ethical challenges that have emerged from the expansion. The course content is organized around a number of issues that are of immediate concern, including threats to privacy from massive database, data mining, high-speed networks, workplace surveillance, the electronic theft of intellectual property, such as music, video, film and text, and catastrophic computer -related accidents such as airplane crashes and nuclear power plant shutdowns.

*Pre-Internship (0 CH):* Pre-Internship is a one credit hour internship preparatory course designed for students seeking an internship. The course will prepare students to successfully plan their internship by researching and identifying potential internship opportunities, creating professional resume and letter of introduction, developing interviewing and networking skills as well as a portfolio per industry requirements. Students will go through different learning modules including experiences, team work skills, communication skills, leadership skills, problem solving, self-management and professionalism to be able to make the most of their internship.

*CSC 320 Internship (3CH):* CCIT offers the Internship program as a graduation requirement for students in the Computer Science and IT Management programs. This program allows



students link theory to real world practice. The student is required to complete 280 working hours within 2 months. During this time, the student submits 4 reports explaining the tasks conducted and the skills gained/improved. At the end of the semester, the student provides an oral presentation that explains his/her performance during the internship

*CSC 401 Artificial Intelligence (3CH):* This course provides a foundation for students to explore the field of Artificial Intelligence (AI). Students will be given a survey to AI field and will realize the importance of AI in different applications such as computer vision, voice recognition, and voice recognition. This course covers the introduction to basic concepts and techniques that are essential to many AI applications. The topics discussed include intelligent agents and environment, classical search, knowledge representation and reasoning techniques, first order logic with its syntax and semantics, classical planning with its algorithms, and the uncertainty knowledge approaches such as probabilistic and Bayesian networks.

*CSC 401 Software Engineering (3CH):* This course aims to introduce the theoretical concepts and methodologies of software engineering to students. In particular, this course concerns with software engineering concept, software processes including process models, process activities, process improvement and coping with changes, agile software development and agile methods, requirement engineering, system modelling, implementation, testing and evolution. The course aims to deliver a comprehensive and complete theoretical framework of software development activities and design essentials to students. By the end of course, student will submit a project that addresses the concepts, methods and techniques learnt during the course to tackle certain real life problem. The project is a group project maximum of two students.

*CIT 402 System Analysis and Design (3CH):* This course aims to clarify the processes modifying-on an existing system or proposing a new system that facilitates the achievement of clearly defined business objectives. The course introduces Systems Development Life Cycle (SDLC) methodologies and explains the SDLC phases starting from Planning: by developing a comprehensive system proposal document that includes the business analysis, feasibility analysis and scheduling the tasks of developing the new system, moving to Analysis where requirements are being defined, use case analysis, data flow and entity relationship diagrams are introduced. Then to system design by introducing system acquisition strategies, architecture, user interface, program and database design, to the implementation phase and finally the transition to the new system.

*CSC 411 Capstone Graduation Project (3CH):* The goal of the capstone graduation project is to evaluate the aptitude of students to independently complete a project in an area of their preference (e.g., software and web development, network administration and security systems, database systems, and digital forensics). The responsibilities required are identifying a research area and developing a project proposal identifying the research aim, objectives, research plan, time schedule, and estimated budgets. Students are required to present their findings through an oral presentation and written thesis.

### *BSc. Computer Science - Digital Forensics Specialization Courses:*

*CSC-S 310 Network Security (3CH):* Students learn the various network security principles and features including protocols, and implementations used in today's networks. Students should learn about the router configuration using Access Control Lists, configuring Firewalls, and other migration techniques. Topics in this course include Security Policy, Types of Attacks, Firewalls, Virtual Private Networks, Unix Security Issues, Windows Server Security Issues and Wireless Security.

*CSC-S 403 Introduction to Computer Forensics (3CH):* This course provides the student with a comprehensive introductory to the uses of computers in the world of digital forensics. Through this course the student will get familiar with the known methods of computer investigations and digital evidences, the requirements of work and lab environments of computer forensics, the techniques of data acquisition and data analysis used today in computer forensics, and the legal aspects of forensics investigations.

The course serves as an essential primer to digital forensics investigations. It covers the well-known techniques and tools used by investigators for acquiring, comparing, and analyzing digital evidences in computer in private and public investigations. General legal issues such as handling evidences, chain of custody, admissibility, search warrants, and working with law enforcement are also covered. Several hands-on lab exercises that includes working, analyzing, and examining digital images and evidences will be carried out throughout this course.

*CSC-S 404 Intrusion Forensics (3CH):* This course introduces students to network intrusions and its relation to forensics. It further talks about key issues in intrusion forensics such as fundamental concepts of intrusion detection systems, packet analysis, Snort signatures, and products. It also introduces

some advanced topics like intrusion prevention, forensic analysis using alert correlation, decoy systems, data mining, and some introduction to proactive forensics as well.

Most of cyber-attacks are performed using networks and can be further prevented using intrusion detection and prevention systems. Intrusion detection can help to trace out the hackers and sue them in courts for committing digital crimes.

*CSC-S 413 Computer Crime and Investigation Techniques (3CH):* In this course, the students will be made aware of different types of digital evidence, how to seize electronics devices on crime scene and the way to secure mobile devices from electromagnetic radiations. Students will also learn how to acquire digital evidence from different types of devices like different types of HDDs, USB devices etc. Different techniques to make copies of evidence without modifying the original data will also be studied in the class. Students will learn to use different write-blocker devices when copying the data from original evidence device. After acquiring the image of evidence device, students will also process them using different open source and licensed software. They will have hand-on practice using Autopsy, AccessData FTK Imager, EnCase etc.

*CIT 410 Advanced Topics in CIT (3CH):* Advanced Topics in IT uses a variety of teaching strategies to expose students to real world scenarios which are current industry challenges. The approach ensures CCIT graduates are equipped with contemporary skill sets required in the ever-changing Information Technology industry. The course provides a platform for students, academics and practitioners to discuss various specializations in the Information Technology industry. Learning of soft and hard skills are reinforced through write ups, oral and presentation of professional reports.

The course enables students explore distinct areas of Information Technology which are not covered in the regular course work and focuses on the identification of long-term overall aims and interests and the means of using Information Technology to help businesses achieve their organizational goals. Topical issues including using Information Technology to elevate production by suppling uninterrupted processes which optimize resources and allow organizational leaders to make quick, accurate, and consistent decisions are studied via case studies analyses.

By learning through an array of teaching methods and cutting edge research in Information Technology students are prepared for successful leadership roles in organizations and government. Students on this course also acquire skills and knowledge that ensure any implemented Information System meets industry best practice. Topics covered in this course include Information Technology implementation strategies, Operations and post implementation of Information Technology, Information Technology program and project

management, Organizational change and Process Reengineering, global ethics and security management, value chain and data analysis

*CSC-S 414 Reverse Engineering (3CH):* Students will learn how to tackle legacy software systems challenges and issues. During the semester, students will explore and implement reverse engineering approaches and techniques used in the IT sector to do systems reengineering, understand legacy software systems design and implementation, maintain, evolve and migrate them. Students will be able, as well, to acquire critical thinking in integrating existing software and gain the expertise of practical experience in reengineering and reverse engineering of legacy systems.

### *BSc. Computer Science - Network Security Specialization Courses:*

*CSC-S 310 Network Security (3CH):* Students learn the various network security principles and features including protocols, and implementations used in today's networks. Students should learn about the router configuration using Access Control Lists, configuring Firewalls, and other migration techniques. Topics in this course include Security Policy, Types of Attacks, Firewalls, Virtual Private Networks, Unix Security Issues, Windows Server Security Issues and Wireless Security.

*CSC-S 303 Computer Threats and Risks (3CH):* This course examines the threats, risks, and historical perspective of hacking methodology. Furthermore, it covers the main processes that are required for the identification of threats to an organization. The course also emphasizes the importance of constructive thinking in the process of elimination and mitigation of the associated risks that are confronted by businesses in a computer network world. Students will learn the types of vulnerabilities inside a system and crackers who use well-known schemes such as worms, viruses and Trojan horses to vandalize digital systems to steal proprietary information.

*CIT 409 Mobile Technology (3CH):* The course builds on prior knowledge gained in network essentials. The course introduces mobile technologies used for cellular communication. Topics covered include transmission fundamentals, protocols and the TCP/IP suite, antennas and propagation, coding and error control, satellite communications, mobile IP and Wireless Access Protocol and IEEE 802.11 Wireless LAN Standard. The main goal of the course is for students to learn and demonstrate knowledge of concepts, issues, tools, techniques and methods associated with mobile technologies and future trends in wireless

communication. The course also provides hands-on introduction to write code for data communication over latest mobile and wireless networks.

*CIT 411 Human Computer Interaction (3CH):* The course is aimed at introducing the students to the interdisciplinary field of Human Computer Interaction which integrates concepts from Computer Science, Design and Cognitive Psychology. Topics include introduction to Human Computer Interaction, Interaction Design principles, User Experience, Usability Testing Evaluating and Designing interfaces.

The course will be a mix of theory and practice; where the concepts will be introduced and interface prototyping and evaluation will be conducted.

*CIT 410 Advanced Topics in CIT (3CH):* Advanced Topics in IT uses a variety of teaching strategies to expose students to real world scenarios which are current industry challenges. The approach ensures CCIT graduates are equipped with contemporary skill sets required in the ever-changing Information Technology industry. The course provides a platform for students, academics and practitioners to discuss various specializations in the Information Technology industry. Learning of soft and hard skills are reinforced through write ups, oral and presentation of professional reports.

The course enables students explore distinct areas of Information Technology which are not covered in the regular course work and focuses on the identification of long-term overall aims and interests and the means of using Information Technology to help businesses achieve their organizational goals. Topical issues including using Information Technology to elevate production by suppling uninterrupted processes which optimize resources and allow organizational leaders to make quick, accurate, and consistent decisions are studied via case studies analyses.

By learning through an array of teaching methods and cutting edge research in Information Technology students are prepared for successful leadership roles in organizations and government. Students on this course also acquire skills and knowledge that ensure any implemented Information System meets industry best practice. Topics covered in this course

include Information Technology implementation strategies, Operations and post implementation of Information Technology, Information Technology program and project management, Organizational change and Process Reengineering, global ethics and security management, value chain and data analysis.

*CIT 415 Decision Support System and Business Intelligence (3CH):* The focus of this course is to explain the vital role of decision support systems (DSSs) and for decision making in modern business environment. The course delivers both theory and practice behind DSSs and how Business Intelligence (BI) assist in the different managerial tasks and processes, both for individuals and organizations. The concepts, theories, and technologies of DSSs are explained, and the components and tools of BI, from data collection, data modeling, and data analysis, are also covered. The course provides the knowledge for students to understand the analytical, logical, and mathematical foundations of BI modeling and explains modern technologies used in creating decision support systems. These include data visualization, data warehouses, data mining, and neural network artificial intelligence systems. An emphasis will be given to students to acquire the necessary skills to develop rudimentary decision support systems through several lab exercises using standard software packages, such as Microsoft Excel.

*CSC-S 412 Distributed Systems (3CH):* This course covers the range of concepts related to Distributed systems, and case studies to analyze the design of existing distributed systems and applications. The students will learn about the different models of the Distributed Systems, importance of Synchronization, and the vital role of Operating System layer. Furthermore, the students will be introduced to various communication models including Remote Procedure Invocation, Message Passing Interface (MPI), Indirect communication, Group communication, and Peer-to-peer communication. The course will help students in identifying the components and issues related to different Distributed Systems such as Web-based Systems, File Systems, Mobile and Ubiquitous Systems and Multimedia Systems. The students will get hands-on practical labs to evaluate popular algorithms to support communication and to deal with different issues related to resource management.

## Degree Requirements: Bachelor of Science in Information Technology Management

REQUIREMENTS	TYPE	BS - ITM	
		NO. OF COURSES	CR. HRS.
General Education	Compulsory	13	39
Core Requirements – Business	Compulsory	11	33
Core Requirements – IT	Compulsory	16	45
Free Electives	Elective	03	09
<b>Total</b>		<b>42</b>	<b>126</b>

### Study Plan

#### Preparatory Courses

Prior to their enrollment in the program, students applying for Bachelor of Science in Information Technology Management must sit for the placement test related to the program, failure to successfully passing the placement test, they are required to enroll in the following courses:

#	Course Code	Course	C.H	Exemption Condition
1	CIT 90	Computer Preparatory	0	Passing the Placement Test
2	MAT 90	Mathematics Preparatory	0	Passing the Placement Test
3	ENG 99	Academic Writing (*)	0	Passing the Placement Test

(\*) Students must pass the English Proficiency.

#### General Education Courses

Total 13 Courses - 39 Credit Hours

#### Languages and Communication Studies

The student selects 12 credit hours (4 courses) from the list below:

#	Course Code	Course	C.H	Remarks
<b>Students must take all of the following courses:</b>				
1	ASC 101	University Life	3	Mandatory – First semester of the first year
2	ENG 101	Academic Writing	3	Mandatory
3	ASC 207	Introduction to Research	3	Mandatory
<b>Students must take one of the following Arabic Language courses:</b>				
1	ARLAA 100	Communication Skills in Arabic	3	-
2	ARLAA 105	Arabic Composition	3	-
3	ARLNA 100	Arabic for Non-Arab	3	Course designated for non-Arab Speakers

### The Natural sciences

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 210	Natural Science	3	-
2	ASC 211	Environmental Science	3	-
3	ASC 212	Sustainable Energy	3	-
4	PHY 100	Physics	3	-

### The Social or Behavioral Sciences

The student selects 6 credit hours (2 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 102	Introduction to Anthropology	3	-
2	ASC 104	Introduction to Sociology	3	-
3	ASC 107	Introduction to Political Science	3	-
4	ASC 110	Introduction to Social Science	3	-
5	ASC 200	General Psychology	3	-
6	ASC 206	Introduction to Geography	3	-
7	ASC 213	Human Rights	3	-
8	INV 200	Innovation and Entrepreneurship	3	Mandatory

### Information Technology or Quantitative

The student selects 9 credit hours (3 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	MAT 100	General Mathematics	3	-
2	MAT 101	Math for Business	3	-
3	ASC 205	General Statistics	3	Mandatory
4	CSC 110	Intro. To Computer System	3	Mandatory

### Humanities or Arts

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	DES 104	Contemporary Arab Art	3	-
2	ASC 107	History of Islamic Art	3	-
3	ASC 201	Introduction to Philosophy	3	-
4	ASC 203	World History	3	-
5	ASC 204	Middle East History	3	-
6	ENG 201	American Literature	3	-

### Islamic Studies, History or Culture

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 105	Islamic Culture	3	-
2	ASC 106	Islamic Civilization	3	-

### UAE Studies

The student selects 3 credit hours (1 course) from the list below

#	Course Code	Course	C.H	Remarks
1	ASC 215	UAE and GCC Society	3	-

### Core Requirements/IT Compulsory courses (16 courses/45 CH)

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	ITM 200	Visual Basic Programming	CIT 110	3
2	CIT 210	Database Systems	ITM 200	3
3	CIT 205	Website Design	CIT 110	3
4	CIT 300	Multimedia Technology	CIT 205	3
5	ITM 301	Database Administration	CIT 210	3
6	ITM 310	Server OS and Network Management	CIT 110	3
7	CIT 311	Computer Ethics	ENG 101+CIT 110	3
8	DES 300	Pre- Internship	90 CH	0
9	CIT 320	Internship	INTERN 101	3
10	ITM 400	E-Business & E-Commerce Systems	CIT 205	3
11	ITM 401	IT Project Management	90 CH	3

12	CIT 411	Human Computer Interaction	CIT 300	3
13	CIT 410	Advanced Topics in CIT	90 CH	3
14	CIT 402	System Analysis and Design	CIT 210,CIT 205	3
15	CIT 411	Capstone Graduation Project	105CH, ITM 401,CIT 402*	3
16	CIT 415	Decision Support Systems	ITM 400	3

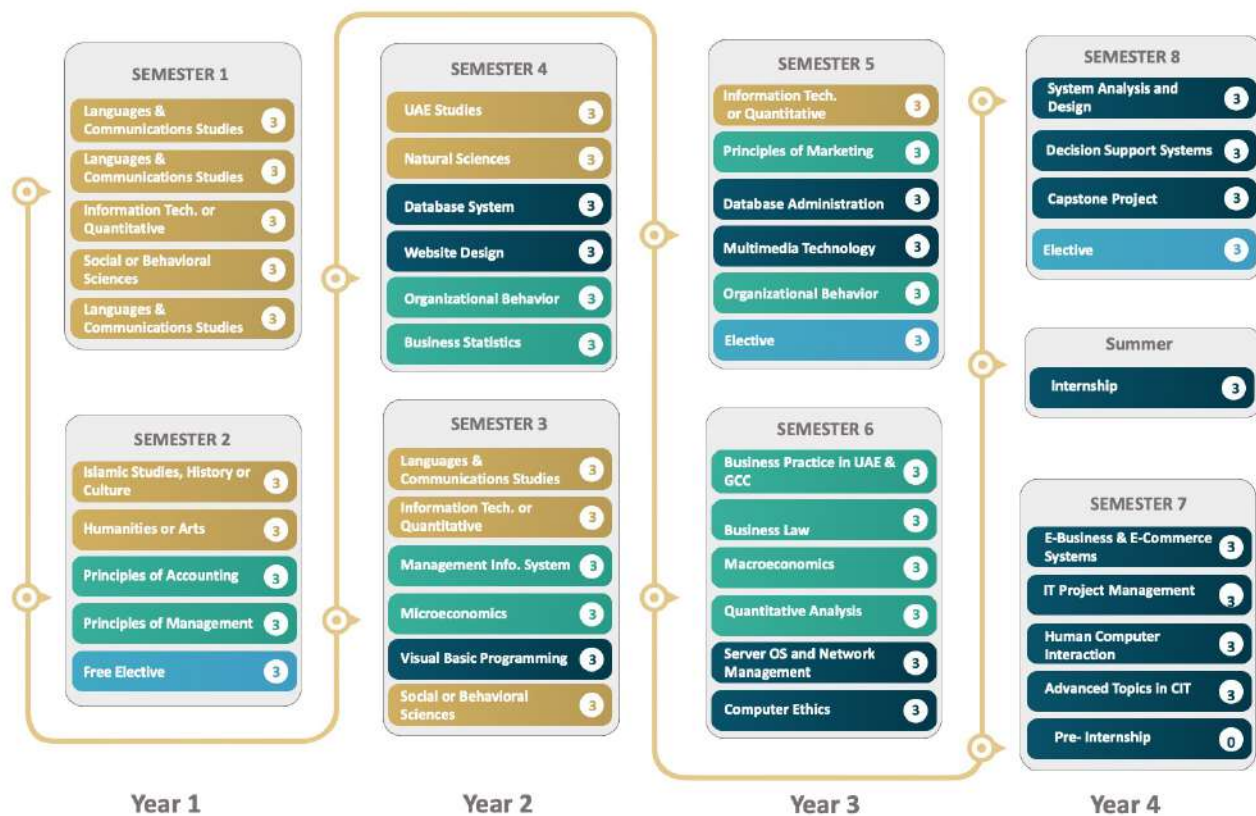
*Core Requirements/Business Compulsory courses (11 courses/33 CH)*

*BSc. In Information Technology Management:*

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	ACC 100	Principles of Accounting	-	3
2	MGT 100	Principles of Management	-	3
3	ECO 100	Microeconomics	-	3
4	MKT 200	Principles of Marketing	ECO 100	3
5	MGT 200	Management Information System	MGT 100	3
6	ECO 200	Macroeconomics	ECO 100	3
7	MGT 202	Business Statistics	ASC 205	3
8	MGT 205	Organizational Behavior	ACC 200, MGT 100	3
9	MGT 301	Business Law	MGT 100	3
10	MGT 303	Quantitative Analysis	MGT 202	3
11	MGT 302	Business Practice in UAE and GCC	ASC 300, MGT 100	3

*Free Electives courses (03 courses/09 CH)*

09 Credit Hours must be chosen from any other college/specialization in condition the prerequisites of the chosen courses are met.



## Course Description

### General Education Courses:

#### Languages and Communication Studies

**ASC 101 University Life (3CH):** The purpose of this course is to facilitate the process of transition into new academic and cultural environment for the new students enrolled in the AUE. Furthermore, it aims to promote their confidence so that they could succeed and meet the academic requirements.

The course assimilates academic content with interactive in class activities to ensure understanding of curricular options and begin to develop a future career plan through self-reflection.

**ENG 101 Academic Writing (3CH):** This course provides students with advanced writing components in English so that they can successfully pursue their studies in various academic specializations. Students practice writing long argumentative and reflective essays, with emphasis on implementing APA format in paper format, in-text citation and references in projects and assignments

**ASC 207 Introduction to Research (3CH):** The intent of this course is two-fold. First, it introduces students with the basic research terminologies. Second, it familiarizes them with the process of research from choosing a topic to writing the proposal. Students will be immersed in hands on experience

where they will be introduced to research concepts that will help them understand, interpret, and critique a scientific research. Contents to be covered include the language of research, types of research, elements of scientific research proposal, writing an academic research proposal using APA style, research ethics, crafting data collection instruments, and interpreting data.

#### ARLAA 105 Arabic Composition (3CH):

This course is designed to enable students to analyze multiple texts in various fields of knowledge. In order to be able to distinguish between texts despite their difference of contents, it also enables student to simulate those texts in a correct way, and to transform the information into skill and behavior. And since writing is an integrated building process, and that the building is affected by its parts, therefore student needs models, linguistic laws, planning, cohesion and goals including: news and inquiries, demand and influence of the recipient.

#### ARLAA 100 Communication Skills in Arabic (3CH):

This course is designed to enable the Arabic-speaking student with the necessary language skills, especially focusing on the steps of writing reports, official letters and systematic research.



To achieve this, and to develop the student's abilities to understand correctly what he reads and listens, and to gain the ability to write articles, reports, meeting minutes and recommendations of conferences and seminars in a sound manner, the course was concerned with training the student in basic writing skills; such as multiple spelling rules, punctuation marks, paragraph system, and essay writing progressively.

*ARLNA 100 Arabic for Non-Arab (3CH):* This course is based on the principle that "Education" is an accumulative task especially when it comes to language learning. This process undergoes specific stages to assist the non-Arabic speakers to reach the ultimate goal which is to acquire the required skills (listening, speaking, reading, writing) easily and accurately. To achieve this aim, text-based dialogues are provided as head start for the non-Arabic speakers to continue to the higher levels. The course also provides basic elements for reading, writing, dialogues, and listening to assist the learners to confidently interact with the Arab community.

## The Natural Sciences

*ASC 210 Natural Science (3CH):* The natural science course incorporates a wide range of subjects of sciences such as astronomy, geology, biology, chemistry, and environmental science. The course will present the scientific facts of astronomy, the Earth and its weather, water, and environment, biology, and nutrition with the chemicals of life. The course emphasizes understanding the core principles of different branches of science and their effects on our lives. Moreover, the course explores the scope of natural phenomena, changing environment conditions, general health rules of nutrition, and the variety of living organisms. The course helps the students to acquire skills in observation, critical thinking, analyzing, interpreting, understanding and discussing scientific terminology and facts.

*ASC 212 Sustainable Energy (3CH):* This course gives a thorough introduction to sustainable energy, conservation, and energy efficiency within the UAE and the world. It will explore the relationship between energy, environment, economy and ecological well-being. It will discuss energy production from the biology, natural science, environmental science and social sciences perspectives.

A variety of topics will be introduced including global warming, climate change, sustainable food production, solid waste management, environmental and natural resources laws. The course includes the growing challenges of climate change and energy crisis and proposes solutions to overcome them.

*ASC 211 Environmental Science (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to

undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*PHY 100 Physics (3 CH):* General Physics course introduces the basic concepts, theories and the terminologies of the scientific method in the context of the science of physics. Students will reinterpret and express ideas and views from the study of physics, and differentiate between the various multitudes of energy and momentum.

## The Social or Behavioral Sciences

*ASC 200 General Psychology (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*ASC 107 Political Science (3CH):* This course will introduce the students to the key concepts of Political Science and its principle tools. The course will discuss the role of main political actors in the field of politics and their function.

*INV 200 Innovation (3CH):* Innovation is the engine of opportunity and, acting as a catalyst, this course is intended to ignite an interest in innovation and inspire entrepreneurial action. At the core of innovation and entrepreneurship is a commitment to experiential learning that will encourage students to engage in critical thinking, creative problem-solving while also equipping them with the soft skills needed in their pursuit of academic and professional endeavors. Students will discuss the relevance and role of innovation and entrepreneurship in work and life situations; determine opportunities for creative disruption and design a strategy for its implementation; develop a practical understanding of innovation through thoughtful debate and exercises; and demonstrate critical thinking and individual insight with a personal mastery portfolio.

*ASC 104 Introduction to Sociology (3CH):* This course introduces the science of Sociology. Students will examine Society, Institutions and the relationships that make up a

social context. The scientific methodology used to study social interactions, stratification and other elements of sociological enquiry will be discussed to emphasize the core concept of sociology as a systematic study of societies and social structures.

*ASC 110 Introduction to Social Sciences (3CH):* This course serves as an introduction into the interdisciplinary and multifaceted social sciences. The content on the course covers the range of different disciplines that social sciences consists of, namely: anthropology, sociology, psychology, political science, economics and to a lesser extent also history and geography. The secondary aim of the course is moreover for students to develop their critical thinking skills by engaging actively with material about social issues, social change and social institutions.

*ASC 206 Introduction to Geography (3CH):* This course will provide the students with a comprehensive overview of geography. Emphasis is on concepts that are necessary to understand global, regional and local issues. This course also includes topics on both human and physical geography.

*ASC 102 Introduction to Anthropology (3CH):* This course introduces the student to the development of the human race. You will study a Four Field introduction to Anthropology wherein you will gain an understanding of Human Development and how both ancient and modern humans are studied. An understanding of Anthropology, the study of culture and human development is an important pillar in a degree which aims to develop educators in multi-cultural and economically diverse settings.

*ASC 213 Human Rights (3CH):* This course introduces basic human rights philosophy, principles, instruments, and institutions. It examines the major sources of international human rights and fundamental freedoms, including treaties such as the United Nations Charter, the Universal Declaration on Human Rights, the International Covenants on Civil and Political Rights, and on Social, Cultural, and Economic Rights. It studies their protection in the regional institutions such as the European Convention on human rights, the American Declaration on Human Rights and the African Charter of Human Rights and Peoples. This course also analyzes the mechanism of protection and enforcement of human rights in these regional institutions.

It also seeks to interpret the guarantees of enforcement of human rights in international law, and in UAE Constitution.

### Information Technology or Quantitative

*ASC 205 General Statistics (3CH):* The General Statistics course is designed to develop good understanding of the basic concepts of statistical theorems, and applications. The course covers topics such as data collection methods, organization of data, analysis and interpretation of results. A software package will be used to analyze the statistical data.

*MAT 101 Math for Business (3CH):* This course is especially designed for business students. Mathematics for Business teaches the mathematical skills required for problem solving and decision making in the business world through use of mathematical models. Topics include: functions as mathematical models, equation-solving techniques, matrices and determinant, differential and integral calculus, exponential growth and decay and geometric series and its applications in business functions.

*MAT 100 General Mathematics (3CH):* This course is designed to develop a good understanding of the fundamental concepts of mathematics. It also stresses on crucial cognitive transferable skills such as the ability to think logically and concisely. Mastering this course will give students the confidence to go on and do further courses in mathematics and statistics.

*CSC 110 Introduction to Computer System (3CH):* The purpose of this introductory course is to study computers and data. It gives an establishment to utilizing computers in different courses and educational module for research, correspondence, and writing. Students will be exposed to the fundamentals of hardware and its associated software and systems improvement. The course will show how the computer automates the processing of information.

### Humanities or Arts

*ENG 201 American Literature (3CH):* This course will provide the students with a comprehensive overview of English literature in the United States. It will familiarize the students primarily with early Anglo-American writers and the different literary movements that took place in the United States. Today American literature includes many minority literary works, but the historical matrix remains Anglo-Saxon if we are to consider the dominant culture as the starting historical point.

*FAD 104 Contemporary Arab Art (3CH):* This course explores Arab art and aesthetics from the beginning of the twentieth century till date. The students will learn about the contemporary art and design movement in Arab countries, the expression of cultural identity, as well as the factors involved and changes in aesthetics from Islamic to Arabic art. They will also study and analyze the role of pioneer artists from various generations with emphasis on their influence on contemporary Arab art.

*ASC 201 Introduction to Philosophy (3CH):* This course will introduce the students to the key concepts of philosophy and its principle tools. The course will discuss the schools of philosophical thought, and will apply philosophical analysis to the topics of knowledge, religion, mind, freedom, responsibility, and ethics.

*ASC 203 World-History (3CH):* This course provides an overview of World / General History. The course will conclude with discussions about perspectives on World History.

*ASC 204 Middle East History (3CH):* This course provides an overview of Middle-Eastern History, including the sources of Middle Eastern History. The course will conclude with discussions about perspectives on Middle-Eastern History

*Introduction to Islamic Arts (3CH):* This course aims to focus on the evolution of Islamic Art through a chronological overview of various trends and approaches throughout history. Looking at the period from the seventh to the thirteenth centuries, a time of the formation of a new artistic culture and its first, medieval, flowering in the vast area from the Atlantic to India.

## Islamic Studies, History or Culture

*ASC 105 Islamic Culture (3CH):* This course will offer students' knowledge to enable them understand the Islamic culture. The course offers a review of the history of Islam and how it is currently the fastest growing religion in the world.

*ASC 106 Islamic Civilization (3CH):* The course is designed to give an in-depth understanding of the Islamic civilization. It deals with the universal principles that went into the making of the Islamic civilization. It examines the basic ideas of Islamic civilization besides exploring their contemporary relevance and challenges. The course seeks to effectively address the notion of the 'clash of civilizations.'

## UAE Studies

*ASC 215 UAE and GCC Society (3CH):* The course is designed to introduce the UAE and GCC society with its historical background and uniqueness. It is aimed at enabling students to understand the specific features of the society along with its customs, traditions and lifestyle. The course will introduce the processes and the challenges of development as well as the future aspirations of the UAE and GCC Society.

## *BSc. in Information Technology Management*

### *(Business Core Courses):*

*ACC 100 Principles of Accounting (3CH):* This principle level course introduces students with the fundamentals of accounting terms, rules, concepts, procedures, and systems. Topics covered include the art of recording, classifying and

analyzing the data into useful information for both the internal and external users. Students are introduced to the double entry accounting concepts, general journals and the accounting cycle.

*MGT 100 Principles of Management (3CH):* This course marks students' first journey into the discipline of management. The focus of this course is to expose students to the fundamentals of the four functions of management of planning, organizing, leading and controlling. Within each function students are introduced to a multitude of managerial areas of focus including decision-making, organizational structure, power and politics, leadership, teams, motivation, and communication.

*ECO 100 Microeconomics (3CH):* This course is designed to introduce students to basic microeconomics concepts relating to individual decision-making. The course exposes students to the meaning, nature, and methods of studying Microeconomics. The concepts of supply, demand, and elasticity are used to analyze the behaviors of consumers and firms in different types of markets. Main topics covered include: consumer behavior, firm production costs, Pure Competition, Monopolistic Competition, Monopoly, and Oligopoly.

*MKT 200 Principles of Marketing (3CH):* This course familiarizes the students with the scope, terminology, topics, and procedures of marketing in a modern company. It introduces the principles of marketing with providing a comprehensive overview of the marketing process from marketing research and analysis up to capturing customer value. Marketing channels, developing marketing strategies, consumer behavior, societal marketing, and new product planning are also discussed.

*MGT 200 Management Information Systems (3CH):* The course is aimed to provide both theoretical explanations and practical understanding of the utilization of information system in managerial decision making. Further it is aimed to discuss procedure for planning of the information system, as well its proper organization and application in technological advancements. The course is mainly of a managerial outlook, aimed for better utilization of the latest information technology for managerial planning, organizing, implementation and decision making at all levels of managerial activities.

*ECO 200 Macroeconomics (3CH):* This course is concerned with the study of the behaviour of the economy as a whole. It analyses how the overall level of output, employment and

prices are determined and how these in turn are affected by fiscal and monetary policies. issues to be covered include Keynesian Aggregate Demand and Aggregate Supply and Macroeconomic Equilibrium ,GDP determination, the use of fiscal and monetary policies in stabilizing the economy and the role of government policy in promoting long-term economic growth.

*MGT 202 Business Statistics (3CH):* This course aims to acquire a sound education in those statistical concepts and its applications in the fields of business and economics. This course requires fundamental understanding of basic statistics like frequency distribution, averages, measures of variability, probability, confidence intervals. The course also recommends a prior understanding of software application and MS Excel. Course covers statistical concepts and methods like hypothesis testing, variance Tests, chi-Square analysis and ANOVA with an emphasis on business application.

*MGT 205 Organizational Behavior (3CH):* Organizational behavior studies the influence of individuals, groups, and structure on behavior within organizations; its chief goal is to improve an organization's effectiveness. This course introduces students to the core concepts of organizational behavior including attitudes, emotions, and moods; communication; conflict and negotiation; diversity; group behavior and work teams; individual decision making; leadership and power; motivation; organization culture and structure; organizational change; and personality and values.

*MGT 301 Business Law (3CH):* This course familiarizes students with the concept of the rule of law as a mechanism for ordering people's (and companies') behavior, and for providing predictability and certainty in planning business transactions. Students will consider the legal issues inherent in business, considered from the standpoint of various business roles such as business owner, corporate officer, board member, shareholder, partner, officer, manager, employer and employee, customer and client. It aims to have students anticipate potential legal issues in business transactions so that they can plan to avoid legal problems and, when they do occur, formulate solutions.

*MGT 303 Quantitative Analysis (3CH):* This course discusses the essence of Quantitative Analysis and covers various types of analysis including: decision analysis and risk attitudes, inventory control, linear programming, transportation problem, queuing theory, and simulations. Emphasis is on the formulation of problems and their solutions by standard methods and by computer packages such as MS Excel and QM.

*MGT 302 Business Practice in the UAE and GCC (3CH):* Arab Gulf Area has developed as a major destination for international business. In the recent times, GCC nations remain as one among the trade blocks which is competitively placed in the world economy. Diversified business interests from oil, petroleum, marine products, tourism etc created momentum for regional growth and investments. The course provides students a better understanding related to the best opportunities and the good practices that needs to be followed to engage in business in the region. The subject mainly focuses on the policies and procedures to engage in business, free zone operations, PESTLE analysis and SWOT analysis among GCC nations as a directive for doing business in the GCC nations.

### *BSc. In Information Technology Management*

#### *(IT Core Courses):*

*CIT 201 Introduction to Programming:* The course covers the main principles of Algorithm based problem solving and implementation of the solution using a computer programming language. Students will learn the essential programming concepts such as program design, data types, control structures, functions and handling input and output. Student will learn the software problem solving methodology by following the stages of solving real-world problems by developing and testing basic algorithms. The course includes several labs to give hands-on experience to students.

*CIT 210 Database Systems (3CH):* This course is designed to introduce database concepts and data models such as hierarchical, network with more focus on the relational databases and ER modeling. The course aims at introducing database normalization process and it also enables students to design basic databases through hands-on exercises, assignments and a group project.

*CIT 205 Website Design (3CH):* This course covers the basic concepts of web design techniques. Its main topics are Hypertext Markup Language (HTML) and Cascading Style Sheets (CSS). Students do not need any programming skills. previous knowledge of HTML or web design. This course introduces to students how to develop webpages and website using different tools such as HTML editors and web browsers. They will learn how to write HTML code using different techniques. They will be taught to enhance the format of websites using styling and layout, to improve

webpage look and feel through images, graphics and tables and to enrich their contents by adding audio, video and multimedia files. In addition, students will work in groups to create a website combining all the techniques they have learned throughout the semester.

*CIT 300 Multimedia Technology (3CH):* Multimedia Technology course will enhance the understanding of fundamentals of multimedia techniques using computer software. The course shall go into deep details of defining features, uses and practical development considerations for each of the major multimedia content such as text, graphics, sound, and video. Several compression algorithms for digital and analog multimedia content will be covered. A portion of this course concentrates on how communication of multimedia content works by highlighting various networking techniques to efficiently communicate by avoiding errors in communication. The course includes several hands-on exercises on creation and manipulation of multimedia content using various tools like Adobe Photoshop, Audacity and Windows Movie Maker etc. These exercises will strengthen the practical multimedia production skills. Furthermore, students will be equipped with skills and knowledge of enhancing the web pages using HTML and ASP.NET language embedded codes for video, sound, text and images.

*ITM 301 Database Administration (3CH):* This course focuses on topics such as DBA roles, DBMS security, data administration, backup and recovery, clustering and replication, resource management and database tuning. The course aims at equipping the students with the following learning outcomes

*ITM 310 Server OS and Network Management (3CH):* Students will learn about operating systems without getting into detail about internal algorithms. Case studies involving operating systems and networks are used by students to gain an understanding of how operating systems work and their role in Computers. The course covers structures of operating systems, processes and process synchronization, main memory, storage structure mass, file systems, operating system protection and security, virtual machine and UNIX flavours. Students learn to monitor, secure and configure an operating system using a UNIX flavours.

*CIT 311 Computer Ethics (3CH):* Computer Ethics is an interdisciplinary course. The course reflects the rapid expansion of information technology and the civic and ethical challenges that have emerged from the expansion. The course content is organized around a number of issues that are of immediate concern, including threats to privacy from massive database, data mining, high-speed networks, workplace surveillance, the electronic theft of intellectual

property, such as music, video, film and text, and catastrophic computer -related accidents such as airplane crashes and nuclear power plant shutdowns.

*Pre-Internship (0 CH):* Pre-Internship is a one credit hour internship preparatory course designed for students seeking an internship. The course will prepare students to successfully plan their internship by researching and identifying potential internship opportunities, creating professional resume and letter of introduction, developing interviewing and networking skills as well as a portfolio per industry requirements. Students will go through different learning modules including experiences, team work skills, communication skills, leadership skills, problem solving, self-management and professionalism to be able to make the most of their internship.

