

**AUD**  
AMERICAN  
UNIVERSITY  
IN DUBAI



**AMERICAN UNIVERSITY IN DUBAI**  
WHERE POTENTIAL IS TURNED INTO SUCCESS

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## Message from THE PRESIDENT



Welcome to The American University in Dubai. This leaflet contains plenty of information: facts regarding AUD's accreditation, the degree programs we offer, student services beyond classroom instruction, facilities and people – students, administrators, faculty and staff – who make up the university community.

The thread that links them all is AUD's genuine American ethos, expressed nonetheless with consummate respect for its local habitat. The maintenance of high academic standards; an emphasis on innovative and critical thinking; the cultivation of curiosity and a spirit of inquiry; and the identification of the "whole person" as the target for human and cultural development are those factors which truly distinguish American education.

It is significant that these are precisely the values which underpin the University's identity. Furthermore, they account for the success of its graduates at home and abroad, a success that figures prominently in the University's contribution to society.

AUD is truly a place that brings out the best in its constituents by reminding them of their potential, calling for a demonstration of capability and rewarding achievement.

I trust you find this journey through the world of AUD both informative and stimulating. At the very least, I hope it gives you something to think about...

Dr. Lance E. de Masi  
President

# WHY AUD?

The American University in Dubai is American not only in name but also in substance, as we place emphasis on the educational, professional and personal growth of each student.

AUD, as an international institution of higher education, encourages global understanding by providing an atmosphere of cultural diversity and opportunities for international education.

Our Faculty and Staff Members Our expert faculty possess a passion for excellence in teaching, our staff

are dedicated to supporting the academic endeavors of our students. Our campus culture is one of open and engaged liberal learning with a commitment to ethical standards. Small class sizes provide students with the opportunity to work closely with instructors.

The university offers an extensive scholarship program, as well as award-winning athletics teams, accomplished performing and visual arts programs, and an active student government.



# OUR VALUES

There are seven values that underpin AUD's operations and development

## **Whole Person Education**

AUD values the intellectual, personal and professional development of its students;

## **Excellence**

AUD values excellence in all that it does and is committed to continuous improvement in its educational offerings and services;

## **Integrity**

AUD values honesty and transparency and has high standards of legal adherence, morality and ethics;

## **Service**

AUD values all of its constituencies and partners with its stakeholders in the achievement of their objectives and aspirations;

## **Diversity**

AUD values diversity in all its manifestations and recognizes its contribution to the quality of university life;

## **Tolerance**

AUD values respect and open-mindedness as proper responses to concepts, opinions and customs that are diverse, new or unfamiliar;

## **Accountability**

AUD believes that all members of the university community are responsible for fulfilling their roles in support of the institutional Mission and Purpose-related goals and that evaluation of individual performance should be based on the degree to which this responsibility is satisfied.

# ACCREDITATION, LICENSURE AND SUBSTANTIAL EQUIVALENCY



## **U.A.E. Ministry of Education Higher Education Affairs**

AUD is officially licensed by the U.A.E. Ministry of Education – Higher Education Affairs. The Ministry has accredited the university’s undergraduate and graduate programs, in addition to Certificate programs in Middle Eastern Studies and Professional Teaching.

## **Knowledge and Human Development Authority**

AUD is permitted by the Knowledge and Human Development Authority (KHDA)

## **Southern Association of Colleges and Schools**

AUD is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award Bachelor’s and Master’s degrees - [www.sacscoc.org](http://www.sacscoc.org).

## **State of Georgia Nonpublic Postsecondary Education Commission**

Authorized under the Nonpublic Postsecondary Educational Institutions Act of 1990.



## **Association to Advance Collegiate Schools of Business**

The School of Business Administration is accredited by the Association to Advance Collegiate Schools of Business (AACSB International).



## **International Assembly for Collegiate Business Education**

AUD has received specialized accreditation for its business programs (B.B.A., M.B.A.) through the International Assembly for Collegiate Business Education.

# ACCREDITATION, LICENSURE AND SUBSTANTIAL EQUIVALENCY



## **International Advertising Association**

The university's undergraduate majors in Advertising and Integrated Marketing Communications and Advertising have been accredited by the International Advertising Association (IAA) in New York.



