



الجامعة الكندية دبي
CANADIAN UNIVERSITY OF DUBAI
Your Portal to Canadian Education

CANADIAN
UNIVERSITY
OF
DUBAI

CUD CATALOG



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1- Welcome Message From The Chancellor

We are delighted to introduce you to Canadian University of Dubai

Education is a lifelong journey, and the road to university we all know can be a difficult one. Here at Canadian University of Dubai, you will experience an education of the highest international standard. A Canadian education grounded on international standards and expressed through a demonstration of well defined learning outcomes. Our Canadian education system celebrates commitment, cooperation, participation and diversity

You will be able to access all the support and resources that we have in place to ensure your success. Please make use of all our facilities, join every club you can, participate in sports and activities. Most importantly, all our faculty, our IT, our Library and Resource Centre, Administration and Student Affairs Services are here to respond to your needs. Please don't hesitate to take advantage of and benefit from them.

On behalf of our Board of Trustees, and CUD employees, we all wish you a very successful, well rounded and happy journey through to the achievement of your academic goals here at CUD

Mr. BUTI SAEED AL-GHANDI

*Chancellor, Chairman Board of Trustees
Canadian University of Dubai*

Prof. KARIM CHELLI

*President
Canadian University of
Dubai*



2- Canadian University Of Dubai Overview

Vision

CUD is committed to providing students with an international academic experience, guided by the highest educational and corporate ethics, adding value to the personal and professional lives of its graduates, and the communities in which we serve.

Mission

CUD promotes Canadian perspectives in learning, research and application, grounded in appreciation and respect for diverse cultures and UAE values.

Institutional Goals & Objectives:

Goal 1:

To create and maintain an environment conducive to continuous learning and improvement while continuously evaluating all aspects of CUD operations to ensure relevance and excellence.

Objectives:

- 1.1 To provide opportunities for students to enhance their classroom experience through the use of multi-media and online resources.
- 1.2 Through the Office of Institutional Effectiveness, continuously evaluating our performance as a teaching and learning organization and the satisfaction of students and staff with the performance of the University.
- 1.3 To use systematic planning, based on evidence, to develop the University both operationally and strategically.

Goal 2:

To adopt and show the enthusiasm and contribution of all staff and students and to support the ambitions of all by providing them with both academic excellence and the practical experience required for career success

Objectives:

- 2.1 To provide for excellence in teaching as measured by student and peer evaluation.
- 2.2 To provide opportunities, where relevant, for job placements for projects and other activities.
- 2.3 To engage the business, government and not for profit organizations within Dubai with the work of the University.

Goal 3:

To generate an atmosphere of dignity and mutual respect while encouraging scholarly debate and applied research.

Objectives:

- 3.1. To develop a focused Research Centre which conducts applied research and engages both staff and students in the pursuit of scholarly activity?
- 3.2. To hold periodic open and public lectures to encourage debate grounded in academic rigor on issues of concern to the region,



3.3. To develop, with students and staff, a code of conduct this is honored and respected in the day to day work of the University.

Goal 4:

To accept accountability and value the input of all stakeholders particularly in our operation as a portal to Canadian education; and so make CUD the University of Choice in our target market and simultaneously an employer of choice for all academic, management and support staff.

Objectives

- 4.1. To have a clear strategy for collaboration and co-operation with Canadian Post Secondary educational institutions and to develop collaborative agreements which reflect this strategy.
- 4.2. To systematically collect data from stakeholders, internal and external, concerning the performance of the University, its strategic brand position and its opportunities for growth,
- 4.3. To continue to grow the base of programs and student numbers so as to fulfill the mission and deliver to the strategic plan of the University.

Goal 5:

To account for the needs of all internal and external stakeholders by securing the sufficient and relevant resources that are available for the achievement of all strategic and operational goals, thus enhancing the sovereignty of the University as an independent institution of higher education.

Objectives

- 5.1. To undertake systematic resource planning for teaching requirements, space requirements, library and student service requirements and for information technology and to use these plans as a basis for budget development and strategic planning.
- 5.2. To seek to secure our status as a self-financing organization at the earliest opportunity, using new investments for expansion and development.

3- Academic Calendar 2011/2012



Academic Calendar 2011/2012

Sem.	Week	Week starting	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	
FALL TERM		Aug. 28 - Sep. 3	Admission Deadline for Fall Term 1st Sep		/ Eid Al Fitr					
		Sep. 04 - Sep. 10	Registration for New Students Fall Term (Deadline Sept. 8th)							
		Sep. 11 - Sep. 17		Registration for Existing Students Fall Term (Deadline Sept. 15th)					Orientation Day	
	1	Sep. 18 - Sep. 24	Beginning of the Fall Term (Sep. 18)							
	2	Sep. 25 - Oct. 01	Deadline to add courses or hold registration / late registration fees apply							
	3	Oct. 02 - Oct. 08								
	4	Oct. 9 - Oct. 15								
	5	Oct. 16 - Oct. 22	Withdraw from course without academic penalty / with financial penalty							
	6	Oct. 23 - Oct. 29								
	7	Oct. 30 - Nov. 5	Midterm exams							Eid Al Adha
	8	Nov. 6 - Nov. 12	Eid Al Adha		Deadline to withdraw from course without academic penalty / with					
	9	Nov. 13 - Nov. 19								
	10	Nov. 20 - Nov. 26	Change major period							Hijri Day (Dec. 01)
	11	Nov. 27 - Dec. 03						UAE National Day (Dec. 02 - Dec. 03)		
	12	Dec. 04 - Dec. 10				Deadline to change major				
13	Dec. 11 - Dec. 17	Pre-Registration for Spring Term								
14	Dec. 18 - Dec. 24				Study Days					
15	Dec. 25 - Dec. 31	Last days of classes								
SPRING TERM		Jan. 01 - Jan. 07	New Year	Final Exam period / Registration for New Students for Spring Term / Deadline for Admission for Spring Term						
		Jan. 08 - Jan. 14	Final Exam period / Registration for New Students for Spring Term / Deadline for Admission for Spring Term / Announcement of Grades			Registration for Existing Students				
		Jan. 15 - Jan. 21	Announcement of Grades / Registration for Existing Students							
	1	Jan. 22 - Jan. 28	Beginning of Spring Term							
	2	Jan. 29 - Feb. 04	Deadline to add courses or hold registration / late registration fees apply							Prophet's Birthday
	3	Feb. 05 - Feb. 11								
	4	Feb. 12 - Feb. 18								
	5	Feb. 19 - Feb. 25	Withdraw from course without academic penalty / with financial penalty							
	6	Feb. 26 - Mar. 03								
	7	Mar. 04 - Mar. 10	Midterm exams							
	8	Mar. 11 - Mar. 17	Deadline to withdraw from course without academic penalty / with financial penalty							
	9	Mar. 18 - Mar. 24								
	10	Mar. 25 - Apr. 31								
	11	Apr. 01 - Apr. 07	Change major period							
	12	Apr. 08 - Apr. 14								
13	Apr. 15 - Apr. 21				Deadline to change major					
13	Apr. 22 - Apr. 28	Pre-Registration for Summer & Fall 2011/2012 Terms								
15	Apr. 29 - May 05	Last week of Classes								
	May 06 - May 12	Final Exam Week								
	May 13 - May 19				Announcement of Grades / Registration for Summer & Fall 2012/2013					
	May 20 - May 26	Announcement of Grades / Registration for Summer & Fall 2012/2013								
SUMMER TERM I	1	May 27 - Jun. 02	Beginning of Summer Semester I, dropping & adding courses, late registration							
	2	Jun. 03 - Jun. 9	Deadline to withdraw from course w/o ac. penalty							
	3	Jun. 10 - Jun. 16	Midterm exams							
	4	Jun. 17 - Jun. 23			Israa & Mawad					
	5	Jun. 24 - Jun. 30	Last week of Classes							
		Jul. 01 - Jul. 07	Final Exam day							
		Jul. 8 - Jul. 14	Announcement of Grades / Registration for Fall			Announcement of Grades / Registration for Fall 2011/2012				
		Jul. 15 - Jul. 21	Faculty Annual vacation							
		Jul. 22 - Jul. 28	Beginning of Ramadan							
		Jul. 29 - Aug. 4	Beginning of Ramadan							
		Aug. 5 - Aug. 11	Beginning of Ramadan							
		Aug. 12 - Aug. 18	Registration for Fall Term 2012/2013							
		Aug. 19 - Aug. 25	Eid Al Fitr						Eid Al Fitr	
		Aug. 26 - Sep. 01								
		Sep. 02 - Sep. 8								
		Sep. 9 - Sep. 15	Faculty Return							
		Sep. 16 - Sep. 22	Beginning of the new academic year 2012/2013							
		Sep. 23 - Sep. 29	Beginning of the new academic year 2012/2013							



4- Admission & Registration Department

a- Admission:

1- General Admission Requirements:

Prospective students are invited to contact the Admission Department to inquire about CUD programs, admissions conditions, tuition fees, and available student services.

Admission Applications of prospective students for the following programs; BBA in Marketing, BBA in E- Business, BBA in Human Resource Management, BBA in Accounting & Finance, Bachelor of Computer Networking Engineering Technology, B. Sc in Health Information Management, B. Sc in Health Organizations Management and B. Sc in Environmental Health Management are processed only for those that satisfy the minimum University admission requirements i.e.:

- 1- Holders of UAE High School Certificate or its equivalent with average **score 60%** or more.
- 2- Applications of holders of a non UAE High School Certificate, obtained in the UAE or abroad, are processed in accordance with decrees No. 200/2004 and 312 /2004 of His Excellency the Minister of Higher Education & Research, UAE as follows:
 - a. In general, holders of the National High School Certificate of a foreign country are eligible for admission if:
 - i. The certificate is considered for admissions in public universities of the Country where it was delivered,
 - ii. The certificate was obtained after at least 11 years of schooling,
 - iii. The certificate includes at least 6 subjects covering the four areas: Mathematics, Sciences, Languages, and Social Sciences & Humanities or Arts.
 - iv. Holders of High School Certificates from countries having two-levels High School Certificates must submit the certificate of the higher level.

2. Required Documents for Admission

Submission of the application form which is available at the Admission Department.

A certified copy of the Secondary School Certificate or its equivalent. Grade transcript of Grades 10-12 must be attached for non UAE High School Certificates.

A photocopy of Passport.

Health certificate issued by a Hospital.

A certificate of good conduct issued by an official body.

Ten (10) photographs (passport size) with full name written on the back of each.

If available, a certificate of English proficiency such as: TOEFL with a minimum score of (500), or IELTS with a minimum score of (5). See below for further details.

Note: Applications of holders of a High School certificate are processed after payment of the non refundable fee of 300 AED.



3- Admission Criteria for the School of Architecture studies & Interior Design:

a- Bachelor of Science in Interior Design:

Applications to the program of Bachelor of Science in Interior Design are normally processed only for those that are holders of UAE High School Certificate–Scientific stream, or its equivalent with a general average score **of 70%** or more. Holders of High School Certificate–Literacy stream–may be admitted if their general average score and their Score in **Mathematics** are both greater or equal to **70%**.

Applications of holders of a non UAE secondary school certificate, obtained in the UAE or abroad, are processed in accordance with decrees No. 200/2004 and 312/2004 of His Excellency the Minister of Higher Education & Research, UAE. However, the minimum score **of 70%** is also required for the general average score.

b- Bachelor of Science in Architecture Studies

The General Admission conditions to the University are available in section 5 of the student handbook. However, Admission Applications to the program of Bachelor of Science in Architectural Studies are normally processed only for those that are holders of UAE High School Certificate – Scientific stream, or its equivalent with a general average score of 70% or more.

Applications of holders of a non UAE secondary school certificate, obtained in the UAE or abroad, are processed in accordance with decrees No. 200/2004 and 312/2004 of His Excellency the Minister of Higher Education & Research, UAE. However, the minimum score of 70% is also required for the general average score

b- Qualitative Admission:

For freshmen admissions in the short term, each student will normally be subject to an interview. This will be developed in subsequent years to comprise the submission of a, art/design portfolio and/or a creative test taken at the university. To progress to the sophomore stage of the programs, good performances in the first year courses, DESI 101 Introduction to Design and DESI 102 Fundamentals of Design, will be required.

For freshmen admissions in the short term, each student will normally be subject to an interview. This will be developed in subsequent years to comprise the submission of a, art/design portfolio and/or a creative test taken at the university. To progress to the sophomore stage of the programs, good performances in the first year courses, DESI 101 Introduction to Design and DESI 102 Fundamentals of Design, will be required.

4. Admission Appeals

Should a student's admission request be rejected, he/she may approach the Admissions Office to request the reason for the rejection.

The following Appeal process is available and may be followed if an applicant is not satisfied with the reason for rejection given by the Admissions Office:

- The applicant must inform the Admissions Office of his/her dissatisfaction and request a review within thirty (30) days of having received the written reason for the rejection,
- The Admissions Office will acknowledge receipt of the applicant's request and forward it to the Admissions Review Panel which is composed of the Chair, and two Faculties of the School,



- The applicant may make a presentation to the Panel, but may not be represented by a third party at the Panel,
- The Panel will submit their decision to the relevant Dean for his/her approval,
- Once the Admissions Office receives the Dean's approval of the Panel's decision, the applicant will be informed appropriately,

The decision of the Panel is final and binding. Should the Review Panel find in favor of the applicant, the applicant will be admitted to his/her chosen program or an alternative should no places be available in his/her chosen program. Under no circumstance will a student already admitted to CUD be disadvantaged by the findings of a Review Panel.

Postgraduate Admissions Policy

I. General Admission requirements for Master's level programs:

1. Completion of a recognized baccalaureate in a discipline appropriate for the Master's degree. A higher Diploma is not equivalent to a baccalaureate degree and does not qualify an applicant for admission to master's programs.
2. A minimum cumulative grade point average of 3.00 on a 4.0 scale, or its established equivalent, in the applicant's baccalaureate degree program.
3. For programs taught in English, a minimum TOEFL score of 550 on the Paper-Based, 213 on the Computer-Based, or 79 on the Internet-Based test, or its equivalent in a standardized English language test, such as 6.0 IELTS or another standardized, internationally recognized test approved by the Commission, with the following exceptions:
 - a. A native speaker of English who has completed his/her undergraduate education in an English-medium institution and in a country where English is the official language.
 - b. an applicant with an undergraduate qualification from an English medium institution who can provide evidence of acquiring a minimum TOEFL score **500** on the paper-Based test, or its equivalent on another standardized test approved by the Commission, at the time of admission to his/her undergraduate program

II. Conditional Admission requirements for Master's level programs:

1. A student with a recognized baccalaureate degree and a TOEFL score of 530 (197 CBT, 71 IBT) or its equivalent on another standardized test approved by the Commission may be admitted conditionally to a Master's program. Such a student must meet the following requirements during the period of conditional admission or be subject to dismissal:
 - a. must achieve a TOEFL score of 550, or equivalent, by the end of the student's first semester of study;
 - b. may take a maximum of six credit hours in the first semester of study, not including intensive English courses;
 - c. must achieve an overall grade point average of 3.00 on a 4.0 scale, or its established equivalent, in the first nine credit hours of credit-bearing courses studied for the Master's program
2. A student with recognized baccalaureate degree with a cumulative grade point average below 3.00 on a 4.0 scale, or its equivalent, and who meets the English language competency requirements for general admission stated in Part I above, may be admitted conditionally to a Master's



program. Such a student must meet the following requirements during the period of conditional admission or be subject to dismissal.

- a. may take a maximum of nine credit hours in the first semester of study;
- b. must achieve an overall grade point average of 3.00 on a 4.0 scale, or its established equivalent, in the first nine credit hours of credit-bearing courses studied for the Master's program.

6- Mathematics Placement Test

All students admitted to CUD programs are required to **pass** a Mathematics Placement Test. Students who do not achieve the required pass mark in this test will be required to complete and **pass** the relevant CUD remedial course before proceeding with their chosen program.

7- Probationary Admission

An applicant who does not meet the minimum requirements for a specific program may be admitted to the University on probation. Students admitted in this category are considered to be on probationary admission under the following conditions:

Students admitted on a probationary basis will be required to register for no more than four courses that will be selected by the student's respective faculties. They must pass the four courses and achieve a minimum grade-point average of 2.00 in order to remain in the program and reclassified as "regular" students.

Students not meeting these probationary admission conditions will be subject to dismissal.

Note more than 10% of the students admitted to the University may be on probation.

8- Transferring Credits to CUD

CUD approves the admission of applicants transferring from other institutions subject to the following conditions:

- They must be transferring from a recognized institution of higher education,
- They must meet the requirements for admission to CUD,
- They must submit a certified copy of their grade transcript , and the detailed outline of their courses,
- They must be in a good academic standing i.e. their GPA is at least 2.00 out of 4.00.
- A course is considered for transfer only if it was passed with at least C grade, and its outline is similar to CUD course,

Prior to admission, the applicants will be informed in writing of the courses that had been transferred by CUD,

Transferred credit hours will not be considered in the computation of GPA at CUD.

The maximum number of credits a student may transfer will not exceed 50% of the total number of credits required for graduation.



8- Orientation Program

The first impressions, the first days, at the university are the most crucial to the students. CUD helps its new students to be well prepared for the rest of their student life by giving them a thorough orientation during the first week of the semester.

The orientation program aims to help new students to become familiar with the building's facilities: classrooms, laboratories, the library, as well as the student activities that CUD offers. Activities are organized to enable them to meet other students and academic and non academic staff in an informal setting. A series of lectures are also given about the academic calendar, credit hour system, academic advising, grading system, and on student success issues such as: study skills, organization, and time management.

b- Course Registration

Prior to the start of each semester, the Department of Admissions and Registration will publish a list of all courses offered for each academic program. It is the responsibility of students to ensure that they register for the selected courses within the registration period. A late registration fee of AED **300** per semester will be charged for late registration

The process of course Registration

Course registration consists of the following four steps:

- The student is requested to contact his/her academic advisor to discuss the most appropriate courses to be selected among the list of offered courses, and the number of credit hours to be registered in.
- The student complete all the fields of the registration form: course ID, course name, and the preferred section, etc...
- Once the registration form has been approved and signed by the academic advisor, the student is required to pay the relevant fees.
- Once the fees have been paid, the student submits his/her registration form to the Registration office to enter the selected courses on the registration system, and will receive his/her class schedules.

Study load

This is the number of credit hours in which a student is registered for during the semester. For the first and the second semesters, the study load can vary from nine to eighteen credit hours whereas for the summer term it can vary from three to six credit hours.

Students may increase their study load up to twenty-one credit hours in the first and the second semester of the academic year, and up to nine credit hours in summer semesters if:

- The grade point average (GPA) of the student is at least 3.5 in the preceding semester, or
- They expect to graduate at the end of the semester, and their GPA is at least 2.0



Student ID Card

After registration and at the start of each semester, all new students will be issued with Identity Cards costing AED100 per card. This ID card must be carried on the student at all times while on CUD premises.

Dropping and adding courses

During the first two weeks of the academic semester students may drop or add courses with no financial penalty subject to the prior approval of the academic advisor. The students must pay the fee of the added course(s) before submitting the Add & Drop form to the Registrar's Office.

Academic Standings & Progression Towards Graduation

All students are expected to achieve a Cumulative Grade Point Average of at least 2.0 in each semester. If their GPA is less than 2.00, the student will be declared in probationary academic standing, and he/she must raise his CGPA to 2.00 or above within three semesters.

Clear Academic Standing

Students with a Clear Academic Standing, GPA not less than 2.0, may register and proceed with their studies without restriction. They must meet any prerequisite and graduation requirements for their program.

Probationary Academic Standing

Before registering, students with a GPA less than 2.00, must meet with their academic advisors, and agree to a specific probationary plan of study before they may register and proceed with their studies. All students on Probationary Academic Standing will have reduced academic study load as follows:

- The first warning will be issued to the student at the end of the first semester in which he/she obtains a cumulative grade point average less than 2.00. In this case, the student will be allowed to register in at most 15 credit hours, among which 3 to 6 credits hours are repeated ones.
- The second warning will be issued when a student with first warning did not raise successfully his/her cumulative grade point average to 2.0 or above. In this case, the student will be allowed to register in at most of 12 credits among 6 to 9 credit hours are repeated ones.
- The third warning will be issued when a student with second warning did not raise successfully his/her cumulative grade point average to 2.0 or above. In this case, the student will be allowed to register only in repeated 9 credit hours.
- The fourth warning will be issued when a student with third warning did not raise successfully his/her cumulative grade point average to 2.0 or above. In this case, the student will be allowed to register only in repeated 6 credit hours.

Repeated courses are selected among the courses in which a grade less than C was obtained.

If a student holding a third warning fails to raise his/her GPA to 2.00 by the end of the semester, his/her case will be reviewed by the School Council and one of the following actions will be taken:

- A student may be transferred to another program provided that the CGPA for the courses to be transferred is at least 2.00,



- A student may be suspended for no more than two consecutive semesters during which time he/she may repeat courses at another accredited tertiary institution. The student may re-register in CUD if the transferred credits will raise his/her GPA to at least 2.00, or
- The student may be dismissed from the University.

Academic Suspension

A student may apply to the office of Enrolment and registration for the suspension of his/her studies before the end of the Add & Drop period, as shown in the academic calendar, to avoid academic and financial penalties. However, no suspension of studies will be approved for more than two consecutive semesters. The total number of semesters in which the student can suspend his/her studies must not exceed four semesters before graduation.

The student must present to the registration's office the clearance sheet. Students that are sponsored by the University must cancel their visa before suspending their studies.

If a student is re-admitted to the University after an academic suspension, he/she will be granted Probationary Academic Standing and will need to agree to an approved probationary plan of study.

No student will be re-admitted to the university after two Academic Suspensions.

Attendance & Absenteeism Policy

1) Purpose

Student Academic Success is enhanced by good classroom attendance. Students may however, from time to time, have to miss classes for reasons beyond their control. Students should not be penalized for such absences. Legitimate absences are limited to documented illnesses or a death in the immediate family.

2) Attendance Requirements

Attending classes is compulsory in all courses. CUD Students will not be allowed to take the final examination if they are absent for more than 25% of the classes in a course. (Students should refer to their respective School for additional specific program or school requirements.)

- a. When a student is absent for 10% of the course an absence reminder will be sent
- b. When a student is absent for 20% of the course a second absence reminder will be sent
- c. When a student has been absent for 25% of the course a notice of Failure for Non Attendance (grade point of 0.0) will be sent

A student with a verifiable and legitimate reason for missing a class (illness, death in the immediate family) may request of his or her professor that such an excusable absence be recorded, but not counted towards the 25% cut off figure that would otherwise lead to a grade of Failure for Non Attendance. Such excusable absences must be noted in the Course File Attendance Report.

Degree Completion Requirements

A student will be granted the degree of a program only if he/she:

- has passed the courses of the study plan of the program
- has a GPA of at least 2.00



- has earned a minimum of 50 percent of the credit hours, including the majority of the final academic year course credit for the program, at CUD
- has completed any other specific graduation requirements which are set by the School.
- the minimum time required to complete the degree is equivalent to four regular semesters,
- the maximum time required to complete the degree is seven academic years.

Grading System for Undergraduate:

The academic performance of undergraduate students will be recorded using CUD's grading system which reflects the student's performance in each course. In general, the pass mark in a course is fifty percent (50%) but students are required to refer to the specific requirements for their chosen program of study to ensure that they are aware of any modification to this.

The distribution of the total mark (100) on semester such as: quizzes, tests, midterm exam, projects, laboratory work, and the final exam are shown on the outline of each course which is distributed by the faculty to the students during the first week of the semester.

The grading scheme:

Percent Grade	Alpha Grade	4 Point Scale Equivalent	CUD Equivalent Description
90-100	A+	4.0	Outstanding
80-89	A	3.8	Excellent
75-79	B+	3.5	Very good
70-74	B	3.0	Good
65-69	C+	2.5	Satisfactory (High)
60-64	C	2.0	Satisfactory
55-59	D+	1.5	Pass
50-54	D	1.0	Minimal Pass
0-49	F	0	Failure
	FNA	0	Failure for Non Attendance
	P	*	(Pass) Satisfactory achievement in a course where a percentage grade is inappropriate.
	NGR	*	No grade required
	GNR		Grade not reported
	CIP	*	Course in progress
	I	*	Incomplete grade
	AEG	*	Aegrotat standing
	TCR	*	The student has met the course requirements through equivalent courses taken at another accredit University.
	SUB	*	Substitution of one required course by another
	WP		Withdrawal With Academic Penalty
	WNP	*	Withdraw without academic penalty
	EXW	*	Exceptional Waiver

* Not computed in GPA.

✚ CUD standard pass mark in each course is 50 percent.

✚ Minimum Cumulative GPA of 2.00 is required in each academic year (fall and Spring Semesters) for progression.

✚ Cumulative GPA not less 2.00 is required for graduation.

✚ Cumulative GPA is computed only for courses taken at CUD.

✚ GPA and cumulative GPA are computed only for courses of the study plan of the program

✚ When a course is repeated the highest grade of the two attempts is considered in the computation of GPA and cumulative GPA, but both grades are shown.

✚ A student will receive an academic reminder if his/her term GPA is less than 2.00



The Semester (Term) Grade Point Average

The Semester (term) Grade Point Average (GPA) is simply the weighted average of the grades obtained in the courses registered in the semester where the weight of each course is its number of credit hours.

For example, if a student obtained the following grades in a given semester:

Course Name	Credit Hours	Letter Grade	Grade point
Course 1	3	C	2.0
Course 2	2	A	4.0
Course 3	4	D+	1.5

The Semester Grade point Average (Sem GPA) will be computed as follows:

$$\text{Sem GPA} = \frac{2 * 3 + 4.0 * 2 + 1.5 * 4}{3 + 2 + 4} = 2.22$$

Grading System for Postgraduate:

For the Postgraduate Students

CUD GRADING SCHEME

FOR GRADUATE PROGRAMS, please refer to the specific requirements as shown below

Percent Grade	Alpha Grade	4 Point Scale Equivalent	CUD Equivalent Description
90-100%	A+	4.0	Outstanding
80-89	A	3.8	Excellent
70-79	B	3.0	Good
60-69	C	2.0	Satisfactory
0-59%	F	0	Failure
	P	*	(Pass) Satisfactory achievement in a course where a percentage grade is inappropriate.
	NGR	*	No grade required
	GNR		Grade not reported
	CIP	*	Course in progress
	I	*	Incomplete grade
	AEG	*	Aegrotat standing
	TCR	*	The student has met the course requirements through equivalent courses taken at another accredit University.
	SUB	*	Substitution of one required course by another
	WP		Withdrawal With Academic Penalty
	WNP	*	Withdraw without academic penalty
	EXW	*	Exceptional Waiver

* Not computed in GPA.

- ✚ Graduate studies (MBA, MSc. ...) standard pass mark in each course is 60 percent (C) (2.00)
- ✚ Cumulative GPA not less (B) (3.00) is required for graduation.
- ✚ Cumulative GPA is computed only for courses taken at CUD.
- ✚ GPA and cumulative GPA are computed only for courses of the study plan of the program
- ✚ Maximum of two Graduate courses can be repeated. When a course is repeated the highest grade of the two attempts is considered in the computation of GPA and cumulative GPA, but both grades are shown.



- (1) The pass mark for courses in graduate programs including the MBA program have been set at 60%.
- (2) MBA students are not permitted to repeat courses to improve their grades. If a course is repeated, both grades are used in the calculation of the Cumulative Grade Point Average.
- (3) Two hour final exams are to be used only for those courses that this assessment methodology is deemed pedagogically appropriate – for example, for introductory or foundation courses.
- (4) It is expected that the majority of classes in the MBA program will have projects, either written or presented by individual students or teams of students, as the final assessment element.

At the close of the semester students receive a final grade in each course. The grade is the professor's official estimate of the student's achievement as reflected in the assessment methodology described in the course outline (syllabus). The final grades are recorded on the student's permanent record at the Office of the Registrar.

The academic performance of students will be recorded using the Canadian University of Dubai grading system which reflects student's performance in each course. In general, the passing grade for courses at the postgraduate level is sixty percent (60%) but students are required to refer to the specific requirements for their chosen program of study to ensure that they are aware of any modification to this.

Assessment of students at the postgraduate level emphasizes written examinations less than classes at the undergraduate level. Instead, the assessment, particularly in the later courses is on the student's ability to produce analytical work in the form of papers and presentations as individual projects or as members of a team. The assessment of student work in the course is based on a percentage total using the formula presented in the course outline (syllabus) at the beginning of the semester. This percentage is converted to a letter grade at the end of the semester by the instructor using the standard conversion scheme of the academic school. The grading scale for postgraduate programs at the Canadian University of Dubai is:

The academic performance of the postgraduate students will be recorded using CUD grading system which reflects student's performance in each course. In general:

- (1) The pass mark for courses in postgraduate programs including the MBA program has been set at 60%.
- (2) MBA students are not permitted to repeat courses to improve their grades.
- (3) Two hour final exams are to be used only for those courses that this assessment methodology is deemed pedagogically appropriate – for example, for introductory or foundation courses.
- (4) It is expected that the majority of classes in the MBA program will have projects, either written or presented by individual students or teams of students, as the final assessment element.

The Cumulative Grade Point Average

The Cumulative Grade Point Average (CGPA) is computed in the same way as the Semester Grade Point Average; however it is computed from the grades of all courses taken at CUD since the first semester. Repeated courses are treated differently so if you have repeated any courses, please contact your academic



advisor or the Registrar's Office for the details of the computation of the CGPA. The GPA and CGPA are computed only for courses taken at CUD.

Incomplete Grade (I)

Students whose course work is at a passing level but who for verifiable reasons beyond their control are unable to finish course work and have not obtained a passing grade by the end of a term (or the specified end of a course) may be granted a grade of "Incomplete".

The "I" is not intended to be a permanent grade. It is only a temporary acknowledgment of a legitimate reason for granting a one-time, limited extension to the time normally allowed to complete all course requirements.

Students have up to 12 calendar months after the scheduled end of the course to complete required additional work as determined by the teacher who assigned the "I", and to thereby qualify for a passing grade.

After 12 calendar months, outstanding "I" grades are converted to "F". Thereafter, the student must repeat the course in order to achieve a passing grade.

The number of "Incomplete" courses allowed per semester is established by the School. Please contact the School for further information.

NOTE: An Incomplete grade for a pre-requisite course must be completed before the student is allowed to proceed to the higher-level course unless otherwise approved by the appropriate Academic Administrator (Dean or designate).

Repeated Courses (R)

When a student repeats the identical course and achieves a higher grade, the new grade will replace the previous one in the calculation of the cumulative GPA and the original lower grade will no longer be included in the Cumulative Grade Point Average (GPA). The highest grade of two attempts for the course will be used for the GPA calculation, but both grades are recorded and will be shown on the academic transcript.

Course in Progress (CIP)

Course In Progress (CIP) - Work continuing - may be assigned when the course timeline is inconsistent with the semester's end.

Once the course is completed, the appropriate Letter Grade and Numerical Equivalent, if applicable, will replace the CIP Grade.

NOTE: A CIP Grade is not included in the GPA calculation.

Audits (AU)

Students may be admitted to a course as auditors (i.e.: not for credit). Such students do not earn credit and are not permitted to submit assignments or other work for marking. Such students may not write exams. If such students wish to subsequently earn credits for a course taken as an audited course the students must register and take the course as a registered student.

Grade Complaints

Complaints regarding final examination results will only be considered if they are lodged within fourteen (14) days from the announcement of the examination results. All complaints regarding grades must be submitted to the Registrar's Office, after payment of the relevant fee, which will forward the request to the Dean of the School. The decision of the School will be communicated to the student by the Registrar's Office.



Withdrawal from a Course

Once registered, students are academically and financially responsible for their course unless they officially withdraw by the given deadlines. To officially withdraw, students must submit a withdrawal form to the Registrar's Office. They will be given a date-stamped copy of the document in return, and should retain this as proof of withdrawal in the event of a dispute. The date on which the written notice of withdrawal is received is the student's effective date of withdrawal.

Students are NOT officially withdrawn if they cease to attend classes, or verbally notify their teacher, registrar's staff, or other University staff of their intent to withdraw. Students who cease to attend classes, and do not officially withdraw, will remain enrolled and will be assigned an "F" grade.

Suspension of studies

A student may apply to the Registration office for the suspension of his/her studies before the end of the Add & Drop period, as shown in the academic calendar, to avoid academic and financial penalties. However, no suspension of studies will be approved for more than two consecutive semesters. The total number of semesters in which the student can suspend his/her studies must not exceed four semesters before graduation.

The student must present to the Registration's office the clearance sheet. Students that are sponsored by the University must cancel their visa before suspending their studies.

Withdrawal from a Course or Program/University without Academic Penalty (WNP)

- To withdraw from a program without academic penalty (without being penalized by an 'F' grade), students must submit a withdrawal form to the Registrar's Office by the specified date in the semester. This deadline is noted in the sessional dates issued during registration, and is available in the Registrar's Office.
- Students may add or drop courses up to the third week after the beginning of instruction (as per academic calendar) without academic penalty. To do this, students must complete a Request for Academic Change (Add/Drop) form available from any Registrar's Office. Courses from which students have withdrawn officially in this way will be removed from their academic record.
- For all other courses that do not have midterms, Continuing Education courses, condensed courses, this deadline date is two-thirds of the way through the course or as stated in the course outline.
- The names of students who withdraw by this deadline will be removed from the course's class list, and the attempted course will not be included on the student's formal academic record. They re-enroll in the course in a future session. Students who withdraw from their program, or even 'drop' a course after this deadline, will be assigned an "F" grade (Failure) for the course involved. This "F" grade will show on the student's formal academic record and will also be used to calculate his or her Grade Point Average (GPA).
- Students registered in part-time courses must submit a withdrawal form to the Registrar's Office by the specified date noted in their brochure. They should specifically note the various deadline dates.



- Students are not considered to have dropped the course officially if they ceased to attend classes, or merely notified their professor of their intent to drop the course, or provided verbal notice to registration staff.
- During the withdrawal procedures students may be required to speak with their Dean or designate. Full-time status may be jeopardized if students drop too many courses. Indeed, withdrawing or reducing (by dropping) courses may have any of the following effects. It may:
 - Extend the duration of studies, or delay graduation.
 - Add to expenses via additional fees (for instance, as a result of extending the student's studies).
 - Affect sponsorship arrangements.
 - The academic advisor (program chair/coordinator) must sign the form to ensure the student understands any academic issues ensuing from the action.



5- STUDENT SUPPORT SERVICES

Vision

The Canadian University of Dubai's Student Support Service's vision is to support and enhance the Vision of The Canadian University of Dubai while ensuring that each student is viewed and valued as a stakeholder with needs and ambitions.

Mission

The Canadian University of Dubai's Student Support Services mission is to ensure that all students are incorporated into the University community in a manner that will add value to the student as a person and to the University community. This will be achieved by providing students with the opportunity to develop aspects of themselves that academic or classroom activities are unable to do.

Goals

- 1.** To provide students with various sports related activities and facilities such as basketball, table tennis and athletics and to encourage students to compete in and develop these sports;
- 2.** To provide and facilitate the provision of health care and counseling facilities to all students;
- 3.** To provide and support student activity areas such as a bookstore, theatre and a coffee shop on campus;
- 4.** To provide facilities for the participation in artistic or social activities such as theatre productions, chess clubs, yoga and dancing classes, and
- 5.** To ensure that all students have a voice in their own university experience by allowing for regular communication related activities to take place and for a formal communication channels to be established between students and the University Management.

Objectives

- A.** To foster the social, cultural and sports related development of students;
- B.** To allow for student communication amongst students themselves and between students and the Management of The Canadian University of Dubai;
- C.** To provide students with the opportunity to express themselves in appropriate manner while developing a healthy sense of confidence and self-worth, and
- D.** To ensure that the health, safety and psychological well being of all students remains a priority at The Canadian University of Dubai.

The Canadian University of Dubai is an institution where the students will be in a learning environment that will enrich their journey. Our University is multi-cultural and multi-lingual and our diversity is our badge. We pride ourselves on a learning environment where the students are asked to study collaboratively, creatively and critically. Our graduates will be able to transfer their skills to any professional or academic environment anywhere in the world.

For this transfer to take place, the students at The Canadian University of Dubai will find there are many support services to assist them in their learning journey.

The objective of the Support Services is to enable our students to achieve their goals by studying successfully with confidence and pride in a community where they feel they belong.



5.1 Personal Counselling

CUD recognizes the incredible pressure on today's student. These pressures can be unbearable for some students and could lead to serious conditions that can jeopardize student's academic success.

The University's aim is to prevent students from either feeling alone, or unable to seek help for their problems.

CUD student counselor has professional experience and training in order to assist students, whether the issues are emotional, psychological, social or physical. Whenever necessary, students will be referred to outside medical professionals to ensure they get the appropriate help.

All counseling is done on an individual basis and is strictly confidential.

5.2 Students with Special Needs

As a University with an emphasis on access, CUD is committed to providing a safe learning environment for our students with special needs.

The Office of the Registrar must be informed of the requirements *in advance of the beginning of the academic year*. These services are confidential, and will ensure equal access to all programs.

CUD will make every reasonable effort to accommodate students with disabilities so they can meet the learning objectives of the programs of instruction in which they are registered. Equal access will be provided to all programs and services. The office will ensure the following services:

- Arrangements for alternative assessment procedures for admission
- Adaptations in the physical environment to ensure access to facilities
- Assistance in finding flexible ways to meet academic and classroom requirements
- A full range of specialized equipment and assistive devices for student use
- Special parking facilities
- Collaborative liaison with faculty to ensure appropriate accommodations

5.3 Career Counselling

It is not much use working towards a degree, if you do not know where you are going to use it!

In the UAE, the development needs are changing all the time. This rapid pace makes many demands on the new graduate who is seeking a gratifying place in the world of work. Our staffs are current in trends in the UAE and, together with CUD links to the academic world and the workplace, we Endeavour to keep our students' informed.

CUD will offer seminars and talks from our partners, corporations within our community, our stakeholders, and advisory groups. In addition, we will hold workshops on job search techniques, interview skills and resume writing. Students will be encouraged by the counselors in the Career Office to develop a Career Profile that will assist them in making informed academic choices as they go through their program.



Our internship programs will be directly supported by the work of the Careers Office.

The library will contain a section purely related to career development and job research, and every student will be encouraged to use our resources and our databases.

5.4 Academic Advising

Academic advising is the backbone of the system of any University education framework. Each student is assigned an academic advisor on the basis of their major. CUD Faculty are adequately trained to:

- familiarize students with the credit system of education followed by CUD,
- help students to understand and get familiar with the degree requirements,
- help students to set up their priorities,
- help students interpret test and placement scores,
- Assist students with clarifying major and/or career options.
- guide students to select appropriate courses to optimize their academic performances
- Follow up academically warned students
- Review the academic records of graduating students

Each Student is required to have the advisor approval for the courses to be registered in before submission of the registration form to the Registration's office.

The Graduate Programs department in the School of Business provides advising to students during the program through the School of Business and the Graduate faculty members who teach in the MBA program and represent all the regulation in the program.

During the registration period, the School of Business will organize for an orientation day so, all freshmen graduates admitted to the MBA program are requested to attend this day. These students will meet with their faculty or the program coordinator who are appointed for the process of assisting graduates to identify and pursue academic or applied-technology goals; they guide them to select appropriate courses and class schedules right from the first semester to work on such goals. Graduates are assigned to faculty advisors on the basis of their major. Advisors will assist graduates who have not declared a major for Academic Advisement.

All freshman graduates are required to have an advisor approve and sign their class schedules

5.5 Student Activities

"All work and no play makes for a dull day!"

There is no question: studies show that students who have a well rounded, active lifestyle fare better than the ones who concentrate solely on their studies. Canadian University of Dubai hopes that students will participate actively in the life of their University, and has provided many facilities to that end. A state of the art theatre- cum- cinema , a great gymnasium Sports Hall, tennis courts, and , later, two swimming pools, as well as superbly well equipped conference and seminar facilities will be available

5.6 Student Representatives

All student activities will be planned in conjunction with the representative student body elected by the students to run their Student Life programs.



Student Representatives are elected by The Canadian University of Dubai students to represent the various schools and departments. Volunteering and co-operation allows everyone an opportunity to get involved.

Eventually, a student newsheet will be published, giving students an opportunity to be a part of their University community. The students will have their own voice, and will play a role in community activities to build fellowship at The Canadian University of Dubai

The Student Association offers many services to its members, such as:

- A free computer lab, open 8 a.m. to 8 p.m.
- photocopying, services
- A food court, and bookstore
- Games areas
- An outdoor courtyard

While their main goal is to help students with any issues or problems, day-to-day fun is also a priority. Club activities include:

- ❖ Sport activities
- ❖ Poetry readings
- ❖ Movies
- ❖ Honoring distinguished students
- ❖ Celebrations during the National holidays
- ❖ Art exhibitions
- ❖ Inviting guest lecturers and speakers
- ❖ Organizing cultural events and sports camps
- ❖ Coordinating activities with community organizations and charities

The student activities are organized by the student clubs for the students. The Office of the Academic Support Services, under the auspices of the Director, liaises closely with the elected student representatives to ensure that the activities support the goals and directions of the UAE, as well as the interests and needs of the Canadian University of Dubai and the students. The Student Code of Conduct specifically states the consequence of presenting material through any media of a negative purport. The students' publications go through the Office of the Support services for editing, printing and are approved by the Office before publication.

5.7 Athletics

The Canadian University of Dubai is the "new kid" on the block, but in time we hope our name will be synonymous with athletic success, whether it be in tennis, basket ball, volleyball, tennis or other sports. The Canadian University of Dubai encourages teams to join in inter-University sports leagues and hope to welcome others to our premises.

A recreation co-op student will work closely with the sport and Recreational Manager to foster programs to keep all our staff, faculty and students enjoying an active life, from participating in yoga classes to talks on nutritious diets.

All students are required to show their student ID card to have access to the sports equipment which is available during University hours.



There will be badminton, basketball, table tennis, football and, if students find their favorite sport is not yet available on campus, they should inform the Support Services office so that the issue may be addressed

All our facilities will be expertly maintained by our Sports and Recreational Department and evaluated by the students who will have a user committee in charge of the smooth operations of these facilities.

The Student Satisfaction survey will include a section to evaluate these facilities on an annual basis so they are kept up to a very high standard and meet the needs of the students for a full, active and enriched University life.

5.8 Prayer Room

The Canadian University of Dubai offers Prayer Rooms for men and for women which are maintained on a daily basis to ensure that they provide the utmost in a prayer facility for the students. The Prayer Rooms are open.

5.9 The Holy Month of Ramadan

During Ramadan, the University expects all members of the community to refrain from eating, drinking or smoking on the University premises during daylight hours.

In acknowledgement of our diverse community, the University will designate a particular room where non-Muslims may eat or drink according to their needs. The University expects all its members to respect the U.A.E. culture and regulations, and show deference to the Muslim community during this period.

During the designated EID holidays, the University will be closed.

6- Student Rights, Responsibilities

6.1 Student Rights

Students have the right to:

- be informed of course requirements;
- be evaluated fairly on the basis of their academic performance (their abilities and skills) as required by a professor as part of a course;
- experience free and open discussion, inquiry, and expression, both in the classroom and in conference;
- experience competent instruction and academic advising;
- take exception to the data or views presented and reserve judgment about matters of opinion;
- expect protection against a professor's improper disclosure of student's views, and beliefs which may surface as a result of instructing, advising, or counseling;
- Expect protection, through established procedures against prejudicial or capricious evaluation

6.2 Student Responsibilities

Students have the responsibility to:

- inquire about course requirements if they do not understand them or are in doubt about them;
- maintain the standards of academic performance established for individual courses and for programs of study;



- Initiate an investigation if they believe their academic rights have been violated. (See Academic Appeals and Academic Grievance Procedures section below).
- learn the content of any course of study;
- act in accordance with commonly accepted standards of academic conduct

Dress Code

All university students are expected to dress in a manner that is respectful of the social and religious norms of the United Arab Emirates. The following demonstrate examples of what is unacceptable clothing:

Short Skirts

Short Shorts

Torn Clothing

Clothing with Obscene Images/Language

Revealing Clothing

Tube Tops

Halter Tops

Tank Tops or Transparent Clothing

Failure to conform to CUD's dress code policy results in disciplinary action. Any defiance of the policy will be brought to the attention of the Director of Student Affairs.

6.3 The University Code of Conduct

General

Students working toward degrees are expected to be mature, responsible, and committed to preparing themselves for their professions. One manifestation of that maturity is a highly-developed sense of self-respect coupled with an equally high regard for the rights and privileges of others and for the rules that regulate society.

It is hoped that students realize the extent to which personal growth depends upon the development of self-discipline and the exercise of it in getting along well with others and maintaining high standards of honesty and moral conduct. Therefore, although minimal rules exist so as to create the atmosphere for a truly liberal education, all students are expected to act in a way that does not infringe upon the rights of others or upon the educational process.

Unacceptable Conduct

Students found guilty of unacceptable conduct will be subject to the complete range of sanctions and penalties provided in the Student Judicial Code. Conduct, occurring on or off campus that violates generally accepted standards of good behavior and is adverse to the University's purpose or presents a danger to the health and safety of the University community may be subject to disciplinary actions.

Unacceptable conduct includes, but is not limited to:

- disturbing teaching activities ,
- cheating in an exam, or violation examination rules,
- plagiarism in assignments , and course work,



- acts of harassment, physical violence or assault against others,
- endangering the safety of others or violating their rights,
- individual or group activities that intentionally or recklessly cause serious disturbance or distress to others,
- gambling: under no circumstances are students permitted to gamble on University property,
- possession of firearms or other dangerous weapons on University property,
- intentional possession or use on University property of a dangerous article or substance that could injure or discomfort any person,
- possession and/or use of fireworks,
- falsifying information submitted to any University office or offering a false statement in any University disciplinary proceeding,
- forgery, alteration or misuse of a University identification card,
- failure to show an ID to an identified official or employee of the University upon proper request; falsely identifying oneself to a University official,
- violation of Responsible Use of Computing Services Policy,
- theft, accessory to theft, and/or possession of stolen property,
- attempting to use University property in a manner inconsistent with its designated purpose including misuse of residence hall furniture,
- Intentional or reckless damage to or destruction of University property or of property on University premises belonging to others including graffiti, destroying/removing advertisements.
- trespassing or unauthorized entry,
- occupation of all or part of any University building, obstructing or coercing any persons, or threats of violence to persons for the purpose or with the effect of:
 - a. hampering or preventing the discharge of any University function;
 - b. limiting the freedom of anyone to go about in a lawful manner;
 - c. Preventing specific activities related to the University.
- Intentional or reckless interference with any class, other University unit, or an campus activity by means of noise, projectiles, or other form of disturbance or disruption.
- rioting, or aiding, abetting, encouraging, or participating in a riot, or inciting a riot, including food fights, when conduct occurs on University property or in the course of a University activity,
- academic Dishonesty,
- unauthorized removal or mutilation of library materials,
- Aiding or abetting any conduct described above.

6.4 Student Grievances

The University is committed to providing students with an education of the highest possible quality. However, from time to time, students may raise concerns, complaints, or grievances about matters or issues relating to their experiences at the University.



The internal procedures for addressing student complaints and grievances are designed to ensure that there is a transparent process for ensuring student complaints and grievances are dealt with fairly, consistently and promptly.

6.4.1 Principles

The student grievance resolution procedures of the University are based on the following principles:

- the procedures used to review and resolve complaints or grievances are fair and must be seen to be fair;
- confidentiality will be respected for all parties, unless the use of the information is authorized by law;
- staff involved in resolving complaints or grievances will act fairly at all times and ensure that conclusions will be based on a fair hearing of each point of view;
- there will be no reprisals or any disadvantage arising as a result of a student making a complaint or grievance in good faith;
- complaints or grievances are handled in a timely manner with achievable deadlines specified for each stage in the resolution process;
- any student who makes a complaint or grievance and any staff member or student on whom the complaint or grievance has a direct impact, is regularly informed of the progress of the matter;
- Where the complainant is not satisfied with the outcome proposed by the decision-maker, the student is entitled to seek a review, either on procedural or substantive grounds from a higher internal body.

6.4.2 Types of student grievances

6.4.2.1 Academic Grievances

These are usually complaints or appeals against academic decisions. They include but are not limited to:

1. academic progress decisions
2. assessment matters
3. a decision of a member of academic staff that affects an individual or groups of students
4. content or structure of academic programs, method of teaching, or assessment
5. Issues relating to authorship and intellectual property.

6.4.2.2 Administrative Grievances

These relate to decisions and actions associated with administrative or academic services. They include but are not limited to:

- administration of policies, procedures and rules by central administrative and student support groups, and faculties,
- A decision taken by an administrative staff member that affects an individual or groups of students,
- Access to University resources and facilities.



6.4.3 Procedures for the handling and resolution of complaints and grievances

This section outlines internal procedures that apply to the handling of academic and administrative complaints and grievances

6.4.3.1 Informal approach

1. When a student has a complaint about any of the matters listed above, he/she should first discuss the matter with the person concerned. If the student has concerns about raising the matter with this person, then he or she should discuss it with the head of the relevant department or administrative unit or with the chair or the Dean of the School. Concerns about a decision of a committee should ordinarily be raised with the chair of the committee.
2. The University expects that in most cases the discussion of the concern or complaint with the relevant staff member will result in a prompt resolution of the matter which both parties will find acceptable.
3. If this informal approach to dealing with the student's concerns does not lead to an acceptable resolution then the student should pursue the more formal process for resolution of the matter as set out below.

6.4.3.2 Formal approach

If the informal approach to dealing with the student's concerns does not lead to an acceptable resolution, then the student is invited to contact his academic advisor which will direct him to the official member of the University to whom the complaint will be addressed. If the complaint deals with an academic matter or student support services, the complaint should be addressed normally to the Vice- President of Academic Affairs and Student Affairs. If the issue deals with administrative or financial matter, the complaint should be addressed to the Vice-President of Administrative and Financial Affairs. If the issue deals with registration matters, the complaint should be addressed to the Registrar.

6.4.3.3 Withdrawal of Complaints or Grievances

A student may withdraw a complaint or grievance at any time during the grievance resolution process and in this case the matter will be concluded and deemed to be resolved. If the original complaint or grievance was made in writing then the withdrawal must also be in writing to the relevant staff member who is handling the matter at the time the withdrawal is being affected or, in cases before Chair, The Dean of the School.

7- Health Services

THE CANADIAN UNIVERSITY OF DUBAI IS PROUD TO BE A DRUG-FREE AND A NON-SMOKING ENVIRONMENT

Mission Statement

The Canadian University of Dubai's Health Center is committed to promoting good health, safety and wellness for all students in a caring and supportive atmosphere. Professional nursing staff are available to provide first aid and medical care for minor acute illness and injuries, as well as to address other health concerns, provide health education, and focus on disease prevention. All students, staff, and faculty are welcome to use the health center.



Student Health Forms

Each student is required to fill out a student health form with updated information about their health status and vaccinations. All health information is strictly confidential and kept in a locked filing cabinet. This information is not disclosed to others unless written consent from the student has been obtained.

Health Issues

Common health-related problems that are seen frequently at university health centers are: asthma, common cold, conjunctivitis (pinkeye), contact dermatitis, ear wax, swimmer's ear and earaches, eating disorders, flu, irritable bowel syndrome, lacerations, sinusitis, sleep disorders, sore throat, sprained ankle, upset stomachs, stress, and urinary tract infections.

Minor problems are treated at the Canadian University of Dubai Health Center. Students will be referred to health providers for more serious problems requiring treatment. In addition, two counselors are available at the Canadian University of Dubai to provide support and guidance for students experiencing stress, conflicts, and other personal problems.

Location

Canadian University of Dubai's Health Center is located in the small white building to the right of the main entrance. The health center has three separate rooms which include a reception office area, a treatment/observation room and a bathroom. Up-to-date emergency equipment will be kept on the premises and additional first aid kits will be placed in various strategic locations throughout campus.

Hours of Operation

Canadian University of Dubai's Health Center will be open during school hours. Services are available on a walk-in-basis or by appointment to students with a valid Student ID Card.

Costs

Health services are free of charge at the Canadian University of Dubai Health Center. The health center will assist students to obtain the Government Medical Health Card that is necessary for students to have access to government medical services. In case of critical illness or emergency, students will be transferred to a hospital. Information on private medical insurance plans will be provided to students who would like additional medical insurance coverage in private health institutions i.e. American Hospital in Dubai.

The Health Centre will be evaluated on a regular basis in the Student Surveys and the staff will be evaluated according to their employment agreements.

Canadian University of Dubai is in the process of negotiations with the American Hospital to have a standing agreement with them for the protection of our students' health.

Fire safety policy

The Canadian University of Dubai prohibits smoking in any of its buildings. All students are expected to observe these regulations. Fire exit signs are posted at all exits to be used for evacuation and smoke detectors are placed in various strategic locations to provide early detection of smoke or fire. All fire extinguishers will be periodically checked by an outside company to ensure that they are in good operating condition. They will also do a safety inspection and check the building for fire hazards.



The Fire Marshal will supervise and coordinate the fire drill to ensure that all buildings are evacuated. Designated staff will be assigned as fire officials to take charge of the evacuation of a particular building in the event of fire. In addition, designated staff members will be trained as first aid attendants to assist fire officials with the evacuation. Fire drills will be practiced each semester in the academic buildings on campus to ensure that proper procedures will be followed in the event of a real fire.

Prevention:

- Know your work area; know alternative routes and fire exits
- Know the location of fire fighting equipment and how to use it
- CUD is a non-smoking facility
- Avoid overloading electrical sockets
- Report promptly any faulty equipment
- Keep fire exits clear at all times

To Report Smoke Or Fire:

Activate the building fire alarm system. Alarms are located on each floor. The alarm signal will alert the rest of the staff and students.

The Information Officer in the Reception area will immediately contact the Department of Civil Defense by dialing **997** and advise them of the location of the fire.

When an alarm rings:

Follow RACE procedure:

- R:** Rescue anyone in immediate danger
- A:** Activate building fire alarm to alert others and report the incident
- C:** Confine the fire by closing all doors
- E:** Evacuate the building using the closest exit and move to a safe distance way from the building

USE OF FIRE EXTINGUISHERS: (Only use if it is safe to do so)

Follow **PASS** procedure:

- P** Pull the safety pin from the extinguisher, distance yourself 6-10 feet back from the fire
- A** Aim the hose at the base of the fire
- S** Squeeze the handle
- S** Sweep the extinguisher from side to side starting from the front edge of the fire

Fire evacuation plan

Steps to take in case of fire

Activate the building fire alarm system. Manual alarms are located on each floor. The alarm signal will alert the rest of the staff and students.

The Student Information Officer in reception will immediately contact the Department of Civil Defense by dialing **997** and inform them of the location of the fire. The Registrar will take student attendance registers and the students' emergency phone numbers.