*ITM 320 Internship (3CH):* CCIT offers the Internship program as a graduation requirement for students in the Information Technology Management specializations. This program allows students link theory to real world practice. The student is required to complete 280 working hours within 2 months. During this time, the student submits 4 reports explaining the tasks conducted and the skills gained/improved. At the end of the semester, the student provides an oral presentation that explains his/her performance during the internship

*ITM 400 E-Business & E-Commerce Sys (3CH):* The course provides a hands-on introduction to fundamental technologies that are essential in building and marketing e-commerce solutions. Students will learn the skills to utilize available software to create a fully functional ecommerce website with shopping cart and secure order processing, and methods to market it using online advertisement. The course emphasizes the importance of back-end server applications interfacing with a database and teaches its development. Topics covered include business models for e- Commerce, e-Commerce Infrastructure, e-Commerce Security and payments, e- Commerce marketing and advertising, ethics, law and online media. This course requires that students should have working knowledge of HTML and database management before taking this course.

*ITM 401 IT Project Management (3CH):* The goal of this project is to explain the necessary skills of project management with a strong emphasis on issues and problems associated with the successful delivery of IT projects. This course is designed to provide a thorough understanding of the theory and practice of project management through an integrated approach that includes the concepts, tools, methodologies, skills, and techniques managing information technology projects. CIT 404 focuses on information technology projects with the following course objectives: issues associated with information technology projects,

successful and failed information technology projects, and teamwork practices in information technology projects.

The course covers all related aspects and issues of managing IT projects. These include, project management tools, such as Gantt charts and critical paths, project contexts, processes, and management of integration, cost, scope, time, human resources, quality, communications, and risks of an IT project.

*CIT 411 Human Computer Interaction (3CH):* The course is aimed at introducing the students to the interdisciplinary field of Human Computer Interaction which integrates concepts from Computer Science, Design and Cognitive Psychology. Topics include introduction to Human Computer Interaction, Interaction Design principles, User Experience, Usability Testing Evaluating and Designing interfaces. The course will be a mix of theory and practice; where the concepts will be introduced and interface prototyping and evaluation will be conducted.

*CIT 410 Advanced Topics in CIT (3CH):* Advanced Topics in IT uses a variety of teaching strategies to expose students to real world scenarios which are current industry challenges. The approach ensures CCIT graduates are equipped with contemporary skill sets required in the ever-changing Information Technology industry. The course provides a platform for students, academics and practitioners to discuss various specializations in the Information Technology industry. Learning of soft and hard skills are reinforced through write ups, oral and presentation of professional reports. The course enables students explore distinct areas of Information Technology which are not covered in the regular course work and focuses on the identification of long-term overall aims and interests and the means of using Information Technology to help businesses achieve their organizational goals. Topical issues including using Information Technology to elevate production by suppling uninterrupted processes which optimize resources and allow organizational leaders to make quick, accurate, and consistent decisions are studied via case studies analyses. By learning through an array of teaching methods and cutting edge research in Information Technology students are prepared for successful leadership roles in organizations and government. Students on this course also acquire skills and knowledge that ensure any implemented Information System meets industry best practice. Topics covered in this course include Information Technology implementation strategies, Operations and post implementation of Information Technology, Information Technology program and project management, Organizational change and Process Reengineering, global ethics and security management, value chain and data analysis.

chain and data analysis.

*CIT 402 System Analysis and Design (3CH):* This course aims to clarify the processes modifying-on an existing system or proposing a new system that facilitates the achievement of clearly defined business objectives. The course introduces Systems Development Life Cycle (SDLC) methodologies and explains the SDLC phases starting from Planning: by developing a comprehensive system proposal document that includes the business analysis, feasibility analysis and scheduling the tasks of developing the new system, moving to Analysis where requirements are being defined, use case analysis, data flow and entity relationship diagrams are introduced. Then to system design by introducing system acquisition strategies, architecture, user interface, program and database design, to the implementation phase and finally the transition to the new system.

*ITM 411 Capstone (3CH):* The goal of the capstone graduation project is to evaluate the aptitude of students to independently complete a project in an area of their preference (e.g., software and web development, network administration and security systems, database systems, and digital forensics). The responsibilities required are identifying a research area and developing a project proposal identifying the research aim, objectives, research plan, time schedule, and estimated budgets. Students are required to present their findings through an oral presentation and written thesis. To ensure that high potential is established in all students, lectures must define the university standards to provide guidance toward project improvement. Personalized learning is ensured during regular meetings within advisory group. Supervisors are continuously advice students through every progression of their graduation projects.

*CIT 415 Decision Support Systems (3CH):* The focus of this course is to explain the vital role of decision support systems (DSSs) and for decision making in modern business environment. The course delivers both theory and practice behind DSSs and how Business Intelligence (BI) assist in the different managerial tasks and processes, both for individuals and organizations. The concepts, theories, and technologies of DSSs are explained, and the components and tools of BI, from data collection, data modeling, and data analysis, are also covered. The course provides the knowledge for students to understand the analytical, logical, and mathematical foundations of BI modeling and explains modern technologies used in creating decision support systems. These include data visualization, data warehouses, data mining, and neural network artificial intelligence systems. An emphasis will be given to students to acquire the necessary skills to develop rudimentary decision support systems through several lab exercises using standard software packages, such as Microsoft Excel.

## College of Security and Global Studies (CSGS)

### Program

1. Bachelor of Arts in Security and Strategic Studies – Disaster Management
2. Bachelor of Arts in Security and Strategic Studies – Emergency Management
3. Bachelor of Arts in Security and Strategic Studies – Risk Management
4. Bachelor of Arts in Security and Strategic Studies – Crisis Management

### Program Goals

1. To be a career path program that will graduate experts, decision-makers and leaders in the field of security and strategic studies.
2. Motivate students to engage in constant learning inside and outside of the class; learn how to research and propose recommendations in the field of specialization in Security and Strategic Studies.
3. Offer quality teaching and research learning resources environment, conducive for undergraduate students.
4. Assure quality and consistency in learning outcomes of both theoretical and practical value, meeting the national market demands.
5. Continuously develop the program, ensuring operating strategic standards are met, aligning with the AUE's mission; aligning with national and international standards and strategies.

### Bachelor of Arts in Security and Strategic Studies Program Learning Outcomes Mapping with QF Emirates Level 7

PLO Number	PLO Text	7A1	7A2	7A3	7A4	7K1	7K2	7K3	7K4	7K5	7R1	7R2	7R3	7R4	7S1	7S2	7S3
1	Recognize the Concepts, Principles, Implementation of Security Strategic Studies, Intelligence and International affairs.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

2	Demonstrate critical analysis in the trends of global terrorism.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3	Analyze the economic and political impact of international and domestic political conditions.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4	Interpret the various elements of the theory of war and state's behaviors in the affects in conflict situations.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
5	Contribute to the continued development of academic and professional field in security and strategic studies.	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

## Degree Requirements

REQUIREMENTS	TYPE	NO. OF COURSES	CR. HRS.
General Education	Compulsory	12	36
Core Courses	Compulsory	19	54
Specialization Courses	Compulsory	05	15
Elective Courses	Elective	05	15
<b>Total</b>		<b>41</b>	<b>120</b>

## Study Plan

### General Education Courses

### Preparatory Courses

Prior to their enrollment in the program, students applying for Bachelor of Arts in Security and Strategic Studies must sit for the placement test related to the program, failure to successfully passing the placement test, they are required to enroll in the following courses:

#	Course Code	Course	C.H	Exemption Condition
1	CIT 90	Computer Preparatory	0	Passing the Placement Test
2	ENG 99	Academic Writing (*)	0	Passing the Placement Test

(\*) Students must pass the English Proficiency.



Total 12 Courses - 36 Credit Hours

### Languages and Communication Studies

The student selects 12 credit hours (4 courses) from the list below:

#	Course Code	Course	C.H	Remarks
<b>Students must take all of the following courses:</b>				
1	ASC 101	University Life	3	Mandatory – First semester of the first year
2	ENG 101	Academic Writing	3	Mandatory
3	ASC 207	Introduction to Research	3	Mandatory
<b>Students must take one of the following Arabic Language courses:</b>				
1	ARLAA 100	Communication Skills in Arabic	3	-
2	ARLAA 105	Arabic Composition	3	-
3	ARLNA 100	Arabic for Non-Arab	3	Course designated for non-Arab Speakers

### The Natural sciences

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 210	Natural Science	3	-
2	ASC 211	Environmental Science	3	-
3	ASC 212	Sustainable Energy	3	-
4	PHY 100	Physics	3	-

### The Social or Behavioral Sciences

The student selects 6 credit hours (2 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 102	Introduction to Anthropology	3	-
2	ASC 104	Introduction to Sociology	3	-
3	ASC 107	Introduction to Political Science	3	-
4	ASC 110	Introduction to Social Science	3	-
5	ASC 200	General Psychology	3	-
6	ASC 206	Introduction to Geography	3	-
7	ASC 213	Human Rights	3	-
8	INV 200	Innovation and Entrepreneurship	3	Mandatory

### Information Technology or Quantitative

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	MAT 100	General Mathematics	3	-
2	MAT 101	Math for Business	3	-
3	ASC 205	General Statistics	3	Mandatory
4	CSC 110	Intro. To Computer System	3	-

### Humanities or Arts

The student selects 6 credit hours (2 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	DES 104	Contemporary Arab Art	3	-
2	ASC 107	History of Islamic Art	3	-
3	ASC 201	Introduction to Philosophy	3	-
4	ASC 203	World History	3	-
5	ASC 204	Middle East History	3	-
6	ENG 201	American Literature	3	-

### Islamic Studies, History or Culture

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 105	Islamic Culture	3	-
2	ASC 106	Islamic Civilization	3	-

### UAE Studies

The student selects 3 credit hours (1 course) from the list below

#	Course Code	Course	C.H	Remarks
1	ASC 215	UAE and GCC Society	3	-

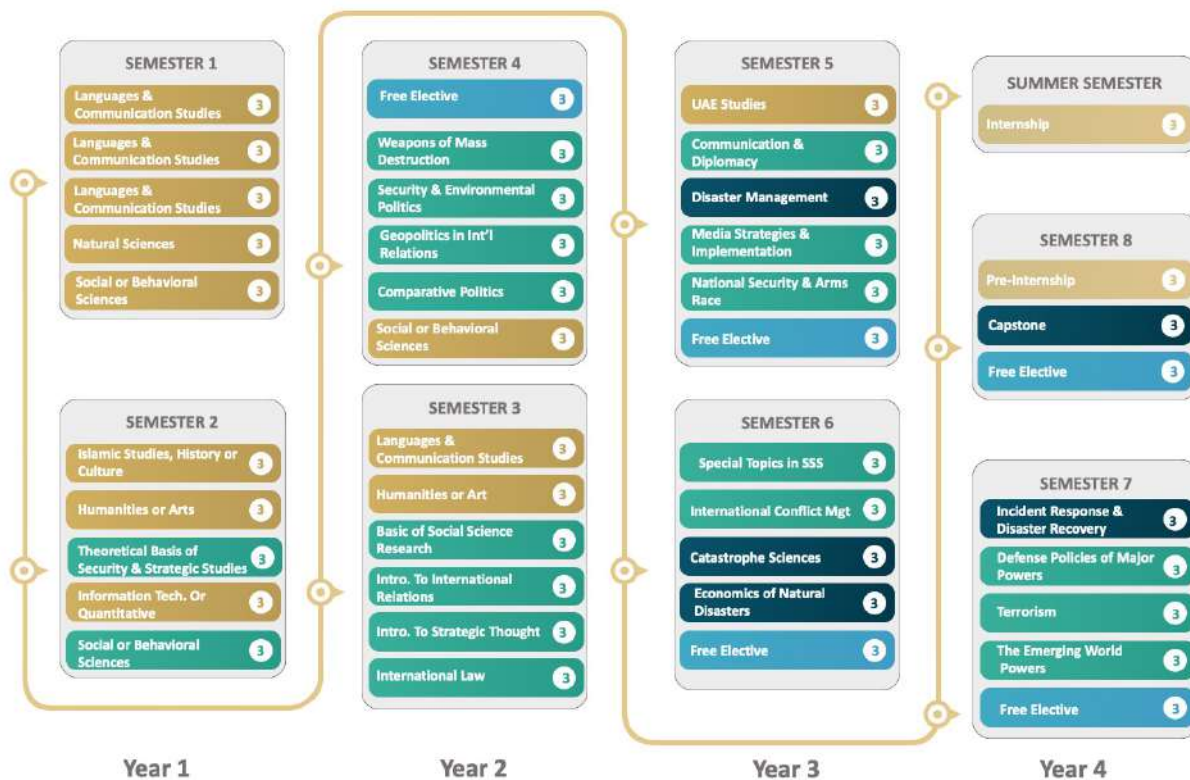
### Core requirements/ Compulsory courses (19 courses/ 54 CH)

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	SS 300	Theoretical Basis of Security & Strategic Studies	-	3
2	SS 301	Basic of Social Science Research	-	3
3	SS 302	Introduction to International Relations	-	3
4	SS 303	Introduction to Strategic Thought	-	3
5	SS 304	International Law	-	3
6	SS 305	Security and Environmental Politics	SS 300	3

7	SS 306	Geopolitics in International Relations	SS 302	3
8	SS 307	Comparative Politics	ASC 302	3
9	SS 308	Weapons of Mass Destruction	SS 302	3
10	SS 309	National Security and Arms Race	SS 302	3
11	SS 310	Communication and Diplomacy	-	3
12	SS 311	Media Strategies and Implementation	-	3
13	SS 312	Special Topics in Security and Strategic Studies	SS 300	3
14	SS 401	International Conflict Management	SS 303	3
15	SS 402	Terrorism	SS 302	3
16	SS 403	Defense Policies of Major Powers	SS 300	3
17	SS 404	The Emerging World Powers	SS 300	3
18	INTERN 101	Pre-Internship	72 CH	0
19	SS 410	Internship	INTERN 101	3

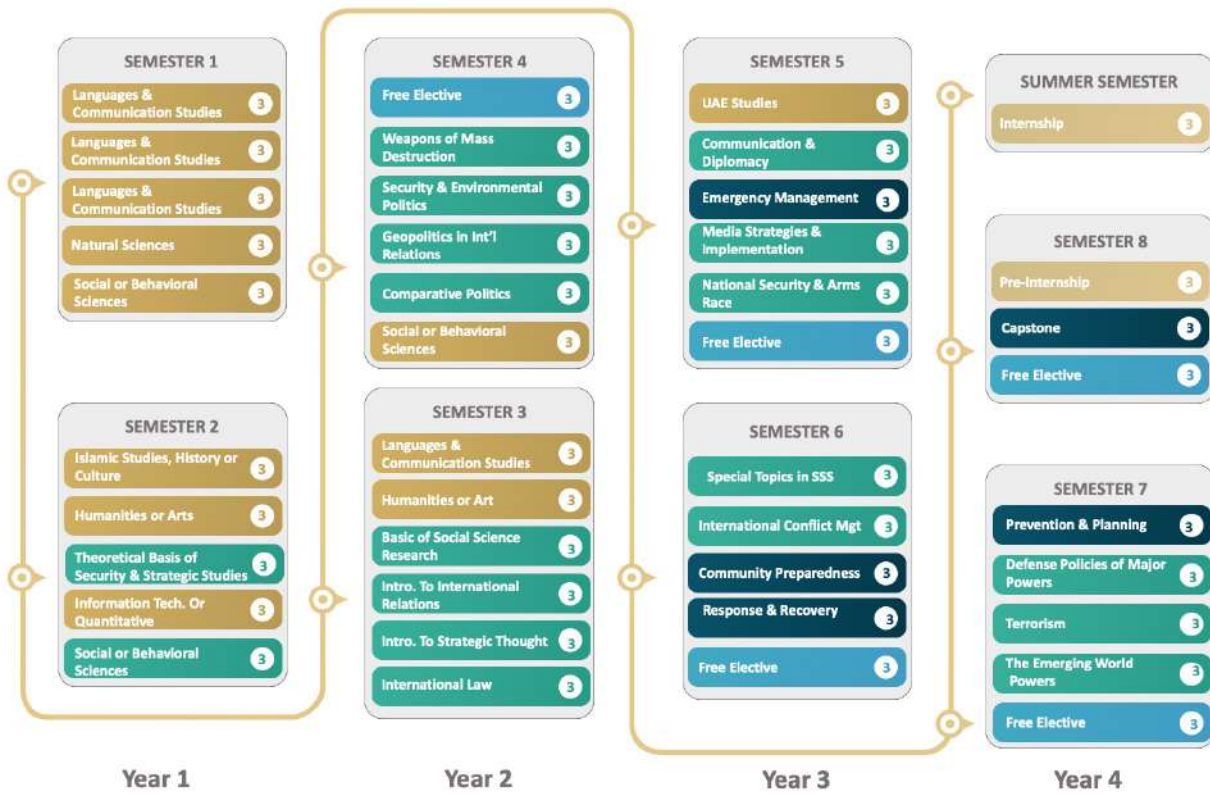
*Specialization courses - Disaster Management (5 courses/ 15 CH)*

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	SSDM 400	Disaster Management	ASC 210, SS 303	3
2	SSDM 401	Catastrophe Sciences	ASC 206, ASC 210, SS 305	3
3	SSDM 402	Economics of Natural Disasters	ASC 210, SSDM 400	3
4	SSDM 403	Incident Response and Disaster Recovery	ASC 210, SSDM 400	3
5	SSDM 404	Capstone Graduation Project	ASC 206, ASC 210, SS 303, SS 305	3



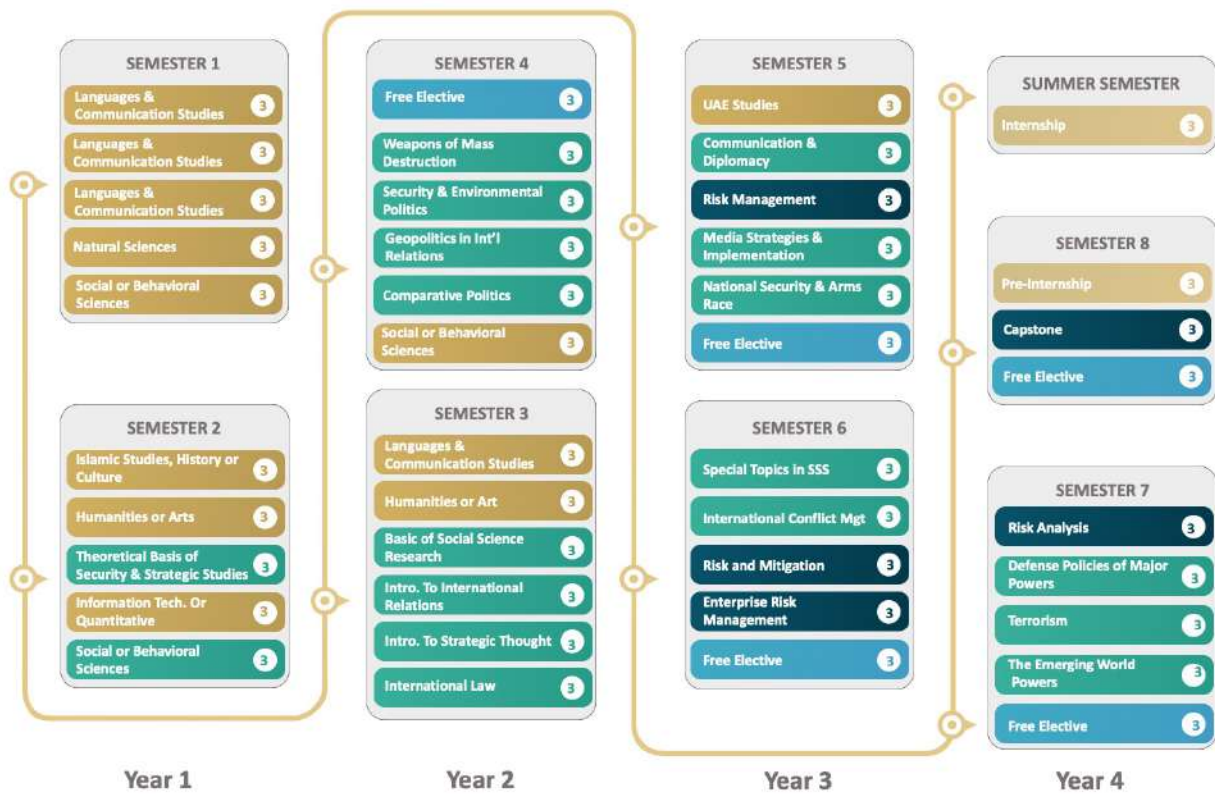
*Specialization courses –Emergency Management (5 courses/ 15 CH)*

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	SSEM 400	Emergency Management	ASC 206, SS 303, SS 306	3
2	SSEM 401	Community Preparedness	SS 303, SS 307	3
3	SSEM 402	Response and Recovery	SS 301, SS 303	3
4	SSEM 403	Prevention and Planning	SS 302, SS 401	3
5	SSEM 404	Capstone Graduation Project	ASC 206, ASC 210, SS 303, SS 305	3



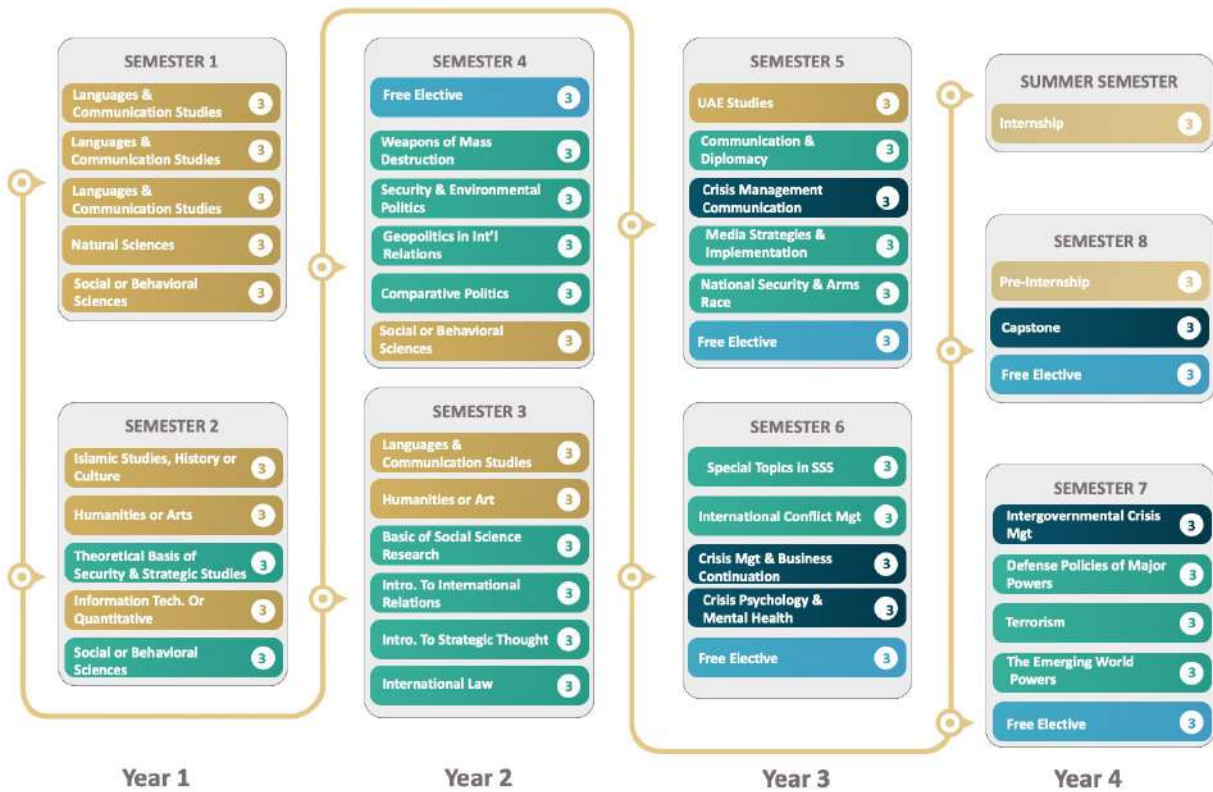
*Specialization courses –Risk Management (5 courses/ 15 CH)*

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	SSRM 400	Risk Management	SS 303	3
2	SSRM 401	Risk and Mitigation	SS 310	3
3	SSM 402	Enterprise Risk Management	SS 310	3
4	SSM 403	Risk Analysis	SS 311, SSRM 400	3
5	SSRM 404	Capstone Graduation Project	SS 303, SS 310	3



*Specialization courses –Crisis Management Specialization (5 courses/15 CH)*

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	SSCM 400	Crisis Management Communication	SS 300, SS 303	3
2	SSCM 401	Crisis Management and Business Continuation	ASC 110, ASC 302	3
3	SSCM 402	Intergovernmental Crisis and Security Management	SS 307, SS 401	3
4	SSCM 403	Crisis Psychology and Mental Health	ASC 210, SS 303	3
5	SSCM 404	Capstone Graduation Project	ASC 206, ASC 210, SS 303, SS 305	3



*Free Electives courses (05 courses/15 CH)*

15 Credit Hours must be chosen from any other college/specialization in condition the prerequisites of the chosen courses are met.

## Course Description

### Languages and Communication Studies

**ASC 101 University Life (3CH):** The purpose of this course is to facilitate the process of transition into new academic and cultural environment for the new students enrolled in the AUE. Furthermore, it aims to promote their confidence so that they could succeed and meet the academic requirements. The course assimilates academic content with interactive in class activities to ensure understanding of curricular options and begin to develop a future career plan through self-reflection.

**ENG 101 Academic Writing (3CH):** This course provides students with advanced writing components in English so that they can successfully pursue their studies in various academic specializations. Students practice writing long argumentative and reflective essays, with emphasis on

implementing APA format in paper format, in-text citation and references in projects and assignments

**ASC 207 Introduction to Research (3CH):** The intent of this course is two-fold. First, it introduces students with the basic research terminologies. Second, it familiarizes them with the process of research from choosing a topic to writing the proposal. Students will be immersed in hands on experience where they will be introduced to research concepts that will help them understand, interpret, and critique a scientific research. Contents to be covered include the language of research, types of research, elements of scientific research proposal, writing an academic research proposal using APA style, research ethics, crafting data collection instruments, and interpreting data.

**ARLAA 105 Arabic Composition (3CH):**

This course is designed to enable students to analyze multiple texts in various fields of knowledge. In order to be able to distinguish between texts despite their difference of contents, it also enables student to

simulate those texts in a correct way, and to transform the information into skill and behavior. And since writing is an integrated building process, and that the building is affected by its parts, therefore student needs models, linguistic laws, planning, cohesion and goals including: news and inquiries, demand and influence of the recipient.

#### *ARLAA 100 Communication Skills in Arabic (3CH):*

This course is designed to enable the Arabic-speaking student with the necessary language skills, especially focusing on the steps of writing reports, official letters and systematic research.

To achieve this, and to develop the student's abilities to understand correctly what he reads and listens, and to gain the ability to write articles, reports, meeting minutes and recommendations of conferences and seminars in a sound manner, the course was concerned with training the student in basic writing skills; such as multiple spelling rules, punctuation marks, paragraph system, and essay writing progressively.

*ARLNA 100 Arabic for Non-Arab (3CH):* This course is based on the principle that "Education" is an accumulative task especially when it comes to language learning. This process undergoes specific stages to assist the non-Arabic speakers to reach the ultimate goal which is to acquire the required skills (listening, speaking, reading, writing) easily and accurately. To achieve this aim, text-based dialogues are provided as head start for the non-Arabic speakers to continue to the higher levels. The course also provides basic elements for reading, writing, dialogues, and listening to assist the learners to confidently interact with the Arab community.

## The Natural Sciences

*ASC 210 Natural Science (3CH):* The natural science course incorporates a wide range of subjects of sciences such as astronomy, geology, biology, chemistry, and environmental science. The course will present the scientific facts of astronomy, the Earth and its weather, water, and environment, biology, and nutrition with the chemicals of life. The course emphasizes understanding the core principles of different branches of science and their effects on our lives. Moreover, the course explores the scope of natural phenomena, changing environment conditions, general health rules of nutrition, and the variety of living organisms. The course helps the students to acquire skills in observation, critical thinking, analyzing, interpreting, understanding and discussing scientific terminology and facts.

*ASC 212 Sustainable Energy (3CH):* This course gives a thorough introduction to sustainable energy, conservation, and energy efficiency within the UAE and the world. It will explore the relationship between energy, environment, economy and ecological well-being. It will discuss energy production from the biology, natural science, environmental science and social sciences perspectives.

A variety of topics will be introduced including global warming, climate change, sustainable food production, solid waste management, environmental and natural resources laws. The course includes the growing challenges of climate change and energy crisis and proposes solutions to overcome them.

*ASC 211 Environmental Science (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*PHY 100 Physics (3 CH):* General Physics course introduces the basic concepts, theories and the terminologies of the scientific method in the context of the science of physics. Students will reinterpret and express ideas and views from the study of physics, and differentiate between the various multitudes of energy and momentum.

## The Social or Behavioral Sciences

*ASC 200 General Psychology (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*ASC 107 Political Science (3CH):* This course will introduce the students to the key concepts of Political Science and

its principle tools. The course will discuss the role of main political actors in the field of politics and their function.

*INV 200 Innovation (3CH):* Innovation is the engine of opportunity and, acting as a catalyst, this course is intended to ignite an interest in innovation and inspire entrepreneurial action. At the core of innovation and entrepreneurship is a commitment to experiential learning that will encourage students to engage in critical thinking, creative problem-solving while also equipping them with the soft skills needed in their pursuit of academic and professional endeavors. Students will discuss the relevance and role of innovation and entrepreneurship in work and life situations; determine opportunities for creative disruption and design a strategy for its implementation; develop a practical understanding of innovation through thoughtful debate and exercises; and demonstrate critical thinking and individual insight with a personal mastery portfolio.

*ASC 104 Introduction to Sociology (3CH):* This course introduces the science of Sociology. Students will examine Society, Institutions and the relationships that make up a social context. The scientific methodology used to study social interactions, stratification and other elements of sociological enquiry will be discussed to emphasize the core concept of sociology as a systematic study of societies and social structures.

*ASC 110 Introduction to Social Sciences (3CH):* This course serves as an introduction into the interdisciplinary and multifaceted social sciences. The content on the course covers the range of different disciplines that social sciences consists of, namely: anthropology, sociology, psychology, political science, economics and to a lesser extent also history and geography. The secondary aim of the course is moreover for students to develop their critical thinking skills by engaging actively with material about social issues, social change and social institutions.

*ASC 206 Introduction to Geography (3CH):* This course will provide the students with a comprehensive overview of geography. Emphasis is on concepts that are necessary to understand global, regional and local issues. This course also includes topics on both human and physical geography.

*ASC 102 Introduction to Anthropology (3CH):* This course introduces the student to the development of the human race. You will study a Four Field introduction to Anthropology wherein you will gain an understanding of Human Development and how both ancient and modern humans are studied. An understanding of Anthropology, the study of culture and human development is an important pillar in a degree which aims to develop educators in multi-cultural and economically diverse settings.

*ASC 213 Human Rights (3CH):* This course introduces basic human rights philosophy, principles, instruments,

and institutions. It examines the major sources of international human rights and fundamental freedoms, including treaties such as the United Nations Charter, the Universal Declaration on Human Rights, the International Covenants on Civil and Political Rights, and on Social, Cultural, and Economic Rights. It studies their protection in the regional institutions such as the European Convention on human rights, the American Declaration on Human Rights and the African Charter of Human Rights and Peoples. This course also analyzes the mechanism of protection and enforcement of human rights in these regional institutions.

It also seeks to interpret the guarantees of enforcement of human rights in international law, and in UAE Constitution.

### Information Technology or Quantitative

*ASC 205 General Statistics (3CH):* The General Statistics course is designed to develop good understanding of the basic concepts of statistical theorems, and applications. The course covers topics such as data collection methods, organization of data, analysis and interpretation of results. A software package will be used to analyze the statistical data.

*MAT 101 Math for Business (3CH):* This course is especially designed for business students. Mathematics for Business teaches the mathematical skills required for problem solving and decision making in the business world through use of mathematical models. Topics include: functions as mathematical models, equation-solving techniques, matrices and determinant, differential and integral calculus, exponential growth and decay and geometric series and its applications in business functions.

*MAT 100 General Mathematics (3CH):* This course is designed to develop a good understanding of the fundamental concepts of mathematics. It also stresses on crucial cognitive transferable skills such as the ability to think logically and concisely. Mastering this course will give students the confidence to go on and do further courses in mathematics and statistics.

*CSC 110 Introduction to Computer System (3CH):* The purpose of this introductory course is to study computers and data. It gives an establishment to utilizing computers in different courses and educational module for research, correspondence, and writing. Students will be exposed to the fundamentals of hardware and its associated software and systems improvement. The course will show how the computer automates the processing of information.

### Humanities or Arts

*ENG 201 American Literature (3CH):* This course will provide the students with a comprehensive overview of



English literature in the United States. It will familiarize the students primarily with early Anglo-American writers and the different literary movements that took place in the United States. Today American literature includes many minority literary works, but the historical matrix remains Anglo-Saxon if we are to consider the dominant culture as the starting historical point.

*FAD 104 Contemporary Arab Art (3CH):* This course explores Arab art and aesthetics from the beginning of the twentieth century till date. The students will learn about the contemporary art and design movement in Arab countries, the expression of cultural identity, as well as the factors involved and changes in aesthetics from Islamic to Arabic art. They will also study and analyze the role of pioneer artists from various generations with emphasis on their influence on contemporary Arab art.

*ASC 201 Introduction to Philosophy (3CH):* This course will introduce the students to the key concepts of philosophy and its principle tools. The course will discuss the schools of philosophical thought, and will apply philosophical analysis to the topics of knowledge, religion, mind, freedom, responsibility, and ethics.

*ASC 203 World-History (3CH):* This course provides an overview of World / General History. The course will conclude with discussions about perspectives on World History.

*ASC 204 Middle East History (3CH):* This course provides an overview of Middle-Eastern History, including the sources of Middle Eastern History. The course will conclude with discussions about perspectives on Middle-Eastern History

*Introduction to Islamic Arts (3CH):* This course aims to focus on the evolution of Islamic Art through a chronological overview of various trends and approaches throughout history. Looking at the period from the seventh to the thirteenth centuries, a time of the formation of a new artistic culture and its first, medieval, flowering in the vast area from the Atlantic to India.

## Islamic Studies, History or Culture

*ASC 105 Islamic Culture (3CH):* This course will offer students' knowledge to enable them understand the Islamic culture. The course offers a review of the history of Islam and how it is currently the fastest growing religion in the world.

*ASC 106 Islamic Civilization (3CH):* The course is designed to give an in-depth understanding of the Islamic civilization. It deals with the universal principles that went into the making of the Islamic civilization. It examines the basic ideas of Islamic civilization besides exploring their contemporary relevance and challenges. The course seeks to effectively address the notion of the 'clash of civilizations.'

## UAE Studies

*ASC 215 UAE and GCC Society (3CH):* The course is designed to introduce the UAE and GCC society with its historical background and uniqueness. It is aimed at enabling students to understand the specific features of the society along with its customs, traditions and lifestyle. The course will introduce the processes and the challenges of development as well as the future aspirations of the UAE and GCC Society.

### Core Courses:

*SS 300 Theoretical Basis of Security & Strategic Studies (3CH):* This course is designed as a broad survey of the contemporary Security and Strategic Studies and has two interrelated objectives: The first is to familiarize students with the theoretical foundations of the Security and Strategic Studies. The second objective is to encourage students to link the theoretical debates in the discipline to empirical observations in Global Politics.

*SS 301 Basic of Social Science Research (3CH):* Research is one of the most crucial objectives within a BA Program. Getting to accustomed and developing on conducting a research, firstly in social sciences, specifically in Strategic topics in the world, is the main objective of this program and course. Conducting the research and especially orchestrating a social survey, problem of objectivity in strategic research, cultivating a specific formula on research problems and most importantly propound a right hypothesis on a deep subject are the assets of this course. To ensure and develop above mentioned processes and steps, scanning current articles, books and different studies in a specific area and pursuing selective reading techniques are cardinal elements to be studied. Preparing extended outline in accordance with hypothesis assembled in Security Studies, extending and transformation techniques, data collection, and research writings are the steps which will be learnt in this course. Some research topics are included into study such as security history, strategic geography, modern phenomena of peacemaking and peacekeeping, disarmament, counterinsurgency, important military strategists, types of strategies, effect of military and industrial complexes on the conflicts.

*SS 302 Introduction to International Relations (3CH):* This is the introductory course on international relations which is a foundational one for all students who wants to major in international relations and security studies. This course is also interesting and useful for students in business, trade, and economics. We will introduce students with the basic theories, concepts, methods, and principles used in the field as well as with the formation, evolution and expansion of the modern state system and

its challenges and difficulties. The course will also focus on major issues and events in world politics like the World Wars, Cold War, diplomacy, North-South debate, global war on terrorism, global trade and so on. Special attention will be given on the analysis of the formation and evolution of global and regional organizations like the UN system and the EU. The concepts of power, security, war, and conflict will also be analyzed in the class. It is expected that after finishing the course students will not only be familiar with the international system, the mechanism of its functions and activities but will also be able understand and analyze them from their own views and perspectives based on acquired knowledge and informed interests.

*ASC 302 Introduction to Political Science (3CH):* This course will introduce the students to the key concepts of Political Science and its principle tools. The course will discuss the role of main political actors in the field of politics and their function.

*SS 303 Introduction to Strategic Thoughts (3CH):* The course will help the students develop and understanding about various schools of thoughts of strategic studies. Furthermore, it will bridge the gap between theory and practice of strategic studies through the study of different works by classical and contemporary experts of this field. The course will help the students understand various themes of strategic studies to develop strategic thinking. The course will create a balance between mindboggling theories and their applications.

