

AUD

AMERICAN  
UNIVERSITY  
IN DUBAI

— SINCE 1995 —



**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 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

# WHY AUD?



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 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; and,

**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](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 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](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).



## **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.



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

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 2021. 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, a liberal education results in tangible benefits in the form of higher incomes and increased quality of life issues.

### **Diversity in Education**

Students choosing AUD, with a student body representing over 102 nationalities, will find it committed to fostering intercultural understanding through its courses; the exchange programs available to students; and the many activities and organizations that embrace and appreciate cultural diversity.

# 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 are encouraged to become involved in university activities; whether it's through joining a club, a 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.

## 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 an outdoor basketball courts; squash courts; gyms; dance room; and an 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 university sports teams include, women's and men's soccer, basketball, volleyball, tennis and swimming.

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, Winter Wonderland, AUD Gala Dinner and Award Ceremony, Thanksgiving Day and U.A.E. National Day to compliment a truly exciting campus experience.



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### **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 achieve distinction in scholarship and instruction that graduates media professionals who are proficient in the creation of original media content and is anchored in the students' native cultures and societies. AUD MBRSC collaborates with an advisory council consisting of media specialists from the Middle East and the

United States to ensure that the programs offered by the School are continuously aligned with advancements in communication technologies and the employment needs of the local and global markets.

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



## 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, 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 Concentration
- Hospitality Design Concentration

### **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 students 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. in Psy.)**

## **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	124	4 years
B.A. in Psy.	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

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

- General
- Finance
- Management
- Marketing

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

## **Master of Arts in Intellectual Property and Innovation Management (M.A. in IPIM) (Effective Spring 2021)**

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
M.A. in IPIM	Master	30	2 years

## **Beginning Fall 2020, our new AUD-Manchester Metropolitan University (MMU) International Progression Path in Business and Management (IPPBM)**

Degree	Type	Credits	Time
B.B.A.	Bachelor-AUD	123	4 years
B.A. (Hons)	Bachelor-MMU		

The School of Education is committed to providing a world-class education that prepares students academically, personally and professionally for successful careers in Education. Education empowers people, transforms lives and fosters economic growth. As such, it is 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.)

Degree	Type	Credits	Time
M.Ed.	Master	36	2 years
P.T.C.	Certificate	18	1 years

The School of Engineering provides students with a unique opportunity to experience an 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 faculty with outstanding expertise, and solid links with the professional community. With the highest 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 both regionally and globally.



**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 AUD academic degree program by developing the required 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 three 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 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<sup>®</sup>, IELTS<sup>™</sup>, EmSAT, or ACCUPLACER<sup>™</sup> scores.



# 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 undergraduate programs

Terms and conditions for scholarships are available at: [www.aud.edu](http://www.aud.edu)

# 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.
- Equivalency letter from the UAE Ministry of Education.
- Official test scores: TOEFL®/ Academic IELTS™/ EMSAT and SAT® (for a non-native English speaker).
- Army exemption letter for all UAE nationals.
- Health History Form, signed and stamped by a Physician.

## Financial Requirements

- Non-refundable application fee of AED 420.

Additional details and an online application are available online: [www.aud.edu](http://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.

## **Documents Requirements**

- A completed online Application for Admission.
- A 3.00 GPA (on a 4.00 scale) or better in undergraduate study.
- Original, official and attested transcripts (in English) of academic record from all universities attended.
- Undergraduate / Graduate Diplomas.
- Equivalency letter from the UAE Ministry of Education.
- Confirmation of University Records.
- A statement of the applicant's career objectives.
- Official test scores: TOEFL®/ IELTS™ & (GMAT® for MBA) & (GRE® for MScM) where relevant.
- Two Reference Forms: completed by present or former university instructors or employers.
- 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 AED 420.

# GRADUATE ADMISSIONS

## Program-specific Admission Criteria

### Executive MBA 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.

### Master of Business Administration 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.

### Master of Arts in Intellectual Property and Innovation Management Program-specific Admissions Criteria

- Curriculum vitae.
- A statement of the applicant's career objectives, special professional and academic interests and reasons why the candidate wishes to pursue the Master of Arts in IPIM Program.
- 2 letters of recommendation.
- In-person interview.

### **Master of Education 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.

### **Master of Arts 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.
- 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).

### **Master of Science in Construction Management 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.

# 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 non-smoking 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. The Manager also addresses personal problems and roommate issues. The female and male Housing Controllers assist students with 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 recreational programs.



