



BACHELOR OF COMMUNICATION AND INFORMATION STUDIES

The Mohammed Bin Rashid School for Communication at AUD
Preparing practitioners and scholars to work in twenty-first century media.

MESSAGE FROM THE DEAN



The School is oriented to fill the gaps that have historically marred the teaching of media in the Arab world. It strives to graduate students who integrate immediately and instinctively into the working environment of a wide range of Arab media institutions. For that purpose, we have set up programs to teach top-ranking students not only first class professional skills, but also to infuse their practical knowledge with civic values.

We, at the MBRSC, believe that all those who work in the field of communications are story tellers and that we are in the story-telling business. We believe in the need to train our students in how to be able to tell their own stories in the best way possible

using the techniques of journalism and television, radio, cinema, online, games, and mobile media. We also believe that writing rests at the heart of story-telling. It is through the proper use of simple, yet rich diction that students will be able to translate their original thoughts, ideas, and their trials and tribulations into stories. That is why the program's Arabic track places a significant emphasis on the students' proficiency in the Arabic language, while the English track focuses on the English language.

Through inspiration, motivation and a superbly-enjoyable environment, our scholars integrate liberal and professional teaching methods to provide knowledge to our students, while at the same time helping them acquire wisdom and insight, love of truth and beauty, moral discernment, understanding of self, and respect for and appreciation of others.

Ali M. Jaber, M.S.
***Dean, Mohammed Bin Rashid School
for Communication (MBRSC)***

THE MOHAMMED BIN RASHID SCHOOL FOR COMMUNICATION



Quality was on the mind of H.H. Sheikh Mohammed Bin Rashid Al Maktoum when he

commissioned the establishment of the School of Communication within the American University in Dubai. Top quality in teaching, top students and the top curricula were the targets he set.

The challenge that was placed on our shoulders was, therefore, tremendous, but with devotion, hard work and uncompromising love of the profession we have been shouldering the responsibility.

The MBRSC, with valuable help from the experts at the University of Southern California, has become the beacon of communications studies in our region.

WHY COMMUNICATION AND INFORMATION STUDIES AT AUD?

The Mohammed Bin Rashid School for Communication at the American University in Dubai **offers an American-based curriculum with an Arabic track option in addition to the English track.**

We have attracted some of the best minds to teach at the school. Our professors expose students to all aspects of media and its relationship with politics, globalization and popular

culture. They dwell on the rise of new media, the arts, the nature of the audiences, and communications management.



B.C.I.S. MAJORS

The MBRSC curriculum is unique, focusing the large majority of its courses on the regional media industry. The school regularly screens local and international films, publishes an online newspaper and invites media professionals such as reporters, presenters, producers, directors and actors to screenwriters, editors to interact with our students.

The program consists of two majors: **Digital Production and Storytelling** (DPST) and **Journalism** (JOUR), both of which begin at the freshman level with fundamental concepts, theories, and media ethics and culminate in final projects and internships at reputable media firms in the UAE.

Both majors offer an **Arabic track option** for students to pursue if they choose to do so, allowing them to take all of their writing courses in Arabic. Minors in DPST and JOUR are also possible options for the MBRSC students.

Digital Production and Storytelling

The DPST major aims to train media professionals to produce original and creative content for television and film.

The curriculum systematically trains students in the crafts of Digital Production and Storytelling. During their junior and senior years, students are taught **Writing, Directing, and Production**. These courses combine standard practices with techniques unique to this region, with the aim of responding to the need for professional talents in the rapidly evolving local and regional market. The theoretical and practical aspects of developing documentaries are taught in the senior year. Students learn to use traditional media, new media, blogs, and social networking tools for public service and social welfare.



B.C.I.S. MAJORS

Journalism

The Journalism major aims to train reporters, presenters, editors, and non-fictional storytellers for TV, newspapers, magazines, internet, and radio in all their formats. Students focus on the essentials of writing non-fiction stories for various media platforms. In their junior and senior years, they elaborate on reporting stories in various contexts and familiarize themselves with the workings of the professional news room. The

school focuses on both form and content. Students are introduced to the basics of graphic design to develop an intelligent eye towards the visual presentation of their work, while learning about specific topics engaging the contemporary political arena in the Middle East. In addition, JOUR students join their DPST classmates in learning about the theoretical and practical aspects involved in the critique and production of documentary film and television projects.