*SS 304 International Law (3CH):* This course identifies public international law, its sources, jurisdictions and states' rights and obligations. Special topics to be addressed will include law of the sea, international criminal law, environmental law, human rights, and humanitarian international law. In addition, this course will provide a conceptual framework for the analysis of international law, contemporary debates and future trends.

*SS 305 Security and Environmental Politics (3CH):* The link between International security and environmental politics is centuries old. Increased pace and frequency of conquests and annexations, supported by mechanized and well developed equipment's (an outcome of industrial revolution), were responsible for making the relation more explicit. This basic fact apart, throughout human history, we see a trend of ignorance towards environmental issues as greater importance always remained associated with apparatus and procedures which were considered a pre-requisite for ensuring security. These problems finally caught human attention and focus in the mid twentieth century. Since then a vast discourse has emerged to solve environmental problems by attempting to reduce the conflict between environment and International security endeavors. The main objective of designing this course is to make students familiar with this intricate web existing between

security and environment. The particular discourse introduced in this subject is based primarily on liberal and feminist approaches towards International Relations as well as International Security; the approach similar to that held by Peace studies.

*SS 306 Geopolitics in International Relations (3CH):* The study of geopolitics involves the analysis of relation between state's geography and its political power and position in regional and international system. Geopolitics combines anthropology, demography, economics, geography, international security, military policy, natural resources policy, and political science with reference to state's foreign policy. In this course particular emphasis will be put onto political geography, states' strategic choices and geopolitical constraints in modern international relations.

*SS 307 Comparative Politics (3CH):* This course introduces a sub-field of Politic Science which concerns itself with the study of political relationships and processes within particular countries (e.g. China). Comparative politics identifies the principal similarities and differences among these cases and answers why certain countries (e.g. the USA) are administered in a particular way.

*SS 308 Weapons of Mass Destruction (3CH):* Weapons of mass destruction are a form of modern monstrosity. The different views of these kind of weapons have one common ability – they are all very dangerous to men and the environment, because the impact of such weapons would cause catastrophic casualties, and those who are in possession of these weapons must work on their safety.

This course will discuss the development of Weapons of mass destruction in the beginning of the 21st century in the rise of globalization and complex international relations. Today, WMDs are needed for different purposes, especially because of their role to completely stop a potential aggressor from using chemical weapons. However, with the further development of WMDs throughout the world, potential hazards are created for the entire Earths population. Therefore, we can conclude that Weapons of mass destruction are still being produced today, and the arms race is completely shrouded by the improvement of nuclear weapons from the strongest forces, which are being held in order to protect these forces from the aggression of the others. Also, different viruses and bacteria, created in laboratories are a certain danger for mankind and the environment.

*SS 309 National Security and Arms Race (3CH):* The course is designed to provide the students with deeper insight and perspectives towards national security and the arms race in the era of globalization. After the WWII, the dominant actors in the world politics have spent major portion of their national budget pursuing missile defense system, transnational threats, proxy wars, and star wars

to shield against the threat of nuclear attacks, thus, provoking new arms races among nations and states. The emergence of 21st century is experiencing the most critical concerns of national security, which reflects the balance of power politics and the global arms race. The rapid changes emanating from the susceptibility of the transnational threats observed after post 9/11 symptoms demands more dynamic thought process to examine pure military expeditions have resulted in further alienation and paralysis of statehood theory and to some extent the democratic apparatus system. The course looks more deeply into the national security, statecraft, emergence of faith based ideological aspects, conflict resolution and peacemaking. The present trends on the arms races has seen countries both developed and under developing to set their security strategies covering risk assessment, security analysis, and public policy to long-term strategic goals. The course will help students to understand responsibility of the governments to address these threats to national and international security. Students will learn basic terminologies and discusses strategic and policy debates about new forms of terrorism after the 9/11. The sessions are designed to stimulate interest and debate among the students, professionals, public and policy-makers, by providing solid facts and analysis. This also allows scientific, geopolitical, historical and strategic analysis of various components to critique the delusion of perfect national security.

*SS 310 Communication and Diplomacy (3CH):* This is an undergraduate course for students interested in pursuing their career in the sphere of international relations: it is for future diplomats of respective national Ministries of Foreign Affairs, those interested in working for international organizations, as well as for students interested in the day-to-day process of foreign policy making. The aim of this course is to give students an insight into the real-world practice of international relations. Lectures will introduce the most important facts and concepts about actors in the area of international relations and the basic knowledge necessary for diplomats. Other sessions will help students improve their writing and presentation skills in this area. This course will introduce students to the basic principles and techniques of modern diplomacy. The course will include discussions of international legal obligations, diplomatic policy and the role of publicity in diplomacy and different aspects of diplomacy including the public diplomacy.

*SS 311 Media Strategies and Implementation (3CH):* This course is designed to provide students with a framework for understanding the role of strategic media planning in the overall context of marketing and advertising decision. The course will cover audience research as well as selection, evaluation, and planning of all major advertising media and consider various decisions and problems that arise in the media planning process. The

knowledge gained in this course will be useful for those interested in any career that requires them to interact with the media industries, such as brand management, advertising, research, as well as the media and entertainment industry.

*SS 312 Special Topics in Security and Strategic Studies (3CH):* The Special Topics in Strategic Studies' is intended to showcase the diversified areas of teaching that has wide relevance in local, regional and global context. The course stands as a cognitive learning tool and bridge between number of additional subjects for the students who seek to gain further in-depth knowledge on policy analysis, assessment and development in strategic studies. Students will learn about contemporary challenges to security such as terrorism, insurgencies, organized crime and new means of strategy and warfare. The course seeks to identify and address current and emerging strategic challenges, and to identify strengths and weakness of the newly emerged threats. 'Special topics' will offer a new outlook for the innovative interdisciplinary subjects in regional and international strategic studies, and of multidimensional security character.

*SS 401 International Conflict Management (3CH):* ICM and negotiation is the science of securing agreements between two or more interdependent parties in international arena. The central issues of this course deal with understanding the behavior of individuals, groups, and organizations in the context of competitive situations. This course ensures to understand and think about the nature of negotiation. This objective is paramount because many of the important phenomena in negotiation (such as interests, goals, and cooperation) are ambiguous and often do not have "right" answers we cannot teach a set of formulae that will always maximize your profit (although they might help). It also studies to gain a broad, intellectual understanding of the central concepts in negotiation. These concepts will be the building blocks from which we can systematically understand and evaluate a negotiation process. It explains how to develop confidence in the negotiation process as an effective means for resolving conflict in organizations process.

*SS 402 Terrorism (3CH):* After 9/11 terrorism studies has emerged as a science and made a considerable number of social scientists and scholars write and debate about complex dynamics of terrorism. In all these debates paradoxes and controversies have divided scholarly approaches evidently. This course is designed to make the students understand Contemporary Debates on Terrorism in detail regarding number of key issues in contemporary studies on terrorism from both 'traditional' and 'critical' perspectives. A purely debate course is structured in such a way that covers two totally opposite positions for one controversy. These two

perspectives represent two different schools of thoughts regarding same issues.

*SS 403 Defense Policies of Major Powers (3CH):* This course examines the defense policies of major world powers (e.g. the USA /Russia) in an effort to understand the policy-making issues with regards to national security. In addition, the inter-connection between strategy and defense will be briefly analyzed.

*SS 404 The Emerging World Powers (3CH):* The course aspires to introduce the students to the 21st century's international system and, in particular, examine the causes and the processes behind the rise of new world powers such as the BRICS (Brazil, Russia, India, China and South Africa).

*INTERN 101 Pre- Internship (0 CH):* Pre-Internship is a one credit hour internship preparatory course designed for students seeking an internship. The course will prepare students to successfully plan their internship by researching and identifying potential internship opportunities, creating professional resume and letter of introduction, developing interviewing and networking skills as well as a portfolio per industry requirements. Students will go through different learning modules including experiences, team work skills, communication skills, leadership skills, problem solving, self-management and professionalism to be able to make the most of their internship.

*SS 410 Internship (3 CH):* This Internship course offers students a substantial industry placement. The Internship course intends to provide students the opportunity to apply and develop their classroom and academic learning in the workplace environment related to their study discipline and chosen specialization prior to graduation. Students typically enroll in this course in their penultimate or final semester. Employers increasingly expect university graduates and their graduate employees to have gained practical and vocationally specific experience as part of an undergraduate degree program. Employers increasingly expect graduates to behave with an accomplished professionalism and to have developed professional attitudes, skills and behaviors. Undergraduate students, likewise, wish to have the academic and practical skill set to be valued as a potential employee. Undergraduate students also seek knowledge about the various career possibilities and opportunities in security field. An internship allows current students to understand the relationship between their academic and career choices and build a personal portfolio to assist them to make their career ambitions become a reality. The AUE motto "Nothing is Impossible" takes seriously our commitment to assisting students ensure that their career aspirations are indeed possible. The academic advisor and the Internship supervisor will work with students enrolled in the Internship course to

identify the right workplace placement for individuals. Host organizations and businesses will be chosen on their ability to provide specialized training relevant to Security Studies, such as Risk Management, Crisis Management, and Emergency Management.

### *Specialization Courses – Disaster*

#### *Management:*

*SSDM 400 Disaster Management (3CH):* This course introduces students to the process and practice of disaster/emergency planning. The goal is to create broad experience that includes the many elements of planning as the primary path to preparedness. Students will learn the relationship of Emergency planning to the field of disaster management. The students will learn the bases of incident management systems and emergency operations centers.

*SSDM 401 Catastrophes Sciences (3CH):* This course will consider those events so dramatic and catastrophic that they leave evidence in the geologic record and threaten life on Earth. Included will be violent volcanic eruptions, mega-earthquakes and the tsunami arising from them, rapid climatic changes and associated storms, and impacts from asteroids and comets. The course will use the examples of catastrophic events in the history and identify the processes related to them to help interpret. The content of the course incorporates definitions of basic geologic terminology and describes those concepts required to proceed irrespective of background knowledge.

*SSDM 402 Economics of Natural Disasters (3CH):* Since the turn of the millennium, more than one million people have been killed and 2.3 billion others have been directly affected by natural disasters including wild fires around the world. In cases like the 2010 Haiti earthquake or the 2004 Indian Ocean tsunami, these disasters have time and time again wrecked large populations and national infrastructures. While recognizing that improved rescue, evacuation, and disease control are crucial to reducing the effects of natural disasters, in the final analysis, poverty remains the main risk factor determining the long-term impact of natural hazards. Furthermore, natural disasters have themselves a tremendous impact on the poorest of the poor, who are often ill-prepared to deal with natural hazards and for whom a hurricane, an earthquake, or a drought can mean a permanent submersion in poverty. This course is a study of the economics associated with international, national, state, or local level disaster. Students will study, analyze, and conduct research on the direct and indirect economic losses associated with disaster. The course will cover the

economics associated with both public and private institutions.

*SSDM 403 Incident Response and Disaster Recovery (3CH):* The purpose of this course is to enable students to understand and think critically about response and recovery operations in the profession of emergency management. Students will learn about the nature of emergencies and disasters, and assess alternative viewpoints about how practitioners should deal with them. While reviewing the disaster research literature, important functions will be mentioned along with various strategies and tools to be utilized for the effective management of response activities. The course will also survey recovery policies and programs, and methods to promote a quick return to normalcy with the mitigation of future disasters in mind. This course focuses on the standards and technologies used to establish organization structures that will support information technology incident response, business continuity and disaster recovery efforts. This course introduces incident response, business continuity and disaster recovery planning concepts as well as tools and techniques. Topics include the development and implementation of incident response, business continuity and disaster recovery plans, attack traffic analysis, and network based and host based hardware and software. Concepts will be examined and evaluated with appropriate exercises.

*SSDM 404 Capstone Graduation Project (3CH):* Global Security and Strategic Studies students are required to take a three-credit hour course on the Capstone Graduation Project. To be graduated, students are requested not only to passing courses and earning required credits, but also, they need to show that they have developed proficiency in core-content knowledge and can demonstrate proficiency in applied learning skills in the four concentrations. It will be a challenging and rigorous journey but the reward for undertaking a meaningful experience are immense and will undoubtedly give AUE graduates a powerful start in career they may choose. In addition, English language and technology proficiency must also be demonstrated. The Capstone Graduation Projects should be in the form of field-based case studies. The Capstone Graduation Project is designed to give students a constructive working understanding of the requirements and expectations needed to graduate from AUE.

### *Specialization Courses - Emergency*

#### *Management:*

*SSEM 400 Emergency Management (3CH):* The course aims to develop a theory-cum-practical base for the participants who enjoy background and share responsibilities in the field of Emergency Management. However to meet growing demands, yet, the course is designed to meet the needs and interests of people and groups from private, corporate and public sectors who deal or want to develop keen knowledge on the protection of life and properties. These groups come from host areas like security forces, emergency services, police, ambulance, fire services, local government, community emergency services, health services, risk and insurance and manufacturing industry. There is a quantum increase in the damage caused due to the natural hazards and incidents in the world in recent times. This has duly affected communities and people from natural and technological hazards. The response to meet these hazards had been significant through governmental initiatives to prepare, prevent, reduce, readiness, response and recovery from emergency situations. In the course the concepts will be addressed broadly and principles of emergency management demonstrated, contextualized and applied in practice. Besides, the management of disasters is more formalized through legislation that has helped to establish emergency management organizations, which now have plans and developed the mechanism to maintain community based counter-emergency preparedness at all levels of the society. The participants will also have clear knowledge and insight to understand how communities become more resilient and sustainable from an emergency management perspective, as they ensure that they continue to develop the emergency management capabilities. The development phase of the plan, assessment, strategy, hazard, risk, emergency management operational management and community recovery aspects will assist in reversing the hazard trend by reducing the risk of hazards, occurrence and the consequences. Such activities are essential aspect of comprehensive emergency management practices and students should effectively learn and apply on the key areas of emergency management planning, emergency operational management and emergency recovery principles and practices associated with the management of emergencies within the communities.

*SSEM 401 Community Preparedness (3CH):* This course provides an understanding of how communities prepare for disasters through social vulnerability analysis and community capacity analysis. It examines historical, geographical, social, and cultural factors and conditions that put people differentially at risk in the community and require integration and coordination among agencies and organizations.

*SSEM 402 Response and Recovery (3CH):* The response and recovery to any disaster event both small and large scale, natural, unnatural or manmade cannot be anticipated. More rationally early preparedness to

handle disaster situation, response and appropriate recovery measures can limit damages to facilities, public lives, properties, human resources, services and operation systems. This course analyzes the methods by which governmental organizations, private sector entities, and the general public can respond to and recover from natural, intentional, and technical disasters. The outline of the course deals with Disaster Response and Recovery plans that are aimed to assess the potential risks and impact to the business and operations in all sectors in the event of a disaster. It also enumerates plan of actions with allocated responsibilities to be followed in order to provide an adequate immediate response and a responsible follow-up for recovery should a disaster occur. The emphasis is also placed upon facilitating swift and effective reaction to disaster emergencies and implementing suitable recovery procedures. Disaster prevention methods, including studying appropriate structural design and maintenance rules. It covers topics such as crisis action planning, conducting a needs assessment, establishing unity of effort, and integrating key personnel and organizations. This course also positions various organizational capabilities in an innovative partnership, outlining their inherent strength and uniqueness to evolving areas in the disaster recovery and response. This will allow students to gain knowledge about humanitarian professionals, the techniques of supporting and building sustainable, resilient communities and nations covering existing practice-knowledge with the right blend of academic and practical approaches to reduce vulnerabilities and risks to hazards. The course addresses these areas in a comprehensive and holistic manner; including pre-disaster preparedness and mitigation, rescue and relief in the context of disaster, post disaster rehabilitation, reconstruction and recovery, disaster risk reduction, development planning and disaster response and recovery. There will also be a project paper writing component as work assignment.

*SSEM 403 Prevention and Planning (3CH):* This course analyzes the methods by which governmental organizations, private sector entities, and the general public can prevent and prepare for natural, intentional, and technical disasters. It will discuss topics such as vulnerability and threat assessments, resources and capabilities identification/integration, and training and exercise programs.

*SSEM 404 Capstone Graduation Project (3CH):* Global Security and Strategic Studies students are required to take a three-credit hour course on the Capstone Graduation Project. To be graduated, students are requested not only to passing courses and earning required credits, but also, they need to show that they have developed proficiency in core-content knowledge and can demonstrate proficiency in applied learning skills in the four concentrations. It will be a challenging and rigorous journey but the reward for undertaking a meaningful experience are immense and will

undoubtedly give AUE graduates a powerful start in career they may choose. In addition, English language and technology proficiency must also be demonstrated. The Capstone Graduation Projects should be in the form of field-based case studies. The Capstone Graduation Project is designed to give students a constructive working understanding of the requirements and expectations needed to graduate from AUE.

### *Specialization Courses - Risk Management:*

*SSRM 400 Risk management (3CH):* This course will introduce students to the Risk management in security studies, which is a systematic, analytical process to consider the likelihood that a threat will harm an asset or individuals and to identify actions that reduce the risk and mitigate the consequences of an attack or event. Risk management principles acknowledge that while risk generally cannot be eliminated; enhancing protection from known or potential threats can reduce it. A risk management approach has three elements: assessments of threat, vulnerabilities, and criticality.

*SSRM 401 Risk and Mitigation (3CH):* This course explores the use of "risk" in making individual and group decisions. It explores qualitative and quantitative methods for evaluating risk and develops practices to use such information to improve decision making processes in the context of emergency management. It is related with Risk Management which is a systematic, analytical process to consider the likelihood that a threat will harm an asset or individuals and to identify actions that reduce the risk and mitigate the consequences of an attack or event. Risk Mitigation is the systemic reduction in the extent of exposure to a risk and likelihood of its occurrence. The main idea of this course is decreasing the risk or risk reduction. A vulnerability assessment is a process that identifies weaknesses in physical structures, personnel protection systems, processes, or other areas that may be exploited by the "others" will be main core ideas to eliminate or mitigate those weaknesses.

*SSRM 402 Enterprise Risk Management (3CH):* Organizations have long practiced various parts of what has come to be called enterprise risk management. Identifying and prioritizing risks either with a foresight or following a disaster has long been a standard management activity. Treating risks by transfer, through insurance or by other products has also been a common practice as has contingency planning and crisis management. Although practices and theories have not been progressed uniformly through different industries, organizations and environments the general evolution toward Enterprise Risk Management can be

characterized by a number of driving forces. This course focuses on these driving forces by explaining Benefits of the Risk management, Line Corporate, Portfolio, Market, and Operational Risk Managements

*SSRM 403 Risk Analysis (3CH):* Risk Analysis is a technique to identify and assess factors that may jeopardize the success of a project or achieving a goal. This technique also helps to define preventive measures to reduce the probability of these factors from occurring and identify countermeasures to successfully deal with these constraints when they develop to avert possible negative effects on the competitiveness of the company. The analysis of risk is being increasingly viewed as a field in itself, and the demand for a more orderly and formal treatment of risk is great. The course focuses on Vulnerability, Cost and Benefit Analysis, Response Planning, Management Audit Techniques and further analysis.

*SSRM 404 Capstone Graduation Project (3CH):* Global Security and Strategic Studies students are required to take a three-credit hour course on the Capstone Graduation Project. To be graduated, students are requested not only to passing courses and earning required credits, but also, they need to show that they have developed proficiency in core-content knowledge and can demonstrate proficiency in applied learning skills in the four concentrations. It will be a challenging and rigorous journey but the reward for undertaking a meaningful experience are immense and will undoubtedly give AUE graduates a powerful start in career they may choose. In addition, English language and technology proficiency must also be demonstrated. The Capstone Graduation Projects should be in the form of field-based case studies. The Capstone Graduation Project is designed to give students a constructive working understanding of the requirements and expectations needed to graduate from AUE.

### *Specialization Courses - Crisis Management:*

*SSCM 400 Crisis Management Communication (3CH):* This course offers students the basic s in identifying, preventing, and controlling crisis situations. It also helps students identify potential risks or situations that may precipitate a crisis or emergency and learn approaches on how to respond to such incidents.

*SSCM 401 Crisis Management and Business Continuation (3CH):* This course is an introduction to crisis management and organizational continuity from private sector and public/private sector partnership perspective. Course topics and content reflect the changes in crisis management following the tragic events of September

11, 2001 and the lessons learned in recent disasters and catastrophes, particularly Hurricane Katrina and Tsunami. The topics include comprehensive emergency management, public and private roles and partnerships for emergency and crisis management, the risk management process, strategic crisis management, contingency planning, training and exercises, emergency response, business continuity and recovery, the role of the crisis management team, and crisis communication.

*SSCM 402 Intergovernmental Crisis and Security Management (3CH):* This course will help students to understand the way governments manage crises and security threats. Governments at all levels of society (from local government to federal or national governments, from local police to international organizations) are traditionally obliged and naturally eager to protect its citizens. This course is organized around two main issues: the nature of intergovernmental relations and the management of crises and emergencies. The course informs about the political system in which emergency managers navigate and provides an overview of key governmental agencies and actors involved the management of crises and emergency situations.

*SSCM 403 Crisis Psychology and Mental Health (3CH):* The informative and practical course on crisis mental health in theory and practice covers the psychology of the victim of crisis and disasters and discusses how to assist these victims of dramatic, life-changing events. The primary aim of this course is to support and empower those mental health practitioners and students who will be working in the trenches of disaster's aftermath. An ancillary goal is to arm disaster responders who are not mental health specialists with sufficient knowledge to consider the role of mental health and how it might be helpful. The course is a tool for disaster preparedness and planning. The course explains mental health interventions in a practical manner so that readers may obtain and develop additional skills in the wake of disaster.

*SSCM 404 Capstone Graduation Project (3CH):* Global Security and Strategic Studies students are required to take a three-credit hour course on the Capstone Graduation Project. To be graduated, students are requested not only to passing courses and earning required credits, but also, they need to show that they have developed proficiency in core-content knowledge and can demonstrate proficiency in applied learning skills in the four concentrations. It will be a challenging and rigorous journey but the reward for undertaking a meaningful experience are immense and will

undoubtedly give AUE graduates a powerful start in career they may choose. In addition, English language and technology proficiency must also be demonstrated. The Capstone Graduation Projects should be in the form

of field-based case studies. The Capstone Graduation Project is designed to give students a constructive working understanding of the requirements and expectations needed to graduate from AUE





## College of Design (CDES)

### Programs

- 1- Bachelor of Science in Design - Digital Animation
- 2- Bachelor of Science in Design - Fashion Design
- 3- Bachelor of Science in Design - Graphic Design
- 4- Bachelor of Science in Design - Interior Design

### Programs Goals

- 1- Provide students a substantial understanding and fair knowledge of the Design fields.
- 2- Provide students with specialized skills that enable them to develop innovative, creative and problem-solving skills and make aesthetic judgments in their area of work.
- 3- Prepare students for successful and productive careers in Design fields by adapting to the technological changes through teamwork, ethical concerns, and effective communication.
- 4- Enable students to pursue their advanced studies and life-long learning in the design field.

### Bachelor of Science in Design – Digital Animation Learning Outcomes Mapping with QF Emirates Level 7

PLO #	PLO Text	7A1	7A2	7A3	7A4	7K1	7K2	7K3	7K4	7K5	7R1	7R2	7R3	7R4	7S1	7S2	7S3
1	Demonstrate breadth and depth of knowledge in digital animation concepts and processes.	✓	✓			✓	✓	✓	✓	✓			✓		✓		✓
2	Use and integrate knowledge and relevant technologies, methodologies, and professional skills into meaningful animation and	✓	✓			✓	✓	✓	✓	✓					✓	✓	✓

	time-based solutions.																
3	Apply critical thinking and analytical skills per animation industry standards.	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
4	Produce a satisfactory body of animation work, appropriate for a professional position in the industry.	✓	✓	✓			✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
5	Appraise digital animation practices, ethical and social responsibilities in regional and global contexts.	✓	✓	✓	✓	✓				✓		✓			✓	✓	✓

## Bachelor of Science in Design – Fashion Design Learning Outcomes Mapping with QF Emirates Level 7

PLO No.	PLO Text	7A1	7A2	7A3	7A4	7K1	7K2	7K3	7K4	7K5	7R1	7R2	7R3	7R4	7S1	7S2	7S3
1	Demonstrate breadth and depth of knowledge in fashion design concepts and processes using industry terminology.		✓			✓	✓	✓	✓	✓			✓		✓		✓
2	Integrate knowledge and relevant technologies, techniques and	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓

	equipment to achieve innovative design solutions.																
3	Apply trend research, design aesthetics and creative skills per industry standards.	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
4	Produce a satisfactory body of creative work appropriate for a professional position in the fashion industry.	✓	✓	✓			✓	✓		✓	✓	✓		✓	✓	✓	✓
5	Appraise fashion design practices, ethical and social responsibilities in regional and global contexts.					✓										✓	✓

Bachelor of Science in Design – Graphic Design Learning Outcomes Mapping with QF Emirates Level 7

LO #	PLO Text	7A1	7A2	7A3	7A4	7K1	7K2	7K3	7K4	7K5	7R1	7R2	7R3	7R4	7S1	7S2	7S3
1	Demonstrate breadth and depth of knowledge in graphic design concepts and processes.					✓	✓	✓	✓	✓			✓		✓		✓
2	Use and integrate knowledge and relevant technologies, methodologies, and professional skills into meaningful visual		✓	✓		✓	✓	✓	✓	✓	✓				✓		✓

	communication design solutions.																	
3	Apply critical thinking and analytical skills per creative industry standards.	✓	✓	✓		✓		✓	✓	✓	✓			✓	✓	✓	✓	✓
4	Produce a satisfactory body of creative work, appropriate for a professional position in the visual communication industry.	✓	✓	✓			✓		✓	✓	✓	✓			✓	✓	✓	✓
5	Appraise graphic design practices, ethical and social responsibilities in regional and global contexts.	✓	✓		✓			✓	✓	✓	✓						✓	

Bachelor of Science in Design – Interior Design Learning Outcomes Mapping with QF Emirates Level 7

PLO #	PLO Text	7A1	7A2	7A3	7A4	7K1	7K2	7K3	7K4	7K5	7R1	7R2	7R3	7R4	7S1	7S2	7S3
1	Demonstrate breadth and depth of knowledge in interior design concepts, processes and practices.		✓			✓	✓	✓	✓	✓	✓		✓		✓	✓	✓
2	Use and integrate knowledge and relevant technologies, methodologies, and professional skills into	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓	✓

	meaningful interior design solutions.																
3	Apply critical thinking and analytical skills per industry standards.	✓	✓	✓		✓	✓	✓	✓	✓	✓		✓	✓	✓	✓	✓
4	Produce a satisfactory body of animation work, appropriate for a professional position in the industry.	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓	✓
5	Appraise sustainable interior design practices in regional and global contexts.				✓	✓	✓		✓	✓					✓	✓	✓

## Degree Requirements: Bachelor of Science in Design – Digital Animation

REQUIREMENTS	TYPE	NO. OF COURSES	CR. HRS.
General Education	Compulsory	11	33
Core Courses	Compulsory	11	30
Specialization Courses	Compulsory	16	60
Elective Courses	Elective	1	3
<b>Total</b>		<b>39</b>	<b>126</b>

## Study Plan: Digital Animation

### Preparatory Courses

Prior to their enrollment in the program, students applying for Bachelor of Science in Design must sit for the placement test related to the program, failure to successfully passing the placement test, they are required to enroll in the following courses:

#	Course Code	Course	C.H	Exemption Condition
1	CIT 90	Computer Preparatory	0	Passing the Placement Test
2	DES 90	Drawing Preparatory	0	Passing the Placement Test
3	ENG 99	Academic Writing (*)	0	Passing the Placement Test

(\*) Students must pass the English Proficiency.

### General Education Courses

Total 11 Courses - 33 Credit Hours

### Languages and Communication Studies

The student selects 12 credit hours (4 courses) from the list below:

#	Course Code	Course	C.H	Remarks
<b>Students must take all of the following courses:</b>				
1	ASC 101	University Life	3	Mandatory – First semester of the first year
2	ENG 101	Academic Writing	3	Mandatory
3	ASC 207	Introduction to Research	3	Mandatory
<b>Students must take one of the following Arabic Language courses:</b>				
1	ARLAA 100	Communication Skills in Arabic	3	-
2	ARLAA 105	Arabic Composition	3	-
3	ARLNA 100	Arabic for Non-Arab	3	Course designated for non-Arab Speakers

### The Natural sciences

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 210	Natural Science	3	-
2	ASC 211	Environmental Science	3	-
3	ASC 212	Sustainable Energy	3	-
4	PHY 100	Physics	3	-

### The Social or Behavioral Sciences

The student selects 6 credit hours (2 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 102	Introduction to Anthropology	3	-
2	ASC 104	Introduction to Sociology	3	-
3	ASC 107	Introduction to Political Science	3	-
4	ASC 110	Introduction to Social Science	3	-
5	ASC 200	General Psychology	3	-

6	ASC 206	Introduction to Geography	3	-
7	ASC 213	Human Rights	3	-
8	INV 200	Innovation and Entrepreneurship	3	Mandatory

### Information Technology or Quantitative

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	MAT 100	General Mathematics	3	Mandatory
2	MAT 101	Math for Business	3	-
3	ASC 205	General Statistics	3	-
4	CSC 110	Intro. To Computer System	3	-

### Humanities or Arts

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	DES 104	Contemporary Arab Art	3	Mandatory
2	ASC 201	Introduction to Philosophy	3	-
3	ASC 203	World History	3	-
4	ASC 204	Middle East History	3	-
5	ENG 201	American Literature	3	-

### Islamic Studies, History or Culture

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 105	Islamic Culture	3	-
2	ASC 106	Islamic Civilization	3	-
3	DES 103	Introduction to Islamic Art	3	-

### UAE Studies

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 215	UAE and GCC Society	3	-

*Core requirements courses (11 courses/30CH)*

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	DES 100	Color Theory and Practice	-	3
2	DES 101	Basic Design	-	3
3	DES 102	Fundamentals of Graphic Illustration and Digital Imaging	-	3
4	DES 121	Drawing	-	3
5	DES 210	Design Thinking	DES 101	3
6	DES 122	Art History I	-	3
7	DES 211	Art History II	DES 122	3
8	DES 212	3D Design	DES 102	3
9	DES 414	Collaborative Design Studio	DES 301	3
10	DES 300	Pre-Internship	90 CH	0
11	DES 301	Internship	INTERN 101	3

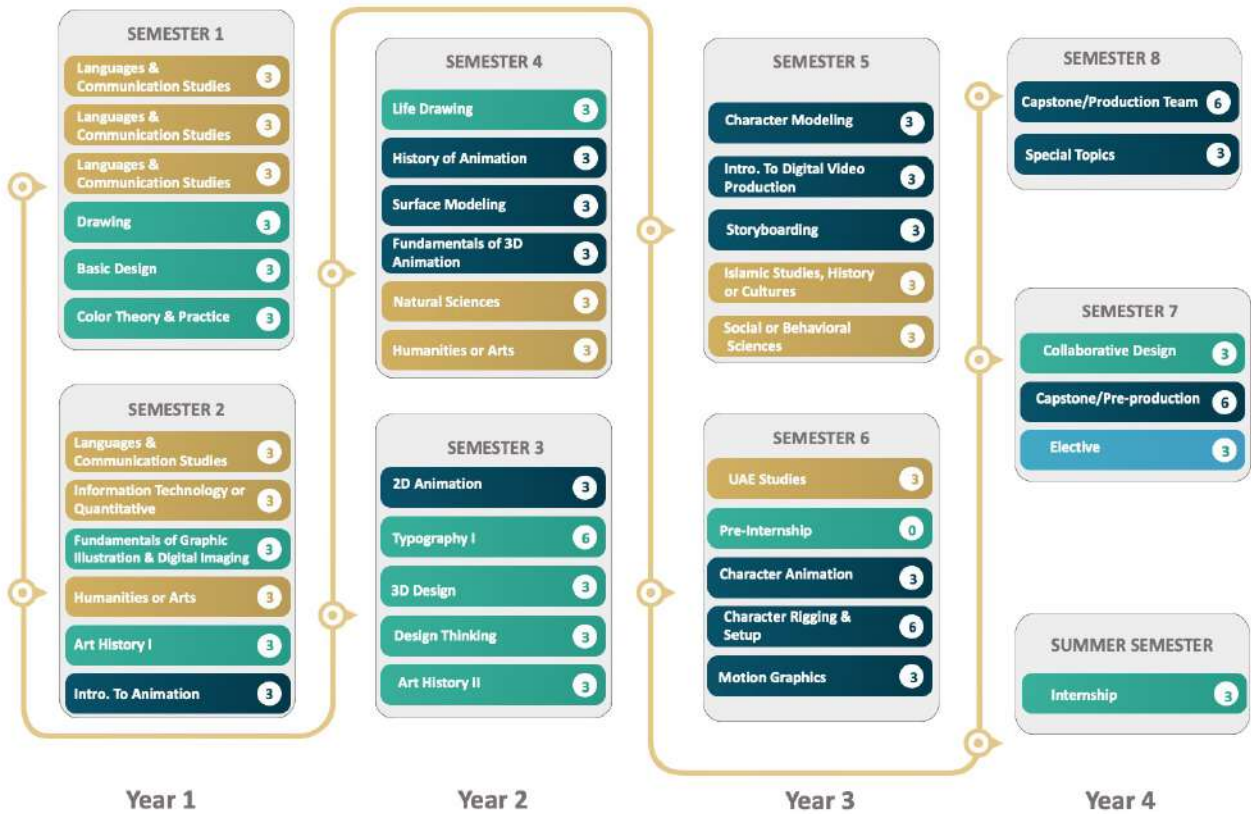
*Compulsory courses –Digital Animation Specialization (16 courses/60 CH)*

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	DIA 120	Introduction to Animation	-	3
2	DIA 312	Introduction to Digital Video Production	GRD 213	3
3	DIA 322	Motion Graphics	DIA 312	3
4	DIA 223	Surface Modeling	DES 212	3
5	DIA 314	Character Modeling	DIA 223	3
6	DIA 325	Character Animation	DIA 313, DIA 314	3
7	DIA 222	History of Animation	DIA 223	3
8	DIA 313	Storyboarding	DIA 214	3
9	DIA 323	Character Rigging and Setup	DIA 314	6
10	DIA 415	Capstone I/Pre-Production Team	DIA 325	6
11	DIA 422	Capstone II/Production Team	DIA 415	6
12	DIA 423	Special Topics in Digital Animation	DIA 415	3
13	DIA 214	2D Animation	DES 121, DIA 120	3
14	DIA 224	Fundamentals of 3D Animation	DIA 214	3
15	GRD 213	Typography I	DES 102	6
16	GRD 221	Life Drawing	DES 121	3

*Free Electives courses (1 course, 3CH)*

3 Credit Hours must be chosen from any other college/ specialization in condition the prerequisites of the chosen courses are met.





## Course Description

### General Education Courses:

#### Languages and Communication Studies

**ASC 101 University Life (3CH):** The purpose of this course is to facilitate the process of transition into new academic and cultural environment for the new students enrolled in the AUE. Furthermore, it aims to promote their confidence so that they could succeed and meet the academic requirements. The course assimilates academic content with interactive in class activities to ensure understanding of curricular options and begin to develop a future career plan through self-reflection.

**ENG 101 Academic Writing (3CH):** This course provides students with advanced writing components in English so that they can successfully pursue their studies in various academic specializations. Students practice writing long argumentative and reflective essays, with emphasis on implementing APA format in paper format, in-text citation and references in projects and assignments

**ASC 207 Introduction to Research (3CH):** The intent of this course is two-fold. First, it introduces students with the basic research terminologies. Second, it familiarizes them with the process of research from choosing a topic to writing the proposal. Students will be immersed in hands

on experience where they will be introduced to research concepts that will help them understand, interpret, and critique a scientific research. Contents to be covered include the language of research, types of research, elements of scientific research proposal, writing an academic research proposal using APA style, research ethics, crafting data collection instruments, and interpreting data.

#### ARLAA 105 Arabic Composition (3CH):

This course is designed to enable students to analyze multiple texts in various fields of knowledge. In order to be able to distinguish between texts despite their difference of contents, it also enables student to simulate those texts in a correct way, and to transform the information into skill and behavior. And since writing is an integrated building process, and that the building is affected by its parts, therefore student needs models, linguistic laws, planning, cohesion and goals including: news and inquiries, demand and influence of the recipient.

#### ARLAA 100 Communication Skills in Arabic (3CH):

This course is designed to enable the Arabic-speaking student with the necessary language skills, especially focusing on the steps of writing reports, official letters and systematic research.

To achieve this, and to develop the student's abilities to understand correctly what he reads and listens, and to

gain the ability to write articles, reports, meeting minutes and recommendations of conferences and seminars in a sound manner, the course was concerned with training the student in basic writing skills; such as multiple spelling rules, punctuation marks, paragraph system, and essay writing progressively.

*ARLNA 100 Arabic for Non-Arab (3CH):* This course is based on the principle that "Education" is an accumulative task especially when it comes to language learning. This process undergoes specific stages to assist the non-Arabic speakers to reach the ultimate goal which is to acquire the required skills (listening, speaking, reading, writing) easily and accurately. To achieve this aim, text-based dialogues are provided as head start for the non-Arabic speakers to continue to the higher levels. The course also provides basic elements for reading, writing, dialogues, and listening to assist the learners to confidently interact with the Arab community.

## The Natural Sciences

*ASC 210 Natural Science (3CH):* The natural science course incorporates a wide range of subjects of sciences such as astronomy, geology, biology, chemistry, and environmental science. The course will present the scientific facts of astronomy, the Earth and its weather, water, and environment, biology, and nutrition with the chemicals of life. The course emphasizes understanding the core principles of different branches of science and their effects on our lives. Moreover, the course explores the scope of natural phenomena, changing environment conditions, general health rules of nutrition, and the variety of living organisms. The course helps the students to acquire skills in observation, critical thinking, analyzing, interpreting, understanding and discussing scientific terminology and facts.