## **Accreditation Board for Engineering and Technology**

The Civil, Computer, Electrical, and Mechanical Engineering programs of AUD's School of Engineering are accredited by the Engineering Accreditation Commission of ABET. [www.abet.org](http://www.abet.org)



## **Accrediting Council on Education in Journalism and Mass Communications**

The Bachelor of Communication and Information Studies (B.C.I.S.) program, with majors in Digital Production and Storytelling and Journalism is accredited by the Accrediting Council on Education in Journalism and Mass Communications.



## **Council for Interior Design Accreditation**

The interior design program leading to the Bachelor of Fine Arts is accredited by the Council for Interior Design Accreditation (CIDA).



The American University in Dubai, Department of Architecture, School of Architecture Art and Design is in candidacy for accreditation of the following NAAB-accredited degree program:

B.Arch. (166 undergraduate credits)

- Initial Candidacy Granted: 2014
- Continuation of Candidacy Granted: 2016
- Next Visit for Initial Accreditation: 2018



# ACCREDITATION, LICENSURE AND SUBSTANTIAL EQUIVALENCY

NASAD

NATIONAL  
ASSOCIATION  
OF SCHOOLS OF  
ART & DESIGN

**National Association of Schools of Art and Design**  
The National Association of Schools of Art and Design (NASAD) has granted AUD's Bachelor of Fine Arts (B.F.A.), with majors in Advertising, Digital Media, Graphic Design and Studio Art; and Bachelor of Fine Arts (B.F.A.) in Interior Design the designation of Substantial Equivalency with accredited programs in the United States.



## THE CAMPUS

AUD is strategically situated next to Dubai Media City and Dubai Internet City, business communities that are home to such prestigious firms as Sony, Reuters, CNN, McGraw Hill Publishing, Microsoft, Oracle and IBM. It is located fifteen minutes from the heart of Dubai's financial and commercial centers and 25 minutes from Dubai International Airport.

All academic buildings are well equipped with the latest technology, which cater to the needs of the academic programs. The Student Center houses indoor sports facilities, a barber shop, a beauty salon, a travel agency, a bank, a copy center, a bookstore, a supermarket, and food courts.

Dubai is one of the world's most vibrant tourist and business destinations. With its year round sunshine and luxurious lifestyle, Dubai continues to impress with

world-class events such as the annual Dubai Shopping Festival, Dubai International Film Festival, Dubai World Cup, and the Dubai Desert Classic Golf Tournament.

In November 2013, Dubai won the right to host the World Expo in 2020. Dubai's World Expo is held under the theme of Connecting Minds, Creating the Future, echoing the powerful spirit of partnership and co-operation that has driven the U.A.E.'s success in pioneering new paths of development and innovation.

*Around*

**2,500 STUDENTS**

**105 NATIONALITIES**

## **DID YOU KNOW?**

The American University in Dubai is a private, nonsectarian institution of higher learning founded in 1995. It serves U.A.E. nationals and international students who seek world-class career-oriented education.

### **Liberal Education**

AUD embraces liberal education as the context within which it provides students with a 360-degree whole-person education.

A liberal education teaches students how to think and learn rather than what to think and learn, and it produces graduates who are better able to adapt and respond

to the demands of a fast-changing economic and social environment. In addition to developing students into ethical and socially responsible citizens of the world, the liberal education also results in tangible benefits in the form of higher incomes and other material rewards.

### **Diversity in Education**

Students choosing AUD will find it is committed to fostering intercultural understanding through its courses; the exchange programs available to students; the many activities and organizations that promote appreciation for cultural diversity; and the presence on campus every year of over 100 study-abroad students from all across the U.S. and around the world.



## AUD LIBRARY

AUD Library provides a rich collection of print and electronic resources supporting the academic programs, including: access to over 300,000 books; subscriptions to core academic print and online journals, as well as newspapers and

magazines; and a robust collection of academic and professional online databases. The Library supports course-related information literacy instruction and promotes a community-wide reading culture with a growing collection of literary works and prizewinning titles.