SO WHAT CAN I DO WHEN I GRADUATE?

The MBRSC is the place to be for great professional prospect and meaningful and fulfilling careers. The JOUR and DPST alumni hold an immense variety of jobs.

To name a few:

- Social Media and Digital Media Manager/Executive/Strategist/Coordinator
- Producer
- Director
- TV News Anchor
- Writer/Reporter
- Video Editor
- News Editor
- Cinematographer
- Blogger
- Social Influencer
- Media Relations Manager
- TV Host
- Radio Presenter
- Creative Copywriter
- Content Executive/Creator
- Channel Coordinator

B.C.I.S. ALUMNI

AUD graduates have succeeded in securing jobs and internships in the following companies in the area: MBC Group including O3 Production and Al Arabiya; OSN; Gulf News; CNN; ITP Publishing; FilmWorks Dubai; Abu Dhabi Media; Dubai International Film Festival; Al Khalijiyya Channel; and Al-Hayat Newspaper.



“MBRSC is appreciative of every student and looks out for those with great potential. For that reason, it contributed to the person that I am today and I feel very proud to be an AUD alumna. With the help of the MBRSC and the MEST [Middle Eastern Studies] staff, I learned about the subjects which I want to develop.”

Leen Al Faisal

B.C.I.S. (Journalism) Class of 2015

Assistant Producer, CNN



“I chose DPST because I’ve always felt that film/TV/digital production is where my passion truly lays.

For me it was a matter of: do what you love, not love what you do. Now, as an officially licensed Assistant Director, I have found that everything from media theory to studio sessions, has helped in forming the foundation from which I was able to leap from.”

George Saad

Assistant Director twofour54

B.C.I.S. (DPST) Class of 2011

“MBRSC changed my life in every possible way. It made me a person who is capable of shaping every single piece in my imagination and turning it into a real life happening event. I am the future’s film maker and that’s what this school has given me, the ability.”



Shahad Ballan

TV Host at MBC Group

B.C.I.S. (DPST) Class of 2011

CURRENT STUDENTS



“My passion for writing and journalism made me choose the MBRSC, where professional professors share their real-life experience with the students in the classroom. At MBRSC, I am able to discover and enhance my capabilities and know my role in the media sector, especially in the Arab world.”

Philippe Jardak
Bachelor in Journalism- Arabic Track

“Having the opportunity to work closely with professionals from the media sector is of great advantage. The MBRSC courses help in intellectual and personal growth, the personal conversations with my professors help me build my core values for my journalistic skills as well as adapting and practicing them in a professional environment.”

Zeinab Dakik
Bachelor in Journalism- English Track



“I would recommend MBRSC to any student who has the passion for filmmaking, to discover their true potential in creativity and innovation. Filmmaking itself is an art form, and I enjoy that art in all its aspects at MBRSC.”

Charles Kellen
Bachelor in DPST- English Track

CURRENT STUDENTS



“Finding MBRSC was like unlocking the door to my future, passion, and creativity. The MBRSC helps me discover my passion for storytelling. It changed me completely as my eyes became a camera that captures all the small details of life. Having a degree from the MBRSC will widen my choices of employment while going after my passion and enhancing my creativity.”

Ahmed Raslan
Bachelor in DPST- Arabic Track

“I was very lucky to get the MBRSC’s scholarship. I was very passionate about media since I was 12 years old. Studying at MBRSC builds my knowledge in screenwriting, cinematography, editing, directing and producing, skills that support me in my career and experience as a presenter at MBC3.”

Merve Kerem
Bachelor in DPST- Arabic Track





MBRSCPOST

The *MBRSC Post* is an online newspaper in both Arabic and English, produced by students of the Mohammed Bin Rashid School for Communication.

The purpose is to inform and entertain the larger AUD Community and to serve as a public forum for topics of interest to all. The initial focus of the *MBRSC Post* is on issues related to campus life, the educational experience at AUD, and the local arts, culture and media scenes.