*ASC 212 Sustainable Energy (3CH):* This course gives a thorough introduction to sustainable energy, conservation, and energy efficiency within the UAE and the world. It will explore the relationship between energy, environment, economy and ecological well-being. It will discuss energy production from the biology, natural science, environmental science and social sciences perspectives.

A variety of topics will be introduced including global warming, climate change, sustainable food production, solid waste management, environmental and natural resources laws. The course includes the growing challenges of climate change and energy crisis and proposes solutions to overcome them.

*ASC 211 Environmental Science (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*PHY 100 Physics (3 CH):* General Physics course introduces the basic concepts, theories and the terminologies of the scientific method in the context of the science of physics. Students will reinterpret and express ideas and views from the study of physics, and differentiate between the various multitudes of energy and momentum.

## The Social or Behavioral Sciences

*ASC 200 General Psychology (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*ASC 107 Political Science (3CH):* This course will introduce the students to the key concepts of Political Science and its principle tools. The course will discuss the role of main political actors in the field of politics and their function.

*INV 200 Innovation (3CH):* Innovation is the engine of opportunity and, acting as a catalyst, this course is intended to ignite an interest in innovation and inspire entrepreneurial action. At the core of innovation and entrepreneurship is a commitment to experiential learning that will encourage students to engage in critical thinking, creative problem-solving while also equipping them with the soft skills needed in their pursuit of academic and professional endeavors. Students will discuss the relevance and role of innovation and entrepreneurship in work and life situations; determine opportunities for creative disruption and design a strategy for its implementation; develop a practical understanding of innovation through thoughtful debate

and exercises; and demonstrate critical thinking and individual insight with a personal mastery portfolio.

*ASC 104 Introduction to Sociology (3CH):* This course introduces the science of Sociology. Students will examine Society, Institutions and the relationships that make up a social context. The scientific methodology used to study social interactions, stratification and other elements of sociological enquiry will be discussed to emphasize the core concept of sociology as a systematic study of societies and social structures.

*ASC 110 Introduction to Social Sciences (3CH):* This course serves as an introduction into the interdisciplinary and multifaceted social sciences. The content on the course covers the range of different disciplines that social sciences consists of, namely: anthropology, sociology, psychology, political science, economics and to a lesser extent also history and geography. The secondary aim of the course is moreover for students to develop their critical thinking skills by engaging actively with material about social issues, social change and social institutions.

*ASC 206 Introduction to Geography (3CH):* This course will provide the students with a comprehensive overview of geography. Emphasis is on concepts that are necessary to understand global, regional and local issues. This course also includes topics on both human and physical geography.

*ASC 102 Introduction to Anthropology (3CH):* This course introduces the student to the development of the human race. You will study a Four Field introduction to Anthropology wherein you will gain an understanding of Human Development and how both ancient and modern humans are studied. An understanding of Anthropology, the study of culture and human development is an important pillar in a degree which aims to develop educators in multi-cultural and economically diverse settings.

*ASC 213 Human Rights (3CH):* This course introduces basic human rights philosophy, principles, instruments, and institutions. It examines the major sources of international human rights and fundamental freedoms, including treaties such as the United Nations Charter, the Universal Declaration on Human Rights, the International Covenants on Civil and Political Rights, and on Social, Cultural, and Economic Rights. It studies their protection in the regional institutions such as the European Convention on human rights, the American Declaration on Human Rights and the African Charter of Human Rights and Peoples. This course also analyzes the mechanism of protection and enforcement of human rights in these regional institutions.

It also seeks to interpret the guarantees of enforcement of human rights in international law, and in UAE Constitution.

## Information Technology or Quantitative

*ASC 205 General Statistics (3CH):* The General Statistics course is designed to develop good understanding of the basic concepts of statistical theorems, and applications. The course covers topics such as data collection methods, organization of data, analysis and interpretation of results. A software package will be used to analyze the statistical data.

*MAT 101 Math for Business (3CH):* This course is especially designed for business students. Mathematics for Business teaches the mathematical skills required for problem solving and decision making in the business world through use of mathematical models. Topics include: functions as mathematical models, equation-solving techniques, matrices and determinant, differential and integral calculus, exponential growth and decay and geometric series and its applications in business functions.

*MAT 100 General Mathematics (3CH):* This course is designed to develop a good understanding of the fundamental concepts of mathematics. It also stresses on crucial cognitive transferable skills such as the ability to think logically and concisely. Mastering this course will give students the confidence to go on and do further courses in mathematics and statistics.

*CSC 110 Introduction to Computer System (3CH):* The purpose of this introductory course is to study computers and data. It gives an establishment to utilizing computers in different courses and educational module for research, correspondence, and writing. Students will be exposed to the fundamentals of hardware and its associated software and systems improvement. The course will show how the computer automates the processing of information.

## Humanities or Arts

*ENG 201 American Literature (3CH):* This course will provide the students with a comprehensive overview of English literature in the United States. It will familiarize the students primarily with early Anglo-American writers and the different literary movements that took place in the United States. Today American literature includes many minority literary works, but the historical matrix remains Anglo-Saxon if we are to consider the dominant culture as the starting historical point.

*FAD 104 Contemporary Arab Art (3CH):* This course explores Arab art and aesthetics from the beginning of the twentieth century till date. The students will learn about the contemporary art and design movement in Arab countries, the expression of cultural identity, as well as the factors involved and changes in aesthetics from

Islamic to Arabic art. They will also study and analyze the role of pioneer artists from various generations with emphasis on their influence on contemporary Arab art.

*ASC 201 Introduction to Philosophy (3CH):* This course will introduce the students to the key concepts of philosophy and its principle tools. The course will discuss the schools of philosophical thought, and will apply philosophical analysis to the topics of knowledge, religion, mind, freedom, responsibility, and ethics.

*ASC 203 World-History (3CH):* This course provides an overview of World / General History. The course will conclude with discussions about perspectives on World History.

*ASC 204 Middle East History (3CH):* This course provides an overview of Middle-Eastern History, including the sources of Middle Eastern History. The course will conclude with discussions about perspectives on Middle-Eastern History

## Islamic Studies, History or Culture

*ASC 105 Islamic Culture (3CH):* This course will offer students' knowledge to enable them understand the Islamic culture. The course offers a review of the history of Islam and how it is currently the fastest growing religion in the world.

*ASC 106 Islamic Civilization (3CH):* The course is designed to give an in-depth understanding of the Islamic civilization. It deals with the universal principles that went into the making of the Islamic civilization. It examines the basic ideas of Islamic civilization besides exploring their contemporary relevance and challenges. The course seeks to effectively address the notion of the 'clash of civilizations.'

*DES 103 Introduction to Islamic Arts (3CH):* This course aims to focus on the evolution of Islamic Art through a chronological overview of various trends and approaches throughout history. Looking at the period from the seventh to the thirteenth centuries, a time of the formation of a new artistic culture and its first, medieval, flowering in the vast area from the Atlantic to India.

## UAE Studies

*ASC 215 UAE and GCC Society (3CH):* The course is designed to introduce the UAE and GCC society with its

historical background and uniqueness. It is aimed at enabling students to understand the specific features of the society along with its customs, traditions and lifestyle. The course will introduce the processes and the challenges of development as well as the future aspirations of the UAE and GCC Society.

## Core Courses:

*FAD 100 Color Theory and Practice (3CH):* This course examines color theory as an aid to communication, control and expression in traditional and contemporary design. The fundamental course allows students to explore color topics including color theory, color interaction, and color psychology. Students will study a wide range of creative and technical aspects of color and its use in design, experimenting with traditional mediums and digital applications.

*FAD 101 Basic Design (3CH):* This course is one of the fundamental courses in which the students will be introduced to the visual elements of design comprising of: point and line; shape and form; surface and texture; color and value; light and shadow; negative and positive space. The students will practice design principles: unity and variety; similarity; emphasis and point of interest; scale; proportion; and balance. This course is designed to give the students a strong understanding of 2D and 3D visual communications.

*FAD 102 Fundamentals of Graphic Illustration and Digital Imaging (3CH):* Fundamentals of Graphic Illustration and Digital Imaging introduces students to the use of a computer as a powerful digital drawing and imaging tool. The focus of the course is on basic computer skills and use, mastering fundamental digital illustration and imaging skills, and developing efficient working styles. The course learning experience incorporates a variety of visual artwork strategies including but not limited to, color/ texture enhancements, typography, pen/ brush tools, , perspective tool, using different color schemes. This course involves considerable hands-on instruction and multiple projects using Adobe Photoshop/ Illustrator.

*FAD 121 Drawing (3CH):* This course provides a core introduction to drawing, covering a wide range of basic and intermediate practical and technical skills. Students will explore approaches and concepts to the subject through manual practice using a comprehensive range of media and with reference to great masters in the field.

Traditional and objective drawing skills in the use of line, tone, form and perspective provide the foundation for learning in this course. Students are required to develop their ability to observe, perceive and interpret through drawing the world around them, reflecting their understanding of 2D and 3D space.

*DES 210 Design Thinking (3CH):* This course introduces students to human centered design thinking methods and practices through a variety of hands-on activities. DT is a methodology used by designers for the identification of problems and the definition of innovative solutions. Students will engage in processes for idea generation including sketching and diagramming, concept mapping and low-fidelity prototyping infusing visualization techniques and empathic tools into their design process.

*FAD 122 Art History I (3CH):* This course is a chronological survey of art and design offering students an in-depth understanding of the role of art throughout history with a strong focus on aesthetic values, socio-cultural influences and technical terminology. Architecture, sculpture, painting, decorative arts, prehistoric art, design of the ancient world, the world beyond Europe, early Christian and Islamic art and the art of the Middle-Ages and Gothic period form the foundation of the course material spanning a period from 40,000 BC to 1300 AD.

*FAD 211 Art History II (3CH):* This course covers the extensive cultural shifts from the early Renaissance through to the 20th century. Students will study painting, sculpture, furniture architecture as individual works in relation to their geographical, social, political, and religious environments. Also, analysis and comparative study of periodic decorative elements, strong designs and architectural features will be conducted.

*FAD 215 3D Design (3CH):* In this course, students will learn various techniques to construct objects in digital 3D space, as well as physical 3D solutions. Students will follow a concept development process of research and sketching, to generate designs for 3D production. A final original design, related to each student's major, will be constructed using industry-standard 3D software.

*DES 414 Collaborative Design Studio (3CH):* The course is designed to promote interdisciplinary collaboration in design. Graphic, Interior, Fashion Design and Digital Animation are brought together into one studio environment to allow students with different skills and strengths work as a team solving a relatively complex design problem. Students develop a research plan

followed by the establishment of intent and context for the topic and identification of stakeholders, leading to concept exploration and creation of a holistic design solution in cooperation with other specializations, institutes or with professionals from the industry.

*DES 300 Pre-Internship (0CH):* Pre-Internship is a one credit hour internship preparatory course designed for students seeking an internship. The course will prepare students to successfully plan their internship by researching and identifying potential internship opportunities, creating professional resume and letter of introduction, developing interviewing and networking skills as well as a portfolio per industry requirements. Students will go through different learning modules including experiences, team work skills, communication skills, leadership skills, problem solving, self-management and professionalism to be able to make the most of their internship.

*FAD 300 Internship (3CH):* The college considers students' internship as an essential channel that brings together the college, the students, and the job marketplace. Furthermore, internship is a method that integrates the instructional theoretical backgrounds to real existing practice. The training allows them to work under the observation and guidance of the field supervisor without replacing any regular employee. The internship is closely monitored by a college faculty member as an academic supervisor.

### *Digital Animation Specialization Courses:*

*DIA 220 Introduction to Animation (3CH):* This course is exploration of animation theory, principles and techniques. Principles of animation will be introduced through the art of experimental and stop motion animation. Practical experience with different techniques including but not limited to the media of clay, paper cutouts, found objects, pixilation, and stop motion puppets will be provided to the students. Projects developed in this course will increase the students' professional vocabulary and allow them to demonstrate a working knowledge of a range of animation techniques.

*DIA 312 Introduction to Digital Video Production (3CH):* This course covers the theory of digital production, compositing and working in digital formats. In addition to production theory, students learn to handle equipment

as they shoot, light, record sound, edit, and author original productions.

*DIA 322 Motion Graphics (3CH):* This course introduces the theory and production of motion graphics utilizing industry-standard software and current broadcast techniques with emphasis on classic animation principles and workflow. The focus is on animating with typography, graphic symbols, shapes and color, to design and produce highly compelling time-based motion graphics and typography for broadcast, web, and mobile platforms.

*DIA 223 Surface Modeling (3ch):* This course introduces students to the different 3D modeling hard-surface methods using industry relevant software with an emphasis on polygonal, subdivision surfaces and Nurbs modeling. The focus will be on the basic and advanced tools, and the production methodology.

*DIA 314 Character Modeling (3CH):* This course focuses on 3D character design and modeling for animation. Modeling, animation, lighting, texture mapping and rendering are introduced in a production setting. Students will work on several hands-on 3D modeling and animation projects using industry-standard software.

*DIA 325 Character Animation (3CH):* This course builds upon information introduced in Character Modeling and introduces basic theory of computer animation with an emphasis on character development. Students will be able to hone their professional skills through exploration and application of animation principles (timing, spacing, force, dynamic posing, weight, arcs) and technique. The principles of character animation will be implemented in conceptualizing, storyboarding and executing of a high-quality animation project.

*DIA 222 History Animation (6CH):* This course is an exploration of the history and evolution of animation forms and contemporary animation. Students will identify and analyze the timeline of different genres and the work of the key creative figures in the development of this industry. In addition to lectures, review and analysis of professional work, they will construct early animation devices to develop an understanding of the moving image.

*DIA 313 Storyboarding (3CH):* This course introduces students to storyboarding as an integrated stage in the

preproduction process through studying scripts and sketching a sequence of images to give a better idea of how the scene will play out. Story development, camera language, stages in storyboarding, storyboarding formats, motion and animation, character development, preproduction packets, and pitching will be included. Students will learn how to structure a storyboard for presentation.

*DIA 323 Character Rigging and Setup (6CH):* In this course, students will construct rigs for characters and animals, for efficient and convincing animation. Students will experiment with both FK and IK systems and their respective components, spline controls, and blend shapes. Scripting, expressions and Set Driven Key will be covered, to create rigs for dynamic animation.

*DIA 415 Capstone 1/Pre-Production Team (6CH):* This course covers the pre-production planning and processes for digital animation projects. The students will follow the necessary steps in the production pipeline while identifying and refining their idea, concept and methodology. Students will implement a team-based animation project to understand and manage the collaborative workspace. Tasks will include story, script, concept, storyboard, character design, storyboards, animatics, modeling and rigging.

*DIA 422 Capston II/Production Team (6CH):* This course covers production and postproduction for animation. The students will continue working on their team-based Capstone Project. They will receive continuous instructions and critiques from their supervisor. In addition, students will complete peer review approaches to their projects. Students will receive feedback and refine their concepts, methodologies and outcomes, focusing on meeting deadlines, and following the production pipeline to maintain efficient professional practices.

Findings will be documented weekly, compiled, and presented orally as well as in writing through a capstone report. A Demo Reel of the student work on the capstone production will be delivered.

*DIA 423 Special Topics in Digital Animation (3CH):* This course provides an opportunity for students to focus on various issues in fashion design and to study advanced techniques and processes. Course content vary each time the course is offered. The course emphasizes research analysis and the creative process that leads to innovative solutions and allows students to pursue individual projects related to the subject of the course. The course

may include lectures, discussions, individual projects and critique, depending on the nature of the topic.

*DIA 214 2D Animation (6CH):* This course is an exploration of theory, principles and techniques of 2D animation using industry standard software. Students will apply basic animation principles to produce their own characters, storyboards and integrate them into a short-animated movie utilizing industry standard software. Emphasis will be placed on timing and performance. Use of capture device, pencil tests, inking, audio/visual language integration and other 2D animation skills will be explored.

*DIA 311 Fundamentals of 3D Animation (3CH):* This course is an implementation of the twelve principles of animation with 3D animation tools. Students will be able to build a solid set of foundational skills and to create convincing and entertaining animation as well as to enhance their knowledge of the basic physics and mechanics of animation. Studio practice will include graph editor drills, best practices from planning to polish, and carefully guided demonstrations. At the end of the semester, student will be presenting a short character animation, including audio, background, lights, and camera.

*GRD 213 Typography I (6CH):* Typography-I is the study of letterforms including their purpose as communication

tools, type anatomy, syntax, and their evolution with technologies in printing and new media. This course will provide the student with a foundation to understand the evolution of typography from both historical and conceptual perspective. Students will be exposed to a vocabulary of professional terms to articulately communicate their ideas with their peers, and their future associates and clients. In addition, students will learn to incorporate the basic principles of typography with the essential technical skills necessary to achieve success in graphic design and advertising.

*GRD 211 Life Drawing (3CH):* Students will develop an in-depth knowledge of human anatomy and figure construction through exploration of the skeletal, muscular and surface systems of the human body. Portraiture and facial expression also form part of the course. Classic technique and personal interpretation will be explored through intensive studio practice based on direct observation of the model examining shape, form, line, tone, value, texture, weight, balance, stress and movement. Advanced composition, sophisticated mark-making and the development of personal expression, interpretation and visual fluency are key in this course as well as thoughtful and constructive participation in group critiques using appropriate terminology.

## Degree Requirements: Bachelor of Science in Design – Fashion Design

REQUIREMENTS	TYPE	NO. OF COURSES	CR. HRS.
<b>General Education</b>	Compulsory	11	33
<b>Core Courses</b>	Compulsory	11	30
<b>Specialization Courses</b>	Compulsory	13	57
<b>Elective Courses</b>	Elective	2	6
<b>Total</b>		<b>37</b>	<b>126</b>

## Study Plan: Fashion Design

### Preparatory Courses

Prior to their enrollment in the program, students applying for Bachelor of Science in Design must sit for the placement test related to the program, failure to successfully passing the placement test, they are required to enroll in the following courses:

#	Course Code	Course	C.H	Exemption Condition
1	CIT 90	Computer Preparatory	0	Passing the Placement Test
2	DES 90	Drawing Preparatory	0	Passing the Placement Test
3	ENG 99	Academic Writing (*)	0	Passing the Placement Test

(\*) Students must pass the English Proficiency.

### General Education Courses

Total 11 Courses - 33 Credit Hours

### Languages and Communication Studies

The student selects 12 credit hours (4 courses) from the list below:

#	Course Code	Course	C.H	Remarks
<b>Students must take all of the following courses:</b>				
1	ASC 101	University Life	3	Mandatory – First semester of the first year
2	ENG 101	Academic Writing	3	Mandatory
3	ASC 207	Introduction to Research	3	Mandatory
<b>Students must take one of the following Arabic Language courses:</b>				
1	ARLAA 100	Communication Skills in Arabic	3	-
2	ARLAA 105	Arabic Composition	3	-
3	ARLNA 100	Arabic for Non-Arab	3	Course designated for non-Arab Speakers

### The Natural sciences

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 210	Natural Science	3	-
2	ASC 211	Environmental Science	3	-
3	ASC 212	Sustainable Energy	3	-
4	PHY 100	Physics	3	-



### The Social or Behavioral Sciences

The student selects 6 credit hours (2 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 102	Introduction to Anthropology	3	-
2	ASC 104	Introduction to Sociology	3	-
3	ASC 107	Introduction to Political Science	3	-
4	ASC 110	Introduction to Social Science	3	-
5	ASC 200	General Psychology	3	-
6	ASC 206	Introduction to Geography	3	-
7	ASC 213	Human Rights	3	-
8	INV 200	Innovation and Entrepreneurship	3	Mandatory

### Information Technology or Quantitative

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	MAT 100	General Mathematics	3	Mandatory
2	MAT 101	Math for Business	3	-
3	ASC 205	General Statistics	3	-
4	CSC 110	Intro. To Computer System	3	-

### Humanities or Arts

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	DES 104	Contemporary Arab Art	3	Mandatory
2	ASC 201	Introduction to Philosophy	3	-
3	ASC 203	World History	3	-
4	ASC 204	Middle East History	3	-
5	ENG 201	American Literature	3	-

### Islamic Studies, History or Culture

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 105	Islamic Culture	3	-
2	ASC 106	Islamic Civilization	3	-
3	DES 103	Introduction to Islamic Art	3	-

### UAE Studies

The student selects 3 credit hours (1 course) from the list below

#	Course Code	Course	C.H	Remarks
1	ASC 215	UAE and GCC Society	3	-

### Core requirements courses (11 courses/30CH)

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	DES 100	Color Theory and Practice	-	3
2	DES 101	Basic Design	-	3
3	DES 102	Fundamentals of Graphic Illustration and Digital Imaging	-	3
4	DES 121	Drawing I	-	3
5	DES 210	Design Thinking	DES 101	3
6	DES 122	Art History I	-	3
7	DES 211	Art History II	DES 122	3
8	DES 212	3D Design	DES 102	3
9	DES 414	Collaborative Design Studio	DES 301	3
10	DES 300	Pre-Internship	90 CH	0
11	DES 301	Internship	INTERN 101	2

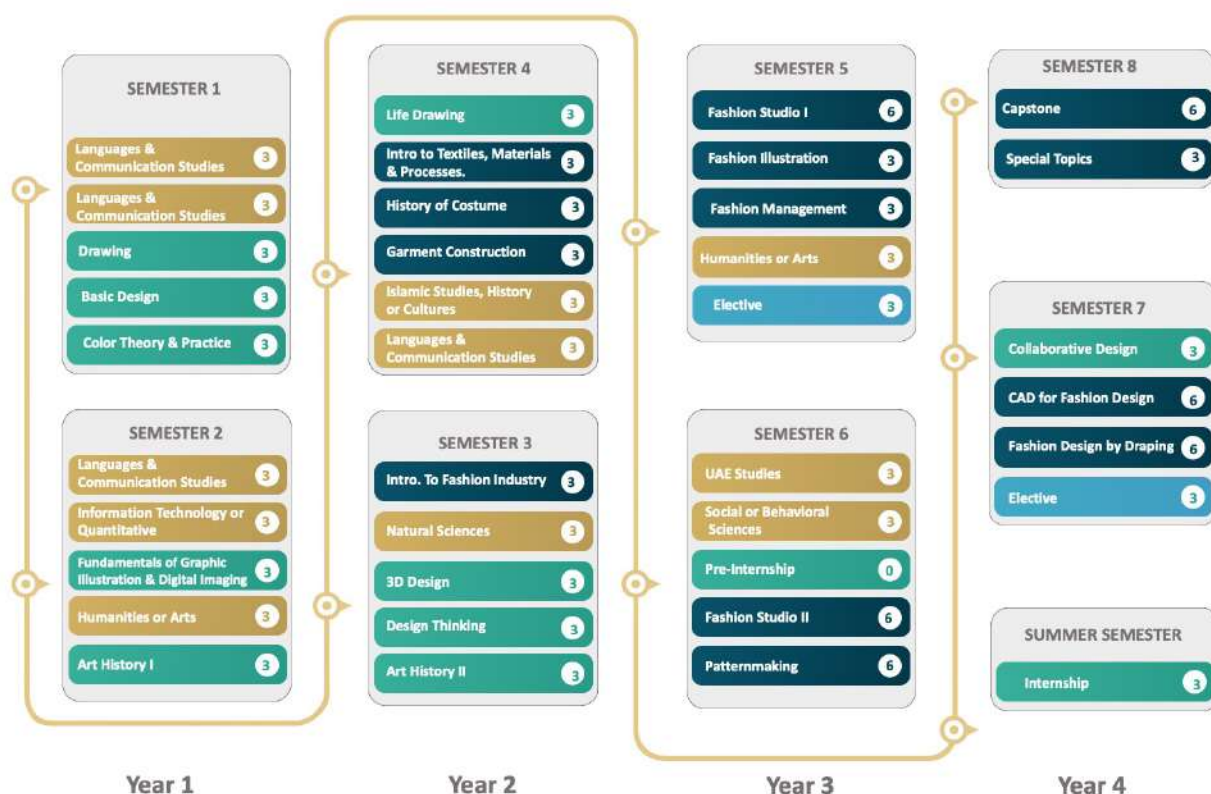
### Compulsory courses –Fashion Design Specialization (13 courses/57 CH)

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	FSD 211	Introduction to Fashion	-	3
2	FSD 223	Introduction to Textiles, Materials & Processes	-	3

3	FSD 312	Fashion Illustration	DES 121	3
4	FSD 224	Garment Construction	FSD 211	3
5	FSD 311	Fashion Studio I	FSD 224	6
6	FSD 314	Fashion Management	FSD 211	3
7	FSD 322	Patternmaking	FSD 311	6
8	FSD 410	CAD for Fashion Design	FSD 312	6
9	FSD 412	Fashion Design by Draping	FSD 321	6
10	FSD 321	Fashion Studio II	FSD 311	6
11	FSD 421	Capstone Graduation Project	FSD 412	6
12	FSD 222	History of Costume	DES 211	3
13	FSD 422	Special Topics in Fashion Design	FSD 412	3

*Free Electives courses (2 courses, 6CH)*

6 Credit Hours must be chosen from any other college/ specialization in condition the prerequisites of the chosen courses are met.



Course Description

*General Education Courses:*

Languages and Communication Studies

*ASC 101 University Life (3CH):* The purpose of this course is to facilitate the process of transition into new academic and cultural environment for the new students enrolled in the AUE. Furthermore, it aims to promote their

confidence so that they could succeed and meet the academic requirements. The course assimilates academic content with interactive in class activities to ensure understanding of curricular options and begin to develop a future career plan through self-reflection.

*ENG 101 Academic Writing (3CH):* This course provides students with advanced writing components in English so that they can successfully pursue their studies in various academic specializations. Students practice writing long argumentative and reflective essays, with emphasis on implementing APA format in paper format, in-text citation and references in projects and assignments

*ASC 207 Introduction to Research (3CH):* The intent of this course is two-fold. First, it introduces students with the basic research terminologies. Second, it familiarizes them with the process of research from choosing a topic to writing the proposal. Students will be immersed in hands on experience where they will be introduced to research concepts that will help them understand, interpret, and critique a scientific research. Contents to be covered include the language of research, types of research, elements of scientific research proposal, writing an academic research proposal using APA style, research ethics, crafting data collection instruments, and interpreting data.

*ARLAA 105 Arabic Composition (3CH):*

This course is designed to enable students to analyze multiple texts in various fields of knowledge. In order to be able to distinguish between texts despite their difference of contents, it also enables student to simulate those texts in a correct way, and to transform the information into skill and behavior. And since writing is an integrated building process, and that the building is affected by its parts, therefore student needs models, linguistic laws, planning, cohesion and goals including: news and inquiries, demand and influence of the recipient.

*ARLAA 100 Communication Skills in Arabic (3CH):*

This course is designed to enable the Arabic-speaking student with the necessary language skills, especially focusing on the steps of writing reports, official letters and systematic research.

To achieve this, and to develop the student's abilities to understand correctly what he reads and listens, and to gain the ability to write articles, reports, meeting minutes and recommendations of conferences and seminars in a sound manner, the course was concerned with training the student in basic writing skills; such as multiple spelling

rules, punctuation marks, paragraph system, and essay writing progressively.

*ARLNA 100 Arabic for Non-Arab (3CH):* This course is based on the principle that "Education" is an accumulative task especially when it comes to language learning. This process undergoes specific stages to assist the non-Arabic speakers to reach the ultimate goal which is to acquire the required skills (listening, speaking, reading, writing) easily and accurately. To achieve this aim, text-based dialogues are provided as head start for the non-Arabic speakers to continue to the higher levels. The course also provides basic elements for reading, writing, dialogues, and listening to assist the learners to confidently interact with the Arab community.

## The Natural Sciences

*ASC 210 Natural Science (3CH):* The natural science course incorporates a wide range of subjects of sciences such as astronomy, geology, biology, chemistry, and environmental science. The course will present the scientific facts of astronomy, the Earth and its weather, water, and environment, biology, and nutrition with the chemicals of life. The course emphasizes understanding the core principles of different branches of science and their effects on our lives. Moreover, the course explores the scope of natural phenomena, changing environment conditions, general health rules of nutrition, and the variety of living organisms. The course helps the students to acquire skills in observation, critical thinking, analyzing, interpreting, understanding and discussing scientific terminology and facts.

*ASC 212 Sustainable Energy (3CH):* This course gives a thorough introduction to sustainable energy, conservation, and energy efficiency within the UAE and the world. It will explore the relationship between energy, environment, economy and ecological well-being. It will discuss energy production from the biology, natural science, environmental science and social sciences perspectives.

A variety of topics will be introduced including global warming, climate change, sustainable food production, solid waste management, environmental and natural resources laws. The course includes the growing challenges of climate change and energy crisis and proposes solutions to overcome them.

*ASC 211 Environmental Science (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing

them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*PHY 100 Physics (3 CH):* General Physics course introduces the basic concepts, theories and the terminologies of the scientific method in the context of the science of physics. Students will reinterpret and express ideas and views from the study of physics, and differentiate between the various multitudes of energy and momentum.

## The Social or Behavioral Sciences

*ASC 200 General Psychology (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*ASC 107 Political Science (3CH):* This course will introduce the students to the key concepts of Political Science and its principle tools. The course will discuss the role of main political actors in the field of politics and their function.

*INV 200 Innovation (3CH):* Innovation is the engine of opportunity and, acting as a catalyst, this course is intended to ignite an interest in innovation and inspire entrepreneurial action. At the core of innovation and entrepreneurship is a commitment to experiential learning that will encourage students to engage in critical thinking, creative problem-solving while also equipping them with the soft skills needed in their pursuit of academic and professional endeavors. Students will discuss the relevance and role of innovation and entrepreneurship in work and life situations; determine opportunities for creative disruption and design a strategy for its implementation; develop a practical understanding of innovation through thoughtful debate and exercises; and demonstrate critical thinking and individual insight with a personal mastery portfolio.

*ASC 104 Introduction to Sociology (3CH):* This course introduces the science of Sociology. Students will examine Society, Institutions and the relationships that make up a social context. The scientific methodology used to study social interactions, stratification and other

elements of sociological enquiry will be discussed to emphasize the core concept of sociology as a systematic study of societies and social structures.

*ASC 110 Introduction to Social Sciences (3CH):* This course serves as an introduction into the interdisciplinary and multifaceted social sciences. The content on the course covers the range of different disciplines that social sciences consists of, namely: anthropology, sociology, psychology, political science, economics and to a lesser extent also history and geography. The secondary aim of the course is moreover for students to develop their critical thinking skills by engaging actively with material about social issues, social change and social institutions.

*ASC 206 Introduction to Geography (3CH):* This course will provide the students with a comprehensive overview of geography. Emphasis is on concepts that are necessary to understand global, regional and local issues. This course also includes topics on both human and physical geography.

*ASC 102 Introduction to Anthropology (3CH):* This course introduces the student to the development of the human race. You will study a Four Field introduction to Anthropology wherein you will gain an understanding of Human Development and how both ancient and modern humans are studied. An understanding of Anthropology, the study of culture and human development is an important pillar in a degree which aims to develop educators in multi-cultural and economically diverse settings.

*ASC 213 Human Rights (3CH):* This course introduces basic human rights philosophy, principles, instruments, and institutions. It examines the major sources of international human rights and fundamental freedoms, including treaties such as the United Nations Charter, the Universal Declaration on Human Rights, the International Covenants on Civil and Political Rights, and on Social, Cultural, and Economic Rights. It studies their protection in the regional institutions such as the European Convention on human rights, the American Declaration on Human Rights and the African Charter of Human Rights and Peoples. This course also analyzes the mechanism of protection and enforcement of human rights in these regional institutions.

It also seeks to interpret the guarantees of enforcement of human rights in international law, and in UAE Constitution.

## Information Technology or Quantitative

*ASC 205 General Statistics (3CH):* The General Statistics course is designed to develop good understanding of the basic concepts of statistical theorems, and applications. The course covers topics such as data collection methods, organization of data, analysis and interpretation of

results. A software package will be used to analyze the statistical data.

**MAT 101 Math for Business (3CH):** This course is especially designed for business students. Mathematics for Business teaches the mathematical skills required for problem solving and decision making in the business world through use of mathematical models. Topics include: functions as mathematical models, equation-solving techniques, matrices and determinant, differential and integral calculus, exponential growth and decay and geometric series and its applications in business functions.

**MAT 100 General Mathematics (3CH):** This course is designed to develop a good understanding of the fundamental concepts of mathematics. It also stresses on crucial cognitive transferable skills such as the ability to think logically and concisely. Mastering this course will give students the confidence to go on and do further courses in mathematics and statistics.

**CSC 110 Introduction to Computer System (3CH):** The purpose of this introductory course is to study computers and data. It gives an establishment to utilizing computers in different courses and educational module for research, correspondence, and writing. Students will be exposed to the fundamentals of hardware and its associated software and systems improvement. The course will show how the computer automates the processing of information.

## Humanities or Arts

**ENG 201 American Literature (3CH):** This course will provide the students with a comprehensive overview of English literature in the United States. It will familiarize the students primarily with early Anglo-American writers and the different literary movements that took place in the United States. Today American literature includes many minority literary works, but the historical matrix remains Anglo-Saxon if we are to consider the dominant culture as the starting historical point.

**FAD 104 Contemporary Arab Art (3CH):** This course explores Arab art and aesthetics from the beginning of the twentieth century till date. The students will learn about the contemporary art and design movement in Arab countries, the expression of cultural identity, as well as the factors involved and changes in aesthetics from Islamic to Arabic art. They will also study and analyze the role of pioneer artists from various generations with emphasis on their influence on contemporary Arab art.

**ASC 201 Introduction to Philosophy (3CH):** This course will introduce the students to the key concepts of philosophy and its principle tools. The course will discuss the schools of philosophical thought, and will apply philosophical analysis to the topics of knowledge, religion, mind, freedom, responsibility, and ethics.

**ASC 203 World-History (3CH):** This course provides an overview of World / General History. The course will conclude with discussions about perspectives on World History.

**ASC 204 Middle East History (3CH):** This course provides an overview of Middle-Eastern History, including the sources of Middle Eastern History. The course will conclude with discussions about perspectives on Middle-Eastern History

## Islamic Studies, History or Culture

**ASC 105 Islamic Culture (3CH):** This course will offer students' knowledge to enable them understand the Islamic culture. The course offers a review of the history of Islam and how it is currently the fastest growing religion in the world.

**ASC 106 Islamic Civilization (3CH):** The course is designed to give an in-depth understanding of the Islamic civilization. It deals with the universal principles that went into the making of the Islamic civilization. It examines the basic ideas of Islamic civilization besides exploring their contemporary relevance and challenges. The course seeks to effectively address the notion of the 'clash of civilizations.'

**DES 103 Introduction to Islamic Arts (3CH):** This course aims to focus on the evolution of Islamic Art through a chronological overview of various trends and approaches throughout history. Looking at the period from the seventh to the thirteenth centuries, a time of the formation of a new artistic culture and its first, medieval, flowering in the vast area from the Atlantic to India.

## UAE Studies

**ASC 215 UAE and GCC Society (3CH):** The course is designed to introduce the UAE and GCC society with its historical background and uniqueness. It is aimed at enabling students to understand the specific features of the society along with its customs, traditions and lifestyle. The course will introduce the processes and the challenges of development as well as the future aspirations of the UAE and GCC Society.

## Core Courses:

**FAD 100 Color Theory and Practice (3CH):** This course examines color theory as an aid to communication, control and expression in traditional and contemporary design. The fundamental course allows students to explore color topics including color theory, color

interaction, and color psychology. Students will study a wide range of creative and technical aspects of color and its use in design, experimenting with traditional mediums and digital applications.

*FAD 101 Basic Design (3CH):* This course is one of the fundamental courses in which the students will be introduced to the visual elements of design comprising of: point and line; shape and form; surface and texture; color and value; light and shadow; negative and positive space. The students will practice design principles: unity and variety; similarity; emphasis and point of interest; scale; proportion; and balance. This course is designed to give the students a strong understanding of 2D and 3D visual communications.

*FAD 102 Fundamentals of Graphic Illustration and Digital Imaging (3CH):* Fundamentals of Graphic Illustration and Digital Imaging introduces students to the use of a computer as a powerful digital drawing and imaging tool. The focus of the course is on basic computer skills and use, mastering fundamental digital illustration and imaging skills, and developing efficient working styles. The course learning experience incorporates a variety of visual artwork strategies including but not limited to, color/ texture enhancements, typography, pen/ brush tools, , perspective tool, using different color schemes. This course involves considerable hands-on instruction and multiple projects using Adobe Photoshop/ Illustrator.

*FAD 121 Drawing (3CH):* This course provides a core introduction to drawing, covering a wide range of basic and intermediate practical and technical skills. Students will explore approaches and concepts to the subject through manual practice using a comprehensive range of media and with reference to great masters in the field. Traditional and objective drawing skills in the use of line, tone, form and perspective provide the foundation for learning in this course. Students are required to develop their ability to observe, perceive and interpret through drawing the world around them, reflecting their understanding of 2D and 3D space.

*DES 210 Design Thinking (3CH):* This course introduces students to human centered design thinking methods and practices through a variety of hands-on activities. DT is a methodology used by designers for the identification of problems and the definition of innovative solutions. Students will engage in processes for idea generation including sketching and diagramming, concept mapping and low-fidelity prototyping infusing visualization techniques and empathic tools into their design process.

*FAD 122 Art History I (3CH):* This course is a chronological survey of art and design offering students an in-depth understanding of the role of art throughout history with a strong focus on aesthetic values, socio-cultural influences and technical terminology. Architecture, sculpture, painting, decorative arts, prehistoric art, design of the ancient world, the world beyond Europe, early

Christian and Islamic art and the art of the Middle-Ages and Gothic period form the foundation of the course material spanning a period from 40,000 BC to 1300 AD.