Class teachers are responsible for ensuring the safe orderly evacuations of any students that they have with them in the event of a fire, closing room doors behind them and going to the designated assembly point. Staff members who do not have students with them at the time of the fire should proceed to the nearest school wing and assist with evacuation.

The nurse will collect the emergency first aid kit and assist with the evacuation of students.

Each designated fire official and first aid attendant will ensure that everyone has left their building and that all doors are closed, placing red **"all clear"** signs on the outside of the door.

Security will turn off all the AC units and then assist fire officials.

Class teachers are responsible for confirming that each of their students is outside of the building in the designated ASSEMBLY POINT as indicated below.

All staff and students in **Building A and D** will proceed to the **right side car park** and those in **Building B** will go to the **left side car park**.

The Fire Marshal will supervise and coordinate with fire officials and first aid attendants to confirm that all buildings have been evacuated.

Guidelines

Stay calm

Use the stairs only. Never take an elevator

Always use the nearest fire exit to leave the building. Go to the ASSEMBLY POINT.

Do not stop to take personal belongings with you

Staff is responsible for the evacuation of all students with them at the time; call for help if you need it

Students and staff are not to return to the building until instructed by the fire department

If you are trapped in a room, close and seal the doors. Call Security and tell them of your location.

Take an alternative route in case fire is located near your designated exit-proceed to the nearest exit in your location

Fire Officials

First Aid Attendants

BUILDING	RESPONSIBLE
BUILDING A	Laleh/ Doaa
BUILDING B	Syed / Shannish / Miraj
BUILDING D	Rami

8. Financial Information

1. Tuition

Cash or cheques may be used to make payments. Fees may be paid in installments if prior arrangement for this is made with the Finance Department.

CUD has the following Refund policy in regards to Student Fees:

At the start of each semester, all students are expected to contact the Finance Department to arrange for the payment of their fees for that semester

The current tuition fee for the **undergraduate** programs is AED 1800 per credit hour



The fees for the English for Academic Purposes Program (EAPP) to **AED 10,000** per semester.

2. Fees for other services

Fees for Undergraduate Student Services

1. Admission fee AED 300 .
2. Late Registration fee (per semester) AED 300.
3. Change of specialization fee AED 300.
4. Application of incomplete exam fee AED 200.
5. Official Letters / To Whom It May Concern Letters 30 AED.
6. Additional copy of the Academic Record fee AED 30.
7. Application for reviewing exam sheet fee AED 200.
- 8. Student ID card : 30 AED valid for the duration of program (Replacement Card 30 AED)**
- 9. Sticker charge 40 AED per Semester for Fall / Spring; 20 AED per Summer I and Summer II.**
10. Graduation ceremony fee AED 500.
11. Student activities fee AED 150 per semester (Fall and Spring).
12. Credit Transfer fees AED 500.
13. Parking fee AED 300/semester **(first come first serve).**
14. English Placement Test fee AED 150.
15. Mathematics Placement Test fee AED 150.
16. Toefl Test 600 AED.
17. Insurance fee AED 1500.
18. Reservation fee AED1000 (will be deducted from the tuition fee).
19. Visa processing fee AED 1000 (non refundable).
20. Visa Deposit 5000 AED (refundable): applicable only to students sponsored by CUD visa.

Fees for Postgraduate Student Services

1. Enrollment fee is AED 1500 (non refundable).
2. Late registration fee is AED 300 (per semester).
3. Change of specialization fee is AED 300.
4. Application of incomplete exam fee is AED 150.
5. A certificate to whom it may concern fee is AED 30.
6. Additional copy of the Academic Record fee is AED 30.
7. Application of reviewing exam sheet fee is AED 50.
8. New permanent ID card fee is AED 50 per semester.
9. Replacing a lost ID card fee is AED 50.
10. Printer account re-charges fee is AED 25.
11. Graduation Ceremony fee is AED 750.
12. Transfer fee from other universities fee is AED 750



Returned Cheques

The University charges AED 100 for a returned cheque. No cheques will be accepted from any student whose cheques were returned twice. In this case, only cash or credit card payment is acceptable.

Fee Reduction

The University has established the following fee reduction structure to encourage academic competition between its enrolled students:

Admitted fulltime students who have obtained a High School average of 90% or more will benefit from a 20% reduction on the tuition fees of their first semester of study.

Admitted fulltime students who have obtained a High School average of between 85% and 89.99% will benefit from a 15% reduction on the tuition fees of their first semester of study.

Students having a brother or sister registered at the University will benefit from a 10% reduction on the tuition fees of the registered courses.

Students who are employed in Government Institutions will benefit from a 10% reduction on the tuition fees of the registered courses.

The husband or wife of a student registered at the University will benefit from a 10% reduction on the tuition fees of the registered courses.

Continuing Students will benefit from a 20% fee reduction during any regular semester if they have obtained a semester grade point average equal to 3.75 or more in the preceding semester in which they have passed at least 12 credit hours.

Students experiencing hardship may request a reduction of up to 20% by presenting a written request with supporting documents to a student counselor. The request will be reviewed by the Associate Vice President Administrative and Financial affairs together with the Student counselor. Information submitted will remain confidential the reduction.

In the case of a student satisfying two or more fee reduction requirement, only one fee reduction will be considered, and this will be the one most financially advantageous to the student.

A request for one of the above fee reductions will be considered only if the Cumulative GPA of the student is at least 2 out of 4.

9. Student Internship

Purpose of the Internship

The purpose of an Internship is to provide (Canadian University of Dubai) students with an opportunity to have a professional work experience in a setting related to the student's major and/or career goals. An internship is a way for a student to gain practical, on-the-job experience in business, industry, or governmental agencies.

Place of Internship

Students don't necessarily have the right to choose place of their internship program. It is the Internship Supervisor's responsibility to place them according to the Canadian University of Dubai's internship regulations.



In the case of students who are not working in any organization, the internship place will be decided by the Canadian University of Dubai so that it matches the area of specialization of the internee.

In the case of students who are already working in an organization, the place of internship is decided based on the following features:

If the current work and the job specification coincide with the intern's area of specialization, then the current place will continue to be chosen for the internship but the employee in charge of the internee will have to function as the field supervisor to supervise a well-defined internship project to ensure that the internee not only applies the concepts he has learned but also that the work place should benefit from the internee's project.

If the current work and job specification does not match the internee's area of specialization, then the internee should switch to an alternative department in the same firm or transfer to another firm which offers appropriate internship opportunity matching the area of specialization, chosen by the Internship Office.

Requirements and Guidelines for Internship

A student applying for internship should fulfill the following requirements:

1. Finish all course requirements (student should refer to their study plan).
2. Have a GPA of at least 2.00. However, priority is given to the highest
3. Adhere to both training guidelines and regulations of the organization providing the internship.
4. In case the number of qualified candidates exceeds that of openings available, priority is given to the candidates with the highest GPAs. Moreover, these opening will be distributed amongst the colleges according to the assigned percentages.

No exceptions are permitted under any circumstances in any of the aforesaid requirements for internship.

Absences during Internship

A failure grade (FA) will be automatically assigned If a student is absent for four (4) working days during the Internship program.

Evaluation

The academic supervisor discusses the student's weekly report with the student, as well as with the field supervisor to ascertain to what extent the intended goals of the Internship program have been met.

The field supervisor prepares an evaluation report detailing the presence, performance, seriousness, and commitment of each student.

The academic supervisor evaluates the performance of each student during the internship period relying on the student's and field supervisor's weekly reports and also evaluates the organization providing the internship.

The academic supervisor is responsible for assigning a percentage grade for each student based upon each student's overall performance.

The marks obtained will contribute towards a student's overall term grades.

10. Library

Vision:

Provide state of the art library and learning resources.

**Mission:**

Enable student success through the provision of information resources and services that support the academic and learning goals of the University.

Goals:

The library and learning resource center will:

- Maintain an accessible library and learning center.
- Sustain appropriate collections of library and learning resource materials.
- Instill skills to empower life long learning.
- Provide sufficient (adequate) study and learning spaces.
- Support faculty teaching and learning needs
- Make available resources for modern learning

Library Loan Policy**Students**

- Library books are loaned for two weeks and cannot be renewed.
- Books can be recalled after one week.
- Fines will apply to all overdue items.
- Replacement fees will apply to all lost items.
- Library patrons are responsible for all materials checked out to them.

The library warns patrons not to loan items you have borrowed to another person. If the item is lost or returned late, you will be responsible for all fines and replacement fees.

Faculty

- Library books are loaned for one month and cannot be renewed.
- Books can be recalled after two weeks.
- Fines will apply to all overdue items.
- Replacement fees will apply to all lost items.
- Library patrons are responsible for all materials checked out to them.

The library warns patrons not to loan items you have borrowed to another person. If the item is lost or returned late, you will be responsible for all fines and replacement fees.

Staff

- Library books are loaned for two weeks and cannot be renewed.
- Books can be recalled after one week.
- Fines will apply to all overdue items.
- Replacement fees will apply to all lost items.
- Library patrons are responsible for all materials checked out to them.

The library warns patrons not to loan items you have borrowed to another person. If the item is lost or returned late, you will be responsible for all fines and replacement fees.



Collection Development Policy

The Library strives to establish an extensive collection of materials that will serve the needs of the University and its quest of providing academic programs that correlate to those offered by institutions of higher education in Canada in their content and quality. The collection will directly support, but not be limited to, the curriculums in the following areas:

General Studies

Biology
Chemistry
Communication
English Language
Learning Skills
Mathematics
Psychology
Sociology

Business

Accounting
Business Management
Business Operations
E-Business
Human Resource Management
International Business
Management Information Systems
Marketing
Project Management

Engineering Technology and Applied Science

Communication Technology
Database Design
Networking
Operating Systems
Software Systems
Website Design

Health and Environment

Environmental Studies
Health Management and Administration
Health Sciences
Organizational Behavior



The collection will include general, interdisciplinary, cultural, recreational and other materials that will strengthen the University community. The library collections include the following types of resources:

- Books
- Electronic media
- Encyclopedias, dictionaries, handbooks and other appropriate reference material
- Databases
- Maps, pamphlets and other items of interest to the University community
- User guides and other finding aids, including directories, indexes and abstracts
- Other materials that relate to specific institutional objectives

Consideration is given to all formats, including book, multi-media, online databases and electronic resources. Microform and loose-leaf materials may be required if the content is unavailable in any other format.

1. Selection of Materials

Final responsibility for the selection of all materials lies with the University Librarian who makes all selection decisions with the assistance and advice of the library staff, University academic officers and the Library Committee. Participation in the acquisition process by all library users is encouraged through the Recommended Title form available in the library. Email and "in person" suggestions are also encouraged.

Accepted resources such as *Choice*, *Magazines for Libraries*, *Guide to Reference Books*, *ARBA (American Reference Books Annual)* and other credible sources of reviews and recommendations will be used in the selection process.

2. Principles of Selection

During the evaluation process of acquisition, priority is given to selections that support:

- curriculum of an existing course, diploma or degree program
- general needs of students
- teaching and course development
- faculty information needs and research
- cultural, intellectual and professional needs of the University Community

During the evaluation of books or other monographic items for acquisition the following will be considered:

- relationship to the existing collection and collection goals
- significance and timeliness of material
- scope and authority of the author/publisher
- requests from users for specific titles or subjects
- reviews and recommendations
- format
- cost



When considering journals or other periodicals for acquisition the following factors will be considered:

- relationship to the existing collection and collection goals
- significance and timeliness of material
- availability of indexing and finding tools
- scope and authority of the author/publisher
- requests from users for specific titles or subjects
- reviews and recommendations
- format
- cost

3. Exclusions

The library does not collect textbooks in use in CUD classes, publications in languages other than English (unless required by the curriculum), incomplete sets of incomplete runs of periodicals, items with unsuitable bindings, materials in formats which requires specialized equipment that is unavailable.

4. Gifts

Gifts are accepted provided there are no conditions from the donor. No monetary value will be placed on items gifted to the library. The library will not assure special arrangements for the housing, retaining or displaying of gifts. Selection and weeding principles apply to gifts and purchased selections equally.

5. Interlibrary Loan

It is not possible for the library to own all materials that are requested or needed by its users. When the library collection does not contain an item, efforts to locate the item and obtain it through all reasonable means will be undertaken.

6. Cooperation with other libraries

As the CUD Library grows it will cooperate as fully as possible with regional libraries in resource sharing activities. Possible areas of cooperation may include interlibrary loan, staff training, cooperative collection development, or reciprocal use/borrowing agreements. The library may participate with other libraries or library consortia for the purpose of cooperative purchasing programs or other activities.

7. Replacement

Missing resources will not be automatically replaced. Careful consideration of demand for the title or subject, existence of adequate coverage in the collection, cost of replacement (is it still in-print) as well as the availability of better more up-to-date materials on the subject will be carried out. Replacement fees are charged to the user whether the exact item is purchased or not.

8. Duplication

Multiple copies of resources will not be purchased unless sufficient need is demonstrated. The library will add copies received through other means.

9. Electronic Resources

Online databases are vital to the research needs of students and faculty. The library is actively seeking out databases that will complement the curriculum of the University and be most useful to library users. Full text databases are highly preferred over indexing or abstracting databases.



10. Access

The library collection is cataloged and classified using Library of Congress call numbers and subject headings. An automated catalog of the collection will be maintained and will be accessible by library users over the Internet.

The collection will be assessable so users can browse the stacks and serve themselves. Reference, reserve and periodical collection items are not normally loaned out. Books and multimedia items are available for loan according to the library's circulation policies.

Fines for overdue, damaged or lost items may be instituted by the University Librarian. All fines and fees are uniformly enforced. Under special circumstances, the University Librarian or a senior staff member may waive fines.

11. Preservation

Damaged items are repaired, replaced or withdrawn according to the policies of the library. Specific provision is made in the Library's budget for the repair and binding of materials.

12 Weeding and Storage

Outdated and superseded material may be discarded or placed in storage with the approval of the University Librarian. Discarded items are removed from the library's holding records. Any items placed in storage will have their location updated to reflect the change. The library collection's inventory is represented by the computerized library records. The library makes these electronic records available for purpose of financial audit. Records of discarded items are retained for a reasonable period.

Items found to be damaged, superseded, outdated, objectionable or inappropriate for the library collection may be disposed of. These items will be marked "withdrawn" and can be discarded or may be sold at a University sponsored book sale. The University Librarian gives final approval for discarding items or removing them to storage. The Library Committee will be actively consulted on such decisions, as will faculty familiar with the material under consideration.

Periodical back issues are stored in box files designed to preserve documents. Binding may be done on back issues. Issues are retained indefinitely unless noted differently on the electronic record in the library catalog. Back issues are subject to the same conditions for removal or withdrawal to storage as other materials.

13. Objections

Libraries strive to acquire materials that represent diverse points of view. There may be occasions when a library user objects to a particular item in the library collection. Objection forms are available in the library office. Once a completed and signed form has been received, the library will review the item promptly. The review is conducted by the University Librarian or a senior staff member. The Library Committee and senior academic officers are included in the review process as appropriate. Findings of the review process are promptly reported to the originating user.

14. Faculty Participation

Faculty and staff are encouraged to make purchase recommendations by any means they find convenient. During new faculty orientation the process for making purchase recommendations is explained. The library circulates publisher's catalogs and forwards electronic lists to encourage and assist faculty in making recommendations in their fields of expertise. Recommendations are welcomed in



any format–publisher’s catalogs, bibliographies, photocopies of flyers, journal reviews, and commercial sources (i.e. Amazon, Barnes and Noble, etc.)

15. Student Participation

Student contributions to the library selection process are also encouraged. The different methods of suggesting titles for purchase are highlighted in the library orientation sessions.

16. Standards

The library collection is developed in accordance to the collection standards established in the latest available edition of “Standards for College Libraries” which is prepared by the Association of College and Research Libraries Board and the American Library Association Standards Committee.

Library User Survey Policy

The library will conduct user surveys once a year. All library users (students, faculty and staff) will be surveyed.

As most institutions create their surveys, we will look at what is freely available and can be modified to meet our needs. These surveys are usually directed at finding out what the library can do better and what they do well.

Questions would address the physical and environmental aspects of the library, library resources (print and electronic), approachability and knowledge of staff, what the library does well and what areas it needs to work on.

Consequently, a professional tool, such as LibQual, for comparison to other libraries internationally, will be considered for use to verify that we have a quality library and this is reflected on an international scale.

Fines and Replacement Fees

Fines

For regular overdue materials 1 Dirham will be charged per day for 30 days. The item will then be declared missing and a replacement fee will be charged.

For reserve items 1 Dirham will be charged per hour up to 12 hours. The item will then be declared missing and a replacement fee will be charged.

Replacement fee

Borrowers will be charged a replacement fee for items that are missing, lost or damaged beyond repair. This fee will include the current cost of the item, PLUS 75 Dirham (more for sets and rare materials) to cover processing and shipping costs.

11. INFORMATION TECHNOLOGY

Vision

To provide adequate IT Infrastructure and quality support to the academic programs, faculty, administrative staff and students

Mission

Ensure the IT services are reliable, robust, state of art and with highest achievable quality.

Goals

- ❖ Deliver timely and effective responses to users (faculty, staff & students) requirements through teamwork



- ❖ Provide vision, leadership, and a framework for evaluating emerging technologies and implementing proven information technology solution
- ❖ Ensure a reliable and secure data and voice transmission within the campus.
- ❖ Ensure effective technical and fiscal management of the Department's operations, resources, technology projects and contracts

I.T Policies and Procedures

1. Introduction

2. Resources and Facilities Covered by this Policy

3. IT Support Services

- Technical Support
- Accounts

4. Prohibited Acts & Proper Resource Utilization

5. Storage usage

6. Statement on Obscene Material

7. Software Copyright Policy

8. IT Committees

9. IT Policy on Notification of Potential Service Interruptions

10. IT Policy on Access to the CUD Network by Third Parties

- Purpose
- Annual Review Process
- Policy
- Termination of Access
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11. Policy Revision

- Annex A : To Request IT Account
- Annex B : IT Administrative Subcommittee Mission Statement
- Annex C : Code of Conduct (Acceptable Use Policy) - Students, Faculty, and Staff
- Annex D : Software and Hardware Supported by CUD

12. Network Change Management.

13. Change Control Procedure

- Appendix A - A Guideline for an Internal Checklist
- Appendix B - Urgency of Change
- Appendix C - Types of Changes
- Appendix D - Activities Logging
- Appendix E - Device Access & Responsibility Privileges

14. CUD Password Policy



I.T Policies

- **Introduction**

These policies apply to the use of computers and networks at the Canadian University of Dubai, and of computers and networks elsewhere if you use Canadian University of Dubai resources to gain access to those computers or networks.

General Policy

All registered students, faculty and staff have computing privileges free of charge. Each individual is assigned a computer account code (their user ID) that provides access to computing resources to assist them in carrying out the instructional, research, and administrative goals of the University.

Access to CUD's computer facilities (networks, laboratory computer systems, residence hall systems, including software licensed by the University or its agents for use on University systems) is a privilege, not a right. Many members of the University community use these facilities, relying on their availability to accomplish their work and assign environ I.T managements, and to store important and confidential data, including software or computer programs. It is prohibited, and ethically wrong, for individuals to access or attempt to access or view any account for which they do not have specific authorization; actions which intentionally disrupt, delay, endanger or expose another person's work or University operations are also prohibited. Individuals engaging in such actions will be prosecuted under the internal rules of the Canadian University of Dubai and applicable criminal statutes of the UAE. Individuals harmed by such actions may also bring civil charges against the person(s) responsible.

Computing accounts are provided for CUD work only. No commercial activity is permitted unless approved in writing in advance by the Vice President for Finance and Administration.

Protect Yourself!

Each account is assigned to a single individual, who is responsible for all computer usage under that account. When prohibited activity is alleged or detected, the University will pursue the owner of the account. To protect yourself, prevent unauthorized access by keeping your password a secret.

There is always the possibility of a system crash, network outage, or some other interruption of your work, which may result in loss of your data, files, or software. Please take steps to minimize your risk by frequently backing up your work. If you have special needs, the IT Department may be able to help you work out any necessary extra procedures.

Privacy

In an operational sense, the Network and Telecom Systems unit generally regards files in your account and data on the network as private; that is, employees of the Network and Telecom Systems unit do not routinely look at this information. However, the University reserves the right to view or scan any file or software stored on University systems or transmitted over University networks, and will do so periodically to verify that software and hardware are working correctly, to look for particular kinds of data or software (such as computer viruses), or to audit the use of University resources. Violations of policy that come to the Network and Telecom Systems unit's attention during these and other activities will be acted upon.



You should be aware that electronic mail and messages sent through computer networks, including the Internet, may not remain confidential while in transit or on the destination computer system.

Your data on University computing systems may be copied to backup devices periodically. Network and Telecom Systems makes reasonable efforts to maintain confidentiality, but if you wish to take further steps, you are advised to encrypt your data. Although you may use encryption software, you are responsible for remembering your encryption keys. Once your data is encrypted, the Network and Telecom Systems unit will be unable to help you recover it should you forget or lose the key.

Copyright

Software available on computers and networks is not to be copied except as permitted by the applicable software license.

"Respect for intellectual labor and creativity is vital to academic discourse and enterprise. This principal applies to works of all authors and publishers in all media. It encompasses respect for the right to acknowledgement, right to privacy, and right to determine the form, manner, and terms of publication and distribution.

Because electronic information is volatile and easily reproduced, respect for the work and personal expression of others is especially critical in computer environ I.T managements. Violations of authorial integrity, including plagiarism, invasion of privacy, unauthorized access, and trade secret and copyright violations, may be grounds for sanctions against members of the academic community."

Resources and Facilities Covered by this Policy

This policy is intended to detail the rules of conduct for users of CUD computing resources, list general prohibitions that apply and point towards additional information that may apply in certain circumstances.

The use of computer and/or network resources at CUD is a revocable privilege. You must agree to the University's Code of Conduct (see Annex C) and abide by it. If you do not accept the Code, you are ineligible to use the CUD computing and networking facilities

All resources managed and overseen by CUD IT Department are covered by this policy, including computing hardware and software, documentation and other reference materials, all data residing on CUD IT Department machines and all institutional data wherever it resides, media such as CD-ROM, tape and other storage devices, and all other possessions of the Canadian University of Dubai managed by IT Department. Policy coverage will apply even in cases where the management of IT Department has authorized the temporary relocation of resources to areas not normally under the control of IT management (such as a user office or employee's home).

IT Department considers all temporary and permanent connections via the University network, to be subject to the provisions of this policy. IT Department policy is considered to apply down to the Data Link layer in the protocol stack of user machines, which users connect to the IT Department network. All telephone equipment used by the University shall also be covered by this policy. Computing resources not owned or approved by the Canadian University of Dubai may not be connected to the University's network.

IT Department reserves the right to monitor the traffic of all transmissions on networks maintained by the department at all times.



IT Department currently maintains a variety of Linux & NT servers for use. MS Windows NT systems exist to facilitate software distribution and printing for office and student lab environ I.T managements.

Arabic language operating systems and applications are not provided as standard issue, but on a case-by-case basis.

Operating systems currently supported for the desktop Windows XP Professional. There are special requirements for Linux workstations in computer lab. Upgrading will take place in a controlled manner.

A supported list of hardware and software is provided at Annex E. Deans and Directors must request to have items added which are not listed. Software and hardware not on the lists may not be installed or connected to University systems without the approval of the IT Committee. This includes the data and telephone networks.

All University affiliates (faculty, staff & students) are permitted to use the University network and selected computing resources at all times while the network is available.

IDF rooms are under the authority and responsibility of the IT Department.

Everyone within the Canadian University of Dubai community who uses University computing and communications facilities has the responsibility to use them in an ethical, professional and legal manner

- **IT Support Services**

Technical Support

The IT Department provides first level of support through the IT Help Desk; it covers the University network and Hardware related to Finance, Administration & Quasi-Academic Departments only.

The IT Department provides first level support for:

- the network (e.g., infrastructure, servers, applications on the network, and security)
- Desktops (e.g., pc's, printers, scanners, etc.) for the Finance and Administration Department only.

First level support is defined as:

- De-conflicting incompatibility issues.
- Hardware add-ons or replacement.
- Software additions or upgrades.
- Other simple, IT related issues.

These are things that take more time than they do expertise.

School Computer Lab Technicians provide first level desktop support for their respective Schools. The IT Help Desk provides second level support. Anything not covered in First level support would require the IT Help Desk to handle. This may take the form of on-site repair, contacting a provider who is responsible for maintenance, or selecting a source to do the work for a fee

Accounts

User accounts on IT Department systems are regulated using the following criteria:



IT Department management reserves the right to suspend or delete user accounts earlier than the times specified when compelling reasons exist for such action. In all cases, the President, Vice President for Academic Affairs, or Vice President for Finance & Administration will approve early suspension or deletion of access beforehand.

Subject to the limitations of particular systems, IT Department will force the regular changing of passwords on all accounts for all systems. This will occur every 120 days. Passwords cannot be repeated for five consecutive cycles. A cycle is the 120 day period between password changes.

Departments are encouraged to notify IT Department immediately about the departure of users from the University when such users have accounts which allow access to administrative data. The HR standard procedure to notify is still exercised, but early notification is critical.

For security reasons, accounts will be locked out after 5 failed password attempts. Concerned users will have to contact IT help desk for account reactivation.

Account classification and expiration details are contained in the following table:

Account classification	
Classification	Account expiration
CUD undergraduate and graduate students	Graduation or termination of affiliation with University
Post-docs	Termination of affiliation with the
Retired faculty	1 year from start date or renewal
Adjunct faculty	6 months from start date, subject to
CUD staff & faculty	120 days from last day of employment
Hourly/wage employees	Termination of employment
Continuing education students	Last day of class or termination
Non-CUD. research collaborator	1 year from start date or renewal
Visiting faculty	Duration of visit
Contract employee/consultant	Duration of contract
Student at another institution	1 semester (renewable)
Family members of any of the above with no other affiliation to CUD	No account
Terminated employees	Immediate

Departing staff and faculty are responsible for saving, copying, or forwarding their old emails, bookmarks, files, etc. Once they have departed, the pc will be re-used right away, it will be re-formatted and re-imaged with OS and programs currently supported.

Notes:

- If the departing member wishes to purchase their hard drive, this can be arranged.
- Emails left on the server will be archived off-line after 90 days.

- **Prohibited Acts & Proper Resource Utilization**

The Department of Information Technology (IT) is neither an investigative nor a disciplinary entity in its primary responsibilities. However, in cases where University resources and privileges are abused or otherwise threatened, the department may be asked to take appropriate steps. Immediate revocation of access and subsequent prosecution by the authorities, for example, might be directed. Such revocation may be appealed to the IT committee.



Another example would be to both discipline and hold accountable an individual who damages IT resources. Improper access or modification of CUD information in a computer system may also bring a stiff penalty.

Prohibited acts include but are not limited to the following:

1. Intentional denial of computing service to other users.
2. Exploitation of insecure accounts or resources.
3. Attempting to guess, crack or otherwise determine another user's password.
4. Interception of network transmissions with hardware or software "sniffers".
5. Forging of electronic mail or electronic news or otherwise misrepresent themselves or other individuals in any electronic communication.
6. System administrators are not to use their access to examine the private information of other users except in the course of resolving problems and where access to such information is necessary. In these cases, IT staffs are required to seek permission and oversight.
7. IT staff may not transfer resources (hardware, software, documentation, etc.) from designated locations without the explicit permission of their supervisor. University Services department shall be notified of the movement and shall update the employee's inventory record accordingly.
8. CUD employees or students may not load any software onto their workstations or servers, which has not been purchased or is not free. Software identified as "shareware" should be examined carefully to ensure there is compliance with any licensing requirements. Under no circumstances will software binaries from unknown or illegal sources be placed on workstations or servers.
9. Under no circumstances will CUD employees or students share account passwords, key combinations, alarm codes, keys, access cards or any other access control mechanism for any University resource or facility with any individual in a manner inconsistent with the policies established by their supervisor. In the absence of such policies, employees must have the explicit permission of their supervisor to share any access mechanism to any department resource.
10. CUD staff or faculty who bring vendors or personal guests into CUD IT facilities must make sure that these guests are escorted at ALL times with care given to protecting CUD equipment, facilities, and information.
11. IT management reserves the right to audit University owned workstations and servers without warning for the purpose of verifying software-licensing compliance.
12. All computer and network access is denied unless expressly granted. Access is generally granted by the IT Department in the form of computer and network accounts to registered students, faculty, staff, and others as appropriate for such purposes as research, education (including self-study), or University administration. University accounts are protected by passwords. Deans and Directors must verify the requirement with their signature on the attached form (Annex A).
13. Accounts are assigned to individuals and are not to be shared unless specifically authorized. You, the user, are solely responsible for all functions performed from accounts assigned to you. Anything done through your account may be recorded. It is a violation of University Policy to allow others to use your account. It is a violation to use another person's account, with or without that person's permission.
14. Your password, used with your account, is the equivalent of your electronic signature. The use of user-id and password authenticates your identity and



gives your on-line affirmation the force of a legal document. You should guard your password and account as you would your check book and written signature. It is a violation of this Policy to divulge your password to anyone. It is a violation to attempt to learn the password to another persons account, whether the attempt is successful or not.

15. You may not attempt to disguise your identity, the identity of your account or the machine that you are using. You may not attempt to impersonate another person or organization.
16. You may not attempt to monitor other users' data communications; you may not infringe the privacy of others' computer files; you may not read, copy, change, or delete another user's computer files or software without the prior express permission of the owner.
17. You may not engage in actions that interfere with the use by others of any computers and networks. Such conduct includes, but is not limited to, the placing of unlawful information on the system; the transmitting of data or programs likely to result in the loss of the recipient's work or system downtime; the sending of "chain letters" or "broadcast" messages to lists or individuals; any other use that causes congestion of the networks or interferes with the work of others.
18. You may not engage in actions that threaten or intentionally offend others, such as the use of abusive or obscene language in either public or private messages, or the conveying of threats to individuals or institutions by way of CUD computers and/or networks.
19. You may not attempt to bypass computer or network security mechanisms without the prior express permission of the owner of that computer or network system. Possession of tools that bypass security or probe security, or of files that may be used as input or output for such tools, shall be considered as the equivalent to such an attempt.
20. You may not alter copy or translate software licensed to another party. You may not make available copyrighted materials without the express permission of the copyright holder. Respect for intellectual labor is vital to the academic discourse. Violations of authorial integrity, plagiarism, invasion of privacy, unauthorized access, and trade secret and copyright violations may be grounds for university sanctions as well as legal prosecution.

To summarize, access to University computing and communications equipment and facilities may be revoked for reasons including, but not limited to:

- attacking the security of the system,
- modifying or divulging private information such as file or mail contents of other users without their consent,
- modifying or destroying University data, or
- Using the networks in a manner contrary to the established guidelines.

Finally, users may not read sensitive information simply because it is accessible to them - because of accidental exposure and/or through the malice of others who have broken into a system or are misusing their access privileges. When sensitive information is recognized as such, it should not be examined further, but reported to the keeper of the materials, if known, or reported to management, if not.

- **Storage usage**

CUD provides limited disk-based storage space for individual faculty, staff, and students, for course-related materials, and for departmental materials. Such space is provided for the University community to use in accordance with the CUD Code of Conduct (attached).



It is strictly unauthorized to store music and video files on servers for personal use.

Two directories with their respective subdirectories are available under the following address:

Data Backup (H): provided to all staff and faculty for their data back use.

Email Backup (M): Staff and faculty can back up there emails on this. By using backup utility which is installed on all staff and faculty machines

Backup for business directories is scheduled once every day. Deans and directors are responsible for ensuring access rights are properly defined and report to IT. For applications requiring shared access, this is a critical function.

Backup for personal directories is scheduled once every week.

Faculty/Staff & students are responsible for backing up their own data residing on their PC's.

The following table indicates the starting allowances for storage space, depending on your category at the University, and the maximum amount of space that can be granted upon request.

CATEGORY	STANDARD ALLOWANCE	MAXIMUM ALLOWANCE (contingent on user's request)
Undergraduate students	10 Megabytes	20 Megabytes
Graduate students	15 Megabytes	30 Megabytes
Faculty/staff	200 Megabytes	400 Megabytes

Note: Exceptions can be requested based upon faculty recommendation and approval of the deans.

- **Statement on Obscene Material**

Although there may be difficulty determining what is or is not obscene, students, faculty and staff should know that CUD IT Committee defines "obscene" as that which:

"Considered as a whole, has as its dominant theme or purpose a shameful or morbid interest in nudity, sexual conduct, sexual excitement, excretory functions or products thereof or sadomasochistic abuse, and which goes substantially beyond customary limits of candor in description or representation of such matters and which, taken as a whole, does not have serious literary, artistic, political, or scientific value."

The distribution, production, publication or sale of obscene items is illegal in UAE.

Further, a student, faculty or staff member distributing obscene material could be subject to criminal prosecution.

In addition, placing obscene material on a University server violates University policies, including but not limited to the computer usage policy, the employee standards of conduct, and the student standards of conduct. Such violations could result in disciplinary penalties.

- **Software Copyright Policy**

Copyright laws protect most software available for use on computers at the Canadian University of Dubai. Educational institutions are not exempt from the laws covering copyrights. In addition, software is normally protected by a license agreement between the purchaser and the software seller. The software provided



through the University for use by faculty, staff, and students may be used only on computing equipment as specified in the various software licenses.

It is the policy of the University to respect the copyright protections given to software owners by law. It is against University policy for faculty, staff, or students to copy or reproduce any licensed software on University computing equipment, except as expressly permitted by the software license. Also, faculty, staff, and students may not use unauthorized copies of software on University-owned computers or on personal computers housed in University facilities.

Unauthorized use of software is regarded as a serious matter and any such use is without the consent of the Canadian University of Dubai and subject to disciplinary action.

- **IT Committees**

3 IT sub-committees are in place and have the following responsibilities:

- Administrative IT Committee: Assessing requirements & technical evaluation. The mission statement for the committee is at Annex B.
- Academic IT Committee: Advising on purchasing & support of Academic Software. The mission of the committee is: (TBP)
- Web Committee: The mission of the committee is: (TBP)

- **IT Policy on Notification of Potential Service Interruptions**

IT Department has in effect a policy governing the way we let you know about activities that have known potential to interrupt access to networks or systems. These would be things like upgrades to the Enterprise Server, server maintenance in a public lab that causes certain software or functions like printing to be unavailable, or planned activity by Facilities Management that affects electrical service to buildings where we have equipment. Some things, like construction crews cutting power lines, are beyond our control and definitely not planned. We will also be letting you know about these when they've interrupted our service, especially if lasting negative affects occur.

The primary mechanism for notification about service interruptions will be a posting (notice) to the "official-announcements" newsgroup. These notices will be labeled on the subject in one of 3 ways:

- IT PLANNED DOWNTIME,
- IT UNPLANNED DOWNTIME, or
- IT NOTICE OF WORK

The third category is for activities that we do not anticipate will impact users of our machines or facilities, but which, nevertheless have that potential.

In the case of planned downtimes or work notices, we will be giving at least 48 hours' advance notice. As soon as possible after an unplanned outage, IT staff will post an item to "official-announcements" which gives a brief description of the extent, duration, and cause of these interruptions and also indicates any ongoing problems that may have resulted. IT staff will notify the IT Computing Help Desk of all downtimes and will provide the Help Desk with information about possible problems caused by these situations along with suggested solutions. Unless otherwise specified, you should call the Help Desk with any questions that you might have.

In addition to postings in the newsgroup, IT staff in various areas will develop additional, targeted notification procedures, such as mailing and phone lists. Wherever practical we will make those of you on an affected system or network aware of the existence of these lists so that you can identify yourselves or colleagues who should be included as well.



- **IT Policy on Access to the CUD Network by Third Parties**

Purpose

The Canadian University of Dubai occasionally receives requests for remote connections to its network through either dial up or internet for non-affiliated third parties (e.g., when the vendor implemented Banner). Such requests for network access are typically either from firms that provide computing support services to University departments or from metropolitan area network service providers that offer solutions to University students, faculty, and staff. This policy has been developed to ensure that all such network access requests are treated consistently, fairly, and with a minimum of delay.

Annual Review Process

Third party network connections will be reviewed on an annual basis. Connections will be reviewed with the requesting departments to determine the usefulness of the connection. Connections that are no longer useful to the requesting department will be terminated at that time. The University does understand that third parties will often need to sign annual contracts with a telephone company and every effort will be made to take this into account during any connection review process.

Policy

Outside agencies conducting business with the University requiring network communication will usually prefer to conduct this business using the Internet connection. In some cases, however, the University or its departments may be better served by a more direct connection between the University network and the outside agency. Reasons for this may include faster access or a more reliable connection. The following guidelines apply to any request for third-party internet connections to the University network:

- The University's Department of Information Technology (IT) is responsible for all external connections to the University network. Departments must initiate special connections to outside agencies in a written request to IT Department. The request must explain the nature of the desired connection, the benefit(s) expected from the connection, as well as date, time, duration and the type of the services (Telnet, Ftp, TCP, UDP, etc.) CUD IT will only open ftp/telnet access for a maximum of "5" external IP addresses, however, through these external IP addresses, no internal ftp/telnet will be allowed either to the host server or to the internal network.
- In general, no direct connection to the University network from non-centrally-contracted third parties providing computing or network support will be allowed.
- The connection must be used solely to provide the improvement in service indicated by the University department in its request. The third-party firm may provide this same set of services to other University departments in addition to the requesting department.
- Agencies with special connections must agree to abide by any and all computing-related policies, especially security and privacy policies, of the University and IT. Violation of any such policy will result in immediate termination of the connection.

Termination of Access

Access to the University network is a privilege that may be granted or withdrawn by the University at any time. The University may terminate the special connection if it is determined not to be in the University's interest, or a security risk to its' internal network. However, it is generally expected that the University will choose not to remove network access outside of the annual review process



unless the connection is being used in violation of one or more of the policies listed above. The University may also impose temporary service interruptions for operational reasons.

Application Procedure

Sponsoring University departments should submit requests for third-party network access to:

**Information Technology Department
IT Manager
P.O. Box 117781
Canadian University of Dubai,
Dubai, UAE**

The request should include a brief description of the service being provided by the third party and the names, e-mail addresses, and phone numbers of firm's administrative and technical contacts.

- **Policy Revision**

Since the University is a changing environ I.T managements, and since computer technologies and network access may be subject to change at any time, the University must reserve the right to update or revise this Policy or implement additional policies in the future. The IT Department will inform users of policy changes; however users share the responsibility of staying informed about and complying with University policy regarding the use of computer and network resources. The policy will be accessible via the web.

- **MISSION OF THE ADMININSTRATIVE IT SUB-COMMITTEE**

The Admin. I.T. Sub-Committee has the responsibility to: -

- Seek immediate resolution of existing I.T. related problems within Admin. Departments.
 - Plan for continually improving the overall I.T. platform to ensure Admin. Users have full support to provide quality service.
- Responsibilities:

- 1) **Representation of all administrative departments on the committee.**

- 2) **Problem Solving:**

- Each member of the Committee is assigned the responsibility to report or identify:
 - a. Shortcomings in the I.T. support of the areas assigned to the member.
 - b. Issues related to smooth implementation & interfacing of the university's applications.
- These identified problems are discussed in the I.T. Sub-Committee, which should decide on a plan of action to resolve each problem.
- The status of these issues should be communicated to the Committee by the IT representative.

- 3) **Planning:**

The IT Department should provide the Admin. Sub committee with plans for the year that affect Admin. Users.

The Admin. I.T. Sub-committee will agree on the best process to ensure minimum disruption to Admin. Users & efficient implementation plans.

§ Ensure that the I.T. strategy developed for the university is in line with the requirements of the departments represented by the committee.



4) Training:

- The committee will be assessing training needs of personnel within the departments represented by the committee.
- Ensure complete awareness by the represented departments of I.T. available services and proposed ones.

5) Software:

The committee will be responsible for assessing software requests & technically evaluating software proposals.

- **Code of Conduct for Use of Computing Services at the Canadian University of Dubai**

The purpose of this document is to establish conditions for use of the University's computing resources and services.

The computing services at the Canadian University of Dubai are to be used in a manner that supports the mission of the University in fostering the overall academic climate.

Definitions:

The Canadian University of Dubai computing services refer to all computers owned or operated by the University and includes hardware, software, data, communication networks associated with these systems and all allied services. The systems range from multi-user systems to personal computers, whether free standing or connected to networks.

Users are all students, faculty and staff with privileges on University computing systems and services.

Code:

1. Academic and Professional Ethics. Users must apply standards of normal academic and professional ethics and considerate conduct in the use of all CUD computing systems and services or any other computer system accessed by virtue of their affiliation with CUD. Users agree to and are bound by these and all other applicable rules and regulations, including the student code of conduct and Federal Laws of UAE.
2. Identification and Authorization. Users of CUD computing services must be identified either through the physical location of an office computer or through an authorized CUD computer account in the case of multiple user systems. Students may not access or use another person's computer account or allow another person to use his or her account. Users should logout of shared systems and take reasonable precautions to secure access to office or lab computers. CUD computing systems and services may not be used as a means of unauthorized access to computing accounts or systems inside of or outside of the University's systems.
3. Purpose. Computing services are provided in support of the teaching, research and public service mission of the University and the administrative functions that support this mission. The unauthorized use of CUD computing services for personal profit or other activities not in furtherance of the mission of the University is prohibited.

University computing services may be used for personal purposes such as Resume writing, E-mail and Internet (not for chatting), provided that such use does not (i) directly or indirectly interfere with the University operation of computing facilities, (ii) burden the University with noticeable incremental cost, (iii) interfere with the computer user's employment or other obligations to the University, or (iv) violate other University regulations or laws.



4. Copyright and Intellectual Property. Computer users may use only legally obtained, licensed data or software in compliance with license or other agreements and UAE copyright or intellectual property laws.

Respect for intellectual labor and creativity is vital to academic discourse and enterprise. This principle applies to works of all authors and publishers in all media. It encompasses respect for the right to acknowledgement, right to privacy, and right to determine the form, manner and terms of publication and distribution.

Because electronic information is volatile and easily reproduced, respect for the work and personal expression of others is especially critical in computer environment I.T managements. Violations of authorial integrity, including plagiarism, invasion of privacy, unauthorized access, and trade secret and copyright violations are grounds for sanctions.

5. Privacy. Computer users must respect the privacy of others by refraining from inspecting, broadcasting, or modifying data files without the consent of the individual or individuals involved.
6. False Identity. University users of e-mail or other electronic communications shall not employ a false identity. Nor may e-mail be sent anonymously with the intent to deceive.
7. Interference: University computing services shall not be used for purposes that could cause or reasonably be expected to cause, directly or indirectly, excessive strain on any computing facilities, or unwarranted or unsolicited interference with others' use of computing services.

This provision explicitly prohibits the posting of unsolicited electronic mail to lists of individuals, and the inclusion on electronic mail lists of individuals who have not requested membership on the lists. Students may be required to accept membership in an electronic mailing list for a class in which they are registered or for the purpose of official communications between authorized University personnel and an identified group of students.

8. Improper or Obscene Sites. Accessing or promoting the access of OBSCENE Internet or World Wide Web Sites, including forwarding links to such sites, is strictly forbidden and grounds for strict disciplinary action up to and including expulsion (see below under Enforcement).
9. Harassment. CUD computing services may not be used to harass any individual. Sending obscene, threatening or improper messages to another individual is grounds for strict disciplinary procedures.

CUD computing systems and services can ONLY used in a lawful and respectful manner following University codes of conduct and applicable laws of the United Arab Emirates

10. Enforcement: Computer activity is monitored by authorized individuals for purposes of maintaining system performance and security. In instances when users are suspected of abuse of computer usage, the contents of user files may also be inspected by an authorized individual and in the case of students the Dean of the student affairs will be notified.

Violations of this or University policies governing the use of University computing services may result in restriction or termination of access to University information technology resources. In addition, disciplinary action may be applicable up to and including expulsion.

Computer use privileges may be temporarily or permanently revoked pending the outcome of an investigation of misuse, at the discretion of the Vice President for Finance and Administration in collaboration with the President, Vice President for Academic Affairs or, in case of students, Dean of student affairs.



11. Copyright and patents. All data, programs, and files placed on or contained in the University computer systems are subject to the University's copyright, patent, and privacy policies.
12. Take proper care of the equipment entrusted in your care. You will be responsible for any damage caused to the equipment.
13. Use legally software obtained software only. And do not copy for outside use university campus products granted exclusively for campus users at campus.
14. Do not violate security policy.
15. Additional rules may be in effect at specific computer facilities at the discretion of the directors of those facilities

Network Change Management Policy/Procedure

Subject: CHANGE CONTROL PROCEDURE

Policy

This policy describes the responsibilities, policies, and procedures to be followed when requesting, making and recording any changes to the CUD network infrastructure.

Mission Statement

The Information Technology Department is tasked with providing a stable and reliable network infrastructure for CUD. The purpose of the Change Management process is to minimize service disruptions to the computing environ I.T managements and promote system reliability.

Policy/Procedure Maintenance Responsibility

Manager of Information Technology Department and the Office of Vice President for Finance & Administration are responsible for maintaining, updating and authorizing the Change Management Policy/Procedure.

Definitions

Change: to transform, alter, or modify the operating environ I.T managements or standard operating procedures that have a potential or significant impact on the stability and reliability of the infrastructure and impacts on the conducting of normal business operation. Plus any interruption in building environ I.T managements (i.e., planned electrical outages) that may also cause disruption to the network infrastructure.

Event: any activity outside of normal operating procedures that will have a potential or significant impact on the stability and reliability of the infrastructure, i.e. Misuse or change to the provided services causing a denial of service to any other user. Change and Event may be used interchangeably throughout this document.

Change Request: The official request for any change should be submitted using the internal online Network Change Request Form via the email, helpdesk@Canadiandubai.org

CHANGE MANAGEMENT POLICY AND PROCEDURES

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- Scope
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- Appendix A - A Guideline for an Internal Checklist
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- Appendix E - Device Access & Responsibility Privileges

Subject: Network Change Management Policy/Procedure

PURPOSE

The Change Management Process is designed to provide a managed and orderly method in which changes to the information technology environ I.T managements are requested, tested and approved prior to installation or implementation. The purpose is not to question the rationale of a change, but to ensure that all elements are in place, there is no negative impact on the infrastructure, all the necessary parties are notified in advance and the schedule for implementation is coordinated with all other activities.

SCOPE

Change Management provides a process to apply changes, upgrades, or modifications to the environ I.T managements. This covers any and all changes to hardware, software or applications. It also includes modifications, additions or changes to the LAN/WAN, Network or Server hardware and software, or any other environ I.T managements shutdowns (electrical). The process is in place to ensure that any change that affects one or all of the environ I.T managements that Canadian University of Dubai relies on to conduct normal business operations is protected.

Changes to the environ I.T managements arise from many circumstances, such as:

- User requests,
- Hardware and/or software upgrades,
- Acquisition of new hardware and/or software,
- Changes or modifications to the infrastructure,
- environ I.T managements changes,
- Operational schedule changes,
- Changes in hours of availability,
- Unforeseen events.
- Periodic Maintenance

The above list is not all-inclusive. Therefore, if you are unsure if a change needs to be submitted through the Change Management process, you should contact CUD IT Manager at #222.

CHANGE MANAGEMENT PROCESS

Change requests should be submitted as soon as the request form has been completed.

Submission of a Network Change Request:

1. The Requester must obtain his/her management approval prior to submitting a request. This ensures that departments/schools are aware of all changes occurring in their areas of responsibility.
2. All Change Requests shall be submitted through the Network Change Request Form to helpdesk
3. The Change Request must include enough detail so that all areas know the relative impact of the change and how it may affect other areas. Network



Change Request Forms not completed properly will be rejected and returned to the Requester with an explanation for the denial.

4. All requests will be discussed two times a week (Monday & Wednesday at 3:00pm). After approval, changes will commence the next business day if possible.
5. Change Requests can be submitted up to 3 months prior to the change to be required.
6. If change is submitted and is in conflict with a previously scheduled change, the change will not be posted until an agreement has been reached by IT Manager and the requester. If the parties still cannot reach an agreement, the issue shall be elevated to the Director of IT for resolution.

NOTE:

Any exception for changes outside the above parameters must include a business case for doing so, and will be approved/denied on a case by case basis. The I.T manager will see that these exceptions are discussed with the relevant managers and coordinated accordingly.

Emergencies

Emergencies exist only as a result of:

- a building is completely out of service,
- there is a severe degradation of service needing immediate action,
- a system/application/component is inoperable and the failure causes a negative impact,
- a response to a natural disaster, or
- a response to an emergency business need.

And must follow the guidelines below:

1. Send an emergency approved Network Change Request Form to the either before or immediately after the change has been implemented.
2. The departmental manager (or his/her designee) will notify the I.T MANAGER or the CUD ITD Help Desk of the emergency change.
3. The notification shall include at a minimum the following information:
4. Will the change cause an interruption in service?
5. What additional users will be affected (in the event a change needs an outage) and who needs to be notified by the Help Desk?
6. Is there a possible work around until the problem is resolved?
7. What is the approximate length of the outage?
8. Notification of resolution.
9. Completion of a Remedy Help Desk Ticket to accurately describe the outage.

Emergencies after normal business hours, or on the weekend or holidays, will be resolved immediately and reported to MIS (if database related) or Network Management (if network related) by calling CUD IT emergency number (050 3686349) A Remedy Help Desk Ticket will be generated and staff will notify affected users as applicable. A completed Network Change Request Form must be submitted through the regular reporting process on the first work day immediately following when the change was made. The I.T MANAGER will review all emergency submissions to ensure the change meets the criteria for an emergency change and to prevent the process from becoming normal practice to circumvent the Change Management Process.



Vendor Change Requests

Vendors that control portions of the infrastructure will submit change notifications to the designated CUD contact. The CUD contact is responsible for evaluating and submitting those changes to Change Management on the Change Request Form, following the same procedures as an internal submission. An example is Symantec, our Anti Virus provider. Symantec will send the notification to the CUD network security or systems engineer. The engineer will evaluate the request, complete the CUD Network Change Request Form, and submit the request through the normal process to I.T MANAGER.

Unplanned Outages

All unplanned outages shall be reported to the CUD Help Desk immediately. The Outage Review will include such information as the type of outage, down time, users affected, and resolution implemented.

Appendix A

A Guideline for an Internal Checklist

- All equipment, software, hardware, and updates are available.
- Requirements to achieve a successful change (required patches and stability of upgrade) have been researched.
- The impact to the system/network and to the users has been evaluated.
- Fallback plan is documented. This plan explains the steps that must be taken to restore access in the event that the change has a negative impact.
- Plan of action to lessen the affects on the user if the change should cause an outage is completed.
- Network Change Request Form is complete, concise, includes a detail description, and is submitted on time.
- If approved, user has been notified of any possible impact.
- On-site or on-call support as needed to resolve any problems or answer any questions that may occur during installation, or immediately subsequent to installation has been coordinated. Contact names and numbers have been made available to support staff to obtain additional or outside support.
- Any unplanned outages have been reported to CUD ITD Help Desk.

Appendix B

Urgency of Change:

1 Emergency

The problem requires immediate attention where either system failure or mission essential requirements are not available and no work around exists. This problem can apply to the system as a whole or to a particular site if system access is lost. This type of Change Request will receive an immediate initial analysis; however, the initial analysis is not mandatory for approval. The corrective action is implemented as soon as the fix is available regardless of change management schedule; however appropriate organizational reviews and approvals must be submitted to change management as soon as possible. Resolving and implementing a fix to a Priority 1 problem is worked until completed.

2 High/Urgent

The problem is of an urgent nature and can justify an out-of-cycle change. This priority is used for problems that meet the Priority 1 requirements, except that a work around exists, or performance degradation for which no temporary work-around is available however delay would not cause adverse mission impact beyond that of inconvenience. These changes must still be controlled, tested and approved prior to implementation on a production system. Change Requests that



fall into this category may, must be submitted for final analysis, coordination and schedule inclusion.

3 Medium

Routine Change Requests are judged less operationally important than Priority 2 or the time frame is not critical for implementation. This priority may be used for important software/hardware/network maintenance issues such as version upgrades, utility software, etc. This priority may be used to improve very difficult or awkward implementations for heavily used subsystems on a selective basis. This priority may also be used for development activity or new requirements providing that the activity cannot be accomplished with the lower priority. These problems are resolved and implemented in the next scheduled change cycle.

4 Routine

This priority is intended primarily for new requirements and for fixing capabilities that are currently operational but are difficult or awkward to use. It applies also to non-standard implementations, and other assorted irritants.

Network Change Management Policy/Procedure

Appendix C

Types of Changes:

Following are examples of candidates for Change Management. This list is not all-inclusive. If you have doubts on whether your change should be requested through the Change Management process, contact CUD Network Manager.

A. Computing Systems Hardware

Hardware changes, additions, deletions, re-configurations, re-locations, preventive, or emergency maintenance.

B. Computing Systems Software

Program Temporary Fixes, product releases, versions, I/O and Network Control Program, table changes, tuning, alterations to libraries, catalogs, monitors, traps, or changes to priority mechanisms, job classes, print classes.

C. Environ I.T managements

Power, UPS systems, generators, air conditioning, electrical work, facility maintenance, security systems, fire control systems.

D. Network Systems

Additions, modifications, deletions to Front End Programs, leased lines, fire walls, switches, routers, network access, controllers, servers, protocol converters. Networking software components either distributed or centralized router software, monitoring software, security software, printing routines, servers.

E. Applications and Information Systems

Implementation of new applications, volume changes, new systems, new releases, or modifications. Migration from test to production of source code.

F. Operating procedures

Changes in equipment downtime schedules, planned system outages, changes in delivering services, or changes to service levels.

G. Workstations and Public Clusters

Changes in hours of availability, hardware configurations, operating systems, utilities, applications including release levels or versions, installations or de-installations of systems, servers.

Appendix D

Activities Logging Only for ITD Use

Monitoring System Use



1. Privileged User ID Authentication & Activity Logging

- **Policy:** All network change activity performed by system administrators and others with privileges must be authenticated, securely logged and reflected in periodic management reports.
- **Commentary:** This policy specifies which activities associated with privileged user IDs need to be logged and reflected in periodic management reports. The words securely logged imply that system administrators and other privileged users cannot readily modify or delete log entries.
- **Audience:** Technical staff
- **Security environ I.T managements:** All

2. Production Change Reconstructability

- **Policy:** All administrator activities affecting production information must be reconstructible from logs.
- **Commentary:** This policy ensures that all errors, fraudulent changes, and other improper modifications to production information can be expediently detected and corrected. For example, in the event that a system crash damages a production database or a switch, such logs will be instrumental in reconstructing the database or switch from a prior copy.
- **Audience:** All
- **Security environ I.T managements:** All

3. Privileged User ID Keystroke Logs

- **Policy:** All activity with privileged user IDs on CUD ITD Data Center production systems must be recorded with keystroke logs.
- **Commentary:** This policy requires that intensive logging be turned-on for privileged user IDs on production systems. Every key pressed by these privileged users will go into a log so that all actions can be precisely reconstructed. This policy is a deterrent against abuse of the capabilities that go along with privileged user IDs. The policy also mandates extensive logging that could be most useful when trying to determine what went wrong. Keystroke logging is applicable only to privileged user IDs due to disk space limitations, but it could be extended to all user IDs on production machines. This policy assumes that the keystroke log cannot be readily disabled by privileged user IDs. This will be achieved by having the logging software run on a different computer system than the one it monitors.
- **Audience:** Technical staff
- **Security Environ I.T managements:** Medium and high

4. Privileged System Command Accountability And Traceability

- **Policy:** All privileged commands issued by systems engineers must be traceable to specific individuals through the use of comprehensive logs.
- **Commentary:** This policy is particularly relevant to servers and appliances where more than one system engineer could initiate certain commands. The intention of the policy is to maintain accountability and traceability for all privileged system commands that were issued. The policy is not intended for small systems such as personal computers. This policy instructs system management to keep records of all commands and an indication of who issued them. Most importantly, the logs of privileged system commands can be an important tool in both the resolution and understanding of system problems. This policy includes other types of people who typically have special privileges, such as information security



administrators, systems programmers, and local area network administrators.