## CAMPUS LIFE

For students to truly get the most of their AUD experience, they must get involved in university activities; whether it's through joining a club, or starting one of their own or perhaps creating a special one-of-a-kind event, these are just some of the

ways students can become involved in student life at AUD.

There are over 40 student clubs and numerous annual events including the Week of Welcome, AUD Desert Safari, International Night, AUD Gala Dinner and Award Ceremony, Thanksgiving Day and U.A.E. National Day.

## ATHLETICS & FACILITIES

Students who engage in sports work as part of a team, develop leadership skills, and maximize their potential for success.

### **Athletic Facilities**

AUD has some of the best sporting facilities in Dubai: A soccer field; outdoor track; tennis courts; volleyball court; indoor and outdoor basketball courts; squash courts; gyms; dance room; and outdoor swimming pool.

### **AUD Sports Teams**

Regular tournaments, games, and friendly matches compliment the training and reward student-athletes who are encouraged to maintain a delicate balance between



academic and athletic excellence. Our sports teams include, women's and men's soccer, basketball, volleyball, tennis and swimming.

### **Intramural Sports**

These activities include volleyball, basketball, table tennis, soccer, water games, and tennis.

### **Drop-in Sports, Sport Clubs and Fitness Programs**

Drop-in sports, clubs and fitness programs are designed for AUD students, alumni, faculty, and staff who wish to enjoy social interactions in an athletic environment.

# MOHAMMED BIN RASHID SCHOOL FOR COMMUNICATION



The focal point of the School's mission is to educate media professionals with an outstanding command of the Arabic language, serving to bridge the linguistic and cultural gaps undermining the Arab media sector. AUD MBRSC collaborates with an advisory council consisting of media specialists from

the Middle East and the United States in developing the School's curriculum.

MBRSC offers an American-based curriculum with an Arabic track option in addition to the English track.



## **Bachelor of Communication and Information Studies (BCIS)**

Digital Production and Storytelling  
Journalism

## **Master of Arts in Leadership and Innovation in Contemporary Media (M.A. in LICM)**

Degree	Type	Credits	Time
B.C.I.S.	Bachelor	125	4 years
M.A. in LICM	Master	30	2 years

# SCHOOL OF ARCHITECTURE, ART AND DESIGN



The School of Architecture, Art and Design offers a five-year Bachelor of Architecture, and a four-year Bachelor of Fine Arts in Interior Design, and a Bachelor of Fine Arts in Visual Communication.

Students in all three degree programs are trained to think, analyze, and create in order to meet the demands of an increasingly competitive market. Graduates of the School of Architecture, Art and Design are prepared to promote cultural diversity, professional ethics, and environmental sensitivity.



## **Bachelor of Architecture (B.ARCH.)**

### **Bachelor of Fine Arts in Interior Design (B.F.A. ID)**

Integrated Computational Design

### **Bachelor of Fine Arts in Visual Communication (B.F.A. VC)**

Advertising  
Digital Media  
Graphic Design  
Studio Art

<b>Degree</b>	<b>Type</b>	<b>Credits</b>	<b>Time</b>
B.ARCH.	Bachelor	166	5 years
B.F.A. ID	Bachelor	124	4 years
B.F.A. VC	Bachelor	120	4 years

The School of Arts and Sciences exemplifies the tradition that a college education liberates the mind. The School values the pursuit of knowledge for its own sake and believes that all college graduates are capable of studying a broad spectrum of subjects and of following a rational process to draw conclusions and inferences.

The Mission of the School of Arts and Sciences is to foster a culture of independent thought and a tradition of academic programs, curricula and external learning opportunities, featuring an interdisciplinary perspective of knowledge and emphasizing collegial interactions between faculty and students.



## **Bachelor of Arts in International Studies (B.A.I.S.)**

- International Relations
- Middle Eastern Studies

## **Bachelor of Arts in Psychology (B.A.)**

## **Certificate in Middle Eastern Studies (M.E.S.T)**

<b>Degree</b>	<b>Type</b>	<b>Credits</b>	<b>Time</b>
B.A.I.S.	Bachelor	120	4 years
B.A.	Bachelor	121	4 years
M.E.S.T.	Certificate	18	1 or 2 semesters



The School of Business Administration is widely recognized by students and employers for its tradition of combining academic rigor with practical applications in teaching and research. It aims to provide “job ready” graduates with a range of skills and professional knowledge that is desired by employers.