The team is continuously recruiting AUD students who are interested in being part of the newspaper, to share ideas and contributions.

ASSOCIATION



The School enlisted the expertise of the ***Annenberg School for Communication and Journalism*** and the ***School of Cinematic Arts*** at the University of Southern California to guide it through the stages of setting up and running a successful school, benchmarked by Ivy League standards, as well as to identify programs, faculty, administration and staff. They act as consultants and affiliates.

MBRSC PARTNERS

The Mohammed Bin Rashid School for Communication at AUD is partners with the following institutions:

- Dubai Press Club
- Dubai Media Incorporated
- MBC Group
- du Telecommunications
- CISCO
- UAE National Media Council
- LBC Group

PROGRAM FEATURES

Program Mission

The Bachelor of Communication and Information Studies program at the American University in Dubai prepares practitioners and scholars to work in twenty-first century media. Graduates will be proficient in areas ranging from ethics and media policy to writing and production skills. They will be committed to providing the public with media content that meets local and regional needs and is global in outlook and standard.

Program Goals

Graduates will:

- Possess sophisticated communication skills, in Arabic and English, including the ability to comprehend and comment upon news coverage, elements of media business, and social responsibility of media;
- Be proficient in storytelling using journalism, television, cinema and new media contexts;
- Understand the theoretical and practical elements of the broad historical, cultural, economic, and technological foundations of mass media;
- Appreciate the significance of ethical standards and behavior on the part of all institutions and individuals involved with mass media, including the public's responsibility to understand the role of media and to wisely gather and disseminate information through the media;
- Relate media theory and practice to fields such as politics, economics, law, business, information science, and the liberal arts;
- Recognize the role of media as an element of individual and global cultures, with particular emphasis on respect for diversity related to race, gender, religion, ethnicity, and other personal characteristics and orientations.

Program Learning Outcomes

Students graduating from the B.C.I.S. program will be able to:


- Identify and administer various media platforms to communicate with diverse audiences about a wide range of topics;
- Analyze the complexities of information gathering, evaluate the credibility of sources and ensure the highest possible reliability of information



- provided to the public;
- Demonstrate proficiency in production aesthetics, particularly in using digital media platforms, to provide various forms of media content to the public;
- Determine and analyze elements of communication theory, including the societal responsibilities and professional practices of news, entertainment, and other media industries;
- Identify various facets of issues, think independently and critically, and make informed judgments;
- Determine the importance of media independence while recognizing legal and ethical principles that govern media practices;
- Appreciate the value of lifelong learning about the

- constantly changing practices and influence of the mass media, and the importance of being able to innovate within the evolving world of media;
- Recognize the importance of being able to interact with fellow media professionals and the larger public in ways that reflect sensitivity to diverse interests.

ACCREDITATION

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

COURSE SEQUENCING

All candidates for the B.C.I.S. in Digital Production and Storytelling degree, **English track**, should adhere to the following course sequencing:

		DPST	
		Fall	Spring
Year I	COMM 101 (Introduction to Global Media)	COMM 103 (Media, Culture and Society)	
	COMM 105 (Drama and Non Fiction TV Formats Analysis)	COMM 106 (The Language of Film)	
	COMP 101 (Introduction to Computers)	ENGL 102 (Advanced Composition and Research)	
	ENGL 101 (Composition and Rhetoric)	SCIE ELE (Science Elective)	
	BUSI 101 (Introduction to Business)	MATH 101 (Mathematics for the Arts) or	
	UNIV 100 (The University Experience)	MATH 200 (Mathematics with Business Applications)	
Year II	COMM 201 (Media Economics and Research)	COMM 202 (Ethical and Legal Responsibilities In The Mass Media)	
	COMM 223 (Screenwriting Fundamentals)	COMM 232 (Cinematography)	
	COMM 230 (Video Editing and Sound Design)	COMM 241 (Introduction to Production)	
	ENGL 103 (Introduction to Literature)	ENGL 210 (Creative Writing)	
	PSPK 101 (Public Speaking)	SSCI ELE (Social Sciences Elective)	
	WLDC 201 (World Cultures I)	WLDC 202 (World Cultures II)	
Year III	ARTS 200 (History of Art I)	DPST 302 (Media and Public Service)	
	DPST 340 (Producing and Directing the Scene)	DPST 323 (Screenwriting and Producing for TV and the Web)	
	DPST 361 (Online Communities)	MEST ELE (Middle Eastern Studies Elective)	
	GEN ELE (General Elective)	SBA ELE (School of Business Administration Elective)	
	ISST ELE (Islamic Studies Elective)	Language & Literature course	
Year IV	MEST ELE (Middle Eastern Studies Elective)	GEN ELE (General Elective)	
	GEN ELE (General Elective)	DPST 444 (Capstone Production)	
	DPST 422 (Capstone Storytelling)	DPST 461 (Internship)	
	DPST 441 (The Documentary)	GEN ELE (General Elective)	
	GEN ELE (300 level or above)	GEN ELE (300 level or above)	