- **Audience:** Management and technical staff
- **Security Environ I.T managements:** All

5. System Log Modification Controls

- **Policy:** All CUD ITD Data Center production information systems must employ checksums to protect system logs.
- **Commentary:** This policy ensures that unauthorized modification or deletion of system logs will be immediately evident. One of the first things that hackers and other intruders do when they gain system access is to disable the system log. While the controls dictated by this policy will not detect that a log has been turned off, they will highlight the fact that a log has been tampered with, and this will be used as input to an intrusion detection system. These checksum methods involve a serial dependency of data such that modifying only one bit will cause an immediate alarm.
- **Audience:** Technical staff
- **Security Environ I.T managements:** Medium and high

6. Log Deactivation, Modification, Or Deletion

- **Policy:** Mechanisms to detect and record significant computer security events must be resistant to attempts to deactivate, modify, or delete the logging software and logs.
- **Commentary:** The effectiveness of logs is dependent on the mechanisms used to protect the integrity of the logs and the mechanisms used to generate the logs. This policy informs technical staff that proper access controls must be in place to protect both logs and the mechanisms used to generate logs. Logs are also kept on separate machines that use a different operating system.
- **Audience:** Technical staff
- **Security Environ I.T managements:** All

7. System Log Protection

- **Policy:** All CUD ITD Data Center production computer system logs must be protected, and must also be automatically monitored for sudden decreases in size.
- **Commentary:** This policy requires that production systems be augmented with control measures that will detect tampering with system logs. One of the first things that intruders do when they gain unauthorized access to a system is to turn-off, delete, or modify the system log. This policy ensures that production machine logging systems detect these activities, then promptly notify those who are in a position to remove the intruder from the involved system. Many operating systems do not include code to perform the functions defined in the policy, and that most often additional software will be required. The controls defined in this policy assume that an intrusion detection system is in place.
- **Audience:** Technical staff
- **Security Environ I.T managements:** High

8. Access To Logs

- **Policy:** All system and application logs must be secure and access provided only to those with a need to know.
- **Commentary:** This policy limits access to logs, both application and system, to only those persons who have a genuine need to have such



access. All staff with access will be recorded and authorized by the Director of Information Technology

- **Audience:** Technical staff
- **Security Environ I.T managements:** All

9. System Log Review

- **Policy:** Network operations or information security staff must review records reflecting security relevant events on multi-user machines in a periodic and timely manner.
- **Commentary:** This policy requires that network operations or information security staff promptly review logs. This review process can be greatly facilitated if the logs produce exception reports indicating items of a suspicious nature in need of follow-up. The policy could be expanded to include application logs, in which case user management or information Owners or sponsors may be involved in the review process.
- **Audience:** Technical staff
- **Security Environ I.T managements:** All

Appendix E

Device Access & Responsibility Privileges

The purpose of organizational responsibility is to ensure the management:

Clearly define and appropriately assign responsibilities;

Appropriately assign security, audit, and quality assurance personnel to technology-related projects;

Establish appropriate segregation-of-duty or compensating controls; and

Establish appropriate project, technology meeting, and reporting requirements.

Based on organization's need, this document would be revised twice a year.

CUD Password policy

Purpose

This policy outlines the handling, responsibilities, and scope of passwords for the Information Technology (IT) department of the Canadian University of Dubai (CUD). This policy acts as an extension of the IT policy for CUD.

Authority

This policy has full support from the Vice President for Finance and Administration at CUD. The IT Director administers the policy, which is currently effective for all CUD Students, Faculty & Staff.

Password policy

Mission

The IT department objective is to enable CUD Students, Faculty & Staff to perform their tasks with technology that is in good operating condition while appropriately addressing the University Academic needs and keeping information secure within our IT resources.

The CUD, password dilemma

Passwords are the entry point to our IT resources. Protecting access to our resources is pivotal in ensuring that our systems remain secure. While we have not been exploited, nor do we expect to be, we must be diligent in guarding access to our resources and protecting them from threats both inside and outside our University.

Password handling

Passwords for all systems are subject to the following rules:



- No passwords are to be spoken, written, e-mailed, hinted at, shared, or in any way known to anyone other than the user involved. This includes Students, Faculty & Staff.
- No passwords are to be shared in order to "cover" for someone out of his/her duties. Contact IT Helpdesk, and it will gladly create a temporary account if there are resources you need to access after getting the appropriate authorization.
- Passwords are not to be your name, address, date of birth, username, nickname, or any term that could easily be guessed by someone who is familiar with you.
- Passwords are not to be displayed or concealed on your workspace.

Systems involved

The CUD password policy will address the passwords for the following IT systems with their rules:

- Network and client operating system: Windows 2000/XP professional username and password (Users will automatically be prompted at a login to change the password every 120 days.)
- Email Password: email username and password (Users will automatically be prompted at a login to change the password every 120 days.)
- Computer BIOS password: Hardware-level access to your computer (This password will not automatically change.)
- CUD Information System: Banner 2000 (Users will be prompted to change this password every 120 days.)
- CUD online Information System: Banner Web, credentials to external Web resources (These PIN numbers can be changed any time by the user and are restricted to 6 alphanumeric characters, this PIN number expires in 120 days)

Password composition

The following systems have systematically enforced password requirements as stated:

- Network and client operating system: Passwords must meet the following criteria:
 - Password may not contain all or part of the user's account name.
 - Password is at least eight characters long.
 - Password contains characters from three of the following four categories:
 - English uppercase characters (A...Z)
 - English lowercase characters (a...z)
 - Base 10 digits (0...9)
 - Non-Alphanumeric (exclamation point [!], dollar sign [\$], pound sign [#], percent sign [%], etc.)

Password managing

For network accounts:

- Account will be locked after 3 bad logon attempts
- Password reset count will be after 1 day for bad logon attempts only
- Users must login in order to change password
- Password used once can not be reused (Password Uniqueness)
- Password are forced to change after first time Login by a user



Specific to Banner Web (PIN):

- Account will be locked after 10 failed logon attempts and re-activated after 2 hours
- Password expires in 120 days

Support

All CUD users are to contact the IT helpdesk for support of the password policy. IT welcomes your questions and suggestions and strives to keep our resources secure.

Administrative passwords

Administrative passwords are subject to stringent composition, frequent change, and limited access. This includes passwords for routers, switches, WAN links, firewalls, servers, Internet connections, administrative-level network operating system accounts, and any other IT resource. Passwords for administrative resources must meet the following criteria:

- Password is at least 10 characters long.
- Password contains mixed case.
- Password contains at least three non-alphanumeric characters.
- Password contains at least two numbers.

Responsibilities

IT has the responsibility to enforce this policy. This can be done through systematic means and interaction with users.

CUD, users are responsible for complying with this policy.

Continuance

This policy is a living document and may be modified at any time by the Vice President for Finance and Administration.

Summary

This policy is designed to secure CUD resources. This enables CUD to achieve its Academic objectives. Full cooperation with this policy is appreciated so that all goals can be met in accordance with the University objectives.

Laptop Allocation Policy

Technical Specification:

For the use of deans and chairs of school will be provided with similar following configuration laptops.

Processor: dual core 2.0 GHz or above

Memory: 2 GB

HDD: 160 GB

DVD: Read/Write

For the use of other administrative staff will be provided with similar following configuration laptops.

Processor: dual core 1.6 GHz or above

Memory: 1 GB

HDD: 80 GB

DVD: Read/Write

PURPOSE: To define the policy for issuing laptop computers to staff or faculty. Every user of laptop computers or other electronic data mobile devices must use reasonable care, protect University Confidential Data.

Eligibility: Eligibility is verified by a signed employment contract on file in VP Academic Affairs or PO.



Distribution & Return:

Where: Laptops are issued to staff or faculty from ITD

The staff or faculty must:

1. Have CUD employee ID Card
2. Sign a Computer Use Agreement Form

When: Deans and Chairs for their work may pick up a laptop two weeks prior to the start work for the semester in which the staff or faculty is working. Semester dates are determined by the University academic calendar; pick-up and due dates are calculated according to this calendar.

Administrative and other staff or faculty's may pick up a laptop two weeks prior to the start of work the laptop must be returned when the class is completed.

The staff or faculty's employment contract is used to determine these dates.

Due date: The laptop must be returned no later than the day grades are due or when the teaching contract expires (see preceding statement regarding staff or faculty's with less than full semester teaching assignments). Laptops are to be returned to ITD.

Failure to return the laptop by the due date will result in a 15.00 Dhs per day fee billed to the staff or faculty. Please note that Public Safety will be notified and Canadian University of Dubai will seek civil or criminal prosecution if the laptop is not returned on time.

Staff or faculty's who are contracted for the semester immediately following the initial appointment are eligible to continue to use the computer provided that a signed contract, file with Academic Affairs, has been processed by Human Resources.

• Laptop Computer Peripherals:

Each staff or faculty will be issued a laptop computer bag and power adapter as part of the peripheral equipment. The bag must be returned with the laptop. If an staff or faculty fails to return the laptop bag or power adapter when the notebook computer is returned, a replacement charge of 100.00 Dhs will be assessed.

Reporting Loss/Theft of Equipment or Data

In the event a University-owned or controlled laptop computer or other device is lost or stolen, the theft or loss should be reported immediately to the security. In the event Confidential Data contained on any personally-owned computer or device is lost or stolen, ITD must be contacted immediately

Backup Policy and Off Site Disaster Recovery

The majority of backups are carried out according to ITD 'standard' schedule. This applies to data that can be backed up append or incrementally and comprises on daily and every Thursday, with a 'full' backup every week

The following information is provided to help staff, students and users of (CUD), understand the nature of the ITD backup procedures and the availability of information beyond the date on which it is deleted by the users.

ITD backs up user files on its data folder of data backup folder on server for the purpose of ensuring its ability to recover from computer or network failures and sends duplicate copies of backups off-site for storage at EIDC office this is a tentative location.

PLANNED: Planned process is in place for data management facility that provides 24x7 security, vaulted storage chambers, environmental controls, and fire suppression systems. Offsite backups are done during normal working days. For



disaster planning purposes, data on an offsite backup may be up to two working days old.

Backups of staff, student and user file are run on a daily and weekly basis, usually starting after leaving all the staff most probably in late evening and finishing after several hours. Certain systems/disks may be backed up earlier and/or take longer to finish. Each weekly backup saves the contents of files and directories found on disk at the time that the backup was performed. Therefore the backups do not record all activities or contents of users' files throughout the day. It is completely possible for a user to create and delete a file during the course of a day which will never appear on a backup. Backups of user files are retained only for 12 months. ITD can retrieve backups for up to 60 consecutive days before the date of request.

eMails Backup Policy

To ensure backup of the eMails, the Microsoft Add On utility Personal Folders Backup is installed on the staff / faculty Machines. The Emails are backed up on CUDBACKUP01 Server's home directory.

- As per the ITD's security policy, each folder can only be accessed by the user. The Domain Administrators or the IT department **does not** have **any** access.
- The Auditing is enabled to ensure the **logging** of any authorized or unauthorized attempts of accessing prohibited or restricted resources.

Please allow the backup to happen when requested with. Cancellation is on your own risk.

Password Policy

Password composition

The following systems have systematically enforced password requirements as stated:

- Password may not contain all or part of the user's account name.
- Password is at least () characters long.
- Password contains characters from 3 of the following four categories:
 1. English uppercase characters (A...Z)
 2. English lowercase characters (a...z)
 3. Base 10 digits (0...9)
 4. Non-Alphanumeric (exclamation point [!], dollar sign [\$], pound sign [#], percent sign [%], etc.)

User Name	
Password	

Password handling

Passwords for all systems are subject to the following rules:

- No passwords are to be spoken, written, e-mailed, hinted at, shared, or in any way known to anyone other than the user involved. This includes Faculty & Staff.
- No passwords are to be shared in order to "cover" for someone out of his/her duties. Contact IT Helpdesk, and it will gladly create a temporary account if there are resources you need to access after getting the appropriate authorization.
- Passwords are not to be your name, address, date of birth, username, nickname, or any term that could easily be guessed by someone who is familiar with you.



- Passwords are not be displayed or concealed on your workspace.
- Users must change the password at first time login.

Support

All CUD users are to contact the IT helpdesk for support of the password policy. ITD welcomes your questions and suggestions and strives to keep our resources secure.

CUD Computer Software Policy

1. Canadian University of Dubai licenses the use of computer software from a variety software companies. Canadian University of Dubai owns the software which is legally procured by ITD and handles all its related licenses, documentation of all the software. Unless authorized by the software developer, it does not usually have the right to reproduce it except for backup purposes, and fair use.
2. With regard to Client/Server and network applications, Canadian University of Dubai employees shall use the software only in accordance with the license agreements.
3. Canadian University of Dubai employees shall not download or upload illegal software over the Internet.
4. Canadian University of Dubai employees learning of any misuse of software or related documentation within the College shall notify to the IT department or IT manager at the below mentioned contact details.
5. According to applicable copyright law, persons involved in the illegal reproduction of software can be subject to civil damages and criminal penalties including fines and imprisonment as per the software piracy law of **U.A.E.** and it could also lead action against the employee with respect to the management decision of the university. Canadian University of Dubai does not condone the illegal duplication of software. Canadian University of Dubai employees who make, acquire, or use illegal copies of computer software shall be disciplined as appropriate following the guidelines set forth in the Community Principles and Practices and / or the appropriate employee Handbook.
6. Any doubts concerning whether any employee may copy or use a given software program should be raised with the IT Department or the IT Manager before proceeding.

You can contact us:

IT Manager

04-3211881

Ext: 222

IT Department

helpdesk@ cud.ac.ae

Ext: 202

7. No employee have right to install any trialware / freeware software's on his/her own. For this, a written confirmation has to be obtained from IT Department which reserves the right to grant or deny the approval based upon the request.

I am fully aware of the software use policies of Canadian University of Dubai and agree to uphold those policies.

Employee Signature

Date



Students Records:

The purpose of the ITD Disaster Recovery and Data Backup Policy is to provide for the continuity, restoration, and recovery of critical data and systems. The IT Department need to ensure critical data is backed up periodically and copies maintained at an off site location. Campus units must develop and maintain a written business continuity plan for critical assets that provides information on recurring backup procedures, and also recovery procedures from both natural and man made disasters.

A. Scope

The data backup section of this policy applies to all campus entities and third parties who use computing devices connected to the university network or who process or store critical data owned by the Canadian University of Dubai. Campus users are responsible for arranging adequate data backup procedures for the data held on IT systems assigned to them. The disaster recovery section of this policy apply to all Users, who are responsible for systems or for a collection of data held either remotely on a server or on the hard disk of a computer. The IT Department is responsible for the backup of data held in central systems and related databases.

The responsibility for backing up data held on the workstations of individuals regardless of whether they are owned privately or by the university falls entirely to the user. Campus users should consult their departmental IT lead or system administrator about local back-up procedures.

B. Data backup

All backups must conform to the following best practices:

- All data, operating systems and utility files are adequately and systematically backed up.
- Records of what is backed up and to where must be maintained.
- Records of software licensing should be backed up.
- The backup media must be precisely labeled and accurate records must be maintained of back-ups done and to which back-up set they belong.
- Copies of the back-up media, together with the back-up record, should be stored safely in a remote location, at a sufficient distance away to escape any damage from a disaster at the main site.
- Regular tests of restoring data/software from the backup copies should be undertaken, to ensure that they can be relied upon for use in an emergency.

Note: For most important and time critical data, a mirror system, or at least a mirror disk may needed for a quick recovering.

Process followed or Planned at Canadian University of Dubai

- All Servers are Mirrored Hard Disks and RAID 5 for the Servers Data Disks as the first step towards backup and disaster recovery.
- All critical Data is stored on the Storage Area Network
- Daily Incremental Backups are performed after the office hours for the Registry, Finance, Mail Servers and Home Folders. Daily backups are retained for a period of 90 days
- Weekly Full Backups are performed every Thursday and retained for 16 weeks
- Full Monthly Backups at the end each month and retained for a period of 12 months
- Data tapes are relocated to EIDC Office at a relative distance from the University campus, at the end of each working day to ensure safety in case of a total disaster at the campus
- Plans are in place for having an offsite disaster recovery site which mirrors the data on day to day basis in a highly encrypted way

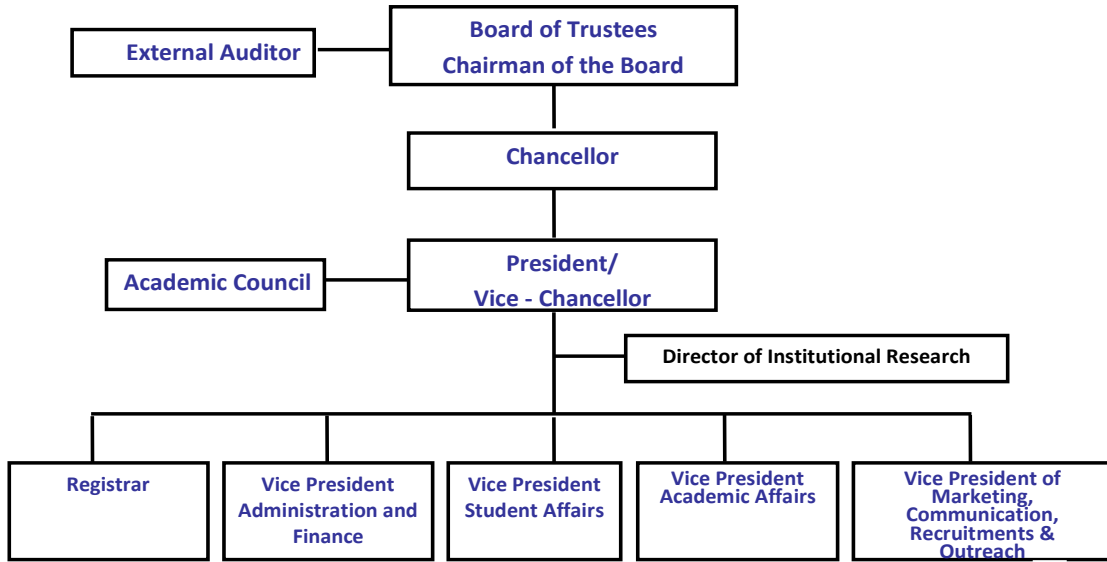


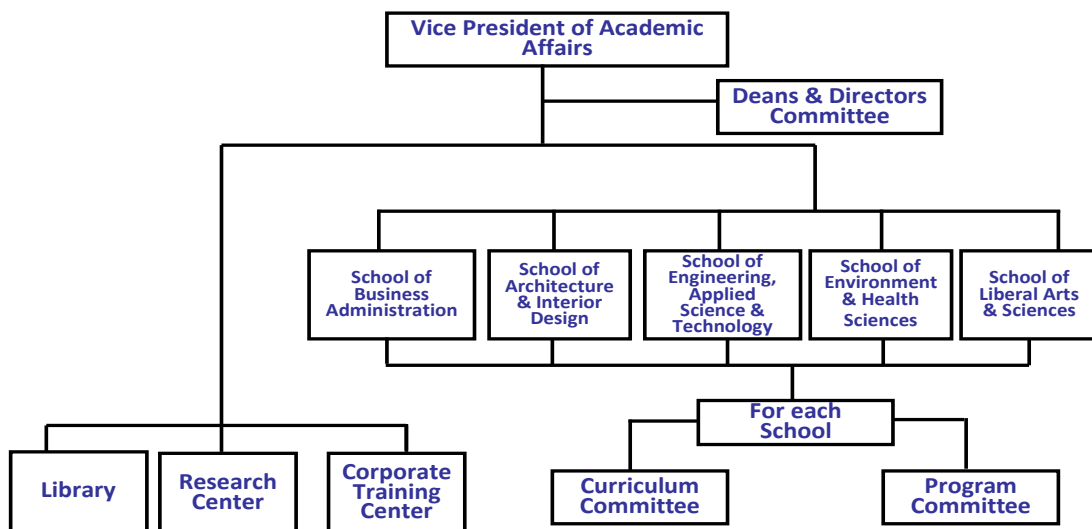
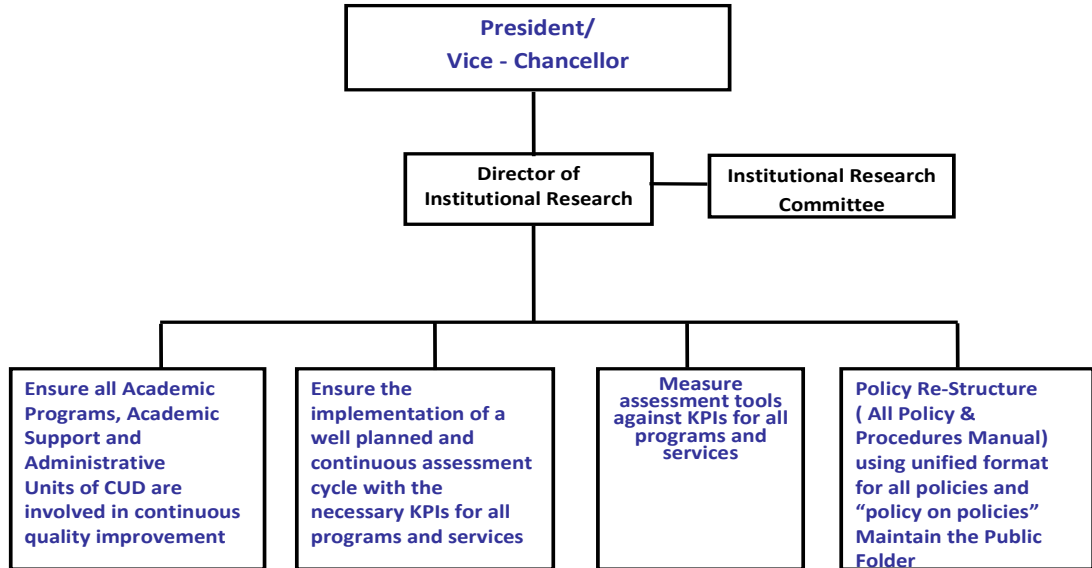
12. CUD Organizational Chart

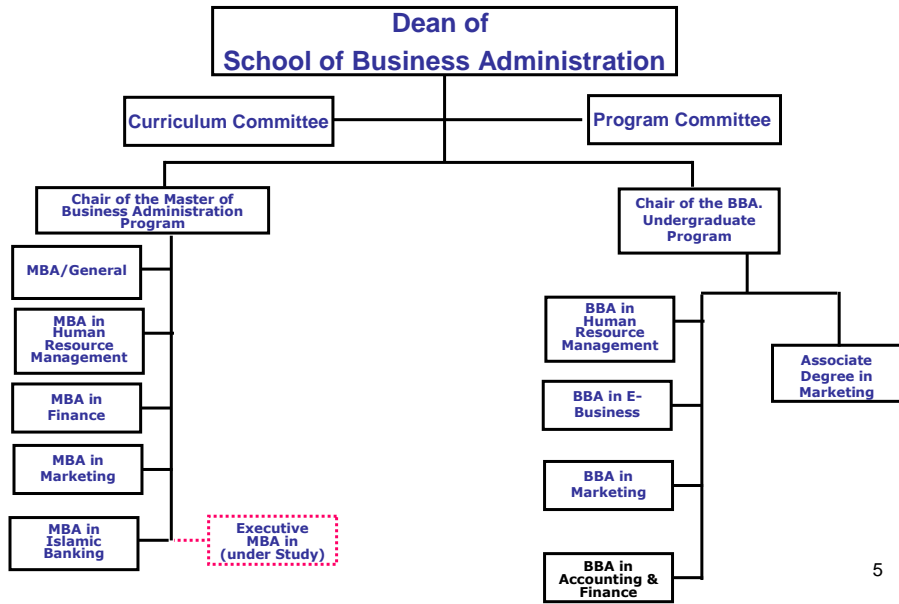
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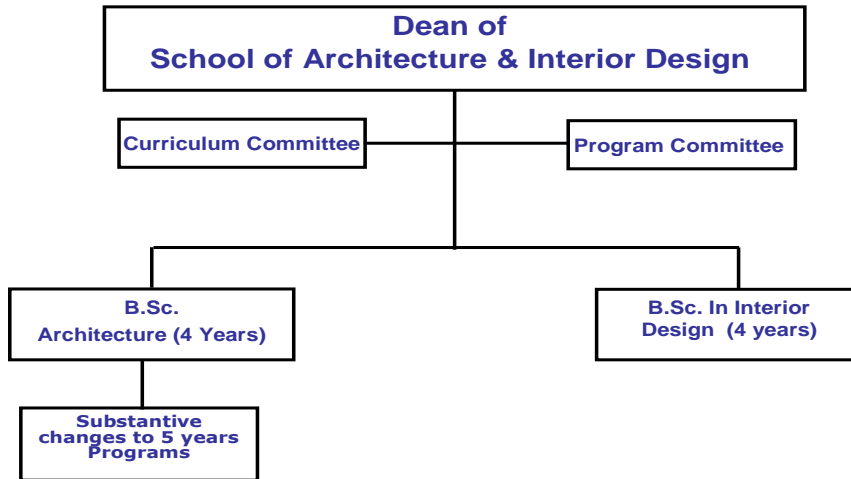
CUD Organization Chart



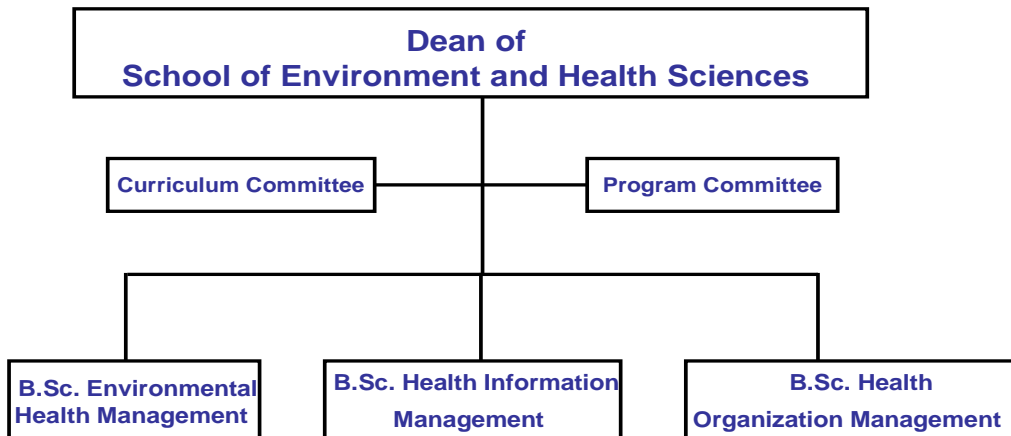
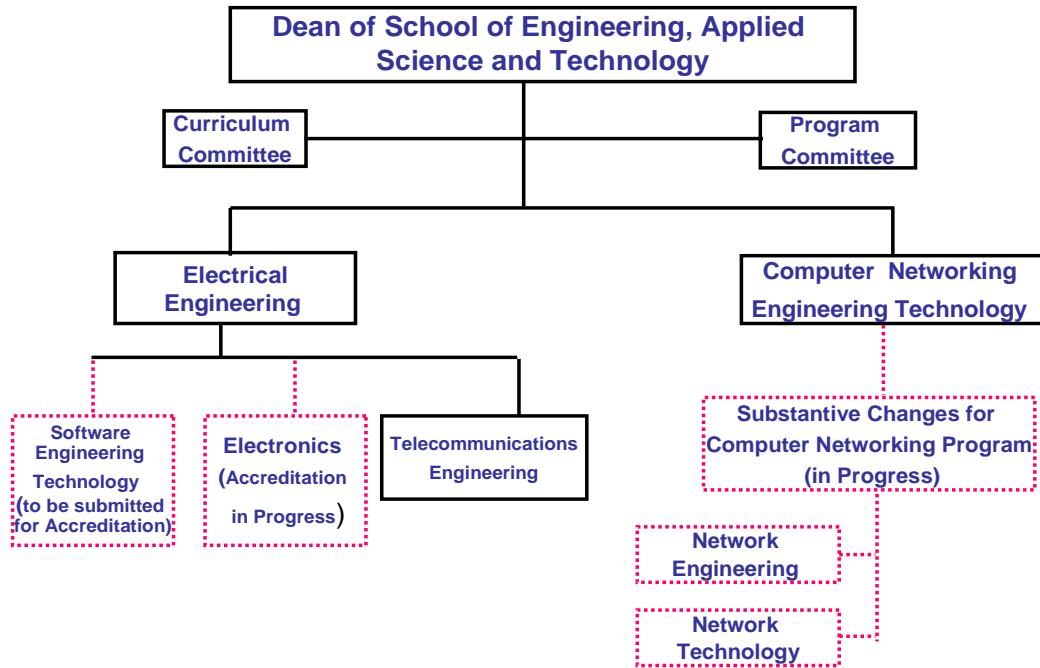


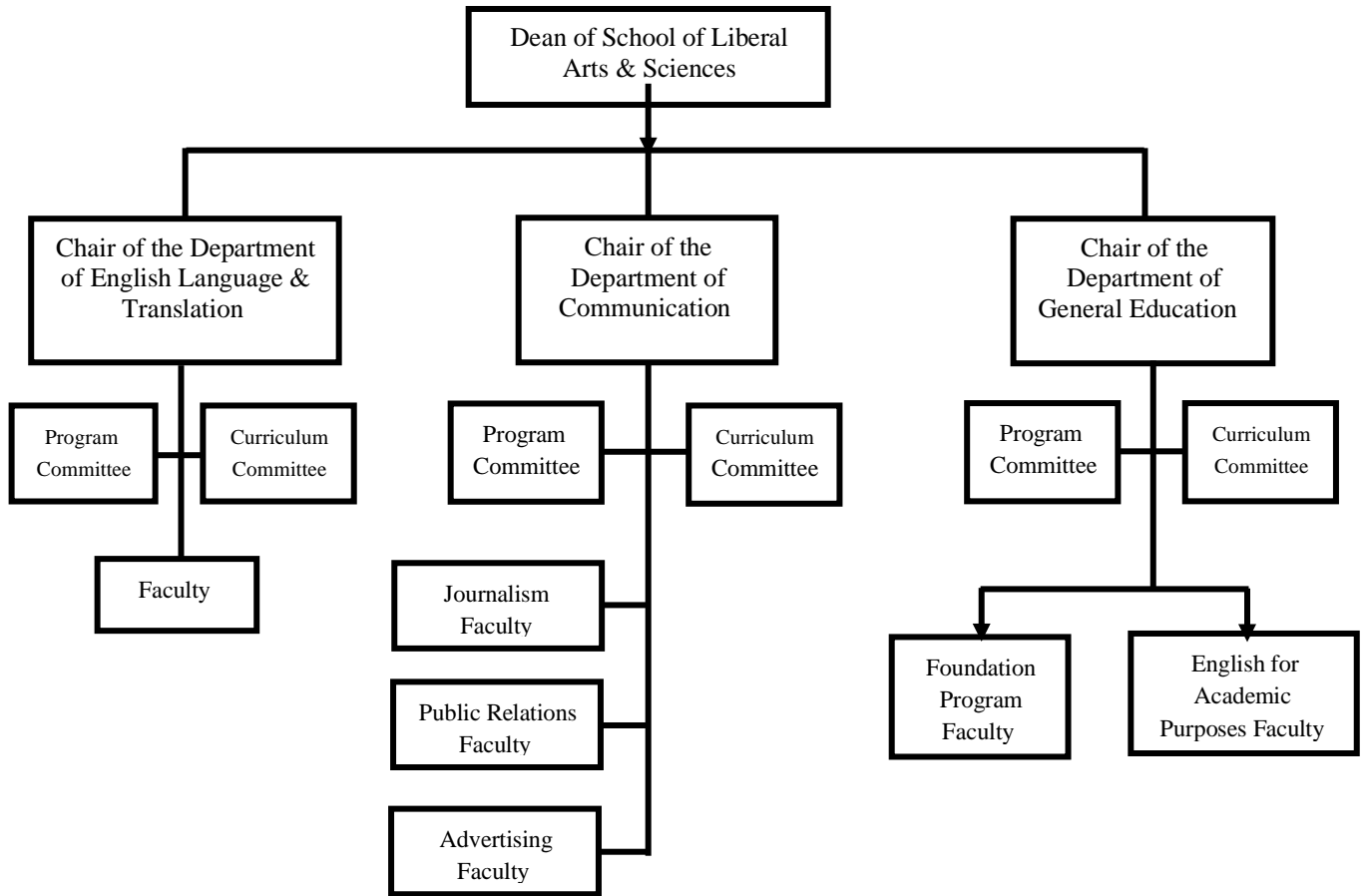


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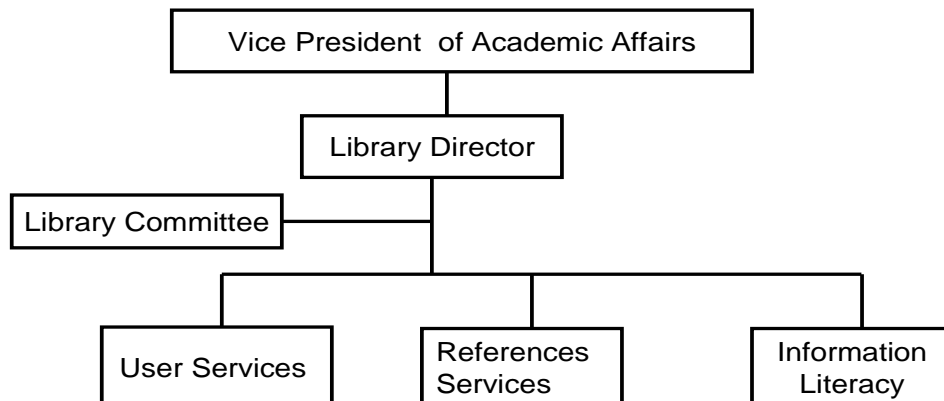
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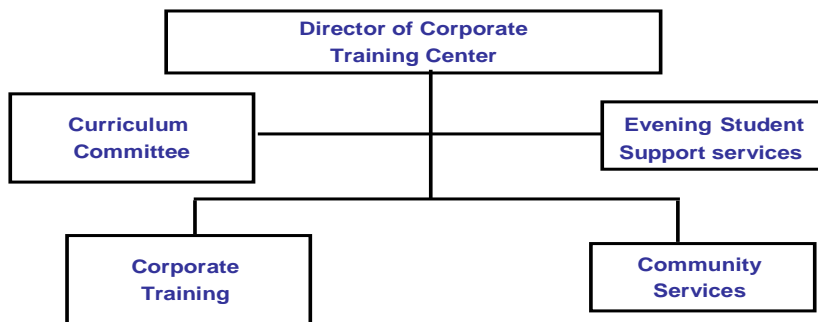
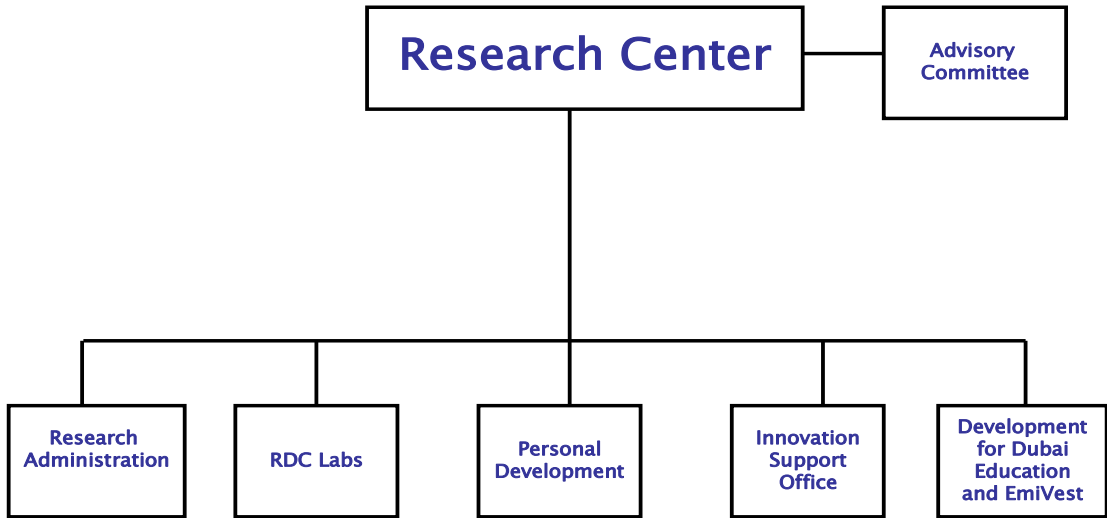


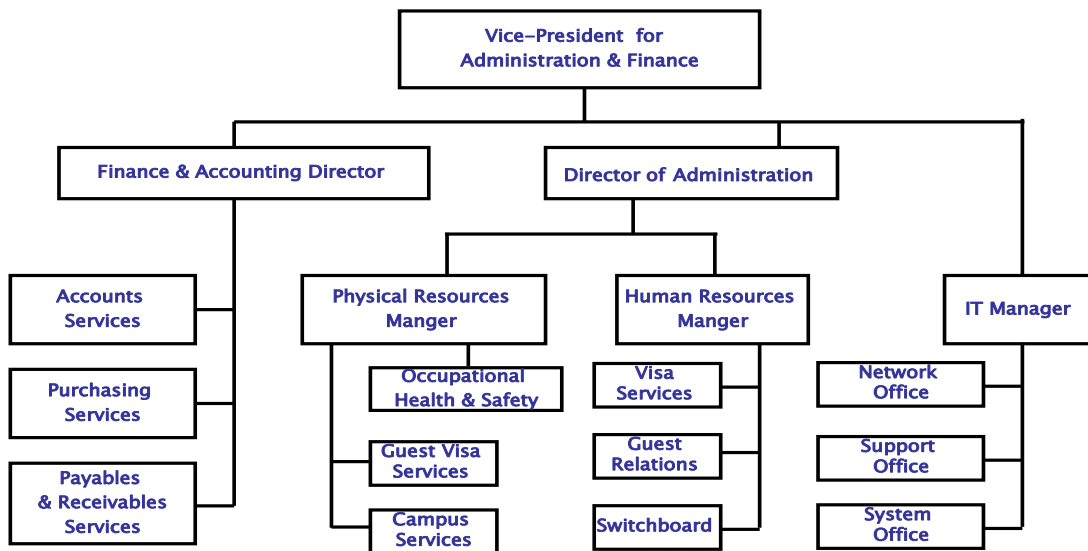
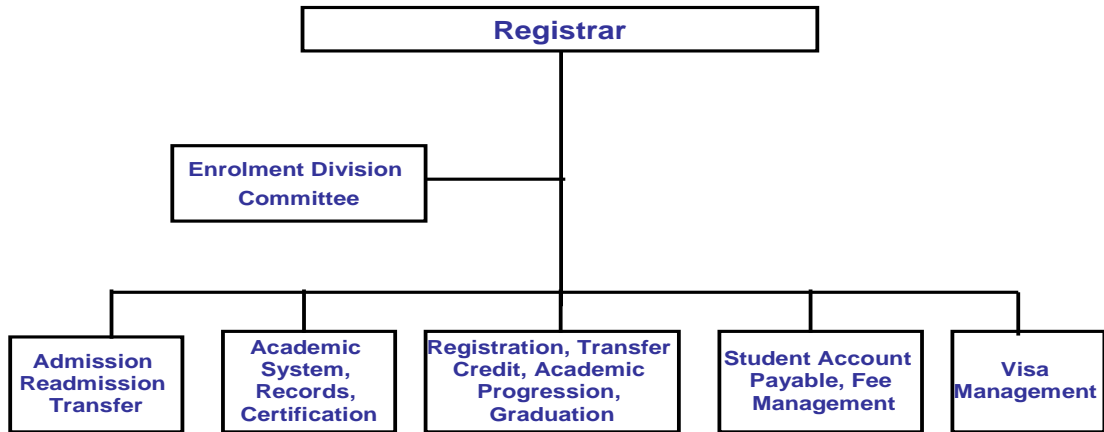


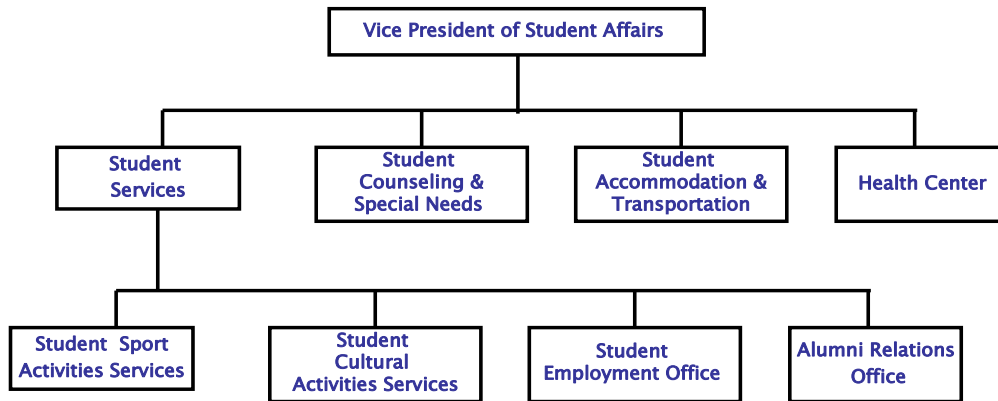
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13. List of Schools at CUD

- 1- School of Business Administration**
- 2- School of Engineering Applied Sciences and Technology**
- 3- School of Environment and Health Sciences**
- 4- School of Architecture Studies & Interior Design**
- 5- School of Liberal Arts and Sciences**

1- SCHOOL OF BUSINESS ADMINISTRATION (SBA)

The remarkable rate of growth and business enterprise development in the UAE and the entire Gulf Region has given birth to a competitive global business environment that demands a broad spectrum of knowledge and skills to be successful, and where companies and organizations require innovative, forward-thinking, results-oriented leaders in all functional areas of business.

This growth has increased the demand for higher education institutions to develop and graduate business professionals with strong leadership, strategic, human and financial management skills combined with the business acumen to make decisions and deliver results and a well-developed work ethic and sense of social responsibility.

The goal of the School of Business is to provide its students with a top quality international education that will equip them to meet these needs, providing them with the practical skills and knowledge to successfully manage organizations in the dynamic environment of the new millennium. We offer students an integrated curriculum that combines theoretical concepts with practical applications (including the critical use of information technologies across all disciplines), and combines global perspectives with regional thinking

The programs offered by the School of Business are designed to help students develop the skills and gain the knowledge demanded by today's employers who are looking for graduates with excellent communication and leadership abilities, who possess the professional knowledge and skills needed to succeed, and who are guided by a strong work ethic and sense of social accountability.

The School of Business eminently fulfills this need. It is comprised of the following programs:

- Associate Degree in Marketing
- Bachelor of Business Administration in E-Business
- Bachelor of Business Administration in Human Resource Management
- Bachelor of Business Administration in Marketing
- Bachelor of Business Administration in Accounting & Finance

The School of Business uses a systematic process to link curriculum content of all courses with the learning goals articulated in the School's mission.

Vision

The School of Business will be recognized as a source of quality graduates and of business expertise, primarily in the UAE and the Gulf region, by providing an educational environment where excellence is pursued and ethical behaviour is reflected in all activities.

Mission

The mission of the School of Business is to be a leader in the education and development of successful business leaders, and in the creation and dissemination of business knowledge relevant to the Gulf region, leading to national, regional and international prominence for our business programs and graduates.

In pursuing the accomplishment of its mission, the School of Business at CUD will strive to achieve the following goals:



GOAL I:

Quality of Students - While celebrating diversity in academic, cultural and ethnic backgrounds and experiences, the SOB is committed to preparing graduates for various positions in business and industry. Our goal is to take students from where they are when admitted, and help them become better prepared to have productive careers and fulfilling personal lives

Objective 1: To provide students with hands-on experience tackling real-world business problems through direct access to local and regional business leaders.

Objective 2: To provide a challenging environment in which students can develop the skills needed for leadership, innovation and to work as part of high-functioning self-directed teams.

Objective 3: To graduate qualified professionals who have the knowledge and skills to contribute effectively to corporate management within the current competitive and changing global business environment.

Objective 4: To prepare graduates to excel in multifunction business areas in the competitive growing field of business.

Goal II

Quality Curriculum - In order to provide quality instruction to meet the needs of students for their chosen career, our goal is to develop curriculum that reflects the requirements for success in the contemporary UAE business environment while also being mindful of the global business situation. Further, our goal is to provide courses that set students on the road to future learning and professional development, providing graduates with the skills necessary to continue onto graduate education or to take further training.

Objective 1: To ensure that course content and methods of delivery are current, relevant to the UAE and the global marketplace, and coordinated across disciplines.

Objective 2: To ensure that courses within each program of study are coherent and rigorous, with learning outcomes that can be clearly and consistently communicated.

Objective 3: To conduct periodic reviews to ensure that programs continue to be mission-driven.

GOAL III:

Quality Faculty - Our goal is to recruit, develop and retain high quality faculty. Consistent with the guidelines of the Ministry of Higher Education and Scientific Research, UAE, and of CUD, we believe that effective teaching is provided by committed, qualified and experienced faculty. Such faculty feel pride in their teaching and in those activities that can enhance teaching and learning at the University.

Objective 1: To recruit and retain high quality faculty and provide them with the resources needed to support excellence in teaching, research and community service.

Objective 2: To promote ongoing faculty development that enhances teaching and to encourage and reward academic contributions

GOAL IV:

External relations- Our goal is to form partnerships with government agencies, businesses and institutions to enable the University to contribute its skills and resources to the development and enhancement of the UAE, the region and their citizens.

Objective 1: To advance goodwill towards the School by building relationships and by providing business-related services and expertise to the public and private sectors.

Objective 2: To develop multidisciplinary research and consultancy that will contribute to the development of the local business community through work-based projects and internships.

Objective 3: To strengthen student and faculty collaboration between the SOB and the community to promote lifelong, self-directed learning through research and consultancy and to provide management and professional development services that respond to the dynamic business environment.



The School's mission is fulfilled by teaching and research that is current and leading-edge in its field and relevant to real life situations. The School learning objectives support the achievement of this standard of currency and relevance.

Degree Completion for the Business School (SBA):

The Bachelor Degree in E-Business, HR, MKT is offered by the SBA is awarded after completing **123** credit hours (Cr. Hr) that consist of:

Requirements	Compulsory	Elective	Free Elective	Total
	Cr. H	Cr. H	Cr. H	Cr. H
University Requirement (UR)	21	12	-	33
School (Business Core) (CR)	51	-	-	51
Department (Major) (MJ)	24	6	-	30
Free Elective (FE)	-	-	9	9
Total	96	27		123

Transferred students must complete at CUD the minimum of (50%) of the total credit hours required for graduation, and at least (50%) of the total credit hours from the Major Requirements

Methods used for in instructions.