The School has four Departments: Business and Economics, Finance and Accounting, Management, and Marketing

The curricula in all programs are rich in conceptual content; however, the primary emphasis of our educational experience is equipping students with the applied skills and the professional and ethical perspectives necessary for success in the global marketplace.



## **Bachelor of Business Administration (B.B.A.)**

- General
- Economics
- Management
- Advertising and Integrated Marketing Communications
- Accounting
- Finance
- Marketing

## **Master of Business Administration (M.B.A.)**

- Generalist
- Management
- Finance
- Marketing

<b>Degree</b>	<b>Type</b>	<b>Credits</b>	<b>Time</b>
B.B.A.	Bachelor	123	4 years
M.B.A.	Master	36	2 years



AUD has committed itself to providing a world-class education that prepares students academically, personally and professionally for successful careers in their chosen fields. Education is one of those fields that constitutes a national priority, not only in the U.A.E., but around the world.

The Mission of the School of Education at AUD, through the Master of Education (M.Ed.) program is to provide the region with educators who are current in pedagogy, instructional technologies, and content knowledge and committed to ongoing professional learning for the benefit of all whom they serve.



## Master of Education (M.Ed.)

- Primary Education
- Secondary Education

## Professional Teaching Certificate (P.T.C.)



In accordance with the 2021 Vision of H.H. Sheikh Mohammed Bin Rashid Al Maktoum, Vice President and Prime Minister of the U.A.E., Ruler of Dubai, to boost the quality of education in Dubai.

Degree	Type	Credits	Time
M.Ed.	Master	36	2 years
P.T.C.	Certificate	18	2 semesters

The School of Engineering provides students with a unique opportunity to experience American-style Engineering education in one of the fastest growing and most diverse metropolitan areas in the world - Dubai.

Our curricula are supported by state-of-the-art labs and facilities, a diverse group of faculty with outstanding expertise, and solid links with the professional community. With local and international accreditations in place, and through a broad education grounded in cultural diversity and technical excellence, our graduates continue to be highly sought at both the regional and global levels.



- Bachelor of Science in Civil Engineering**
- Bachelor of Science in Computer Engineering**
- Bachelor of Science in Electrical Engineering**
- Bachelor of Science in Mechanical Engineering**
- Master of Science in Construction Management**

Degree	Type	Credits	Time
B.S.C.E.	Bachelor	137	4 years
B.S.Comp.E.	Bachelor	137	4 years
B.S.E.E.	Bachelor	137	4 years
B.S.M.E.	Bachelor	137	4 years
M.S.C.M.	Master	30	2 years

AUD's Center for English Proficiency offers a non-credit Intensive English Language Program that builds general English proficiency as well as develops the English skills necessary to succeed in an academic environment. The Program is designed for students whose goal is to enter the university, but it is also open for people preparing to enter careers requiring English proficiency, for working professionals, and for those seeking general English skills development. Upon successful completion of this program and passing the English requirements, students may apply for admission to the university with the status of degree candidate.

## Levels of Instruction

There are four levels of instruction

### **IELP 096 (basic)**

### **IELP 097 (low intermediate)**

### **IELP 098 (high intermediate)**

### **IELP 099 (advanced)**

Students in each level study in instructor-guided classes study for four hours daily, Sunday through Thursday. Each course is approximately fifteen weeks in Fall and Spring, and approximately seven weeks in Summer I. Each course develops three skill sets: Reading/Vocabulary, Listening/Speaking, and Writing/Grammar. Initial placement in the IELP must be done through the ACCUPLACER™ assessment, an on-line test administered at the AUD campus.



# SCHOLARSHIPS



“A country’s greatest investment lies in building generations of educated and knowledgeable youth.”