*FAD 211 Art History II (3CH):* This course covers the extensive cultural shifts from the early Renaissance through to the 20th century. Students will study painting, sculpture, furniture architecture as individual works in relation to their geographical, social, political, and religious environments. Also, analysis and comparative study of periodic decorative elements, strong designs and architectural features will be conducted.

*FAD 215 3D Design (3CH):* In this course, students will learn various techniques to construct objects in digital 3D space, as well as physical 3D solutions. Students will follow a concept development process of research and sketching, to generate designs for 3D production. A final original design, related to each student's major, will be constructed using industry-standard 3D software.

*DES 414 Collaborative Design Studio (3CH):* The course is designed to promote interdisciplinary collaboration in design. Graphic, Interior, Fashion Design and Digital Animation are brought together into one studio environment to allow students with different skills and strengths work as a team solving a relatively complex design problem. Students develop a research plan followed by the establishment of intent and context for the topic and identification of stakeholders, leading to concept exploration and creation of a holistic design solution in cooperation with other specializations, institutes or with professionals from the industry.

*DES 300 Pre-Internship (0CH):* Pre-Internship is a one credit hour internship preparatory course designed for students seeking an internship. The course will prepare students to successfully plan their internship by researching and identifying potential internship opportunities, creating professional resume and letter of introduction, developing interviewing and networking skills as well as a portfolio per industry requirements. Students will go through different learning modules including experiences, team work skills, communication skills, leadership skills, problem solving, self-management and professionalism to be able to make the most of their internship.

*FAD 300 Internship (3CH):* The college considers students' internship as an essential channel that brings together the college, the students, and the job marketplace. Furthermore, internship is a method that integrates the instructional theoretical backgrounds to real existing practice. The training allows them to work under the observation and guidance of the field supervisor without replacing any regular employee. The internship is closely monitored by a college faculty member as an academic supervisor.

### *Fashion Design Specialization Courses:*

*FSD 211 Introduction to Fashion (3CH):* The course explores the concept of the fashion design cycle from trend research and production to fashion retailing. The processes involved in conceptualizing, designing and creating a collection for various sectors of the industry are examined. The students will gain insights into the working processes and inter-relationships in the international fashion industry, as well as understand relevant areas for design practice and career opportunities.

*FSD 223 Introduction to Textiles, Materials & Processes (3CH):* This course introduces students to textile materials and their application in fashion design. It explores various textile processes, techniques, materials and their performance, serviceability, identification and selection of suitable fabrics. Environmental and sustainability issues associated with textiles practice are also examined to provide a comprehensive view of the textile industry and its relation to fashion design.

*FSD 312 Fashion Illustration (3CH):* The course introduces fashion illustration styles and techniques. The focus is on the development process of the fashion figure, design details, fabric rendering, flats, customer profile analysis, and collection development. The students will also discover and compare the work of famous fashion illustrators and consequently develop their individual style that will be demonstrated in the portfolio.

*FSD 224 Garment Construction (3CH):* This course introduces students to the fundamentals of sewing and garment construction. They develop skills in the operation and maintenance of professional sewing equipment and learn to apply various hand and machine techniques for the construction and appropriate finishing of garments. They explore the variation in sewing techniques for different types of materials and execute an outfit in fashion fabric with manual dexterity.

*FSD 311 Fashion Studio I (6CH):* In this course, students will learn to adapt garment construction principles, techniques and skills based on the lean methodology of “learn, build, test and repeat”. They will create prototypes that will be tested and recreated to achieve new outcomes per prevailing industry standards and requirements.

*FSD 314 Fashion Management (3CH):* This course provides fashion management and business knowledge to the students through real world experience. The different aspects of fashion retail industry and global supply chain are explored in relation to consumer behavior and current industry trends from line planning to product development, visual merchandising, retail distribution, marketing and management. Through

industry-related projects involving in-depth research, data collection and analysis via case studies, site visits, surveys and interviews, students enhance their competencies and communication skills. They participate in exciting group exercises, model making and fashion industry events/presentations to gain insights about the operation of the global fashion system to be able develop their own merchandising and management strategies.

*FSD 322 Patternmaking (6CH):* This course is aimed at providing students the knowledge and skills of the principles and techniques of flat patternmaking to produce drafts according to standard and individual measurements. The students will prepare paper patterns for different types of garments and garment parts and use their sewing skills to execute the pattern for an original design into an outfit. Students learn the importance of fit and balance in patterns to get a well finished garment

*FSD 410 CAD for Fashion Design (6CH):* This course explores the application of computer-aided design (CAD) in the fashion industry. The students will be using industry-standard software to create and enhance digital designs including concept boards, storyboards, illustrations and flats. They will develop a portfolio of creative responses through trend research and analysis for effective visual communication.

*FSD 412 Fashion Design by Draping (6CH):* This course is a study of three-dimensional fashion design through the technique of draping directly on a body form. Various silhouettes and garment style features are explored through draping in muslin, and then converted to flat patterns to have an integrated design approach. Students use the principles of draping to create original apparel designs in fashion fabric for specified target markets.

*FSD 222 History of Costume (3CH):* This course studies the historic development of Western and Asian fashion design and costumes. The evolution of clothing from the ancient times to the present day will be examined in detail, with an understanding of the social, technological and artistic influences. Students will study the significant fashion designers and their contribution to the field of fashion. They will comprehend and explore extensive design possibilities and apply them in contemporary fashion design.

*FSD 321 Fashion Studio II (6CH):* The course builds upon previously learnt apparel construction principles, techniques and skills to apply them in the production of various garments. The focus will be on integrating research and design to plan and construct complex outfits from muslin and subsequently with fashion fabric. The students will execute the construction using advanced tailoring techniques and develop their ability to achieve precision in fitting and adjustments.



*FSD 421 Capstone Graduation Project (6CH):* The capstone graduation project is the representation of the students' indepth learning and understanding of their field of specialization through a longterm project accomplished in a professional manner. They are evaluated on their ability to complete this project with originality and quality, applying the skills, techniques and methodologies they have learnt during their course of study. The student is assigned to research and identify a topic, and develop a detailed research proposal highlighting the goals, objectives, tasks, methodology and time plan. The topic could range from an academic research to school/ community service, student-developed business or any other area of personal interest. The student communicates regularly with his/her academic-capstone advisor for review, while working constantly to improve the outcome by building upon previously gained expertise. The academic-capstone advisor contributes through meaningful feedback and setting expectations of standards, offering an opportunity for open-ended learning through self-reflection and improvement. Students of fashion design are expected to create a minimum of five original pieces for a clothing line with the integration of trend research and creative response. The process is documented,

findings are compiled and presented orally as well as in writing through a capstone report. The project is divided into three distinct phases:

- 1. Research and topic selection**
- 2. Conceptual and design development**
- 3. Design execution/ design presentation, with necessary documentation and a comprehensive report**

*FSD 422 Special Topics in Fashion Design (3CH):* This course provides an opportunity for students to focus on various issues in fashion design and to study advanced techniques and processes. Course content vary each time the course is offered. The course emphasizes research analysis and the creative process that leads to innovative solutions and allows students to pursue individual projects related to the subject of the course. The course may include lectures, discussions, individual projects and critique, depending on the nature of the topic.

## Degree Requirements: Bachelor of Science in Design – Graphic Design

REQUIREMENTS	TYPE	NO. OF COURSES	CR. HRS.
<b>General Education</b>	Compulsory	11	33
<b>Core Courses</b>	Compulsory	11	30
<b>Specialization Courses</b>	Compulsory	12	54
<b>Elective Courses</b>	Elective	3	9
<b>Total</b>		<b>37</b>	<b>126</b>

## Study Plan: Graphic Design

### Preparatory Courses

Prior to their enrollment in the program, students applying for Bachelor of Science in Design must sit for the placement test related to the program, failure to successfully passing the placement test, they are required to enroll in the following courses:

#	Course Code	Course	C.H	Exemption Condition
1	CIT 90	Computer Preparatory	0	Passing the Placement Test

2	DES 90	Drawing Preparatory	0	Passing the Placement Test
3	ENG 99	Academic Writing 1 (*)	0	Passing the Placement Test

(\*) Students must pass the English Proficiency.

### General Education Courses

Total 11 Courses - 33 Credit Hours

### Languages and Communication Studies

The student selects 12 credit hours (4 courses) from the list below:

#	Course Code	Course	C.H	Remarks
<b>Students must take all of the following courses:</b>				
1	ASC 101	University Life	3	Mandatory – First semester of the first year
2	ENG 101	Academic Writing	3	Mandatory
3	ASC 207	Introduction to Research	3	Mandatory
<b>Students must take one of the following Arabic Language courses:</b>				
1	ARLAA 100	Communication Skills in Arabic	3	-
2	ARLAA 105	Arabic Composition	3	-
3	ARLNA 100	Arabic for Non-Arab	3	Course designated for non-Arab Speakers

### The Natural sciences

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 210	Natural Science	3	-
2	ASC 211	Environmental Science	3	-
3	ASC 212	Sustainable Energy	3	-
4	PHY 100	Physics	3	-

### The Social or Behavioral Sciences

The student selects 6 credit hours (2 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 102	Introduction to Anthropology	3	-
2	ASC 104	Introduction to Sociology	3	-

3	ASC 107	Introduction to Political Science	3	-
4	ASC 110	Introduction to Social Science	3	-
5	ASC 200	General Psychology	3	-
6	ASC 206	Introduction to Geography	3	-
7	ASC 213	Human Rights	3	-
8	INV 200	Innovation and Entrepreneurship	3	Mandatory

### Information Technology or Quantitative

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	MAT 100	General Mathematics	3	Mandatory
2	MAT 101	Math for Business	3	-
3	ASC 205	General Statistics	3	-
4	CSC 110	Intro. To Computer System	3	-

### Humanities or Arts

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	DES 104	Contemporary Arab Art	3	Mandatory
2	ASC 201	Introduction to Philosophy	3	-
3	ASC 203	World History	3	-
4	ASC 204	Middle East History	3	-
5	ENG 201	American Literature	3	-

### Islamic Studies, History or Culture

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 105	Islamic Culture	3	-
2	ASC 106	Islamic Civilization	3	-
3	DES 103	Introduction to Islamic Art	3	-

### UAE Studies

The student selects 3 credit hours (1 course) from the list below

#	Course Code	Course	C.H	Remarks
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1	ASC 215	UAE and GCC Society	3	-
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*Core requirements courses (11 courses/30CH)*

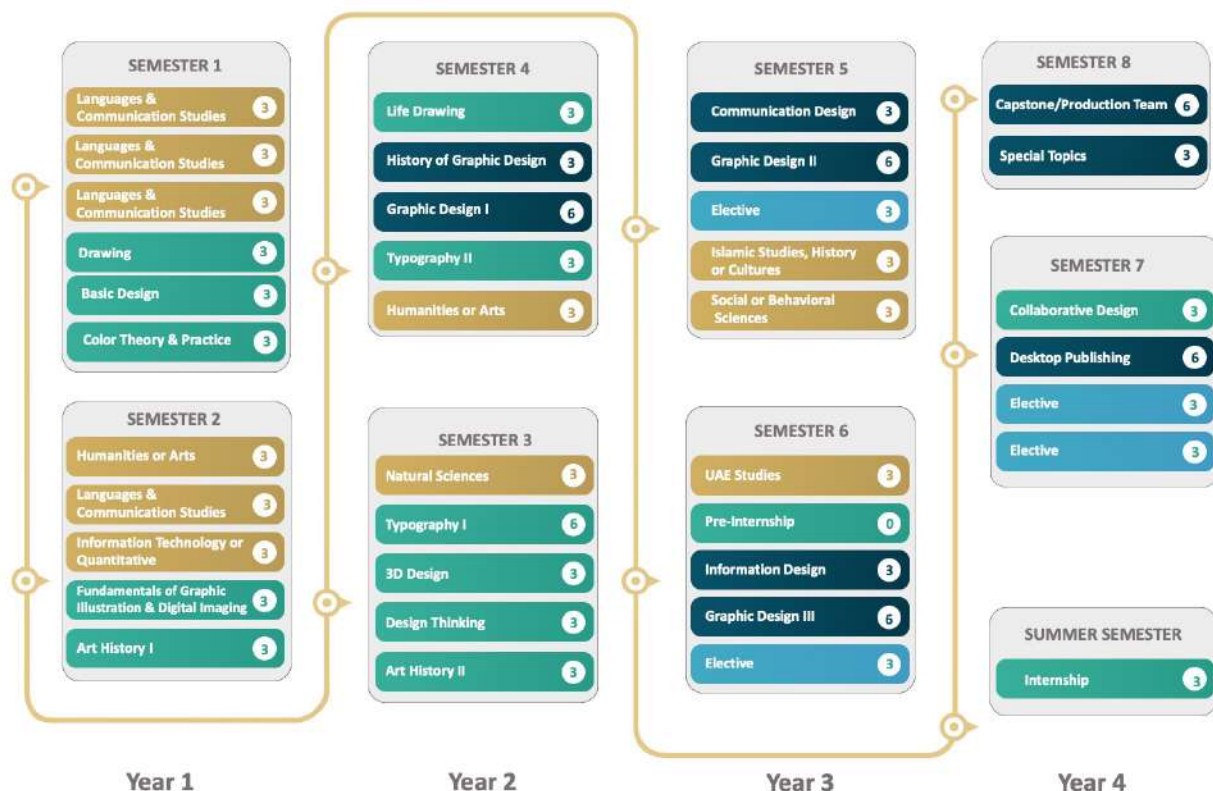
NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	DES 100	Color Theory and Practice	-	3
2	DES 101	Basic Design	-	3
3	DES 102	Fundamentals of Graphic Illustration and Digital Imaging	-	3
4	DES 121	Drawing I	-	3
5	DES 210	Design Thinking	DES 101	3
6	DES 122	Art History I	-	3
7	DES 211	Art History II	DES 122	3
8	DES 212	3D Design	DES 102	3
9	DES 414	Collaborative Design Studio	DES 301	3
10	DES 300	Pre-Internship	90 CH	0
11	DES 301	Internship	INTERN 101	3

*Compulsory courses –Graphic Design Specialization (12 courses/54 CH)*

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	GRD 213	Typography I	DES 102	6
2	GRD 221	Life Drawing	DES 210	3
3	GRD 222	History of Graphic Design	DES 211	3
4	GRD 223	Graphic Design I	DES 100, GRD 213	6
5	GRD 224	Typography II	GRD 213	3
6	GRD 311	Communication Design	GRD 224	3
7	GRD 312	Graphic Design II	GRD 223	6
8	GRD 321	Information Design	GRD 311	3
9	GRD 322	Graphic Design III	DES 212, GRD 312	6
10	GRD 411	Desktop Publishing	GRD 321, GRD 322	6
11	GRD 421	Capstone Graduation Project	GRD 411	6
12	GRD 422	Special Topics	GRD 411	3

*Free Electives courses (4 courses, 12 CH)*

12 Credit Hours must be chosen from any other college/ specialization in condition the prerequisites of the chosen courses are met.



## Course Description

### General Education Courses:

#### Languages and Communication Studies

**ASC 101 University Life (3CH):** The purpose of this course is to facilitate the process of transition into new academic and cultural environment for the new students enrolled in the AUE. Furthermore, it aims to promote their confidence so that they could succeed and meet the academic requirements. The course assimilates academic content with interactive in class activities to ensure understanding of curricular options and begin to develop a future career plan through self-reflection.

**ENG 101 Academic Writing (3CH):** This course provides students with advanced writing components in English so that they can successfully pursue their studies in various academic specializations. Students practice writing long argumentative and reflective essays, with emphasis on implementing APA format in paper format, in-text citation and references in projects and assignments

**ASC 207 Introduction to Research (3CH):** The intent of this course is two-fold. First, it introduces students with the basic research terminologies. Second, it familiarizes them with the process of research from choosing a topic to writing the proposal. Students will be immersed in hands on experience where they will be introduced to research concepts that will help them understand, interpret, and critique a scientific research. Contents to be covered include the language of research, types of research, elements of scientific research proposal, writing an academic research proposal using APA style, research ethics, crafting data collection instruments, and interpreting data.

#### ARLAA 105 Arabic Composition (3CH):

This course is designed to enable students to analyze multiple texts in various fields of knowledge. In order to be able to distinguish between texts despite their difference of contents, it also enables student to simulate those texts in a correct way, and to transform the information into skill and behavior. And since writing is an integrated building process, and that the building is affected by its parts, therefore student needs models, linguistic laws, planning, cohesion and goals including: news and inquiries, demand and influence of the recipient.

*ARLAA 100 Communication Skills in Arabic (3CH):*

This course is designed to enable the Arabic-speaking student with the necessary language skills, especially focusing on the steps of writing reports, official letters and systematic research.

To achieve this, and to develop the student's abilities to understand correctly what he reads and listens, and to gain the ability to write articles, reports, meeting minutes and recommendations of conferences and seminars in a sound manner, the course was concerned with training the student in basic writing skills; such as multiple spelling rules, punctuation marks, paragraph system, and essay writing progressively.

*ARLNA 100 Arabic for Non-Arab (3CH):* This course is based on the principle that "Education" is an accumulative task especially when it comes to language learning. This process undergoes specific stages to assist the non-Arabic speakers to reach the ultimate goal which is to acquire the required skills (listening, speaking, reading, writing) easily and accurately. To achieve this aim, text-based dialogues are provided as head start for the non-Arabic speakers to continue to the higher levels. The course also provides basic elements for reading, writing, dialogues, and listening to assist the learners to confidently interact with the Arab community.

## The Natural Sciences

*ASC 210 Natural Science (3CH):* The natural science course incorporates a wide range of subjects of sciences such as astronomy, geology, biology, chemistry, and environmental science. The course will present the scientific facts of astronomy, the Earth and its weather, water, and environment, biology, and nutrition with the chemicals of life. The course emphasizes understanding the core principles of different branches of science and their effects on our lives. Moreover, the course explores the scope of natural phenomena, changing environment conditions, general health rules of nutrition, and the variety of living organisms. The course helps the students to acquire skills in observation, critical thinking, analyzing, interpreting, understanding and discussing scientific terminology and facts.

*ASC 212 Sustainable Energy (3CH):* This course gives a thorough introduction to sustainable energy, conservation, and energy efficiency within the UAE and the world. It will explore the relationship between energy, environment, economy and ecological well-being. It will discuss energy production from the biology, natural science, environmental science and social sciences perspectives.

A variety of topics will be introduced including global warming, climate change, sustainable food production, solid waste management, environmental and natural resources laws. The course includes the growing challenges of climate change and energy crisis and proposes solutions to overcome them.

*ASC 211 Environmental Science (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*PHY 100 Physics (3 CH):* General Physics course introduces the basic concepts, theories and the terminologies of the scientific method in the context of the science of physics. Students will reinterpret and express ideas and views from the study of physics, and differentiate between the various multitudes of energy and momentum.

## The Social or Behavioral Sciences

*ASC 200 General Psychology (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*ASC 107 Political Science (3CH):* This course will introduce the students to the key concepts of Political Science and its principle tools. The course will discuss the role of main political actors in the field of politics and their function.

*INV 200 Innovation (3CH):* Innovation is the engine of opportunity and, acting as a catalyst, this course is intended to ignite an interest in innovation and inspire entrepreneurial action. At the core of innovation and entrepreneurship is a commitment to experiential learning that will encourage students to engage in critical

thinking, creative problem-solving while also equipping them with the soft skills needed in their pursuit of academic and professional endeavors. Students will discuss the relevance and role of innovation and entrepreneurship in work and life situations; determine opportunities for creative disruption and design a strategy for its implementation; develop a practical understanding of innovation through thoughtful debate and exercises; and demonstrate critical thinking and individual insight with a personal mastery portfolio.

**ASC 104 Introduction to Sociology (3CH):** This course introduces the science of Sociology. Students will examine Society, Institutions and the relationships that make up a social context. The scientific methodology used to study social interactions, stratification and other elements of sociological enquiry will be discussed to emphasize the core concept of sociology as a systematic study of societies and social structures.

**ASC 110 Introduction to Social Sciences (3CH):** This course serves as an introduction into the interdisciplinary and multifaceted social sciences. The content on the course covers the range of different disciplines that social sciences consists of, namely: anthropology, sociology, psychology, political science, economics and to a lesser extent also history and geography. The secondary aim of the course is moreover for students to develop their critical thinking skills by engaging actively with material about social issues, social change and social institutions.

**ASC 206 Introduction to Geography (3CH):** This course will provide the students with a comprehensive overview of geography. Emphasis is on concepts that are necessary to understand global, regional and local issues. This course also includes topics on both human and physical geography.

**ASC 102 Introduction to Anthropology (3CH):** This course introduces the student to the development of the human race. You will study a Four Field introduction to Anthropology wherein you will gain an understanding of Human Development and how both ancient and modern humans are studied. An understanding of Anthropology, the study of culture and human development is an important pillar in a degree which aims to develop educators in multi-cultural and economically diverse settings.

**ASC 213 Human Rights (3CH):** This course introduces basic human rights philosophy, principles, instruments, and institutions. It examines the major sources of international human rights and fundamental freedoms, including treaties such as the United Nations Charter, the Universal Declaration on Human Rights, the International Covenants on Civil and Political Rights, and on Social, Cultural, and Economic Rights. It studies their protection in the regional institutions such as the European

Convention on human rights, the American Declaration on Human Rights and the African Charter of Human Rights and Peoples. This course also analyzes the mechanism of protection and enforcement of human rights in these regional institutions.

It also seeks to interpret the guarantees of enforcement of human rights in international law, and in UAE Constitution.

## Information Technology or Quantitative

**ASC 205 General Statistics (3CH):** The General Statistics course is designed to develop good understanding of the basic concepts of statistical theorems, and applications. The course covers topics such as data collection methods, organization of data, analysis and interpretation of results. A software package will be used to analyze the statistical data.

**MAT 101 Math for Business (3CH):** This course is especially designed for business students. Mathematics for Business teaches the mathematical skills required for problem solving and decision making in the business world through use of mathematical models. Topics include: functions as mathematical models, equation-solving techniques, matrices and determinant, differential and integral calculus, exponential growth and decay and geometric series and its applications in business functions.

**MAT 100 General Mathematics (3CH):** This course is designed to develop a good understanding of the fundamental concepts of mathematics. It also stresses on crucial cognitive transferable skills such as the ability to think logically and concisely. Mastering this course will give students the confidence to go on and do further courses in mathematics and statistics.

**CSC 110 Introduction to Computer System (3CH):** The purpose of this introductory course is to study computers and data. It gives an establishment to utilizing computers in different courses and educational module for research, correspondence, and writing. Students will be exposed to the fundamentals of hardware and its associated software and systems improvement. The course will show how the computer automates the processing of information.

## Humanities or Arts

**ENG 201 American Literature (3CH):** This course will provide the students with a comprehensive overview of English literature in the United States. It will familiarize the students primarily with early Anglo-American writers and the different literary movements that took place in the United States. Today American literature includes many minority literary works, but the historical matrix

remains Anglo-Saxon if we are to consider the dominant culture as the starting historical point.

*FAD 104 Contemporary Arab Art (3CH):* This course explores Arab art and aesthetics from the beginning of the twentieth century till date. The students will learn about the contemporary art and design movement in Arab countries, the expression of cultural identity, as well as the factors involved and changes in aesthetics from Islamic to Arabic art. They will also study and analyze the role of pioneer artists from various generations with emphasis on their influence on contemporary Arab art.

*ASC 201 Introduction to Philosophy (3CH):* This course will introduce the students to the key concepts of philosophy and its principle tools. The course will discuss the schools of philosophical thought, and will apply philosophical analysis to the topics of knowledge, religion, mind, freedom, responsibility, and ethics.

*ASC 203 World-History (3CH):* This course provides an overview of World / General History. The course will conclude with discussions about perspectives on World History.

*ASC 204 Middle East History (3CH):* This course provides an overview of Middle-Eastern History, including the sources of Middle Eastern History. The course will conclude with discussions about perspectives on Middle-Eastern History

## Islamic Studies, History or Culture

*ASC 105 Islamic Culture (3CH):* This course will offer students' knowledge to enable them understand the Islamic culture. The course offers a review of the history of Islam and how it is currently the fastest growing religion in the world.

*ASC 106 Islamic Civilization (3CH):* The course is designed to give an in-depth understanding of the Islamic civilization. It deals with the universal principles that went into the making of the Islamic civilization. It examines the basic ideas of Islamic civilization besides exploring their contemporary relevance and challenges. The course seeks to effectively address the notion of the 'clash of civilizations.'

*DES 103 Introduction to Islamic Arts (3CH):* This course aims to focus on the evolution of Islamic Art through a chronological overview of various trends and approaches throughout history. Looking at the period from the

seventh to the thirteenth centuries, a time of the formation of a new artistic culture and its first, medieval, flowering in the vast area from the Atlantic to India.

## UAE Studies

*ASC 215 UAE and GCC Society (3CH):* The course is designed to introduce the UAE and GCC society with its historical background and uniqueness. It is aimed at enabling students to understand the specific features of the society along with its customs, traditions and lifestyle. The course will introduce the processes and the challenges of development as well as the future aspirations of the UAE and GCC Society.

## Core Courses:

*FAD 100 Color Theory and Practice (3CH):* This course examines color theory as an aid to communication, control and expression in traditional and contemporary design. The fundamental course allows students to explore color topics including color theory, color interaction, and color psychology. Students will study a wide range of creative and technical aspects of color and its use in design, experimenting with traditional mediums and digital applications.

*FAD 101 Basic Design (3CH):* This course is one of the fundamental courses in which the students will be introduced to the visual elements of design comprising of: point and line; shape and form; surface and texture; color and value; light and shadow; negative and positive space. The students will practice design principles: unity and variety; similarity; emphasis and point of interest; scale; proportion; and balance. This course is designed to give the students a strong understanding of 2D and 3D visual communications.

*FAD 102 Fundamentals of Graphic Illustration and Digital Imaging (3CH):* Fundamentals of Graphic Illustration and Digital Imaging introduces students to the use of a computer as a powerful digital drawing and imaging tool. The focus of the course is on basic computer skills and use, mastering fundamental digital illustration and imaging skills, and developing efficient working styles. The course learning experience incorporates a variety of visual artwork strategies including but not limited to, color/ texture enhancements, typography, pen/ brush tools, , perspective tool, using different color schemes. This course involves considerable hands-on instruction and multiple projects using Adobe Photoshop/ Illustrator.

*FAD 121 Drawing (3CH):* This course provides a core introduction to drawing, covering a wide range of basic and intermediate practical and technical skills. Students



will explore approaches and concepts to the subject through manual practice using a comprehensive range of media and with reference to great masters in the field. Traditional and objective drawing skills in the use of line, tone, form and perspective provide the foundation for learning in this course. Students are required to develop their ability to observe, perceive and interpret through drawing the world around them, reflecting their understanding of 2D and 3D space.

*DES 210 Design Thinking (3CH):* This course introduces students to human centered design thinking methods and practices through a variety of hands-on activities. DT is a methodology used by designers for the identification of problems and the definition of innovative solutions. Students will engage in processes for idea generation including sketching and diagramming, concept mapping and low-fidelity prototyping infusing visualization techniques and empathic tools into their design process.

*FAD 122 Art History I (3CH):* This course is a chronological survey of art and design offering students an in-depth understanding of the role of art throughout history with a strong focus on aesthetic values, socio-cultural influences and technical terminology. Architecture, sculpture, painting, decorative arts, prehistoric art, design of the ancient world, the world beyond Europe, early Christian and Islamic art and the art of the Middle-Ages and Gothic period form the foundation of the course material spanning a period from 40,000 BC to 1300 AD.

*FAD 211 Art History II (3CH):* This course covers the extensive cultural shifts from the early Renaissance through to the 20th century. Students will study painting, sculpture, furniture architecture as individual works in relation to their geographical, social, political, and religious environments. Also, analysis and comparative study of periodic decorative elements, strong designs and architectural features will be conducted.

*FAD 215 3D Design (3CH):* In this course, students will learn various techniques to construct objects in digital 3D space, as well as physical 3D solutions. Students will follow a concept development process of research and sketching, to generate designs for 3D production. A final original design, related to each student's major, will be constructed using industry-standard 3D software.

*DES 414 Collaborative Design Studio (3CH):* The course is designed to promote interdisciplinary collaboration in design. Graphic, Interior, Fashion Design and Digital Animation are brought together into one studio environment to allow students with different skills and strengths work as a team solving a relatively complex design problem. Students develop a research plan followed by the establishment of intent and context for the topic and identification of stakeholders, leading to concept exploration and creation of a holistic design

solution in cooperation with other specializations, institutes or with professionals from the industry.

*DES 300 Pre-Internship (0CH):* Pre-Internship is a one credit hour internship preparatory course designed for students seeking an internship. The course will prepare students to successfully plan their internship by researching and identifying potential internship opportunities, creating professional resume and letter of introduction, developing interviewing and networking skills as well as a portfolio per industry requirements. Students will go through different learning modules including experiences, team work skills, communication skills, leadership skills, problem solving, self-management and professionalism to be able to make the most of their internship.

*FAD 300 Internship (3CH):* The college considers students' internship as an essential channel that brings together the college, the students, and the job marketplace. Furthermore, internship is a method that integrates the instructional theoretical backgrounds to real existing practice. The training allows them to work under the observation and guidance of the field supervisor without replacing any regular employee. The internship is closely monitored by a college faculty member as an academic supervisor.

### *Graphic Design Specialization Courses:*

*GRD 304 Typography I (6CH):* Typography-I is the study of letterforms including their purpose as communication tools, type anatomy, syntax, and their evolution with technologies in printing and new media. This course will provide the student with a foundation to understand the evolution of typography from both historical and conceptual perspective. Students will be exposed to a vocabulary of professional terms to articulately communicate their ideas with their peers, and their future associates and clients. In addition, students will learn to incorporate the basic principles of typography with the essential technical skills necessary to achieve success in graphic design and advertising.

*GRD 221 Life Drawing (3CH):* Students will develop an in-depth knowledge of human anatomy and figure construction through exploration of the skeletal, muscular and surface systems of the human body. Portraiture and facial expression also form part of the course. Classic technique and personal interpretation will be explored through intensive studio practice based on direct observation of the model examining shape, form, line, tone, value, texture, weight, balance, stress and movement. Advanced composition, sophisticated mark-making and the development of personal expression, interpretation and visual fluency are key in this course as well as thoughtful and constructive participation in group critiques using appropriate terminology.

*GRD 310 History of Graphic Design (3CH):* This course explores the evolution of graphic communication from prehistory through postmodern design and the digital revolution. Building on the learning experiences of Art History I and II, as well as historical information gleaned from other courses, students will develop a clear and chronological grasp of the evolution of Graphic Design principles and practices throughout history, with particular focus on the role of mass production, printing, mass media and digital developments. Students will consider the impact of technological advances and enhancements as well as reflect on the comparisons and contrasts that can be found across all areas of visual communication throughout time. This will be communicated through a series of quizzes, exams, written essays and papers in which students are required to make cogent and well-informed observations on the evolution of this field.

*GRD 223 Graphic Design I (6CH):* This course is an introduction to graphic design and visual communication design systems. Students will build on previous knowledge, while enhancing and applying design elements such as spatial relationships, typography, hierarchy, color management and imagery through a range of practical visual solutions for branding, promotion and typography. Students will solve basic design problems through investigation of design elements and principles combining creative visual solutions with technical skills to solve visual communication problems. Students are introduced to state-of-the-art digital software as well as being encouraged to utilize traditional skills to investigate and experiment through a series of projects.

*GRD 224 Typography II (3CH):* This course is an in-depth examination of the function of typography as a visual element within the larger context of graphic communication. Students will explore the role that typography plays in shaping the form and content of visual communication. It expands their thinking and practice related to diverse forms of visual expression and enhance their abilities to visualize and communicate complex information that is mainly typographic. Through reading, research, critique, studio practice and design production students will explore a variety of advanced design problems and build skills in communicating visual meaning.

*GRD 311 Communication Design (3CH):* This course is an introduction to communication design principles, methods, and practice. It covers a wide variety of communication design practices as the means to achieve an effective outcome. Students will learn communication design across a broad range of media and develop an understanding of various tips and techniques. They explore communication in a commercial environment through problem solving while working on hands-on projects.

*GRD 305 Graphic Design II (6CH):* This course focuses on brand design and identity through a series of exercises and projects. Students will utilize a range of acquired art and design skills to investigate existing design work, and generate original visual communication solutions and demonstrate effective design thinking. They are exposed to industry standards and international practices, and will learn to interpret design briefs, responding to the needs and specifications of the client.

*GRD 321 Information Design (3CH):* This course explores the theory and practice of information design and presentation. It introduces students to the design, presentation, and communication of information in a range of media. The emphases on information types, methods and modes of presentation, and document design and layout. The main objective is to develop understanding of design principles and increase critical awareness of information presentation techniques. Topics include the study of sign systems, way-finding methods, ideographs and symbol-based communication, charts, graphs and public information. Topics include: corporate communication systems, publication, way-finding, interaction design, etc.

*GRD 322 Graphic Design III (6CH):* This course is designed to familiarize students with package design, covering branding, graphics and typography. Students will develop aesthetic, composition and structural design skills needed to create a series of package design from rough sketches to final presentation.

*GRD 411 Desktop Publishing (6CH):* This course focuses on the print processes and digital layout design systems and technology. Emphasis is placed on production techniques and developing an in-depth familiarity with the practical factors relating to design in the print and publishing industry. Students will explore contemporary trends in different markets and create functional designs through a series of practical projects that will help them realize their ideas into effective, aesthetically appealing outcomes.

*GRD 421 Capstone Graduation Project (6CH):* The capstone graduation project is the representation of the students' in-depth learning and understanding of their field of specialization through a long-term project accomplished in a professional manner. They are evaluated on their ability to complete this project with originality and quality, applying the skills, techniques and methodologies they have learnt during their course of study. The student is assigned to research and identify a topic, and develop a detailed research proposal highlighting the goals, objectives, tasks, methodology and time plan. The topic could range from an academic research to school/ community service, student-developed business or any other area of personal interest. The student communicates regularly with his/ her academic-capstone advisor for review, while working constantly to improve the outcome by building upon

previously gained expertise. The academic-capstone advisor contributes through meaningful feedback and setting expectations of standards, offering an opportunity for open-ended learning through self-reflection and improvement. The process is documented, findings are compiled and presented orally as well as in writing through a capstone report.

*GRD 422 Special Topics (3CH):* This course provides an opportunity for students to focus on various issues in

graphic design and to study advanced techniques and processes. Course content vary each time the course is offered. The course emphasizes research analysis and the creative process that leads to innovative solutions and allows students to pursue individual projects related to the subject of the course. The course may include lectures, discussions, individual projects and critique, depending on the nature of the topic.