The methodology used includes Lectures, student presentations, class discussions, and assignments. Examinations, assignments and other means of evaluation helps students know how they stand in a course. The grade is the lecture's official estimate of the student's achievement as reflected in examinations, assignments and class participation. Class Participation and Individual Conferences. Class participation is required in this course since discussion will be an integral aspect of the course work. Additionally, I may require conferences with individual students as the semester progresses. If you miss your conference, you'll be counted absent for one class period

The Program Chair can use discretion to waive a prerequisite with permission of the faculty member teaching the course as per Course Prerequisite Policy

Program Structure for BBA in Finance and Accounting

Requirements	Compulsory Cr. H	Elective Cr. H	Free Elective Cr. H	Total Cr. H
University Requirement (UR)	18	12	-	30
School (Business Core) (CR)	51	-	-	51
Department (Major) (MJ)	24	9	-	33
Free Elective (FE)	-	-	9	9
Total	93	30		123



Study Plan: for the Bachelor of Business Administration in E-Business;

Semester	Code No.	Semester 1	Type	Pre-requisite	Cr
Semester 1	LNG 171	English I	URC		3
	MTH 196	Mathematics for Business	URC		3
	SWS 101	Application of Computer Software	URC		3
	GED 198	Islamic Culture	URE		3
		Social Science (1)	URE		3
					15
Semester 2	ACT 112	Principles of Accounting I	CRR		3
	ECO 221	Principles of Microeconomics	CRR		3
	LNG 172	English II	URC	LNG 171	3
		Humanities (1)	URE		3
		Natural Science (1)	URE		3
					15
Semester 3	ECO 222	Principles of Macroeconomics	CRR		3
	ACT 212	Principles of Accounting 2	CRR	ACT 112	3
	LNG 173	Professional Communication Skills	URC	LNG 172	3
	MGT 202	Principles of Management	CRR	LNG 172	3
	MKT 201	Principles of Marketing	CRR	LNG 172	3
					15
Semester 4	FIN 201	Managerial Finance	CRR	ACT 112	3
	QBA 241	Quantitative Business Analysis	CRR	MTH 196	3
	BUS 210	Business Reporting	CRR	LNG 172	3
	EBU 200	E-Business Fundamentals	MJR		3
		Humanities (2)	URE		3
					15
Semester 5	BUS 231	Legal Environment of Business	CRR		3
	HRM 310	Human Resource Management	CRR	MGT 202	3
	EBU 318	E-Business Web Technologies	MJR	EBU 200, SWS 101	3
	MKT 340	E-Marketing	MJR	MKT 201	3
	QBA 341	Quantitative Approaches to Decision Making	CRR	QBA 241	3
					15
Semester 6	MGT 361	Operations Management	CRR	MGT 202, QBA 341	3
	EBU	EBU Major Elective (1)	MJE		3
	MGT 320	Organizational Behavior	CRR	HRM 310	3
	EBU 307	System Analysis & Business process integrations 1	MJR	EBU 318	3
	SWS 351	Management of Information Systems	CRR	SWS 101	3
					15
Semester 7	EBU 400	E-Business Internship	MJR	90 credit hours + Min GPA 2.0	3
		Free Elective (1)	MJE		3
	EBU 406	E-Business Project Management	MJR	MGT 361	3
	MGT 420	Supply Chain Management	MJR	EBU 307, QBA 241, SWS 351	3
		Free elective (2)	FRE		3
EBU	EBU Major Elective (2)	MJE		3	
					18
Semester 8	MGT 470	Strategic Management	CRR	MGT 320, ECO 222, ECO 221, FIN 201, MKT 201, MGT 361	3
	MGT 405	Business Ethics & Social Responsibility	CRR	MGT 202	3
	EBU 450	E-Business Consulting Project	MJR	Final Semester	3
	EBU	EBU Major Elective (3)	MJE		3
		Free Elective (3)	FRE		3
					15

Abbreviation: URC: University Requirement Compulsory; URE University Requirement Elective; CRR: Core Requirements, MJR: Major Requirement; MJE: Major Elective; FREE Elective



Study plan for the Bachelor of Business Administration in Human Resources Management;

Semester	Course code	Course Name	Prerequisite	Cr. H
Semester 1	LNG 171	English I		3
	MTH 196	Mathematics For Business		3
	SWS 101	Applications Of Computer Software		3
	GED 198	Islamic Culture		3
		Social Science (1)		3
				15
Semester 2	ACT 112	Principles Of Accounting I		3
	ECO 221	Principles Of Microeconomics		3
	LNG 172	English II	LNG 171	3
		Humanities (1)		3
		Natural Science (1)		3
				15
Semester 3	ECO 222	Principles Of Macroeconomics		3
	ACT 212	Principles Of Accounting II	ACT 112	3
	LNG 173	Professional Communication Skills	LNG 172	3
	MGT 202	Principles Of Management	LNG 172	3
	MKT 201	Principles Of Marketing	LNG 172	3
				15
Semester 4	FIN 201	Managerial Finance	ACT 112	3
	QBA241	Quantitative Business Analysis	MTH 196	3
	BUS 210	Business Reporting	LNG 172	3
		Free Elective (1)		3
		Humanities (2)		3
				15
Semester 5	BUS 231	Legal Environment Of Business		3
	HRM 320	UAE Labor Law And Relations	MGT 202	3
	HRM-XXX	HR Major Elective (1)		3
	HRM 310	Human Resource Management	MGT 202	3
	QBA 341	Quantitative Approaches To Decision Making	QBA 241	3
				15
Semester 6	MGT 361	Operations Management	MGT 202 - QBA 341 -	3
	HRM-XXX	HR Major Elective (2)		3
	MGT 320	Organizational Behavior	HRM 310	3
	HRM 370	Compensation Management	HRM 310- QBA 241	3
	SWS 351	Management Information Systems	SWS 101	3
				15
Semester 7	HRM 410	Human Resource Development	HRM 370	3
	HRM 440	International HRM	HRM 370	3
	HRM 330	Staffing	HRM 310 - 320	3
		Free Elective (2)		3
		Free Elective (3)		3
	HRM 400	HRM Internship	90 credits + GPA min 2.0	3
				18
Semester 8	MGT 470	Strategic Management	MGT 320 - ECO 222 - ECO 221 - FIN 201 - MKT 201 - MGT 361	3
	MGT 405	Business Ethics and Social Responsibility	MGT 202	3
	HRM 450	HRM Capstone	Final semester	3
	HRM 470	Strategic Human Resource Management	HRM 410 - HRM 370	3
	HRM-XXX	HRM Major Elective (3)		3
				15
Total				123

Abbreviation: URC: University Requirement Compulsory; URE University Requirement Elective; CRR: Core Requirements, MJR: Major Requirement; MJE: Major Elective; FREE Elective



Study Plan for The Bachelor Of Business Administration In Marketing;

Semester	Course code	Course Name	Prerequisite	Cr. H
Semester 1	LNG 171	English I		3
	MTH 196	Mathematics For Business		3
	SWS 101	Applications Of Computer Software		3
	GED 198	Islamic Culture		3
		Social Science (1)		3
				15
Semester 2	ACT 112	Principles Of Accounting 1		3
	ECO 221	Principles Of Microeconomics		3
	LNG 172	English II	LNG 171	3
		Humanities (1)		3
		Natural Science (1)		3
				15
Semester 3	ECO 222	Principles Of Macroeconomics		3
	ACT 212	Principles Of Accounting 2	ACT 112	3
	LNG 173	Professional Communication Skills	LNG 172	3
	MGT 202	Principles Of Management	LNG 172	3
	MKT 201	Principles Of Marketing	LNG 172	3
				15
Semester 4	FIN 201	Managerial Finance	ACT 112	3
	QBA241	Quantitative Business Analysis	MTH 196	3
	BUS 210	Business Reporting	LNG 172	3
	MKT 208	Consumer Behavior	MKT 201	3
		Humanities (2)		3
				15
Semester 5	BUS 231	Legal Environment Of Business		3
	HRM 310	Human Resource Management	MGT 202	3
	MKT 310	Advertising & Promotion	MKT 208	3
	MKT 340	E-Marketing	MKT 201	3
	QBA 341	Quantitative Approaches To Decision Making	QBA 241	3
				15
Semester 6	MGT 361	Operations Management	MGT 202 - QBA 341 -	3
	MKT-XXX	Marketing Major Elective (1)		3
	MGT 320	Organizational Behavior	HRM 310	3
	MKT 320	Retailing	MKT 201	3
	SWS 351	Management Information Systems	SWS 101	3
				15
Semester 7	MKT 400	Marketing Internship	90 credit hours + Min GPA 2.0	3
		Free Elective (1)		3
	MKT-XXX	Marketing Major Elective (2)		3
	MKT 430	Marketing Research	MKT 208 - QBA 241	3
		Free Elective (2)		3
	MKT 465	International Marketing	MKT 208	3
				18
Semester 8	MGT 470	Strategic Management	MGT 320 - ECO 222 - ECO 221 - FIN 201 - MKT 201 - MGT 361	3
	MGT 405	Business Ethics And Social Responsibility	MGT 202	3
	MKT 469	Marketing Management	MKT 430 - MGT 320	3
	MKT-XXX	Marketing Major Elective (3)		3
		Free Elective (3)		3
				15
Total				123

Abbreviation: URC: University Requirement Compulsory; URE University Requirement Elective; CRR: Core Requirements, MJR: Major Requirement; MJE: Major Elective; FREE Elective

BBA in Finance and Accounting

Semester	Code		Subject Title	Type	Prerequisite	Cr
Semester 1	LNG	171	English I	URC		3
			Social Science	URE		3
	MTH	196	Mathematics for Business	URC		3
	SWS	101	Applications of Computer Software	URC		3
	GED	198	Islamic Culture	URC		3
					15	
Semester 2	ACT	112	Principles of Accounting I	CRR	LNG 171	3
	ECO	221	Principles of Microeconomics	CRR		3
	LNG	172	English II	URC		3
			Natural Science	CRR		3
			Humanities (1)	URE		3
					15	
Semester 3	ACT	212	Principles of Accounting II	CRR	ACT 112	3
	ECO	222	Principles of Macroeconomics	CRR		3
	LNG	173	Professional Communication Skills	URC	LNG 172	3
	MGT	202	Principles of Management	CRR	LNG 172	3
	MKT	201	Principles of Marketing	CRR	LNG 172	3
					15	
Semester 4	FIN	201	Managerial Finance	CRR	ACT 112	3
	QBA	241	Quantitative Business Analysis	CRR	MTH 196	3
	BUS	210	Business Reporting	CRR	LNG 172	3
	ACT	310	Management Accounting	MJR	ACT 212	3
			Humanities (2)	URE		3
					15	
Semester 5	BUS	231	Legal Environment of Business	CRR	MGT 202 FIN 201 ACT 212 QBA 241	3
	HRM	310	Human Resource Management	CRR		3
	FIN	310	Corporate Finance	MJR		3
	ACT	330	International Financial Reporting Standards	MJR		3
	QBA	341	Quantitative Approaches to Decision Making	CRR		3
					15	
Semester 6	FIN	350	Portfolio Management	MJR	FIN 201	3
	SWS	351	Management Information Systems	CRR	SWS 101	3
	MGT	320	Organizational Behavior	CRR	HRM-310	3
	MGT	361	Operations Management	CRR	MGT 202, QBA 341	3
	FIN	360	Investment Analysis	MJR	FIN 201	3
					15	
Semester 7			Free Elective (1)	FRE	ACT 212	3
			Free Elective (2)	FRE		3
	ACT	430	Accounting Information Systems	MJR		3
	FIN/ACT		Major Elective	ME		3
	FIN/ACT		Major Elective	ME		3
FIN	400	Finance/Accounting Internship	MJR	90 credits, min gpa of 2.0	18	
Semester 8	MGT	470	Strategic Management	MJR	ACT 212, ECO 221, 222, FIN 201, MKT 201, MGT 361	3
	MGT	405	Business Ethics & Social Responsibility	MJR	MGT 202	3
	FIN	480	Financial Derivatives	MJR	FIN 310, 360	3
	xxx		Free Elective (3)	FRE		3
	FIN/ACT	xxx	Major Elective	MJE		3
					15	



Associate Degree in Marketing

Program Structure

The Associate Degree in Marketing is offered by the SOB is awarded after completing 66 credit hours (Cr. Hr) that consist of:

Requirements	Compulsory Cr. H	Elective Cr. H	Free Elective Cr. H	Total Cr. H
University Requirement (UR)	18	9	-	27
School (Business Core) (CR)	21	-	-	21
Department (Major) (MJ)	15	3	-	18
Free Elective (FE)	-	-	0	0
Total	54	12		66

Proposed Course Sequence of Study Associate Degree in Marketing

Semester	Code	Subject Title	Type	Prerequisite	Cr	
Semester 1	ACT	112	Principles of Accounting I	CRR	3	
	SWS	101	Applications of Computer Software	UR/E	3	
	LNG	171	English I	UR/C	3	
	GED	198	Islamic Culture	UR/C	3	
	MTH	196	Business Mathematics	UR/E	3	
					15	
Semester 2	BUS	231	Legal Environment of Business	CRR	3	
	LNG	172	English II	UR/C	LNG 171	3
	MGT	202	Principles of Management	CRR	LNG 172	3
	MKT	201	Principles of Marketing	CRR	LNG 172	3
			Humanities (1)	UR/E		3
		Social Sciences (1)	UR/E		3	
					18	
Semester 3	LNG	173	Natural Science	UR/E	3	
	MKT	310	Professional Communication Skills	UR/C	LNG 172	3
	MKT	208	Advertising & Promotion	MJR	MKT 201	3
	QBA	241	Consumer Behaviour	MJE	MKT 201	3
	MKT	230	Quantitative Business Analysis	CRR		3
		Professional Selling	MJR	MKT 208	3	
					18	
Semester 4	BUS	210	Business Reporting	CRR	LNG 172	3
	MGT	320	Organizational Behavior	CRR		3
	MKT		Marketing Major Elective	MJE	MKT 201	3
	MKT	320	Retailing	MJR	MKT 201	3
	MKT	265	Business Marketing (Capstone)	MJR	MKT 201	3
					15	

Abbreviation: URC: University Requirement Compulsory; URE University Requirement Elective; CRR: Core Requirements, MJR: Major Requirement; MJE: Major Elective; FRE: Free Elective

Marketing Electives (Select one Course)

Course #	Course Title	Cr	Pre-requisite
MKT 340	E- Marketing	3	MKT 201
MKT 251	Marketing Practicum	3	Satisfactory completion of 9 hours in Marketing courses
MKT 202	Introduction to Public Relations	3	MKT 201
MKT 271	Brand Marketing	3	MKT 201
MKT 370	Integrated Marketing Communications	3	MKT 201



MBA Programs

Foundation Courses

Course #		Course Title	Prerequisite
MBA	501	Management and Organization Behavior	None
MBA	502	Foundations of Business Statistics	Math Placement Test
MBA	503	Accounting Foundations	None
MBA	504	Economics Foundations	MBA-502
MBA	505	Marketing Foundations	None
MBA	506	Quantitative Analysis for Business	Math Placement Test & MBA-502

Program Core Courses

Course #	Course Title	Prerequisite	Cr	
MBA	641	Managerial Accounting	MBA 503	3
MBA	642	Managerial Finance	MBA 503 & MBA 504	3
MBA	643	Quantitative Analysis for Managers	MBA 502,506	3
MBA	644	Managerial Economics	MBA 504	3
MBA	645	Marketing Management	MBA 502, 505	3
MBA	646	Operations Management	MBA 501, 506, 643	3
MBA	647	Management of Information Systems	MBA 501	3
MBA	648	Business Strategy (capstone)	All core courses	3

Islamic Banking Courses

Course #	Course Title	Prerequisite	Cr	
MBA	671	<i>Al-Shari'ah</i> , Economy & Society	MBA 644	3
MBA	672	Theory & Practice of Islamic Banking- <i>Fiqh Al-Muamalat</i>	MBA 641	3
MBA	673	Islamic Financial Systems	MBA 642	3
MBA	674	Accounting in Islamic Financial Institutions	MBA 641	3

Finance Courses

Course #	Course Title	Prerequisite	Cr	
MBA	681	Corporate Finance	MBA 642	3
MBA	683	Investment Analysis & Portfolio Management	MBA 642	3
MBA	684	Mergers & Acquisitions	MBA 641, MBA 642	3

Finance Elective (one course)

Course #	Course Title	Prerequisite	Cr	
MBA	671	<i>Al-Shari'ah</i> , Economy & Society	MBA 644	3
MBA	682	International Financial Management	MBA 642	3



Marketing courses

Course #	Course Title	Prerequisite	Cr
MBA 691	Marketing Channels	MBA 645	3
MBA 692	International Marketing	MBA 645	3
MBA 693	Business Marketing	MBA 645	3

Marketing Elective (one course)

MBA 694	Innovation Management and New Product Development	MBA 645	3
MBA 695	Marketing Research	MBA 645	3

MBA Curricula

General Management Study Plan

Semester	Code	Subject Title	Pre req.	Cr
Semester 1	MBA 641	Managerial Accounting	MBA 503	3
	MBA 642	Managerial Finance	MBA 503	3
	MBA 644	Managerial Economics	MBA 504	3
	MBA 643	Quantitative Analysis for Manager	MBA 502-506	3
				12
Semester 2	MBA 651	Organizational Behaviour	MBA 501	3
	MBA 645	Marketing Management	MBA 502-505	3
	MBA 646	Operations Management	MBA 501-506-643	3
	MBA 647	Management of Information Systems	MBA 501	3
				12
Semester 3	MBA 648	Business Strategy	MBA 646, 647	3
	MBA 653	Organization Development and Change	MBA 651	3
		Concentration Elective		3
		Concentration Elective		3
Total Credits				12
				36

General Management Concentration

Course #	Course Title	Prerequisite	Cr
Required Courses for the General Management MBA Concentration			
MBA 651	Organizational Behaviour	MBA 501	3
MBA 653	Organization Development and Change	MBA 651	3



Electives (Select 2 courses)				
MBA	661	Human Resource Management	MBA 501	3
MBA	652	Service Operations Management	MBA 646	3
MBA	655	Leadership and Motivation	MBA 501	3
MBA	656	Special Topics in Management	MBA 501	3

Human Resource Management Study Plan

Semester	Code		Subject Title	Type	Pre req.	Cr
Semester 1	MBA	641	Managerial Accounting	CRR	MBA 503	3
	MBA	642	Managerial Finance	CRR	MBA 503	3
	MBA	644	Managerial Economics	CRR	MBA 504	3
	MBA	643	Quantitative Analysis for Managers	CRR	MBA 502-506	3
						12
Semester 2	MBA	661	Human Resource Management	COR	MBA 501	3
	MBA	645	Marketing Management	CRR	MBA 502-505	3
	MBA	646	Operations Management	CRR	MBA 501-506-643	3
	MBA	647	Management of Information Systems	CRR	MBA 501	3
						12
Semester 3	MBA	648	Business Strategy	CRR	MBA 646, 647	3
	MBA	663	Training and Development of Human Resources	COR	MBA 661	3
			Concentration Elective	COE		3
			Concentration Elective	COE		3
						12
Total Credits						36

Human Resource Management Concentration

Course #	Course Title		Prerequisite	Cr
Required Courses for the Human Resources Management Concentration				
MBA	661	Human Resource Management	None	3
MBA	663	Training and Development of Human Resources	MBA 661	3
HRM Electives (Select 2 courses)				
MBA	662	Legal Environment of Employment Decisions	MBA 661	3
MBA	664	Human Resource Staffing	MBA 661	3
MBA	665	Compensation and Performance Management	MBA 661	3



MBA	667	Special Topics in Human Resource Management	MBA 661	3
MBA	668	International Human Resource Management	MBA 661	3

Islamic Banking Courses

Course #	Course Title	Prerequisite	Cr
MBA 671	<i>Al-Shari'ah</i> , Economy & Society	MBA 644	3
MBA 672	Theory & Practice of Islamic Banking- <i>Fiqh Al-Muamalat</i>	MBA 641	3
MBA 673	Islamic Financial Systems	MBA 642	3
MBA 674	Accounting in Islamic Financial Institutions	MBA 641	3

Finance Courses

Course #	Course Title	Prerequisite	Cr
MBA 681	Corporate Finance	MBA 642	3
MBA 683	Investment Analysis & Portfolio Management	MBA 642	3
MBA 684	Mergers & Acquisitions	MBA 641, MBA 642	3

Finance Elective (one course)

Course #	Course Title	Prerequisite	Cr
MBA 671	<i>Al-Shari'ah</i> , Economy & Society	MBA 644	3
MBA 682	International Financial Management	MBA 642	3

Marketing courses

Course #	Course Title	Prerequisite	Cr
MBA 691	Marketing Channels	MBA 645	3
MBA 692	International Marketing	MBA 645	3
MBA 693	Business Marketing	MBA 645	3

Marketing Elective (one course)

MBA 694	Innovation Management and New Product Development	MBA 645	3
MBA 695	Marketing Research	MBA 645	3

M.B.A. Islamic Banking Track Study Plan

Semester	Code	Subject Title	Pre req.	Cr
Semester 1	MBA 641	Managerial Accounting	MBA 503	3
	MBA 642	Managerial Finance	MBA 503 & MBA 504	3
	MBA 643	Quantitative Analysis for Manager	MBA 502 & MBA 506	3
	MBA 644	Managerial Economics	MBA 504	3
				12
Semester 2	MBA 645	Marketing Management	MBA 502 & MBA 505	3
	MBA 646	Operations Management	MBA 501-506 & 643	3
	MBA 647	Management of Information Systems	MBA 501	3



	MBA	648	Business Strategy	All core courses	3
					12
Semester 3	MBA	671	<i>Al-Shari'a, Economy & Society</i>	MBA 644	3
	MBA	672	Theory & Practice of Islamic Banking- <i>Fiqh Al Muamalat</i>	MBA 641	3
	MBA	673	Islamic Financial Systems	MBA 642	3
	MBA	674	Accounting in Islamic Financial Institutions	MBA 641	3
Total Credits					12
					36

MBA Finance Track Study Plan

Semester	Code	Subject Title	Pre req.	Cr	
Semester 1	MBA	641	Managerial Accounting	MBA 503	3
	MBA	642	Managerial Finance	MBA 503 & MBA 504	3
	MBA	643	Quantitative Analysis for Manager	MBA 502& MBA 506	3
	MBA	644	Managerial Economics	MBA 504	3
					12
Semester 2	MBA	645	Marketing Management	MBA 502-505	3
	MBA	646	Operations Management	MBA 501-506-643	3
	MBA	647	Management of Information Systems	MBA 501	3
	MBA	648	Business Strategy	All core courses	3
					12
Semester 3	MBA	681	Corporate Finance	MBA 642	3
	MBA	XXX	Finance Elective		3
	MBA	683	Investment Analysis & Portfolio Management	MBA 642	3
	MBA	684	Mergers & Acquisitions	MBA 641, MBA 642	3
					12
Total Credits					36

MBA Marketing Track Study Plan

Semester	Code		Subject Title	Pre req.	Cr
Semester 1	MBA	641	Managerial Accounting	MBA 503	3
	MBA	642	Managerial Finance	MBA 503 & MBA 504	3
	MBA	643	Quantitative Analysis for Manager	MBA 502-506	3
	MBA	644	Managerial Economics	MBA 504	3
					12
Semester 2	MBA	645	Marketing Management	MBA 502-505	3
	MBA	646	Operations Management	MBA 501-506-643	3
	MBA	647	Management of Information Systems	MBA 501	3
	MBA	648	Business Strategy	All core courses	3
					12
Semester 3	MBA	691	Marketing Channels	MBA 645	3
	MBA	692	International Marketing	MBA 645	3
	MBA	693	Business Marketing	MBA 645	3
	MBA	XXX	Marketing Elective		3
					12
Total Credits					36



2- School of Engineering, Applied Science & Technology (EAST)

The School of Engineering, Applied Science, and Technology (EAST) is one of the five schools in Canadian University of Dubai (CUD). It comprises of the following program:

1. Computer Networking Technology (CNET) program
2. Telecommunication Engineering

1. Program of Computer Networking Engineering Technology (CNET)

Description

The Computer Networking Technology (CNET) Program strives to provide high quality computer networking education to its students. It places special emphasis on developing their technical and generic skills so they are well qualified for immediate employment in their area of specialization and can effectively contribute in the advancement of the community. It also aims to prepare its students for graduate studies in any computer discipline.

CNET Program's Objectives

Computer Networking Engineering Technology (CNET) is a 4-year Bachelor of Engineering Technology degree. Dubai has a critical need for networking professionals. A demand which is been addressed at CUD by offering a unique blend of technology and business subjects with an innovative balance between the practical and the theoretical background for which employers are currently looking.

The objective of the CNT program is to ensure that our students acquire the necessary knowledge, skills, and abilities to perform successfully in the modern world as network professionals. The foundation of our program will instill the knowledge necessary for life-long learning and a sense of professional responsibility that will enable students to continue their professional development throughout their careers.

The CNT program includes the foundations of computing and the advanced study of computer network construction, administration and security. It is a rapidly developing area of computing which requires an understanding of the most recent technological advances. There is a need for suitably qualified people who are able to exploit their knowledge of these technologies in developing innovative solutions.

To fulfill our mission, we have set the following specific goals for our program

GOALS

- To ensure that each student acquires a solid knowledge-base in the fundamentals of mathematics and basic science, as well as the basic skills of critical thinking and problem solving
- To maintain a state-of-the-art set of laboratories and ensure that students receive a significant and positive laboratory experience as part of their curriculum
- To develop in each student the communication and team-working skills necessary to perform effectively as a professional, and to impart to each student a sense of ethical and professional responsibility
- To prepare students to function professionally as Computer Networking Engineering Technology professionals
- To prepare students to assume responsible positions in the society
- To prepare students for life-long learning
- To promote in students a sense of ethical behavior and respect for diversity
- To have knowledge of computer hardware and architecture
- To communicate effectively in speech and in writing
- To be able to learn independently and find relevant resources



- To be prepared for future changes in Computer Networking Engineering Technology

Goal and Objectives of Bachelor of Science in telecommunication Engineering

Goal A: Prepare and equip students with the necessary skills, knowledge and attitudes needed to contribute effectively in modern society by respecting the environmental, economic, social and cultural aspirations of society.

Objectives 1: To insure that each student acquires a solid knowledge-base in the fundamentals of mathematics and basic science, as well as the basic skills of critical thinking and problem solving.

Objectives 2: To develop in each student the communication and team-working skills necessary to perform effectively as a professional, and to impart to each student a sense of ethical and professional responsibility.

Objectives 3: Promote in students a sense of ethical behavior and respect for diversity.

Objectives 4: Can communicate effectively in speech and in writing

Goal B: To make the student attain the spirit of innovation and creativity

Objectives 1 To assure a foundation in mathematics and basic sciences, a broad preparation in engineering sciences and engineering design

Objectives 2: To provide knowledge needed for developing Information and Communication technologies applications, management, and up-to-date solutions

Objective 3: An ability to explain concepts in computer architecture, organization and programming languages (e.g., hardware, operating systems, networks, concepts of programming languages)

Objective 4: To provide a solid foundation in telecommunication technologies that will allow graduates to adapt effectively in a quickly changing field

Goal C: To make the student attain on the one side autonomy and on the other side integrability in work teams.

Objectives 1: To provide appropriate background in mathematics and basic science to work effectively in teams with other engineering professionals.

Objectives 2: To develop applications that enhance individual as well as team work.

Objectives 3: To provide an atmosphere of efficient interaction during the three phases of analysis, design and implementation

Objectives 4: To provide foundation on methodologies of (individual and team) research.

Degree Completion for Computer Networking Engineering Technology (CNET)/ (EAST)

Requirements	Compulsory Cr. H	Elective Cr. H	Free Elective Cr. H	Total Cr. H
University Requirement (UR)	15	15	-	30 hours
School (Business Core) (CR)	52	-	-	52 hours
Department (Major) (MJ)	44	6	-	50 hours
Free Elective (FE)	-	-	-	-
Total				132 CH

Study Plan



Sem	Code	No	Course Title	Prerequisites	Lec	Lab	Cr hrs
Semester 1	MTH	194	Calculus	N/A	3	0	3
	LNG	171	English I	N/A	3	0	3
	BUS	110	Fundamentals of Business & IS	N/A	3	0	3
	NET	101	Digital Logic	N/A	2	2	3
			Comp. Elective	N/A	2	2	3
Semester 2	MTH	120	Discrete Mathematics 1	N/A	3	0	3
	NET	110	Computer Network Fundamentals	N/A	2	2	3
	BUS	120	Financial Analysis	BUS-110	2	2	3
	SWS	213	Database Design & Modeling	N/A	0	4	2
	NET	112	Computer Architecture	NET-101	2	2	3
	SWS	110	Programming I	N/A	2	2	3
Semester 3	NET	120	LAN Switching & Routing	NET-110	0	4	2
	SWS	316	Programming II	SWS-110	2	2	3
	BUS	111	Marketing of Services	N/A	3	0	3
	LNG	173	Professional Communication Skills	LNG-171	3	0	3
	NET	111	Operating Systems Fundamentals	NET-112	2	2	3
			Science Elect	N/A	3	0	3
Semester 4	BUS	410	Entrepreneurship in the New Economy	N/A	2	2	3
	SWS	212	Database-Driven Web Applications	SWS-213	0	4	2
	GED	198	Islamic Culture	N/A	3	0	3
	NET	210	WAN Technologies	NET-120	0	4	2
	NET	121	Network Operating System 1	NET-111	1	2	2
	SWS	211	System Analysis & Design	SWS-213, BUS-110,SWS- 110,NET-110	2	2	3
	BUS	212	Organizational & Client Relationships	N/A	3	0	3
Semester 5	MTH	210	Applied Statistics and Research Methods	MTH-194	3	0	3
	BUS	310	Project Management	Not Before Semester 5	2	2	3
	NET	220	Network Security and Administration	NET-210	2	2	3
	NET	221	Communication Technology	NET-210	2	2	3
	SWS	320	Operational Research	MTH-120	3	0	3
	NET	211	Network Operating System II	NET-121	1	2	2
Semester 6	NET	222	Wireless Networks	NET-221	0	4	2
	NET	310	Network Management	NET-220	2	2	3
	NET	323	Voice/ IP Convergence	NET- 210	2	2	3
	NET	320	Advanced Switching & Routing	NET- 210	0	4	2
			Social Elect	N/A	3	0	3
	NET	214	Network Programming	NET-111,NET-211	2	2	3
Semester 7	NET	324	Internship	80 Cr. Hrs	2	0	2
	NET	411	Network Design Project	NET-310	0	4	2
	NET	410	Enterprise Network Design	NET-222, NET-323	0	4	2
	NET	412	Applied Research Project	MTH-210, SWS-320	0	4	2
	SWS/NET		Professional Elective	N/A	2	2	3
			Humanity Elect	N/A	3	0	3
	BUS	312	Business Consulting	BUS-111	3	0	3
Semester 8	NET	421	Integrative Project in Vertical Markets	NET-411,NET-412	2	5	4
	NET	420	Advanced Network Troubleshooting	NET-310,NET-320	0	4	2
	GED	196	Communication Skills in Arabic	N/A	3	0	3
	SWS/NET		Professional Elective	N/A	2	2	3
			Humanity Elect		3	0	3



Degree Completion Requirements (Telecommunications Engineering)

Program Structure

Requirements	Compulsory Cr. H	Elective Cr. H	Free Elective Cr. H	Total Cr. H
University Requirement (UR)	18	6	--	24 hours
School (Core) (CR)	66	-	--	66 hours
Department (Major) (MJ)	42	6	--	48 hours
Total	126	12		138

Study plan

Semester 1					
Course Code	Course Title	Pre / <u>co</u> -requisite	Lec	Lab	C.H.
LNG-171	English I	N/A	3	0	3
NET-101	Digital Logic	N/A	2	2	3
GED-xxx	Humanity elective	N/A	3	0	3
MTH-112	Calculus I	Pass test or MTH-001 and 002	3	0	3
SHS-103	Chemistry	N/A	2	2	3
SWS-110	Programming I	Pass test or SWS-001	2	2	3
Totals/ Semester			15	6	18
Semester 2					
Course Code	Course Title	Pre / <u>co</u> -requisite	Lec	Lab	C.H.
LNG-172	English II	LNG-171	3	0	3
NET-112	Computer Architecture	NET-101	2	2	3
GED-132	Scien & techno in Society	NA	3	0	3
MTH-113	Calculus II	MTH-112	3	0	3
NET-110	Computer Network	NET-101	2	2	3
SWS-316	Programming II	SWS-110	2	2	3
Totals/ Semester			15	6	18
Semester 3					
Course Code	Course Title	Pre / <u>co</u> -requisite	Lec	Lab	C.H.
LNG-173	Professional Commun. Skills	LNG-172	3	0	3
MTH-212	Calculus III	MTH-113	3	0	3
MTH-130	Probability and Statistics	MTH-113	3	0	3
SCI-210	Modern Physics	MTH-113	2	2	3
ENG-220	Electric Circuits I	SCI-210	2	2	3
ENG-311	User Interface Design	SWS-316, NET-112	2	2	3
Totals/ Semester			15	6	18
Semester 4					
Course Code	Course Title	Pre / <u>co</u> -requisite	Lec	Lab	CH
MTH-220	Ordinary Differential Eqs	MTH-212	3	0	3
SCI-220	Engineering Mechanics	SCI-210	3	0	3
ENG-210	Electronics I	NET-101	2	2	3



ENG-224	Engineering Graphics and Design	NA	2	2	3
ENG-222	Engineering Electromagn.	MTH-212, <u>SCI-210</u>	2	2	3
BUS-311	Engineering Economy	MTH-130	3	0	3
Totals/ Semester			15	6	18
Semester 5					
Course Code	Course Title	Pre / co-requisite	Lec	Lab	C.H.
SCI-310	Introduction to Photonics	MTH-220, ENG-222	2	2	3
ENG-301	Electronics II	<u>ENG-210</u>	2	2	3
GED-19x	Islamic Studies Electives	NA	3	0	3
COM-310	Coding & Information Theory	MTH-130	2	2	3
COM-311	Signals and Systems	<u>MTH-220</u>	2	2	3
NET-120	LAN Switch and Routing	NET-110	2	2	3
Totals/ Semester			13	10	18
Semester 6					
Course Code	Course Title	Pre / co-requisite	Lec	Lab	C.H.
<u>ENV-301</u>	Introduction to Env. Science	NA	3	0	3
ENG-320	Internship	LNG-173, Completing 70 CR	0	4	2
BUS-310	Project Management	Completed 60 CH	2	2	3
COM-320	Telecommunications	<u>ENG-301</u> ,COM-310,COM-311	2	2	3
COM-321	Advanced Prog. In Telecom	ENG-311, COM-312	2	2	3
COM-322	Applied Electromagnetics	SCI-310	2	2	3
Totals/ Semester			11	12	17
Semester 7					
Course Code	Course Title	Pre / co-requisite	Lec	Lab	C.H.
ENG-410	Profession. & Ethical Practice	<u>GED-132</u> , <u>ENV-301</u>	3	0	3
NET-870	Broadband Communications	NET-120 OR (COM-320,322)	2	2	3
COM-411	Digital Filter Design	COM-310	2	2	3
COM-412	Digital Communications	COM-320,COM-321, <u>COM-322</u>	2	2	3
COM-413	Communication Systems	COM-320,COM-321, <u>COM-322</u>	2	2	3
<u>ENG-400</u>	<u>Graduation Project</u>	<u>BUS-310</u> , <u>ENG-224</u> , <u>LNG-173</u> , <u>Completing 90 Cr</u>	<u>0</u>	<u>4</u>	<u>2</u>
Totals/ Semester			11	12	17
Semester 8					
Course Code	Course Title	Pre / co-requisite	Lec	Lab	C.H.
COM-420	Optical Communications	COM-320, <u>COM-322</u>	2	2	3
COM-421	RFID Technology	COM-320,COM-321, <u>COM-322</u>	2	2	3
COM-xxx	Professional Elective	See respective courses	2	2	3
COM-xxx	Professional Elective	See respective courses	2	2	3
ENG-400	Graduation project	BUS-310, ENG-224,LNG-173, Completing 90 Cr	0	4	2
Totals/ Semester			8	12	14
Totals/ Program			103	70	138
Total Contact Hours			173		



3- School of Environment and Health Sciences

Vision

The School of Environment and Health Sciences (SEHS) will be recognized in the region as a source of quality graduates and environmental and health sciences expertise. By providing an educational environment where excellence is pursued and ethical behaviour is reflected in all activities, the SEHS will graduate the best health professionals who are equipped with knowledge and skills to serve their nations. It comprises of the following three programs:

1. B. Sc. Environmental Health Management
2. B. Sc Health Information Management
3. B. Sc Health Organizations Management

Mission

The mission of the School of Environment and Health Sciences is to ensure quality education and continuous development of Environment and Health graduates who **will become** leaders at the national, regional and international level. .

The School is committed to create a setting where academic and research excellence combined with a sense of social responsibility facilitates the creation, dissemination and acquisition of skills and knowledge.

To accomplish its mission, the School of Environment and Health at the Canadian University of Dubai (CUD) strives to achieve the following goals:

Goal I: To ensure that the graduates of the School of Environment and Health Sciences are well prepared to face the challenges in their future career and to be the proactive leaders of health in their own communities and internationally.

Objectives

- **Ensure** that Program Learning outcomes are being achieved
- **Improve** student skills in problem-solving, critical thinking and communications, both oral and written
- **Develop** and implement a comprehensive curricular management and assessment process
- **Utilize** both qualitative indicators and quantitative measures to implement curricular improvements
- **Provide** students with extensive career counseling and job interviewing skills
- **Achieve** a high level of student satisfaction with courses, and with the program as a whole
- **Promote** diverse career choices and provide opportunities for post-graduate training and education
- **Create** a technology plan that incorporates technology into the academic and administrative functions of the School

Goal II: To attract and retain a student body of sufficient number and of high quality that reflects the cultural and ethnic diversity of the community that the School serves.



Objectives

- **Increase** the student applicant pool through more intensive recruitment, advertising, and targeted mailings
- **Develop** promotional materials that enhance the image of the profession and the School
- **Ensure** that advertising and promotional efforts are directed toward diverse cultural and ethnic populations
- **Study** the relationship between admissions variables and academic success in the Environmental & Health programs
- **Identify** retention and persistence rates, and reasons for attrition
- **Develop** methods and programs to improve retention
- **Increase** financial aid
- **Adhere** to enrollment plan that is appropriate to faculty and other resources

Goal III: To attract and retain a faculty demonstrating a commitment to effective teaching, and the pursuit of scholarship in both pedagogy and in disciplinary areas.

Objectives

- **Assess** plans for faculty growth by reviewing teaching needs
- **Develop** a mentoring plan for junior faculty
- **Adopt** and refine measures to assess and evaluate teaching effectiveness
- **Provide** faculty development programs that focus on pedagogy, including innovative teaching methodologies, student assessment techniques, and curriculum evaluation
- **Encourage** and provide resources for faculty research and scholarship as measured by peer-reviewed publications, presentations, and other acknowledged means of recognition
- **Support** and reward faculty participation in student-sponsored activities
- **Foster** equitable balanced teaching loads that support the highest quality of teaching
- **Identify** and nurture faculty leadership

Goal IV: To improve and enhance the educational environment of the School.

Objectives

- **Utilize** modern classroom with appropriate IT equipment.
- **Provide** library resources with particular emphasis on access to electronic references and supporting educational programs
- **Develop** strong relationships with health care organizations and professionals to pave the way for the School of Environment and Health Sciences and the students to have opportunities to interact and benefit from the expertise in the public and private sectors



B. Sc. Environmental Health Management

The Bachelor Science Environmental Health Management is offered by the School of Environment and Health Sciences is awarded after completing **126** credit hours (Cr. Hr) that consist of:

Requirements	Compulsory Cr. H	Elective Cr. H	Free Elective Cr. H	Total Cr. H
University Requirement (UR)	21	9	-	30
School (Health Sciences Core) (CR)	48	-	-	48
Department (Major) (MJ)	45	3	-	48
Total		12		126

B. Sc Health Information Management

Requirements	Compulsory Cr. H	Elective Cr. H	Free Elective Cr. H	Total Cr. H
University Requirement (UR)	21	9	-	30
School (Health Sciences Core) (CRR)	45	-	-	45
Department (Major) (MJR)	39	6	-	45
Free Electives			6	6
Total	108	15	6	126

B. Sc Health Organizations Management

Requirements	Compulsory Cr. H	Elective Cr. H	Free Elective Cr. H	Total Cr. H
University Requirement (UR)	21	9	-	30
School (Health Sciences Core) (CRR)	45			45
Department (Major) (MJ)	39	6	-	45
Free Electives			6	6
Total	105	15	6	126



Bachelor of Science in Environmental Health Management

Semester	Code		Subject Title	Type	Prerequisite	Cr
Semester 1	BIO	101	Human Biology	UR/C	None	3
	LNG	171	English I	UR/C	None	3
	HOM	101	Fundamentals of Healthcare Management	MJR	None	3
	SHS	103	Chemistry	CRR	None	3
	SWS	101	Applications of Computer Software	UR/C	None	3
						15
Semester 2	LNG	172	English II	UR/C	LNG 171	3
	GED	198	Islamic Culture	UR/C	None	3
	MTH	195	Applied Statistics	UR/C	None	3
	SHS	102	Healthcare Systems	CRR	None	3
	SHS	111	Fundamentals of Human Systems	CRR	BIO 101	3
						15
Semester 3			Humanities Elective(2)	UR/E		3
	LNG	173	Professional Communication Skills	CRR	LNG172	3
	GED	196	Communication Skills in Arabic	UR/C	None	3
	SHS	207	Library Science and Information Literacy	CRR	SWS 101	3
	SHS	208	Infectious Diseases	CRR	None	3
						15
Semester 4	ENV	301	Introduction to Environmental Sciences	MJR	None	3
	SHS	211	Non infectious/Chronic diseases	CRR	None	3
	SHS	212	Health Planning	CRR	SHS 102	3
	SHS	213	Introduction to Healthcare Quality Management	CRR	HOM 101	3
			Social Sciences (1)	UR/E		3
						15
Semester 5	ENV	302	Environmental Microbiology	MJR	ENV 301	3
	ENV	303	Entomology and Pest Control	MJR	SHS 103	3
	ENV	304	Water and Wastewater Quality Control	MJR	ENV 301	3
	HIM	301	Health Informatics and Health Statistics	MJR	MTH 195, SWS101	3
	SHS	311	Human Resources Management in Healthcare	CRR	HOM 101	3
						15
Semester 6	ENV	305	Food Quality and Control	MJR	ENV 301	3
	ENV	308	Community Environmental Health	MJR	ENV 301	3
	SHS	312	Measuring Performance in Healthcare Organizations	CRR	SHS 213	3
	SHS	314	Health Economics and Financial Management	CRR	SHS 212	3
			Humanities Elective(1)	UR/E		3
			Major Elective	MJE		3
						18
Semester 7	ENV	306	Internship: Familiarization with the Industry	MJR	Senior Level	3
	ENV	407	Management of Domestic and Hazardous Wastes	MJR		3
	ENV	408	Epidemiology and Biostatistics	MJR	MTH195, ENV 301	3
	SHS	401	Healthcare Ethics	CRR	None	3
	SHS	402	Performance & Service Improvement in Healthcare	CRR	SHS 312	3
	HOM	301	Process Management in Health Services	CRR	HOM 101	3
						18
Semester 8	ENV	409	Marine and Air Pollution	MJR	ENV 407	3
	ENV	410	Occupational Health and Toxicology	MJR	ENV 302, ENV 407	3
	ENV	411	Research Study in the Field of Environmental Health	MJR	Senior Level	3
	SHS	411	Governance and Leadership	CRR	None	3
	ENV	415	Seminar	MJR	Senior Level	3
						15

Total Credit Hours 126



Bachelor of Science in Health Information Management

Semester	Subject Title	Type	Prerequisite	LC/H	LB/H	Cr/H	
Semester 1	BIO 101	Human Biology	UR/C	None	2	2	3
	LNG 171	English I	UR/C	None	3	0	3
	HOM 101	Fundamentals of Healthcare Management	MJR	None	3	0	3
	SHS 102	Healthcare Systems	CRR	None	3	0	3
	SWS 101	Applications of Computer Software	UR/C	None	2	2	3
	TOTAL				13	4	15
Semester 2	ECO 121	Principles of Macroeconomics	CRR	None	3	0	3
	LNG 172	English II	UR/C	LNG 171	3	0	3
	GED 198	Islamic Culture	UR/C	None	3	0	3
	MTH 195	Applied Statistics	UR/C	None	3	0	3
	SHS 111	Fundamentals of Human Systems	CRR	BIO 101	2	2	3
	TOTAL				15	0	15
Semester 3	ACT 112	Principles of Accounting I	CRR	None	3	0	3
	ECO 221	Principles of Microeconomics	CRR	None	3	0	3
	LNG 173	Professional Communication Skills	CRR	LNG 172	3	0	3
	GED 196	Communication Skills in Arabic	UR/C	None	3	0	3
		Free Elective (1)	FRE	SWS 101	3	0	3
	TOTAL				14	2	15
Semester 4	ACT212	Principles of Accounting II	CRR	ACT 112	3	0	3
	SHS 212	Health Planning	CRR	SHS 102	3	0	3
	SHS 213	Introduction to Healthcare Quality Management	CRR	HOM 101	3	0	3
		Humanities Elective (1)	UR/C		3	0	3
		Free Elective (2)	FRE		3	0	3
		Social Sciences (1)	UR/E		3	0	3
TOTAL				18	0	18	
Semester 5	FIN 201	Managerial Finance	CRR	ACT 212	3	0	3
	HIM 301	Health Informatics and Health Statistics	MJR	MTH195, SWS101	3	0	3
	HIM 302	Intro. To Health Information Management	MJR	None	3	0	3
	HOM 301	Process Management in Health Services	MJR	HOM 101	3	0	3
		Humanities Elective (2)	UR/E		3	0	3
	TOTAL				15	0	15
Semester 6	HIM 303	Medical Terminology	MJR	HIM 302	3	0	3
	HIM 304	Development and Content of Medical Record	MJR	SHS 111	3	0	3
	HOM 304	Healthcare Operations	MJR	SHS 213	3	0	3
	SHS 311	Human Resources Management in Healthcare	CRR	HOM 101	3	0	3
	SHS 312	Measuring Performance in Healthcare Organizations	CRR	SHS 213	3	0	3
	TOTAL				15	0	15
Semester 7	HIM 305	Alternate Site Health Information Management	MJR	HIM 302	3	0	3
	HIM 406	Nomenclatures and Classification Systems	MJR	SHS 111	3	0	3
	HIM402	Internship: Familiarization with the Industry	MJR	Senior Level	0	12*	3
	HIM408	Health Information Department Management	CRR	HIM 302	3	0	3
		Major Elective (1)	MJE		3	0	3
	SHS402	Performance & Service Improvement in Healthcare	CRR	SHS 312	3	0	3
TOTAL				15	12	18	
Semester 8	HIM 407	Management of Patient Medical Records	MJR	HIM 304, 406	3	0	3
	HIM409	Research Study in the Field of HIM	MJR	Senior Level	3	0	3
	SHS401	Healthcare Ethics	CRR		3	0	3
	SHS411	Governance and Leadership	CRR	None	3	0	3
		Major Elective(2)	MJE		3	0	3
	TOTAL				15	0	15

Total Credit Hours 126



Bachelor of Science in Health Organizations Management

Semester	Subject Title	Type	Prerequisite	LC/H	LB/H	Cr/H	
Semester 1	LNG171	English I	UR/C	None	3	0	3
	BIO101	Human Biology	UR/C	None	2	2	3
	SHS102	Healthcare Systems	CRR	None	3	0	3
	HOM101	Fundamentals of Healthcare Management	MJR	None	3	0	3
	SWS101	Applications of Computer Software	UR/C	None	2	2	3
	TOTAL				13	4	15
Semester 2	ECO121	Principles of Macroeconomics	CRR	None	3	0	3
	GED198	Islamic Culture	UR/C	None	3	0	3
	LNG172	English II	UR/C	LNG 171	3	0	3
	MTH195	Applied Statistics	UR/C	None	3	0	3
	SHS111	Fundamentals of Human Systems	CRR	BIO 101	2	2	3
	TOTAL				15	0	15
Semester 3	GED196	Communication Skills in Arabic	UR/C	None	3	0	3
	HIM301	Health Informatics and Health Statistics	MJR	MTH195,SWS101	2	2	3
	LNG 173	Professional Communication Skills	CRR	LNG 172	3	0	3
	ECO 221	Principles of Microeconomics	CRR	None	3	0	3
	ACT112	Principles of Accounting I	CRR	None	3	0	3
	TOTAL				14	2	15
Semester 4		Humanities Elective (1)			3	0	3
	ACT212	Principles of Accounting II	CRR	ACT 112	3	0	3
	SHS212	Health Planning	CRR	SHS 102	3	0	3
	SHS213	Introduction to Healthcare Quality Management	CRR	HOM 101	3	0	3
		Free Elective (1)	FRE		3	0	3
		Social Sciences (1)	UR/E		3	0	3
	TOTAL				18	0	18
Semester 5		Major Elective (1)	MJE		3	0	3
	HOM301	Process Management in Health Services	MJR	HOM 101	3	0	3
	FIN201	Managerial Finance	CRR	ACT 212	3	0	3
	HOM304	Healthcare Operations	MJR	SHS 213	3	0	3
		Free Elective (2)	FRE		3	0	3
	TOTAL				15	0	15
Semester 6	HOM311	Healthcare Facility Design and Safety Measures	MJR	HOM 304	3	0	3
	HOM312	Care of Patients and Continuum of Care	MJR	HOM 304	3	0	3
	SHS311	Human Resources Management in Healthcare	CRR	HOM 101	3	0	3
	SHS312	Measuring Performance in Healthcare Organizations	CRR	SHS 213	3	0	3
	HOM 303	Health Education and Promotion	MJR	None	3	0	3
	TOTAL				15	0	15
Semester 7	HIM408	Health Information Department Management	MJR	HIM 301	3	0	3
	HOM401	Risk Management and Patient Safety	MJR	HOM 304	3	0	3
	HOM402	Internship: Familiarization with the Industry	MJR	Senior Level	0	12*	3
	SHS401	Healthcare Ethics	CRR	None	3	0	3
	SHS402	Performance & Service Improvement in Healthcare	CRR	SHS 312	3	0	3
		Major Elective (2)	MJE		3	0	3
	TOTAL				15	12	18
Semester 8	HOM411	Health care Organizations & the Accreditation Process	MJR	None	3	0	3
	HOM412	Healthcare Facility Safety & the Environment of Care	MJR	HOM 304	3	0	3
	HOM413	Research Study in the Field of Health Management	MJR	Senior Level	3	0	3
	SHS411	Governance and Leadership	CRR	None	3	0	3
		Humanities Elective(2)	UR/E		3	3	3
	TOTAL				15	0	15

Total Credit Hours 126



4- School of Architecture & Interior Design (SAI)

The UAE and the entire Gulf region's remarkable rate of growth and business enterprise has given birth to a competitive, global environment that demands a broad spectrum of knowledge and skills to be successful; a competitive environment that requires innovative, forward thinking, and technically aware graduates in architecture, interior design and ancillary professions. This augmentation has created a strong demand for higher education to develop and graduate built environment professionals each with a strong foundation in design skills and methodologies aligned to sensitive environmental and cultural perspectives, enhanced technical, and team skills, in addition to an overall ability in appropriate decision making within the context of the building design and construction industries.

The goal of the School of Architecture & Interior Design is not only to provide top-quality education for its students, but to also provide those students in this region with the skills and knowledge required to successfully participate in a vibrant sector of the economy. The school provides an integrated curriculum blending theoretical principles with practical applications, specifically tailored to a regional as well as global perspective. By providing practical skills and knowledge, including the application of information technology to all subjects and disciplines, the School will prepare students to meet the challenges of this new millennium.

Today's employers are seeking graduates who have acquired the needed professional knowledge and skills to succeed in the built environment professions, who also possess excellent communication and technical abilities, with a strong sensitivity to their social and cultural responsibilities and a highly ethical approach to their profession. The School of Architecture & Interior Design will fulfill these needs through two initial programs:

- Bachelor of Science Degree in Interior Design,
- Bachelor of Architecture

Vision, Mission and Goals

The School of Architecture & Interior Design has systematically linked curriculum content with the specific learning goals specified in the school mission.

Vision

The School of Architecture & Interior Design will be recognized as a source of quality graduates and built environment expertise, primarily in the UAE and the region, by providing an educational environment where excellence is pursued through endeavor and ethical behavior is reflected in activities.

Mission

The mission of the School of Architecture & Interior Design is to successfully educate and develop highly sought-after built environment professionals and to create and spread knowledge in order to gain national and international prominence for our core academic programs, faculty and graduates.

In pursuing the accomplishment of its mission, the School of Architecture & Interior Design at the Canadian University of Dubai (CUD) will strive to achieve the following goals:

GOAL I:

Quality of Students -While celebrating diversity in academic backgrounds, experiences, cultures and ethnicity, the School of Architecture & Interior Design is committed to preparing graduates for various positions in the building design,



urban planning and construction industries. Our goal is to take students from where they are when admitted, and prepare them thoroughly for productive careers while helping them fulfill their personal aims and ambitions.

Objective 1: To provide students with hands-on experience tackling real design and construction scenarios through direct access to local and regional industry leaders.

Objective 2: To provide a challenging environment in which students can develop skill sets necessary in the context of decision making, innovation, and effective team work.

Objective 3: To graduate qualified professionals who are capable of contributing to the design, planning and construction management decision-making process within the context of this information and knowledge era and the physical development of the UAE and Gulf region.

Objective 4: To prepare graduates to excel in the competitive and multifunction design/planning/construction areas within the built environment spheres of business.

Goal II

Quality Curriculum – In order to provide quality instruction to meet the needs of students for their chosen career, the curriculum should reflect the requirements necessary to be successful in the contemporary U.A.E. built environment. Furthermore, it should contain courses which provide graduates with the skills and competencies necessary to continue their professional development through continuing graduate education and/or training.

Objective 1: To Develop and deliver course content that is current, relevant and coordinated across disciplines emphasizing technological knowledge and fundamental design principles.

Objective 2: To provide a coherent and rigorous general education program with learning outcomes that can be clearly and consistently communicated.

Objective 3: To ensure that departments and programs are mission-driven through periodic program reviews

GOAL III:

Quality Faculty – The SAI will recruit, retain and develop high calibre faculty. Consistent with the guidelines of the Ministry of Higher Education and Scientific Research, U.A.E., and the goals of the Canadian University of Dubai (CUD), the SAI believes that effective teaching is provided by committed, qualified and experienced faculty. Such faculty members demonstrate pride in their teaching in addition to those activities that enhance classroom teaching and learning.

Objective 1: To recruit and retain quality faculty and provide them with the resources and pedagogical support required to ensure excellence in teaching.

Objective 2: To promote continuing faculty development to enhance teaching and encourage and reward intellectual contributions

GOAL IV:

External Relations- The SAI will form partnerships with businesses government agencies, and other institutions in order to promote the application of the



University's resources toward viable solutions concerning the social and economic development and construction needs of the U.A.E. and the Gulf Region.

Objective 1: To create and utilize goodwill toward the School by building relationships with external organizations and individuals and by providing design and construction-related services and expertise to the public and private sectors

Objective 2: Through work-based projects and internships, initiate and promote multidisciplinary research and consultancy to support the development of the local built environment professional community.

Objective 3: To support student and faculty collaboration between the SAI and U.A.E institutions to promote student development and contribute to the enhancement of the region's dynamic built environment. Current knowledge of the field and real-life situations is critical to student learning and staff development.

The school's mission is fulfilled through currency in the knowledge of the field and relevance to real-life situations. These are realized through the following school learning objectives.

GOAL V:

Creative Scholarship and Research- As a centre of excellence the SAI is committed to facilitating creative scholarship and research for its faculty and students with the express purpose of creating and disseminating new knowledge within the built environment.

Objective 1: To Generate and disseminate new knowledge in the architecture and interior design disciplines that reflects opportunities for both research and creative scholarship

Objective 2: Develop and appraise creativity and research capabilities in faculties and students by providing an appropriate environment.