Late President of the U.A.E.,  
H.H. Sheikh Zayed Bin Sultan Al Nahyan



## H.H. Sheikh Mohammed Bin Rashid Al Maktoum Scholarships

All undergraduate programs



## ICT Funds Scholarship for Undergraduate Admissions

Bachelor of Science in Computer Engineering/Electrical Engineering



## The Dubai Electricity And Water Authority Intilaq

Bachelor of Science in Electrical/ Mechanical Engineering



## The William Jefferson Clinton Scholarship Program

MEST Certificate Study Abroad Program



## The Mohammed Bin Rashid School for Communication Scholarship

Bachelor of Communication and Information Studies – Arabic track



## Wasl Scholarship For Undergraduate Admissions

All programs



## du Community Scholarships for Undergraduate and Graduate Admissions

All programs

## Gebran Tueini Scholarship

Bachelor of Communication and Information Studies – Arabic track

## ULC Scholarship

All Programs

# UNDERGRADUATE ADMISSIONS

## Academic Requirements

- An earned high school/secondary school certificate or its equivalent as approved by the Ministry of Education
- Good academic standing

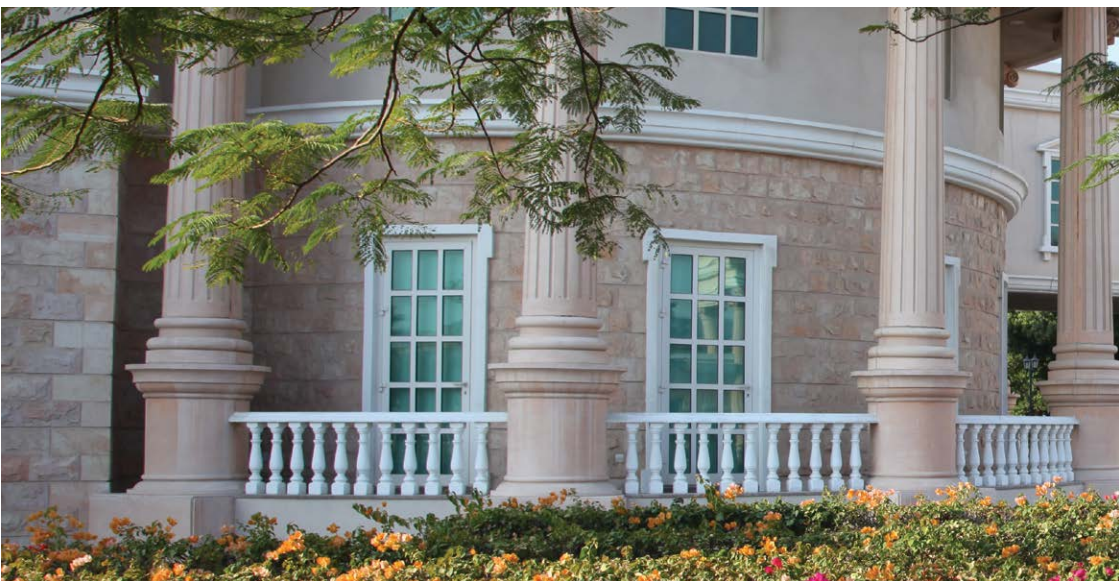
## English Language Requirements

All students must achieve a TOEFL® score of 550 (+ 4 on writing part section) (79-80 IBT, writing 24) or Academic IELTS™ score of 6.5 (+ 6.5 on the writing part) or ACCUPLACER™ or EMSAT with min. score of 1550 and C1 on the writing.

## Math Requirements

The university administers the ACCUPLACER™ Exam (Math) to place students in the appropriate Mathematics course. In all programs other than the Engineering Program, students may substitute the SAT® for the Math placement provided they achieve the required minimum Math score of 560.

All Engineering and Architecture students are required to take AUD's Math placement test.





# UNDERGRADUATE ADMISSIONS

## Documents Requirements

- Apply online or fill an Application for Admission to an AUD undergraduate program
- An official high school/secondary school certificate or its equivalent as approved by the Ministry of Education
- An official, attested high school/secondary school transcript (academic record) covering the last three years
- Equivalence letter from the U.A.E. Ministry of Education
- Official test scores: TOEFL®/ Academic IELTS™, SAT®/EMSAT
- Two passport-size photographs and valid passport photocopy with the visa validity page and Emirates ID.
- Army exemption letter for all UAE nationals
- Health History Form, signed by a Physician

## Financial Requirements

- Non-refundable application fee of AED420.
- A non-refundable Reservation Deposit of AED5,000 is required upon acceptance that will be applied to the tuition fees.