## Degree Requirements: Bachelor of Science in Design – Interior Design

REQUIREMENTS	TYPE	NO. OF COURSES	CR. HRS.
General Education	Compulsory	11	33
Core Courses	Compulsory	11	30
Specialization Courses	Compulsory	20	63
Elective Courses	N/A	-	-
<b>Total</b>		<b>42</b>	<b>126</b>

## Study Plan

### Preparatory Courses

Prior to their enrollment in the program, students applying for Bachelor of Science in Design must sit for the placement test related to the program, failure to successfully passing the placement test, they are required to enroll in the following courses:

#	Course Code	Course	C.H	Exemption Condition
1	CIT 90	Computer Preparatory	0	Passing the Placement Test
2	DES 90	Drawing Preparatory	0	Passing the Placement Test
3	ENG 99	Academic Writing (*)	0	Passing the Placement Test

(\*) *Students must pass the English Proficiency.*

### General Education Courses

*Total 11 Courses - 33 Credit Hours*

## Languages and Communication Studies

The student selects 12 credit hours (4 courses) from the list below:

#	Course Code	Course	C.H	Remarks
<b>Students must take all of the following courses:</b>				
1	ASC 101	University Life	3	Mandatory – First semester of the first year
2	ENG 101	Academic Writing	3	Mandatory
3	ASC 207	Introduction to Research	3	Mandatory
<b>Students must take one of the following Arabic Language courses:</b>				
1	ARLAA 100	Communication Skills in Arabic	3	-
2	ARLAA 105	Arabic Composition	3	-
3	ARLNA 100	Arabic for Non-Arab	3	Course designated for non-Arab Speakers

## The Natural sciences

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 210	Natural Science	3	-
2	ASC 211	Environmental Science	3	-
3	ASC 212	Sustainable Energy	3	-
4	PHY 100	Physics	3	-

## The Social or Behavioral Sciences

The student selects 6 credit hours (2 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 102	Introduction to Anthropology	3	-
2	ASC 104	Introduction to Sociology	3	-
3	ASC 107	Introduction to Political Science	3	-
4	ASC 110	Introduction to Social Science	3	-
5	ASC 200	General Psychology	3	-
6	ASC 206	Introduction to Geography	3	-
7	ASC 213	Human Rights	3	-
8	INV 200	Innovation and Entrepreneurship	3	Mandatory

### Information Technology or Quantitative

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	MAT 100	General Mathematics	3	Mandatory
2	MAT 101	Math for Business	3	-
3	ASC 205	General Statistics	3	-
4	CSC 110	Intro. To Computer System	3	-

### Humanities or Arts

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	DES 104	Contemporary Arab Art	3	Mandatory
2	ASC 201	Introduction to Philosophy	3	-
3	ASC 203	World History	3	-
4	ASC 204	Middle East History	3	-
5	ENG 201	American Literature	3	-

### Islamic Studies, History or Culture

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 105	Islamic Culture	3	-
2	ASC 106	Islamic Civilization	3	-
3	DES 103	Introduction to Islamic Art	3	-

### UAE Studies

The student selects 3 credit hours (1 course) from the list below

#	Course Code	Course	C.H	Remarks
1	ASC 215	UAE and GCC Society	3	-

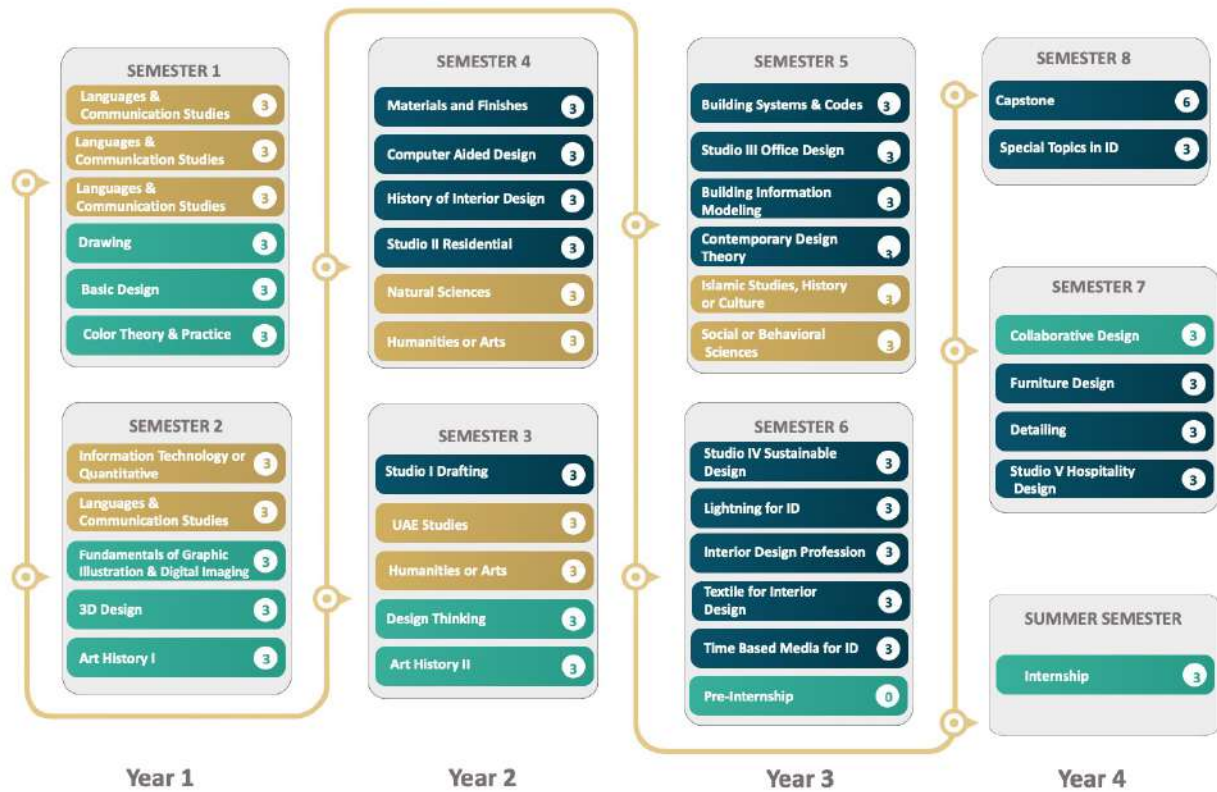
### Core requirements courses (11 courses/63 CH)

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	DES 100	Color Theory and Practice	-	3

2	DES 101	Basic Design	-	3
3	DES 102	Fundamentals of Graphic Illustration and Digital Imaging	-	3
4	DES 121	Drawing I	-	3
5	DES 210	Design Thinking	DES 101	3
6	DES 122	Art History I	-	3
7	DES 211	Art History II	DES 122	3
8	DES 212	3D Design	DES 102	3
9	DES 414	Collaborative Design Studio	DES 301	3
10	DES 300	Pre-Internship	90 CH	0
11	DES 301	Internship	INTERN 101	3

*Compulsory courses –Interior Design Specialization (20 courses/57 CH)*

NO.	COURSE CODE	COURSE TITLE	PREREQUISITE	CR. HRS.
1	IND 121	Introduction to Interior Design	-	3
2	IND 213	Studio I – Drafting	IND 121	3
3	IND 221	CAD	IND 213	3
4	IND 222	History of Interior Design	DES 211	3
5	IND 225	Materials and Finishes	IND 213	3
6	IND 226	Studio II - Residential	IND 213	3
7	IND 312	Building Systems and Codes	IND 226	3
8	IND 316	Studio III – Office Design	IND 226	3
9	IND 317	Building Information Modeling	IND 221	3
10	IND 325	Time Based Media for Interior Design	IND 317	3
11	IND 318	Contemporary Design Theory	IND 222	3
12	IND 326	Interior Design Profession	IND 316	3
13	IND 322	Lighting for Interior Design	IND 312	3
14	IND 327	Textiles for Interior Design	DES 100	3
15	IND 328	Studio IV- Sustainable Design	IND 316	3
16	IND 411	Detailing	IND 317	3
17	IND 414	Studio V- Hospitality Design	IND 328	3
18	IND 415	Furniture Design	IND 327	3
19	IND 420	Special Topics in Interior Design	IND 414	3
20	IND 422	Capstone Graduation Project	IND 414	6



## Course Description

### General Education Courses:

#### Languages and Communication Studies

**ASC 101 University Life (3CH):** The purpose of this course is to facilitate the process of transition into new academic and cultural environment for the new students enrolled in the AUE. Furthermore, it aims to promote their confidence so that they could succeed and meet the academic requirements. The course assimilates academic content with interactive in class activities to ensure understanding of curricular options and begin to develop a future career plan through self-reflection.

**ENG 101 Academic Writing (3CH):** This course provides students with advanced writing components in English so that they can successfully pursue their studies in various academic specializations. Students practice writing long argumentative and reflective essays, with emphasis on implementing APA format in paper format, in-text citation and references in projects and assignments

**ASC 207 Introduction to Research (3CH):** The intent of this course is two-fold. First, it introduces students with the

basic research terminologies. Second, it familiarizes them with the process of research from choosing a topic to writing the proposal. Students will be immersed in hands on experience where they will be introduced to research concepts that will help them understand, interpret, and critique a scientific research. Contents to be covered include the language of research, types of research, elements of scientific research proposal, writing an academic research proposal using APA style, research ethics, crafting data collection instruments, and interpreting data.

#### ARLAA 105 Arabic Composition (3CH):

This course is designed to enable students to analyze multiple texts in various fields of knowledge. In order to be able to distinguish between texts despite their difference of contents, it also enables student to simulate those texts in a correct way, and to transform the information into skill and behavior. And since writing is an integrated building process, and that the building is affected by its parts, therefore student needs models, linguistic laws, planning, cohesion and goals including: news and inquiries, demand and influence of the recipient.

#### ARLAA 100 Communication Skills in Arabic (3CH):

This course is designed to enable the Arabic-speaking student with the necessary language skills, especially focusing on the steps of writing reports, official letters and systematic research.

To achieve this, and to develop the student's abilities to understand correctly what he reads and listens, and to gain the ability to write articles, reports, meeting minutes and recommendations of conferences and seminars in a sound manner, the course was concerned with training the student in basic writing skills; such as multiple spelling rules, punctuation marks, paragraph system, and essay writing progressively.

*ARLNA 100 Arabic for Non-Arab (3CH):* This course is based on the principle that "Education" is an accumulative task especially when it comes to language learning. This process undergoes specific stages to assist the non-Arabic speakers to reach the ultimate goal which is to acquire the required skills (listening, speaking, reading, writing) easily and accurately. To achieve this aim, text-based dialogues are provided as head start for the non-Arabic speakers to continue to the higher levels. The course also provides basic elements for reading, writing, dialogues, and listening to assist the learners to confidently interact with the Arab community.

## The Natural Sciences

*ASC 210 Natural Science (3CH):* The natural science course incorporates a wide range of subjects of sciences such as astronomy, geology, biology, chemistry, and environmental science. The course will present the scientific facts of astronomy, the Earth and its weather, water, and environment, biology, and nutrition with the chemicals of life. The course emphasizes understanding the core principles of different branches of science and their effects on our lives. Moreover, the course explores the scope of natural phenomena, changing environment conditions, general health rules of nutrition, and the variety of living organisms. The course helps the students to acquire skills in observation, critical thinking, analyzing, interpreting, understanding and discussing scientific terminology and facts.

*ASC 212 Sustainable Energy (3CH):* This course gives a thorough introduction to sustainable energy, conservation, and energy efficiency within the UAE and the world. It will explore the relationship between energy, environment, economy and ecological well-being. It will discuss energy production from the biology, natural science, environmental science and social sciences perspectives.

A variety of topics will be introduced including global warming, climate change, sustainable food production, solid waste management, environmental and natural

resources laws. The course includes the growing challenges of climate change and energy crisis and proposes solutions to overcome them.

*ASC 211 Environmental Science (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*PHY 100 Physics (3 CH):* General Physics course introduces the basic concepts, theories and the terminologies of the scientific method in the context of the science of physics. Students will reinterpret and express ideas and views from the study of physics, and differentiate between the various multitudes of energy and momentum.

## The Social or Behavioral Sciences

*ASC 200 General Psychology (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*ASC 107 Political Science (3CH):* This course will introduce the students to the key concepts of Political Science and its principle tools. The course will discuss the role of main political actors in the field of politics and their function.

*INV 200 Innovation (3CH):* Innovation is the engine of opportunity and, acting as a catalyst, this course is intended to ignite an interest in innovation and inspire entrepreneurial action. At the core of innovation and entrepreneurship is a commitment to experiential learning that will encourage students to engage in critical thinking, creative problem-solving while also equipping them with the soft skills needed in their pursuit of academic and professional endeavors. Students will



discuss the relevance and role of innovation and entrepreneurship in work and life situations; determine opportunities for creative disruption and design a strategy for its implementation; develop a practical understanding of innovation through thoughtful debate and exercises; and demonstrate critical thinking and individual insight with a personal mastery portfolio.

*ASC 104 Introduction to Sociology (3CH):* This course introduces the science of Sociology. Students will examine Society, Institutions and the relationships that make up a social context. The scientific methodology used to study social interactions, stratification and other elements of sociological enquiry will be discussed to emphasize the core concept of sociology as a systematic study of societies and social structures.

*ASC 110 Introduction to Social Sciences (3CH):* This course serves as an introduction into the interdisciplinary and multifaceted social sciences. The content on the course covers the range of different disciplines that social sciences consists of, namely: anthropology, sociology, psychology, political science, economics and to a lesser extent also history and geography. The secondary aim of the course is moreover for students to develop their critical thinking skills by engaging actively with material about social issues, social change and social institutions.

*ASC 206 Introduction to Geography (3CH):* This course will provide the students with a comprehensive overview of geography. Emphasis is on concepts that are necessary to understand global, regional and local issues. This course also includes topics on both human and physical geography.

*ASC 102 Introduction to Anthropology (3CH):* This course introduces the student to the development of the human race. You will study a Four Field introduction to Anthropology wherein you will gain an understanding of Human Development and how both ancient and modern humans are studied. An understanding of Anthropology, the study of culture and human development is an important pillar in a degree which aims to develop educators in multi-cultural and economically diverse settings.

*ASC 213 Human Rights (3CH):* This course introduces basic human rights philosophy, principles, instruments, and institutions. It examines the major sources of international human rights and fundamental freedoms, including treaties such as the United Nations Charter, the Universal Declaration on Human Rights, the International Covenants on Civil and Political Rights, and on Social, Cultural, and Economic Rights. It studies their protection in the regional institutions such as the European Convention on human rights, the American Declaration on Human Rights and the African Charter of Human Rights and Peoples. This course also analyzes the

mechanism of protection and enforcement of human rights in these regional institutions.

It also seeks to interpret the guarantees of enforcement of human rights in international law, and in UAE Constitution.

## Information Technology or Quantitative

*ASC 205 General Statistics (3CH):* The General Statistics course is designed to develop good understanding of the basic concepts of statistical theorems, and applications. The course covers topics such as data collection methods, organization of data, analysis and interpretation of results. A software package will be used to analyze the statistical data.

*MAT 101 Math for Business (3CH):* This course is especially designed for business students. Mathematics for Business teaches the mathematical skills required for problem solving and decision making in the business world through use of mathematical models. Topics include: functions as mathematical models, equation-solving techniques, matrices and determinant, differential and integral calculus, exponential growth and decay and geometric series and its applications in business functions.

*MAT 100 General Mathematics (3CH):* This course is designed to develop a good understanding of the fundamental concepts of mathematics. It also stresses on crucial cognitive transferable skills such as the ability to think logically and concisely. Mastering this course will give students the confidence to go on and do further courses in mathematics and statistics.

*CSC 110 Introduction to Computer System (3CH):* The purpose of this introductory course is to study computers and data. It gives an establishment to utilizing computers in different courses and educational module for research, correspondence, and writing. Students will be exposed to the fundamentals of hardware and its associated software and systems improvement. The course will show how the computer automates the processing of information.

## Humanities or Arts

*ENG 201 American Literature (3CH):* This course will provide the students with a comprehensive overview of English literature in the United States. It will familiarize the students primarily with early Anglo-American writers and the different literary movements that took place in the United States. Today American literature includes many minority literary works, but the historical matrix remains Anglo-Saxon if we are to consider the dominant culture as the starting historical point.

*FAD 104 Contemporary Arab Art (3CH):* This course explores Arab art and aesthetics from the beginning of the twentieth century till date. The students will learn about the contemporary art and design movement in Arab countries, the expression of cultural identity, as well as the factors involved and changes in aesthetics from Islamic to Arabic art. They will also study and analyze the role of pioneer artists from various generations with emphasis on their influence on contemporary Arab art.

*ASC 201 Introduction to Philosophy (3CH):* This course will introduce the students to the key concepts of philosophy and its principle tools. The course will discuss the schools of philosophical thought, and will apply philosophical analysis to the topics of knowledge, religion, mind, freedom, responsibility, and ethics.

*ASC 203 World-History (3CH):* This course provides an overview of World / General History. The course will conclude with discussions about perspectives on World History.

*ASC 204 Middle East History (3CH):* This course provides an overview of Middle-Eastern History, including the sources of Middle Eastern History. The course will conclude with discussions about perspectives on Middle-Eastern History

## Islamic Studies, History or Culture

*ASC 105 Islamic Culture (3CH):* This course will offer students' knowledge to enable them understand the Islamic culture. The course offers a review of the history of Islam and how it is currently the fastest growing religion in the world.

*ASC 106 Islamic Civilization (3CH):* The course is designed to give an in-depth understanding of the Islamic civilization. It deals with the universal principles that went into the making of the Islamic civilization. It examines the basic ideas of Islamic civilization besides exploring their contemporary relevance and challenges. The course seeks to effectively address the notion of the 'clash of civilizations.'

*DES 103 Introduction to Islamic Arts (3CH):* This course aims to focus on the evolution of Islamic Art through a chronological overview of various trends and approaches throughout history. Looking at the period from the seventh to the thirteenth centuries, a time of the formation of a new artistic culture and its first, medieval, flowering in the vast area from the Atlantic to India.

## UAE Studies

*ASC 215 UAE and GCC Society (3CH):* The course is designed to introduce the UAE and GCC society with its historical background and uniqueness. It is aimed at enabling students to understand the specific features of the society along with its customs, traditions and lifestyle. The course will introduce the processes and the challenges of development as well as the future aspirations of the UAE and GCC Society.

## Core Courses:

*FAD 100 Color Theory and Practice (3CH):* This course examines color theory as an aid to communication, control and expression in traditional and contemporary design. The fundamental course allows students to explore color topics including color theory, color interaction, and color psychology. Students will study a wide range of creative and technical aspects of color and its use in design, experimenting with traditional mediums and digital applications.

*FAD 101 Basic Design (3CH):* This course is one of the fundamental courses in which the students will be introduced to the visual elements of design comprising of: point and line; shape and form; surface and texture; color and value; light and shadow; negative and positive space. The students will practice design principles: unity and variety; similarity; emphasis and point of interest; scale; proportion; and balance. This course is designed to give the students a strong understanding of 2D and 3D visual communications.

*FAD 102 Fundamentals of Graphic Illustration and Digital Imaging (3CH):* Fundamentals of Graphic Illustration and Digital Imaging introduces students to the use of a computer as a powerful digital drawing and imaging tool. The focus of the course is on basic computer skills and use, mastering fundamental digital illustration and imaging skills, and developing efficient working styles. The course learning experience incorporates a variety of visual artwork strategies including but not limited to, color/ texture enhancements, typography, pen/ brush tools, , perspective tool, using different color schemes. This course involves considerable hands-on instruction and multiple projects using Adobe Photoshop/ Illustrator.

*FAD 121 Drawing (3CH):* This course provides a core introduction to drawing, covering a wide range of basic and intermediate practical and technical skills. Students will explore approaches and concepts to the subject through manual practice using a comprehensive range of media and with reference to great masters in the field. Traditional and objective drawing skills in the use of line,

tone, form and perspective provide the foundation for learning in this course. Students are required to develop their ability to observe, perceive and interpret through drawing the world around them, reflecting their understanding of 2D and 3D space.

*DES 210 Design Thinking (3CH):* This course introduces students to human centered design thinking methods and practices through a variety of hands-on activities. DT is a methodology used by designers for the identification of problems and the definition of innovative solutions. Students will engage in processes for idea generation including sketching and diagramming, concept mapping and low-fidelity prototyping infusing visualization techniques and empathic tools into their design process.

*FAD 122 Art History I (3CH):* This course is a chronological survey of art and design offering students an in-depth understanding of the role of art throughout history with a strong focus on aesthetic values, socio-cultural influences and technical terminology. Architecture, sculpture, painting, decorative arts, prehistoric art, design of the ancient world, the world beyond Europe, early Christian and Islamic art and the art of the Middle-Ages and Gothic period form the foundation of the course material spanning a period from 40,000 BC to 1300 AD.

*FAD 211 Art History II (3CH):* This course covers the extensive cultural shifts from the early Renaissance through to the 20th century. Students will study painting, sculpture, furniture architecture as individual works in relation to their geographical, social, political, and religious environments. Also, analysis and comparative study of periodic decorative elements, strong designs and architectural features will be conducted.

*FAD 215 3D Design (3CH):* In this course, students will learn various techniques to construct objects in digital 3D space, as well as physical 3D solutions. Students will follow a concept development process of research and sketching, to generate designs for 3D production. A final original design, related to each student's major, will be constructed using industry-standard 3D software.

*DES 414 Collaborative Design Studio (3CH):* The course is designed to promote interdisciplinary collaboration in design. Graphic, Interior, Fashion Design and Digital Animation are brought together into one studio environment to allow students with different skills and strengths work as a team solving a relatively complex design problem. Students develop a research plan followed by the establishment of intent and context for

the topic and identification of stakeholders, leading to concept exploration and creation of a holistic design solution in cooperation with other specializations, institutes or with professionals from the industry.

*DES 300 Pre-Internship (0CH):* Pre-Internship is a one credit hour internship preparatory course designed for students seeking an internship. The course will prepare students to successfully plan their internship by researching and identifying potential internship opportunities, creating professional resume and letter of introduction, developing interviewing and networking skills as well as a portfolio per industry requirements. Students will go through different learning modules including experiences, team work skills, communication skills, leadership skills, problem solving, self-management and professionalism to be able to make the most of their internship.

*FAD 300 Internship (3CH):* The college considers students' internship as an essential channel that brings together the college, the students, and the job marketplace. Furthermore, internship is a method that integrates the instructional theoretical backgrounds to real existing practice. The training allows them to work under the observation and guidance of the field supervisor without replacing any regular employee. The internship is closely monitored by a college faculty member as an academic supervisor.

### *Interior Design Specialization Courses:*

*IND 121 Introduction to Interior Design (3CH):* This course introduces students to design elements and their context, relationships and role in establishing the functionality, organization, and aesthetics of interior spaces. In addition, the students will grasp the physical and cultural background of interior designs and the way program requirements may materialize to fulfil the needs and aims of its users.

*IND 223 Studio I – Drafting (3CH):* This course is an introduction to spatial organization of interior space. The students will develop basic skills in documenting interior design concepts, analysis and conceptual development. The focus will be on design inquiry, process and presentation through drafting, orthographic drawings, use of tools, sketching, lettering, dimensioning, finish drawings and models.

*IND 221 CAD (3CH):* This course introduces the basic drafting skills using CAD. Students will learn basic architectural / interior technical skills and integrate their existing drafting and design skills to produce a simple set of drawings for interior spaces.

*IND 222 History of Interior Design (3CH):* This course will introduce design as a product of the age and cultural context in which it was created. Design will be demonstrated as a representative of the political, religious, aesthetic, socioeconomic, or other ideals that prevailed at a certain time and place in history. On the other hand, design will be revealed as a tool that was intentionally used to achieve specific goals: political, cultural, religious, in order to influence societies. Through the examination of the history of design, students will develop a critical view of historical examples, gain an informed understanding of today's built environment and apply this knowledge into their practice of design. An overview of the history of interior design will be offered and its direct relationship to other design products including architectural and decorative art products. The material will span the time from ancient civilizations to the twenty first century, and will touch on a worldwide geographical are.

*IND 313 Materials and Finishes (3CH):* This course introduces the materials and resources used in the design of interior spaces and the basis of their prospective impact on the function and aesthetics of architectural interiors, the users' wellbeing and safety and the environment at large. He students will explore the wide range of interior building materials, which will develop their prospects for creativity in design solutions. Technical vocabulary and systematic concepts associated with materials' sourcing, manufacturing and evaluation will be stressed. Finally, the students will be aware of their role as interior and product designers in preserving natural resources and improving the quality of interior built environments for the users through studying examples of best practices.

*IND 311 Studio II – Residential (3CH):* This course is an introduction to the planning of interior residential spaces. The students will be introduced to the methodology used by interior designers to conceptualize, analyze, and develop workable solutions to residential applications. Students will examine existing floor plans, study furniture placement, construct a model and develop layouts for residential spaces. An emphasis will be placed on sustainable design concerns, users' requirements and cultural influences

*IND 323 Building Systems and Codes (3CH):* In this course, students will be introduced to the interior design

construction and service systems according to the building codes and regulations and the ways they affect interior design. Students will learn technical terminology of the built environment and the relationship between design, construction, services and codes and the way this relationship influences design decisions. The importance of designing a functional and safe interior environment for all users will be emphasized.

*IND 321 Studio III – Office Design (3CH):* This studio course will introduce the students to the elements of commercial design. Emphasis will be placed on concept development for the design of office space for specific clients, using creativity to enhance the space while maintaining the identity of the client/brand. Students will critically analyze the workspace requirements and user needs then apply evidence based design in their office layout techniques and furniture, lighting, and finishing selection. Considerations of the relevant accessibility codes, universal design topics and sustainability are integrated in the course material.

*IND 317 Building Information Modeling (3CH):* In this course, students will be introduced to the interior design construction and service systems according to the building codes and regulations and the ways they affect interior design. Students will learn technical terminology of the built environment and the relationship between design, construction, services and codes and the way this relationship influences design decisions. The importance of designing a functional and safe interior environment for all users will be emphasized.

*IND 325 Time Based Media for Interior Design (3CH):* This course will introduce students to the process of taking plans created earlier on a CAD software to an advanced presentation level of 3D modeling and rendering through the use of time based media software such as 3D Studio Max. Small practice projects are used to explore topics such as the import of CAD drawings, building a 3D model, materials and textures, lighting, rendering, cameras and animation.

*IND 318 Contemporary Design Theory (3CH):* This course considers the changing role of theory with respect to the design practice over the course of the twentieth and twenty-first centuries. Examining key designers, movements, and texts, this course delivers an outline of the major theories that have informed, energized, or undermined recent architectural, interior and product design discourse. The course, especially considers the development of design knowledge as a factor that contributed to the main social, political, cultural, and technological changes of the time.

*IND 413 Interior Design Profession (3CH):* This course will introduce the students to the principles of interior design

professional practice. Students will learn the basics of professional ethics and project management. Types of business contracts will be demonstrated and ways to enhance the design career will be stressed.

*IND 322 Lighting for Interior Design (3CH)* This course is an introduction to the principles of lighting design, including lamps, luminaires, lighting techniques, and applications for residential and commercial projects. It provides students with a specific approach related to light, color, texture and form, and places a special emphasis on sustainable methods and opportunities. It introduces fundamentals of lighting design including technical terminology, criteria, calculations, planning and layout.

*IND 224 Textiles for Interior Design (3CH)*: This course will introduce students to the different fiber qualities and properties, yarns, weaving methods and how they affect the performance of textile products and applications. The course material is presented within the context of sustainability awareness and the role of design professionals in preserving natural resources and preventing pollution. Applications in interior design will be emphasized through hands-on projects and assignments.

*IND 412: Studio IV – Sustainable Design (3CH)*: This course aims to focus on the sustainable design approach and its holistic effect. Students will develop an understanding of various sustainable elements and factors including materials, water usage, indoor air quality, thermal comfort and the principles of alternative energy. The current status of sustainable practices will be analyzed. Hands-on projects using environmentally conscious materials are implemented in the course. The designer's ethical responsibility in the context of sustainable design is stressed.

*IND 411 Detailing (3CH)*: This course explores advanced concerns in design and detailing of interior finish structures. The course is planned to highlight the importance of detailing as part of the evolving design. The students will produce interior millwork drawings, and construction documents, through which they will be able to understand the assimilation of building codes and life safety subjects. They will also realize the possible methods through which they can communicate their design goals to the contractor or fabricator in order to achieve a successful and efficient execution of the design project. They will learn the importance of being part of a design team through projects that involve group collaboration.

*IND 414 Studio V – Hospitality Design (3CH)*: Students will gain understanding of various factors related to the design of hospitality space. They will be exposed to topics that include types of lodging, food facilities, circulation, furniture layout, and materials selection. Emphasis is placed on the application of universal design principles and the needs of the general population. Sustainably considerations will be highlighted throughout the course. Through research and case studies, best practices will be illustrated.

*IND 324 Furniture Design (3CH)*: The course will introduce furniture design and fabrication as they represent the hallmark of the human engagement with the material realm. Students will learn about furniture as a vehicle to understanding the smaller scale of form and space that engages human occupation and use, and as a scaled object of the evolving relationship between form, material and assembly. Another aspect that the students will be exposed to is the interplay between furniture design and the principles of anthropometrics and ergonomics, which will lead to a better understanding of the essence of universal design. The role of technological advancements in CAD fabrication will be emphasized as they represent new challenges and new opportunities in the exploration of the craft. Both historical and contemporary material and fabrication processes will be explored, through which, students will work together to research material form and assembly process, producing design solutions and finished projects of furniture fabrication. Students will work in groups and will use various methods to develop furniture design pieces using wood as a primary material for fabrication.

*IND 420 Special Topics in Interior Design (3CH)*: This course provides an opportunity for students to focus on various issues in fashion design and to study advanced techniques and processes. Course content vary each time the course is offered. The course emphasizes research analysis and the creative process that leads to innovative solutions and allows students to pursue individual projects related to the subject of the course. The course may include lectures, discussions, individual projects and critique, depending on the nature of the topic.

*IND 421 Capstone Graduation Project (6CH)*: The capstone graduation project is the representation of the students' in-depth learning and understanding of their field of specialization through a long-term project accomplished in a professional manner. They are evaluated on their ability to complete this project with originality and quality, applying the skills, techniques and

methodologies they have learnt during their course of study.

The student is assigned to research and identify a topic, and develop a detailed research proposal highlighting the goals, objectives, tasks, methodology and time plan. The topic could range from an academic research to school/ community service, student-developed business or any other area of personal interest. The student communicates regularly with his/ her academic-capstone advisor for review, while working constantly to improve the outcome by building upon previously gained expertise. The academic-capstone advisor contributes through meaningful feedback and setting expectations of

standards, offering an opportunity for open-ended learning through self-reflection and improvement.

The process is documented, findings are compiled and presented orally as well as in writing through a capstone report.

The project is divided into three distinct phases:

1. Research and topic selection.
2. Conceptual and design development.
3. Design execution/ design presentation, with necessary documentation and a comprehensive report.



# College of Law (CLAW)

## Program

### 1- Bachelor of Law

## Bachelor of Law Program Learning Outcomes Mapping with QF Emirates Level 7

PLO #	PLO Text	7A1	7A2	7A3	7A4	7K1	7K2	7K3	7K4	7K5	7R1	7R2	7R3	7R4	7S1	7S2	7S3
1	Define the knowledge of the fundamentals and theories of law in its various sections and applications					✓		✓									
2	Discuss the foundations of the legal and judicial structure in the United Arab Emirates.					✓	✓										
3	Describe the scientific research methods in the legal field to solve emerging problems						✓		✓								
4	Analysis the legal rules and judgements according to scientific principles							✓							✓	✓	
5	Apply legal formulation skills and oral pleadings.																✓
6	Use information and communication														✓		✓

	technologies skills to analyze legal cases															
7	Express personal opinion clearly and take responsibility for the assigned work	✓			✓											
8	Manage Work independently with taking into account the ethics and morals of the profession			✓									✓			

## Degree Requirements

REQUIREMENTS	TYPE	NO. OF COURSES	CR. HRS.
<b>General Education</b>	Compulsory	10	30
<b>Core Courses</b>	Compulsory	36	94
<b>Specialization Elective Courses</b>	Elective	2	6
<b>Total</b>		<b>48</b>	<b>130</b>

## Study Plan

### Preparatory Courses

Prior to their enrollment in the program, students applying for Bachelor of Law must sit for the placement test related to the program, failure to successfully passing the placement test, they are required to enroll in the following courses:

#	Course Code	Course	C.H	Exemption Condition
1	CIT 90	Computer Preparatory	0	Passing the Placement Test
2	ARA 90	Arabic Preparatory	0	Passing the Placement Test

### General Education Courses

*Total 10 Courses - 30 Credit Hours*

### Languages and Communication Studies



The student selects 12 credit hours (4 courses) from the list below:

#	Course Code	Course	C.H	Remarks
<b>Students must take all of the following courses:</b>				
1	ASC 101	University Life	3	Mandatory – First semester of the first year
2	ENG 100AR	English	3	Mandatory
3	ASC 207	Introduction to Research	3	Mandatory
<b>Students must take one of the following Arabic Language courses:</b>				
1	ARLAA 100	Communication Skills in Arabic	3	-
2	ARLAA 105	Arabic Composition	3	-

### The Social or Behavioral Sciences

The student selects 06 credit hours (2 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 102	Introduction to Anthropology	3	-
2	ASC 104	Introduction to Sociology	3	-
3	ASC 107	Introduction to Political Science	3	-
4	ASC 110	Introduction to Social Science	3	-
5	ASC 206	Introduction to Geography	3	-
6	ASC 200	General Psychology	3	-
7	ASC 213	Human Rights	3	Mandatory
8	INV 200	Innovation and Entrepreneurship	3	Mandatory

### Information Technology or Quantitative

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	MAT 100	General Mathematics	3	-
2	MAT 101	Math for Business	3	-
3	ASC 205	General Statistics	3	-
4	CSC 110	Intro. To Computer System	3	-

### Humanities or Arts

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	DES 104	Contemporary Arab Art	3	-
2	ASC 107	History of Islamic Art	3	-
3	ASC 201	Introduction to Philosophy	3	-
4	ASC 203	World History	3	-
5	ASC 204	Middle East History	3	-
6	ENG 201	American Literature	3	-

### Islamic Studies, History or Culture

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 105	Islamic Culture	3	-
2	ASC 106	Islamic Civilization	3	-

### UAE Studies

The student selects 3 credit hours (1 course) from the list below

#	Course Code	Course	C.H	Remarks
1	ASC 215	UAE and GCC Society	3	-

### Compulsory core courses – (36 courses/94 CH)

SR	Course Code	Course Title	Prerequisite Course	Credit Hours
01	Law 100	Introduction to the Science of Law	-	3
02	Law 103	Introduction to Islamic Law	-	3
03	Law 105	Law studies in English	Law 100	3
04	ECO 100	Principles of Economics	-	3
05	Law 102	Constitutional Law and Political Systems	-	3
06	Law 201	Sources of Commitment (1)	Law 100	3
07	Law 205	Sources of Commitment (2)	Law 201	2
08	Law 200	Penal law/General section (1) (general theory of crime)	Law 100	2
09	Law 202	Penal Law – General Section (2) (General Theory of Criminal Penalty)	Law 200	2
10	Law 301	Provisions of Commitment	Law 205	2

11	Law 203	Principles of Commercial Law	Law 100	3
12	Law 206	Public International Law in English	Law 105	3
13	Law 207	The Administrative Law	Law 100, Law 104	3
14	Law 312	Provisions of Evidence	Law 205	2
15	Law 300	Businesses and Bankruptcy	Law 203	3
16	Law 303	Criminal Law/Special Section (2) (Crimes against persons and funds, and crimes harmful to the public interest)	Law 302	2
17	Law 306	Nominate Contracts	Law 205	3
18	Law 308	In Kind Rights	Law 306	3
19	Law 302	Criminal Law/Section (1) (modern crimes)	Law 202	3
20	Law 310	Banking and securities	Law 203	3
21	Law 409	Labor and Social Security Law	Law 301	2
22	Law 304	Civil Procedural Law	Law 312	3
23	Law 401	Private International Law (1)	Law 304	2
24	Law 402	Private International Law (2)	Law 401	2
25	Law 407	Law of Implementation	Law 304	2
26	Law 309	Maritime and Air Law	Law 203	3
27	Law 315	Intellectual property	Law 203	2
28	Law 404	Arbitration in civil and commercial disputes	Law 304	2
29	Law 405	Environmental Protection Law	Law 207	2
30	Law 211	General Financial and Economic Legislation	ECO 100	2
31	Law 400	Penal Procedural Law	Law 303	3
32	Law 204	Personal Status (1) (provisions of marriage and divorce)	Law 103	3
33	Law 305	Personal Status (2) (wills, Succession and Endowment)	Law 204	3
34	Law 403	Principles of Jurisprudence	Law 103	3

*Graduation Research: Three (3) credit hours*

SR	Course Code	Course name	Prerequisite	Credit Hours
01	Law 416	Graduation research	110 CH	3

*Practical Training: three (3) credit hours*

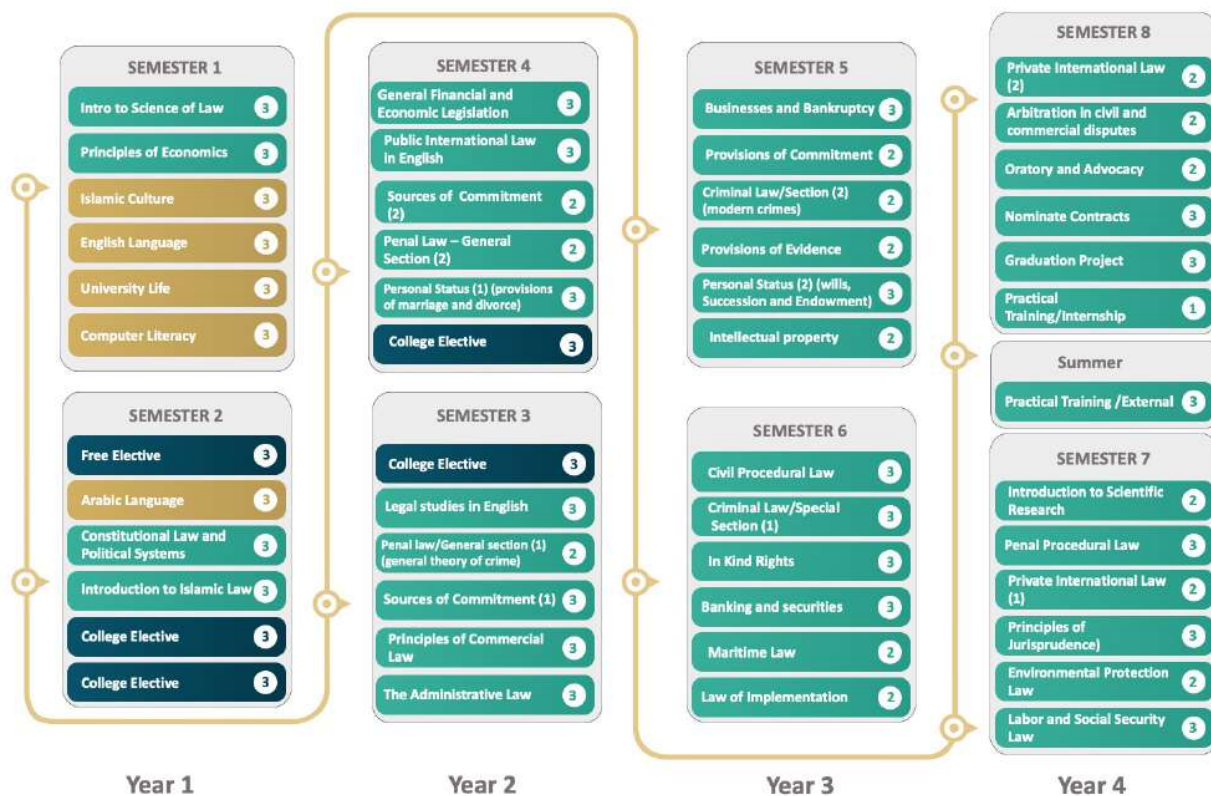
SR	Course Code	Course name	Prerequisite	Credit Hours
01	Law 411	Internship	Law 304+Law 301	3

*Elective Courses: Six (6) credit hours*

The student must choose two courses from the following:

SR	Course Code	Course name	Prerequisite	Credit hours
01	Law 408	International trade contracts (in English)	Law 203+Law 206	3
02	Law 410	Legal regulation of electronic commerce (in English)	Law 205	3
03	Law 415	International organizations (in English)	Law 206	3
04	Law 419	Money and banks (in English)	ECO 100	3
05	Law 414	International economy (in English)	Principles of Economics	3
06	Law 413	Consumer Protection Act	Law 300	3

Free Elective Course: Three (3) credits to be chosen by the student from other colleges



## Course Description

### General Education Courses:

#### Languages and Communication Studies

*ASC 101 University Life (3CH):* The purpose of this course is to facilitate the process of transition into new academic and cultural environment for the new students enrolled in the AUE. Furthermore, it aims to promote their confidence so that they could succeed and meet the academic requirements.

The course assimilates academic content with interactive in class activities to ensure understanding of curricular options and begin to develop a future career plan through self-reflection.