Degree Completion for B.Sc. Degree in Interior Design

Requirements	Compulsory Cr. H	Elective Cr. H	Free Elective Cr. H	Total Cr. H
University Requirement (URC)	21	12	-	33
School: Design Foundation (CR)	38	-	-	38
Department: Core (CR)	30			30
Department (Concentration) (Cn)	21	9	-	30
Free Elective (FE)	-		3	3
Total	110	24		134

Degree Completion for Bachelor of Architecture

Requirements	Compulsory	Elective	Free Elective	Total
University Requirement (URC)	21	12	0	33
School: Design Foundation (CR)	50	0	0	50
Department: Core (CR)	78	9	0	87
Department (Concentration) (Cn)				
Total	149	21		170

Bachelor of Science in Interior Design

Semester	Code	Subject Title	Type	Prerequisite	Cr
Semester 1	LNG 171	English I	URC		3
	DESI 101	Introduction to Design	SRF		4
	MTH 112	Calculus I	URC		3
	GED 196	Communication Skills in Arabic	URC		3
	GED 198	Islamic Culture	URC		3
					16
Semester 2	MTH 113	Calculus II	URC	MTH 112	3
	DESI 102	Fundamentals of Design	SRF	DESI 101	4
	LNG 172	English II	URC	LNG171	3
		Humanities Elective (1) Social Sciences Elective	URE URE		3 3
					16
Semester 3	DESI 220	Design Principles (Studio)	SRF	DESI 102	6
	DESI 211	Construction & Design Integration 1	SRF	DESI 102	3
	HSID 201	History of Architecture & Design 1	SRF	LNG 172	3
	DESI 231	Computer Aided Design 1	SRF	DESI 102	3
	LNG 173	Professional Communication Skills	URC	LNG 172	3
					18
Semester 4	DESI 221	Design Methods (Studio)	SRF	DESI 220	6
	DESI 212	Construction & Design Integration 2	SRF	DESI 211	3
	HSID 202	History of Architecture & Design 2	SRF	HSID 201	3
	DESI 270	Science Elective Sustainable Design 1	URE SRF	DESI 211	3
					18
Semester 5	INDE 330	Humanities Elective (2) Residential Design (Studio)	URE CRR	DESI 221	3 6
	INDE 300	Textiles	CRR	DESI 102	3
	DESI 320	Environmental Systems & Design Integration 1	CRR	DESI 221	3
	INDE 350	Furniture Design	CRR	DESI 211	3
					18
Semester 6	INDE 331	Commercial Design (Studio)	CRR	INDE 330	6
	INDE 320	Building Systems & Codes	CRR	INDE 330	3
	DESI 340	Working Drawings & Detailing	CRR	INDE 330	3
	DESI 321	Environmental Systems & Design Integration 2	CRR	DESI 320	3
					15
Semester 7	DESI 420	School Elective (1) Sustainable Design 2	SCE PRC	300 Series, DESI 270, 300 Series, Chair	3 3
	INDE 440	Senior Project – Dissertation (Studio)	PRC		6
		School Elective (2)	SCE		3
					15
Semester 8	INDE 441	Senior Project – Design (Studio)	PRC	INDE 440, Chair 300 Series	6
	DESI 400	Professional Business & Portfolio	PRC		3
		School Elective (3) Free Elective (1)	SCE FRE		3 3
					15
Between Semesters 6 and 7, or after 8	DESI 490	Internship	PRC	Chair	3
Total Credit Hours					134

Abbreviation: URC: University Requirement Compulsory; URE: University Requirement Elective; SRF: School Requirement Foundation; CRR: Core Requirement, PRC: Professional Requirement Concentration; SCE: School Elective; FRE: Free Elective

Bachelor of Architecture

Code	No.	Semester 1	Type	Pre-requisite	16
DESI	101	Introduction to Design	SRF	None	4
DESI	121	<i>Design Theory</i>	<u>SRF</u>	<u>None</u>	<u>3</u>
DESI	141	<i>Drafting & Modeling</i>	<u>SRF</u>	<u>None</u>	<u>3</u>
LNG	171	English I	URC	None	3
MTH	112	Calculus I	URC	None	3
Code	No.	Semester 2	Type	Pre-requisite	16
DESI	102	Fundamentals of Design	SRF	DESI 101	4
DESI	142	<i>Freehand Drawing & Rendering</i>	<u>SRF</u>	<u>None</u>	<u>3</u>
DESI	122	<i>Human Factors</i>	<u>DESI</u>	<u>DESI 101</u>	<u>3</u>
LNG	172	English II	URC	LNG 171	3
GED	195	Descriptive Geometry	URC	<u>None</u>	3
Code	No.	Semester 3	Type	Pre-requisite	18
DESI	220	Design Principles (Studio)	SRF	DESI 102	6
DESI	211	Construction & Design Integration 1	SRF	DESI 102	3
HISD	201	History of Architecture & Design 1	SRF	LNG 172	3
DESI	270	Sustainable Design 1	SRF	DESI 211	3
LNG	173	Professional Communication Skills	URC	LNG 172	3
Code	No.	Semester 4	Type	Pre-requisite	18
DESI	221	Design Methods (Studio)	SRF	DESI 220	6
DESI	212	Construction & Design Integration 2	SRF	DESI 211	3
HISD	202	History of Architecture & Design 2	SRF	HISD 201	3
DESI	231	Computer Aided Design 1	SRF	DESI 102	3
GED	196	Communication Skills in Arabic	URC	None	3
Code	No.	Semester 5	Type	Pre-requisite	18
ARCH	330	Environmental Design (Studio)	CRR	DESI 221	6
ARCH	300	Structures 1	CRR	MTH 112	3
DESI	320	Environmental Sys. & Integrated Design 1	CRR	DESI 221	3
GED	198	Islamic Culture	URC	None	3
		Humanities Elective (1)	URE		3
Code	No.	Semester 6	Type	Pre-requisite	18
ARCH	331	Integrated Design (Studio)	CRR	ARCH 330	6
ARCH	360	Architectural Conservation & Heritage	CRR	HISD 202	3
ARCH	301	Structure 2	CRR	ARCH 300	3
DESI	340	Working Drawings & Detailing	CRR	ARCH 330 or INDE 330	3
DESI	321	Environmental Sys. & Integrated Design 2	CRR	DESI 320	3
Code	No.	Summer Semester	Type	Pre-requisite	3
DESI	490	Internship	CRR	ARCH 331 + 80 CH	3
Code	No.	Semester 7	Type	Pre-requisite	18



ARCH	443	<i>Design Studio - Institutional</i>	<i>CRR</i>	<i>ARCH 331</i>	<u>6</u>
ARCH	421	<i>Architecture of The Islamic World</i>	<i>CRR</i>	<i>ARCH 331</i>	<u>3</u>
ARCH	431	<i>Planning & Urban Design</i>	<i>CRR</i>	<i>ARCH 331</i>	<u>3</u>
		School Elective (1)	SCE		3
		School Elective (2)	SCE		3
Code	No.	Semester 8	Type	Pre-requisite	15
ARCH	444	<i>Design Studio - Housing</i>	<i>CRR</i>	<i>ARCH 331</i>	<u>6</u>
ARCH	422	<i>Research & Design Applications</i>	<i>CRR</i>	<i>ARCH 331</i>	<u>3</u>
ARCH	456	<i>Building Code</i>	<i>CRR</i>	<i>ARCH 331</i>	<u>3</u>
		School Elective (3)	SCE		3
Code	No.	Semester 9	Type	Pre-requisite	15
ARCH	540	Senior Project - Urban Study (Studio)	PRC	ARCH 444 + ARCH 431	6
ARCH	570	Research Topic	PRC	ARCH 331	3
DESI	550	Project Management	PRC	ARCH 331	3
		Social Science Elective (1)	URE		3
Code	No.	Semester 10	Type	Pre-requisite	15
ARCH	541	Senior Project - Design (Studio)	PRC	ARCH 540	6
DESI	500	Professional Business & Portfolio	PRC	ARCH 331	3
		Science Elective	URE	None	3
		Humanities Elective (2)	URE		3

5- School of Liberal Arts & Sciences

توزيع المساقات في الفصول الدراسية في تخصص الصحافة

الساعات	متطلب سابق	الموضوع	رمز المساق	الفصل
3		مدخل إلى تقنية المعلومات	101 SWS	الأول 2011-2012
3		مهارات الاتصال باللغة الإنجليزية (1)	161 LNG	
3		الثقافة الإسلامية	198 GED	
3		مجتمع دولة الإمارات العربية المتحدة	199 GED	
3		مبادئ الإحصاء	101 MTH	
15				
3	LNG-161	مهارات الاتصال باللغة الإنجليزية (2)	162 LNG	الثاني 2011-2012
3		مدخل إلى الاتصال الجماهيري	100 MCM	
3		مهارات الاتصال باللغة العربية (1)	110 ARA	
3		متطلب علوم طبيعية	XXX	
3		إنسانيات (1)	XXX GED	
15				
3	MCM-100	نظريات الاتصال	110 MCM	الثالث 2012-2013
3	MCM-110	مناهج بحوث الاتصال	120 MCM	
3	MCM-100	الترجمة الصحفية (1)	205 JRN	
3	MCM-100	مبادئ علم السياسة	200 MCM	
3	MCM-100	الإنترنت والشبكات الاجتماعية	310 MCM	
3	ARA 110	مهارات الاتصال باللغة العربية (2)	120 ARA	
18				
3	MCM-200	أسس الإدارة	205 MCM	الرابع 2012-2013
3	MCM-110	المدخل الاجتماعي للإعلام	210 MCM	
3	MCM-310	صحافة الإنترنت	215 JRN	
3		مبادئ الاقتصاد	230 MCM	
3	MCM-100	الكتابة والتحرير الإخباري	305 JRN	
15				
3	MCM-100	التصميم الجرافيكي والإخراج	210 JRN	الخامس 2013-2014
3	JRN-305	التحرير الصحفي (1)	315 JRN	
3	JRN-305	السرد الرقمي	410 JRN	
3		اختباري تخصص صحافة	xxx JRN	
3		اختباري حر	xxx	
15				
3	MCM-110	المدخل النفسي للإعلام	220 MCM	السادس 2013-2014
3	MCM-110	أخلاقيات الإعلام وتشريعاته	130 MCM	
3	JRN-215	تصميم مواقع الشبكة العنكبوتية	420 JRN	
3		اختباري حر	xxx	
3		اختباري تخصص صحافة	xxx JRN	
15				
3	MCM-310	الحاسب الآلي والتوثيق الإعلامي	320 MCM	السابع 2014-2015
3	MCM-100	النقد الأدبي والفني	330 MCM	
3	MCM-200	الجغرافيا السياسية	410 MCM	
3	MCM-410	تاريخ العالم الحديث	420 MCM	
3	90 ساعة	التدريب الإعلامي	430 MCM	
15				
3		اختباري تخصص صحافة	xxx JRN	الثامن 2014-2015
3		اختباري حر	xxx	
3		إنسانيات (2)	xxx GED	
3	فصل التخرج	مشروع تخرج في الصحافة	430 JRN	
3		اختباري حر	xxx	
15				



الجامعة الكندية دبي
CANADIAN UNIVERSITY OF DUBAI

جدول (2) توزيع المساقات في الفصول الدراسية في تخصص العلاقات العامة

الساعات	متطلب سابق	الموضوع	رمز المساق	الفصل
3		مدخل إلى تقنية المعلومات	101	SWS
3		مهارات الاتصال باللغة الانجليزية (1)	161	LNG
3		الثقافة الإسلامية	198	GED
3		مجتمع دولة الإمارات العربية المتحدة	199	GED
3		مبادئ الإحصاء	101	MTH
15				
3	LNG-161	مهارات الاتصال باللغة الانجليزية (2)	162	LNG
3		مدخل إلى الاتصال الجماهيري	100	MCM
3		مهارات الاتصال باللغة العربية (1)	110	ARA
3				
3		إنسانيات (1)	XXX	GED
15				
3	MCM-100	نظريات الاتصال	110	MCM
3	MCM-110	مناهج بحوث الاتصال	120	MCM
3	MCM-100	الكتابة للعلاقات العامة	200	PRA
3	MCM-100	مبادئ علم السياسة	200	MCM
3	PRA-200	حملات العلاقات العامة	210	PRA
3	ARA-110	مهارات الاتصال باللغة العربية (2)	120	ARA
18				
3	MCM-200	أسس الإدارة	205	MCM
3	MCM-110	المدخل الاجتماعي للإعلام	210	MCM
3	PRA-200	العلاقات العامة في المجال التطبيقي	215	PRA
3		مبادئ الاقتصاد	230	MCM
3	MCM-100	الإنترنت والشبكات الإجتماعية	310	MCM
15				
3	MCM-310	استخدام الإنترنت في العلاقات العامة	310	PRA
3	PRA-200	إدارة العلاقات العامة	315	PRA
3	PRA-200	تصميم المطبوعات الإعلامية	320	PRA
3		اختياري تخصص علاقات عامة	xxx	PRA
3		اختياري حر	xxx	
15				
3	MCM-110	المدخل النفسي للإعلام	220	MCM
3	MCM-110	أخلاقيات الإعلام وتشريعاته	130	MCM
3	PRA-315	الاتصال التنظيمي	410	PRA
3		اختياري حر	xxx	
3		اختياري تخصص علاقات عامة	xxx	PRA
15				
3	MCM-310	الحاسب الآلي والتوثيق الإعلامي	320	MCM
3	MCM-100	النقد الأدبي والفني	330	MCM
3	MCM-200	الجغرافيا السياسية	410	MCM
3	MCM-410	تاريخ العالم الحديث	420	MCM
3	90 ساعة	تدريب إعلامي	430	MCM
15				
3		اختياري تخصص علاقات عامة	xxx	PRA
3		اختياري حر	xxx	
3		إنسانيات (2)	xxx	GED
3	فصل التخرج	مشروع تخرج في العلاقات العامة	420	PRA
3		اختياري حر	xxx	
15				



جدول (3) توزيع المسابقات في الفصول الدراسية في تخصص الإعلان

الساعات	متطلب سابق	الموضوع	رمز المساق		الفصل
3		مدخل إلى تقنية المعلومات	101	SWS	الأول 2011-2012
3		مهارات الاتصال باللغة الإنجليزية (1)	161	LNG	
3		الثقافة الإسلامية	198	GED	
3		مجتمع دولة الإمارات العربية المتحدة	199	GED	
3		مبادئ الإحصاء	101	MTH	
15					
3	LNG-161	مهارات الاتصال باللغة الإنجليزية (2)	162	LNG	الثاني 2011-2012
3		مدخل إلى الاتصال الجماهيري	100	MCM	
3		مهارات الاتصال باللغة العربية (1)	110	ARA	
3	ADV-200	الإعلان المطبوع	210	ADV	
3		إنسانيات (1)	XXX	GED	
15					
3	MCM-100	نظريات الاتصال	110	MCM	الثالث 2012-2013
3	MCM-110	مناهج بحوث الاتصال	120	MCM	
3	MCM-100	كتابة النصوص الإعلانية	200	ADV	
3	MCM-100	مبادئ علم السياسة	200	MCM	
3		متطلب علوم طبيعية			
3	ARA-110	مهارات اتصال باللغة العربية (2)	120	ARA	
18					
3	MCM-200	أسس الإدارة	205	MCM	الرابع 2012-2013
3	MCM-110	المدخل الاجتماعي للإعلام	210	MCM	
3	ADV-210	الإعلان الرقمي	230	ADV	
3		مبادئ الاقتصاد	230	MCM	
3	MCM-100	الإنترنت والشبكات الاجتماعية	310	MCM	
15					
3	ADV-210	فنون الترويج	310	ADV	الخامس 2013-2014
3	ADV-210	استراتيجيات الإعلان	320	ADV	
3	ADV-210	تخطيط الحملات الإعلانية	330	ADV	
3		اختياري تخصص إعلان	xxx	ADV	
3		اختياري حر	xxx		
15					
3	MCM-110	المدخل النفسي للإعلام	220	MCM	السادس 2013-2014
3	MCM-110	أخلاقيات الإعلام وتشريعاته	130	MCM	
3	ADV-200	الإعلان الدولي	410	ADV	
3		اختياري حر	xxx		
3		اختياري تخصص إعلان	xxx	ADV	
15					
3	MCM-310	الحاسب الآلي والتوثيق الإعلامي	320	MCM	السابع 2014-2015
3	MCM-100	النقد الأدبي والفني	330	MCM	
3	MCM-200	الجغرافيا السياسية	410	MCM	
3	MCM-410	تاريخ العالم الحديث	420	MCM	
3	90 ساعة	تدريب إعلامي	430	MCM	
15					
3		اختياري تخصص إعلان	xxx	ADV	الثامن 2014-2015
3		اختياري حر	xxx		
3		إنسانيات (2)	xxx	GED	
3	فصل التخرج	مشروع تخرج في الإعلان	420	ADV	
3		اختياري حر	xxx		
15					



Bachelor of Arts in Communication
Journalism Concentration

Semester	Code	Subject Title	Faculty & Staff	Cr
Year One 2011/2012 Semester 1	SWS	101		3
	LNG	171		3
	GED	198		3
	GED	199		3
	MTH	101		3
				15
Year One 2011/2012 Semester 2	LNG	172	LNG-171	3
	MCM	100		3
	ARA	110		3
	XXX	XXX		3
	GED	XXX		3
				15
Year Two 2012/2013 Semester 3	MCM	110	MCM-100 MCM-110 MCM-100 MCM-100 MCM-100 ARA 110	3
	MCM	120		3
	JRN	205		3
	MCM	200		3
	MCM	310		3
	ARA	120		3
Year Two 2012/2013 Semester 4	MCM	205	MCM-200 MCM-110 MCM-310 MCM-100	3
	MCM	210		3
	JRN	215		3
	MCM	230		3
	JRN	305		3
				15
Year Three 2013/2014 Semester 5	JRN	210	MCM-100 JRN-305 JRN-305	3
	JRN	315		3
	JRN	410		3
	JRN	xxx		3
	JRN	xxx		3
				15
Year Three 2013/2014 Semester 6	MCM	220	MCM-110 MCM-110 JRN-215	3
	MCM	130		3
	JRN	420		3
	xxx	xxx		3
	JRN	xxx		3
				15
Year Four 2014/2015 Semester 7	MCM	320	MCM-310 MCM-100 MCM-200 MCM-410	3
	MCM	330		3
	MCM	410		3
	MCM	420		3
	MCM	430		3
				15
Year Four 2014/2015 Semester 8	JRN	xxx		3
	xxx	xxx		3
	GED	xxx		3
	JRN	430		3
	xxx	xxx		3
				15



Bachelor of Arts in Communication
Public Relations Concentration

Semester	Code	Subject Title	Faculty & Staff	Cr
Year One 2011/2012 Semester 1	SWS	101		3
	LNG	171		3
	GED	198		3
	GED	199		3
	MTH	101		3
				15
Year One 2011/2012 Semester 2	LNG	172	LNG-171	3
	MCM	100		3
	ARA	110		3
	XXX	XXX		3
	GED	XXX		3
				15
Year Two 2012/2013 Semester 3	MCM	110	MCM-100 MCM-110 MCM-100 MCM-100 MCM-100 ARA 110	3
	MCM	120		3
	PRA	200		3
	MCM	200		3
	MCM	310		3
	ARA	120		3
Year Two 2012/2013 Semester 4	MCM	205	MCM-200 MCM-110 PRA-200 PRA-200	3
	MCM	210		3
	PRA	210		3
	MCM	230		3
	PRA	215		3
				15
Year Three 2013/2014 Semester 5	PRA	310	MCM-310 PRA-200 PRA-200 PRA-200	3
	PRA	315		3
	PRA	320		3
	PRA	xxx		3
	PRA	xxx		3
				15
Year Three 2013/2014 Semester 6	MCM	220	MCM-110 MCM-110 PRA-315 PRA-200	3
	MCM	130		3
	PRA	410		3
	xxx	xxx		3
	PRA	xxx		3
				15
Year Four 2014/2015 Semester 7	MCM	320	MCM-310 MCM-100 MCM-200 MCM-410	3
	MCM	330		3
	MCM	410		3
	MCM	420		3
	MCM	430		3
Year Four 2014/2015 Semester 8	PRA	xxx		3
	PRA	xxx		3
	GED	xxx		3
	PRA	420		3
	PRA	xxx		3
				15



Bachelor of Arts in Communication
Advertisement Concentration

Semester	Code	Subject Title	Faculty & Staff	Cr
Year One 2011/2012 Semester 1	SWS 101	Introduction to IT		3
	LNG 171	English I		3
	GED 198	Islamic Culture		3
	GED 199	UAE Society		3
	MTH 101	Principles of Statistics		3
				15
Year One 2012/2013 Semester 2	LNG 172	English II	LNG-171	3
	MCM 100	Introduction to Mass Comm.		3
	ARA 110	Arabic Communication Skills 1		3
	XXX XXX	Natural Science Requirement		3
	GED XXX	Humanities (1)		3
				15
Year Two 2012/2013 Semester 3	MCM 110	Communication Theories	MCM-100	3
	MCM 120	Communication Research Methods	MCM-110	3
	ADV 200	Advertising Copy Writing	MCM-100	3
	MCM 200	Introduction to Political Science	MCM-100	3
	MCM 310	Internet and Social Networks	MCM-100	3
	ARA 120	Arabic Communication Skills 2	ARA 110	3
				18
Year Two 2012/2013 Semester 4	MCM 205	Principles of Management	MCM-200	3
	MCM 210	Media Sociology	MCM-110	3
	ADV 310	Promotional Techniques	ADV-210	3
	MCM 230	Principles of Economics		3
	ADV 410	International Advertising	ADV-200	3
				15
Year Three 2013/2014 Semester 5	ADV 310	Print Advertising	MCM-310	3
	ADV 320	Advertising Strategies	ADV-210	3
	ADV 330	Advertising Campaigns	ADV-210	3
	ADV xxx	Advertising Elective		3
	xxx	Free Elective		3
				15
Year Three 2013/2014 Semester 6	MCM 220	Media Psychology	MCM-110	3
	MCM 130	Media Ethics and Laws	MCM-110	3
	ADV 230	Digital Advertising	PRA-210	3
	xxx	Free Elective		3
	ADV xxx	Advertising Elective		3
				15
Year Four 2014/2015 Semester 7	MCM 320	Computerized Media Archiving	MCM-310	3
	MCM 330	Literary and Artistic Criticism	MCM-100	3
	MCM 410	Political Geography	MCM-200	3
	MCM 420	Modern World History	MCM-410	3
	MCM 430	Internship		3
				15
Year Four 2014/2015 Semester 8	ADV xxx	Advertising Elective		3
	xxx	Free Elective		3
	GED xxx	Humanities (2)		3
	ADV 420	Graduation Project in Advertising	Graduation Semester	3
	xxx	Free Elective		3
				15



14- Scholarships Policy (Excellence, Achievement, Financial Hardship, Special Needs, Discretionary)

1. Preamble

A primary objective of scholarships is to promote the recruitment and retention of high academic achievers. Scholarships also promote the access to higher education to students with special needs or facing financial hardship.

The long term success of the University is tied to the achievements of its graduates in their professional and social lives. Academic achievers enhance the reputation of the University as they have increased chances of success after graduation. They bring therefore added value to the degrees conferred by the University. They also act, during their studies, as role models to other students, thus increasing the overall academic performance in the institution.

The effort to recruit the best possible students on the basis of academic achievement is complemented by the social responsibility of the university to provide access to higher education to those students with aspirations and academic capabilities, but who are unable to pursue post secondary studies due to special needs, disabilities, or financial hardship.

The priority in granting scholarships will be to encourage new students to enter the University. When appropriate, scholarships may also be awarded to returning students.

2. Types of Scholarships

The University will offer scholarships equal to a portion of full academic fees¹ for a period of two regular semesters, for a total of seventeen (17) students as shown in the table below. For two (2) of the seventeen students, the criteria and percentages are left to the discretion of the CEO and Chancellor of the University. The Scholarships are renewable.

Typical Scholarships' Distribution and Amounts

Number of Scholarships	% of tuition fees	Type of Scholarships
5	50	Excellence Scholarship
4	40	Achievement Scholarship
4	40	Financial Hardship Scholarship
2	40	Special Needs Scholarship
2		Discretionary Scholarship

The scholarships will be coordinated with the University's fee reduction program and the two programs may not apply concurrently.

3. Procedures

3.1 Applications for scholarships will be reviewed by a Scholarship Committee who will recommend recipients to the CEO and Chancellor.

3.2 Members of the Committee are nominated by the President of the University.

3.3 The Committee is composed, in addition to the Registrar, of a representative from each of the following departments:

- a. Academic Affairs

¹ Not including books, accommodation, transportation or any other auxiliary expense.



- b. Finance
- c. Student Affairs
- d. Student Counseling

In addition to a:

- e. A Scholarship Coordinator, whose role is to act as the Secretary of the Committee in charge, in addition to normal secretarial duties, of identifying eligible candidates, verifying eligibility for incoming and returning students, and coordinating the follow up of recipients' progress in their studies.

3.4 The Registrar chairs the Committee.

3.5 The role of the Committee is to identify, receive, review, and rank applications and to make recommendations to the CEO and Chancellor who nominates the recipients.

3.6 The CEO calls for a meeting of the Scholarship Committee at the beginning of each semester.

3.7 The Committee and the CEO review policies and procedures and decide on (i) priorities in the order of proceedings, and (ii) the distribution of scholarships between incoming and returning students..

3.8 To be eligible for a Scholarship, a new student must be accepted into one of CUD's degree programs and meet the criteria outlined in Section 4 below.

3.9 Scholarships awards will be announced two weeks following the end of the official registration period. To confirm her/his acceptance of a scholarship, each recipient is expected to complete a Recipient Profile that can be used by the University for promotional purposes.

3.10 The Scholarships Coordinator and the Committee members are responsible for the follow up of recipients' academic status and progress.

3.11 A Scholarship entitles the recipient to a waiver of tuition for up to 2 regular (Fall and Spring) semesters from the time of first registration until graduation. It does not cover courses taken in the summer terms. However, the student's cumulative grade point average used for assessing eligibility, applying selection's criteria, and renewal, includes courses taken during summer terms.

To maintain eligibility, a student must enrol for two successive semesters and carry a full load of academic credits for each semester (4 courses or more). Scholarships are renewed on a yearly basis and students are expected to maintain a Cumulative Grade Point Average of at least 4.0 (90% or higher) by the end of each academic year for Excellence Scholarships, and of 3.8 (between 85% and 89%) for Achievement Scholarships. Recipients of Special Needs and Financial Hardship Scholarships must maintain a Cumulative Grade Point Average of at least 3.3 (76% of higher).

Failure to comply with any of the above could result in the withdrawal of the scholarship.

3.12 All applications are kept for future consideration as new or returning applications.

4. Criteria

The recipients of all scholarships, except for those left to the discretion of the CEO, shall be selected based on:

- (i) *specific criteria* for each type of scholarship (weighted at 85%), as well as



(ii) additional *criteria of outstanding good behaviour and extra curricular achievements* (weighted at 15%).

The type specific criteria are as follows:

- a. The Excellence and Achievement Scholarships are based on merit as demonstrated by academic records and grades.

In case of incoming students, academic records and grades are those submitted for admission to the University.

High school students must have a cumulative grade average of:

- i. 4.0 (90% or equivalent) or higher for Excellence Scholarships;
- ii. 3.8 (between 85% and 89% or equivalent) for Achievement Scholarships.

Students from post secondary institutions must have a cumulative grade average of:

- i. 4.0 (90% or equivalent) or higher for Excellence Scholarships;
- ii. 3.8 (between 85% and 89% or equivalent) for Achievement Scholarships.

To be eligible for a scholarship or for a renewal of a scholarship, a returning CUD student must have maintained a cumulative grade average of:

- i. 4.0 (90% or equivalent) or higher for Excellence Scholarships;
- ii. 3.8 (between 85% and 89% or equivalent) for Achievement Scholarships.

Incoming candidates for Excellence and Achievement scholarships are recommended by the Committee without formal application by the student. However only those students registered for a full load (4 courses or more) by the end of the official registration period will be considered.

- b. Special Needs Scholarships are available to new and returning students with a cumulative grade point average of 3.3 (76%) or higher. Special needs may be justified by physical or other disabilities. CUD pledges to provide an inclusive learning environment and to support the cognitive, emotional and creative development of students with disabilities.

Applications should be made no later than one week before the beginning of registration for each semester. A professional diagnosis of disabilities must be supplied at the time of application and shall be kept confidential.

- c. Financial Hardship Scholarships are available to incoming and returning students with a cumulative grade point average of 3.3 (76%) or higher. For incoming students, applications should be made no later than one week before the beginning of registration for each semester. For returning students, applications for Financial Hardship Scholarships should be made as soon as the student becomes aware of the financial hardship. Details and proof of financial hardship must be supplied and shall be kept confidential. They may include death, severe disability, or sudden and unexpected loss of employment of the family member financially supporting the student.



- d. The Discretionary Scholarships are awarded by the CEO and Chancellor. The percentage tuition reduction may vary. The total value of scholarships in this category may not exceed the fees for 2 regular students.

The criteria of outstanding good behaviour and extra curricular achievements apply only to Excellence, Achievement, Special Needs, and Financial Hardship scholarships. They shall take into account:

- a. Special school and/or community non academic honours or awards.
- b. Leadership and initiative in service to the school or the community.
- c. Extra curricular scholarly contributions.
- d. Excellence in organized competitive sports activities.
- e. Letters of recommendations from schools, community organizations, charities, etc...
- f. Possible interview by members of the Scholarships Committee.



15-Special Discounts Policy (Sibling, Spouse, Government Employee, Group, Employee Discount)

1. Preamble

The Canadian University of Dubai values the establishment of a CUD family bound by the ideals of the pursuit of scholarship, knowledge and professional advancement, as well as the acquisition of higher professional skills and emancipation through life long learning.

Its program of Special Discounts encourages and promotes the access to its programs for family members of its students, government employees, as well as for its own employees and those of the EMIVEST Group.

2. Types of Discounts

2.1 Sibling Discount

Students having a brother(s) or sister(s) registered at the University will benefit from a 10% Discount on the tuition fees of the registered courses.

2.2 Spouse Discount

The husband or wife of a student registered at the University will benefit from a 10% discount on the tuition fees of the registered courses.

2.3 Government Employee Discount

Students who are employed in government institutions will benefit from a 10% discount on the tuition fees of the registered courses.

2.4 Group Discount

A 40% discount aims at encouraging applications from groups of 20 students or more with high academic achievement (with a cumulative average of 3.6 (79%) or higher for each member of the group).

This includes, but is not limited to, groups who are sponsored by a governmental or any other organization. The sponsoring organization must submit to the University its name and credentials, as well as the names and contact details of all students in the group, together with their academic records, and the CUD programs they are applying for.

Group applications shall be reviewed by the Scholarship Committee.

2.5 CUD & EMIVEST Group Employee Discount

Upon completion of the probationary period, full-time employees of the University and the EMIVEST Group are entitled to a 50% reduction of tuition fees for undergraduate and graduate studies and up to three sessions of English for Academic Purposes¹.

Spouses and up to two dependent children and dependent siblings of University employees who have completed their probationary period are also eligible for the same 50% reduction in fees, with the same restrictions.

Those eligible for this 50% reduction must possess the necessary academic background for the courses studied and must comply, as any other student, with the University's rules and regulations.

¹ Service fees, fees to outside institutions, materials and special fees related to courses are the sole responsibility of the employee.



16- Courses Descriptions

School of Liberal Arts & Sciences

University Requirements Courses:

BIO 101 Human Biology

This course introduces the students to the basic knowledge of the human body with emphasis on understanding human biological mechanisms and processes, the human body's structure and functional organization. Interactive lab sessions allow students to better understanding the interrelation between the structure and function of the human body. Topics include: Cell Structure and Function, Organization of the Human Body, Skeletal System, Human Systems and Aging Process. *Prerequisite: None*

ENV 125 Ecosystems and Human Health-I

This course introduces the key concepts of ecosystems and health, emphasizing how they are related and the implications of this relationship to human well being. Students explore the relationships between ecosystems and health. The course provides knowledge, skills and approaches of relevance to problem solving in both personal and professional settings. Topics include: Introduction to ecosystems, Ecology, environmental science, and health science, *Patient* assessment methods, Ecological assessment methods, Environmental assessment methods and Planning to prevent noninfectious conditions in ecosystems & humans. *Prerequisite: None*

ENV-301 Introduction to Environmental Science

This course introduces students to the interdisciplinary nature of environmental studies. It covers a range of issues: Environmental impact, Biodiversity, Air and water pollution, Food production, Soil resources, Soil erosion, Energy, Domestic and hazardous wastes, Environmental economics, Work environment, Technology, Population growth, ethics, and policy. Approaches to prevention and control are discussed within the overall context of sustainable development. Pre requisite: None

ENG-410 Professional and Ethical Practice

The course prepares the future engineer to fulfill his social responsibilities and understand the social and ethical implications as well as the health and environmental impacts related to the profession. It introduces the engineering profession and its practices, laws and ethics. Topics include: history of the engineering profession, principles of professional engineering practice, professionalism and codes of ethics, assessment of safety situations, safety and health training, management of safety and health, social implications and environmental impacts of technology, rights and responsibilities of engineers, ethical issues in the engineering practice. Pre requisite: GED-132, ENV-301 -

GED-132 Science and Technology in Society

This course examines the aims, methods and consequences of scientific enquiry in human history, including the impact of scientific and technological advances on societies, cultures and political systems. The course also discusses some of the philosophical disputes prompted by those advances and the political and their ethical implications on societies. Pre requisite: None.

GED 196 Communications Skills in Arabic

This course aims at developing students' skills and competencies in the Arabic language by teaching them procedural techniques about the functional text structure in both classical and standard Arabic. Topics include: functional writing, interrogation, order, and prohibition, meeting report, conference report, curriculum vitae, punctuation, authority discourse (report, circular, etc ...). *Prerequisite: None*



Water and Wastewater Quality Control ENV 304

This course focuses on the principles of water management (both in quantity and quality) with emphasis on fresh water resources for domestic and multi-purpose utilization. Characterization, treatment, reclamation, and recycling of wastewater are also discussed. International guidelines, standards, and directives for water and wastewater management are presented.

GED-195 Descriptive Geometry

This course focuses on the theoretical and practical explorations of principles of descriptive geometry and their use in the visualization of two-dimensional and three-dimensional objects.

Covered topics are orthogonal projections, parallel projections, and perspective projections. Shadow constructions are introduced to create added definition and understanding of the third dimension. Presentations will link theoretical principles with drafting exercises and photographic examples.

Through weekly lectures, alternating with regular practical assignments students will learn the underlying geometric principles and visualize spaces and their defining objects. This course places an emphasis on practical learning, construction exercises will be given each week. *Prerequisite: None*

101	MTH	مبادئ الإحصاء
يتناول المساق بجاييه النظري والعملي المفاهيم الإحصائية الأساس ووصف البيانات واستخدام الحاسوب لجدولتها ثم معرفة مفاهيم النزعة المركزية والدرجات المعيارية لها.		

110	ARA	مهارات الإتصال باللغة العربية (1)
يطمح هذا المساق إلى تحقيق مجموعة من المهارات التعليمية الأساسية لبناء شخصية الطالب الجامعي بناء ثقافياً يوافق حياته المهنية، ويدفعه نحو آفاق ثقافية تساعده على استخدام اللغة العربية في المجال العلمي والبحث الأكاديمي ومن هذا المنطلق يحرص المساق على إتقان الطلاب مهارات الأداء اللغوي قراءةً وكتابةً وتحديثاً واستماعاً وفهماً لتوظيفها في المواقف الحياتية وتنمية مهاراتهم الشفوية (الشفهية) والتحريرية (الكتابية) لمساعدتهم على التواصل المعرفي مع مصادر المعلومات المسموعة والمقروءة.		
120	ARA	مهارات الإتصال باللغة العربية (2)
يهيئ هذا المساق معرفة بمهارات اللغة العربية العليا الوظيفية ممثلة في: التلخيص والتحليل الموضوعي والنقد، من خلال نصوص متنوعة تتناول: مختلف الأجناس الأدبية، شعراً ونثراً، وحقول المعرفة المختلفة.		
المتطلب السابق: مهارات الاتصال باللغة العربية (1)		

GED-197 Introduction to Islamic Civilization

The course introduces the student to various aspects of Islamic civilization including the religious foundations of its past grandeur and influence in the world. Topics include women's role in Islam and the contributions of Arabic, non-Arabic, Muslim and non-Muslim scientists to the development of the Islamic civilization. Pre-Requisites: *None*

هذه المادة لا تختص في العلوم الإسلامية ولا في تاريخ الإسلام، إنما هي عبارة عن مقدمة لمجمل معالم وعناصر الحضارة الإسلامية. يتم التعرض إلى الأسس التي منها انطلقت الحضارة الإسلامية وكان لها أثرها في تاريخ الإنسانية. يكون هذا العرض دون الغوص في أعماق النصوص الدينية. يحصل الطالب على نظرة إجمالية على المنهج الذي اعتمد للوصول إلى هذا السبق الحضاري المتميز.

دور المرأة يكون من بين المواضيع. تعطى كذلك عينات عن العلماء العرب وغير العرب والمسلمين وغير المسلمين الذين ساهموا في بناء الحضارة الإسلامية

GED 198 Islamic Culture

3-0-3



The course presents an elementary survey of Islam as a religion and an approach to life. Topics include: the Quran, its names characteristics and miracles, the scientific miracles in the Quran, an introduction to the prophetic heritage (the Sunnah), the history of Islam and the Islamic civilization, Islam's vision of the human being, the universe and life, and the pillars of Islamic faith. Students are invited to reflect on the relationships between Islam and other civilizations. Prerequisite: None

GED 199 UAE Society

This course is an introduction to the UAE society in its political, geographical, cultural, demographical and social aspects. Students are encouraged to reflect on the evolution of society in view of the fast changes brought by modernization and globalization. Topics include: the Emirates geography and history, aspects of life before and after the Emirates political union, economic and social development, the cultural life before and after the union. *Prerequisite: None*

GED-205 Psychology in every Day Life

An introduction to concepts and principles of selected areas of psychology and their applications to daily living. The aim is to foster students' understanding of the self and its interactions with the environment. Topics include: history of psychology, basic neuro-anatomy, theories of learning, theories or memory models, theories of intelligence, multiple intelligences, and interpersonal relationships. Pre requisite: None

GED-252 Critical thinking

This course aims at improving students' ability to analyze and evaluate types of arguments and assertions encountered in everyday life. The focus is on the informal logic of everyday language, but some elementary formal logic is discussed. Topics include: the language of argumentation, analyzing arguments, validity, soundness, problems of interpretation, syllogistic reasoning, non-deductive arguments, the use and misuse of Statistics, explanations and empirical theories, conceptual theories and definitions. Pre requisite: None

GED 254 Developmental Psychology

An introduction to the basic concepts and mechanisms inherent to human development from conception to adolescence and adulthood. Topics include the study - through various theoretical models - of the biological, cognitive, social, emotional, and moral aspects of development. Emphasis is put on normal growth and development. *Prerequisite: None*

GED 324 Ethical Reasoning for Today's World

This course examines the theories, skills and applications of moral philosophy, including a description and a discussion of the three influential approaches to morality, namely: character ethics, consequences based ethics, and principle based ethics. Some topics are: an introduction to ethics, character/virtue ethics, the problem of global inequity, utilitarianism, principle ethics, cases in clinical ethics, principles in professional and personal ethics, the nature of ethical reasoning, developing reasoning skills in ethical, social and political contexts. Pre requisite: None

LNG-171 English I

LNG 171 exposes students to academic reading and writing skills. It provides instruction and practice in academic reading skills, and requires students to implement writing strategies and participate in classroom discussions. Students will also demonstrate reading comprehension through summarizing and paraphrasing key passages and acquire the skills necessary for success in the first year courses in their major programs. Pre requisite none

LNG-172 English II

The course focuses on the refinement of reading and writing skills for increased success in the students' major programs of study. It is designed to familiarize students with the critical reading and analytical writing skills through the use of a variety of rhetorical devices, purpose, tone and style to develop critical reading and thinking skills. Pre requisite LNG-171



LNG-173 Professional Communication Skills

The course introduces students to the research paper and APA documentation while exploring the written and oral communication skills necessary for success in the workplace. It is intended for students who have mastered basic essay writing skills and emphasizes strategies that lead to effective argumentation and research. Prerequisite: LNG 172

MTH-112 Calculus I

An introduction to differential and integral Calculus. Topics include: limits and continuity, tangent line and derivative, rules of differentiation, derivatives of elementary functions, related rates, implicit differentiation, linearization and differentials, optimization, curve sketching, indeterminate forms and l'Hôpital's rule, indefinite integrals, substitutions, estimating with finite sums, area between curves, and the Fundamental theorem of Calculus. Pre requisite: Passing both Parts A and B of the Mathematics Placement Test for Engineering or, Passing both MTH 001 and MTH 002

MTH-195 Applied Statistics

An introduction to elementary descriptive and inferential statistics. Topics include: descriptive and inferential statistics, describing and organizing data, measures of central tendency and spread, probability, conditional probability, discrete and continuous random variables and their probability distributions, inferential statistics. This course may be substituted by MTH-130 (Probability and Statistic). *Prerequisite: None*

MTH 196 Business Mathematics

Applications of basic arithmetic, algebraic and Calculus techniques for solving business problems. Topics include: problem solving with ratios, percentages, linear and quadratic equations, break-even analysis, exponentials, logarithms, financial mathematics, basic differentiation and marginal analysis of cost and profit. *Prerequisite: None*

MTH- 210 Applied Statistics and Research Method

An introduction to statistical research ideas and hypotheses testing using qualitative and quantitative statistics. Topics include: an introduction to quantitative research, graphs, Pareto diagrams, stem-and-leaf displays, numerical descriptive statistics, probability, discrete and continuous random variables and their probability distributions, inferential statistics. This course may be substituted by MTH-130 (Probability and Statistic). *Pre-Requisites: MTH-194*

SWS 101 Applications of Computer Software

This course introduces students to the most common commercial microcomputer software applications. Topics include: computer hardware and software, Windows operating system, editing (Word), spreadsheet (Excel), presentation (PowerPoint), database (Access), internet usage and E-mail. *Prerequisite: None*

SWS 361 Introductions to Geographic Information Systems

This course provides an introduction to Geographic Information Systems (GIS). Topics include: coordinate systems, site selection, data capture methods, error, accuracy, and precision, cartographic communication, data sources for GIS, spatial overlays, Dubai Municipality tour of mapping services. *Prerequisite: None*

SWS 121 Website Design and Development

This course introduces principles of website development. Basic HTML and CSS skills will be applied to build web pages and sites with consideration given to the effects of browser and computing platform on design choices. Topics include: Web Basics, Tags, Creating Simple XHTML Documents, Advanced XHTML Features, Web Design Concepts, Integrating multimedia. Prerequisite: SWS-120



School Of Business Administration (Undergraduate program & MBA)

ACT 112 Principles of Accounting I

This course concentrates on accounting for merchandise operations, proprietorship, negotiable instruments, specialized books of original entry, and the voucher system including emphasis on the financial aspects of accounting. Accounting concepts and principles, accounting systems, inventory costing methods, accounting of acquisitions, depreciation and disposal of plant assets are also described in this course. *Prerequisite: None*

ACT 212 Principles of Accounting II

This course covers Modern financial and managerial accounting theory and practices applied to an organization's liabilities, cash flows, planning, budgeting, and control. Topics include: Organization, capita stock transactions, and dividends, Income and taxes Corporate income taxes, Statement of cash flows, Financial statement analysis, Managerial Accounting Concepts and Principles, Process Cost Systems, Cost behavior and cost-volume-profit analysis, Budgeting, Performance Evaluation Using Variances from Standard Costs, Differential analysis and product pricing, Capital investment analysis. *Prerequisite: ACT 112*

BUS-110 Fundamentals of Business and Information Systems

This course provides the learner with an overview of the role of Networking technologies and information systems and business interaction. Emphasis is given to Management Information Systems and Supply Chain Management. Topics include: Introduction to Business, Ways of Organizing Businesses, Production and Materials Management, Human Resources, Management and Information Systems, Enterprise Wide Systems, Customer Relationship Management, Supply Chain Management, Information Systems Security and Controls. This course may be replaced by SWS-351 (Management Information Systems). *Prerequisite: none*

BUS-111 Marketing of Services

This course focuses on strategic considerations in the marketing of services. The primary emphasis is on those strategies designed for service-dominated products, particularly those related to professional services, including information technology. Students address the needs and wants of customers, both internal and external to the firm, within the framework of long-term relationship management. Special attention is devoted to the sometimes competing demands of the marketplace vs. corporate efficiencies and to the interdisciplinary imperative in services marketing strategy development. This course may be replaced by MKT-210 (Principles of Marketing). *Pre-Requisites: None*

BUS-120 Financial Analysis

This course covers the financial and managerial techniques used to budget, monitor, and evaluate projects, departments, and organizations. The course focuses on how internal stakeholders use financial information within an organization to plan, monitor and evaluate activities. Cost behaviors and reporting techniques will be examined for their influence on managerial decision-making. Analysis templates will be developed using spreadsheet software. Common decision making metrics will be examined for their underlying assumptions and limitations and will be applied to appropriate types of planning and operational decisions. *Pre-Requisites: BUS-110*



BUS 210 Business Reporting

The primary focus of this course centers on reporting mechanism for business, industry, and government. Major emphasis will be placed on

- written business correspondence (memos, letters, reports, e-mail, and resumes);
- analysis and interpretation of business problems;
- basic writing, editing , and presentation skills;
- interpersonal communication; and
- ethical and legal considerations in the communication process.

Pre-Requisites: LNG-172

BUS-212 Organizational & Client Relationships

Technical and professional knowledge is only one component of the skill set required to succeed in the new economy. Today's organizations require individuals to demonstrate soft-skills which address the complex relationships which are essential to working productively and effectively. In order for both the organization and the individual to be successful, employees must be able to effectively communicate their specialized knowledge and provide support and service to facilitate the work of others. This requires the individual to master and demonstrate the skills of professional verbal communications, effective listening, customer service, and conflict resolution. *Prerequisite: LNG 172*

BUS 231 Legal Environment of Business

This course introduces the basic underlying concepts, principles and rules of law and equity that govern business activities. This course provides an overview of law in general; the North American and British based legal systems, court procedures, the different impacts of statutory and judicial law and administrative procedures. Students may also be introduced to contracts, products liability, business ethics, constitutional law, sales; commercial paper and business related UAE Laws. *Prerequisite : None*

BUS-310 Project Management

This course provides the student with tools ensuring the maximum of success in his future projects. Poorly or wrongly managing of engineering projects has been wrongly or poorly managed, delivering them behind schedule, and/or over budget, lead to failure and disappointment. The nine project management knowledge areas are tackled, namely

1. Project Integration Management
2. Project Scope Management
3. Project Time Management
4. Project Cost Management
5. Project Quality Management
6. Project Human Resource Management
7. Project Communications Management
8. Project Risk Management
9. Project Procurement Management.

Pre requisite: Completed 60 CH

BUS-410 Entrepreneurship in the New Economy

This course provides the participant with knowledge of the current economy that influences business models and the role of the entrepreneur. Topics include:



Entrepreneurship And Small Business, Small Business Decision, Evaluation of a Business Opportunity, Business Plan, Buying a Business, Financing The Small Business, Marketing Management Project, Small Business and Electronic Commerce, Financial Management Project, Operations Project, Human Resources Management Project, Tax Management Project, Managing the Transfer of The Business. *Pre-Requisites: None*

EBU-100 E-Business Fundamentals

This course defines the formulating business strategy in e-business, providing students with the theoretical and practical foundations necessary for understanding e-Business, the fundamentals of e-Business, its terminologies, concepts, and its infrastructure. Topics include: Concepts and Essentials of Electronic Commerce, intranet/extranet and their business models, systems supporting enterprise and supply chain management, transaction processing, multimedia delivery, client software, intelligent agents, search engines, data mining, legal issues and privacy, virtual communities, network infrastructure, performance issues related to e-Business systems. *Pre-Requisites: None*

EBU 101 Emerging Trends in E-Business

This course explores e-business models, strategies, and technology infrastructures with a focus on specific e-business implementations to highlight current and future trends in e-business. Topics include: E-business Business Models, Building an E-commerce Web Site, Security and Encryption, E-commerce Payment Systems, E-commerce Marketing Concepts, E-commerce Marketing Communications, Retailing on the Web, Online Service Industries, B2B E-commerce: Supply Chain Management and Collaborative Commerce, Auctions, Portals and Communities, Online Content Providers: Digital Media. *Pre-Requisites: None*

EBU 206 E-Business Project Management

This course explores the principles, process, purpose and strategies of project management for an e-business. Topics include: Roles and related skill sets of the project manager, Defining a Project, Planning a Project, Developing the Work Breakdown Structure (WBS), Scheduling, Managing Project Changes, Project Budget, Managing Project Risks, Managing Project Deliverables, Managing Project Quality, Managing Project Expectations, Leading a Project, Managing Vendors, Ending the Project. *Prerequisite: EBU 100*

EBU 207 System Analysis & Business Process Integrations I

This course examines business needs for information and is analyzed through a systematic study of business processes and their underlying components of people, procedures, and technology. It will prepare students to effectively use, manage, and participate in the development of information technology applications in support of common business processes. Topics include: Introduction to ERP Systems: The benefits of enterprise-wide data integration, Business Processes in Enterprise Resource Planning systems, Process Mapping, Database Management Systems, E-R Model Development Mapping an E-R Diagram to a Relational DBMS, Core Business Processes. *Prerequisite: None*

EBU 218 E-Business Web Technologies

This course is an introduction to the current technologies used to implement e-business solutions. It exposes basic strategies and techniques required to develop a well-designed portable website combining effective navigation with the balanced use of graphics, text and color. Topics include: Creating HTML documents, Exploring other mark-up languages, Planning the Site and Site Navigation, Using Tables, Using Frames, Creating Web Forms, Introduction to Web Database



Processing, Introduction to Structured Query Language (SQL), Web servers, Client-side Scripts, Server-side scripts, Creating a Web Application with Client-side and Server-side scripts. This course can be replaced by SWS 121 (Website Design and Development). *Prerequisite: EBU 100*

EBU 308 Sys. Analysis & Business Process Integrations II

This course expands upon the skills developed in Systems Analysis and Business Process Integration 1 are mapped into a structured systems development methodology. Students should apply their business process analysis and design skills to three in-depth areas:

- a. Purchase to Pay process
- b. Operations process and
- c. Business reporting process

Each of these areas are examined for objectives, procedures, controls, and underlying technologies. Enterprise Resource planning software is used to illustrate the processes. *Prerequisite: EBU 207*

EBU 350 E-Business Technology Solutions

This course extends the use of technology introduced to enhance HTML and Internet programming skills. Technology tools are used to build, enhance and operate a successful e-Business site. An opportunity to evaluate other technology tools and software solutions is also included as an independent project. Topics include: Multimedia on the Web, Working with XHTML, Introduction to JavaScript, Creating an XML Document, Binding XML Data, Creating a Valid XML Document, Working with Namespaces and Schemas. *Prerequisite: EBU 218*

EBU 400 E-Business Internship Placement

This course is an opportunity to obtain hands-on business experience in a private institution. The student learns about business and commerce and attains technical and leadership skills. Topics (steps) include: Learning Basic Operations, Writing and presenting a project proposal, Planning, Planning / Design of Solution, Development / Implementation of Solution, professional skills, and feedback mechanism. *Prerequisite: Junior (3rd year) standing*

EBU 420 E- Business: Strategic Management of Technologies

This case-study based course discusses the opportunities and challenges involved in applying technology to transform traditional business into e-Business and build the managerial foundation for emerging technologies. Topics include: e-Business Strategy, e-Business Planning, Overview of e-Business Models, Formulation of e-Business Strategy, e-Business Strategy for SMEs, Market Analysis, Organizational Transformation by e-Business, Transforming External Relationships with Customers, e-Business Impact on Supply Chain Management, Mobile Computing. *Prerequisite: EBU 101*

EBU 450 E-Business Consulting Project

This course allows the student to synthesize the various skills learned by developing and/or implementing a "real world" e-business project such as developing an e-commerce website, from design, development, to implementation and final review. Each team should develop and monitor its own project plan, prepare a business case or business plan to support the proposal and implement a solution. The students should work with faculty advisors to determine an appropriate 'real-world' project that can be completed during the term. *Prerequisite: Final Semester*



ECO 121 Principles of Macroeconomics

This course examines the basic principles of macroeconomics from a market economics perspective. Exploring how to measure national economic activity, looking specifically at GDP, unemployment and inflation, and their relationship to the business cycle, analyzing international economics and the theories of economic growth and development, comparing theories of the macro economy with the classical-Keynesian debate, as well as examining the monetary system, including the federal reserve system, money markets and fractional reserve banking. *Prerequisite: None*

ECO 221 Principles of Microeconomics

This course focuses on the tools necessary for analyzing and investigating various microeconomic problems, such as issues of scarcity and choice, the tools of price determination and elasticity, perfect competition, monopolistic competition and oligopoly, factor pricing, factor mobility, labor markets, and the importance and role of economic policy in our everyday lives. Topics include: Economic Decisions, Demand and Supply Analysis, Elasticity of Demand and Supply, Consumer Choice and Demand, Production and Cost in the Firm, Perfect Competition, Monopolistic Competition and Oligopoly, Resource Markets, Capital, Interest, and Corporate Finance, Economic Regulation and Antitrust Policy. *Prerequisite: None*

FIN 201 Managerial Finance

The course provides a conceptual framework of financial management at the introductory level. Analysis, planning and control of internal and external finance decisions of a firm with emphasis on corporate structure. Topics include: financial statement analysis, markets and institutions, risk and rates of return, time value of money, bond and stock valuation, cost of capital, capital budgeting, capital structure and leverage, dividend policy, and international finance. *Prerequisite: ACT 212*

HRM 210 Human Resource Management

This course is designed to introduce the fundamental issues associated with Human Resource Management (HRM). An examination of the major topics related to HRM and current issues are addressed to better understand Human Resource's important role within the organization. Topics include: Introduction to HRM, Equal Employment Opportunity, Job Analysis & Design, Planning & Recruitment, Selection Process, Training & Development, Performance Appraisal, Compensation management, Incentive Pay, Employee Benefits, Health & Safety, Employee Rights & Discipline, Labor Relations, and International HRM. *Prerequisite: MGT-202*

HRM 220 UAE Labor Law and Relations

This course explores how UAE labor law regulates the legal aspects of employer-employee relations, attempting to identify the economic and regulatory influences that have shaped UAE labor laws. It focuses particularly on the legal regulation of collective worker activity and will identify values that inform the legislative, judicial, administrative, arbitral, contractual and informal rules and norms through which law regulates the current diverse management-labor environment. *Prerequisite: MGT 202*

HRM 230 Human Resources Information Systems

This course examines the use of HRIS applications in a human resource environment with focus on the basic concepts and terminology. Students should apply what they learn through the completion of HR related exercises and activities. Topics include: Knowing the Trends, Previewing HR Software, Working



with Consultants, Needs Assessment, Scripting the Demo, Preparing and Using a Selection Matrix, Negotiating the Agreement, Selling to Management, Planning Implementation, Selecting a Small HRIS Package, Mid-Market Main Players. *Prerequisite: HRM 210*

HRM 235 Staffing

This course addresses the theory, principles, practices, and legal requirements for effective recruitment, selection, and promotion in organizational settings. Topics include: Staffing Models and Strategy, Legal Compliance, Planning, Job Analysis and Rewards, External Recruitment, Internal Recruitment, Measurement, External Selection, Internal Selection, Decision Making, Final Match, Staffing System Management, Retention Management. *Prerequisite: HRM 210*

HRM 240 Managing Health, Safety and Diversity

This course addresses the theory, practice and legal requirements in managing employee health, safety, and cultural diversity in organizational settings. Topics include: Accidents and Their Effects, Theories of Accident Causation, Workers' Compensation, Ergonomic Hazards, Mechanical Hazards and Machine Safeguarding, Hazards of Temperature Extremes, Pressure Hazards, Electrical Hazards, Fire Hazards and Life Safety, Industrial Hygiene, Radiation Hazards, Ethics and Safety, Promoting Safety, Product Safety and Liability, Violence in the Workplace. *Prerequisite: HRM 210*

HRM 265 Performance Appraisal and Compensation

This course addresses theory, principles, practices, and legal requirements linking effective performance management and compensation and benefit systems in organizational settings. Topics include: Strategic Perspectives in Compensation Management, Defining Internal Alignment, Job Analysis, Job Evaluation/Person-based Structures, Determining External Competitiveness, Employee Contributions, Performance Appraisals, Benefits, Compensation of Special Groups, Legal & Administrative Issues in Compensation, Global Compensation. *Prerequisite: HRM 210*

HRM 270 Compensation Management

This course presents the economic concepts and legislative requirements relating to compensation concepts and practices. It discusses the concepts and procedures for developing and administering a compensation program. Topics include: Strategic Compensation, Strategic Analysis and Contextual Factors, Contextual Influences on Compensation Practice, Traditional Bases for Pay, Incentive Pay, Person-Focused Pay, Building Internally Consistent Compensation Systems, Building Market-Competitive Compensation Systems, Legally Required Benefits, Discretionary Benefits, Compensating Executives. *Prerequisite: HRM 210*

HRM 275 Conflict Resolution

This course is an analysis of the nature of conflict and the methods to resolve conflict with an emphasis on collaborative problem solving and mediation. Topics include: Negotiation, Preparation for Negotiation, Distributive Negotiation - Slicing the Pie, Win-Win Negotiation - Expanding the Pie, Developing a Negotiating Style, Establishing Trust and Building a Relationship, Power, Persuasion, and Ethics, Creativity and Problem Solving in Negotiations, Cross-Cultural Negotiation, Tacit Negotiations and Social Dilemmas. *Prerequisite: HRM 210*

HRM 290 Human Resource Strategic Development

This course combines all aspects of human resources in developing human resource strategy and creating alignment and "fit" between the business and human resources. The course explores how human resources can add value to



business outcomes and which HR practices are “best practices” for an organization. It also discusses leading edge HR practices in a number of organizations and how organizations can improve performance through implementing changes in HR practices. *Prerequisite: HRM 210*

HRM 300 Human Resource Development

This course is a study of the theory and practice in human resource training and development applied to organizational settings. Topics include: Organizational Role of Training Specialist, Identifying Training Needs, Maximizing the Trainee’s Learning, Evaluating Training Programs, On-Site & Off-Site Training Methods, Developing & Training Leaders & Executives, Societal Concerns. *Prerequisite: HRM 210*

HRM 350 Strategic Human Resource Management

This course exposes students to the “big picture” at the intersection of HR management, business policy and competitive strategy. It introduces the students to the key “core competency” areas necessary to become successful managers of human capital. Topics include: Managing Human Resources through Strategic Partnerships, Understanding the External and Organizational Environments, Ensuring Fair Treatment and Legal Compliance, HR Planning for Alignment and Change, Using Job Analysis and Competency Modeling, Developing an Approach to Total Compensation, Measuring Performance and Providing Feedback, Using Performance Based Pay to Enhance Motivation, Providing Benefits and Services. *Prerequisite: HRM 210*

HRM 370 International Human Resource Management

This course is an introduction to the critical issues facing organizations in simultaneously managing their human resources at home and abroad. It focuses on the connection between corporate strategies and the effective management of human resources. Topics include: Enduring Context of IHRM, Organizational Context, Sustaining International Business Operations, Recruiting and Selecting Staff for International Assignments, Training and Development, Compensation, HRM in the Host Country Context, Industrial Relations, and Performance Management. *Prerequisite: HRM 210*

HRM 375 Seminar in Human Resource Management

This course focuses on the theory and practice of human resource management. Emphasis is on the development of human resource management and the practical skills needed by HRM practitioners, supervisor and managers. The employee life cycle including recruiting, hiring, testing, developing, appraising, firing and out placing is emphasized. As a seminar based course, heavy focus is based on case analysis, projects, and interactive discussion based lectures. *Prerequisite: HRM 210*

HRM 400 Human Resource Internship

This 6 to 8 weeks internship provides qualified students with an opportunity to receive academic credit for supervised professional training and experience in an actual work environment. It is an ongoing on the job interaction between the student, and the employment supervisor. It involves a Learning Contract, periodic meetings with the faculty representative, professional experience, and submission of materials as established in the Learning Contract. *Prerequisite :80 Credit Courses*

HRM 450 Human Resource Management Capstone Course

This capstone course emphasizes the strategic importance of Human Resource Management in organizational decision-making. The course covers the role of



human resource management in strategic decision making, managing growth and downsizing, managing work flows and productivity, international HRM, evaluation of HR systems, and the future of Human Resource Management. *Prerequisite: Final Semester*

