

AUD

AMERICAN
UNIVERSITY
IN DUBAI

— SINCE 1995 —



AMERICAN UNIVERSITY IN DUBAI
WHERE POTENTIAL IS TURNED INTO SUCCESS

WHY AUD?

Message from THE PRESIDENT



Welcome to The American University in Dubai. This leaflet contains 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 setting. 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 an 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. David A. Schmidt
President

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.

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 ten (10) Values that underpin AUD's operations and development and that characterize its dealings with students, faculty, staff, and other constituents:

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.

Collaboration - AUD values teamwork and outreach as a means of deriving superior solutions.

Innovation - AUD values innovation as reflected in knowledge creation, creative expression and continuous improvement.

Best practice - AUD recognizes the worth added to its policies and operations by best practice in American higher education.

ACCREDITATION, LICENSURE AND SUBSTANTIAL EQUIVALENCY



U.A.E. Ministry of Education

AUD is officially licensed by the U.A.E. Ministry of Education. 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.

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 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, LICENSURE AND SUBSTANTIAL EQUIVALENCY



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



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).



National Architectural Accrediting Board

The American University in Dubai, School of Architecture Art and Design offers the following NAAB-accredited degree programs:
B.Arch. (166 undergraduate credits)
Next accreditation visit: 2021.

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 equipped with the latest technology, which cater to the needs of the academic programs. The Student Center houses indoor sports facilities, a barber shop, beauty salon, travel agency, copy center, bookstore, coffee shop, minimart, cafeteria and food court.

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 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
2,000 STUDENTS 100 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, with a student body representing over 102 nationalities, 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.





MOHAMMED BIN RASHID SCHOOL FOR COMMUNICATION



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, leadership program, 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 30 student clubs and organizations ranging from cultural clubs to departmental and chapters of international associations and organizations represented on campus. These are complemented by numerous annual events such as Fall Fest, Food Festival, International Night, AUD Gala Dinner and Award Ceremony, Thanksgiving Day and U.A.E. National Day to offer a truly exciting campus experience.

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.

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 Emphasis
- Hospitality Design Emphasis

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

- Advertising
- Digital Media
- Graphic Design
- Studio Art

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

SCHOOL OF ARTS AND SCIENCES



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 Development Track
- International Relations Track
- Middle Eastern Studies Track

Bachelor of Arts in Psychology (B.A.)

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

Degree	Type	Credits	Time
B.A.I.S.	Bachelor	124	4 years
B.A.	Bachelor	122	4 years
M.E.S.T.	Certificate	18-19	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: General Business and Management, Decision Sciences and Economics, Finance and Accounting, 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

Executive Master of Business Administration (E.M.B.A.)

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

- Generalist
- Management
- Finance
- Marketing

Degree	Type	Credits	Time
B.B.A.	Bachelor	123	4 years
E.M.B.A.	Master	42	2 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 (B.S.C.E.)

Bachelor of Science in Computer Engineering (B.S.Comp.E.)

Bachelor of Science in Electrical Engineering (B.S.E.E.)

Bachelor of Science in Mechanical Engineering (B.S.M.E.)

Master of Science in Construction Management (M.S.C.M.)

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 English Bridge Program, as well as courses in general English. The English Bridge Program prepares students for entry into an academic degree program by developing the English-language skills of reading, writing, listening, and speaking. Upon successful completion of this program and passing the English requirements, students are admitted to the university with the status of degree candidates. Courses in the Center for English Proficiency are also open for people preparing to enter careers requiring English proficiency, for working professionals, and for those seeking general English skills development.

Levels of Instruction

There are four levels of instruction

IELP 097

(Low Intermediate Intensive English)

ENGB 098

(High Intermediate English Bridge)

ENGB 099

(Advanced English Bridge)

Students 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.

Initial placement in the English Bridge Program is determined by TOEFL®, IELTS™, EmSAT, or ACCUPLACER™, 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



The Dubai Electricity And Water Authority Intilaq

Bachelor of Science in Electrical/
Mechanical Engineering

ULC Scholarship

All Programs

Gebran Tueini Scholarship

Bachelor of Communication and
Information Studies – Arabic track



The William Jefferson Clinton Scholarship Program

MEST Certificate
Study Abroad Program



ICT Funds Scholarship for Undergraduate Admissions

All programs



Wasl Scholarship for Undergraduate Admissions

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. Required averages may vary by school systems, students should consult Admission Office for pertinent requirements.