COURSE SEQUENCING

All candidates for the B.C.I.S. in Digital Production and Storytelling degree, **Arabic track**, should adhere to the following course sequencing:

		DPST	
		Fall	Spring
Year I	COMM 101 (Introduction to Global Media)	COMM 103 (Media, Culture and Society)	
	COMM 105 (Drama and Non Fiction TV Formats Analysis)	COMM 106 (The Language of Film)	
	COMP 101 (Introduction to Computers)	ENGL 102 (Advanced Composition and Research)	
	ENGL 101 (Composition and Rhetoric)	MATH 101 (Mathematics for the Arts) or	
	MEST 301 (Arabic Proficiency I)	MATH 200 (Mathematics with Business Applications)	
UNIV 100 (The University Experience)	MEST 302 (Arabic Proficiency II)		
Year II	COMM 201 (Media Economics and Research)	COMM 202 (Ethical and Legal Responsibilities In The Mass Media)	
	COMM 223 (Screenwriting Fundamentals)	COMM 232 (Cinematography)	
	COMM 230 (Video Editing and Sound Design)	COMM 241 (Introduction to Production)	
	ENGL 103 (Introduction to Literature)	BUSI 101 (Introduction to Business)	
	PSPK 101 (Public Speaking)	SSCI ELE (Social Sciences Elective)	
WLDC 201 (World Cultures I)	WLDC 202 (World Cultures II)		
Year III	ARTS 200 (History of Art I)	DPST 302 (Media and Public Service)	
	DPST 340 (Producing and Directing the Scene)	DPST 323 (Screenwriting and Producing for TV and the Web)	
	DPST 361 (Online Communities)	MEST ELE (Middle Eastern Studies Elective)	
	GEN ELE (General Elective)	SBA ELE (School of Business Administration Elective)	
	ISST ELE (Islamic Studies Elective)	SCIE ELE (Science Elective)	
Year IV	MEST ELE (Middle Eastern Studies Elective)	GEN ELE (General Elective)	
	GEN ELE (General Elective)	DPST 444 (Capstone Production)	
	DPST 422 (Capstone Storytelling)	DPST 461 (Internship)	
	DPST 441 (The Documentary)	GEN ELE (General Elective)	
	GEN ELE (300 level or above)	GEN ELE (300 level or above)	

COURSE SEQUENCING

All candidates for the B.C.I.S. in Journalism degree, **English track**, should adhere to the following course sequencing:

		Journalism	
		Fall	Spring
Year I	COMM 101 (Introduction to Global Media)	COMM 103 (Media, Culture and Society)	
	COMP 101 (Introduction to Computers)	COMM 104 (Introduction to Non Fiction TV Formats)	
	ENGL 101 (Composition and Rhetoric)	ENGL 102 (Advanced Composition and Research)	
	GEN ELE (General Elective)	SCIE ELE (Science Elective)	
	BUSI 101 (Introduction to Business)	MATH 101 (Mathematics for the Arts) or	
	UNIV 100 (The University Experience)	MATH 200 (Mathematics with Business Applications)	
Year II	COMM 201 (Media Economics and Research)	ARTS 200 (History of Art I)	
	COMM 221 (Media Writing Skill)	COMM 202 (Ethical and Legal Responsibilities In The Mass Media)	
	COMM 243 (Introduction to Production for Journalism)	COMM 222 (Multiplatform Storytelling)	
	ENGL 103 (Introduction to Literature)	ENGL 210 (Creative Writing)	
	PSPK 101 (Public Speaking)	SSCI ELE (Social Sciences Elective)	
	WLDC 201 (World Cultures I)	WLDC 202 (World Cultures II)	
Year III	ISST ELE (Islamic Studies)	JOUR 302 (Newsroom Management And Decision Making)	
	GEN ELE (General Elective)	JOUR 322 (Advanced Reporting)	
	JOUR 301 (Visualizing News)	MEST ELE (Middle Eastern Studies Elective)	
	JOUR 321 (Reporting)	SBA ELE (School of Business Administration Elective)	
	JOUR 324 (Broadcast Journalism)	Language & Literature	
Year IV	MEST ELE (Middle Eastern Studies Elective)	GEN ELE (300 level or above)	
	GEN ELE (300 level or above)	GEN ELE (General Elective)	
	JOUR ELE (Journalism Elective)	GEN ELE (General Elective)	
	JOUR 441 (The Documentary)	JOUR 462 (Capstone Project)	
	JOUR 461 (Media and Politics in the Middle-East)	JOUR 463 (Internship)	

COURSE SEQUENCING

All candidates for the B.C.I.S. in Journalism degree, **Arabic track**, should adhere to the following course sequencing:

		Journalism	
		Fall	Spring
Year I	COMM 101 (Introduction to Global Media)	COMM 103 (Media, Culture and Society)	
	COMP 101 (Introduction to Computers)	COMM 104 (Introduction to Non Fiction TV Formats)	
	ENGL 101 (Composition and Rhetoric)	ENGL 102 (Advanced Composition and Research)	
	MEST 301 (Arabic Proficiency I)	MATH 101 (Mathematics for the Arts) or MATH 200 (Mathematics with Business Applications)	
	BUSI 101 (Introduction to Business)		
	UNIV 100 (The University Experience)	MEST 302 (Arabic Proficiency II)	
Year II	COMM 201 (Media Economics and Research)	ARTS 200 (History of Art I)	
	COMM 221 (Media Writing Skill)	COMM 202 (Ethical and Legal Responsibilities In The Mass Media)	
	COMM 243 (Introduction to Production for Journalism)	COMM 222 (Multiplatform Storytelling)	
	ENGL 103 (Introduction to Literature)	ISST ELE (Islamic Studies Elective)	
	PSPK 101 (Public Speaking)	SSCI ELE (Social Sciences Elective)	
	WLDC 201 (World Cultures I)	WLDC 202 (World Cultures II)	
Year III	GEN ELE (General Elective)	MEST ELE (Middle Eastern Studies Elective)	
	GEN ELE (General Elective)	SBA ELE (School of Business Administration Elective)	
	JOUR 301 (Visualizing News)	JOUR 302 (Newsroom Management and Decision Making)	
	JOUR 321 (Reporting)	JOUR 322 (Advanced Reporting)	
	JOUR 324 (Broadcast Journalism)	SCIE ELE (Science Elective)	
Year IV	MEST ELE (Middle Eastern Studies Elective)	GEN ELE (300 level or above)	
	GEN ELE (300 level or above)	GEN ELE (General Elective)	
	JOUR ELE (Journalism Elective)	GEN ELE (General Elective)	
	JOUR 441 (The Documentary)	JOUR 462 (Capstone Project)	
	JOUR 461 (Media and Politics in the Middle-East)	JOUR 463 (Internship)	

ADMISSIONS CHECKLIST

Please make sure that the following items are included with your application. Your admission will depend on the receipt of all required documents throughout the review of your application.

Official English translations of all supporting educational documents must be submitted. Translations must be literal (i.e., word-for-word).