MGT 202 Principles of Management

This course is designed to enable the beginning management student to explore current management theory and issues. The emphasis is on developing a foundation for future management studies. Topics include: Managing, External Environment and Organizational Culture, Planning and Strategic Management, Managerial Decision Making, Leadership, Motivating for Performance, Teamwork, International Management, Entrepreneurship, Organization Structure, leadership, Human Resource Management, Managing the Diverse Workforce, and Managerial Control. *Prerequisite: None*

MGT 320 Organizational Behavior

This course is a study of individual and group behavior in business organizations. It helps individuals better understand how people behave and interact in an organizational context. Topics include: Foundations of Individual Behavior, Personality and Emotions, Perception and Decision Making, The Nature of Work Motivation, Foundations of Group Behavior, Understanding Work Teams, Basic Approaches to Leadership, Contemporary Issues in Leadership, Conflict and Negotiation, Organizational Culture. *Prerequisite: None*

MGT 361 Operations Management

This course is an examination of how organizational processes add value as they convert inputs to outputs. Topics covered include the strategic relationship of operations with other functional organizations, value chain concepts, and quantitative methods of operations, including forecasting models, inventory models, statistical process control, process models and project management methods. The course also provides a review of current supply chain philosophies such as JIT, MRP, and EOQ inventory management methods. *Prerequisite: MGT 202, QBA 341*

MGT 405 Business Ethics & Social Responsibility

This course will examine the practical issues of managers in addressing ethical and moral problems in business. It will draw on a variety of materials and experiences as a basis for analyzing and evaluating the manager's and the firm's options and decisions. Topics include: Consequentialist and Non-Consequentialist Theories of Morality, Ethics of Truth, Power and Lying, Ethics of Race and Power Business and Media Ethics, Emerging Business Ethics Issues, Developing an Effective Ethics Program, Implementing and Auditing Ethics Programs, Business Ethics in a Global Economy. *Prerequisite: None*

MGT 420 Supply Chain Management

This course focuses on decision making for system design, as it arises in manufacturing systems and supply chains. Students are exposed to frameworks and models for structuring the key issues and trade-offs. The class presents and discusses new opportunities, issues and concepts introduced by the internet and e-commerce. It also introduces various models, methods and software tools for logistics network design, capacity planning and flexibility, make-buy, and integration with product development. Industry applications and cases illustrate concepts and challenges. *Prerequisite: MGT 202*



MGT 450 Customer Relationship Management

This course examines how customer Relationship Management (CRM) is about customer care and business strategy and the use of IT to achieve the objective of profitability through enhanced customer relations. It provides knowledge about CRM and its main concepts, the technologies and the strategies for implementing customer relationship activities. Moreover, it exposes the students to important research questions in this area as well as the relevant theories and research methodologies. *Prerequisite: MGT 202*

MGT470 Strategic Management

This course approaches the understanding of the total enterprise from senior management's point of view, the operating environment, management's overall objectives and strategic plan and the implementation and execution of the chosen strategy. Topics include: Importance of strategy, Context of Managing Strategically, Functional Strategies, Internal Analysis, External Analysis, Competitive Strategies, Corporate Strategies, International Strategies. *Prerequisite: MGT 202, ACT 212, ECO 221, FIN 201, MKT 201, MGT 361*

MKT 201 Principles of Marketing

This course introduces students to the field of marketing to attain an understanding of the analytical techniques required to develop successful marketing strategies. Theoretical and conceptual issues in marketing are discussed, along with their implications in formulating marketing strategies, as well as examining the managerial focus on the external environments and decision elements of marketing (promotion, price, product, distribution) faced by marketing management at the corporate and entrepreneurial levels of business. *Prerequisite: None*

MKT 208 Consumer Behavior

This course treats the consumer as a decision maker. It examines social, cultural, and psychological influences on purchasing decisions while emphasizing their implications for marketing strategies, as well as the factors in human behavior which influence the choice and the use of products and services offered in the for-profit and nonprofit organizations in our society. Topics include: Consumer Decision Making Process, Marketing Regulation and Consumer Behavior, Ethics, Cross-Cultural Variations in Consumer Behavior, Memory & Product Positioning, Motivation, Personality & Emotion, Commitment & Consistency, Consumer Decision Making Process. *Prerequisite: MKT 201*

MKT 210 Advertising and Promotion

This course presents the integrative role of advertising in persuasive communication of business and related fields. This includes procedures for organizing, developing, and implementing effective media decisions. Topics include: Introduction to Advertising, Ethics – Regulations - Social Responsibility, Advertising's Role in Marketing, The Consumer Audience, Interactive and Alternative Media, Media Planning and Buying, Broadcast Media, Creative Side and Message Strategy, Design and Production, Public Relations, Special Advertising Situations. *Prerequisite: MKT 208*

MKT 220 Retailing

This course provides a hand on study of the retail business environment in the UAE and abroad. Topics include: Building and Sustaining Relationships in Retailing, Strategic Planning in Retailing, Retail Institutions by Ownership, Retail Institutions by Store-Based Strategy Mix, Identifying and Understanding Consumers, Information Gathering and Processing in Retailing, Trading-Area Analysis, Site



Selection, Retail Organization and Human Resource Management, Operations Management, Developing Merchandise Plans, Implementing Merchandise Plans, Financial Merchandise Management, Pricing in Retailing, Establishing and Maintaining a Retail Image. *Prerequisite: MKT 201*

MKT 230 Professional Selling

This course provides an introduction to the sales process. It provides background to the development of successful sales presentation skills that enhances the participant's ability to develop sales presentations to satisfy customer needs and wants. Topics include: The Life, Times, and Career of the Professional Salesperson, Relationship Marketing, Ethics and Customer Relationships, Psychology of Selling, Communication for Relationship Building, Sales Knowledge: Customers, Products, and Technologies, Lifblood of Selling, Sales Presentation Method to Use, Elements of a Great Sales Presentation. *Prerequisite: MKT 201*

MKT 240 E-Marketing

This course provides a thorough understanding of the principles and practices of using the Internet to market goods and services. Topics include: Strategic Planning & the Marketing Process & Developing the e-Business Marketing, Independent Student Project, Product and Service strategies Branding and brand strategies, B2B business Models and Strategies, Market Segmentation, and Targeting, Pricing Strategies, Distribution and logistics, Retailing and Wholesaling, E-Marketing Communication, Customer Relationship Management, Global Marketing Environment and Marketing Research online Consumer Behavior. *Prerequisite: MKT 201*

MKT 242 Introduction to Public Relations

This course provides an introduction to public relations writing. It discusses some of the different kinds of written materials used in the practice of public relations. Students should write a variety of public relations materials through a combination of in-class and out-of-class writing assignments. Topics include: Research and planning, Press releases, Media relations, Brochures, Interviewing, Feature writing, Advertisements, Public service announcements, Résumés and cover letters, Websites. *Prerequisite: MKT 201*

MKT 270 Integrated Marketing Communications

This Course (IMC) examines integrated marketing communications and how this enhances brand equity. Topics include: Origins and evolution of IMC , Databases and their utilization, Principles of Value-Based IMC, Identifying customers and prospects, The value of customers and prospects, Planning Marketing Communication Delivery, Planning Marcom Content, Estimating Return on Customer Investment, Post-program analysis and future planning,. *Prerequisite: MKT 201*

MKT 271 Brand Marketing

This course points out the importance of brand identity in the integrated marketing communications strategy. Topics include: Brands and Brand Management, Integrating Marketing Communication to Build Brand Equity (BE), Brand Positioning and Value, Connecting Business Strategy to Brand Strategy, Post-Purchase Experience, Developing a Brand Equity Measurement System, Developing a Brand Metric System, Measuring Outcomes of BE, Managing Brands over Time, Building a Brand Culture, Establishing a Brand-Based Organization, Managing Brands over Geographic Boundaries and Segments. *Prerequisite: MKT 201*



MKT 330 Marketing Research

This course addresses the methods and procedures for collection, interpretation, and use of primary and secondary data in marketing. Topics include: Marketing Research Process, Research Design and Implementation, Standardized Sources of Marketing Data. Qualitative and Observational Method, Survey Methods, designing the questionnaire, Sampling fundamentals, fundamentals of data analysis, Hypothesis Testing, Discriminate analysis and canonical analysis, Factor and Cluster Analysis. *Prerequisite:* MKT 201, QBA 241

MKT 350 Sales Management

This course is a study of the management of the personal selling functions. Topics include: Personal Selling Process, Profiling and Recruiting Salespeople, Developing the Sales Training Program, Sales Force Motivation, Leadership of a Sales Force, Forecasting Sales and Developing Budgets, Sales Territories, Analysis of Sales Volume, Marketing Cost and Profitability Analysis, Performance Evaluation, Ethical and Legal Responsibilities. *Prerequisite:* MKT 201

MKT 364 Services Marketing

This course exposes the nature of services marketing and its critical contribution to marketing success. Topics include Consumer Behavior in Services, Customer Expectations in Services, Customer Perceptions in Services, Listening to Customers through Research, Building Customer Relationships, Service Recovery, Service Development and Design, Customer-Defined Service Standards, Physical Evidence and the Servicescape, Employees' Roles in Service Delivery, Customers' Roles in Service Delivery, Managing Demand and Capacity, Managing Service Promises, Integrated Services Marketing Communications, Pricing of Services. *Prerequisite:* MKT 201

MKT 365 International Marketing

This course addresses the decision making as well as policy formulation with respect to various aspects (cultural, social, political, legal and economic) of global environments. Topics include: Global Marketing Imperative, International Trade Institutions and Trade Policy, Cultural Environment, Economic Environment, Political and Legal Environment, Strategic Planning, International Marketing Research, Market Entry and Expansion, Product Adaptation, Export Pricing Strategies, Marketing Communication, Distribution Management, Global Services. *Prerequisite:* MKT 201

MKT 400 Marketing Internship

This Internship presents an opportunity for real-world experience. Students learn first-hand while employed as interns within a business organization. The real-world experience is valuable training and skill development for Marketing and non-Marketing majors. The student should tackle or simulate following tasks:

1. Planning of activities,
2. Designing and/or conducting activities
3. implementing various business activities
4. Follow up and control on activity implementation

Prerequisite: 9 credits of Marketing Courses

MKT 410 Direct Marketing

This course presents an overview of direct marketing (DM), largely concentrating on print media in the UAE and abroad. Topics include: Elements of DM, DM lists and segmentation, Database-driven DM, Planning the offer, Creative strategies in



DM, Broadcast and other electronic media, Telemarketing, Internet, Customer service and fulfillment, Customer service and fulfillment, Ethical and legal issues in DM, Business-to-business (industrial) DM, DM for nonprofit organizations, International DM, Statistics and Modeling for DM, Regression, Factor Analysis and Clustering. *Prerequisite: MKT 201*

MKT 469 Marketing Management

This course focuses on the analysis, planning, implementation, and control of marketing initiatives in a competitive marketing environment. The topics include: Marketing Planning, Understanding the Environment and the Competition, Understanding the Buyer, Market Segmentation, Positioning, and Branding, Marketing Research and Information, Product and Service Decisions, New Products, Distribution and Supply Chain Management, Designing Effective Promotion and Advertising Strategies, Direct Marketing, Sales Promotion & Public Relations, Selling & Sales Management, The Future of Marketing. *Prerequisite: MKT 208, 210, 240, 330*

QBA 241 Quantitative Business Analysis

This course focuses on descriptive and inferential statistical concepts and methods. Topics include: Grouping of data, Histograms, measures of central location, Variance and Standard deviation, Probability, Conditional probability, Discrete and Continuous Probability Distributions - Binomial, Poisson, Exponential, Gamma, Sampling Distributions, Introduction Hypothesis Testing. *Prerequisite: None*

QBA 341 Quantitative Approaches to Decision Making

This course introduces quantitative techniques applicable to business and economics. Topics include: Decision Models and Decision Trees, Regression Models, Forecasting, Inventory Control Models, Linear programming, Transportation and assignment programming, PERT/CPM, Critical Path, Multiple regression, Statistical quality control, Control Charts for Variables. Control Charts for Attributes. *Prerequisite: QBA 241*

SWS 351 Management of Information Systems

This course introduces the study of organizations as systems supported by information processing. It focuses on describing information systems (IS) requirements and applying IT on business and management. Topics include: IS in the Enterprise, Electronic Business and Electronic Commerce, IT Infrastructure and Platforms, Managing Data Resources, Security and Control, Enterprise Applications and Business Process Integration, Management Decision-Making for the Digital Firm, Redesigning the Organization with IS, Understanding the Business Value of Systems, Managing International IS. *Prerequisite: SWS 101*

MBA Courses

Foundation Courses:

MBA-501 Management and Organizational Behavior

This course examines organizations from the standpoint of human behavior and organizational structures and processes, utilizing critical thinking and practical applications to proactively discover and solve organizational behavioral problems. Pre requisite: None.

MBA-502 Foundations of Basic Statistics

This course presents an introduction to basic statistical concepts and methods via electronic spreadsheets used in the business world. Topics include descriptive



statistics, basic probability theory, discrete and continuous probability distributions, sampling distributions, interval estimation, hypothesis testing, ANOVA and simple linear regression. . Pre requisite: None.

MBA-503 Accounting Foundations

The focus of this course is on the interpretation, application and utilization of basic principles and concepts of accounting for the purpose of the evaluation of financial and administrative reports used in financial and managerial decision making. Pre requisite: None.

MBA-504 Economics Foundations

This course covers the essential principles and fundamentals of economics. It begins with a review of the history of western economic thought, focusing on the development of free market economies. Topics include The 10 Principles of Economics; Market Forces of Supply and Demand; Supply, Demand, and Government Policies; Consumers and Producers choices; Costs of Taxation; Measuring a Nation's Income; The Monetary policies; Ethical concepts relating to Economics. Pre requisite: None.

MBA-505 Marketing Foundations

This course is designed to provide a foundation to the principles and applications of marketing and as a foundation to further study in graduate management courses. , Stated by the textbook's authors, it addresses all various shifts in marketing, good marketers are practicing holistic marketing - the development, design, and implementation of marketing programs, processes, and activities that help students recognize the breadth and interdependencies of today's marketing environment. Pre requisite: None.

MBA-506 Quantitative Analysis for Business

This course presents an introduction to quantitative methods, providing students with a thorough grounding in the numerical tools and techniques that are relevant to real-world business applications. Pre requisite: None.

MBA-641 Managerial Accounting

This course utilizes accounting information to strategic planning, the utilization of accounting data to identify problem requirements and needed solutions, identify, classify, and explain how cost measurements are utilized in decision making, and how financials statements are affected by business transactions. Pre requisite: MBA-503.

MBA-642 Managerial Finance

This course is a comprehensive and advanced study of the primary tasks, functions, and responsibility of financial managers and how they utilize financial analysis, planning, and control techniques to develop and apply financial strategies to business objectives. Topics include Accounting Statements and Cash Flow; First Principles of Finance; Net Present Value Capital Market Theory; The Capital Asset Pricing Model; The Arbitrage Pricing Theory; Corporate Financial Models; Credit Management; Ethics in Finance. Pre requisite: MBA-503.

MBA-643 Quantitative Analysis for Managers

This course is an examination of the scientific approach to managerial decisions making. The approach consists of problem definition, model development, data collection, model implementation using the data, model validation, result analysis, and using the findings to implement changes which solve the original problem. Various quantitative models and as well as the assumptions and limitations of the various models and methods are reviewed. Pre requisites: MBA-502& MBA-506.



MBA-644 Managerial Economics

This course provides an illustration of the decision-making process of business firms in applying microeconomic models to real-world managerial problems. Evaluating multiple market structures; determining optimal price structures by applying cost and demand theories; utilizing function maximization, minimization, and optimization; and explaining the theories, functions, and implications of competitive advantage to optimize decision-making for business firms under conditions of uncertainty.. Pre requisite: MBA-504.

MBA-645 Marketing Management

This course deals with the application of planning, development, implementation and control of marketing management strategic application to business objectives, including utilization of marketing information systems, analyzing consumer, industrial, and global markets, defining market segmentations, new product development processes and product life cycles, and designing and management of marketing channels. Pre requisite: MBA-502 and MBA-505.

MBA-646 Operations Management

This course presents an investigation of the conditions under which the output of goods and services are maximized in business organizations; Topics include Business Strategy & Global Competitiveness; Quality Management; Product/Service Design; Transformation System Design; Capacity and Location Planning; Schedule Management; Supply Chain Management; Inventory Management; Material Requirements Planning; Just In Time Management; Project Management; Ethical issues. Pre requisites: MBA-501, MBA-506 and MBA-643.

MBA-647 Management of Information Systems

This course tackles managerial problems related to computer based information systems. Within the context of system theory and control theory, the student studies critical areas of analysis, design and development of management information systems. Topics include Strategic and Competitive Information Systems, The Porter Competitive Model for Industry Structure Analysis, Strategic Uses of Information Technology, Information Systems Planning, Business and Information Systems, Enterprise systems, Management decision support and intelligent systems, Evaluating the Use of Information Systems, Integrating Information Systems into the Business Plan, E-Business and E-commerce. Pre requisite: MBA-501.

MBA-648 Business Strategy (capstone)

This course is the capstone course in the MBA program. It delves into the strategic management process, identifying and defining organizations' strengths and weaknesses, opportunities and threats, major competitive analysis, citing appropriate theories and research, including strategy development, implementation, and assessment. This course is heavily based on case analysis. The course may not be transferred into the MBA program. Pre requisite: completion of all core courses.

MBA-651 Organizational Behavior

This course includes the understanding and knowledge of the behaviors of individuals and groups within the boundaries of an organization's corporate culture. Major personality, power, and need theories, communication, leadership and motivational models, organization, job, and work design, are some of the aspects that will be covered in this course. Pre requisite: MBA-501.



MBA-652 Service Operations Management

This course examines the management of services, focusing on both the strategic and operational aspects of designing new services. Topics presented in this course include. service in the economy; The nature of services; market positioning; building customer loyalty; service delivery systems; achieving breakthrough service; delivering service on the web; service facility location; supporting facility design; service encounter; creating a service culture and competing on service quality. . Pre requisite: MBA 646.

MBA-653 Organization Development & Change

This course examines the process of organizational improvement and efficiency by designing and implementing change interventions, recognizing the causes that bring about such changes, developing and designing restructuring scenarios, implementing the change intervention and review, and understanding the fundamental concepts and practices involved in organizational development and change intervention.. Pre requisite: MBA-651.

MBA-655 Leadership and Motivation

Course covers the major leadership theories and core leadership competencies needed for success in the current business environment. It provides students with an opportunity to examine leadership theories, to develop a personal understanding of leadership, and to explore the relations of leaders and followers. The essential skills of effective leaders are explored, such as elaborating a vision, facilitating communication, motivating individuals and work groups and teams, and facilitating change. Additionally, students examine the difference between management and leadership and the role of culture in determining leadership values and styles. Various assessment inventories enable students to assess their effectiveness as both leaders of themselves and leaders of others. Practical application is achieved through cases analysis, application of leader models and tools, and real-world readings and assignments. Pre requisite: MBA-501.

MBA-656 Special Topics in Management

This is an advanced level course providing an in-depth study of a variety of management topics. Topics of special interest will be addressed including management ethics, management philosophy, and prerequisites for success in managerial environments. Pre requisite. : MBA-501.

MBA-661 Human Resource Management

The main objective of the course is to provide a comprehensive review of human resource (HR) management concepts and techniques through an examination of the strategic role of HR in today's highly competitive business environment. The course focuses on the practical applications of HR concepts that all managers must deal with in their HR related responsibilities. In this way, managers can defend their HR plans and decisions in measurable contributions to the success of the overall business enterprise. Through the use of cases, readings, and real-world discussions, students come to understand the key HR concepts that 1) HR management is the responsibility of every manager, not only the HR department; 2) HR decisions must be justified by contributions in measurable terms; 3) IT plays a critical role in enabling HR managers to support the company's strategic plans; 4) Virtually every HR-related decision managers. Pre requisite: MBA-501.

MBA-662 Legal Environment of Employment Decisions

This course examines the law in relation to human resource management, including topics such as the UAE judicial system, the rights of individuals and administrative agencies, and the UAE labour legislation. The purpose is to prepare



students to be managers that are capable of recognizing legal situations and problems, the impact of their decisions as it relates to employees and the law, and to attain knowledge of the law as it pertains to individuals in organizations. Pre requisite: MBA-661.

MBA-663 Training and Development of Human Resources

This course examines in detail the requirements of organizations to successfully develop and progress by identifying critical human resource training and development needs, identifying those requirements, developing the required resources, and implementing it in apt setting. Pre requisite: MBA-661.

MBA-664 Human Resource Staffing

This course is a study of the requirements of effective recruitment and selection; an in-depth analysis of the statistical concepts, techniques, and tools utilized by HR managers to effectively and efficiently recruit and select in an organizational setting. Theories, principles, and the legal aspects involved in the recruitment process will also be addressed. Pre requisite: MBA-661.

MBA-665 Compensation & Performance Management

This course covers two aspects of human resource management, compensation and performance management. This first half of the course will concentrate on the theoretical and practical aspects of compensation management in an organization, evaluating job functions and their relations to compensation levels, understanding market wage and salary surveys in development of wage scales, pay-for-performance application, retirement plans, medical and benefit plans and how they affect wages. The second half of the semester will deal with performance management and discussing achieving results through the efforts of individuals, groups, and organizations involves integrating goals, competencies, measurements, rewards and support. Pre requisite: MBA-661.

MBA-667 Special Topics in Human Resource Management

This is an advanced level course providing an in-depth study of a variety of human resource management topics. Topics of special interest will be addressed including human resource management ethics, human resource management philosophy, and prerequisites for success in human resource managerial environments. Pre requisite: MBA-661.

MBA-668 International Human Resource Management

This course looks at the international aspects of human resources in multinational and globally diverse companies and how the diversity of cultural, economic, political, communicational issues affect all aspects of human resource management, including employee relations, affects on HR planning, employment, development, and compensation Pre requisite: MBA-661.

Islamic Banking Track Courses

Upon successful completion of the eight core courses that provides students with the necessary knowledge and understanding of various business activities, students will be able to move on to the Islamic banking major; which is composed of four courses that covers the core knowledge areas needed in Islamic banking as following.



MBA-671 *Al-Shari'ah, Economy & Society*

This course examines *Shari'ah* as framework of Islamic law, and the way it shapes practices in the banking and financial system. Economics from an Islamic prospective is studied with emphasis on understanding and knowledge of Islamic view of the world from *Shari'ah* prospective. Students will be engaged in an extensive dialogue of the underpinning principles of Islamic economic system vs. conventional economic system, Islamic economic methodology, fundamentals of Islamic economic law, the industry practices. ***Pre requisite: MBA-644.***

MBA-672 *Theory & Practice of Islamic Banking-Fiqh Al Muamalat*

This course provides students with in-depth understanding of banking and financial practises based on the Islamic principles of transactions *fiqh Al Muamalat*. This course will focus on operational principles of Islamic banking. Topics examined in this course includes the *musharakah* principle; the *mudharaba* principle; the *murabaha* principle; the *ijarah* principle; the *qard Hassan* principle; the *wadiyah* principle; the *sukook* principle, the *Gharar* principle, the use of *Shariah* principle, and other principles. ***Pre requisite: MBA 641.***

MBA-673 *Islamic Financial Systems*

This course provides students with understanding of the fundamentals of Islamic financial operations, types of financial markets, laws and regulations, institutions, and Islamic financial products. Topics covered in this course includes; Islamic financial practices around the world; the growing role of Islamic banking in Malaysia, Gulf Cooperation Council, United Kingdom, and other countries. Extensive in-class discussions extend to cover the philosophy, principles, and operational concepts of Islamic insurance system *Takaful*. ***Pre requisite: MBA-642.***

MBA-674 *Accounting in Islamic Financial Institutions*

This course covers the fundamental accounting principles of Islamic banking and financial transactions in the Islamic banking industry. The course follows the international Islamic accounting and audit standards, by studying the standard practices of Islamic banking and financial institutions. Topics covered in this course includes the reporting mechanism of Islamic financial institutions; accounting mechanism of varying Islamic financial transactions; analysis of Islamic financial institutions reporting methods, audit practices and regulations, accounting for investments purposes, and auditors reporting and presentation mechanism in Islamic banks and financial institutions. A discussion of issues



affecting *Shari'a* supervision will take place at the end of the course. ***Pre requisite: MBA-641.***

Finance Track Courses

Upon successful completion of the eight core courses that provides students with the necessary knowledge and understanding of various business activities, students will be able to move on to the finance major; which is composed of four courses that covers advanced core knowledge areas needed to successfully operate in the financial industry. Courses offered in the finance major are as following;

MBA 681 Corporate Finance

This course aims to provide students with a critical understanding of corporate financial management that involves capital budgeting, which incorporates the business investment rules, basic & advanced evaluation of money, bonds and stocks, long-term financing, working capital management and other key corporate financial decisions that need to be made by firms. The course aims at familiarizing the students with the concepts of foreign exchange markets, risks, international parity conditions, exchange rate determination, international capital markets, international corporate finance, managing ongoing operations and foreign currency derivatives. ***Pre requisite: MBA-642.***

MBA 682 International Financial Management

This course aims at developing specific concepts, policies, and techniques for the financial management of the multinational firm. Specific topics include foreign exchange theory and exposure, managing foreign currency risk, sources and instruments of international financing, international investment decisions, multinational capital budgeting, and managing multinational firms. The course familiarizes finance and international business students with the fundamental concepts and tools necessary to implement an effective global financial management strategy. The course focuses on the global financial environment, foreign exchange theory, foreign exchange exposure, global cost and availability of capital, international investment decisions and the efficient way of managing international operations. ***Pre requisite: MBA-642.***

MBA 683 Investment Analysis & Portfolio Management

This course aims at familiarizing students with domestic and international financial markets and the securities traded therein. A variety of techniques for valuation of financial assets will be discussed. The course relies heavily on



quantitative methods. Qualitative concepts such as Valuation of Principles and Practices, Analysis and Management of Common Stocks, and Derivative Security Analysis will be critically analyzed as well. The contents of this course, descriptive, theoretical, and applied, should provide students with the ability to build unique valuation models to suit the particular investment alternative they wish to scrutinize. The main aim of the course is to equip the students with a solid background on modern investment theory, portfolio management and asset pricing theories, performance measurement, interest rates, bond management, derivatives securities, taxes, stock valuation and market efficiency. **Pre requisite: MBA-642.**

MBA 684 Mergers and Acquisitions

This course aims at looking at the conditions that have recently given rise to a large number of corporate mergers and the business and industry factors underlying these corporate combinations. It examines the financial, managerial, accounting, and legal factors affecting mergers, and how to appraise and structure a merger. It explores M&A's in theory and practice, the strategic perspective of valuation, restructuring and M&A strategies. The course focuses on the two principals of takeovers and mergers in both theory and practice, the alternative approaches to valuation, the concept of restructuring and the strategies companies need to be adapted for creating value through M&A. **Pre requisite: MBA-641 & MBA-642.**

Marketing Track Courses

Upon successful completion of the eight core courses that provides students with the necessary knowledge and application of various business activities, students will be able to move on to the marketing major; which is composed of four courses that covers the core knowledge areas needed in marketing as following;

MBA 691 Marketing Channels

This course examines the mechanism of how companies access the market and manage their distribution channels in order to gain competitive advantage. This course introduce students to both theory and practice of marketing channels involving key fundamentals in channel structure, channel design and channel conflicts. This course will also enable students to explore the relationship between demand, supply chain and distribution channels, and other elements of the marketing mix. This course will develop students' ability to apply gained knowledge to real business situations and practical issues through the



examination of case studies to cultivate students' analytical skills. ***Pre requisite: MBA-645.***

MBA 692 International Marketing

This course focuses on the techniques, marketing decisions and management processes involved in development of international marketing, export and other types of international marketing operations. This course explores wide range of contemporary issues that goes beyond the theory of and mechanism of international marketing, this course explores the opportunities that are expanding as international trade continues to grow rapidly, and commerce enables even the smallest businesses to find potential customers and means of distribution across the globe. Students will be exposed to the key procedural aspects and activities required in exporting, which the manager must know. Alongside an emphasis on exporting as a marketing activity, all other modes of foreign market entry are also covered thoroughly. ***Pre requisite: MBA-645***

MBA 693 Business Marketing

This course focuses on the scope of businesses-to-business marketing. Understanding of the nature of industry as primary consumer of goods and services, government, and other industrial institutions. Comparison is drawn between consumer markets and business market to understand the distinct characteristics, nature of demand, and the marketing mix. Various analyses of strategies conducted to determine domestic and international industrial consumer approach. Emphasis on relationship management, E-commerce, supply chain, market research, high technology innovation, strategic brand assessment, segmentation, selling, advertising, and Integration and application of various business-to business strategies. ***Pre requisite: MBA-645***

MBA 694 Innovation Management and New Product Development

This postgraduate level course brings together the areas of innovation management and new product development with strong emphasis on innovation as a management process and methodology. Innovation management and new product development examines the problems faced by firms as they try to develop innovative products to sustain profitability and growth. This course is designed to prepare students to improve the competitiveness of their prospective firms. This course is designed with the aim to develop the creative aspects of managerial intellect by understanding the process and importance of innovation management, managing technology and knowledge and new product development. ***Pre requisite: MBA-645***



MBA 695 Marketing Research

This course examines the methods and procedures for collection, interpretation, and use of primary and secondary data in marketing including sampling, questionnaires, data collection, analysis, and preparation of reports. ***Pre requisite: MBA-645.***



Course Description for School of Environment and Health Sciences

ENV 302 Environmental Microbiology

This course covers fundamental aspects of micro-biology in relation to environmental health. Topics include: Microscopy, Cell Structure and Taxonomy, Diversity of Microorganisms, Microbial Physiology and Genetics, Biochemistry, Controlling Microbial Growth In Vitro, Use of Antimicrobial Agents, Microbial Ecology, Healthcare Epidemiology, Diagnosing and Pathogenesis of Infectious Diseases, Major Viral, Bacterial, and Fungal Diseases of Humans, Major Parasitic Diseases of Humans. *Prerequisite: ENV 301*

ENV 303 Entomology and Pest Control

This course provides the necessary background on insect classification, biology and morphology. Topics include: General Morphology & Digestive System, Study of the diversity and relationships among organisms, Taxonomy, Insect Collection Techniques, Miscellaneous Terminology, Insect Orders and Identification, Ecology and Biology, Phylum Arthropoda, Pest Control and Management. *Prerequisites: SHS 103*

ENV 304 Water and Wastewater Quality Control

This course focuses on the principles of water management (both in quantity and quality) with emphasis on fresh water resources for domestic and multi-purpose utilization. Characterization, treatment, reclamation, and recycling of wastewater are also discussed. International guidelines, standards, and directives for water and wastewater management are presented. *Prerequisite: ENV 301*

ENV 305 Food Quality and Control

This course introduces the concept of food hygiene and emphasizes its importance. Topics include: Quality terms & definitions, Quality development cycle, elements and their evaluation, Food quality management (structures, policies and responsibilities), Food standardization and legislation, Statistical tools and quality improvement, Food quality systems (GMP, ISO 9000, HACCP, risk analysis and conformity certificate), Food quality systems (The audit process, registration, and certification). *Prerequisite: ENV 301*

ENV 306 Internship: Familiarization with the Industry 180 hrs

This internship provides the students with the opportunity to explore, research, investigate, and ultimately make some decisions that may have significant impacts on their future careers. It increases students' experiences and knowledge in their areas of expertise. It also stimulates students' thinking and reflection about the knowledge and understanding that they will gain from such experiences. Finally it provides students with opportunities to demonstrate the learning they acquired. It includes field visits to different institutions, agencies, companies and places related to the environment. *Prerequisite: Senior Level*

ENV 308 Community Environmental Health

This course addresses Sanitation and management principles of community problems related to waste disposal, vector control, food and milk protection, swimming pools, and recreation activities. Topics include: Sustainable Yield & Natural remediation, Environmentally-incurred disease, Zoonotic diseases, Insects and other pests, Integrated Pest Management, Food Quality and Microbiology, Food Sanitation, Food Bio Security Issues, Solid Waste Management, Recreational Facilities, Milk Products. *Prerequisite: ENV 301*



ENV 407 Management of Domestic and Hazardous Wastes

This course introduces the element of solid waste management: sources, characterization, generation rates, collection, transportation, and disposal technologies. Topics include: Collection, transportation, storage and disposal methods, Treatment and disposal technologies, Solid waste management planning, Waste minimization Reduction, Reclamation, Recycling, Reuse and Disposal, Application of treatment and disposal methods, Collection and disposal of wastewater, Types of hazardous wastes, Treatment and disposal technologies of hazardous waste, risk assessment and management, Site redemption, Safe management of wastes from healthcare activities. *Prerequisites: ENV 303*

ENV 408 Epidemiology and Biostatistics

This course introduces the types and sources of data in measuring population health, the different epidemiological study designs, and exploratory data analysis. Topics include: Measures of morbidity and mortality used in epidemiology, Descriptive epidemiology, Measures of effect and data interpretation issues, Screening for disease in the community and epidemiology of infectious disease, Molecular, genetic, psychologic, behavioral and social epidemiology, Practical applications of biostatistics, concept, scope and uses of statistics, Probability and sampling distribution, Correlation and regression, sample size for estimation, Epi-Info 3.3.2 and SPSS. *Prerequisites: MTH 195, ENV 301*

ENV 409 Marine and Air Pollution

The environments covered in this course include water and inside and outside air: There is an emphasis on sources and types of pollutants as well as environmental degradation and its consequences. Marine pollution management is covered in depth; including international legislation for the conservation of the marine environment. The course discusses the health effects and economic consequences of exposure to outdoor pollutants and of indoor pollutants (e.g., asbestos, tobacco smoke, formaldehyde, radon). *Prerequisites: ENV 407*

ENV 410 Occupational Health and Toxicology

This course introduces the general principles governing occupational health and acceptable levels of hazardous chemical and physical agents in the workplace. Toxic agents in the environment in general and specifically in the occupational environment are studied with respect to entry routes, how they act in the body, their effect on metabolism, the impact of different levels of exposure (i.e. their toxicity). Tools and techniques for monitoring the work environment and the workers themselves for exposure to hazardous agents, evaluating data, recognizing and assessing risks and controlling hazards are presented. *Prerequisites: ENV 302, 407.*

ENV 411 Research Study in the Field of Environmental Health

This course provides the students with the skills required to develop a research study in the field of environmental health and present the finding to the audience. Following aspects are covered: Introduction on how to write researchable questions and problem statement, Problem statement, critical review of the literature, methods for data collection questionnaire construction, tools for data collection, reliability and validity measures, citations and references and writing the research document. *Prerequisite: Senior Level*



ENV 415 Seminar

As a capstone, this course provides students with the opportunity to examine the breadth of environmental and occupational health in terms of the role it plays in local infrastructure, its diversity of employment opportunities, and the varied issues faced in both the public and occupational health setting. The course is typically limited to seniors and taken in the last year of a student's undergraduate studies. Speakers for this course will include environmental and occupational health professionals from both the public and private sector. *Prerequisite: Senior Level*

HIM 301 Health Informatics and Health Statistics

This course introduces the students to health information systems. It covers health information systems, the different computer applications in healthcare organizations, and the emerging technology in the health services. Topics include: E-Health and the automated health information system, Telemedicine, Data Quality, security, and confidentiality, Commonly used frequency measures in healthcare, Healthcare statistical data collection, Percentage of occupancy/Length of stay/Discharge days, Mortality and autopsy rates, Miscellaneous rates. *Prerequisites: MTH195, SWS 101*

HIM 302 Introduction to Health Information Management

This course introduces students to health information management. Topics include: Functions of the Health Record, Content and Structure of the Health Record, Health Information Technology Functions, Electronic Health Records, Healthcare Data Sets, Biomedical Research, Secondary Data Source, Healthcare Statistics, Healthcare Delivery Systems, Information Technology and Systems. *Prerequisite: none*

HIM 303 Medical Terminology

This course familiarizes the students with the medical terminology used in healthcare. Topics include: Suffixes, Prefixes, Root words and related terms, Internationally accepted Abbreviations, Terminologies for cardiovascular, respiratory, gastrointestinal/Digestive, hematopoietic and lymphoid, urinary, musculoskeletal, nervous, integumentary, Male and female reproductive systems as well as for psychiatry, ophthalmology and ENT. *Prerequisite: HIM 302*

HIM 304 Development and Content of the Medical Record

This course focuses on the development of the medical record be maintained on every patient who receives healthcare services. Topics include: Introduction and development of the medical record, Hospital medical record, Form design and control, Source oriented and Problem oriented Hospital medical record Format, Integrated medical record, Medical record in Ambulatory Services, Medical record in long term care and rehabilitation facilities, Mental health records. *Prerequisites: SHS 111*

HIM 305 Alternate Site Health Information Management

This course introduces the students to the management, retrieval and retention of health records in settings other than hospitals. Topics include: Hospital-Based Ambulatory Care, Information Management - Quality Improvement and Utilization, Freestanding Ambulatory Care, Managed Care, Dialysis, Correctional Facilities, Mental Health, Long-Term and Acute Services, Substance Abuse, Long-Term Care, Rehabilitation, Dental Care Settings, Home Health Care. *Prerequisite: HIM 302.*



HIM 402 Internship: Familiarization with the Industry 180 Hrs

The internship provides students with the opportunity: to work in a team in collaborative internship sites in companies or governmental agencies, to investigate and analyze practical HIM issues, problems or challenges, to explore, research, investigate, and ultimately make some decisions related to HIM issues, to develop and exercise problem-solving skills HIM issues, to increase their experiences and knowledge in the areas of health and management. *Prerequisite:* Senior Level

HIM 406 Nomenclatures and Classification Systems

This course will provide students with the knowledge on disease, nomenclatures and classification systems for recording medical statistical information purposes. This course will provide knowledge to students to become professional coders and to be able to categorize and process the information contained in the medical records in meaningful way and to select the appropriate classification system. Topics include: nomenclatures, international classification of diseases and case mix classification, the DRGs and the encoding systems. *Prerequisites: SHS 111*

HIM 407 Management of Patient Medical Records

This course addresses different methods of numbering medical records and the systems of filing to promote efficient and timely services for the patient, physicians, other health care providers, and third parties. Topics include: Documentation practice, Role of patient medical record in risk management, Medical Record storage/Filing methods, Record control, Medical record retention policies and destruction/ Transportation of records, Electronic storage, Electronic healthcare record, Legal and Ethical aspects of medical record information. *Prerequisite: HIM 304 HIM 406*

HIM 408 Health Information Department Management

The course discusses the different skills required to efficiently manage a health information department. Topics include: Functions of health information management, Medical record physical facility design and safety, Planning function and the management of information plan, Organizing function, Directing function, Controlling function, Health information Quality Assurance/Peer review, Evaluating the Quality of health information services, Continuous quality improvement. *Prerequisite: HIM 302*

HIM 409 Research Study in the Field of HIM

This course consists in conducting a research study in the field of health information management and presenting the findings. It includes continuous follow up and coaching of the student to provide guiding and to monitor the student's methodology and achievements. Topics include: Writing researchable questions and problem statement, conducting literature review, critical review, Selection of the sample, Methods for data collection questionnaire construction, Tools for data collection and discussion on the analysis of data, reliability and validity measures and recommendations and conclusion, Citations, Writing a research document. *Prerequisite: Senior Level*

HOM 101 Fundamentals of Healthcare Management

This course presents an introduction to the practices and concepts of management and their applications in healthcare. Topics include: basics of Management/Management Concepts, Special characteristics of healthcare management, Role and responsibilities of the healthcare manager, Organization and change management, Planning healthcare facilities and managing the development process, Strategic planning, Human resource management, Material



management, Financial management, Project management, Total Quality Management, Waste management, Marketing healthcare services, Marketing healthcare services, Health management organizations and future trends in health management. *Prerequisite: None*

HOM 301 Process Management in Health Services

This course addresses the basic and contemporary knowledge of business process management (BPM) & re-engineering as well as their application in the healthcare organizations. Topics include: Evolution, application and tools of BPM in healthcare, Process mapping fundamentals, Process analysis, Process improvement and organizational change, role of IT in BPM, implementation of BPM in health care services, Factors influencing the implementation of BPM, Clinical practice guidelines and the clinical pathways, Business Process Reengineering BPR and methods. *Prerequisite: HOM 101*

HOM 303 Health Education and Promotion

This course introduces students to the major theories of health behavior and health promotion. It focuses on the application of health behavior theories to health promotion and education practice. Topics include: Health Determinants, Health Professions and Organizations, Health Education, Needs Assessment and Planning, Intervention Programming, Intervention Actions, Cognitive and Affective Learning, Behaviorism, Social Cognitive Theory, Social Cognitive Theory, Organizational Change, Community and Social Change. *Prerequisite: None.*

HOM 304 Healthcare Operations

This course focuses on the macro- and micro- management operations within healthcare institutions. Topics include: Healthcare organizations, Accessing health care, Physician organization and management, Nursing organization and management, Management and financial services, Pharmacy services, Food and nutrition services, House keeping and environmental services, Safety and security, Legal services, Planning and management of emergency services, of health information, of Ambulatory services, Imaging, Pathology, and Rehabilitation services. *Prerequisite: SHS 213*

HOM 311 Healthcare Facility Design and Safety Measures

This course addresses safety measures with respect to healthcare environments. Topics include: Considerations for building health care facilities, Planning and designing the main Entrance and lobby area, Master Planning and pre-design, safety, emergency management, patient flow, Security, life safety, infection control, risk management, Building design and construction, Commissioning, Design requirements for hospital's units and surgical suites, Design requirements for hospital's emergency services and transportable units, Design requirements for hospital's Pharmacy and laboratory, Design requirements for hospital's medical records. *Prerequisite: HOM 304*

HOM 312 Care of Patients and Continuum of Care

This course addresses the effective provision of patient care and the fulfillment of related international standards. Topics include: Primary health care and access to care, Planning and Providing care, Anesthesia care, Care during operative and other procedures, Medication use, Nutrition care, Rehabilitation care and services, Restraint, seclusion, and other patient safety procedures, Discharge planning and patient and family education, Communicating with patients/privacy/confidentiality, End of life care, Long-term care. *Prerequisites: HOM304*



HOM 401 Risk Management and Patient Safety

The course introduces the components of risk management in healthcare organizations. Topics include: Risk management in healthcare, Adverse events in healthcare and the occurrence variance reporting system, Medication safety, Medication errors and reporting, Medical errors and peer review, Sentinel events, Key risk reduction tools, Prevention and control of infections within the healthcare organization, Risk Management and the environment of care, Failure mode and effects analysis, International patient safety goals. *Prerequisites; HOM 304*

HOM 402 Internship: Familiarization with the Industry

The internship provides students with the opportunity: to work in a team in collaborative internship sites in companies or governmental agencies, to investigate and analyze practical HOM issues, problems or challenges, to explore, research, investigate, and ultimately make some decisions related to HIM issues, to develop and exercise problem-solving skills HIM issues, to increase their experiences and knowledge in the areas of health and management. *Prerequisite: Senior Level*

HOM 411 Healthcare Organizations & the Accreditation Process

The course presents an overview of the process of accreditation of healthcare organizations. Topics include: Accreditation concept and accreditation agencies, International accreditation standards for hospitals, Patient centered standards, Healthcare organization management standards, Family rights, Assessment of patient, Health Care Organization Management Standards, Quality Management and Improvement, Prevention and Control of Infections, Governance, Leadership and Directing, Staff Qualification and Education, accreditation process. *Pre requisite: none*

HOM 412 Healthcare Facility Safety & the Environment of Care

This course provides students with knowledge in organizational safety, patient, visitors and their own safety. Topics include: overview of the environment care and basic facility management and safety, wandering and watching, security management, preventing infant abduction, waste and hazardous material management, disaster and emergent management, fire safety management, medical equipment and utilities management, and construction and renovation. *Pre requisite: HOM 304*

HOM 413 Research Study in the Field of Health Management

This course consists in conducting a research study in the field of health organization management and presenting the findings. It includes continuous follow up and coaching of the student to provide guiding and to monitor the student's methodology and achievements. Topics include: Writing researchable questions and problem statement, conducting literature review, critical review, Selection of the sample, Methods for data collection questionnaire construction, Tools for data collection and discussion on the analysis of data, reliability and validity measures and recommendations and conclusion, Citations, Writing a research document. *Pre-requisite: Senior Level.*

SHS 111 Fundamentals of Human Systems

This course provides a comprehensive and integrated knowledge of the human systems structure and functions through understanding biological mechanisms and processes. Topics include: Human Body Structure and Functions (thorax, abdomen, limbs), Cardio Vascular System (Heart, Blood, Vessels), Digestive System, Muscular System, Nervous System, *Pre requisite: BIO 101*



SHS 102 Healthcare Systems

This course introduces the systems theory that helps health administrators design and develop management control systems. Topics include: General Systems Theory, Healthcare System and its different levels, Different healthcare systems (UK, USA, Canada, UAE), Factors affecting the healthcare system, Classification of systems, system approach, analysis, design, and applications, Organization Theory, Health services organization system network, Management Control System in Health Services Organizations, Decision Support Systems in Health Services Organizations. *Prerequisite: None.*

SHS-103 Chemistry

It is basic course of chemistry that mainly introduces chemical symbols, formulae and equations describing experiments. Topics include: Properties of Materials, Atomic Theory, Periodic Table, Chemical Formulae, Energy, Molecular and Ionic compounds, Measurement, Chemical Equations, Equations for Ionic Reactions, Acids and Bases, Molarity and the composition of a solution, Study of Rates of Reactions, Introduction to thermodynamics. *Pre-Requisites: None, Co-Requisites: SCI-210*

SHS 207 Library Science and Information Literacy

This course introduces the students to the basics of information literacy. It provides them with the basic skills they will need during their university study. Students should build on these skills in many more courses, and throughout their career and real life. They should make an effort to recognize information needs, access and evaluate appropriate information to answer those needs. Topics include: Understanding Information literacy, Search techniques, Finding articles, Surfing the web, Evaluating information, Using information, Subject resources. *Prerequisite SWS 101*

SHS 208 Infectious Diseases

This introductory course to infection discusses various categories of infectious disease grouped by body system where signs and symptoms are manifest or by mode of transmission or control. Topics include: Central nervous system infectious diseases, Gastrointestinal infectious diseases, Hepatitis and hematolymphatic infectious diseases, Respiratory infectious diseases, Acquired immune deficiency syndrome (AIDS) and HIV infection, Sexually transmitted diseases, Vector-transmitted fevers, Childhood and vaccine preventable diseases, Nosocomial infections, Therapeutic procedures. *Prerequisite: None.*

SHS 211 Non Infectious Diseases

This course examines patterns of occurrence and strategies for control and prevention of non infectious/chronic diseases. Topics include: Chronic Disease Epidemiology, Public Health approaches to chronic disease control, Life style risk factors, Chronic Diseases Morbidity and Mortality, Treatment options and rehabilitation outcomes, Cardiovascular Diseases, Cancer Diseases, Diabetes, Arthritis, Stress, The impact of health care disparities on illness and disability, Patient education and self-management techniques. *Prerequisites: None*

SHS 212 Health Planning

This course introduces the global health, its status, and the threats and challenges facing today's health planners. Topics include: Images of health, Human health in changing world, Demographic transmission, A new global health threat, Reproductive and child health, Tackling inequalities in health, Endangered future of humans, Recent trends in environmental health, Need for healthcare reforms, Recent trends in environmental health, Health economics, Health



economics, Economic aspects of health planning, Health policy, Future trends in the healthcare. *Pre requisite: SHS 102*

SHS 213 Introduction to Healthcare Quality Management

This course introduces to TQM and its application in the healthcare field. Topics include: Evolution of Total Quality Management, Evolution of Quality in healthcare, Principles of total quality in healthcare organizations, Group processes in healthcare quality improvement, Process orientation in healthcare quality, Clinical practice guidelines/ patient-centered care, Implementation of quality improvement in healthcare, Outcome model of healthcare quality, Data management, measurement, and statistical analysis in CQI, Cost and healthcare quality, The law, ethics, and total quality. *Pre requisite: HOM 101*

SHS 311 Human Resources Management in Healthcare

This course introduces the subject of human resource management to the students by focusing on the required strategies. Topics include Human resource strategy and planning, Job design, scheduling, and staffing strategies, Recruitment, Short listing and interviews, Employment relationship, Credentials and process of credentialing, Physician privileging, Orientation, training, development, and succession planning, Performance management, Payment systems and partnership and employee involvement, Discipline, grievance, dismissal, redundancy, and outplacement, Compensation, benefits and recognition strategy. *Prerequisite: HOM 101*

SHS 312 Measuring Performance in Healthcare Organizations

This course addresses performance measurement in supporting a culture of continuous improvement in a modern healthcare organization. Topics include: Need for measuring performance, Key performance indicators and critical success factors in a healthcare organization, Methodologies used in the assessment of quality of healthcare, Excellence Models of measuring performance, Stakeholders' perspectives & measurement of performance of a healthcare organization, Introducing a quality initiative and factors affecting its implementation, Measuring the effectiveness of quality initiatives on organizational Performance, Measuring the effectiveness of quality initiatives on different services, functions, and activities of a healthcare organization. *Prerequisites: SHS 213*

SHS 314 Health Economics and Financial Management

This course introduces the basic principles of macro and microeconomics and the elements necessary to apply these principles to the health care field. Health Economics basic principles, Economic Tools to improve resource allocation and decision making, Specificity of health economics, Healthcare finance, Assets, Liabilities, and Net Worth, Revenues & Expenses, Cost Classifications, Cost behavior and Break-even Analysis, The manager's responsibility with respect to staffing, Reporting, financial and operational ratios as performance measures, Time value of money, Comparative Data, forecasts, and benchmarking, Budgeting and variance analysis, Capital expenditure budgets. *Prerequisite SHS 212*

SHS 401 Healthcare Ethics

This course introduces the students to the healthcare ethics. Topics include: Human value development, Decision making in value issue, Types of ethical theory, Basic principles of healthcare ethics, Confidentiality and the management of healthcare information, Healthcare professional-patient relationships, Patient and family rights, Administrative Ethical issues, Biomedical Ethical issues, Legal issues, culturally appropriate healthcare, Codes of Professional ethics. *Prerequisites: None*



SHS 402 Performance & Service Improvement in Healthcare

This course presents an in-depth analysis of the concept of continuous improvement and its application in the healthcare field. Topics include: Defining performance Improvement, Healthcare and the concept of continuous improvement, Continuous Performance improvement model, Identifying improvement opportunities, Aggregating and analyzing performance improvement data, Communicating performance improvement activities and recommendations, Measuring Consumer satisfaction, Organizing for performance improvement, Developing effective performance improvement teams, Managing health performance improvement projects, Evaluating the performance improvement program, Benchmarking and best practice. *Prerequisite: SHS 312*

SHS 411 Governance and Leadership

This course presents an overview of the concept of governance and its role in healthcare organizations. Topics include: Historical Development of Management Theory, Differences between leadership and management, Evolution of Leadership theory, Decision making and Problem solving, Implementing planned change and the change theory, Decentralization and Participatory management, Communication and Creating a motivating climate, Organizational, Interpersonal, and group communication, Delegation, Managing conflict, Supervising, Controlling and Evaluating. *Pre requisite: None*





Architecture and Interior Design Courses

DESI 121 – Design Theory

This course provides an introduction to design in general and focuses on the formal language of architecture and interior design. An in depth analysis of the elements and principles of design as well as an investigation of their manifestation in 2D and 3D compositions are central components of this learning.

Students will acquire knowledge and skills enabling them to identify the elements and principles and to employ them in composing small-scale projects.

The course is accordingly composed of a series of research assignments and design projects that progress in complexity leading towards a wider appreciation of the cultural and environmental aspects of design. *Prerequisite: None*

DESI 141 – Drafting & Modeling

This course is the first in a series of courses on professional visual Design Communication. It covers a wide range of techniques. These are considered necessary to understanding, critically assessing and creating the built environment. The course establishes the foundation skills of visual communication. The aim is to enhance understanding and skills necessary for the representation of reality and for the representation of solutions to design problems in such a reality. The course covers a wide range of topics including; Sketching, Drafting Principles, Design Presentation, Multi-view Projections, Perspectives, Working Drawings Principles and Model-making. The course is structured in a diversified learning mode covering lectures and discussions, class assignments projects, site sketching and workshop experimentation. The course is generally characterized by practical work on the multiplicity of materials and modes of presentation. *Prerequisite: None*

DESI 142 – Freehand Drawing & Renderings

Drawing is essential to visual communication as both a preparatory tool and as a distinct medium of expression. Drawing can inform, reveal and communicate crucial aspects of structure including light and shadow, form and space, surface and depth.

This course explores free hand drawing and rendering through a variety of materials and techniques. Drawing is understood as observation, documentation, and communication. Key aims include an awareness of scale and confident freehand sketching as a tool for imagining, developing and communicating 3D projects throughout the program (both Interior Design and Architecture).

The practice of drawing basic forms and shapes are developed through a range of exercises and projects that increase drawing accuracy and perceptual skills. Students explore the role of value in creating form, contour drawing as sensitized 'seeing', and 'hidden' structures and geometries. They explore a variety of subject matter and approach through these studio activities, and will consolidate their practical skills with a portfolio of their work. *Prerequisite: None*

DESI 122 – Human Factors

The course examines the relationship between people and the built environment. It focuses on the dynamic nature of this relationship in view of people's needs towards their settings. It examines variations in dimensions and in abilities and the consequences of these on the way into which space is used. The course aims at creating awareness of such diversity and at enhancing knowledge on the way into which such diversity may be addressed in design solutions.



The course will cover Anthropometrics; Universal Design, People and Buildings and the wide ranging factors affecting the use of space. In Anthropometrics, Human Data and their relationship to activities and motion are examined. For Universal Design, the principles and their applications are examined with particular reference to special groups including children and the elderly. In the relationship between people and building, the course covers three levels: A selected furniture element that is specifically related to anthropometrics (Chair); Individual activities and their spatial requirements and finally movement within buildings. In the wider context the course will cover other design considerations emerging from the particularity of people including psychological, environmental and cultural issues. *Prerequisite: DESI 101*

ARCH 443 – Design Studio – Institutional

This advanced Design Studio explores complex, specialized and large design problems. It focuses on the detailed examination of institutional building types (Educational, Health and Corporate...). The course connects the development of design skills to the specialized knowledge of building types. Design projects are viewed as contexts to address, analyze and question wider issues relating to the specialized use. The aim is to enhance the capacity of addressing such complex design problems.