*ENG 100 English 2 (3CH):* This course provides students with advanced writing components in English so that they can successfully pursue their studies in various academic specializations. Students practice writing long argumentative and reflective essays, with emphasis on implementing APA format in paper format, in-text citation and references in projects and assignments

#### *ARLAA 100 Communication Skills in Arabic (3CH):*

This course is designed to enable the Arabic-speaking student with the necessary language skills, especially focusing on the steps of writing reports, official letters and systematic research.

To achieve this, and to develop the student's abilities to understand correctly what he reads and listens, and to gain the ability to write articles, reports, meeting minutes and recommendations of conferences and seminars in a sound manner, the course was concerned with training the student in basic writing skills; such as multiple spelling rules, punctuation marks, paragraph system, and essay writing progressively.

#### Islamic Studies, History or Culture

*ASC 105 Islamic Culture (3CH):* This course will offer students' knowledge to enable them understand the Islamic culture. The course offers a review of the history of Islam and how it is currently the fastest growing religion in the world.

#### Information Technology or Quantitative

*CIT 100 Computer Literacy (3CH):* This course presents the use of computers in everyday life. Students after completing this course will be computer literates. In addition, students will learn to communicate ideas effectively using a word processor, spreadsheet software,

presentation software, and a database management system. Towards the end of the course, students in groups will work to select a topic, search for the information, analyze and organize it incorporating a software tool(s) they learned and present it publicly

## Compulsory Courses

### *Law 100 Introduction to the Science of Law - LAW 100*

This course examines the Theory of Law and its divisions and branches, classification of the legal rule in terms of its force of binding, criteria of distinction between jus cogens and complementary rules, the idea of public order and morals and the applications thereof in public and private Law, sources of the legal basis and scope of application and interpretation thereof, as well as studying the Right Theory, in terms of definition, types, sources, element, subject, persons and legal protection of the Right.

*Law 103 Introduction to Islamic Law :* This course addresses an introduction to Islamic jurisprudence, an introduction to Islamic Law and its impact on the social, legal and political status of Arabs prior to Islam, the knowledge of the family law then prevailed, as well as knowledge of the general rules of Islamic law, the roles of Islamic jurisprudence in all ages, knowledge of the Islamic doctrines and groups that have emerged, and knowledge of the sources of Islamic jurisprudence.

*Law 105 Introduction to Scientific Research:* This course is aimed at studying an introduction to scientific research required for the preparation of research and legal communications and reports through introducing the steps of scientific research: how to choose a research title and highlight the research problem, develop the research, prepare a research plan, identify and collect the necessary references for the research, categorize references and sources, and how to quote from references, how to prepare initial and final writing, how to document information and refer to the references, how to write the epilogue at the end of the research, and finally how to write the introduction. All of the aforementioned are applied to all legal and economic sciences taught in the College of Law.

*MMC 200 Oratory and Advocacy:* Although some lawyers are by nature talented advocators, an advocating lawyer should train himself/herself, select nice words and phrases, and pick up what seems to be useful in his/her pleading. Therefore, a good lawyer should memorize some methods of pleading or perorations. Moreover, this course is based on the development of courage and self-confidence, learning the art of preparing a speech and acquiring knowledge of good diction, and having well knowledge of pleading and its forms, methods of pleading and declamation.

*ECO 100 Principles of Economics:* This course deals with the definition of Economics and determine its concept, the subject of Economics and economic problem, general economic principles in Islam, properties of the capitalist economic system, Modular Economics (Microeconomics) including: supply and demand, partial balance, product behavior; competition and monopoly, macroeconomics (aggregate) including national income and its balance.

*Law 102 Constitutional Law and Political Systems:* This course deals with the essence and nature of constitutions. It also deals with the nature of the Constitutional Law and its relation to other branches of law, the sources of constitutional rules, types of constitutions, methods of constitutions evolution, the judicial control of the constitutionality of laws. It also deals with the study of the state and its components, systems of governance, and then a statement of the United Arab Emirates constitutional system.

*Law 201 Sources of Commitment (1) "Sources of Voluntary Commitment.":* This course is designed to identify the sources of voluntarily commitment i.e. the contract and the individual will, so that the student shall learn about the concept of the contract in terms of definition and statement of its elements in terms of eligibility, satisfaction, place and cause, and then identify its scope, effects and expiration, whether by termination, dissolution or nullity, and then identify the second voluntary source of commitment, namely, the individual will by identifying through knowing its nature, extent of its commitment and legal effects.

*Law 205 Sources of Commitment (2) "Sources of Non - Voluntary Commitment":* This course deals with the definition of tort liability and the distinction between it and the contractual liability and the combination and the choice between both liabilities, the elements of tort liability (the harmful act, the damage and the causal relationship). The harmful act deals with liability for personal error, liability for third party's acts, liability for things, both material and moral damage, causal relationship between the harmful act and the damage, study of the tort and compensatory liability, the study of the beneficial act and the law as two non-voluntary sources of obligation.

*Law 200 Penal Law - General Section (1) "General Theory of Crime":* This course deals with a detailed and analytical study of the general theory of crime, in terms of definition and types of crime, and the study of its two elements (material and moral), with indicating the applicability of the criminal law in terms of time, place and persons, and indicating participation in the crime and its provisions, contraindications of criminal liability and grounds for permissibility.

*Law 302 Penal Code / Special Section (2) "New Crimes":* This course deals with the study of the most important

modern crimes that have been emerged by the scientific and technological progress. Such modern crimes include:

- Money Laundering Crimes.
- Computer and Internet Crimes.
- Credit Card Crimes.
- Crimes of Human Trafficking.

This course will also cover other modern crimes emerged by the future scientific progress.

*Law 202 Penal Code General Section (2) "General Theory of Criminal Punishment":* This course deals with the general theory of criminal punishment, which includes: Statement of general provisions and rules of penalties, definition of the penalty, its characteristics, divisions and rules of implementation, individualization of the punishment in its three forms (legislative, judicial and executive individualization) with explanation of the system of return to crime and the cessation of the penalty implementation and the system of police release. The course also studies the reasons of penalty expiration and lapse with explanation of the system of rehabilitation. Finally, the course studies the system of precautionary measures in terms of their nature, characteristics and types.

*Law 301 Provisions of Commitment :* This course deals with the implications of the commitment and the modified descriptions of the impact of the commitment; the course then explains the transfer of commitment, the transfer of the right, transfer of the debt, cessation of the commitment and the proof of commitment through "writing, evidence, presumption, acknowledgment and oath."

*Law 203 Principles of Commercial Law:* This course deals with the definition of the commercial law, its history and sources; the course also studies the business theory and the traders including the capacity of traders, and the commitments of traders "register in the commercial register and keep commercial books"; as well as the study of commercial contracts, commercial mortgage and agency by commission and brokering in general.

*Law 206 Public International Law (in English Language):* This course discusses the Public International Law and its branches. It explains the legal basis of such law, and identifies entities that are subject to its rules.. It concentrates also on the international agreements illustrating their conditions, consequences, termination, and their international recognition.

*Law 207 Administrative Law :* This course deals with the definition of administrative law in terms of its origin, definition, characteristics, sources and its relation to other laws. This course also includes the study of administrative organization as well as the methods of administrative organization. It also deals with the study of administrative activity, public facilities, administrative

control, administrative contract and public funds. The course also deals with the civil service.

*Law 312 Provisions of Evidence* : This course deals with the general provisions of evidence, the provisions related to various methods of evidence, and the impact of scientific and technical development on the provisions of evidence

*Law 300 Commercial Companies & Bankruptcy*

This course deals with the development of companies in the commercial law, the provisions of which are contained in the Federal Companies Law (as amended) and the details of provisions thereof in terms of their establishment, management, classification and cessation, including (solidarity companies, limited partnerships, partnerships limited by shares, public and private shareholding companies). This course also deals with the explanation of the provisions of the commercial bankruptcy, its publicity, protective conciliation and the implications thereof.

*Law 303 Penal Law / Special Section (1) "Crimes against persons and funds, and crimes harmful to the public interest"*: This course deals with the definition and importance of the special section of the Penal Law and the study of two types of crimes:

**Crimes against persons:**

The study of the most important crimes against persons: murder crimes, their descriptions and circumstances, involuntary manslaughter, physical abuse, and the study of crimes assault against public morality and ethics, and crimes against freedom and consideration.

**Crimes against funds and crimes harmful to the public interest:**

The study of the most important crimes against funds such as the crime of theft and its aggravated circumstances, the crime of fraud, the crime of breach of trust, the crime of bribery, embezzlement and forgery.

*Law 306 Nominate Contracts*: The course deals with the study of the concept of nominate contracts and the distinction between them and the innominate contracts in terms of their sources, nature and objectives, then the course studies the three most important contracts (contract of sale, lease and contracting agreement) in terms of their terms, elements and the obligations arising from each type. The course also deals with a comparative study with the provisions of the Federal Civil Transactions Law and its principles from the Islamic jurisprudence and the secular jurisprudence in regard thereto.

*Law 308 In - Kind Rights* : This course deals with the study of i- kind rights according to the following:

**Original in-kind rights:**

The course studies the rights of property in general and the scope of such rights, means of protection, characteristics, elements and limitations thereon, as well as common property, with a study of the forms of the reasons for the acquisition of ownership and the consequential rights.

**Consequential In-Kind Rights:**

The course deals with the study of mortgage and lien, as well as the study of hypothecation rights.

*Law 310 Banking and Commercial Papers*: This course covers the study of the legal aspects of the most important banking transactions such as bank deposits, bank transfers, current accounts, bank loans, letters of guarantee and bank credits. The course also covers the commercial papers such as: bills of exchange, checks and notes, and the study of their provisions and obligations, trading and fulfillment thereof.

*Law 409 Labor and Social Security Law*: This course deals with the study of the general principles of the Labor Law, individual employment contract, collective work contract, and the matters addressed by the law in terms of the relation between employers employees, the social security, the social security law and its importance, occupational injuries, occupational diseases, and old age insurance especially in the United Arab Emirates.

*Law 304 Civil Procedural Law*: This course deals with a detailed and analytical study of the general theory of crime in terms of definition and types of crime, and the study of its two elements (material and moral), with the indication to the applicability of the criminal law in terms of time, place and persons, and explaining participation in the crime and its provisions, contraindications of criminal liability and grounds for permissibility.

*Law 401 Private International Law (1)*: The course deals with the definition of private international law and explanation of its sources, rules and characteristics, as well as the study of the provisions of nationality (original and acquired), the general rules of naturalization, loss of nationality in the UAE, domicile and legal treatment of foreigners.

*Law 402 Private International Law (2)*: The study deals with the international special relations, the conflict of laws problem, the conflict of international jurisdiction, the adaptation of disputes and how to solve them based on the rules of attribution in the Federal Civil Transactions Law. The course also deals with the determination of the international jurisdiction controls for the Federal courts.

*Law 407 Law of Implementation*: This course deals with the general theory of forced implementation, the introduction of the law of procedure, the study of the procedural department in terms of its competence and

the persons in-charge thereof, the litigation on implementation and the methods of forced implementation on the debtor's money and self, and how the implementation outcomes are distributed, and implementation grievances.

*Law 307 Maritime Law:* The course deals with the definition of maritime law, the study of the ship: definition and status thereof, ownership and rights in kind, the seizure of ships and the legal system of the ship's crew, as well as the study of the "exploitation of the ship" contract of maritime transport, maritime accidents and liability of the ship owner, and maritime insurance."

*Law 314 Intellectual Property:* This course deals with the study of rights In-Kind, industrial property and protection thereof at the international level and in domestic legislation, trade relations and merchandise marks, trade names and titles i.e. the study of commercial property and moral property in both national and international legislation through the provisions of international conventions such as the Berne Convention, the Paris Convention and the GATT Conventions in the scope of international trade.

*Law 404 Arbitration in Civil and Commercial Disputes:* This course includes the definition of arbitration and its importance in solving the commercial disputes at the international level, and arbitration rules for various regional and Arab arbitration centers, the agreements on the implementation of arbitration provisions as well as the efforts of international organizations to find specific rules for arbitration and everything related to the arbitration agreement and the conditions thereof, arbitration clause as well as arbitration in Arab laws and conventions .

*Law 405 Environmental Protection Law:* This course deals with the definition of the environment, pollution and sources of pollution, and the protection of the environment from the legal point of view, and the criminal, civil and administrative penalties resulting from pollution of the environment through the study of the Federal Environmental Protection Law.

*Law 311 Public Finance and Economic Legislation:* This course deals with the study of the introduction to public finance and the rules governing the state finance (budget, expenditure and income), with a focus on the legislative applications of these foundations in the federal financial legislation such as the legislation regulating investment and the legislation regulating customs with a reference to taxes and types thereof.

*Law 400 Criminal Procedural Law:* This course deals with the definition of the criminal procedural law, the study of the public lawsuit in terms of its establishment and the competent authorities thereof, and the ways of cessation, as well as studying the civil suit related to a

criminal suit. The study also includes the stage of investigation and deduction, a stage carried out by the competent police bodies, and the trial stage, which is administered by the special courts. The course also deals with the study of methods of appeal against penal judgments (opposition, appeal, cassation, petition for reconsideration).

*Law 204 Personal Status (1) "Marriage and Divorce Provisions":* This course deals with the concept of personal status and the development of its legislation and the importance of family and breed and their status in Islam. The course discusses marriage precursors, engagement and its provisions, the marriage contract in terms of its concept, provisions and legality, and the mandate in marriage, prohibitions and implications of marriage; the dowry: definition and wisdom and types; maintenance, its definition, wisdom, types, amount and conditions. Then the course discusses divorce in terms of definition, wisdom, legality and divisions; conditional divorce (Khula'a), its ruling and legality; separation, its types and implications; waiting period (Iddat), its wisdom and implications; and finally the discussion of alimony in terms of definition, forms, , wisdom and implications.

*Law 305 Personal Status (2) "Wills, Successions and Endowment":* This course deals with the definition of endowment (waqf), its legality, ruling, types, conditions and provisions. The course also deals with the meaning of Will, its legality, ruling, types and provisions; the rights related to the succession and how to divide the estate on the heirs (paternal kinsman and maternal kinsman), and determining the share of each in the estate, and the principles the estate issues, the bonus share and loss of share, the division of inheritance issues, replications and disassociations, and the provisions of succession for embryos, missing persons and hermaphrodites. Then the course deals with the impact of endowment system, wills and successions in the achievement of social solidarity in the Muslim community.

*Law 403 Principles of Jurisprudence:* This course deals with the definition of the fundamentals of jurisprudence, its subject, usefulness and methods of authorship, definition of legal ruling and explanation of its two divisions (mandatory and objective), and the types of each division and conditions of commissioning for an act. The course also teaches the general, special, command, prohibition, absolute, limited, common, truth, imagery, explicit, apparent, text, precise, hidden, ambiguous, synopsized, similar, the text phrase, the text reference, the text indication, the text requirement, the concept of contravention. This course deals with the explanation of diligence and its role in interpreting the Sharia and legal texts.

*Law 300 Introduction to Scientific Research Methods:* This course aims at providing students with basic skills in planning and implementing of research and scientific studies. How to select and formulate the research



problem, the introduction and title of the research, the frame of reference, the design of the hypotheses, the objectives of the research in such a way as to make it coherent, as well as the precise identification of the scientific terms used in the studies and scientific research, and to provide the student with the necessary skills in analyzing the problems, hypotheses and objectives of the study, and interpretation of results in a scientific manner.

#### *Law 416 Graduation Research*

1. The theoretical aspect includes studying the methods and techniques of research, how to choose the subject of the research and the stages of its preparation, the research tools and how to identify them and search therein and how to prepare the research plan, prepare the introduction, subject and conclusion.
2. The practical aspect required the student to prepare a legal research in the specialization chosen by the student. The Scientific Department to which the research subject relates shall approve the proposed title of the research and appoint a supervisor to oversee it during the research preparation stage. Upon completion of the research, the student shall submit it to the supervisor (at least four copies) at least two weeks before the start of the final examinations. The research will be discussed on the date set by the supervisor and another faculty member chosen by the Scientific Department.

#### *Law 411,412 Practical Training (Internal and External):*

The course includes both external and internal training which are integrated into one course, provided that the internal training shall be in the College's Education Court and that the external training shall be conducted in the various relevant departments and other legal and judicial authorities.

## Descriptions of the Elective Specialization Requirements

### *A. Courses in Arabic Language*

#### *Law 213 Human rights in International Covenants and Islamic Law:*

This course deals with the study of the development of human rights and definition thereof from the beginning of ancient societies through the middle Ages to the international stage. As well as the study of human rights and the guarantees thereof in the international law before and after the elaboration of the United Nations Charter, as well as the study of the most prominent international conventions in this regard and some international conventions at the regional level and comparing them with human rights in Islamic law.

*Law 406 Forensic Medicine:* The expertise in criminal matters plays a major role in uncovering the truth and expediting the conclusion of criminal investigations, as the judge often needs someone to assist him/her in this area.

Forensic medicine is one of the indispensable technical areas in many criminal matters. This course will deal with the following topics: nature of the forensic medicine and its relation to crime scene, deaths and accidents, firearms, cases of hanging, suffocation, drowning, rape, wounds and injuries.

*Law 405 Legal Psychology:* This course deals with the collaboration between psychology and judiciary and the service offered by psychology to justice in the light of the modern society's need for judicial psychology services, the psychological studies in the judiciary field and the psychological characteristics of the Islamic judiciary.

*Law 413 Consumer Protection Laws:* This course deals with the definition of the ordinary and electronic consumer and means of protection thereof in the light of the general rules such as contracts of compliance, the option of vision, commitment to declaration, and special rules such as the right of recourse, and the role of WTO agreements in this regard.

*Law 209 Criminology and Punishment:* This course deals with the definition of criminology, its evolution, branches and methods of research, and the different types of doctrines in the interpretation of the criminal phenomenon, as well as the study of external and internal factors in the interpretation of the criminal phenomenon.

This course also discusses the concept of the science of punishment and its development and relation to other sciences, the definition of punitive institutions, their types and history, the study of criminal penalties in federal legislation and comparison thereof with other legislations in terms of their types and methods of implementation and methods of punitive treatment within the punitive institutions.

## College of Education (CEDU)

### Programs (\*)

- 1- Bachelor of Education – Educational Administration and Leadership
- 2- Bachelor of Education – Educational Psychology and Counselling
- 3- Bachelor of Education – Educational Technology

**(\*) Starting from the Academic Year 2020-2021, there will be no new admission in Bachelor of Education due to the revamping of the program.**

### Programs Goals

1. Offer quality and career-oriented academic programs with specialized coursework and practical application to fulfill market demands in the education field
2. Prepare students to become professionals in their chosen fields with the skills needed to meet the demands in the field of education.
3. Show ethical, professional, and social qualities.
4. Be an effective member of the community and make positive contributions to the society
5. Develop critical thinking and reasoning skills to evaluate information, solve problems, and make sound decisions

### Bachelor of Education Program Learning Outcomes Mapping with QF Emirates Level 7

PLO #	PLO Text	7A1	7A2	7A3	7A4	7K1	7K2	7K3	7K4	7K5	7R1	7R2	7R3	7R4	7S1	7S2	7S3
1	Articulate and apply contextually appropriate administrative and supervisory practices in line with current international norms.	✓				✓	✓	✓							✓	✓	✓
2	Articulate and apply current best practices in the counseling of learners and in serving as an	✓				✓	✓	✓	✓	✓					✓	✓	✓

	institutional focal point for educational psychology and counseling expertise.																
3	To enhance appropriate technical, creative, and analytical skills needed to enrich education systems in the region through the design and use of current educational technologies.	✓				✓	✓	✓	✓	✓			✓	✓	✓	✓	
4	Acquisition of knowledge, skills, and attributes that are necessary for those who intend to build their career in educational psychology and counseling.	✓				✓	✓	✓	✓	✓		✓		✓	✓	✓	
5	Demonstrate ability and knowledge to actively contribute to planning and administration in the education sector.	✓				✓	✓	✓	✓	✓	✓			✓	✓	✓	
6	Demonstrate and articulate the skills necessary to contribute to positive learning environments through the use of educational technologies.	✓	✓			✓	✓	✓		✓		✓	✓	✓	✓	✓	
7	Demonstrate an understanding of being an independent, competent, ethical, professional educational administrator	✓				✓	✓	✓	✓	✓		✓		✓	✓	✓	

	possessing the skills necessary to contribute to inclusive and supportive working and learning environments.																
8	Demonstrate the skills and knowledge to remain current in the field and appropriately apply technologies to specific educational contexts.	✓			✓	✓	✓	✓		✓		✓		✓	✓	✓	
9	Development of skills for creating, and assisting learners in creating, learning environments that support diversified learning styles, multiculturalism, and that are free from prejudice.	✓			✓	✓	✓	✓	✓	✓			✓	✓	✓		

## Degree Requirements

REQUIREMENTS	TYPE	BA- Education	
		NO. OF COURSES	CR. HRS.
General Education Courses	Compulsory	18	54
Core Requirements	Compulsory	14	42
Specialization	Compulsory	08	21
Electives	Compulsory	03	09
<b>Total</b>		<b>43</b>	<b>126</b>

## Study Plan

### Preparatory Courses

Prior to their enrollment in the program, students applying for Bachelor of Education must sit for the placement test related to the program, failure to successfully passing the placement test, they are required to enroll in the following courses:

#	Course Code	Course	C.H	Exemption Condition
1	CIT 90	Computer Preparatory	0	Passing the Placement Test
2	ENG 99	Academic Writing (*)	0	Passing the Placement Test

(\*) Students must pass the English Proficiency.

### General Education Courses

Total 18 Courses - 54 Credit Hours

#### Languages and Communication Studies

The student selects 12 credit hours (4 courses) from the list below:

#	Course Code	Course	C.H	Remarks
<b>Students must take all of the following courses:</b>				
1	ASC 101	University Life	3	Mandatory – First semester of the first year
2	ENG 101	Academic Writing	3	Mandatory
3	ASC 207	Introduction to Research	3	Mandatory
<b>Students must take one of the following Arabic Language courses:</b>				
1	ARLAA 100	Communication Skills in Arabic	3	-
2	ARLAA 105	Arabic Composition	3	-
3	ARLNA 100	Arabic for Non-Arab	3	Course designated for non-Arab Speakers

#### The Natural sciences

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 210	Natural Science	3	-
2	ASC 211	Environmental Science	3	-
3	ASC 212	Sustainable Energy	3	-
4	PHY 100	Physics	3	-

#### The Social or Behavioral Sciences

The student selects 15 credit hours (5 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 102	Introduction to Anthropology	3	-
2	ASC 104	Introduction to Sociology	3	-
3	ASC 107	Introduction to Political Science	3	-
4	ASC 110	Introduction to Social Science	3	-
5	ASC 200	General Psychology	3	Mandatory
6	ASC 206	Introduction to Geography	3	-
7	ASC 213	Human Rights	3	-
8	INV 200	Innovation and Entrepreneurship	3	Mandatory

### Information Technology or Quantitative

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	MAT 100	General Mathematics	3	-
2	MAT 101	Math for Business	3	-
3	ASC 205	General Statistics	3	-
4	CSC 110	Intro. To Computer System	3	-

### Humanities or Arts

The student selects 15 credit hours (5 courses) from the list below:

#	Course Code	Course	C.H	Remarks
1	DES 104	Contemporary Arab Art	3	-
2	ASC 107	History of Islamic Art	3	-
3	ASC 201	Introduction to Philosophy	3	-
4	ASC 203	World History	3	-
5	ASC 204	Middle East History	3	-
6	ENG 201	American Literature	3	-

### Islamic Studies, History or Culture

The student selects 3 credit hours (1 course) from the list below:

#	Course Code	Course	C.H	Remarks
1	ASC 105	Islamic Culture	3	-
2	ASC 106	Islamic Civilization	3	-

## UAE Studies

The student selects 3 credit hours (1 course) from the list below

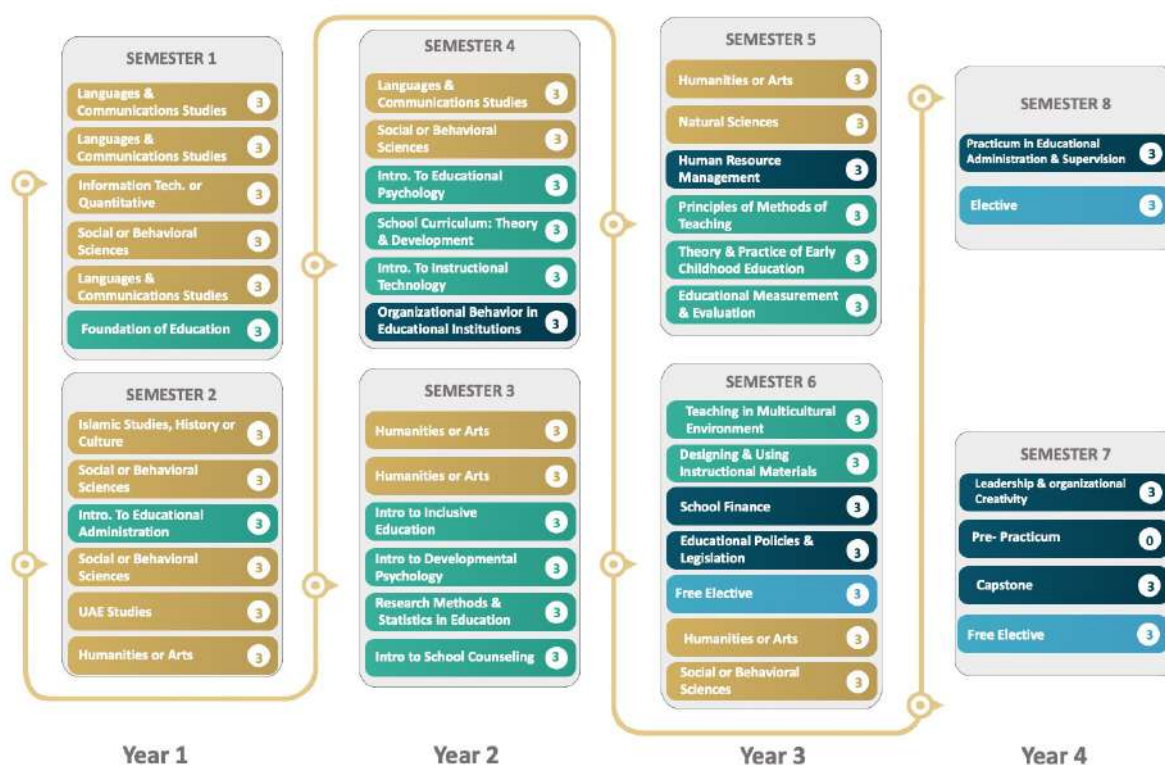
#	Course Code	Course	C.H	Remarks
1	ASC 215	UAE and GCC Society	3	-

## Core requirements courses (14 courses/42 CH)

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	EDU 110	Foundation of Education	-	3
2	EDU 111	Introduction Educational Administration	-	3
3	EDU 120	Introduction to Instructional Technology	-	3
4	EDU 121	Introduction to Developmental Psychology	ASC 200	3
5	EDU 122	Introduction to Educational Psychology	EDU 110, EDU 121	3
6	EDU 123	Introduction to Inclusive Education	EDU 110	3
7	EDU 124	Introduction to School Counseling	ASC 200, EDU 110	3
8	EDU 210	School Curriculum: Theory and Development	EDU 111, EDU 121	3
9	EDU 211	Research Methods and Statistics in Education	-	3
10	EDU 212	Principles and Methods of Teaching	EDU 122	3
11	EDU 213	Teaching in a Multi-Cultural Environment	EDU 212	3
12	EDU 220	Educational Measurement and Evaluation	-	3
13	EDU 221	Theory and Practice of Early Childhood Education:	EDU 210	3
14	EDU 222	Designing and Using Instructional Materials	EDU 120, EDU 212	3

## Compulsory courses – Educational Administration and Leadership Specialization (08 courses/21CH)

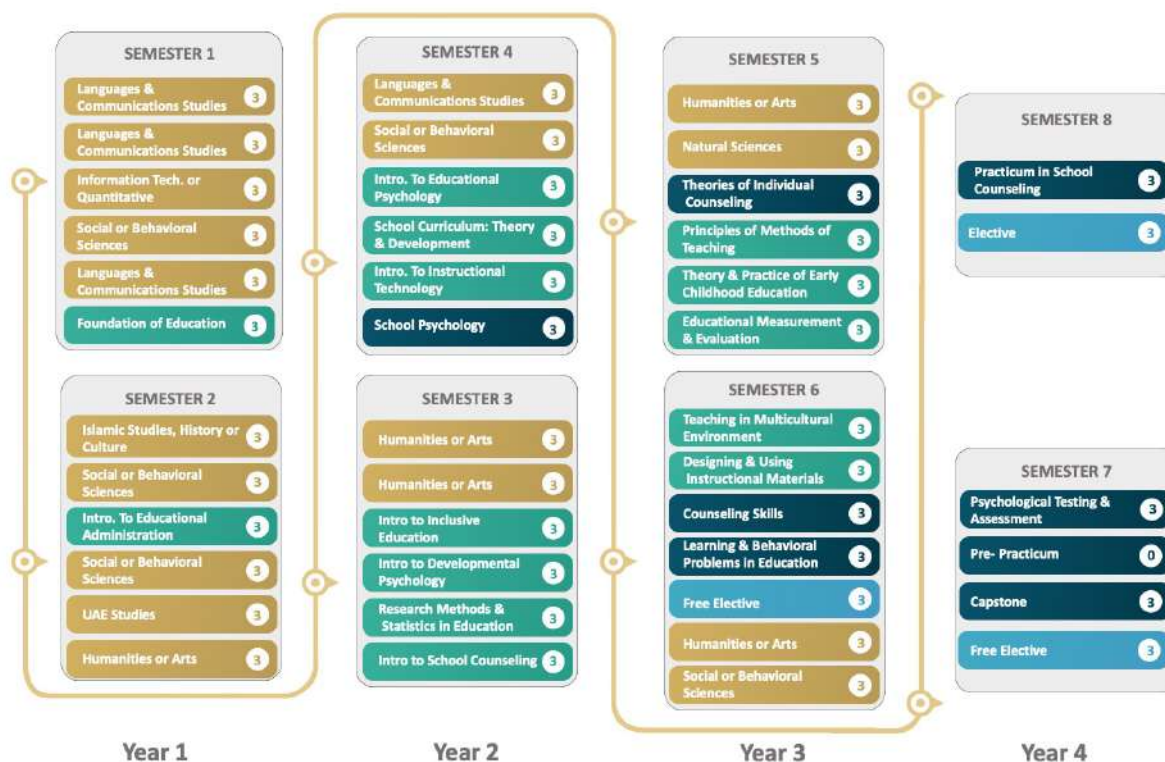
NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	EDA 221	Organizational Behavior in Educational Institutions	EDU 111, ASC 200	3
2	EDA 222	School Finance	EDU 111, ASC 205	3
3	EDA 300	Educational Policies and Legislation	EDU 210	3
4	EDA 311	Human Resource Management	EDA 221	3
5	EDA 410	Leadership and Organizational Creativity	EDA 311	3
6	INTERN 101	Pre-Practicum	90 CH	0
7	EDA 420	Practicum in Educational Administration and Supervision	INTERN 101	3
8	EDA 421	Capstone - Graduation Project	EDA 420	3



*Compulsory courses – Educational Psychology and Counseling Specialization (08 courses/21CH)*

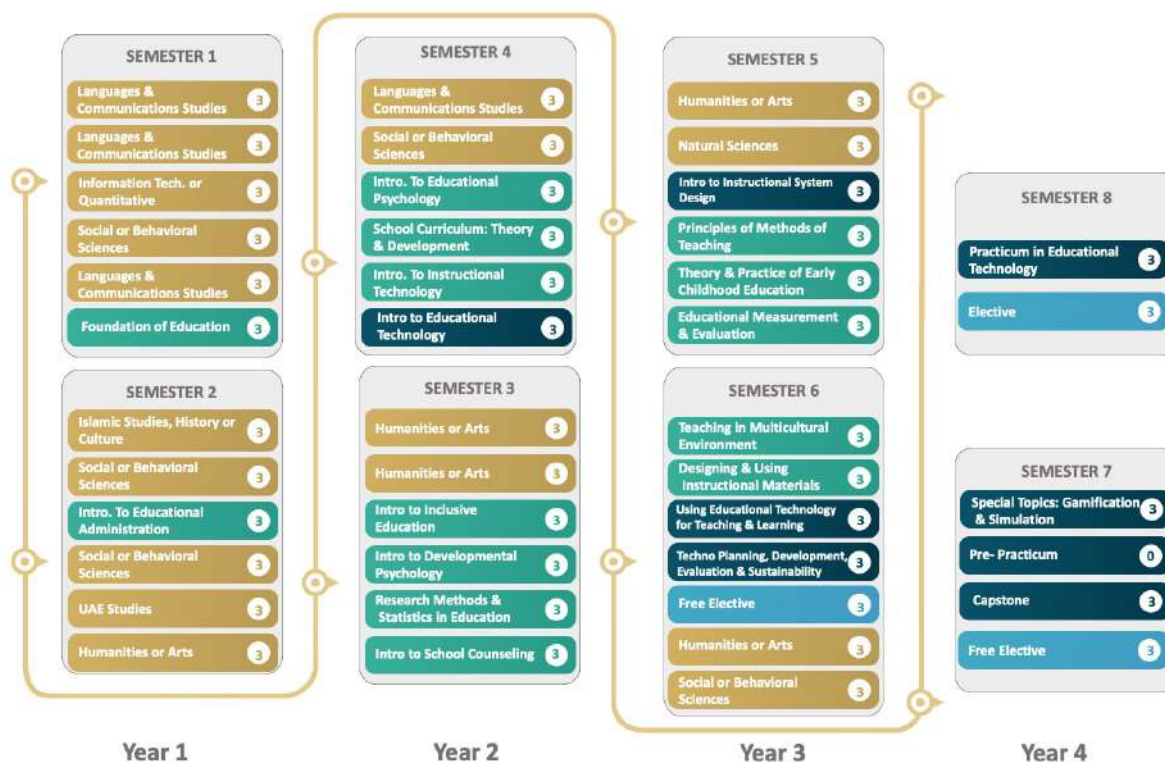
NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	EDP 223	School Psychology	EDU 122	3
2	EDP 311	Theories of Individual Counseling	EDU 124	3
3	EDP 313	Learning and Behavioral Problems in Education	EDU 122	3
4	EDP 410	Counseling Skills	EDP 311	3
5	EDP 411	Psychological Testing and Assessment	EDP 311, EDU 211	3
6	INTERN 101	Pre-Practicum	90 CH	0
7	EDP 420	Practicum in School Counseling	INTERN 101	3
8	EDP 421	Capstone - Graduation Project	EDP 420	3





*Compulsory courses – Educational Technology Specialization (08 courses/21CH)*

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	EDT 200	Introduction to Educational Technology	EDU 120	3
2	EDT 201	Introduction to Instructional Systems Design	EDU 222, EDU 122	3
3	EDT 300	Using Educational Technology for Teaching and Learning	EDU 222, EDU 212	3
4	EDT 301	Technology Planning, Development, Evaluation and Sustainability	EDU 222, EDU 211	3
5	EDT 400	Special Topics: Gamification and Simulation	EDU 222, EDT 201	3
6	INTERN 101	Pre-Practicum	90 CH	0
7	EDT 420	Practicum in Educational Technology	INTERN 101	3
8	EDT 421	Capstone - Graduation Project	EDT 420	3



*Elective courses – Students must choose (03 courses/09CH) from the below list*

NO.	COURSE CODE	COURSE TITLE	Prerequisite	CR. HRS.
1	EDP 412	Group Counseling	EDU 124	3
2	EDP 413	Mental Health	EDU 121	3
3	EDP 424	Counseling Children and Adolescents	EDU 121	3
4	EDP 426	Career Counseling	EDU 124	3
5	EDA 223	Comparative Education	EDU 111, EDU 123	3
6	EDA 225	Educational Supervision	EDU 111	3
7	DES 102	Fundamentals of Graphics Design Illustration and Digital Imaging	EDU 222	3
8	EDT 401	Multimedia based Education	EDU 222	3
9	EDT 305	Information Design	EDU 222	3

## Course Description

### General Education:

#### Languages and Communication Studies

*ASC 101 University Life (3CH):* The purpose of this course is to facilitate the process of transition into new academic and cultural environment for the new students enrolled in the AUE. Furthermore, it aims to promote their confidence so that they could succeed and meet the academic requirements. The course assimilates academic content with interactive in class activities to ensure understanding of curricular options and begin to develop a future career plan through self-reflection.

*ENG 101 Academic Writing (3CH):* This course provides students with advanced writing components in English so that they can successfully pursue their studies in various academic specializations. Students practice writing long argumentative and reflective essays, with emphasis on implementing APA format in paper format, in-text citation and references in projects and assignments

*ASC 207 Introduction to Research (3CH):* The intent of this course is two-fold. First, it introduces students with the basic research terminologies. Second, it familiarizes them with the process of research from choosing a topic to writing the proposal. Students will be immersed in hands on experience where they will be introduced to research concepts that will help them understand, interpret, and critique a scientific research. Contents to be covered include the language of research, types of research, elements of scientific research proposal, writing an academic research proposal using APA style, research ethics, crafting data collection instruments, and interpreting data.

#### *ARLAA 105 Arabic Composition (3CH):*

This course is designed to enable students to analyze multiple texts in various fields of knowledge. In order to be able to distinguish between texts despite their difference of contents, it also enables student to simulate those texts in a correct way, and to transform the information into skill and behavior. And since writing is an integrated building process, and that the building is affected by its parts, therefore student needs models, linguistic laws, planning, cohesion and goals including: news and inquiries, demand and influence of the recipient.

#### *ARLAA 100 Communication Skills in Arabic (3CH):*

This course is designed to enable the Arabic-speaking student with the necessary language skills, especially focusing on the steps of writing reports, official letters and systematic research.