English Language Requirements

Paper-Based TOEFL® score of 550 (+4 on writing section) or International TOEFL iBT score of 79 (+24 on writing section) or Academic IELTS™ score of 6.5 (+ 6.5 on writing section) or EMSAT with min. score of 1550 (+C1 on the writing section) or the University-administered English ACCUPLACER™ Exam.

Math Requirements

The university administers the ACCUPLACER™ Exam (Math) to place students in the appropriate Mathematics course. In all programs other than the Engineering and Architecture Programs, 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

- A completed online Application for Admission.
- An official, attested high school/secondary school transcript (academic record) covering the last three years.
- High school Diploma, original required for verification.
- Equivalency letter from the UAE Ministry of Education.
- Official test scores: TOEFL®/ Academic IELTS™/ EMSAT and SAT®.
- Two passport-size photographs, valid passport photocopy (and Ethbara page for UAE nationals), visa validity page, and Emirates ID (both sides).
- Army exemption letter for all UAE nationals.
- Health History Form, signed and stamped by a Physician.

Financial Requirements

- Non-refundable application fee of AED420.
- A non-refundable Reservation Deposit of AED5,000 which is applied toward tuition is required upon acceptance.

Further details on admissions requirements and an online application are available online: www.aud.edu



GRADUATE ADMISSIONS

Academic Requirements

- An earned undergraduate degree from an institution accredited by the Ministry of Education 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 Paper-Based TOEFL® score of 550 (79 iBT) or Academic IELTS™ score of 6.5.

E.M.B.A. Program-specific Admission Criteria

- Personal statement outlining career progress and aspirations and the unique contribution of the applicant to the EMBA program.
- Applicant's work experience: Candidates who have a minimum of six years of work experience will be given preference for admission.
- After an initial evaluation, an in-person final admissions interview is required.

M.B.A. Program-specific Admission Criteria

- Scores: Graduate Management Admissions Test (GMAT®).
- Applicant's work experience: Candidates who have a minimum of 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.
- The applicant's history, including length of teaching experience, skills, and evidence of content knowledge.

Admission requirements for the Professional Teaching Certificate Program are the same as those for the M.Ed. degree.

M.A. in Leadership and Innovation in Contemporary Media (LICM) Program-specific Admission Criteria

- Undergraduate degree: preferably but not necessarily in Communication or in a discipline related to media.
- At least 2 years' experience preferably in the media industry.

GRADUATE ADMISSIONS

- The applicant's history, including length of work experience, and specific skills.
- A Final Interview with the M.A. in LICM Admissions Committee (Program Director, M.A. in LICM Faculty).

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 three years of work experience as a field or design engineer is recommended.

Documents Requirements

- An online Application for Admission to an AUD graduate program.
- Original, official and attested transcripts (in English) of academic record from all universities attended.
- Undergraduate / Graduate Diplomas. Original required for verification.
- Equivalency letter from the UAE Ministry of Education.
- Confirmation of University Records.
- A statement of the applicant's career objectives.
- CV or resume describing professional and academic experience.
- Official test scores: GMAT®, GRE®, 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.
- Army exemption letter for all UAE nationals.
- Health History Form, signed and stamped by a Physician

Financial Requirements

- Non-refundable application fee of AED420
- A reservation deposit (non-refundable) of AED 2,000, which is applied toward tuition, is required upon acceptance for admission.

STUDENT HOUSING

Our community-based residence halls constitute an important aspect of AUD university life. The AUD student housing hosts over 500 students in four nonsmoking halls; two for men and two for women. Each residence hall has a common lounge, a study area, a dining room, a laundry room, and a fully equipped kitchen.

Resident students are supported by a team of staff and student leaders.

The Housing Manager helps in reservations and policies/procedures explanation and implementation. She also counsels personal problems and roommate issues. The female and male Housing Controllers assist students in logistic and maintenance requests. The Resident Assistants (RAs), who are student leaders, help residents in the halls and create a variety of educational, cultural, and athletic programs.



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

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