To achieve this aim, theoretical investigations and design applications will explore; Typology, The Particularity of building types (functional components and design properties), Design Approaches, and Universal Design Principles. An emphasis will be placed upon brief formulation and the reformulation of design problems. The course will engage a wide variety of learning modes including self-study and group-work. Both will approach design with a research orientation. *Prerequisite: ARCH 331*

ARCH 421 – Architecture of the Islamic World

The course is an examination and analysis of architecture and its evolution in countries predominated by Islam. It deals with a time span from the early beginnings of Islam to the contemporary architecture, and covers the region from Spain to Indonesia. The objective of the course is to enhance understanding of the relationship between Islam and architecture, religious and secular. Individual buildings, as well as, overall (geometric) patterns will be investigated. Examinations of the individual examples will focus on analyzing the architectural properties in line with the wider cultural and historical climate within which they were generated. The examinations will enable formulating a general background against which critical analysis can be undertaken on selected topics. There will be two groups of such analyses. The first will deal with some selected issues in architecture including geometry, the private and the public and the overall spatial organization. These will be examined across building types covering different times and different places. The second will deal with the overall characteristics of selected building types (civic and religious). The examinations will lead to a formulation of a general framework about general architectural typologies in the Islamic World. To achieve the objectives of this course a varied range of learning technologies will be utilized. These will include individual research, assignments, presentations and applications. *Prerequisite: ARCH 331*

ARCH 431 – Planning & Urban Design

This course is an introduction into Planning and Urban Design. It focuses on connections between urban form and the general cultural and socio-economic context. It will introduce both basic concepts of Planning and Urban Design as developed in relevant theories and specific methods of examining and developing proposals for particular design contexts.



The aim of the course is to create awareness and an understanding of the basic principles of City Planning and Urban Design. It aims at facilitating critical approaches towards understanding, examining and proposing directions towards solutions at the urban context.

The course will start by introducing and examining a historical development of planning theory highlighting the main issues and approaches towards them. The course will proceed to introduce the subject of urban design highlighting the main trends and the basic concepts. Having established the general theoretical framework, specific methods are introduced. These will cover ways of examining urban contexts as well as those relating to the formulation of solutions to specific urban design problems. *Prerequisite: ARCH 331*

ARCH 444 – Design Studio – Housing

This studio based course is about urban housing developments. It focuses on the issues, problems and design thinking relating to this specific building type. The aim of the course is concerned with introducing knowledge on the particularity of housing design in addition to applying this in specific circumstances. The course is composed of two inter-related components – A progressive introduction of housing principles and a parallel application on a specific design project. It will introduce an overview of historic, present and future trends in housing design. It investigates problems associated with use and with the wider urban context. It introduces specific design strategies. It focuses on investigations relating to the users satisfactions. The housing project will be approached through varied analyses focusing on brief formulation, typologies, context and users, evaluation of design alternatives and elaborations of solutions. The course is characterized by a balanced integration between theory and application and between design and research. This course is characterized by a holistic approach to design taking into consideration social, cultural, economical, environmental, theoretical and technical considerations. *Prerequisite: ARCH 331*

ARCH 422 – Research & Design Applications

The course is an exploration of the relationship between Research and Design. It focuses on a critical approach towards understanding and creating architecture. Notable examples of design will be examined and these will be linked to wider theoretical perspectives. The aim is to expand knowledge on the critical investigation of Architecture + Interior Design.

Definitions and distinctions between Research and Design will be established and the main principles will be introduced. Research problems, objectives, Methodology, Research Methods and the Derivation and Presentation of Conclusions will be discussed. Structured series of examinations of selected examples will focus on specific topics and on linking the individual case to the wider context. These will be selected to attain a progression of building types matched by a progression of research methods (Literature analysis, Surveys, questionnaires and interviews). The course will include lectures, assignments, projects and site visits. *Prerequisite: ARCH 331*

ARCH 456 – Building Code

This course focuses on Building Codes and their impact on building design. The course will focus on international Building Codes, local building codes, as well as, the cross relationship between them.

The course demonstrates the impact of building codes on the selection of structural and non-structural elements.

The course builds on previously acquired knowledge in the areas of design, structure, construction, and environmental systems. Starting from the



International Building Codes this course discusses the regulatory context in which activities relating to the built environment are addressed.

The aim is to enhance understanding of the impact of codes on the design of buildings. It addresses the tension between design idea(l)s and real limitations imposed by Building Codes.

Aspects of safety, health, energy efficiency, zoning and other code areas will be covered. Emphasis is placed on combining theoretical guidelines with practical applications. *Prerequisite: ARCH 331*

ARCH 540 – Senior Project - Urban Study (Studio)

This studio course comprises a series of lectures complemented by assignments, case studies, site investigations and group study project. The work is primarily concerned with an urban study of a significant site or sites in the UAE or elsewhere. Students will survey and research the urban character and setting, identify and assess the environmental factors influencing the geographical location, and critically appraise key problems affecting the site and neighborhood, before establishing an urban strategy based on determining human, environmental and developmental targets. A final presentation to a jury comprising academics and practitioners will be mandatory. In addition, each student will identify an appropriate building type based on the urban study strategy and will prepare a program and feasibility study to be utilized in the Senior Project – Design, ARCH 441. *Prerequisite: ARCH 444+ ARCH 431*

ARCH 570 – Research Topic

Students in this course develop their knowledge of an appropriate area of the curriculum through systematic research under the supervision of a member of faculty. An illustrated dissertation of between eight and ten thousand words is the tangible result of focused study into a subject area that may identify with the building type chosen for the Senior Project - Design, ARCH 441.

The final document will be bound and accurately laid-out in terms of format and convention, which describes creditably and succinctly a subject worthy of research and recording. *Prerequisite: ARCH 331*

DESI 550 – Project Management

This course, through lectures and presentations, provides an overview of project management techniques for pre-contract and post-contract management systems. Office based design management is examined through the various work stages and the on-site construction/installation phase is considered against standards of quality, time and costs. Students will be assessed through assignments and tests. *Prerequisite: ARCH 331*

ARCH 541 – Senior Project-Design (Studio)

The second of two courses that are structured toward delivery of the student's final design project, ARCH 441 is essentially concerned with the finalizing of a design process which commenced with investigative studies at urban level (ARCH 440), paralleled by the completion of a dissertation (ARCH 470) thereby providing a theoretical and intellectual base for the senior architectural project. Each student will develop a proposal that will encompass aptitudes, design interests, strengths, and career orientation. Consequently this should be regarded as a capstone course, which will reflect a thorough and independent understanding of the process of integrated architectural design while indicating professional aptitude and abilities.

The course will conclude with presentations to a professional jury, the Senior Project Committee. *Prerequisite: ARCH 540*



DESI 500 – Professional Business & Portfolio

This course, through lectures and presentations, is devised to introduce business practices and procedures specific to the professional practice of Architecture and Interior Design in the context of private practice and in relation to other members of the design and construction team. Students will produce assignments that demonstrate their knowledge and understanding of contemporary professional practice. Guest speakers and field trips to design offices and building sites may supplement instruction. In addition there will be lectures, complemented by studio exercises and projects, intended to assist students in marketing themselves by developing the communication skills essential for successful employment. Students will create comprehensive physical and electronic portfolios followed by interviews by a jury of practitioners and academics in order to prepare themselves for employment. *Prerequisite: ARCH 331*

ARCH 429 – Special Topic - On Site Investigation

This course is about on-site investigation of a selected topic as proposed by the instructor of the course, or developed in combination between the instructor and the student. The course will cover the theoretical background for this point of interest, with many local or overseas examples. The course will proceed to outline a specific framework to survey and analyze issues related to this topic in a selected city or country. The aim of this course is to enhance risk-taking in addressing theoretical issues and linking the research of the professor with personal research of the students. *Prerequisite: ARCH 331*

ARCH 451 – Advanced Structures and Materials

The aim of the course is to develop an understanding of advanced structural systems and materials, and how to utilize these systems in the design process to their advantage.

This course introduces advances in structural systems, construction materials, and production technologies, as well as, the effect these new developments have on the design of buildings. Different foci will be placed on extreme strengths, minimizing the use of materials, as well as, achieving sustainability through reducing the use of energy in manufacturing of materials, optimization of construction processes, and optimizing life-cycle costs through use of advanced structural systems.

The course content will be developed through a series of case studies, structural simulations, both on the computer, as well as, physical. *Prerequisite: ARCH 331*

ARCH 452 – Advanced Environmental Control Systems

This is an elective courses in the School of Architecture + Interior Design of which students are supposed to select three in their fourth year of studies. This course focuses on technological and architectural aspects of advanced environmental control systems. Since the mid-1970s, architects and engineers have experimented with designs of buildings and environmental control systems, that can be significantly more efficient, raise comfort levels, as well as, provide a dramatically better indoor air quality. This course displays and discusses several examples of passive and active Advanced Environmental Control Systems (AECS) in buildings. The focus will be on reducing energy consumption of buildings, increasing health of occupants, increasing personal control and personal comfort, while increasing the fault tolerance of the systems involved.

In this course students will be exposed to cutting edge building systems that offer the possibilities for substantial conservations energy consumption and lower life cycle costs. Students will apply concepts picked up in this course to a building design. *Prerequisite: ARCH 331*



ARCH-454 Building Information Modeling

Building Information Modeling (BIM) is an emerging standard that tries to describe buildings as comprehensive digital 3D models enriched with substantial amounts of metadata (e.g. structural, costing, thermal). It is set out to supersede CAD as the new method of describing buildings throughout the construction industry. Through the life cycle of the building, BIM will accompany a building from the first design considerations; through the entire planning and construction process; the lifecycle of the building; until the final demolition of the building. The aim of this course is to develop a comprehensive insight and understanding of the concept of BIM and the methodologies involved with planning with BIM. They will be fit for future modes of planning and information sharing among all parties involved in the planning process. The course introduces various software applications dealing with different aspects of BIM. Strategies of Information Sharing, Evolutionary Planning rather than Revolutionary Planning, and open File Exchange standards will be discussed. Students will have access to various software applications supporting the BIM model. The course will be based on theoretical investigation and practical simulations. *Prerequisite: ARCH 331*

DESI 451 – Lighting

This course focuses on light in the form of daylight and artificial light, high-tech and low-tech, traditional and contemporary examples of lighting.

The aim is to gain a deeper understanding about daylighting and lighting and about the various strategies for lighting design of spaces. Simulation strategies, both on the computer and real models, will be applied.

The course will cover the qualitative and quantitative aspects of light, its simulation, development of lighting strategies and new technologies.

Examples of interior and exterior lighting design, sculptural, decorative and functional, will be presented and studied in both qualitative and quantitative ways. Through a series of lectures and exercises students will learn to apply the acquired skills in a final design project of their own. *Prerequisite: ARCH 331*

GED-195 Descriptive Geometry

This course focuses on the theoretical and practical explorations of principles of descriptive geometry and their use in the visualization of two-dimensional and three-dimensional objects.

Covered topics are orthogonal projections, parallel projections, and perspective projections. Shadow constructions are introduced to create added definition and understanding of the third dimension. Presentations will link theoretical principles with drafting exercises and photographic examples.

Through weekly lectures, alternating with regular practical assignments students will learn the underlying geometric principles and visualize spaces and their defining objects. This course places an emphasis on practical learning, construction exercises will be given each week. *Prerequisite: None*

ARCH 300 Structures 1

The course focuses on the application of classical mechanics to simple structures in terms of: forces, moments, equilibrium, building loads and code requirements, analysis of cables, beams, trusses and frames. The second section of the course is concerned with structural/architectural design process, structural elements and systems and their performance in architectural/structural design: structural properties of materials, basic strains and stresses, structural design methods, analysis/design of tension systems and members, analysis and design of beams, column collapse behavior, and soil and foundation design. *Prerequisite: MATH 113*



ARCH 301 Structures 2

A series of lectures, complemented by assignments, case studies and tests supported by a visit(s) to construction sites. The course is primarily concerned with reinforced concrete structural design and foundation design, and examines lateral loading and load-resisting systems of the building structure. Students undertake individual exercises and assignments and present comparative analyses of reinforced concrete framing systems in class. The course concludes with the design of typical reinforced concrete elements within a structural framework. *Prerequisite: ARCH 300*

ARCH 330 Environmental Design (Studio)

Throughout the academic year three specific themes are engaged: design brief and use, site and environment, and construction and materials. Studio exercises, individual assignments and design projects each emphasize the investigation and assessment of such themes in addition to addressing various design factors that include human safety, ease of accessibility, sustainability and urban context. Specified studio design projects are coordinated with the corresponding subject areas and projects in the required courses concerning Environmental Systems and Design Integration, and Structures. *Prerequisite: DESI 221*

ARCH 331 Integrated Design (Studio)

Throughout the academic year three specific themes are engaged: design brief and use, site and environment, and construction and materials. Studio exercises, individual assignments and design projects each emphasize the investigation and assessment of such themes in addition to addressing various design factors that include human safety, ease of accessibility, sustainability and urban context. Specified studio design projects are coordinated with the corresponding subject areas and projects in the required courses concerning Environmental Systems and Design Integration, and Structures. *Prerequisite: ARCH 330*

ARCH 360 Architectural Conservation and Heritage

This course comprises a series of lectures, complemented by assignments, case studies and site investigations. The principles of architectural conservation are outlined against the context of international discussion, controversy and debate. Successful case studies each within an historical and cultural context refer to various strategies and tactics of implementation. Students learn in situ surveying and measurement techniques in addition to fabric condition assessment. The term project embodies an historic building requiring restoration preceded by an appropriate work methodology. *Prerequisite: ARCH 330*

ARCH 430 Architecture and Ecology

In this course, through lectures and presentations, the ecological systems that connect with architectural theory and practice are analyzed in the context of a number of factors, many of which embody current and future problems. Human physiology, the occupation of space, and principles of sustainability are further examined against energy consumption, environmental degradation, life cycles of materials and products, and valid interior and exterior design strategies. Assignments will address these key criteria including a major integrated project. *Prerequisite: 300 series*

ARCH 440 Senior Project – Urban Study (Studio)

This studio course comprises a series of lectures complemented by assignments, case studies, site investigations and group study project. The work is primarily concerned with an urban study of a significant site or sites in the UAE or elsewhere. Students will survey and research the urban character and setting,



identify and assess the environmental factors influencing the geographical location, and critically appraise key problems affecting the site and neighborhood, before establishing an urban strategy based on determining human, environmental and developmental targets. A final presentation to a jury comprising academics and practitioners will be mandatory. *Prerequisite: All 300 series courses, Chair*

ARCH 441 Senior Project – Design (Studio)

The second of two courses that are structured toward delivery of the student's final design project, ARCH 441 is essentially concerned with the finalizing of a design process which commenced with investigative studies at urban level (ARCH 440), paralleled by the completion of a dissertation (ARCH 470) thereby providing a theoretical and intellectual base for the senior architectural project. Each student will develop a proposal that will encompass aptitudes, design interests, strengths, and career orientation. This capstone course reflects a thorough and independent understanding of the process of integrated architectural design while indicating professional aptitude and abilities. *Prerequisite: ARCH 440, Chair*

ARCH 460 High Performance Design

Through a series of lectures and short assignments this course will concentrate on how the latest technologies could be used in an integrated manner to achieve an optimal performance by conserving energy, harnessing natural energy and limiting the consumption of fossil fuel derived energy. Students are also introduced to energy-efficiency standards which can be used to evaluate the "greenness" of a building. *Prerequisite: 300 series*

ARCH 470 Research Topic

Students in this course develop their knowledge of an appropriate area of the curriculum through systematic research under the supervision of a member of faculty. An illustrated dissertation of between eight and ten thousand words is the tangible result of focused study into a subject area that may identify with the building type chosen for the Senior Project - Design, ARCH 441. The final document will be bound and accurately laid-out in terms of format and convention, which describes creditably and succinctly a subject worthy of research and recording. *Prerequisite: 300 series*

ARCH 480 Construction Technology 1

In this course building construction is examined through the medium of Construction Technology and in the context of work on site. The built environment in general and buildings in particular, are re-examined in the context of in situ operations concerning site preparation, sub-structure and super-structure works. It addresses the methods to identify and appraise appropriate contract planning, plant, machinery and construction systems in relation to delivering a building to specification that meets the building and site safety codes. *Prerequisite: 300 series*

ARCH 485 Construction Economics

Through lectures and presentations, the building procurement process is further examined in the context of financial planning and forecasting at the programming, outline proposals and production drawings stages, through to tender action. The tender documentation options concerning drawings, specifications and schedules, and bills of quantities are targeted. In situ operations concerning site preparation, sub-structure and super-structure works are examined from various financial standpoints: economics of construction and services, cost limits, cost indices cost planning and applications. Students identify and appraise appropriate financial



planning which is targeted toward construction systems, timescales and quality of building performance. *Prerequisite: 300 series*

ARCH 490 Principles of Urban Design

This course is an attempt to relate urban form to cultural, socio-economic and political contexts. This will be achieved through a review of striking examples of urban movements and philosophies which marked the turn of the 19th century through to the 20th century and by revisiting these localities from a contemporary perspective. Urban strategies are examined from the perspective of vibrant communities and several case studies concerning notable urban developments located within the UAE are compared with North American counterparts. Various assignments, class exercises, field trips, lectures, research work and discussions will help depict the rapport of architecture with the 'urban logic' in addition to the interactive nature of urban design. *Prerequisite: 300 Series*

ARCH 495 Principles of Landscape Design 1

This course introduces students to landscape Graphics and the concepts of the fundamentals of landscape and environmental planning. It covers topography and earth modeling, landscape planting techniques, circulation, structures, selecting and analyzing sites, assessing environmental impact and developing detailed designs. *Prerequisite: 300 Series*

ARCH 496 Principles of Landscape Design 2

This course offers a sequential approach to landscape construction commencing from site preparation to the final installation. Topics include: Site Preparation, Landscape Retaining walls and Stairs, Landscape paving, Wood Landscape structures, Fences and freestanding walls, Site Amenities, Water features and Bridges, Site furniture, Signage and prefabricated playground Equipment, Edging, Planters and Plant protection Equipment. *Prerequisite: ARCH 495*

DESI 101 Introduction to Design (Studio)

This is the first of two design studios in the Freshman Year required of all students entering the undergraduate programs of the School of Architecture and Interior Design. Design as an intentional and interventional process that affects and shapes the environment around us is introduced through a broad appreciation of objects, spaces, systems and places. Studio exercises are organized around two thematic scales: human and building, and students are required to investigate topics through an application and appreciation of various materials, media and techniques. Pre requisite: None

DESI 102 Fundamentals of Design

This is the second of two design studios in the Freshman Year required of all students entering the undergraduate programs of the School of Architecture and Interior Design. DESI102 develops the media and process skills gained in DESI101. Accordingly studio design exercises are concerned primarily with the design process and emphasis is given to the complementary activities of analyzing, conceptualizing, collaborating and deciding before establishing a valid design solution. Graphic skills in communicating effectively through the media of geometry, architectural drawing and sketch models are emphasized. *Pre requisite: DESI 101*

DESI 211 Construction and Design Integration 1

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The course is concerned with an essential knowledge of materials, their selection and methods of construction. It also gives attention to the evolution of standard and other building practices along with the relationship between design and



construction economies. Various load-bearing and framed construction systems form the basis of lecture topics and course materials which include: site investigation, preparation and works, foundation techniques, concrete and masonry construction, steel and timber framing, curtain walling and glass technology. Contextual studies in architecture, interiors, engineering and building science emphasize the integration of construction techniques. Prerequisite: DESI 102

DESI 212 Construction and Design Integration 2

The course introduces students to the technical drawing conventions of site planning, which include subject areas shared by the landscape architecture, garden design and civil engineering professions. Weekly lectures are directed at topics that directly relate to ongoing class exercises. Lectures typically focus on case studies of realized buildings that pointedly demonstrate issues of construction and design decisions which in turn impact on graphic problems. Students are also required to incorporate performance and aesthetic based criteria as essential components of the design integration process. *Pre requisite: DESI 211*

DESI 220 Design Principles (Studio)

The studio forms the setting for a series of lectures, design exercises and design projects in which the fundamentals of two and three dimensional architectural and interior design are progressively introduced by focusing on the development of problem-solving skills. Design innovation and invention are stressed against a societal foundation of ethics and convention. Representational skills, initially through hand drawing, are given emphasis in expressing technical and design intent. Understanding of architectural convention is emphasized as the basis for design invention and as the foundation of ethical action. *Prerequisite: DESI 102*

DESI 221 Design Methods (Studio)

DESI 221 continues with the fundamentals of two and three dimensional architectural and interior design that are progressively introduced by focusing on the development of problem-solving skills. Design innovation and invention are stressed against a societal foundation of ethics and convention. Understanding of architectural convention is emphasized as the basis for design invention and as the foundation of ethical action. Representational skills, essentially through hand drawing, are given prominence in expressing technical and design intent. *Prerequisite: DESI 220*

DESI 231 Computer Aided Design 1

The course is designed to introduce the basic structure, characteristics, control and application of AutoCAD software. Axonometric drawings, 3D modeling and renderings form the core of class exercises leading to basic presentations of architectural and interior design subjects. A contemporaneous design project in conjunction with DESI 220 will be developed through the application of tools and techniques derived from DESI 231. *Prerequisite: DESI 102*

DESI 270 Sustainable Design 1

In this course, through lectures and presentations, the natural and built environments, along with ecological systems are analyzed in terms of depleting resources and the possibilities for sustainable technological solutions to contemporary and future problems. Human physiology, the occupation of space, and principles of sustainability are examined against energy consumption, environmental degradation, life cycles of materials and products, and valid interior and exterior design strategies. *Prerequisite: DESI 211*



DESI 320 Environmental Systems & Design Integration 1

In this course, students are introduced to the factors that contribute to the heating and cooling loads in a building, followed by strategies for minimizing energy consumption. Criteria considered include acoustics, ventilation, day lighting, solar energy and geometry, shading and control, heating and cooling. Integrated/holistic design strategies will encompass energy efficiency, energy conservation, human comfort levels for health and productivity. Strategies for passive solar design are combined with day-lighting and ventilation concepts in the context of a sustainable environment. *Prerequisite: DESI 221*

DESI 321 Environmental Systems & Design Integration 2

This course embraces a variety of building environmental controls that refer to mechanical systems, duct layout and controls, electric lighting, indoor air quality, transportation, communication, fire safety, water and sewage. Examination of the integration of these systems into the overall building and how the selected systems influence the building design and energy consumption characteristics are emphasized. Students learn that architectural design and the mechanical systems impact on the overall building efficiency and that these are a result of not only the efficiency of the individual components, but of their integration. *Prerequisite: DESI 320*

DESI 340 Working Drawings and Detailing

The core material of this course is concerned with the influences of building codes, industry standards and programmatic requirements on the selection of both structural and non-structural elements. The course emphasizes the various existing and emerging technologies, materials, assemblies and their essential characteristics. The course requires the student to produce a set of construction drawings with appropriate detailing, schedules and specifications, and helps develop an understanding of the relationship between drawings and specifications. *Prerequisite: ARCH 330*

DESI 400 Professional Business and Portfolio

This course is devised to introduce business practices and procedures specific to the professional practice of Architecture and Interior Design in the context of private practice and in relation to other members of the design and construction team. Students will produce assignments that demonstrate their knowledge and understanding of contemporary professional practice. Guest speakers and field trips to design offices and building sites may supplement instruction. In addition there will be lectures, complemented by studio exercises and projects, intended to assist students in marketing themselves by developing the communication skills essential for successful employment. *Prerequisite: All 300 series courses*

DESI 420 Sustainable Design 2

In this course, the natural and built environments, along with ecological systems are further analyzed in terms of depleting resources and the possibilities for sustainable technological solutions to contemporary and future problems. Human physiology, the occupation of space, and principles of sustainability are further examined against energy consumption, environmental degradation, life cycles of materials and products, and valid interior and exterior design strategies. *Prerequisite: DESI 270/ 300 series*

DESI 450 Project Management 1

This course provides an overview of project management techniques for pre-contract and post-contract management systems. Topics include: Assembly of the Client Team, Briefing/Programming Process, Short-listing Design Consultants,



Concepts and Assessment of Proposals, Appointment of Design Consultants, Design Development, Design Co-ordination, Design Development, Design Co-ordination, Information Management, Tendering and Contract Strategies for Building Contractors, Construction Development, Managing the planning and delivery processes of buildings. Prerequisite: All 300 series course

DESI 490 Internship

This internship is a pre-professional experience in an Architecture/interior design firm, related business or academic institution. It has been established to supplement a balanced academic program and enhance career preparation. In particular, it is intended to provide students with the opportunity to be creative, to explore, to research, to investigate, and to ultimately make some decisions that may have significant impacts on their future careers. *Pre requisit : After completion of 80 Credit Hours*

HISD 201 History of Architecture & Interior Design 1

This course examines the development of architecture and interior design of the development of architecture and interior design of the ancient Middle East and Mediterranean civilizations through the Classical Revival period. Knowledge of the language of architecture, its terminology and recognition of period styles are required. Emphasis is placed on the historical and intellectual context of selective examples of architecture and interior design, along with their environmental and social relevance. The works of several masters will be studied in detail. *Prerequisite: LNG 172*

HISD 202 History of Architecture & Interior Design 2

This course examines the development of architecture and interior design of the nineteenth, twentieth and early twenty-first centuries. Knowledge of the language of architecture, its terminology and recognition of period styles are required. Emphasis is placed on the historical and intellectual context of selective examples of architecture and interior design, along with their environmental and social relevance. The works of several 20th and 21st century masters will be studied in detail. *Prerequisite: HISD 201*

INDE 300 Textiles

This course examines textiles from various perspectives: raw and finished materials, fibers and yarns, applications to furniture, fabrics and construction methods, new materials and technology, and codes of legislation. Students will develop their knowledge of this subject through a series of research and practical exercises, and will design their own textiles. *Prerequisite: DESI 102*

INDE 320 Building Systems and Codes

This course develops in the student knowledge already established through earlier courses concerning the empirical elements of structure, construction and environmental engineering. In addition the various building systems: electrical, mechanical, air conditioning, water supply and drainage, and building codes, especially concerning safety, are each examined. Emphasis is placed on attaining a critical understanding between the interplay of the design idea with the construction and engineering systems, along with the development of a technical vocabulary. *Prerequisite: INDE 330*

INDE 330 Residential Design (Studio)



This essential studio core course encourages the student to develop a design for a residential interior and comprises lectures, in-class exercises, home assignments, in situ surveys, field trips, group presentations, and reviews. The student will complete an integrated final project and develop a series of required skills including client analysis, programming, space-planning and fitting-out, code analysis, tight-fit and loose-fit furniture, and materials and finishes selection. The integrating of electrical, lighting, and plumbing systems is a strong component of the technical design appraisal. Strong graphic and oral presentation skills are emphasized, particularly for the final project. *Prerequisite: DESI 221*

INDE 331 Commercial Design (Studio)

This essential studio core course encourages the student to develop a design for a commercial interior and comprises lectures, in-class exercises, home assignments, in situ surveys, field trips, group presentations and reviews. The student will complete an integrated final project, either within a business or retail environment, and develop a series of required skills based on client analysis, programming, space-planning and fitting-out, office systems, environmental systems, code analysis, tight-fit and loose-fit furniture, and materials and finishes selection. The integrating of electrical, lighting, and plumbing systems is a strong component of the technical design appraisal. *Prerequisite: INDE 330*

INDE 350 Furniture Design

This interior design core course encourages the student to develop a design for a prototype piece of furniture suitable for a residential or commercial interior and comprises lectures, in-class exercises, home assignments, field trips, group presentations and reviews. Visits to Furniture Manufacturing and Retailing Companies will be an essential component of the course. A primary consideration involves the essential jointing of timber tight and loose-fit furniture. In order to demonstrate an understanding of materials and the process of furniture design, students are required to retain a working sketch book which will be graded periodically at mid-term and at the end of term.

INDE 440 Senior Project – Dissertation (Studio)

The first of two courses that are structured toward delivery of the student's final design project, INDE430 is essentially concerned with the preparation of a design dissertation subject to the approval of the Program Chair. Each student will prepare a proposal that will encompass aptitudes, design interests, strengths, and career orientation. Consequently a dissertation will be prepared and, as a substantial research document, will reflect a thorough and independent understanding of research methodology along with the process of integrated interior design. *Prerequisite: All 300 series courses, Chair*

INDE 441 Senior Project – Design (Studio)

The second of two courses that are structured toward delivery of the student's final design project, INDE441 is essentially concerned with the finalizing of a design process which commenced with investigative studies, followed by the completion of a dissertation and outline proposals in INDE440. Each student will develop a proposal that will encompass aptitudes, design interests, strengths, and career orientation. Consequently this should be regarded as a capstone course which will reflect a thorough and independent understanding of the process of integrated interior design while indicating professional aptitude and abilities. *Prerequisite: INDE 440, Chair*



Engineering School courses

MTH-113 Calculus II

A second course in Calculus with focus on applications to engineering and sciences. The courses includes: inverse functions and their derivatives, a detailed treatment of techniques of integration, polar coordinates, element of Linear Algebra for Calculus, functions of several variables including partial differentiations and double integrals. Pre requisite: MTH-112

MTH- 120 Discrete Structures

An introduction to discrete structures and methods including formal logic, combinatorial problems, and methods of proof including mathematical induction and contradiction, Boolean algebra, graphs, trees, recursion, and enumeration, iterative and recursive algorithms, standard searching and sorting algorithms, set theoretic proofs. *Pre-Requisites: None*

MTH-130 Probability and Statistics

The course serves as an introduction to probability models and statistical methods for students in engineering and the physical and natural sciences. Emphasis is on concepts, models, methodology, and applications. Topics include: descriptive statistics, probability, conditional probability, discrete and continuous random variables and their probability distributions, correlation and simple linear regression. Pre requisite: MTH-113

MTH-194 Calculus

An introduction to differential and integral calculus of functions of a single variable with applications in engineering and sciences. Topics include: limits tangent line and derivative, algebra of differentiation, derivatives of elementary functions, related rates, implicit differentiation, linear approximations and differentials, optimization, indeterminate forms and l'Hôpital's rule, indefinite integrals, substitutions, estimating with finite sums, area between curves, and the Fundamental theorem of Calculus. This course may be substituted by MTH-112 (Calculus I). *Pre-Requisites: None*

MTH-212 Calculus III

The last course in the Calculus sequence, it covers important topics in applied mathematics, including: elements of Matrix algebra and solvability of linear systems, sequences and series, convergence tests, Taylor series, differentiation and integration of power series, complex numbers, the Cauchy-Riemann equations, complex exponential and trigonometric functions, Laurent series, the Residue Theorem. Pre requisite: MTH-113

MTH-220 Ordinary Differential Equations

An introduction to the theory of differential equations and initial value problems with applications to engineering and sciences: solvability of first and second order equations with constant and non-constant coefficients, series solutions and transforms (Fourier and Laplace) methods. Pre requisite: MTH-212

SCI-210 Modern Physics

An overview on university physics including simple harmonic motion, damping, forced oscillations and resonance, thermodynamics, electricity, waves in material media, sound waves, Doppler effect, reflection, refraction, geometrical optical, wave optics and diffraction, relativity, photons, wave nature of particles and nuclear physics. Pre requisite: MTH-113

SCI 220 Engineering Mechanics

An overview of Engineering Mechanics including a review of vectors Operations, forces, equilibrium and free-body diagrams, moment and couples, equivalent systems, structures in equilibrium, centroids and centers of mass; the Pappus and Guldinus theorems, moments of inertia, friction, internal forces and moments. Pre requisite: SCI-210



SCI-310 Introduction to Photonics

An introductory course to geometrical and physical optics. Topics in geometrical optics include ray analysis, lenses, prisms, and equivalent systems. Topics in ondulatory optics include wave superimposition and Young's experiments. Topics in physical optics include polarization, interference, interferometry, diffraction, fiber optics, lasers and scalar theory of diffraction, dispersion, Talbot effect, Lau effect. Pre requisite: ENG-222, MTH-220.

COM-310 Coding and Information Theory

This course introduces the theory and practice of coding and information theory for applications in the communication field. No prior background in coding or information theory is assumed. Topics include: Discrete Sources, Channels and Channel Capacity, Run-Length-Limited Codes, Linear, Cyclic and Convolutional Coding techniques, Information Theory and Cryptography and Shannon's Coding Theorems. Pre requisite: MTH-130

COM-311 Signals and Systems

This course provides basic properties of many engineering signals & systems and necessary mathematics tools that help understand this process. It focuses on the time and frequency domain modeling of linear time invariant (LTI) systems. Topics include: Samplers and Discrete-Time Physical Systems, Continuous-Time Signals and System, Fourier series, Fourier Transform and Applications, filters, Laplace transform and its Relationship to the Fourier Transform, Discrete-Time Linear Time-Invariant Systems, z-Transform, Fast Fourier Transform, Matlab and Simulink. Prerequisite: Co-requisite: MTH-220

COM-320 Telecommunications

This course provides an introduction to Communications systems. The following topics are covered: components, signals and channels, Telecommunication chain, sampling, quantization, PAM, PCM and Delta modulations, quantization noise, time division multiplexing, frequency division multiplexing, performance criteria, bandpass transmission, digital modulations (ASK, FSK, PSK and quadrature shift keying). Pre requisite: COM-310, COM-311, Co-requisite: ENG-301

COM-321 Advanced programming in Telecommunications

This course focuses on implementing telecommunication protocols and network applications. For the present state of technology, Java is proposed as an implementation language. The course includes the following topics: Client-server Architecture, Databases handling, Java and Web Applications (Servlets, JSP, JavaScript), interface connections (USB, serial Port, Bluetooth Port), Java to micro edition (J2ME) and mobile applications..., Introduction to the implementation of Network security (Cryptography and steganography). Pre requisite: ENG-311, COM-312

COM-322 Applied Electromagnetic

This advanced electromagnetics course is focusing on typical and modern applications. Without excessive recourse to mathematics, the course provides a solid grounding in antennas, fibers and propagation, covering satellite and terrestrial radio systems for both mobile and fixed contexts. Topics include: Plane-Wave Propagation, Reflection, Transmission, Antenna Principle and parameters, dipoles, antenna arrays, horn antennas, loop antennas, Helical antennas, Patch antennas, Terrestrial Fixed Links, Satellite Fixed Links, satellite earth station antennas, Macro-, Micro- and Picocells, shadowing, propagation



within buildings, Single-mode Fibers, Dispersion and compensation, Software for Applied Electromagnetics. Pre requisite: SCI-310

COM-324 Advanced Logic Design

This advanced course in digital logic focuses on the design of logic circuits. Topics include: HDL, ABEL, VHDL, Combinational Logic Design Practices, Combinational PLDs, ALUs, Bistable Elements. State-Machine Analysis and Design, State Diagrams, Using Transition Lists, Decomposing State Machines, Feedback Sequential Circuits Analysis and Design, ABEL and VHDL Sequential-Circuit Design Features, Synchronous Design Methodology, Memory, CPLDs, and FPGAs, ROM. Read/Write Memory; Static RAM. Dynamic RAM. Complex Programmable Logic Devices. Design with VHDL, Design project. Software for Logic Design. Pre requisite: ENG-301

COM-325 Micro-Controlling and Processing

This course provides basic elements for designing and implementing digital circuit interfaces between a computing system and peripheral devices. Topics include: Design process of digital systems, Microcomputer architectures and buses, Internal organization of computer systems, Input/output and memory interfacing, Interfacing to the external world, Parallel and serial interfacing, Design specification and verification, Local, remote and Web-based control of instruments, Wireless devices. Pre requisite: ENG-311

COM-411 Digital Filter Design

This course takes the design of various digital filters with various methods. After reviewing the main elements of signals and systems, it covers topics such as: Design of Nonrecursive Filters (FIR), Approximations for Analog Filters, Design of Recursive Filters (IIR), Filters Satisfying Prescribed Specifications, Effects of Finite Word Length in Digital Filters, Optimization Methods, Wave Digital Filters, Multirate digital signal processing, Design of adaptive digital filters, Spectral analysis and estimation and Linear prediction and optimum linear filters. DSP and their applications. Matlab and Simulink. Pre requisite: COM-311

COM-412 Digital Communications

This course provides the students with broad perspective of digital communications. After a review of the Communication chain - source coding, channel coding, modulation and demodulation, emitters, transmission media, receivers - topics include: Transmission Systems, Voice Communications Systems, Recent techniques in channel coding, Equalization, Cellular Radio Communications, Global System for Mobile Communications. Code Division Multiple Access, Satellite Communications, Antenna Arrays and iterative detection. Pre Requisite: COM-320, COM-321, Co-requisite: COM-322

COM-413 Communication Systems

This course provides a balanced coverage of both digital and analog communication systems with focus on design. It develops in the student the ability of using both mathematical and personal computer methods (MATLAB essentially) to analyze, design, simulate and evaluate modern communication systems. Topics include: Modulation and multiplexing methods, Performance of communication systems, Wire and wireless communication systems, RFID systems. Pre Requisite: COM-320, COM-321, Co-requisite: COM-322

COM-420 Optical Communications



This course provides the students with an overview of optical communications. It goes from principles of fibers through to the most recent developments in high bit rate communication systems. The limitations of high bit rate communication and the possible solutions are discussed. Topics include: Optical Sources and Amplifiers, Light Detectors, Couplers and Connectors; Distribution Networks, Optical Modulation, Multiplexing Techniques, System Design and Trends in optical systems. Pre Requisite: COM-320, COM-322, Co-requisite: COM-322

COM-421 RFID Technology

This course handles technical underpinnings as well as specific segments of the market of RFID (Radio Frequency Identification). The course is application and design oriented: RFID in the Automotive Industry, in Cattle Ranching, in Health Care, in Manufacturing, in Marine Terminal Operation, in the Military, in Payment Transactions, in Retailing, in Transportation, in Warehousing and Distribution Systems. It also includes non-technical topics, and use throughout the world: Australia, China, France, Germany, Japan, Singapore, South Korea, Spain, United Kingdom, United States. Pre requisite: COM-320, COM-321, Co-requisite: COM-322

ENG-210 Electronics I

This course provides an introduction to electronic components in terms of implementation and application. Topics include: Digital and Analog electronic worlds, semiconductor material, semiconductor junctions, Ideal diode; Real Diode; PN junction, Diode applications, LED and Laser Diodes, Zener Diodes, opto-couplers, BJT Transistors, BJT Switching Applications, JFET Transistors, MOSFET Transistors, Switching and logic CMOS applications of MOSFETs. Pre Requisite: NET-101

ENG-220 Electric Circuits I

This course provides the students with fundamental understanding of electric circuits. It presents an essential background of electrical engineers. Topics include: Units of Measurement, Metric Unit Conversions; Voltage and Current Sources, Resistors, Ohm's Law, Jule's Law: Energy and Power, Resistors in Series, Resistors in Parallel, Series-Parallel Resistive Circuits; Source Conversions, Superposition Theorem, Thevenin's Theorem, Norton's Theorem, Alternating Current, Capacitors and inductors; RC, RL and RLC Series and Parallel circuits, Series-Parallel RLC Circuits, Bandwidth of Resonant Circuits; Passive filters; Co-requisite: SCI-210

ENG-222 Engineering Electromagnetic

This course is intended to develop both physics and engineering related understanding of electromagnetic forces and fields. It also explains propagation process through materials, devices as well as systems. It starts by reviewing Complex Numbers, Phasors, Vector Analysis, Differential operators. Topics include: Waves and Phasors, Transmission Lines, Electrostatics, Magnetostatics, Time-Varying Fields, Faraday's Law, Boundary Conditions for Electromagnetics, Electromagnetic Potentials; Plane-Wave Propagation. Pre requisite: MTH-212, Co-requisite: SCI-210

ENG-224 Engineering Graphics and Design

This practice oriented course provides the students with basic drafting knowledge and develops in them some drawing and design skills that are necessary in the engineer's career. Topics include: Layouts and Lettering, Use of Instruments, Scaling, Applied Geometry, Technical Sketching, Multiview Projection, Oblique Projections, Perspectives, Basic Dimensioning, Tolerances, Zoom, Electronic



Graphics, AutoCAD, 2D Computer Graphics, 3D Modeling, Design Mini-project. Pre requisite: None

ENG-301 Electronics II

This second course of electronics is composed of two parts. The first part presents a detailed treatment of "BJT" small-signal or AC parameters that are used to evaluate the performance of either small-signal or FET amplifiers. The second part handles the signal model of an ideal operational amplifier. Topics include: Small-signal BJT Amplifiers; Small-signal FET Amplifiers; MOSFET Amplifier; Amplifier Frequency Response ; Ideal Operational Amplifier Circuits and Analysis; Controlled Voltage and Current Sources. Pre requisite: ENG-210.

ENG-311 User Interface Design

This course provides an introduction to human-machine interaction techniques and is intended to develop in the student skills in User Interface Design. Topics include : Models of interaction, Frameworks and HCI, Ergonomics, Industrial interfaces, Navigation in 3D and 2D, Paradigms for interaction, Interaction design basics; Usability engineering, Iterative design and prototyping; Design rules, Implementation support, Implementation support, Universal design, User support, Cognitive models, Socio-organizational issues and stakeholder requirements. Pre requisite: SWS-316, NET-112

ENG-320 Internship

This internship provides the students with opportunities to gain work experience in real world situations, to practice critical thinking, to solve real problems, to develop design and innovation skills. By interacting with professionals on real problems and commercial devices, systems or software, the student learns how to tackle real world tasks, manage his duties, identify objectives, respect constraints, explore new ideas, investigate practical issues, design new elements (device, systems, software) and make some decisions. Pre Requisite: LNG-173, Completing 60 CR

ENG-400 Graduation Project

This projects provides the students with opportunities to demonstrate the learning they acquired, to apply critical thinking, to further develop their design skills, to innovate, to acquire autonomy to emphasize initiative and judgment. The students are asked to design of a system, device, process or software to achieve the functional objectives representative of problems encountered by telecommunications engineers. In general, each student's project is a part of an integrating project and students should work in teams to define, manage (time), complete, validate and adequately document their design project. Graduation Projects in industrial environment with the co-supervision by an industrial expert are encouraged. Pre Requisite: BUS-310, LNG-173, ENG-224, Completion of 90 Credit Hours

NET-101 Digital Logic

This course provides an introduction to digital systems by focusing on the principles and applications. Topics include: Number systems and codes; Logic gates, truth table and universal gates, Combinational Circuit, Karnaugh Map, Flip-Flops and related devices, Decoders, Encoders, Adders, multiplexers, Binary adders, Signed Binary adders, Counters and registers, Code for Detecting and Correcting Errors; Simulations. Pre requisite: none



NET-110 Computer Network Fundamentals

This introductory course introduces networking technologies, models and concepts related to network communications. Topics include: Types of networks, network addressing, interoperability, security, Reference Models, Networking Concepts and Terminology, Digital Communication Concepts; Physical, Data Link, and Network Layer Concepts; Data Link Layer Concepts and IEEE LAN Standards; Network Hardware Components; Internetworking and Network Layer Concepts and Components; The Internet and TCP/IP; LAN Networking Technologies; ISDN, Frame Relay, SMDS, ATM Basics; Network Convergence. Pre requisite: NET-101

NET-111 Operating Systems Fundamentals

This introductory course in Operating Systems Fundamentals offers a partial preparation for the Microsoft Certified Systems Engineer (MCSE) certification. Topics include: NT Domain Model, Network Protocols, TCP/IP, DHCP, WINS and DNS, Permissions, file server, 2000 server network model, Active Directory and AD elements-forests, trees, domains and OU's, Managing accounts and client connectivity; Object Security, Configure and manage Microsoft IIS. Web and FTP server, Setup standalone network with 2003 Server and Active Directory, XP (or higher) and DHCP. Pre requisite: SWS-110

NET-112 Computer Architecture

This course provides an introduction to the way a computer works and to its main components. Topics include Computer Systems : An Overview of Computer Systems; Different types of data formats, including alphanumeric, image, and sound, Integer representations and calculations, Floating-point representations and calculations, Little Man Computer; CPU and Memory; Design, Implementation and Enhancement, Analysis and Comparison of CPU architectures, I/O Operation, Computer Peripherals; Intel x86, Power PC, and IBM System architectures. Pre requisite: NET-101

NET-120 LAN Switching and Routing

This course handles the theory and implementation of routing, switching and their associated protocols and algorithms which are the main elements in internetworking technologies. Topics include: Review of class full IP addressing and sub netting, Bridges, Switches, and Routers, Variable Length Subnet Masking, Classless Inter domain Routing, Route aggregation; Mechanics of Routing Protocols, RIP v1 and RIP v2, IGRP and EIGRP; OSPF; IEEE LAN standards, Transparent Bridges; Principles of LAN Switches, Loop Resolution, VLANs Applications, Concepts, and Standards. Pre requisite: NET-110

NET-121 Network Operating System I

This course provides an introduction to network operating systems and partial preparation for the MCSE exam. Topics include: NT Domain Model, Install and configure NT Server, Primary Domain Controller (PDC) , Network Protocols, Plan and implement TCP/IP, Dynamic Host Configuration Protocol (DHCP), Permissions, Recent Server model (2000 or higher), Active Directory, Configure the server environment, Manage accounts and client connectivity, Object Security, Web and FTP server. Pre-Requisites: NET-111

NET-210 WAN Technologies

This course focuses on WAN network technologies such as ATM, ISDN and Frame Relays. Topics include: Guided and unguided transmission, Integrated Services Digital Network, Multiplexing, ADSL, xDSL techniques, Soft switch Architecture, Packet Switching Principles, X.25, ISDN Architecture, Asynchronous Transfer Mode, Web site reading, Routing in WAN Circuit-Switch, and Packet-Switching



Network, Least-Cost Algorithm, Congestion Control in Switched Data Network, Effect of Congestion, Cellular Wireless Network, Principles, First Generation Analog network, Second Generation CDMA, Third Generation Systems. Pre requisite: NET-120

NET-211 Network Operating System II

This course focuses on the use of UNIX/Linux capabilities including stability. It tackles some of the more popular commands, the installation of DHCP and other network services. Topics include: Install and configure Linux for single, multi-user and network operation, Software Installation and Package Management, Command Line Interface (Shell) and Shell Scripts, Disk and File System Management, User and Group Management, Network Configuration, Configure a Linux machine for HTTP (web) and FTP services, Configure DHCP on a Linux machine. Pre-Requisites: NET-121

NET-214 Network Programming

This course provides the student with the basic programming skills to develop distributed applications and application level protocols. Topics include: Java and Socket level programming API, Programming using URL API in Java, Fundamentals of concurrency, Multithreaded in Java, Thread synchronization, Remote Method Invocation (RMI), Creating RMI client and server, Architectural view of CORBA, Interface Definition Language (IDL), Java IDL and CORBA programming, Java servlets, HTTP session management in servlets. Pre requisite: COM-321 Or (NET-111, NET-211)

NET-220 Network Security and Administration

This course introduces security theory and practice. Security models, policies and implementation techniques are explained and evaluated. Topics include: Access Control Matrix model, Protection States Transition, Attenuation of Privilege, Generic algorithm for securing computer system, Take-grant protection model and interpretation, Security Policy, Roles of Trust, Hash message authentication code (HMAC), Simple Network Management Protocol (SNMP), Key exchange and authentication, Key generation, Certificate Signature, Cipher Techniques, Stream, Networks and Cryptography, Analysis Network Infrastructure, DMZ, Network Flooding. Pre-Requisites: NET-210

NET-221 Communication Technologies

This course provides fundamental concepts in communication technology especially wireless communications. Wireless propagation characteristics have a profound impact on layers 1, 2, 3, and 4 protocols and services. Therefore, the focus of the course is on understanding the TCP/IP Protocols in Wireless Networks with most emphasis on the physical layer. As part of the discussion on the application layer, an introduction of Wireless Internet and WAP is given. Pre-Requisites: NET-210

NET-222 Wireless Networks

This course focuses on modern wireless communication and networking technology, and its application to transmit voice, data and images. Topics include: Radio frequency spectrum, Licensed and unlicensed bands, bandwidth and information rate; Multiple Access methods and Spread Spectrum Techniques (FDMA, FDM, FDM/TDMA and CDMA); Wireless Personal Area Network (Bluetooth, piconet, scatternet, ...); IEEE 802.11 Wireless LAN; Planning and building Wireless LANs; Compose Request for Information and Request for Proposal regarding WLAN; Security in Wireless Networks; Wireless WANs; Cellular, Voice and Data



Networks, Cellular Networks, AMPs, GSM, GPRS and CDMA based system, LMDS and MMDS; Wireless and Internet. Pre requisite: COM-412 or NET-221

NET-310 Network Management

This course introduces standard networking management principles, practices and technologies. Starting with the Data Communication and Network Management Overview, the basic Standards, Models, and Language of Network Management System are introduced. The course leads up to the management technologies such as SNMP (simple network management protocol), RMON (remote monitoring) and Web-based Management. Pre-Requisites: NET-220

NET-320 Advanced Switching and Routing

This introductory course in Operating Systems Fundamentals offers a partial preparation for the Microsoft Certified Systems Engineer (MCSE) certification. Topics include: NT Domain Model; Network Protocols, TCP/IP, DHCP, WINS and DNS; Permissions; file server; 2000 server network model, Active Directory and AD elements-forests, trees, domains and OUs, Managing accounts and client connectivity; Object Security, Configure and manage Microsoft IIS. Web and FTP server, Setup standalone network with 2003 Server and Active Directory, XP and DHCP. Pre requisite: NET-120

NET-323 Voice / IP Convergence

This course addresses Voice / IP Convergence (VoIP), which is related to the following context: Technology trends to allow voice, data, fax and video signals co-exist on a common networking platform. Topics include: Concepts of IP-based packet networks, Characteristics of the Internet and IP, The VoIP Model; Digital Signal Processors for VoIP; Voice Coders, Bandwidth Calculations; trade-offs of packet size, queue size, packet loss, and packet latency, RSVP, Diff Serv, RTP, NTP, multicasting, Session Description Protocol (SDP); VoIP Gateways and IP Call Processing Protocols, Internetworking SS7 and Internet Call Processing; Quality of Service (QoS). Pre requisite: NET-210 OR COM-321

NET-324 Internship

This internship provides students with the opportunity to explore, research, investigate, and ultimately make some decisions that may have significant impacts on their future careers. This course is intended to increase students' experiences and knowledge in their areas of expertise. It also stimulates students' thinking and reflection about the knowledge and understanding that they will gain from such experiences. Finally it provides students with opportunities to demonstrate the learning they acquired. Pre-Requisites: 80 Cr. Hrs.