Further details on Admissions requirements are available online.

[http://aud.edu/about\\_aud/en/menu/612/financial-information#/about\\_aud/en/page/664/?sub=612&show\\_title=1](http://aud.edu/about_aud/en/menu/612/financial-information#/about_aud/en/page/664/?sub=612&show_title=1)





# GRADUATE ADMISSIONS

## **Academic Requirements**

- An earned undergraduate degree from an institution accredited by the Ministry of Education - Higher Education Affairs in the U.A.E. or by the relevant national or regional institutional accrediting body in the case of international applicants.
- A 3.00 GPA (on a 4.00 scale) or better in undergraduate study.

## **English Language Requirements**

All students must achieve a TOEFL® score of 550 (79-80 IBT) or International IELTS™ score of 6.5.

## **M.B.A. Program-specific Admission Criteria**

- Scores: Graduate Management Admissions Test (GMAT®).
- Applicant's work experience: Candidates who have a minimum of (2) two years of work experience will be given preference for admission.

## **M.Ed. Program-specific Admission Criteria**

- Undergraduate degree: Preferably in education or in a discipline related to a content area of
- Teaching that is applicable to primary or secondary education.
- Scores: Graduate Record Examination (GRE®) or Praxis® Core Academic Skills for Educators
- The applicant's history, including length of teaching experience, skills, and evidence of content knowledge.

## **M.S.C.M. Program-specific Admission Criteria**

- Undergraduate degree: in Engineering, Architecture, or a closely-related discipline, from a recognized institution.
- Graduate Record Examination (GRE®): Minimum score of 148 is required in the quantitative section.
- A minimum of (3) three years of work experience as a field or design engineer is recommended.

# GRADUATE ADMISSIONS

## **Documents Requirements**

- An Application for Admission to an AUD graduate program
- Original, official and attested transcripts (in English) of academic record from all universities attended
- Undergraduate and Graduate Diplomas
- Equivalence letter from the U.A.E. Ministry of Education – Higher Education Affairs
- Confirmation of University Records
- A statement of the career objectives
- CV describing professional and academic experience.
- Official test scores: GMAT®, GRE®/Praxis®, TOEFL®/IELTS™
- Two Reference Forms: completed by present or former university instructors or employers.
- Two passport-size photographs and valid passport photocopy with the visa validity page and Emirates ID.
- Health History Form, signed by a Physician

## **Financial Requirements**

- Non-refundable application fee of AED420
- A non-refundable Reservation Deposit of AED2,000 is required upon acceptance that will be applied to the tuition fees.

# STUDENT HOUSING

The Mission of the American University in Dubai is to serve as a culturally diverse learning community committed to the pursuit of knowledge through excellence in teaching and scholarly and creative endeavor, leading to students' academic, personal and professional success, as well as the advancement of society.

Residentially-based, community learning and living is one of the major components of university life at AUD. AUD offers housing to over 500 students in four nonsmoking residence halls; two for men and two for women. Each residence hall has a laundry room, a study area, a TV lounge, fully-equipped kitchen, and a dining room.

Residential students are supported by Housing Assistants, for operational purposes, and student leaders known as Resident Assistants (RAs). The RAs are committed to answering residents' questions, explaining housing rules and regulations, as well as helping students address any issues or concerns they may have.



## ADMISSIONS AT AUD

The mission of the Office of Admissions is to admit to AUD's degree programs students who possess appropriate credentials and the demonstrated capacity and potential to successfully complete the educational programs provided by the university and meaningfully participate in the total educational experience

offered by AUD. The Admissions Office consists of a professional team that assists prospective students gain accessibility to opportunities in higher education. The Admissions team is held to a high level of integrity and is charged with providing quality service and accurate information to all students.

### **AUD ADMISSIONS OFFICE**

P. O. Box 28282, Dubai, UAE  
T. +971 4 399 9000  
E. [admissions@aud.edu](mailto:admissions@aud.edu)

For specific admissions requirements, please check the AUD Undergraduate and Graduate Catalogs on our website or contact the Admissions Office.