- Completed Application for Undergraduate Admission
- Official school records for grades 10 and 11 stamped by the school.
- Official school records for grade 12 should be attested by the appropriate authority of the U.A.E. Ministry of Education – Higher Education Affairs.
- Attestation for international students: grade 12 transcript and diploma must be attested by the Ministry of Education of home country, Ministry of Foreign Affairs of home country and U.A.E. Embassy in home country. Please note that true copies of your grade 12 documents must bear original attestations.
- High school diploma - original required for verification.
- Equivalency letter is also required from the Knowledge & Human Development Authority (KHDA) (following the referring educational zone) for students who graduated from the U.A.E. & the U.A.E. Ministry of Education for students who graduated from outside the U.A.E.
- Paper-Based TOEFL® min. score of 550 + 4.0 on TWE (essay) or
- Internet-based TOEFL® min. score of 79 + 24 on the writing part, or
- Academic IELTS™ min. score of 6.5 + 6.5 on the writing part
- EMSAT min. score 1550 + C1 on the writing part
- SAT® Reasoning Test scores with min. 560 in Math (Engineering and Architecture applicants are also required to take a Math placement test at AUD).
- Two recent passport size photographs
- Passport photocopy with validity page
- Photocopy of UAE Residency Visa
- Photocopy of Emirates ID (both sides)
- Army exemption letter for all UAE nationals
- Non-refundable application fee of AED 420. A reservation deposit (non-refundable) of AED 5,000 which is fully applied toward tuition, is required upon acceptance for admission.
- Completed Health History Form. This form must be signed and stamped by a Physician.

MBRSC SCHOLARSHIP

The Mohammed Bin Rashid School for Communication (MBRSC), was established in 2008 with directives given by **H.H. Sheikh Mohammed Bin Rashid Al Maktoum** to the administration of the university to coordinate with various Dubai-based constituencies to insure the uniqueness of the School.

His Highness funds scholarships bestowed on 75% of the students who meet the rigorous admissions requirements of the School and wish to follow the **Arabic track**.

Eligibility

In order to be eligible for a Scholarship, a high school student must be an Arab National and applicant to the Arabic track

of the B.C.I.S. degree program, majoring in either Digital Production and Storytelling or Journalism. High school applicants should have at least a 90% grade average (or equivalent).

Selection Criteria

High School applicants must be exceptional students with an outstanding high school average; i.e. among the top performers in the class, whether from a private or public school. In addition, applicants must submit a portfolio consisting of samples of their literary/artistic work, along with two qualifying essays in Arabic.



MBRSC SCHOLARSHIP

Coverage/Renewal

The scholarship entitles the recipient to a waiver of tuition for one academic year (two semesters [Fall and Spring]/30 credit hours) until graduation. The Scholarship does not cover either overloads or courses taken in the Summer terms. The student must enroll for two successive semesters and carry a full load of academic credits (12-16) each semester.

Junior and Senior students are required to volunteer 20 hours per semester outside the classroom learning activities specific to the Mohammed Bin Rashid School for Communication.

The renewal of a Scholarship for existing holders will be assessed each year prior to the beginning of the Fall semester and students are expected to maintain a Grade Point Average of 3.0 or above, measured at the end of each academic year. Failure to comply with any of the above may result in the withdrawal of the Scholarship*.

** Changes in major (program) may result in student forfeiture of the scholarship.*

Application Process

In order to apply, a new student must fill out an *AUD Application for the Mohammed Bin Rashid School for Communication Scholarship* within the deadline highlighted on the website. Upon examination of a student's academic status and the submission of updated documents, results will be shared with the applicants once decision is made by the scholarship committee.



ON: ORIGINAL NARRATIVE STUDENT SHORT FILM FESTIVAL

The Original Narrative Student Short Film Festival is in accordance with one of the program's goals to teach the foundations of storytelling. Students are invited to share their original stories through their films or scripts.

The film festival gives the opportunity for the new generation of aspiring filmmakers around the world to share their views, and to inspire, recognize and reward the up-and-coming filmmakers of tomorrow,

showcasing students' short films and screenplays from the UAE, the region and beyond, and providing a much-needed hub for students to network with peers and established industry professionals.

Original Narrative offers new talents the chance to write and create innovative films and raises the profile of these talented individuals. The festival consists of several categories: documentary, fiction, webisodes, animation, and screenwriting.