NET-410 Enterprise Network Design

In this course, the student investigates and designs a variety of enterprise network configurations. The course enhances the student's consulting skills through the process of customer requirement analysis, network design, product specifications and price quotation. Topics include: Top-Down Network Design, Characterizing Network Traffic, Logical Network Design, Designing Models for Addressing and Naming Guidelines, Selecting Switching and Routing Protocols, Developing Network Management Strategies, Physical Network Design, Selecting Technologies and Devices for Enterprise Networks, Testing and optimizing



Network Design, Documenting Network Design. Pre-Requisites: NET-222, NET-323

NET-411 Network Design Project

This course enables the student to further enhance the design and project planning skills acquired in earlier courses. Students shall apply their consulting skills through the process of the requirement analysis of a real life design problem. This initial client need analysis will be followed by a proposed solution (network design), installations, and thorough testing using the latest network performance evaluation tools. A final network solution will be presented to the multi-disciplinary audience. The instructions on how to use it for the specified application will be given in both writing and documentation. The technology with all documentation will be transferred to the client. Pre-Requisites: NET-310

NET-412 Applied Research Project

The project illustrates research as the systematic process of collecting and analyzing information to increase our understanding of the phenomenon under study. The course studies the relationship and applicability of theories or principles to the solution of a problem. It offers to the student tackling basic research methodology as well as formulating a research problem or topic. The student should conduct a project in researching the proper explanations or understanding of the issue or topic under investigation. Pre-Requisites: MTH-210, SWS-320

NET-420 Advanced Network Troubleshooting

This course provides a study into the latest troubleshooting strategies. These strategies focus on bottom-up methodology that examines in detail each network layer-physical, data link, network, transport, session, presentation, and application- revealing the problem and solutions specific to each layer. Topics include: Analyzing and Troubleshooting the 1. Physical Layer (ATM), 2. Data Link Layer, 3. Network Layer (Internet Protocol : IP), 4. Transport Layer (Transport Control Protocol : TCP), 5. Session and Presentation Layers , and 6. Application Layer, Asynchronous Transfer Mode (ATM), Measuring and Analyzing Throughput and Latency. Pre-Requisites: NET-310–NET-320

NET-421 Integrative Project in Vertical Markets Capstone Course

This course allows the student to synthesize the various skills learned in the program. Students should develop and/or implement a networking or systems design project that meets stated business objectives for an organization in a specific vertical market such as: health services, transportation, entertainment and/or mobile commerce. Each team should draw on their knowledge of traditional and emerging technologies as applied and researched in previous courses. The scope of the project is substantive and includes a business case to support the proposal, a project plan, client needs analysis, feasibility study, appropriate user and technical documentation to support successful implementation. Pre-Requisites: NET-411, NET-412

NET-870 Broadband Communications

This course provides a detailed analysis of broadband infrastructure, technologies and services. It addresses industry standards and global services. Topics include: Internet Services, Traffic Modeling, Internet Traffic Control, Billing, Pricing and Admission Policy, Mobile Network Performance, Bandwidth Allocation, Switching Systems, Traffic Flow Control Routing, Congestion and Admission Control, Multicast Protocols, Network Management, Quality of Service. Pre Requisite: NET-120 OR (COM-320,322)



SWS-110 Programming I

This first programming course covers practical programming concepts in the context of multimedia software. The students discover and manipulate basic elements of programming through attractive applications in multimedia. They are introduced to the key ideas of event-driven programming using primarily Java as the programming language (or a current object-oriented language). Topics include: Loops, Condition statements, Drawing, Manipulating sounds and images, Creating Classes, Design animated and/or interactive programs. Pre requisite: Passing the Computing Placement Test or Passing SWS-001

SWS 121 Website Design and Development

This course introduces principles of website development. Basic HTML and CSS skills will be applied to build web pages and sites with consideration given to the effects of browser and computing platform on design choices. Topics include: Web Basics, Tags, Creating Simple XHTML Documents, Advanced XHTML Features, Web Design Concepts, Integrating multimedia. Prerequisite: SWS-120

SWS-211 System Analysis and Design1

This course examines best practices in business processes for a variety of business models. Critical risks and compensating controls are identified in each of the major operating cycles of the business. The principles of systems analysis and design are identified and applied to operations in the planning and analysis phases of the systems development life cycle. Process mapping techniques are developed through the use of commercial mapping software. Students explore object-oriented analysis and design (OOA & OOD) models using industry standard UML techniques. Pre-Requisites: NET-110, BUS-110, SWS-213

SWS-212 Database Driven Web Applications

This course introduces the students to the more advanced techniques required to build complex, modern database driven applications. Based on previous knowledge of Web design principles, XHTML and CSS, this course covers the client-side and server-side processing that enables database interactions in dynamic intranet and Internet applications. Related Topics/Contents in Web application security, deployment, and maintenance are also taught. All these concepts are applied in a group project that implements a fully functional database driven Internet application. Pre-Req: SWS-213

SWS 213 Database Design and Modeling

This course teaches the students the core concepts related to relational databases, including the general architecture, conceptual, logical and physical design, querying techniques, and security features. Topics include: Introduction to Databases, Relational Model, Relational Algebra, Data Manipulation Using SQL, Data Definition Using SQL, Queries Using QBE, Database Analysis and Design Techniques, Entity-Relationship Modeling, Normalization, Conceptual and Logical Database Design, Physical Database Design, Monitoring, and Tuning, Database Security. Prerequisite: None

SWS 214 Database Driven Web Applications

Based on previous knowledge of Web design principles, XHTML and CSS, this course covers the client-side and server-side processing that enables database interactions in dynamic intranet and Internet applications. Web application security, deployment, and maintenance are also taught. These concepts are applied in a group project that implements a fully functional database driven Internet application. Prerequisite: SWS 213

SWS-316 Programming II



This second programming course focuses on the object-oriented paradigm. Course topics include: Objects and Classes, Object-Oriented design; encapsulation and information hiding, inheritance and composition, polymorphism, class library, Simple Data Structures and their Applications (Array, String, and String Manipulation), GUI, Programming Practice using a modern high level language, design of a simple interface. Pre requisite: SWS-110

SWS-320 Operational Research

The course begins with a brief review of Linear Algebra before proceeding to the discipline of Operations Research. Operations Research is a scientific approach to decision making that seeks the optimal design and operation of a system under conditions requiring the allocation of limited resources. This involves an introduction to Model Building, Linear Programming, The Simplex Algorithm, sensitivity analysis and duality. Additional Topics/Contents include The Transportation Problem, The Assignment and Transshipment Problems, Network Models and Integer Programming. Pre requisite: MTH-120

SWS-421 Cryptography and Information Security

The course introduces cryptography and its role in information and data security. Historical and modern techniques of cryptography are introduced. It then proceeds to cover the required mathematical preliminaries, which include Topics/Contents in number theory and abstract algebra. In addition to basic private-key encryption, the course focuses on public-key techniques such as the RSA algorithm and the ElGamal Cryptosystem. Additional Topics/Contents include digital signatures, passwords and key management. Pre-Requisites: MTH-195

School of Liberal Arts & Sciences

توصيف مساقات المتطلبات الجامعية

161	LNG	مهارات الإتصال باللغة الإنجليزية (1)
<p>This course is designed to develop the students' English background and enhance their linguistic understanding. It focuses on the four basic language skills: listening, speaking, reading and writing. The teacher's main emphasis is on the level of the learners' writing and accuracy, which are the core of English language. The mastery of grammar undoubtedly paves the way to accumulate a good command of English.</p>		
161	LNG	مهارات الإتصال باللغة الإنجليزية (2)
<p>This course is a continuation of LNG 161. All students should have passed level one. It also focuses on the basics of English grammar, especially the writing skill. Pre-requisite: LNG 162</p>		
198	GED	الثقافة الإسلامية
<p>يركز هذا المساق على أساسيات الفكر الإسلامي وتأثيره على المجتمع مع إعطاء خلفية لأبرز المفكرين الإسلاميين قديماً وحديثاً ، كما يركز على القضايا الأخلاقية وفهم الإسلام وتطبيقه في جميع مجالات الحياة الاقتصادية والاجتماعية وكذلك في القضايا المشتركة مع الديانات الأخرى ، ومناقشة التحديات المعاصرة للإسلام وكيف يواجه المسلمون هذه التحديات .</p>		
199	GED	مجتمع دولة الامارات العربية المتحدة
<p>هذا المساق يعتبر مقدمة لمجتمع الإمارات في جوانبها السياسية والجغرافية والثقافية والديموغرافية والاجتماعية. ويتم تشجيع الطلاب على التفكير في تطور المجتمع في ضوء المتغيرات السريعة التي أحدثتها الحداثة والعولمة. وتشمل المواضيع : جغرافيا وتاريخ الإمارات ، وجوانب من الحياة السياسية والاقتصادية والتنمية الاجتماعية ، والحياة الثقافية قبل وبعد اتحاد دولة الإمارات العربية المتحدة.</p>		
101	SWS	مدخل إلى تقنية المعلومات
<p>يهدف هذا المساق إلى التعرف على جهاز الكمبيوتر والمفاهيم الأساس لتقنية المعلومات واكتساب الطالب المهارات الكاملة لاستخدام نظام ويندوز وإدارة الملفات، وتأهيلها لاستخدام برامج المكتب كالتعامل مع النصوص واستخدام الجداول وإجراء المعادلات الحسابية واستخدام الجداول وإجراء المعادلات الحسابية واستخدام وسائل العرض المختلفة. وأساسيات البحث في شبكة الإنترنت باستخدام متصفح للإنترنت. على استخدام البريد الإلكتروني في استقبال وإرسال الرسائل وربط المستندات مع رسائل البريد الإلكتروني.</p>		
125	GED	النظم الإيكولوجية وصحة الإنسان
<p>يقدم هذا المساق المفاهيم الرئيسية للنظم الإيكولوجية والصحة، وإذ تشدد على كيفية الارتباط والآثار المترتبة على هذه العلاقة للإنسان. يقوم الطلاب باستكشاف العلاقات بين النظم الإيكولوجية والصحة. ويوفر هذا المساق المعارف والمهارات والنهج ذات الصلة لحل المشاكل في الإعدادات الشخصية والمهنية. وتشمل المواضيع: مقدمة في النظم الإيكولوجية، علم البيئة ، العلوم البيئية، وعلوم الصحة، طرق تقييم المرضى، الطرق التقييمية للبيئة، أساليب التقييم البيئي، والتخطيط لتجنب إلى أساليب تقييم المريض إيكولوجيا والعلوم البيئية وعلوم الصحة، والنظم الإيكولوجية والتخطيط للحيلولة دون حدوث العدوى للنظم البيئية والإنسان.</p>		
145	GED	مهارات الدراسة الجامعية
<p>يعرض المقرر تقنيات مختلفة من مهارات التعلم اللازمة لتيسير نقل تعلم الطالب من مستوى الدراسة الثانوية الى</p>		



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الجامعية. حيث يستطيع الطالب أن يتحصل من خلالها على طريقتة الخاصة في التعلم والتلقى مع معرفة مواقع الضعف والقوة لكل منها، إدارة الوقت، التحكم بالذات، إعداد ملفات المساقات، جمع وتصنيف المعلومات، العمل الجماعي، التدريب الذاتي وتقنيات الإتصال .

GED 205 علم النفس في الحياة اليومية

يهدف المساق الى تحسين قدرة الطلاب على تحليل وتقييم أنواع الحجج والتأكيدات التي تواجههم في حياتهم اليومية. ويتم التركيز على المنطق غير الرسمي للغة كل يوم، ولكن يتم مناقشة المنطق الرسمي. وتشمل المواضيع: لغة الحجج، تحليل الحجج، وصحة وسلامة، ومشاكل تتعلق بالتفسير، الحجج غير الاستنتاجية استخدام وإساءة استخدام الإحصاءات وتفسيرات نظريات تجريبية، نظريات المفاهيم والتعاريف.

GED 252 التفكير النقدي

يهدف المساق الى تحسين قدرة الطلاب على تحليل وتقييم أنواع الحجج والتأكيدات التي تواجههم في حياتهم اليومية. ويتم التركيز على المنطق غير الرسمي للغة كل يوم، ولكن يتم مناقشة المنطق الرسمي. وتشمل المواضيع: لغة الحجج، تحليل الحجج، وصحة وسلامة، ومشاكل تتعلق بالتفسير، الحجج غير الاستنتاجية استخدام وإساءة استخدام الإحصاءات وتفسيرات نظريات تجريبية، نظريات المفاهيم والتعاريف.

GED 265 حقوق الإنسان في الإسلام والمواثيق الدولية

يشمل هذا المساق التعريف بالحقوق وأقسامه، وحقوق الإنسان، وموقعها بين الحقوق الأخرى، ومراسل تطورها، وعالميتها ، ووسائل حمايتها في المواثيق الدولية والشريعة الإسلامية

توصيفات مساقات برنامج البكالوريوس في الآداب/تخصص اتصال

رقم المساق	اسم المساق	مدخل إلى الاتصال الجماهيري
MCM 100	لا يوجد	
المتطلب السابق		
التوصيف		تعريف الاتصال وأنواعه وقنواته ومستوياته، مؤسسات الاتصال الجماهيري الصحفية والإذاعية والتلفزيونية والإلكترونية، التطور التاريخ للاتصال، نماذج الاتصال والتأثيرات الإعلامية، الدور الاجتماعي والثقافي والسياسي للإعلام، نظم الإعلام العربية والعالمية
رقم المساق	اسم المساق	نظريات الاتصال
MCM 110		
المتطلب السابق	MCM 100	
التوصيف		تقديم أبرز النماذج والمناظير النظرية المتعلقة بتفسير الظواهر الاتصالية المؤسسية والسلوكية وتأثيراتها على الأفراد والمجتمع، نماذج الدعاية الإعلامية والجمهور الأسير، نماذج التأثيرات الجزئية، النظريات المعيارية في الإعلام، نظريات تعديل السلوك، نظريات الجمهور الذكي، نظريات الاتصال في عصر الإعلام الجديد، حالات دراسية
رقم المساق	اسم المساق	مناهج بحوث الاتصال
MCM 120		
المتطلب السابق	MCM 110	
التوصيف		مفهوم البحث العلمي في الإعلام والاتصال، العلاقة بين النظرية والمنهج، البحوث الكمية والكيفية، بحوث تحليل المضمون، بحوث المسح الميداني، بحوث التجريبية، بحوث كيفية في تحليل الخطاب ومجموعات التركيز، مراحل البحث العلمي، التعريفات المفهومية والإجرائية، مهارات إحصائية في التحليل، تصميم الاستبانات وصحائف التفرغ، تحديد فئات تحليل المحتوى، نماذج عملية



أخلاقيات الإعلام وتشريعاته	اسم المساق	MCM 130	رقم المساق
		MCM 110	المتطلب السابق
القيم الأخلاقية والمعنوية في المجتمع، الخصوصيات الثقافية للقيم الأخلاقية، تطور أخلاقيات الإعلام عبر التاريخ، أخلاقيات الإعلام كموضوع نسبي في العالم، المواثيق الأخلاقية في المؤسسات الإعلامية، قضايا حرية التعبير والمسؤولية الاجتماعية في التشريعات الإعلامية، الخصوصية وحقوق المؤلف وحقوق الوصول للمعلومات وحماية الصحفيين، والحفاظ على سرية المعلومات، قوانين وتشريعات إعلامية مقارنة،			
مبادئ علم السياسة	اسم المساق	MCM 200	رقم المساق
		MCM 100	المتطلب السابق
تعريف علم السياسة ، أهمية علم السياسة ، مجالات العلوم السياسية ، المناهج والطرق التي يمكن أن تستعمل في دراسة الظاهرة السياسية، علاقة علم السياسة بالعلوم الأخرى، النظم السياسية في العالم، حالات دراسية.			
أسس الإدارة	اسم المساق	MCM 205	رقم المساق
		MCM 200	المتطلب السابق
تعريف الإدارة، نظريات الإدارة الكلاسيكية والحديثة، الإدارة في المؤسسات الحكومية والشركات، عناصر العملية الإدارية، التخطيط الإستراتيجي في الإدارة، إدارة الموارد البشرية والتقنية والمالية، تقارير المتابعة الإدارية، مؤشرات الإنجاز الإداري، حالات إدارية.			
المدخل الاجتماعي للإعلام	اسم المساق	MCM 210	رقم المساق
		MCM 110	المتطلب السابق
الإعلام والتغير الاجتماعي، نظريات ونماذج الإعلام والتنمية، التأثيرات الاجتماعية لوسائل الإعلام المعاصرة، الإعلام والشباب، الإعلام والغزو الثقافي، الإعلام والمرأة، الإعلام والطفولة، مستويات التأثير الاجتماعي لوسائل الإعلام، حالات وتجارب دراسية محلية وعالمية.			
المدخل النفسي للإعلام	اسم المساق	MCM 220	رقم المساق
		MCM 110	المتطلب السابق
نماذج التأثير النفسي لوسائل الإعلام، نظرية الرصاصة الإعلامية، نموذج التأثير الانتقائي، نموذج فجوة المعرفة، نموذج التعاطف النفسي، نموذج الاستهلاك، نموذج التأطير وتحديد الاجندة، نماذج الاستخدام والإشباع، حالات وتجارب.			
مبادئ الاقتصاد	اسم المساق	MCM 230	رقم المساق
		لا يوجد	المتطلب السابق
التعريف بعلم الاقتصاد وعلاقته بالعلوم الأخرى، وأساليب التحليل الاقتصادي، والمشكلة الاقتصادية وعناصرها، وتطور النظم الاقتصادية، والتنمية الاقتصادية ومشكلاتها، والتحليل الاقتصادي الجزئي، والادخار والاستثمار في النظرية الاقتصادية، والعلاقات الاقتصادية الدولية			
الإنترنت والشبكات الاجتماعية	اسم المساق	MCM 310	رقم المساق
		MCM 100	المتطلب السابق
تطور الإنترنت كوسيلة اتصال، أنواع الشبكات الاجتماعية، استخدامات الشبكات الاجتماعية، خصائص الشبكات الاجتماعية مقارنة مع وسائل الاتصال التقليدية، تأثيرات الشبكات الاجتماعية على الأفراد والمجتمع، نماذج الاتصال في الشبكات الاجتماعية، حالات ونماذج دراسية.			
الحاسب الآلي والتوثيق الإعلامي	اسم المساق	MCM 320	رقم المساق
		MCM 310	المتطلب السابق
مفهوم الأرشفة المحوسبة، برمجيات الأرشفة الصحفية والإعلامية، تخطيط الأرشفة			



الرقمية، بناء الأرشفة الرقمية، الأرشفة للمواد المطبوعة، الأرشفة للمواد السمعية والبصرية، المتطلبات الفنية للأرشفتين قواعد البيانات على الأنترنت، نماذج وتجارب.		
رقم المساق	MCM 330	النقد الأدبي والفني
المتطلب السابق	MCM 100	
التوصيف	مفهوم النقد في التراث الأدبي والفني، عناصر النقد الأدبي والفني، العناصر الفنية للنقد في وسائل الإعلام، العناصر الفكرية للنقد، إعداد تقارير النقد الفني، النقد الأدبي والفني كعمل إبداعي، تطبيقات عملية في النقد الأدبي والفني، ربط النقد الفني والأدبي بالنقد الإعلامي.	
رقم المساق	MCM 410	الجغرافيا السياسية
المتطلب السابق	MCM 200	
التوصيف	مفهوم الجغرافيا السياسية، نظرية هالفورد ماكيندر حول الأقاليم المفصلية في العالم، علاقة الجغرافية بالصرعات وتوزيع السلطة في الدول وعلى مستوى العالم، تطور مفهوم الجغرافيا السياسية عبر التاريخ، الجغرافيا السياسية والنزاعات الدولية والإقليمية الحديثة، الجغرافيا السياسية وتطور الاتصالات والمواصلات، نماذج وتجارب إقليمية وعالمية.	
رقم المساق	MCM 420	تاريخ العالم الحديث
المتطلب السابق	MCM 410	
التوصيف	تعريف التاريخ الحديث، الأحداث التاريخية البارزة منذ نهاية القرن الثامن عشر حتى الآن، الحروب العالمية الأولى والثانية، الحرب الباردة، نهاية الحقبة الشيوعية، العولمة والثورة التكنولوجية، أحداث سبتمبر 2001، الأزمة العالمية، أحداث وقضايا العالم العربي في الحقبة الحديثة.	
رقم المساق	MCM 430	التدريب الإعلامي
المتطلب السابق	90 ساعة	
التوصيف	يقضي الطالب 8 أسابيع في التدريب العملي في إحدى المؤسسات الصحفية أو إدارة العلاقات العامة أو شركة إعلان يتعرف من خلالها على الممارسات العملية في صناعة الإعلام والاتصال تحت إشراف مشرف أكاديمي وآخر ميداني، ويقوم بإنتاج عمل إعلامي ووفق معايير رفيعة.	

مساقات تخصص الصحافة المطبوعة والإلكترونية

رقم المساق	JRN 205	الترجمة الصحفية (1)
المتطلب السابق	MCM 100	
التوصيف	مبادئ الترجمة الصحفية، خصائص اللغة العربية مقارنة باللغة الإنجليزية، فنون وتقنيات الترجمة الصحفية، المصطلحات والمفاهيم الشائعة في العمل الإعلامي باللغتين العربية والإنجليزية، ترجمة الأخبار السياسية، ترجمة الأخبار الاقتصادية والمالية، ترجمة أخبار الحروب والكوارث، تطبيقات عملية ونماذج.	
رقم المساق	JRN 210	التصميم الجرافيكي والإخراج
المتطلب السابق	MCM 100	
التوصيف	مساق متوسط المستوى، يسعى لإكساب الطلبة مهارات التصميم والإخراج، ويسعى بصورة مباشرة لتزويد الطلبة بمدخل معرفية حول تصميم الجرافيك نظرياً وعملياً، والإلمام بالأسس والمبادئ التواصلية والفنية لتصميم المطبوعات، وعناصر البرمجيات المستخدمة: مثل الفوتوشوب، وأدوبي وإليستر. ويقدم الطلبة في نهاية المساق ملفاً يتضمن إنتاجهم في التصميم الجرافيكي.	
رقم المساق	JRN 215	صحافة الإنترنت
المتطلب السابق	MCM-310	
التوصيف	مساق متوسط المستوى، يسعى إلى تحديد مفهوم صحافة الإنترنت وأنواعها ومزاياها. كما يستعرض نشأة وتطور صحافة الإنترنت، والصحف الإلكترونية، وإنشاء المواقع، وأسس الكتابة على الويب. ويركز المساق بصفة أساسية على	

صحافة المواطن ، والمدونات ، مع تطبيقات على صحافة الإنترنت في الوطن العربي والعالم .			
رقم المساق	JRN 305	اسم المساق	الكتابة والتحرير الإخباري
المتطلب السابق	MCM100		
التوصيف	التعريف بالخبر الصحفي وعناصره وأنواعه ومصادره . القيم الأخبائية في المجتمعات المختلفة . وإكساب الطلبة مهارات تجميع وكتابة وتحرير الأخبار للصحافة المطبوعة طبقاً للقواعد النظرية والأسس الفنية . ويركز المساق على التطبيقات العملية والعمل الميداني داخل الجامعة وخارجها		
رقم المساق	JRN 315	اسم المساق	التحرير الصحفي (1)
المتطلب السابق	JRN 305		
التوصيف	مبادئ التحرير الصحفي للصحف والمجلات، مراحل عملية التحرير، اختصار وإعادة كتابة الأخبار، مبادئ الكتابة التحريرية الرصينة، تحرير أخبار وكالات الأنباء، تطبيقات عملية ونماذج.		
رقم المساق	JRN 410	اسم المساق	السرور الرقمي
المتطلب السابق	JRN 305		
التوصيف	تعريف مفهوم السرور الرقمي في عالم الاتصال التفاعلي متعدد الوسائط، الوسائط المتعددة وأنواعها وتطبيقاتها الإعلامية، استخدام الوسائط المتعددة في التعبير البصري، عناصر أسلوب السرور الرقمي، المتطلبات الفنية للسرور الرقمي، نماذج تطبيقية في السرور الرقمي متعدد الوسائط، مشروع تطبيقي		
رقم المساق	JRN 420	اسم المساق	تصميم مواقع الشبكة العنكبوتية
المتطلب السابق	JRN 215		
التوصيف	عناصر التصميم للمواقع الإلكترونية، برمجيات التصميم بلغة HTML، العناصر الفنية المطلوبة لبناء موقع الأنترنت، أدوات التصميم والبناء، عناصر الألوان والخطوط، الصور والنصوص، المحتوى الديناميكي برنامج فلاش ودريمويفر، تطبيقات عملية ونماذج.		
رقم المساق	JRN 430	اسم المساق	مشروع تخرج في الصحافة المطبوعة أو الإلكترونية
المتطلب السابق	فصل التخرج		
التوصيف	مساق متقدم المستوى ، يطرح في فصل التخرج ، حيث يوظف الطلبة أسس التفكير النقدي ، ومهارات الاتصال المتقدمة لإعداد مشروع بحث يتسم بالأصالة والتميز والإبداع في مجال الصحافة المطبوعة أو الإلكترونية . طبقاً لقواعد الممارسات الصحفية وأخلاقيات المهنة يقسم طلبة السنة النهائية إلى مجموعات كل مجموعة تختار عنواناً لمشروع التخرج تحت إشراف أساذ المساق بحيث يقضي بإنتاج كل مجموعة من الطلاب لصحيفة مطبوعة أو إلكترونية حقيقية ويكون كمعمل تدريب للطلاب على العمل الصحفي الحقيقي.		
رقم المساق	JRN 207	اسم المساق	التحرير الصحفي (2)
المتطلب السابق	JRN 315		
التوصيف	تحرير المواد الصحفية المتخصصة، تحرير الأخبار والمواد السياسية، تحرير الأخبار الاقتصادية، تحرير التحقيقات والريپورتاجات، تحرير اللقاءات الصحفية، تحرير المواد المترجمة، نماذج وتطبيقات عملية.		
رقم المساق	JRN 217	اسم المساق	الترجمة الصحفية (2)
المتطلب السابق	JRN 205		
التوصيف	ترجمة الأخبار المتخصصة، الترجمة من العربية إلى الإنجليزية، الترجمة التحريرية، ترجمة التحقيقات والمقالات الصحفية، نماذج وتطبيقات عملية.		



رقم المساق	JRN 317	اسم المساق	التصوير الرقمي
المتطلب السابق	MCM 100		
التوصيف	تاريخ الكاميرا كأداة تعبير بصرية، الخصائص الفنية للكاميرا، أنواع الكاميرات ومكوناتها، لقطات وحركات الكاميرا وزواياها، الصورة الصحفية، معايير الصورة الصحفية الناجحة، الكاميرا الرقمية، الجوانب الإبداعية في التصوير الصحفي، استخدام برمجيات تعديل الصورة الحاسوبية، نماذج وتطبيقات عملية.		
رقم المساق	JRN 318	اسم المساق	الاندماج الإعلامي
المتطلب السابق	JRN 215		
التوصيف	اتجاهات التطور التكنولوجي بي صناعات الاتصالات والإعلام والحاسوب، مفهوم وتجليات الاندماج التكنولوجي، تأثيرات الاندماج التكنولوجي في الاقتصاد والثقافة، التأثيرات الإعلامية للاندماج التكنولوجي، الإنترنت كمنصة للاندماج التكنولوجي، حالات دراسية ونماذج.		

رقم المساق	JRN 435	اسم المساق	الصحافة في دولة الإمارات
المتطلب السابق	MCM 100		
التوصيف	التطور التاريخي للإعلام في دولة الإمارات منذ منتصف القرن الماضي، السياسات والتشريعات الإعلامية في الإمارات، دور الإعلام في تعزيز التنمية الوطنية والهوية الثقافية، أبرز المؤسسات والشخصيات الإعلامية، الهياكل التنظيمية لقطاع الإعلام، التطور التكنولوجي، الإعلام كقطاع اقتصادي، المدن الإعلامية الحرة، التدريب والتأهيل الإعلامي، تحديثات الإعلام والهوية.		

مساقات تخصص العلاقات العامة

رقم المساق	PRA 200	اسم المساق	الكتابة للعلاقات العامة
المتطلب السابق	MCM 100		
التوصيف	مبادئ الكتابة للعلاقات العامة، الفرق بين الكتابة للعلاقات العامة والكتابة الصحفية، كتابة البيانات الصحفية، كتابة الخطابات والرسائل، كتابة إعلانات الخدمة العامة، كتابة نصوص العروض التقديمية، كتابة نصوص الأفلام الوثائقية، نماذج دراسية متنوعة.		

رقم المساق	PRA 210	اسم المساق	حملات العلاقات العامة
المتطلب السابق	PRA 200		
التوصيف	مفهوم حملة العلاقات العامة، تخطيط حملات العلاقات العامة، عناصر حملات العلاقات العامة، الموارد البشرية والفنية المطلوبة، بحوث الجماهير، إعداد الرسائل الإعلامية والاتصالية، تنفيذ حملات العلاقات العامة، إدارة حملات العلاقات العامة، تقييم حملات العلاقات العامة، حالات دراسية محلية وعالمية.		

رقم المساق	PRA 215	اسم المساق	العلاقات العامة في المجال التطبيقي
المتطلب السابق	PRA 200		
التوصيف	تجارب عملية في العلاقات العامة، العلاقات العامة في المؤسسات الحكومية، العلاقات العامة في المؤسسات الاقتصادية والمالية، العلاقات العامة في المؤسسات الصحية، العلاقات العامة الدولية، العلاقات العامة في الطوارئ والأزمات، تجارب ودروس مستخلصة.		

رقم المساق	PRA 310	اسم المساق	استخدام الإنترنت في العلاقات العامة
المتطلب السابق	MCM 310		
التوصيف	مفهوم العلاقات العامة الافتراضية، الإنترنت كبوابة للعلاقات العامة، وسائل الاتصال في العلاقات العامة الافتراضية، بنائ بوابات إلكترونية للعلاقات العامة، المحتوى الإعلامي في بوابات العلاقات العامة، مزايا العلاقات العامة الافتراضية مقارنة بالتقليدية، نماذج		

وتطبيقات عملية في العلاقات العامة على الإنترنت.		
رقم المساق	PRA 315	اسم المساق
المتطلب السابق	PRA 200	إدارة العلاقات العامة
التوصيف	عناصر العملية الإدارية، نماذج الإدارة الكلاسيكية والحديثة، الهياكل التنظيمية في العلاقات العامة، الموارد البشرية والمالية المساندة، التخطيط في العلاقات العامة، الخطط الاستراتيجية والتشغيلية، تنسيق الأنشطة والفعاليات الأحداث الخاصة، بناء العلاقات التشاركية مع المؤسسات والمجتمع، تعزيز قنوات الاتصال الداخلية والخارجية، تقييم العمل في العلاقات العامة، نماذج وحالات دراسية.	
رقم المساق	PRA 320	اسم المساق
المتطلب السابق	PRA 200	تصميم المطبوعات الإعلامية
التوصيف	بناء الصورة الذهنية والمؤسسية، عناصر وأدوات تصميم المطبوعات لتعزيز الصورة المؤسسية، العناصر الفنية والإبداعية، مقومات الصورة المؤسسية والذهنية، تحويل عناصر الصورة إلى مخرجات مطبوعة، البرمجيات والتجهيزات المطلوبة في التصميم، إعداد الرسائل الإقناعية الفاعلة، الجوانب النفسية والاجتماعية والثقافية لبناء الصورة المؤسسية، نماذج وحالات دراسية.	
رقم المساق	PRA 410	اسم المساق
المتطلب السابق	PRA 315	الاتصال التنظيمي
التوصيف	مفهوم الاتصال التنظيمي في المؤسسات الحكومية والخاصة، نظريات الاتصال التنظيمي، قنوات ونماذج الاتصال التنظيمي في المؤسسات، فاعلية الاتصال التنظيمي في المؤسسات، دور العلاقات العامة في تعزيز الاتصال الداخلي، تخطيط أنشطة الاتصال التنظيمي في المؤسسات، تنفيذ أنشطة الاتصال التنظيمي، الوسائل الشخصية والمطبوعة والإلكترونية، نماذج وحالات دراسية.	
رقم المساق	PRA 420	اسم المساق
المتطلب السابق	فصل تخرج	مشروع تخرج في العلاقات العامة
التوصيف	يقوم الطالب تحت إشراف مدرس المساق بتنفيذ مشروع في الإعلان يجسد فيه كل ما تعلمه من معارف واكتسبه من خبرات خلا دراسته الجامعية في تخصص العلاقات العامة من خلال إنتاج مشروع في هذا المجال.	
رقم المساق	PRA 205	اسم المساق
المتطلب السابق	PRA 210	الاتصال الإستراتيجي في العلاقات العامة
التوصيف	مفهوم الاتصال الإستراتيجي في المؤسسات الحكومية والخاصة، عناصر التخطيط الإستراتيجي في العلاقات العامة، الخطط التشغيلية في العلاقات العامة، بناء السمعة والهوية المؤسسية في العلاقات العامة، بحوث السوق والجمهور، المكونات الإعلامية والإدارية للعلاقات العامة الإستراتيجية، نماذج وحالات دراسية.	
رقم المساق	PRA 225	اسم المساق
المتطلب السابق	PRA 200	المراسم والبروتوكول
التوصيف	مفهوم المراسم والبروتوكول في الأنشطة والمؤسسات الحديثة، أنواع البروتوكول، البعد الثقافي للبروتوكول، منهجيات البروتوكول والمراسم، أنواع الأنشطة البروتوكولية، بروتوكول الأنشطة الرسمية، بروتوكول الأنشطة غير الرسمية، إدارة الأنشطة البروتوكولية، نماذج تطبيقية.	
رقم المساق	PRA 330	اسم المساق
المتطلب السابق	PRA 215	التسويق الاجتماعي
التوصيف	مفهوم التسويق الاجتماعيين الفرق بين التسوق الاجتماعي والتسويق التجاريين نماذج ونظريات التسويق الاجتماعي، الأسس العلمية لأنشطة التسويق الاجتماعي، أنواع ومستويات التسويق الاجتماعي، التسوق الاجتماعي لبناء الصورة الذهنية التسويق الاجتماعي لتعزيز القيم والممارسات الاجتماعية، التسويق الاجتماعي في عصر الإنترنت، تخطيط وتنفيذ أنشطة التسويق الاجتماعي، نماذج وحالات دراسية.	



العلاقات العامة الدولية	اسم المساق	PRA 425	رقم المساق
		MCM 100	المتطلب السابق
		العلاقات العامة كنشاط إنساني عابر للحدود، أنواع ومستويات العلاقات العامة الدولية، الأبعاد الثقافية والاجتماعية للعلاقات العامة الدولية، القضايا الساخنة في العلاقات العامة الدولية، إدارة العلاقات العامة الدولية في عالم متعدد الثقافات، تجارب ونماذج منتقاة.	
تخصص الإعلان			
كتابة النصوص الإعلانية	اسم المساق	ADV 200	رقم المساق
		MCM 100	المتطلب السابق
		مبادئ كتابة نصوص الإعلانات الصحفية والإذاعية والتلفزيونية، أسلوب إعداد النصوص المقروءة، أسلوب إعداد السيناريو المسموع، أسلوب إعداد السيناريو الإعلاني البصري، تطوير الفكرة الإبداعية وتحويلها لنص إعلاني، خصائص النصوص الإعلانية، تحرير النصوص الإعلانية، نماذج وحالات تطبيقية.	
الإعلان المطبوع	اسم المساق	ADV 210	رقم المساق
		ADV 200	المتطلب السابق
		مفهوم الإعلان في الصحف والمجلات، عناصر تصميم الإعلان، مراحل تصميم الإعلان، برمجيات تصميم الإعلان الصحفي، دمج عناصر الإعلان النصية والجرافيكية، التأثير الإعلاني، تطبيقات عملية في إنتاج الإعلانات المطبوعة، نماذج تطبيقية.	
الإعلان الرقمي	اسم المساق	ADV 230	رقم المساق
		ADV 210	المتطلب السابق
		ورشة عمل في الإعلان باستخدام برمجيات الإنتاج الرقمي، الوسائط المتعددة في الإعلان، أنواع الوسائط المتعددة، تطبيقات الوسائط المتعددة في الإعلان، النصوص والفيديو والصوت والصور والرسومات المتحركة، النشر على الشبكة، نماذج وتطبيقات وحالات دراسية.	
فنون الترويج	اسم المساق	ADV 310	رقم المساق
		ADV 210	المتطلب السابق
		مفهوم الترويج كنشاط إعلاني، عناصر العملية الترويجية ومراحلها، أنواع وأهداف الأنشطة الترويجية، بحوث السوق والجمهور، اختبار القنوات المناسبة، تطوير الرسائل الفاعلة، الأنشطة الترويجية للمنظمات التجارية، قياس تأثير الإستراتيجيات الترويجية، نماذج وحالات دراسية.	
استراتيجيات الإعلان	اسم المساق	ADV 320	رقم المساق
		ADV 210	المتطلب السابق
		مفهوم التخطيط الإستراتيجي في الإعلان، عناصر الإستراتيجية الإعلانية ومراحلها، أنواع وأهداف الإستراتيجيات الإعلانية، بحوث السوق والجمهور، اختيار القنوات المناسبة، تطوير الرسائل الفاعلة، الأنشطة التسويقية والإعلانية للمنظمات التجارية، قياس تأثير الإستراتيجيات الإعلانية، نماذج وحالات دراسية.	
تخطيط الحملات الإعلانية	اسم المساق	ADV 330	رقم المساق
		ADV 210	المتطلب السابق
		مفهوم الحملة الإعلانية في التسويق المتكامل، التخطيط للحملات الإعلانية، العناصر الفنية والفكرية والبشرية للحملات الإعلانية، دراسات السوق، الاستراتيجيات والأهداف، مراحل الحملات الإعلانية، أدوات وقنوات الحملات الإعلانية، متابعة إدارة الحملات الإعلانية، تقييم تأثيرات الحملات الإعلانية، حالات دراسية ونماذج.	

الإعلان الدولي	اسم المساق	ADV 410	رقم المساق
		ADV 200	المتطلب السابق
التوصيف			
الإعلان في عصر العولمة، الشركات متعددة الجنسية وصناعة الإعلان، تأثيرات الإعلان العابر للحدود، التأثيرات الاجتماعية، التأثيرات الثقافية، التأثيرات الاقتصادية، الهيمنة الثقافية وتعزيز الاعتمادية والاستهلاك، اللاعبون الرئيسيون في الساحة الدولية، النظريات العامة للإعلان الدولي، استجابة المجتمعات للإعلان الدولي العابر للحدود، حالات ودروس.			

مشروع تخرج في الإعلان	اسم المساق	ADV 420	رقم المساق
		فصل تخرج	المتطلب السابق
التوصيف			
يقسم طلبة السنة النهائية إلى مجموعات كل مجموعة تختار عنواناً لمشروع التخرج تحت إشراف أستاذ المساق ليحسد فيه طلبة المجموعة كل ما تعلموه ويضعون فيه كل ما اكتسبوه من خبرات ليأخذ هذا المساق شكل محاكاة تطبيقية لما سيمارسه الطلبة في سوق العمل حيث يتم العمل عادة في صورة جماعية			

الإعلان الإذاعي والتلفزيوني	اسم المساق	ADV 215	رقم المساق
		ADV 200	المتطلب السابق
التوصيف			
مفهوم الإعلان في الراديو والتلفزيون، عناصر الإنتاج الإعلاني في الراديو والتلفزيون، الكاميرا وأجهزة المونتاج الرقمية للصوت والفيديو، تطوير فكرة الإعلان، التخطيط وحصر الموارد البشرية والفنية، إعداد النصوص الإعلانية، توفير المادة المرئية، إخراج المادة الإعلانية، تأثير الإعلان على المجتمع، حالات دراسية، تدريبات في المختبر.			

إعلانات الطرق	اسم المساق	ADV 220	رقم المساق
		ADV 210	المتطلب السابق
التوصيف			
مفهوم الإعلان على طرق من خلال اللوحات Billboards، إعداد المحتوى الإعلاني في الطرق، عناصر تصميم إعلان الطرق، قياس تأثير إعلان الطرق، نماذج وتطبيقات عملية.			

الاتصال التسويقي المتكامل	اسم المساق	ADV 315	رقم المساق
		ADV 310	المتطلب السابق
التوصيف			
مفهوم الاتصال التسويقي المتكامل، الخليط الإعلامي والتسويقي، بحوق السوق والجمهور، تخطيط أنشطة الاتصالات التسويقية، أنواع ومضامين الاتصالات التسويقية، إدارة الاتصالات التسويقية، تنفيذ الأنشطة الاتصالية-التسويقية المتكاملة، الموارد البشرية والفنية، متابعة وتقييم الاتصال التسويقي، حالات دراسية ونماذج.			

سلوكيات المستهلك	اسم المساق	ADV 325	رقم المساق
		ADV 310	المتطلب السابق
التوصيف			
المدخل النظرية لسلوكيات المستهلك، العناصر التي تحكم السلوك الاستهلاكي، تأثير السلوك الاستهلاكي على الأنشطة التسويقية، تطبيق استراتيجيات التسويق واتخاذ القرارات، تجزئة المستهلكين والأسواق وفق فئات معينة، تقييم السلوك الاستهلاكي، نماذج وتطبيقات.			



Course Descriptions

Arabic Communication Skills (1)	ARA	110
<p>The course seeks to achieve basic learning skills in contributing to the development of a balanced student personality by using Arabic in academic and professional fields. The course emphasizes language performance in listening, writing and conversational context to enable them to achieve credible communication with knowledge sources.</p> <p>يطمح هذا المساق إلى تحقيق مجموعة من المهارات التعليمية الأساسية لبناء شخصية الطالب الجامعي بناء ثقافياً يوافق حياته المهنية، ويدفعه نحو آفاق ثقافية تساعده على استخدام اللغة العربية في المجال العلمي والبحث الأكاديمي ومن هذا المنطلق يحرص المساق على إتقان الطلاب مهارات الأداء اللغوي قراءةً وكتابةً وتحديثاً واستماعاً وفهماً لتوظيفها في المواقف الحياتية وتنمية مهاراتهم الشفوية (الشفوية) والتحريرية (الكتابية) لمساعدتهم على التواصل المعرفي مع مصادر المعلومات المسموعة والمقروءة.</p>		
Arabic Communication Skills (2)	ARA	120
<p>This course aims at providing students with more advanced Arabic language skills for use in critical thinking and analysis. Students are exposed to different texts dealing with literary genres in poetry and prose and other forms of knowledge.</p> <p>يهيئ هذا المساق معرفة بمهارات اللغة العربية العليا الوظيفية ممثلة في: التلخيص والتحليل الموضوعي والنقد، من خلال نصوص متنوعة تتناول: مختلف الأجناس الأدبية، شعراً ونثراً، وحقول المعرفة المختلفة.</p>		
English I	LNG	171
<p>This course will improve the four skill areas with emphasis on reading and writing short essays to prepare students for the TOEFL/ IELTS exams quickly and efficiently. It will also prepare students to join and succeed in major university courses by developing university level vocabulary and using various reading strategies through authentic texts to increase reading speed and comprehension.</p>		
English II	LNG	172
<p>This course reinforces the knowledge and skills learned in LNG 171 and introduce the student to the techniques, principles, and concepts of argument and textual analysis through composition of increasingly complex analytical essays and reports. The focus is on developing the students' skills and competency in critical analysis and interpretation of texts.</p>		
Islamic Cultures	GED	198
<p>The course presents an elementary survey of Islam as a religion and an approach to life. Topics include: the Quran, its names characteristics and miracles, the scientific miracles in the Quran, an introduction to the prophetic heritage (the Sunnah), the history of Islam and the Islamic civilization, Islam's vision of the human being, the universe and life, and the pillars of Islamic faith. Students are invited to reflect on the relationships between Islam and other civilizations</p>		
UAE Society	GED	199
<p>This course is an introduction to the UAE society in its political, geographical, cultural, demographical and social aspects. Students are encouraged to reflect on the evolution of society in view of the fast changes brought by modernization and globalization. Topics include: the Emirates geography and history, aspects of life before and after the Emirates political union, economic and social development, the cultural life before and after the union</p>		



Applications of Computer Software	SWS	101
<p>This course introduces students to the most common commercial microcomputer software applications. Topics include: computer hardware and software, Windows operating system, editing (Word), spreadsheet (Excel), presentation (PowerPoint), database (Access), internet usage and E-mail.</p>		
Statistics	MTH	101
<p>An introduction to elementary descriptive and inferential statistics. Topics include: descriptive and inferential statistics, describing and organizing data, measures of central tendency and spread, probability, conditional probability, discrete and continuous random variables and their probability distributions, inferential statistics.</p>		
Introductions to Geographic Information Systems	SWS	361
<p>This course is an overview and introduction to Geographic Information Systems, what they are, their uses, and application. Some topics covered will be site selection, cartographic communications and a broad range of spatial data interrelationships.</p>		
Water and Wastewater Quality Control	ENV	304
<p>This course focuses on the principles of water management (in both quantity and quality) with emphasis on fresh water resources for domestic and multi-purpose utilization. Characterization, treatment, reclamation, and recycling of wastewater are also discussed. International guidelines, standards, and directives for water and wastewater management are presented.</p>		
Psychology in Everyday Life	GED	205
<p>An introduction to concepts and principles of selected areas of psychology and their applications to daily living. The aim is to foster students' understanding of the self and its interactions with the environment. Topics include: history of psychology, basic neuro-anatomy, theories of learning, theories or memory models, theories of intelligence, multiple intelligences, and interpersonal relationships</p>		
Critical Thinking	GED	252
<p>This course aims at improving students' ability to analyze and evaluate types of arguments and assertions encountered in everyday life. The focus is on the informal logic of everyday language, but some elementary formal logic is discussed. Topics include: the language of argumentation, analyzing arguments, validity, soundness, problems of interpretation, syllogistic reasoning, non-deductive arguments, the use and misuse of Statistics, explanations and empirical theories, conceptual theories and definitions</p>		
Ethical Reasoning for Today's World	GED	324
<p>This course examines the theories, skills and applications of moral philosophy, including a description and a discussion of the three influential approaches to morality, namely: character ethics, consequences based ethics, and principle based ethics. Some topics are: an introduction to ethics, character/virtue ethics, the problem of global inequity, utilitarianism, principle ethics, and cases in clinical ethics, principles in professional and personal ethics, the nature of ethical reasoning, developing reasoning skills in ethical, social and political contexts.</p>		



Communication Courses

Introduction to Mass Communication	MCM 100
Pre-Requisite	None
Communication processes and levels. Media history and effects. Public opinion. Media institutions in modern societies. Print media development. Broadcast media features and effects. Online media development. International media. Advertising and public relations. Research report.	
Communication Theories	MCM 110
Pre-Requisite	MCM 100
Development of theoretical thinking on communication. Propaganda and mass society theories. Limited effect theories. Normative and empirical theories. Cultural theories. Critical media theories. Media theory in the age of the Internet.	
Communication Research Methods	MCM 120
Pre-Requisite	MCM 110
Basic research methods and techniques. Qualitative and quantitative research methods. Sampling and basic statistical tools. Content analysis, surveys and experimental research. Research ethics. Research project applying specific methods.	
Media Ethics and Laws	MCM 130
Pre-Requisite	MCM 110
Media ethics theory and practice. Cultural and moral values giving rise to media ethics in different societies. Social and moral contexts of media ethics practices. Comparative media ethics. Media laws around the world. Privacy, freedom of expression, intellectual property rights.	
Introduction to Politics	MCM 200
Pre-Requisite	MCM 100
Definition of politics; fields of politics; methods of political analysis; politics and other social sciences; world political systems; case studies.	
Principles of Management	MCM 205
Pre-Requisite	MCM 200
Definition of management; classical and modern management theories; public administration and corporate management; human resource management; strategic management; assessment; case studies.	
Media Sociology	MCM 210
Pre-Requisite	MCM 100
Media and social change; media and development models and theories; social impact of modern media; media and youth; media and cultural effects; media and women, media and children. Local and international case studies.	
Media Psychology	MCM 220
Pre-Requisite	MCM 110
Models and theories of media psychological effects. The bullet theory; selective effects models;	



knowledge gap models; empathy models; consumerism models; framing and agenda setting models; uses and gratifications models. Cases studies.		
Principles of Economics		MCM 230
Pre-Requisite	None	
Definitions of economics and its relations with other sciences; methods of economic analysis; the economic problem; development of economic systems; macroeconomics and microeconomics; the international economic system.		
Internet and Social Networks		MCM 310
Pre-Requisite	MCM 100	
The Internet as a communications tool. Types of social networks. Features of social networks compared with conventional media; effects of social networks on social and political development; using social media; case studies.		
Computerized Media Archiving		MCM 320
Pre-Requisite	MCM 310	
Digital archiving concepts and processes; digital archiving systems in media institutions; managing digital archiving systems; text and audio-visual archiving systems; online databases; case studies and filed visits.		
Literary and Artistic Criticism		MCM 330
Pre-Requisite	MCM 100	
The concept of criticism in literary and artistic traditions; components of criticism in media content; intellectual components of criticism; writing critical literary and artistic essays; practical applications in literary and artistic criticism. Applying literary and artistic criticism to media genres.		
Political Geography		MCM 410
Pre-Requisite	MCM 200	
The concept of political geography as a social science; Mackinder theory of political geography; how geography impacts on conflicts and the distribution of power at the international level; political geography in human history; political geography in the age of globalization. Case studies.		
Modern World History		MCM 420
Pre-Requisite	MCM 410	
Defining modern history; key historical events and developments since the end of the 18 th century; First and Second World Wars; the end of the Cold War; the age of Globalization; uni-polar world system; 9/11 and its repercussions; the international financial crisis; Arab world developments.		
Media Internship		MCM 430
Pre-Requisite	90 credits	
Students spend six weeks of continuous training in media institutions relevant to their area of specialty where they receive training under the supervision of an academic advisor and an industry advisor. In order to pass the internship, students have to demonstrate specific administrative and technical capabilities, attitudes and commitments.		



Electronic and Print Journalism Courses

Journalistic Translation (1)	JRN 205
Pre-Requisite	MCM 100
Principles of journalistic translation; comparative Arabic and English language features; translation techniques; news vocabulary in Arabic and English; political news translation; economic and business news translation; disaster news translation. Practical applications.	
Layout and Graphic Design	JRN 210
Pre-Requisite	MCM 100
Graphic Design basic concepts, theories, elements and principles. Critical thinking, creative designing skills, practical applications for production of print and electronic newspapers and magazines. Photoshop and Illustrator tools.	
Online Journalism	JRN 215
Pre-Requisite	MCM-310
Online knowledge, writing and technical skills, working with images. Audio and video. Producing reliable content; Special consideration will be on analysis of citizen and participatory journalism, the course also covers ethical issues in online journalism, with extensive practical applications on the web	
News Writing and Editing	JRN 305
Pre-Requisite	MCM100
Fundamentals of news reporting and writing, news values and news worthiness, the gate keeping process, story development and leads, the inverted pyramid style, techniques of gathering information and dealing with news sources .Strong emphasis will be placed on practical applications.	
News Editing (1)	JRN 315
Pre-Requisite	JRN 305
Basic editing skills for print media; the simple news story; leads and headlines; news selection criteria; the inverted pyramid; news gathering and interviewing techniques; news editing; news production project.	
Digital Storytelling	JRN 410
Pre-Requisite	JRN 305
Basic knowledge and skills in digital storytelling. Using multimedia software to build specific narrative formats. Storytelling applications in journalism and education. Opportunities and limitations of digital storytelling for media development. Storytelling project.	
Website Design	JRN 420
Pre-Requisite	JRN 215
Technical principles of website design; website design software; design components; planning the design process; colors and typography; multimedia; dynamic and static content; Flash and Dreamweaver packages. Practical applications.	
Graduation Project	JRN 430
Pre-Requisite	Graduation Semester
Graduation project. Students will be asked to integrate and synthesize all of JRN related	



learning they have acquired during their four years at CUD, to think critically ,plan and execute a full creative projects, including but not limited to one of the following : A tabloid newspaper, print or electronic magazine, blogs and investigative report. Teamwork is highly encouraged.

News Editing (2)	JRN 207
Pre-Requisite	JRN 315
Editing specialized journalistic works; editing editorial content for print media; editing investigative reports and interviews; editing translated work. Practical works.	
Journalistic Translation (2)	JRN 217
Pre-Requisite	JRN 205
Translation of specialized print media content; Arabic to English translation; news interpretation techniques; editorial content translation; practical applications.	
Digital Photography	JRN 317
Pre-Requisite	MCM 100
History of photojournalism; technical features of the camera; creativity in photojournalism; camera shots and angles; digital photography; computer software; field and lab-based work; enduring issues in photojournalism; what it takes to be a photojournalist; examples and cases.	
Media Convergence	JRN 318
Pre-Requisite	JRN 215
Media convergence concepts and definitions. The technological revolution in the media sphere. Implications for journalism practices. Implications for politics and the economy. Legal, political, economic and cultural challenges. Case studies in media convergence.	
The Press in the UAE	JRN 435
Pre-Requisite	MCM 100
Historical development of UAE media; media regulations and laws; federal and local media institutions; media policies and orientations; media free zones; technological development; UAE media at global level; enduring issues in UAE media; case studies.	

Public Relations Courses

Writing for Public Relations	PRA 200
Pre-Requisite	MCM 100
Basic writing skills for PR media forms including press releases, public service announcements, memos, letters, speeches, newsletters, short documentaries, social network postings, and audio-visual presentations.	
Public Relations Campaigns	PRA 210
Pre-Requisite	PRA 200
Planning and managing public relations campaigns; market research; developing campaign messages and themes; choosing media outlets; accounting for human and technical resources; campaign implementation; multi-media campaigns; campaign management and evaluation; case studies.	
Applied Public Relations	PRA 215
Pre-Requisite	PRA 200



Review of wide-ranging case studies and experiences in public relations from around the world; material covers a variety of issues handled by PR departments such as oil spills; medical fiascos; power failures; consumer fraudulence and others. Case study field reports by students.	
Online Public Relations	PRA 310
Pre-Requisite	MCM 200
The Internet as a communication tool; virtual public relations; principles and techniques of online public relations; managing public relations online; the online PR practitioners; virtual PR in the UAE; cases studies.	
Public Relations Management	PRA 315
Pre-Requisite	PRA 200
The concept of PR management; PR department organizational models; planning PR activities and functions; strategic management in public relations; operational plans; human resource development; market research; customer relations management; PR management workflow; case studied.	
Corporate Publications Design	PRA 320
Pre-Requisite	PRA 200
Fundamentals of design; computer-based design skills of wide ranging publications used in corporate communications including newsletters, brochures, magazines, posters. Adobe design software, lab-based work; field visits; practical production of corporate publications designs; case studies.	
Organizational Communication	PRA 410
Pre-Requisite	PRA 315
Organizational communication theories; forms, channels and processes of organizational communication; vertical and horizontal communication channels; aligning communication effectiveness with organizational performance; grapevine communications; channels; organizational effectiveness; case studies.	
Graduation Project in Public Relations	PRA 420
Pre-Requisite	Graduation Semester
Students produce a graduation project reflecting their knowledge and expertise in public relations under the supervision of their instructor. A team of specialized faculty members evaluates projects before it is presented to an audience of students.	
Strategic Communications	PRA 205
Pre-Requisite	PRA 210
The concept of strategic communications; developing PR strategies; strategic goals and values; accounting for internal and external factors; SWOT analysis; aligning PR strategies with organizational goals; market research; managing PR strategies; stakeholders' concerns and interests; case studies.	
Protocol	PRA 225
Pre-Requisite	PRA 200
The concept and practice of protocol in modern institutions and events; protocol models and perspectives; protocol methods and procedures; types of protocol; formal and informal protocol; protocol management. Case studies.	



Social Marketing	PRA 330
Pre-Requisite	PRA 215
The concept of social marketing in modern societies; theories of social marketing; social marketing campaigns; audience research; planning social marketing; message development, production an diffusion; evaluation; social marketing case studies.	
International Public Relations	PRA 425
Pre-Requisite	MCM 100
Public relations as a trans-national human relations activity; development of international public relations; theories of international public relations; methods and techniques of International PR; managing international PR; international PR in the age of globalization; case studies.	

Advertising Courses

Advertisement Copywriting	ADV 200
Pre-Requisite	MCM 100
Basic writing skills for PR media forms including press releases, public service announcements, memos, letters, speeches, newsletters, short documentaries, social network postings, and audio-visual presentations.	
Print Advertising	ADV 210
Pre-Requisite	ADV 200
Advertising as a marketing tool; historical development of advertising into the ICT age; advertising techniques in print media; advertising and society issues; advertising research; international advertising; print advertising project.	
Digital Advertising	ADV 230
Pre-Requisite	ADV 210
Cyberspace as an advertising opportunity; digital tools for online advertising; copywriting for online advertising; market research for online advertising; online advertising outlets; digital advertising project.	
Promotional Techniques	ADV 310
Pre-Requisite	ADV 210
The concept of promotion as an advertising and marketing technique; planning promotion campaigns; developing appropriate messages; selecting appropriate channels; promotional activities in commercial and public-service sectors; evaluating promotion effects. Case studies.	
Advertising Strategies	ADV 320
Pre-Requisite	ADV 210
Cyberspace as an advertising opportunity; digital tools for online advertising; copywriting for online advertising; market research for online advertising; online advertising outlets; digital advertising project.	
Advertising Campaigns	ADV 330
Pre-Requisite	ADV 210



The concept of advertising campaigns; developing goals and objectives; developing appropriate media messages; selecting appropriate channels; understanding our target audience; managing advertising campaigns; cases studies.	
International Advertising	ADV 410
Pre-Requisite	ADV 200
International advertising process and dynamics; business, ethical and cultural considerations in international advertising; case studies in international advertising; research for international advertising; enduring issues in international advertising; research report.	
Advertising Graduation Project	ADV 420
Pre-Requisite	Graduation Semester
Students produce a graduation project reflecting their knowledge and expertise in advertising under the supervision of their instructor. Projects are evaluated by a team of specialized faculty members before it is presented to an audience of students.	
Broadcast Commercials	ADV 215
Pre-Requisite	ADV 200
Radio and television commercials; production processes; broadcast advertising as business; production crew and technical requirements; production and marketing management; relations with clients and agencies; market research; broadcast advertising project.	
Billboards	ADV 220
Pre-Requisite	ADV 210
The concept of billboard as an advertising tool; types of billboards; planning billboard design and content; measuring billboard effects; case studies.	
Integrated Marketing Communications	ADV 315
Pre-Requisite	ADV 310
Integrated marketing communication (IMC) theories; combining different IMC forms; handling IMC in advertising; public relations and marketing; IMC strategies and campaigns; case studies; IMC project.	
Consumer Behavior	ADV 325
Pre-Requisite	ADV 310
Theories of consumer behavior; methods of studying consumer behavior; factors bearing on consumer behavior; using knowledge of consumer behavior to support marketing campaigns; consumer and market fragmentation; case studies.	



17. Glossary

Credit Hour (Cr. Hr.)

This refers to one lecturer hour or two hours of practical study per week for sixteen weeks.

Courses

This is a program of study presented in lectures or other classes with a fixed number of contact hours per week throughout the semester. Each course is given a title and ID number and is related to other course within an integrated curriculum.

Pre – requisite course

This refers to the course that must be passed by the student before being allowed to register in another course.

Curriculum

This is a full description for the program. It consists of:

- A syllabus of integrated courses that must be passed to fulfill the requirements of the program.
- A practical training period which is integrated into the curriculum.

Semester

This is a teaching period lasting for fifteen weeks excluding the examination period.

Academic year

This is the period devoted to teaching which is determined according to the academic calendar. It consists of the first and the second semester during which an intensive course of study is arranged.