To achieve this, and to develop the student's abilities to understand correctly what he reads and listens, and to gain the ability to write articles, reports, meeting minutes and recommendations of conferences and seminars in a sound manner, the course was concerned with training the student in basic writing skills; such as multiple spelling rules, punctuation marks, paragraph system, and essay writing progressively.

*ARLNA 100 Arabic for Non-Arab (3CH):* This course is based on the principle that "Education" is an accumulative task especially when it comes to language learning. This process undergoes specific stages to assist the non-Arabic speakers to reach the ultimate goal which is to acquire the required skills (listening, speaking, reading, writing) easily and accurately. To achieve this aim, text-based dialogues are provided as head start for the non-Arabic speakers to continue to the higher levels. The course also provides basic elements for reading, writing, dialogues, and listening to assist the learners to confidently interact with the Arab community.

#### The Natural Sciences

*ASC 210 Natural Science (3CH):* The natural science course incorporates a wide range of subjects of sciences such as astronomy, geology, biology, chemistry, and environmental science. The course will present the scientific facts of astronomy, the Earth and its weather, water, and environment, biology, and nutrition with the chemicals of life. The course emphasizes understanding the core principles of different branches of science and their effects on our lives. Moreover, the course explores the scope of natural phenomena, changing environment conditions, general health rules of nutrition, and the variety of living organisms. The course helps the students to acquire skills in observation, critical thinking, analyzing, interpreting, understanding and discussing scientific terminology and facts.

*ASC 212 Sustainable Energy (3CH):* This course gives a thorough introduction to sustainable energy,

conservation, and energy efficiency within the UAE and the world. It will explore the relationship between energy, environment, economy and ecological well-being. It will discuss energy production from the biology, natural science, environmental science and social sciences perspectives.

A variety of topics will be introduced including global warming, climate change, sustainable food production, solid waste management, environmental and natural resources laws. The course includes the growing challenges of climate change and energy crisis and proposes solutions to overcome them.

*ASC 211 Environmental Science (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*PHY 100 Physics (3 CH):* General Physics course introduces the basic concepts, theories and the terminologies of the scientific method in the context of the science of physics. Students will reinterpret and express ideas and views from the study of physics, and differentiate between the various multitudes of energy and momentum.

*PHY 200 Physics II (3CH):* This course explores the physical concepts of electrostatics and electromagnetism. This subject benefits the students to develop solid background of the electricity and magnetism fundamentals. Topics include: electric charge, electric field, Coulomb's law, Gauss's law, electronic component such as resistors, capacitors and inductors, direct and alternative currents and various experiments that focused on the given topics.

## The Social or Behavioral Sciences

*ASC 200 General Psychology (3CH):* The 'Principles of Environmental Science' course is designed to introduce the fundamental concepts of Environmental Science to

undergraduate students. It includes topics from different areas of study such as ecology, biology, soil science and atmospheric science. The course aims at raising environmental awareness among students and providing them with the scientific knowledge and skills to identify, prevent and solve environmental problems. Additionally, it deals with ecological concepts, organism interactions, communities and ecosystems. The course focuses on key areas of population dynamics, biodiversity, human activities and the environment managed ecosystems, air quality, water and solid waste management.

*ASC 107 Political Science (3CH):* This course will introduce the students to the key concepts of Political Science and its principle tools. The course will discuss the role of main political actors in the field of politics and their function.

*INV 200 Innovation (3CH):* Innovation is the engine of opportunity and, acting as a catalyst, this course is intended to ignite an interest in innovation and inspire entrepreneurial action. At the core of innovation and entrepreneurship is a commitment to experiential learning that will encourage students to engage in critical thinking, creative problem-solving while also equipping them with the soft skills needed in their pursuit of academic and professional endeavors. Students will discuss the relevance and role of innovation and entrepreneurship in work and life situations; determine opportunities for creative disruption and design a strategy for its implementation; develop a practical understanding of innovation through thoughtful debate and exercises; and demonstrate critical thinking and individual insight with a personal mastery portfolio.

*ASC 104 Introduction to Sociology (3CH):* This course introduces the science of Sociology. Students will examine Society, Institutions and the relationships that make up a social context. The scientific methodology used to study social interactions, stratification and other elements of sociological enquiry will be discussed to emphasize the core concept of sociology as a systematic study of societies and social structures.

*ASC 110 Introduction to Social Sciences (3CH):* This course serves as an introduction into the interdisciplinary and multifaceted social sciences. The content on the course covers the range of different disciplines that social sciences consists of, namely: anthropology, sociology, psychology, political science, economics and to a lesser extent also history and geography. The secondary aim of the course is moreover for students to develop their critical thinking skills by engaging actively with material about social issues, social change and social institutions.

*ASC 206 Introduction to Geography (3CH):* This course will provide the students with a comprehensive overview of

geography. Emphasis is on concepts that are necessary to understand global, regional and local issues. This course also includes topics on both human and physical geography.

*ASC 102 Introduction to Anthropology (3CH):* This course introduces the student to the development of the human race. You will study a Four Field introduction to Anthropology wherein you will gain an understanding of Human Development and how both ancient and modern humans are studied. An understanding of Anthropology, the study of culture and human development is an important pillar in a degree which aims to develop educators in multi-cultural and economically diverse settings.

*ASC 213 Human Rights (3CH):* This course introduces basic human rights philosophy, principles, instruments, and institutions. It examines the major sources of international human rights and fundamental freedoms, including treaties such as the United Nations Charter, the Universal Declaration on Human Rights, the International Covenants on Civil and Political Rights, and on Social, Cultural, and Economic Rights. It studies their protection in the regional institutions such as the European Convention on human rights, the American Declaration on Human Rights and the African Charter of Human Rights and Peoples. This course also analyzes the mechanism of protection and enforcement of human rights in these regional institutions.

It also seeks to interpret the guarantees of enforcement of human rights in international law, and in UAE Constitution.

### Information Technology or Quantitative

*ASC 205 General Statistics (3CH):* The General Statistics course is designed to develop good understanding of the basic concepts of statistical theorems, and applications. The course covers topics such as data collection methods, organization of data, analysis and interpretation of results. A software package will be used to analyze the statistical data.

*MAT 101 Math for Business (3CH):* This course is especially designed for business students. Mathematics for Business teaches the mathematical skills required for problem solving and decision making in the business world through use of mathematical models. Topics include: functions as mathematical models, equation-solving techniques, matrices and determinant, differential and integral calculus, exponential growth and decay and geometric series and its applications in business functions.

*MAT 100 General Mathematics (3CH):* This course is designed to develop a good understanding of the fundamental concepts of mathematics. It also stresses on

crucial cognitive transferable skills such as the ability to think logically and concisely. Mastering this course will give students the confidence to go on and do further courses in mathematics and statistics.

*CSC 110 Introduction to Computer System (3CH):* The purpose of this introductory course is to study computers and data. It gives an establishment to utilizing computers in different courses and educational module for research, correspondence, and writing. Students will be exposed to the fundamentals of hardware and its associated software and systems improvement. The course will show how the computer automates the processing of information.

### Humanities or Arts

*ENG 201 American Literature (3CH):* This course will provide the students with a comprehensive overview of English literature in the United States. It will familiarize the students primarily with early Anglo-American writers and the different literary movements that took place in the United States. Today American literature includes many minority literary works, but the historical matrix remains Anglo-Saxon if we are to consider the dominant culture as the starting historical point.

*FAD 104 Contemporary Arab Art (3CH):* This course explores Arab art and aesthetics from the beginning of the twentieth century till date. The students will learn about the contemporary art and design movement in Arab countries, the expression of cultural identity, as well as the factors involved and changes in aesthetics from Islamic to Arabic art. They will also study and analyze the role of pioneer artists from various generations with emphasis on their influence on contemporary Arab art.

*ASC 201 Introduction to Philosophy (3CH):* This course will introduce the students to the key concepts of philosophy and its principle tools. The course will discuss the schools of philosophical thought, and will apply philosophical analysis to the topics of knowledge, religion, mind, freedom, responsibility, and ethics.

*ASC 203 World-History (3CH):* This course provides an overview of World / General History. The course will conclude with discussions about perspectives on World History.

*Introduction to Islamic Arts (3CH):* This course aims to focus on the evolution of Islamic Art through a chronological overview of various trends and approaches throughout history. Looking at the period from the seventh to the thirteenth centuries, a time of the formation of a new artistic culture and its first, medieval, flowering in the vast area from the Atlantic to India.

*ASC 204 Middle East History (3CH):* This course provides an overview of Middle-Eastern History, including the sources of Middle Eastern History. The course will conclude with discussions about perspectives on Middle-Eastern History

## Islamic Studies, History or Culture

*ASC 105 Islamic Culture (3CH):* This course will offer students' knowledge to enable them understand the Islamic culture. The course offers a review of the history of Islam and how it is currently the fastest growing religion in the world.

*ASC 106 Islamic Civilization (3CH):* The course is designed to give an in-depth understanding of the Islamic civilization. It deals with the universal principles that went into the making of the Islamic civilization. It examines the basic ideas of Islamic civilization besides exploring their contemporary relevance and challenges. The course seeks to effectively address the notion of the 'clash of civilizations.'

## UAE Studies

*ASC 215 UAE and GCC Society (3CH):* The course is designed to introduce the UAE and GCC society with its historical background and uniqueness. It is aimed at enabling students to understand the specific features of the society along with its customs, traditions and lifestyle. The course will introduce the processes and the challenges of development as well as the future aspirations of the UAE and GCC Society.

## Core Courses:

*EDU 110 Foundation of Education (3CH):* This course aims to expose students to the historical, philosophical and sociological foundations of education. It further seeks to address questions related to the current societal and governmental policies affecting education and teaching profession today and in the future with focus on the United Arab Emirates context.

*EDU 120 Introduction to Instructional Technology (3CH):* This course provides an introduction to the field of instructional technology and examples of how technology is used in educational settings. In this course, students will examine a brief history and current perspectives of the field, as well as emerging trends and issues. Students will learn the functions and capacities of technology as potentially useful to support teaching and learning endeavors. Students will also have opportunities

to work on group projects and hands-on activities in this course

*EDU 122 Introduction to Educational Psychology (3CH):* This course provides an introduction of learning, motivational, and developmental theories with a focus on their application to the field of education across a variety of learning environments. Course content includes the concepts of behavior, cognitive and constructivist learning theories to teaching and managing an effective learning environment. Units of study also include the principles of motivation, classroom management, assessment of student performance, and learning and cognition influences on the learning process (behavioral & cognitive learning, humanistic aspects of learning, and perspectives on motivation). Additionally, the powerful role of the educator and curriculum decision-making are examined. Theory, research-based strategies, and inclusive pedagogy in an educational environment are emphasized.

*EDU 124 Introduction to School Counseling (3CH):* The course will begin with a review of the historical, philosophical, legal, and ethical underpinnings of the school counseling profession. The current and emerging role of the school counselor will be covered with particular attention to areas of recent emphasis in the field of school counseling, including the balance between remedial and developmental activities, academic, career, social/personal development, and consultation and liaison services within and outside of the school setting. Students will also be introduced to various school counseling functions, such as student advocacy, academic planning, individual and group counseling, and developmental programming. Specifically, students will learn about ways to develop and implement developmental, comprehensive school counseling and guidance programs in schools at all grade levels. An additional purpose of this course is to enhance students' interpersonal skills through attention to affective concerns, including paired and small-group activities. Students will examine trends, affective concerns of children and adolescents, and legal and ethical considerations within a multicultural context.

*EDU 211 Research Methods and Statistics in Education (3CH):* This is an introductory course on the history, philosophy, and major approaches commonly used to systematically evaluate educational and social programs. The course is designed to provide students with curricular experiences and demonstrated knowledge in basic statistics, testing & assessment, and research and program evaluation. This course covers the essential concepts related to research design and methodology

that practitioners need to become critical evaluators of research and prepare for conducting research in their practices. Students gain a more complete understanding of the research process. Included in this understanding are models of program evaluation and the use of research findings for program modification, while gaining an introductory understanding of measurement issues in research and assessment. Focus is on understanding each component of the research process, qualitative and quantitative designs, program evaluation, measurement issues, and data analysis. The course topics include the basic uses and purposes behind program evaluation, taxonomy of evaluation models (or approaches), descriptions of several important evaluation approaches, and guidelines for planning, conducting, and using evaluations. This course will provide an overview of basic concepts and issues involved in: (1) testing & assessment, (2) applied statistics, and (3) research within the perspective and context of the role of education and human service professionals.

*EDU 220 Educational Measurement and Evaluation (3CH):* This is a 3 credit hour course designed to develop skills in the fundamentals of measurement and evaluation. This course is designed to facilitate students acquiring the fundamental concepts, principles, theories, and techniques of educational measurement and classroom assessment. The underlying premise for the value of such knowledge for educators is that it is necessary for sound educational decision-making. Thus, students will develop a broad understanding of the planning and development of informal classroom assessment, evaluation of standardized tests, test planning and construction, scoring and grading examinations, test analysis, and use of valid and reliable statistical methods.

*EDU 221 Theory and Practice of Early Childhood Education: Implications of Curriculum and Policy (3CH)* This course aims to provide a deep understanding of the physical, cognitive, social development of children from infancy to preschool years including growth, motor and senses development, Piaget's approach to cognitive development, the roots and the development of language and learning, intellectual development, sociability and forming relationships and developing a sense of self. Theory, research, curriculum and policy will guide the discussions of the practical elements of the course on how to apply educational knowledge in practice for the development of young children, and for the benefit of the children, families and the communities. Some of the key issues to be explored are: the importance of play in children's early learning, emerging literacy and mathematics, creative studies, care and education.

*EDU 111 Introduction to Educational Administration (3CH):* Since school administrators must engage in many decision-making processes in the educational context, this course is designed to prepare students to make data-driven decisions based on reflection of context, theory, research, inquiry, and culturally competent practice. Schools are complex organizations and school administrators are charged with the responsibility of bringing together a diverse array of human resources and creating a cohesive effective group. This course aims to introduce students to the administration of education in general, and the United Arab Emirates (UAE) educational systems, in particular. This course will introduce the prospective school administrator to theories of organizational behavior and practices of managing and leading people within the context of the school organization. Students will better understand the dynamics of schools and school personnel, as well as the organizational culture that guides and defines public education. The relationship of UAE local, state, and federal agencies in the development of educational policy and educational delivery is emphasized.

*EDU 121 Introduction to Developmental Psychology (3CH):* Developmental Psychology is the study of why and how humans change over the course of our lifespan, from conception to death. This course is designed to explore topics such as biological, cognitive, emotional, and social development, by conceptualizing the individual as a whole, with special attention to various cultural contexts of development and the rich diversity of the human experience across the lifespan. Specific topics will include: behavioral genetics, temperament, parent-child relations, sibling relations, peer relations, the self, intelligence, emotional development, and problems of social development (antisocial behavior, depression). In addition, several theoretical controversies will be discussed, including that of nature versus nurture. Students will have the opportunity to integrate their personal experiences, knowledge of psychology, and their observations of human development with the content of this course. In addition, students will investigate common research methodologies employed by developmental psychologists and have an opportunity to apply principles of developmental psychology in educational settings.

*EDU 123 Introduction to Inclusive Education (3CH):* This course aims to identify the social, emotional and psychological needs of pupils with special needs in inclusive classroom contexts. Students would be able to develop knowledge, skills and strategies to help pupils with all sorts of needs to learn better and feel comfortable in the classrooms along with their

colleagues. Students may need to participate in seminar activities focused on collaborative means to develop skills required to help pupils with needs to learn better in the university or any other professional contexts.

*EDU 210 School Curriculum: Theory and Development (3CH):* This course aims to acquaint students with the definitions, function, goals, and characteristics of curricula and curriculum development through both theoretical implications and practical experiences. This course contains a 2 credit practicum experience as a requirement that aims to enhance the service learning and outreach vision of the program. The school site practicum will provide opportunities for candidates to implement selected instructional strategies discussed in class.

*EDU 212 Principles and Methods of Teaching (3CH):* This course is designed to provide teacher education candidates with an opportunity to study, reflect, question, become knowledgeable about, and develop skills in instructional methods while applying and practicing these methods in a collaborative learning setting. Major topics include: characteristics of effective and intentional teaching; student diversity, social justice and how understanding students influences learning; planning for instruction; creating effective lessons using a variety of approaches & technologies; classroom management; assessment of student learning; and professional development. Over the course of the semester students will look at varied theories of teaching and have an opportunity to observe teachers in practice as a basis for discussing theory. We will examine how a teacher takes the training and theoretical knowledge they receive and makes sound judgments as to how they are to be applied in specific teaching contexts.

*EDU 213 Teaching in a Multi-Cultural Environment (3CH):* This course aims to provide a general overview of the issues, principles and strategies associated with effective teaching practices in diverse learning environment (multi-culturalism). It explores how race, ethnicity, culture influence students experiences in school and learn multi-cultural strategies in teaching. This course will focus on theoretical and practical issues of diversity in classroom settings, especially related to culture, race, gender, ethnicity, language and socio-economic Undergraduate Catalog 2016 / 2017 108 level. The classrooms settings represented by the demography present in UAE schools will provide the focus for these examinations. The prerequisites is EDU 212.

*EDU 222 Designing Instructional Materials (3CH):* This course aims to acquaint students with the importance of using audio-visual aids in teaching. It also acquaints them with some teaching patterns, teaching aids production, and evaluation. It also aims to enable students to implement lesson plans with the use of teaching aids.

## *Educational Administration and Leadership*

### *Specialization Courses:*

*EDA 221 Organizational Behavior in Educational Institutions (3CH):* This course presents an authoritative, well-established, timely look at organizational behavior and how leaders can create more effective school cultures. It offers future and current students the most up-to-date thinking and the most in-depth exploration of organizational leadership as it relates to decision making, organizational change, managing conflict and communications, and motivating self and others to achieve organizational goals. The course challenge students to develop and analyze the successful implementation of school reform, while helping them again a professional understanding of the organizational theory and research that are the bedrock of modern practice.

*EDA 311 Human Resource Management (3CH):* This course is designed to provide basic awareness and understanding of Human Resource Management concepts, theories and practices within organizations, including roles of both line managers and HRM specialists in designing and implementing effective HRM policies and practices. Further strengthen students' understanding about contemporary HRM philosophies and challenges so that they can help organizations build and maintain competitive advantage using high performance work practices. As attracting, selecting and motivating suitable talent for companies is emerging challenge, hence course addresses challenges of theory and practical aspects of subject matter. More specifically course examine human resource functions including job analysis, job descriptions, job specification, person specification, orientation, recruitment & selection, training & development, compensation management, performance management, job enrichment, job enlargement, employees engagement, unionization, Labor Relations & Collective Bargaining, employee separation and HRM in a global environment.

*EDA 222 School Finance (3CH):* This course is designed to introduce the concepts and issues related to public school finance and fiscal control. Key concepts will include: history of school finance; legal basis for finance and court challenges; technical aspects of school finance; implication of financial decisions on instruction; sources



of revenue - state, local, and federal support; and current issues and challenges in school finance. The course contains topics including the economics of education, recent relevant court decisions, and the ongoing debate about school vouchers, tax credits, and charter schools. The aim of this course is to help students develop the ability to take-up administrative challenges with more analytical skills and the most up to date information and material regarding education finance. Given the importance of the subject, this course is compulsory for all students.

*EDA 300 Educational Policies and Legislation (3CH):* The course presents A Step –by-Step Approach as a guide to the study of educational policy analysis. This course not only discusses and evaluates existing educational policy and relevant literature, but offers a walk through that leads students through the stages of successful policy analysis while providing the background and foundational knowledge that educational administrators need to understand and implement. This course offers instructions for aspiring school leaders on not only how to understand and study educational policy, but how to do it themselves.

*EDA 410 Leadership and Organizational Creativity (3CH):* Leadership is a creative art when it comes to bringing change, setting direction, and focusing organizational energy. This course builds skill in thinking “outside the box” and aligning with others to enact a vision of the future. Topics covered include empowerment of middle managers and administrators in school and educational settings, innovation, influence, charisma and self-management, creativity, and vision exercises.

*EDA 420 Practicum in Educational Administration (3CH):* This practicum is to be taken in the final semester of the third year of the program and should serve as a practical experience following the theory and intervention courses. Students will be engaged in supervised work experiences in schools administrations (registration and admission, principal’s office, department chairs and others administrative work at school and ministry of education) in addition to participating in a bi-weekly 1 hour seminar (group supervision). Prerequisite: 93 Credit hours.

*EDA 421 Capstone - Graduation Project (3CH):* Bachelor of Education students are required to take a three credit hour course on the Capstone Graduation Project. To be graduated, students are requested not only to passing courses and earning required credits, but also they need to show that they have developed proficiency in core-

content knowledge and can demonstrate proficiency in applied learning skills in their chosen specialization (educational administration, educational psychology and counseling and educational technology) . It will be a challenging and rigorous journey but the reward for undertaking a meaningful experience are immense and will undoubtedly give AUE graduates a powerful start in career they may choose. In addition, English language and technology proficiency must also be demonstrated. The students have three options for the Capstone Graduation Project: Analytical paper options or Research options (Educational Administration and Educational Psychology and Counseling) and Practical Technological Project (Educational Technology). The Capstone Graduation Project is designed to give students a constructive working understanding of the requirements and expectations needed to graduate from AUE.

### *Educational Psychology and Counseling Specialization Courses:*

*EDP 311 Theories of Individual Counseling (3CH):* This course provides the basic foundation of the philosophical and theoretical bases of the helping process. Students will examine several contemporary and classical individual intervention approaches based on behavioral, cognitive, humanistic/experiential, and psychodynamic frameworks. Student will examine how each approach is used in clinical, school, and marriage, family, and child counseling applications.

*EDP 313 Learning and Behavioral Problems in Education (3CH):* The course aims to transfer of education assessment data into behavioral objectives, instructional planning for implementing such objectives, behavior management, techniques, methods, and materials for instruction, and formative and terminal evaluation techniques for individuals with learning and behavioral problems.

*EDP 223 School Psychology (3CH):* This course provides an introduction to the role of the school psychologist, history and foundations of the profession, domains of practice, and trends within the field of school psychology. This course is taken for a maximum of three credits.

*EDP 410 Counseling Skills (3CH):* This course is designed to introduce students to a variety of theoretical concepts, techniques, and their applications in therapeutic settings. This course is designed as an introduction to interviewing and as a foundation for basic counseling skills in

substance abuse and related issues. Student participation in role-plays and experiential exercises is an essential component of classroom activities. Course topics emphasize culturally responsive techniques and professional dispositions that demonstrate an appreciation for the multicultural issues related to effective counseling, respect for the client and for individual differences in the counseling process, appreciation for incremental change, and awareness of their personal strengths and limitations as a counselor. The student will explore oneself as a helper and learn facilitating skills to bring about change for clients. Emphasis is on self-understanding, verbal and non-verbal communication, and skills essential to effective counseling.

*EDP 411 Psychological Testing and Assessment (3CH):* The purpose of this course is to introduce the field of psychological assessment and testing. Throughout the course, students will explore the history, roles, and issues involved in the field of psychological assessment. In particular, we will cover principles of psychometrics and statistics, the applications of assessment in various contexts, including a review of various types of psychological tests and measures, and finally an examination of the social and ethical issues involved in psychological assessment. We will cover both theoretical principles involved in the field of testing, as well as an examination of commonly used tests.

Students will develop a basic understanding of the psychometric properties, theories, and tests involved in psychological assessment. It is important to note that completion of this course does not qualify students to competently or ethically interpret psychological tests. Course content is aimed at providing a framework for the development of assessment practices. Attention will be given to issues of measurement, identifying appropriate sources of diagnostic information, reliability, validity, identifying and selecting test instruments, conducting the assessment process in an ethical and considerate manner, interpreting norm references and criterion-referenced test scores.

*EDP 420 Practicum in School Counseling (3CH):* To enhance the counseling skills and conceptualization processes acquired through direct counseling experience, supervision and classroom interaction. The course is designed to prepare counselors for development as independent professional counselors. The evidence provided through the quality of the course requirements, demonstration of maturity, personal insight and professional presentation as appropriate to

the counseling profession, will determine the course grade.

This practicum is to be taken in the final semester of the third year of the program and should serve as a practical experience following the theory and intervention courses. Students will be engaged in supervised work experiences in counseling center /student affairs / psychologist / testing /training center and other related field, in addition to participating in a bi-weekly 1 hour seminar (group supervision). Prerequisite: 93 Credit hours.

*EDP 421 Capstone - Graduation Project (3CH):* Bachelor of Education students are required to take a three credit hour course on the Capstone Graduation Project. To be graduated, students are requested not only to passing courses and earning required credits, but also they need to show that they have developed proficiency in core-content knowledge and can demonstrate proficiency in applied learning skills in their chosen specialization (educational administration, educational psychology and counseling and educational technology) . It will be a challenging and rigorous journey but the reward for undertaking a meaningful experience are immense and will undoubtedly give AUE graduates a powerful start in career they may choose. In addition, English language and technology proficiency must also be demonstrated. The students have three options for the Capstone Graduation Project: Analytical paper options or Research options (Educational Administration and Educational Psychology and Counseling) and Practical Technological Project (Educational Technology). The Capstone Graduation Project is designed to give students a constructive working understanding of the requirements and expectations needed to graduate from AUE.

### *Educational Technology Specialization*

#### *Courses:*

*EDT 200 Introduction to Educational Technology (3CH):* This is a foundations course that provides an overview of the field of educational technology. An introduction to the field of educational technology includes definitions, theories, histories, trends, issues, and applications. Students learn the history of the field and explore how educational theories relate to learning with technologies. Students also explore the ways those theories have influenced technology-enhanced teaching and learning, including new instructional strategies and learning environments. Readings, presentations, discussions, and projects will be devoted to broadening an understanding of the field as they relate to learning and performance in

a wide range of contexts including K-12, higher education, government agencies, organizations, and online spaces.

*EDT 201 Introduction to Instructional Systems Design (3CH):* In this course, students explore the idea of instructional systems design (ISD) and practice doing instructional systems design. ISD is used as a broad term, encompassing a wide range of activities, including:

#### *Analysis*

- identifying learning needs and characteristics
- identifying problems, issues, or cases
- analyzing goals, contexts, and tasks

#### *Design and development of a solution*

- designing instruction
- message (visual) design
- instructional strategies
- media production (print, audiovisual, computer-based, and integrated technologies)

#### *Implementation*

- implementing instruction
- media utilization
- diffusion of innovations

#### *Evaluation*

- learner assessment
- formative evaluation and revision
- summative evaluation

#### *Project management*

- consulting with clients
- resource management
- developing policies and regulations
- participating in group processes

The prerequisite are EDU222 & EDU122.

*EDT 300 Using Educational Technology for Teaching and Learning (3CH):* This course is designed to provide students with skills and experiences that will allow them to effectively and appropriately integrate technology into

teaching and learning activities. In this course, students are expected to develop individual teaching philosophy and what this means to their future students. They are expected to develop positive attitude towards technology, and awareness of the capabilities and limitations of technology. Students participate in activities that model effective technology integration, students research and develop classroom lessons and activities that utilize emerging technologies, and using technology to support professional development activities. Students also explore the implications of Educational Technology on learners and learning, instructional strategies, classroom management, and access to- and control of- knowledge. Students pedagogically examine an array of learning technologies and practical examples across grade levels and subject areas while conceptualizing the best ways to incorporate learning technologies into a context of interest to them. Finally, students engage in classroom observations through case-based learning and field placements.

#### *EDT 301 Technology Planning, Development, Evaluation and*

*Sustainability (3CH):* This course focuses on issues typically encountered by technology leadership personnel at schools, organizations, or agencies. Topics discussed in this class will include planning for, implementing, and integrating technology into instructional activities, staff development and training, Internet acceptable use, acquiring funding for technology initiatives, building stakeholder collaboration, and managing technology systems in diverse settings. An emphasis on developing a vision of transformational technology leadership will be an important component of this course. In addition students will be involved in real-world projects with products that will be shared with an authentic audience. Within their project work students will experience first-hand the challenging role of “technology leader” and develop an understanding of the complexity of the work that these professionals face every day.

*EDT 400 Special Topics: Gamification and Simulation (3CH):* Educational games and simulations have been one of the most current and fast moving areas in the field of Educational Technology. Understanding how games and simulations can support both formal and non-formal learning is at the center of this special topics course; how students interact with games, online environments, and other game players, what cognitive processes take place during gaming, and what the educational effects are. This course enables students to gain an understanding of the theories of gaming and simulation. Students will critically address the social phenomenon of games and simulations, and other immersive environments.

Students will also evaluate different educational game and simulation designs. In this course, students examine goals for learning with games and design an interactive game or simulation for learners in their concentration area.

*EDT 420 Practicum in Educational Technology (3CH):* This practicum is to be taken in the final semester of the third year of the program and should serve as a practical experience following the theory and intervention courses. This seminar course is designed as a capstone for the Educational Technology specialization. It focuses on technology integration, planning, implementation, and evaluation at various levels (e.g., individual instructor, course, program and organizational levels, etc.). Through a variety of learning activities, learners in this seminar course will explore various aspects of technology integration within their field placement site. Students will be engaged in supervised work experiences applying skills and knowledge of educational technology in schools or organizations. Students will be required to engage in the design and integration of educational technology theory and curriculum development in addition to participating in a bi-weekly 1 hour seminar (group supervision). Prerequisite: 93 Credit hours.

*EDT 421 Capstone - Graduation Project (3CH):* Bachelor of Education students are required to take a three credit hour course on the Capstone Graduation Project. Capstone project is a multifaceted assignment that provides students with an opportunity to synthesize their academic, intellectual, and field experiences at the end of the program. In addition to passing courses and earning required credits, students are expected to show their proficiency in core-content knowledge and demonstrate proficiency in applying skills in their specialization area (i.e., educational technology) in order to successfully graduate from this program. Students are also expected to demonstrate English language and technology proficiency. Students have two options for the Capstone Graduation Project: (1) Design a Unit of Blended Learning Project, and (2) Practical Technological Project.

### *Electives Courses:*

*EDP 412 Group Counseling (3CH):* This course is designed to provide students with foundational knowledge of the theory and practice of group counseling. The class will focus on how groups function, group dynamics, the process and stages of groups, types of groups, ethical considerations, and techniques used in facilitating groups. This course is an applied course with a focus on integration of theory and clinical group work, and discussion of clinical, professional, and ethical issues. This

course is designed for students to gain group counseling skills and self-awareness about how one's own qualities, needs, motivations, and values can either facilitate or interfere with one's effectiveness as a group counselor. The prerequisite is EDU 124

*EDP 413 Mental Health (3CH):* This course is intended to offer an introduction to the profession of clinical mental health counseling with a broad focus on psychological dysfunction that is associated with distress or impaired functioning in a manner that is not typical, or expected, based on cultural and societal norms. Content will be organized in accordance with the Diagnostic and Statistical Manual of Mental Disorders (DSM-5). This course will use an integrative approach toward the study of mental health including the interaction of biological, developmental, and social factors. Students will learn about the types and causes of mental disorders, their assessment, treatment plans, referrals for services, prognosis, related research in counseling, psychotherapy, and prevention. The legal, ethical, and sociocultural issues related to mental illness, psychopathology, behavior of mental health professionals, and society will be deliberated. Students will be exposed to the historical, philosophical, societal, economic, and political dimensions of mental health counseling. The course will provide an overview of the issues, needs, populations, skills, and models in mental health settings with an emphasis on prevention and wellness. The prerequisite is EDU 121

*EDP 424 Counseling Children and Adolescents (3CH):* This course will provide counselors the awareness, understanding, practical and theoretical methods and skills to build basic competency in counseling children and adolescents with specific developmental, social, or behavioral issues in a variety of settings (i.e., school, community, family, etc.). Because the primary objective and rationale of this course emerges from a developmental perspective, content will focus on helping children and adolescents grow up feeling relatively normal and healthy, cope with what are diagnostically referred to as adjustment disorders, and to help them adjust to emerging adulthood. The course will also include topics on social and cultural issues challenging children and adolescents, common psychological disorders that affect them, and provision of counseling services for children and adolescents with exceptional issues such as giftedness, abuse, neglect, special needs, etc. The prerequisite is EDU 121.

*EDP 426 Career Counseling (3CH):* Students will develop knowledge about the major career development theories that are used in the school counseling profession.

Students will learn to apply theories, assessment and occupational information in the school setting so as to advise appropriately on issues related to occupational and career aspirations. Strategies presented will be related to career exploration, career-related assessment, application of career development materials, technical and college career tracks of curriculum development. Exploration of gender and cultural/ethnicity issues that may impact the career development of individuals in our society are emphasized. The prerequisite is EDU 124.

*EDA 223 Comparative Education (3CH):* The goal of this course is to introduce students to the origins and development of the field of comparative and international education (K12 and Higher Education systems) and to explore how both scholars and educational policymakers have engaged some of the debates that characterize research in education around the world. The course content presented will be equitably balanced and inclusive of both K-12 and Higher Education systems. Students will be oriented to comparative studies literature and develop understanding of the relative utility of different theoretical approaches and research methods for understanding formal and non-formal educational issues in comparative perspective. Special attention is devoted to similarities and differences in educational policy and practice between advanced and developing societies. Students are invited to consider current educational issues both at home and abroad, while developing global perspective and skills of comparative inquiry to use their own reflective classroom learning. This course presents works that consider “why” particular national systems operate as they do and the interrelated effects of globalization, the distribution of knowledge, and the inherent conflict highly evident in today’s world among people of differing ethnicities, nationalities, genders, races, and religions. The prerequisite are EDU 111& EDU 213

*EDA 225 Educational Supervision (3CH):* The main purpose of this course is to acquaint the student of education with principles of supervision and evaluation useful for the refinement of the teaching/learning environment. Participants will learn how to develop leadership and supervisory platforms and professional development plans for individuals and school personnel. Therefore, the two major goals of this course are: 1) to familiarize each learner with fundamental concepts relevant to the supervision and evaluation of teachers; and 2) to assist each learner develop and articulate a platform for supervision and evaluation that explicitly relates these concepts to espoused personal practices. Because the platform of this course instructor explicitly values the roles that individual goal setting and self-evaluation play in adult learning situations, a corollary

intent of this course is to model an educational structure which both has explicit, rigorous expectations and encourages individual goal setting and self-evaluation. To this end, the articulation and personal assessment of learning goals is expected from each learner taking the course. Special attention will be given to differing perspectives on the supervisory function within the educational organization context. Various supervisory styles introduced, including issues include hiring, mentoring, tenure, dismissal and remediation plans for personnel management. This course emphasizes school culture and climate, teachers as adult learners, developmental leadership, democratic education, addressing diversity, community building, and how collegial supervision has helped redefine the meaning of supervision and instructional leadership for both scholars and practitioners. The prerequisite is EDU 111.

*FAD 200 Fundamentals of Graphics Design Illustration and Digital Imaging (3CH):* the use of computer as a powerful digital drawing and imaging tool. The course focuses on mastering fundamental illustration and digital imaging skills, and developing efficient working practices. The learning experiences incorporates a variety of visual art techniques as they relate to the design and execution of layouts, illustrations and design work for advertising, displays, promotional materials, instructional manuals etc. through the study of effective methods used to design products that impart information and ideas. Instruction also covers visual communication design theory and preparation of copy, lettering, posters, vector illustrations, graphics, and artwork in addition to the incorporation of photographic images. The prerequisite is EDU 222.

*EDT 401 Multimedia-based education (3CH):* This course focuses on multimedia education -learning from text, audio, still images, animation, video, and interactivity, as it has developed in recent years. Areas to be explored by students include online presentations, e-courses, interactive lessons, simulation games, intelligent tutoring systems, slideshows, even textbooks, as those play a crucial role in education and in any teaching and learning context. This course prepares students to develop the ability to apply theories of multimedia learning and design principles to the design and production of effective Webbased multimedia lessons. It addresses theoretical foundations, principles of multimedia learning, multimedia design process, interface design, typography, graphic design, audio and video production, and instructional animations. Examples of the most recent developments in multimedia learning will be examined based on authentic research evidence and within the context of pedagogical and cognitive theories. The prerequisite is EDU 222.

*EDT 305 Information Design (3CH):* This course is designed to introduce students to the use of design thinking and graphic design for organizing and presenting data and information from different sources in an interdisciplinary environment. Students will learn how to translate data to visual representations that aim at disseminating, documenting, and preserving knowledge in order to improve information communication and reception for different audiences and spaces. Additionally, students learn the process of conceptualizing and designing the presentation of varied types of information. Students will focus on the planning, creation, and organization of the informational design process as applied to multimedia projects. The prerequisite is EDU 222.

*CIT 201 Introduction to Programming (3CH):* This course covers concepts of computer programming in C. The course covers the basic C programming syntaxes including data formats, string Input / Output, control statements, loops, functions, arrays, file Input / Output operations. The prerequisite is EDU 222.

*EDA 226 School and Community (3CH):* This course provides a thorough examination of the school and its interaction with the community. The course content focuses on the knowledge, dispositions, and skills needed by school administrators in order to understand and respond to diverse community systems, interests, and needs; collaborate effectively with families and community members; mobilize community resources to benefit students and families; and interpret the school to the public through a variety of media and modes. Collaborative and ecological systems-thinking leadership perspectives will be emphasized as well as presentation and communication skills. Consideration will be given to internal and external communities' stakeholders and the relationships between and among the communities of the school as an organization. The role of communications in school community relationships and consideration of the balance of rights and responsibilities between schools and communities will also be considered and addressed. Students will learn to conduct needs assessment, establish a conflict resolution program and a crisis intervention plan, and demonstrate an understanding of public relations, communication, and evaluation of school-community relations. The prerequisite is EDU 111



## Contact Information and Location



American University in the Emirates,  
Dubai International Academic City, Block 6 and 7



+971 4 449 9199



Info@aue.ae

[www.aue.ae](http://www.aue.ae)



الجامعة  
الأمريكية  
في الإمارات  
American  
University  
in the Emirates