MEDIA CHAT SERIES

The Media Chat Series at the MBRSC, hosts distinguished media specialists, renowned producers, journalists and broadcasters.

It is among the important initiatives organized by the school, exposing the students to the knowledge and expertise of media professionals.



ADVISORY BOARD



The MBRSC holds annual meetings with members of its Advisory Board; consisting of prominent professionals, with the main role of advising the School's administration on matters relevant to the Communication and Information Studies program, and assisting the School in formulating and implementing its strategic priorities.

The Board members also play an important role in setting our program standards and providing feedback on our alumni position in the market. Moreover, the Advisory Board is an integral component of the School's linkage to the media community.

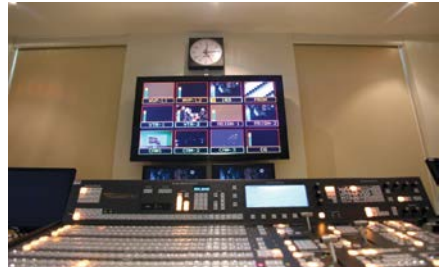
The members are:

- Dr. Mohammed Al Odadi, Assistant to the Chairman and Board Member, MBC Group - representing Sh. Walid Al Ibrahim, Chairman, MBC Group
- Mr. Ahmed Al Sayegh, CEO of Dolphin and Chairman of Masdar;
- Ms. Erin Burnett, CNN Anchor
- Dr. Elizabeth M. Daley, Dean, School of Cinematic Arts, USC
- Mr. Pierre El Daher, Chairman & CEO, LBCI;
- Mr. Ghassan Harfouche, Group Chief Executive Officer Middle East, MCN;
- Mr. AbdulHamid Juma, Chairman (up to Spring 2018), DIFF;
- Ms. Lina Matta, Senior Channel Manager MBC 2, MBC 4, MBC Max, MBC Variety;
- Dr. Philip Seib, Vice Dean, Annenberg School for Communication and Journalism, USC; and
- Mr. Osman Sultan, CEO, du.

FACILITIES

The MBRSC provides its students with state-of-the-art facilities to assist them in the completion of their tasks/projects.

- The School houses a fully equipped, soundproof TV studio and control room with three cameras, state-of-the-art lighting, vision and audio mixers, lighting console and a multi-viewer screen.
- For other assignments, students have access to full camera kits including HD cameras, lighting and sound equipment.
- For post-production work, the School provides its students with two Mac Computer Labs (total 36 stations) and six individual editing suites that run Avid™ and Adobe Premiere™ editing software.
- Global Classroom serves as a high-technology medium for lectures by the most accomplished media academicians and professionals from around the world.
- MBRSC also houses a 36-seat Screening Room equipped with a high-definition projector and surround sound system.





STUDENT CLUB

AUD Departmental Clubs serve as professional organizations that address the special needs and interests of students in specific areas of study. They encourage members to explore their interests and talents and organize major specific activities such as lectures, seminars, professor's lunches, competitions, exhibitions, workshops and field trips. The clubs also serve as a liaison between the student body and faculty of each department.



Cinematopia Club

A place to facilitate students' interests in film and film-making. The club brings together students who are interested in all aspects of film making, as well as offers the AUD Community films of artistic and intellectual value. The club is organized by the MBRSC students. Films are shown weekly and discussed at the end of their screening by students, faculty, and special guests.



Mohammed Bin Rashid School for Communication

The MBRSC seeks to take advantage of its position in the local and international media hub of Dubai to achieve distinction in scholarship, instruction and facilities that graduate media professionals who are proficient in the creation of media content of local, regional or global relevance. Such content, reflective of the highest ethical standards, embraces a multitude of subjects and platforms and effectively informs and/or entertains diverse consumers of media.

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

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www.aud.edu

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



IN THE UAE & THE USA

AUD is officially licensed by the U.A.E. Ministry of Education – Higher Education Affairs (MOE-HEA) The Ministry has accredited the university's undergraduate and graduate programs, in addition to Certificate programs in Middle Eastern Studies and Professional Teaching. The university is also accredited in the USA by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award Bachelor's and Master's degrees.

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